

Working with Communities to Promote Pedestrian Safety and Walkability

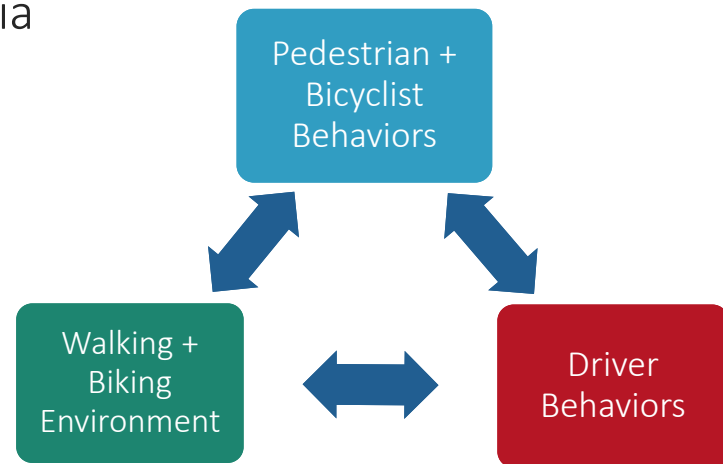
Jill F. Cooper
UC Berkeley SafeTREC

2016 Nevada Traffic
Safety Summit

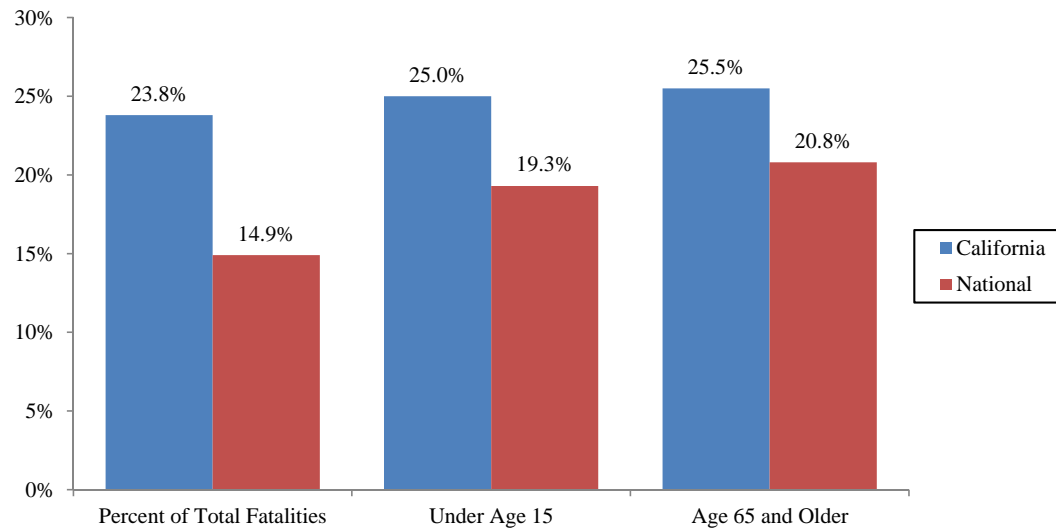


Today's Presentation

- Provide an overview of the California Community Pedestrian Safety Training Program
- Present data and other criteria used in identifying training sites
- Present case studies of training sites in California



Pedestrian Fatalities – National and California 2014



* Source: Fatality Analysis Reporting System (FARS), NHTSA and Statewide Integrated Traffic Records System (SWITRS)

How do we develop community-driven solutions to pedestrian safety concerns in specific neighborhoods?

Community Pedestrian Safety Training Program

Program Objectives

1. Improve pedestrian safety
2. Build capacity of community partners in promoting safety
3. Create walkable communities
4. 6 E's: Engineering, Enforcement, Education, Evaluation, Engagement, Equity



Recruitment and Methods

What do we look for in selecting communities?

- Disproportionately high pedestrian injury
- Strong community interest and readiness
- Underserved communities

Methods:

- Injury mapping and data analysis
- Safety assessments
- Community stakeholder training



Community Pedestrian & Bicyclist Safety Workshop

May 19, 2016

Modesto – Airport Neighborhood, California

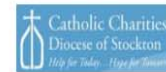


Taller Comunitario para la Seguridad Peatonal y Ciclista

Mayo 19, 2016

Modesto – Vecindario del Aeropuerto, California





Community Pedestrian & Bicyclist Safety Workshop

Thursday, May 19, 2016, 9:00 AM – 2:00 PM

Agenda

I. Welcome & Introductions

II. Overview of Pedestrian and Bicyclist Safety Best Practices, Part 1

Caro Jáuregui & Jaime Fearer, California Walks

III. Walkability and Bikeability Assessment & Debrief

IV. Overview of Pedestrian and Bicyclist Safety Best Practices, Part 2

V. Overview of Funding Sources

VI. Addressing Critical Issues for the Airport Neighborhood: Small Group Discussions & Action Planning

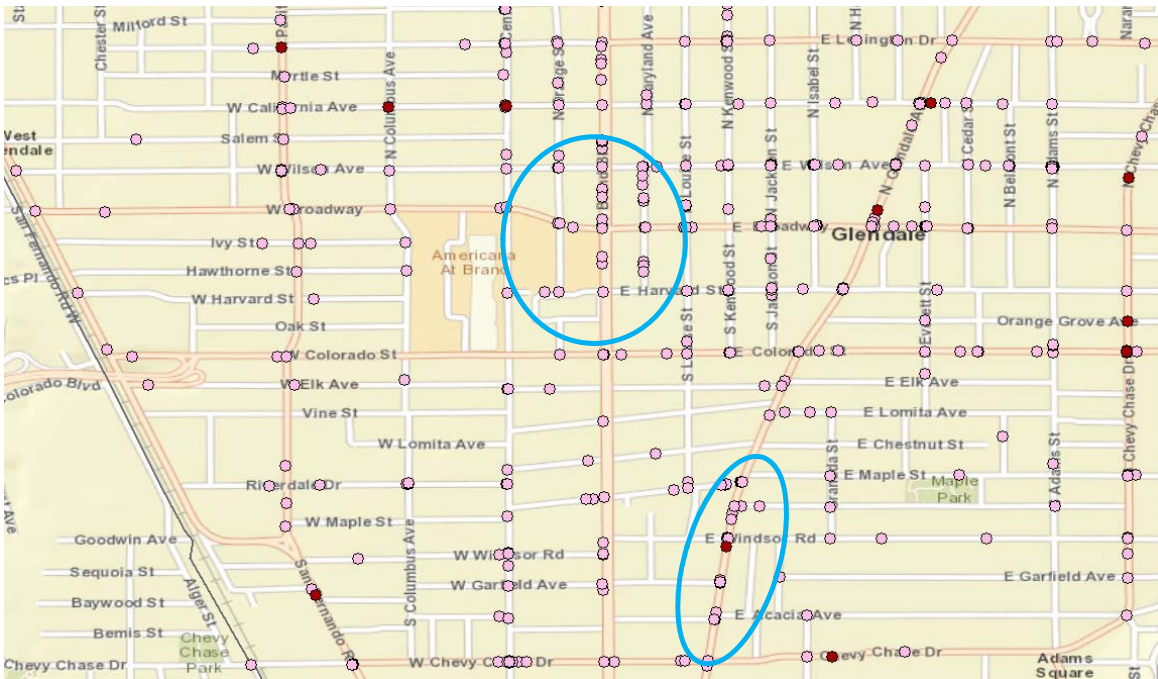
VII. Small Group Report Back on Action Plans

VIII. Next Steps, Evaluations & Adjourn

Initiatives Taken after the CPST Workshop

Initiatives taken after CPST	# of Communities Taking on Initiatives	% of Communities Taking on Initiatives	Total Number of Initiatives
Coalition Building	14	88%	35
Media and Outreach	14	88%	24
Community Programming	12	75%	26
Grants/Funding	11	69%	16
Infrastructure Improvements	8	50%	24
Law Enforcement Efforts	7	44%	9
Additional Safety Assessments/Counts	7	44%	8
Policy Changes	3	19%	4
Reduced Speed Limits	1	6%	1

Urban Community – Glendale, CA



Pedestrian Collisions 2007-2011

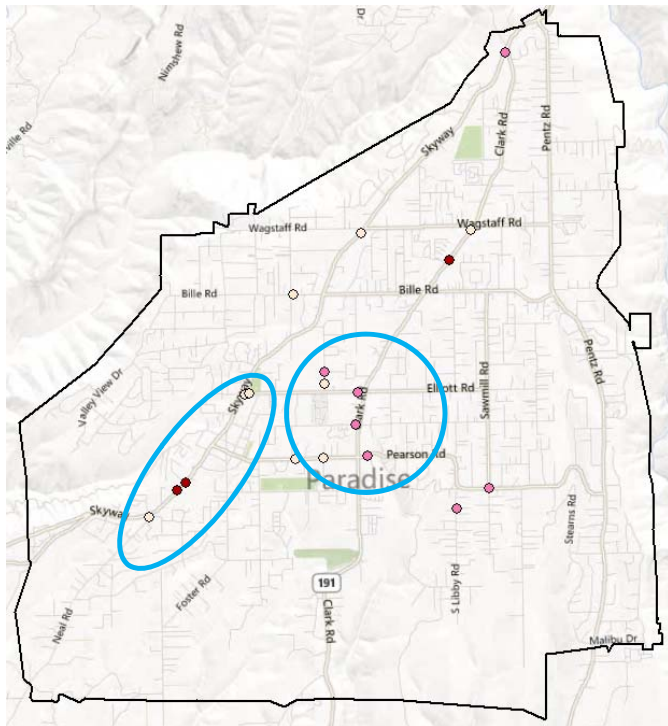
● Fatality ● Injury

Transportation Injury Mapping System, TIMS.Berkeley.edu

Initiatives taken by the community:

- Infrastructure improvements
- \$2 million in funding for pedestrian safety improvements
- Increased funding for law enforcement (ped safety focus)
- Educational programs and events hosted by the City, law enforcements and local advocacy groups
- Media

Rural Community – Paradise, CA



Pedestrian Collisions (2008-2010)

- Fatality
- Severe Injury
- Minor Injury

□ City Limits

Initiatives taken by the community:

- Infrastructure Improvements – including bike lanes, curb extensions, etc.
- \$8 million in grants towards infrastructure and pedestrian safety programming in schools
- Adopted a Town Ordinance to prohibit unsafe crossing on specific roads
- Driver and school educational programming

Before and After Paradise's CPST Workshop



“I never would have predicted that CPST would have caused such great changes in our community. CPST brought all the players together and gave us the tools to talk about and make decisions.”
—Town Manager of Paradise

Skyway Road

Key Take Aways

- 1 Community readiness is critical
- 2 CPST workshops encourage broad-based participation from both community residents and professionals/practitioners
- 3 Workshops need to be tailored to the needs of each community

Thank you!

Cal Walks
and
California Office of Traffic Safety

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