ATRC
Active Transportation Resource Center

Street Story:
A Platform for Community Engagement

We will begin at 10:00 a.m.

CDPH California Department of PublicHealth

Caltrans

Active Transportation Resource Center (ATRC)

- The ATRC utilizes a combination of subject matter experts from state agencies, universities, and consultants to provide active transportation resources that support the ATP.

- Overall, the ATRC provides active transportation training, tools, resources, and technical assistance to stakeholders for infrastructure and non-infrastructure project types.

http://caatpresources.org

ATRC Active Transportation Resource Center

Housekeeping

- Webinar recording will be posted to ATRC website: http://caatpresources.org
- Questions and Answers (Q&A)
  - Questions and comments are encouraged! Enter questions into the **chat** feature any time.
  - We will have a longer Q&A period after the presentation is completed.

Today's Speakers

- ***Kate Beck, M.C.P./M.P.H.,*** Program Lead, Safe Transportation Research and Education Center (SafeTREC), University of California, Berkeley

- ***Victoria Custodio, M.P.H.*** (Facilitator), ATRC Non-Infrastructure Technical Assistance Team Lead, Active Transportation Safety Program, Safe and Active Communities Branch, California Department of Public Health

Learning Objectives

- Understand the utility of ***Street Story***
- Learn how to input data into the ***Street Story*** Tool
- Learn how to download and use ***Street Story*** data in advocacy, programming, and planning work

Quick Poll of Attendees

In which field do you work?

- Engineering
- Planning
- Public Health
- Law Enforcement
- Other

For what type organization do you work?

- Community organization
- Local government agency
- State government agency
- Consulting firm
- Other

Welcome, Kate!

STREET STORY

Transportation Safety Community Engagement Tool

ATRC webinar, February 5, 2019

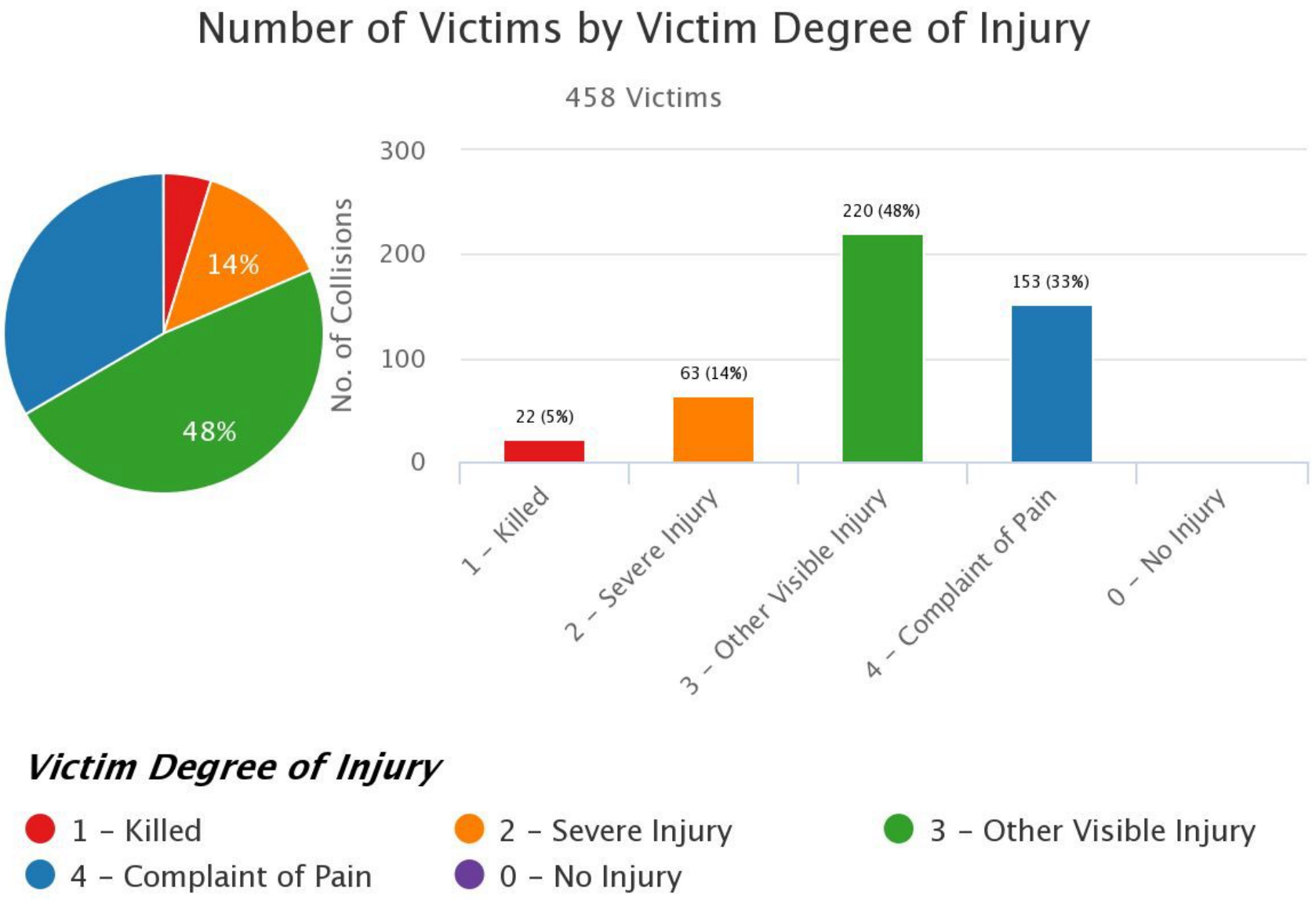
Kate Beck
Program Lead, SafeTREC

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER
OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY

Agenda

- Transportation safety data sources
- Theoretical and Policy Framework
- Overview of Street Story
- How to use Street Story in your work
- Next steps and additional resources
- Questions and feedback

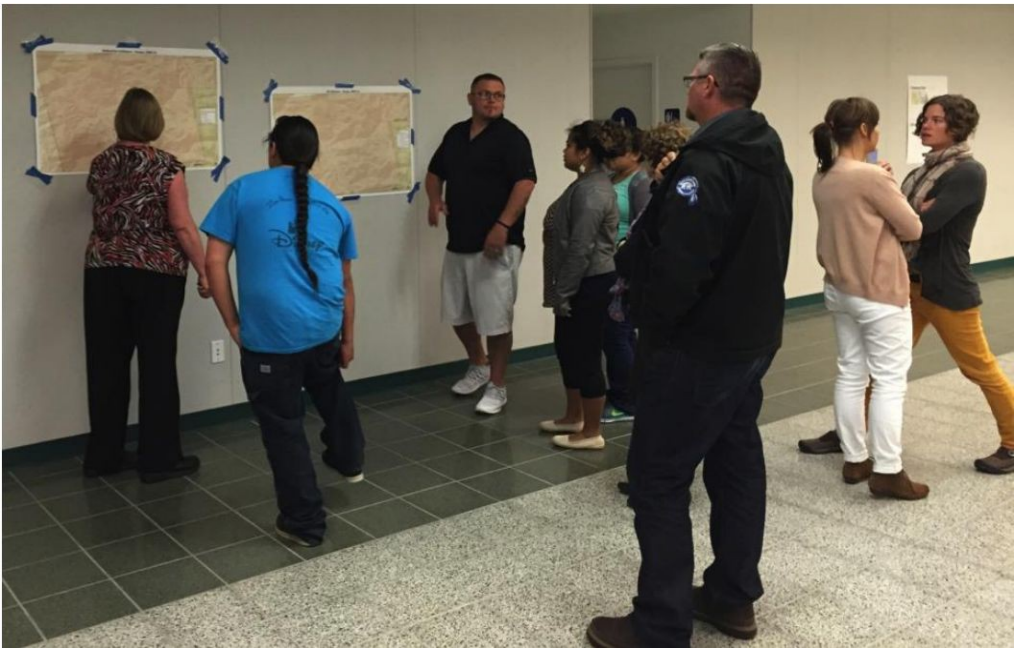
Collision Information

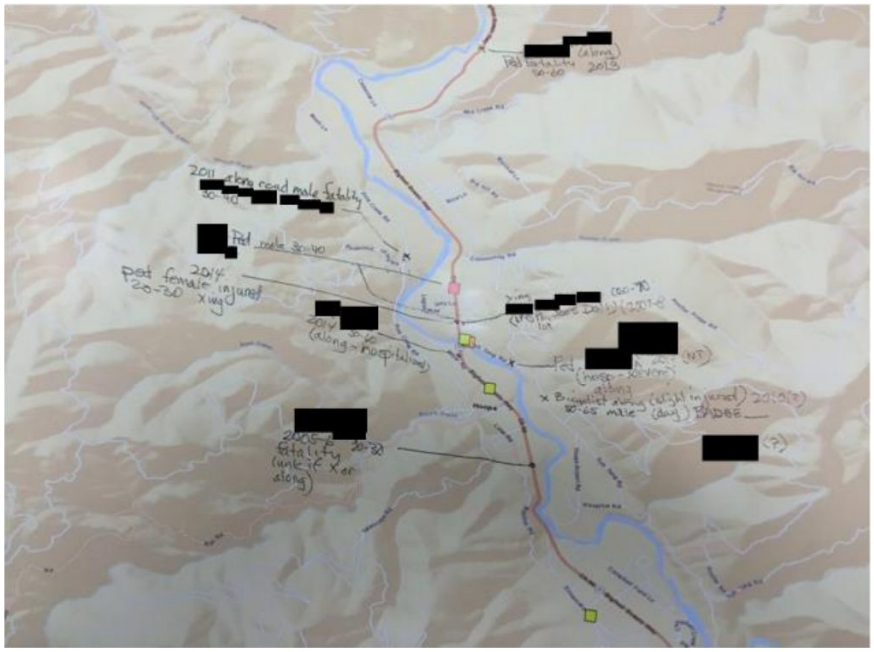


Source: https://tims.berkeley.edu

Local Knowledge

Collection of Local Knowledge





Community Engagement and the Safe Systems Approach

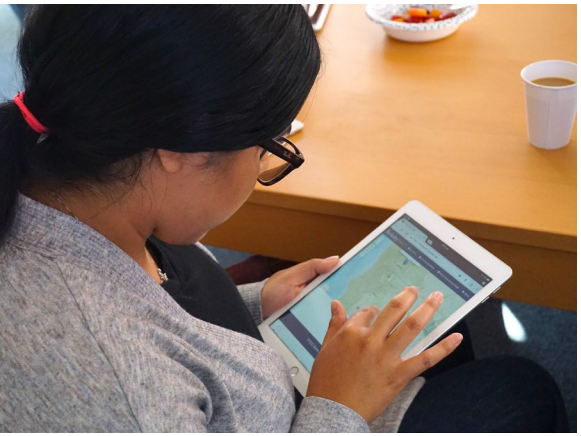
Emphasizing Community Engagement to Improve Transportation Safety

State agencies emphasize the importance of community engagement.

- **Caltrans' Bicycle + Pedestrian Plan** calls for assisting community engagement by offering new methods of engagement and reaching out to existing community groups
- **OTS's Highway Safety Plan** supports educational and behavioral programs and prioritizes engagement from communities with disproportionate traffic injuries
- **CDPH's Active Transportation Safety Program** emphasizes engagement in non-infrastructure safety programs

What is Street Story?

- Street Story helps community groups and agencies collect and understand information that is important for transportation safety but is difficult to gather



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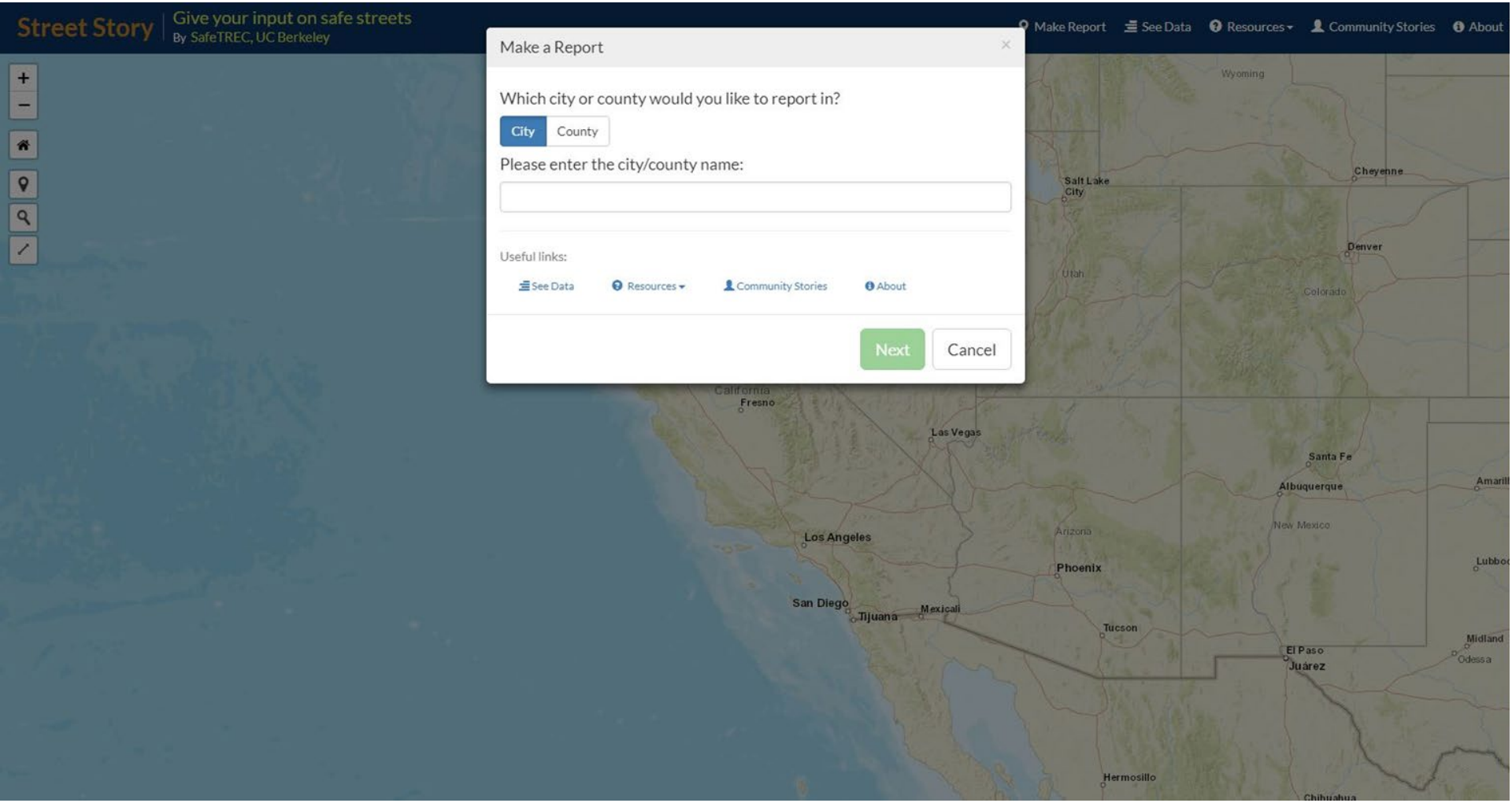
How to Provide Information

https://streetstory.berkeley.edu/



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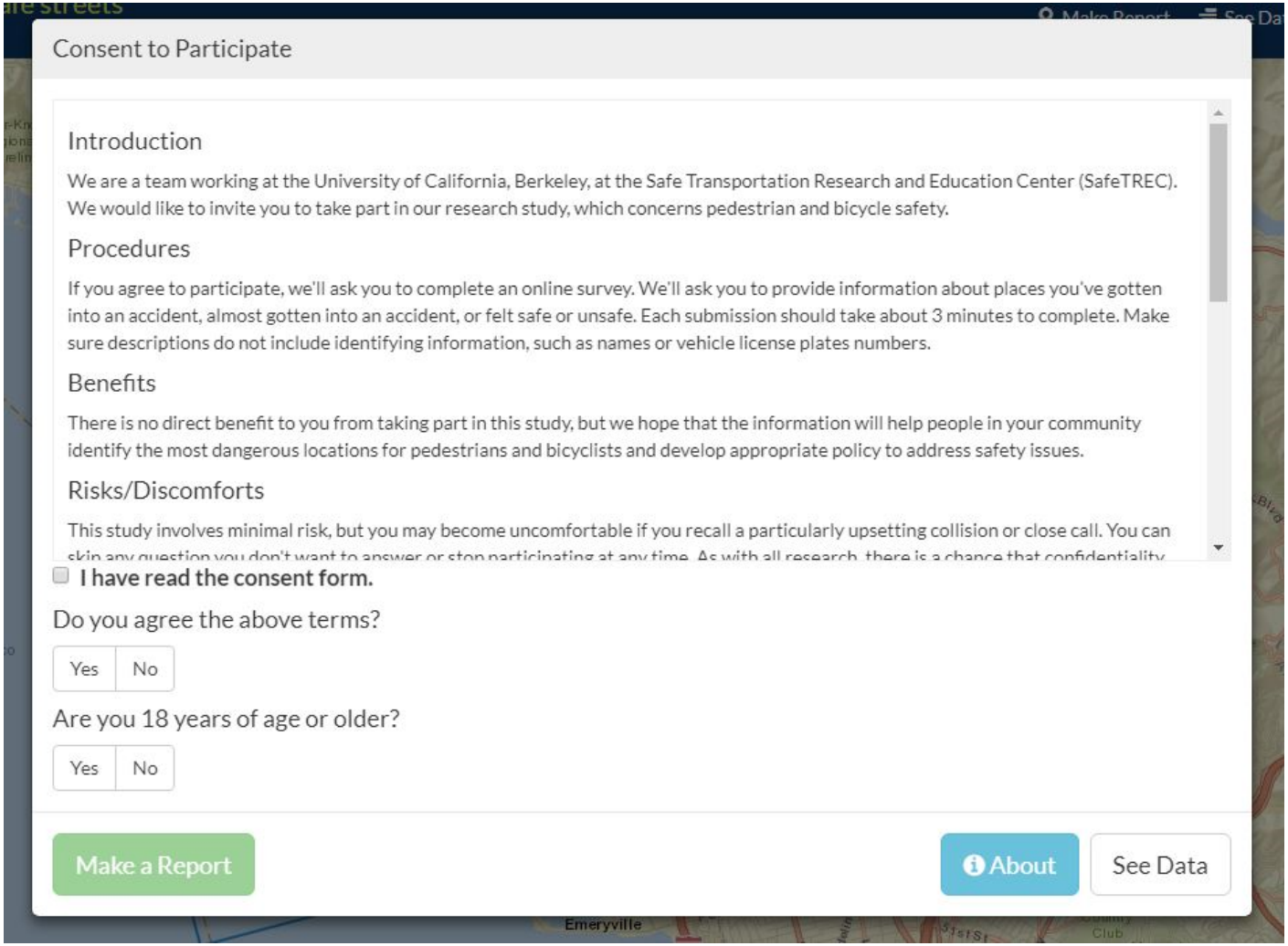

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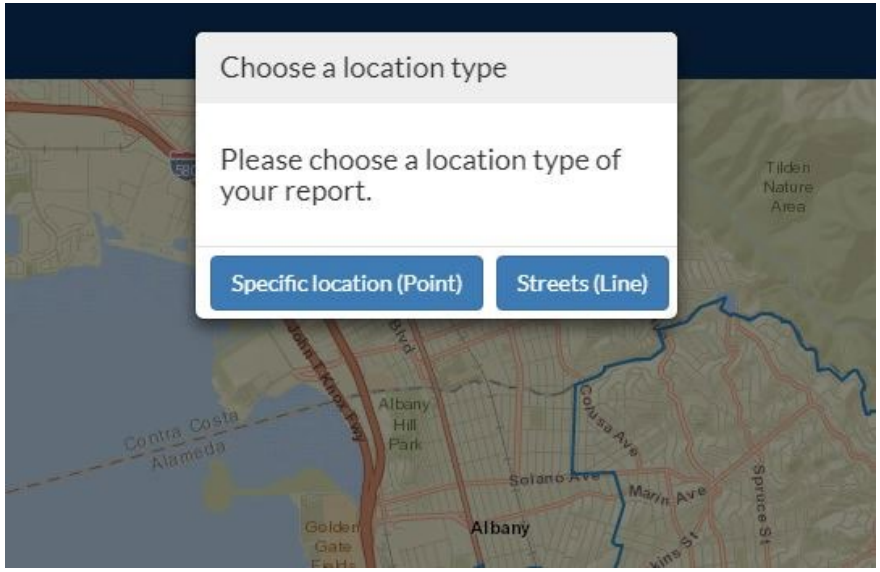

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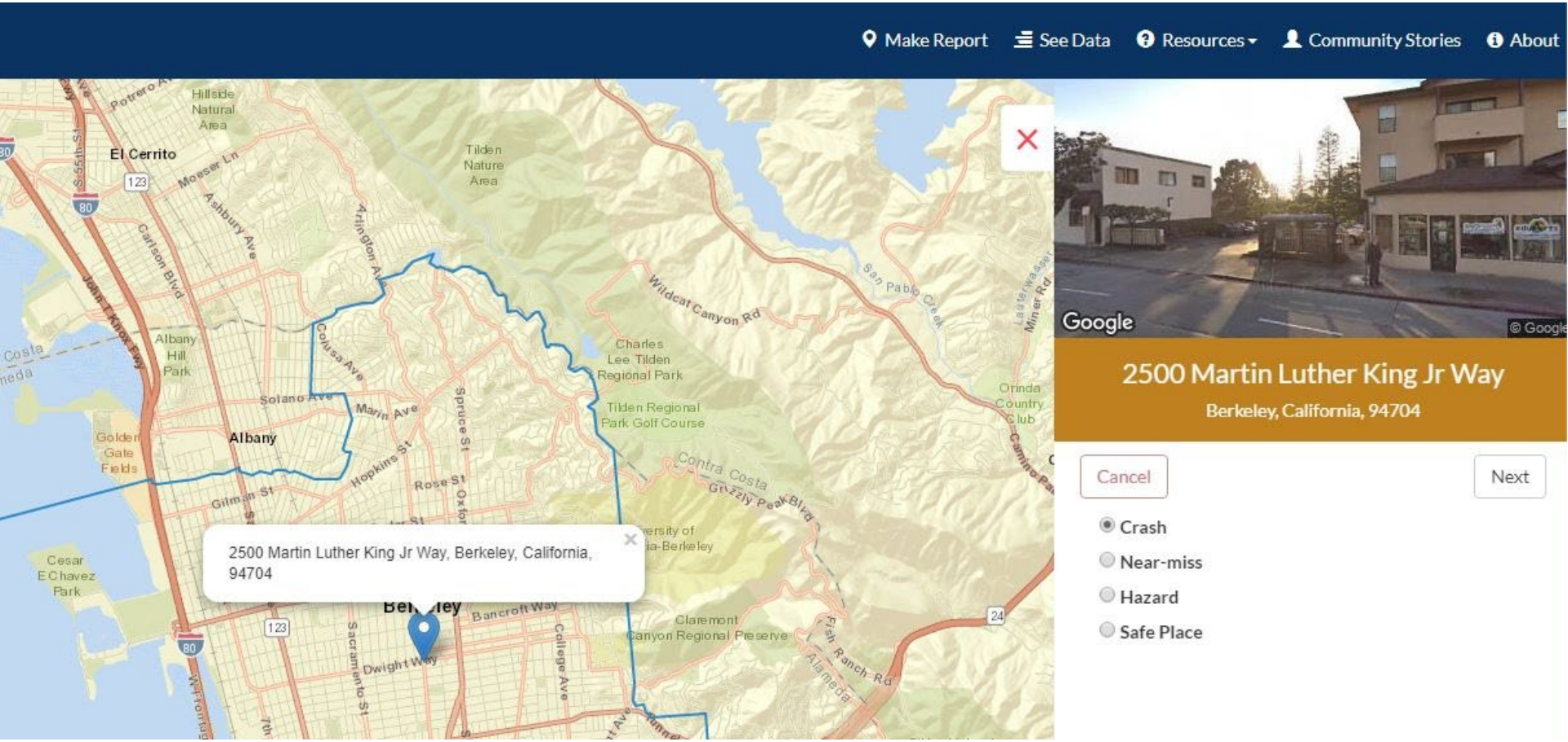

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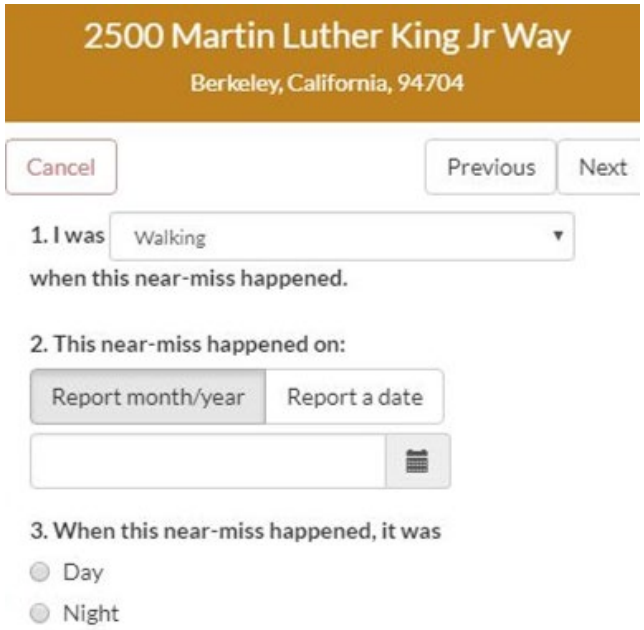
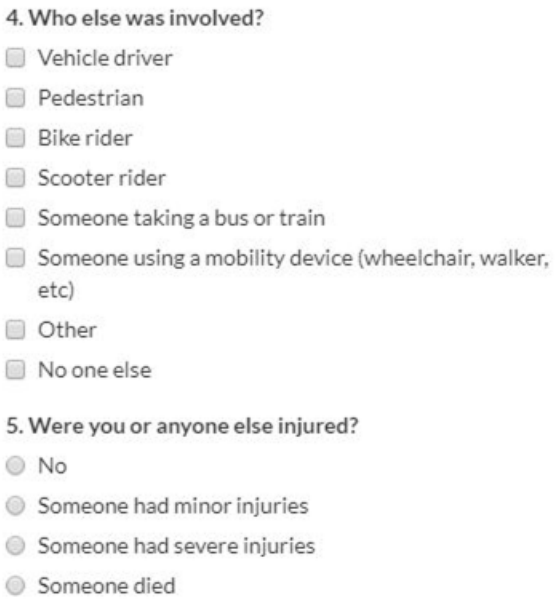
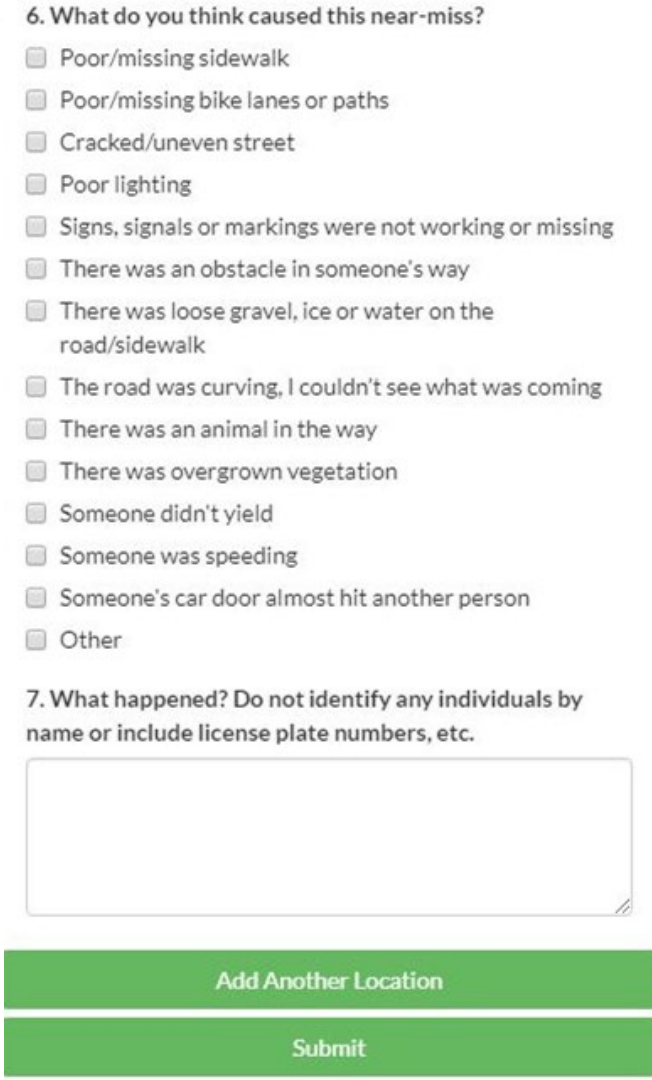






Street Story Data

https://streetstory.berkeley.edu/

Make Report | See Data | Resources | Community Stories | About

Report Map

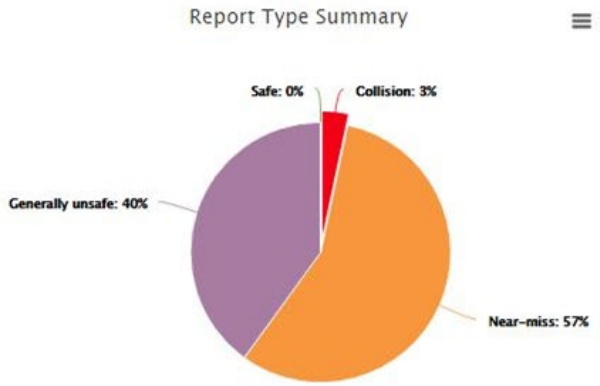
Collisions / Near-misses

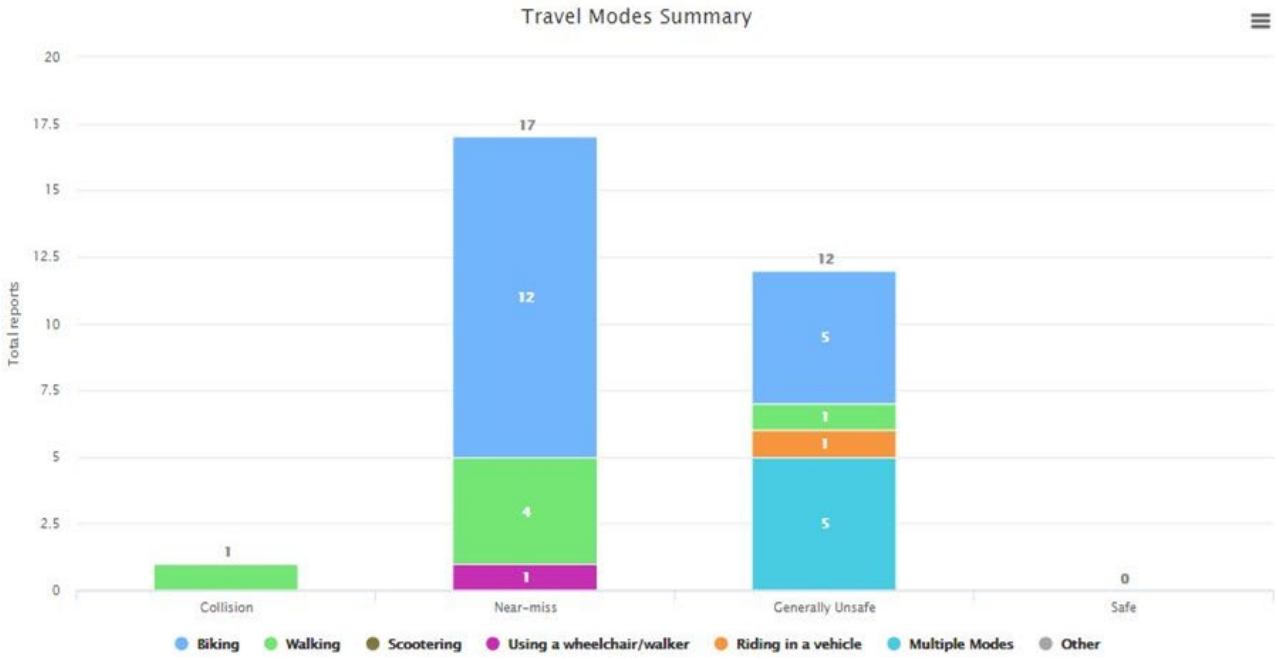
Hazards / Safe places

Street Story Data

Report Information

Report Type	Count	Percent
Collision	1	3 %
Near-miss	17	57 %
Generally unsafe	12	40 %
Safe	0	0 %
Total	30	





Street Story Data

Demographic Information

Gender	Count	Percent
Female	17	31 %
Male	11	20 %
Non Binary	0	0 %
No Response	26	48 %

Age	Count	Percent
18-25	22	42 %
26-64	1	2 %
65 years or older	1	2 %
No Response	29	55 %

Resident in area	Count	Percent
Yes	18	33 %
No	7	13 %
No Response	29	54 %

Participation in community meeting	Count	Percent
Often (more than 5 times in the last 5 years)	9	17 %
Sometimes (1-5 times in the last 5 years)	9	17 %
Never	5	9 %
No Response	31	57 %

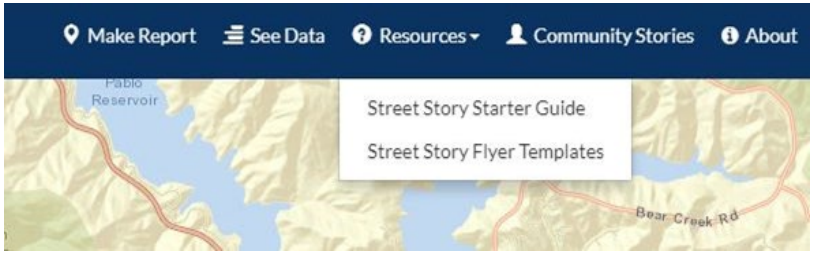
Have disability	Count	Percent
Yes	1	2 %
No	0	0 %
No Response	53	98 %

First time respondent	Count	Percent
Yes	49	91 %
No	5	9 %
No Response	0	0 %

Race/Ethnicity	Count	Percent
American Indian/Alaska Native	3	5 %
Asian	6	11 %
Black/African American	4	7 %
Latino/Hispanic	4	7 %
Native Hawaiian/Pacific Islander	0	0 %
White	10	18 %
Other	3	5 %
No Response	26	46 %

* Race/Ethinity will not add up to 100% because of multiple choices.

Other Resources



Starter Kit for Communities and Agencies

This guide includes an explanation about what Street Story is, how information is collected, how organizations can use the tool in community engagement efforts, and how people can use the information collected to improve street safety.

To learn more about Street Story, visit Street Story's Community Stories page. To get updates about Street Story, sign up for our newsletter.

Street Story was created by a team at UC Berkeley's Safe Transportation Research and Education Center (SafeTREC), with city planning, public health, engineering, social welfare and computer scientist backgrounds. Street Story was created with significant input from members of the public, agency and organization representatives and industry experts.

1. What is Street Story?

Street Story is a community engagement tool that allows residents, organizations and agencies collect local information about transportation collisions, near-misses, general hazards and safe locations to travel. The platform and the information collected are free to use and publicly accessible.

Street Story includes a survey about roadway experiences and a dataset of community input with maps and tables that can be downloaded. Once the surveys have been completed, organizations and agencies can use the information as part of community needs assessments, transportation safety planning or evaluations.

Street Story can be used to complement other forms of transportation safety information, including built environment characteristics or collisions reported to police. Street Story data is not a substitute for police-reported collisions. To access police-reported collision data, visit SafeTREC's Transportation Injury Mapping System (TIMS platform). Section 4 in this guide explains how Street Story data can be used with a number of other types of safety information.

Street Story data

Street Story Narratives

"This intersection experiences regular collisions. On several occasions a car has run up onto the sidewalk. There have been numerous close calls with pedestrians. Cars frequently run the red light at this intersection."

How to Use Street Story

Street Story is a tool that can:

- Complement existing engagement efforts
- Inform and evaluate transportation safety efforts
- Provide a publicly accessible database of community input

Street Story Starter Guide

Street Story in Bakersfield, Kern County

- Worked with public agencies, community groups and local media sources to collect community input
- Community partners intend to use the information collected in upcoming planning efforts

Street Story in Solano County

- Working with Solano County Transportation Authority to use Street Story to collect public feedback during local transportation safety workshops, then incorporate this data into the county Safety Plan and Active Transportation Plan

Next Steps

- Street Story officially launched in October, 2018
- In 2018-2019, we are:
  - conducting outreach to community groups and agencies
  - using Street Story in SafeTREC's community programs
  - updating the Street Story platform

Crowdsourcing Research at SafeTREC

- *Crashes on and Near College Campuses: A Comparative Analysis of Pedestrian and Bicyclist Safety* (2012)
- *Race and Income Disparities in Crowdsourced Traffic Safety* (2017)
- *Investigating the underreporting of pedestrian and bicycle safety crashes in and around university campuses-a crowdsourcing approach* (2017)

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Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

How do you think Street Story can be used to support community-focused transportation safety efforts?
How do you think Street Story can be used to support the work you do?

Questions for our presenters?

(please use the Q&A function)

Your feedback is important!

- Upon the conclusion of this webinar, please complete the **Survey Gizmo** to provide your feedback on today's webinar.

- We will also ask whether you have interest in receiving additional technical assistance.

Thank You!

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