



# Street Story: A Platform for Community Engagement

We will begin at 10:00 a.m.



# Active Transportation Resource Center (ATRC)

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- 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>

# 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

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- ***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

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- 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!*

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# STREET STORY

## Transportation Safety Community Engagement Tool

ATRC webinar, February 5, 2019

Kate Beck  
Program Lead, SafeTREC



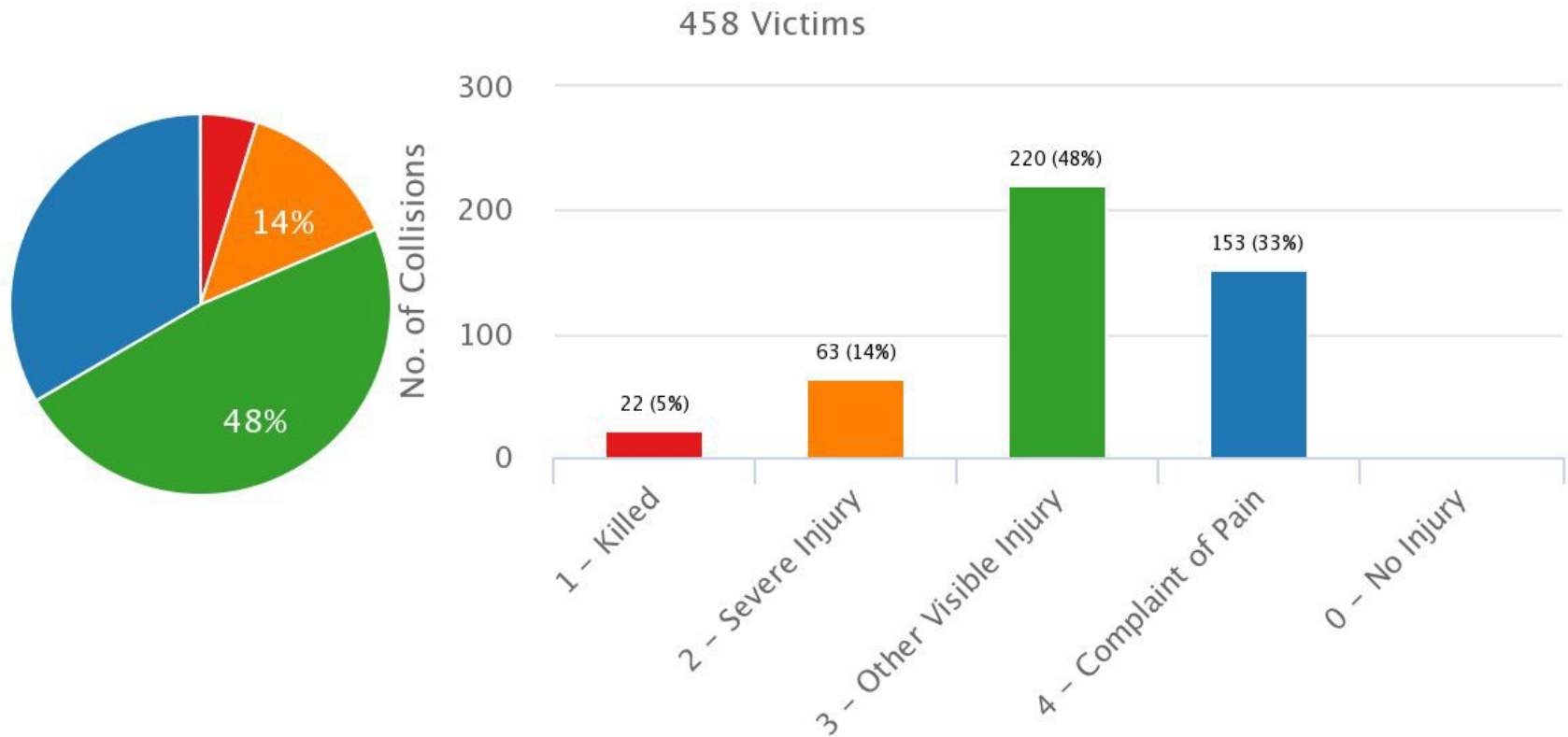
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# Agenda

- 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

## Number of Victims by Victim Degree of Injury



### *Victim Degree of Injury*

● 1 - Killed

● 2 - Severe Injury

● 3 - Other Visible Injury

● 4 - Complaint of Pain

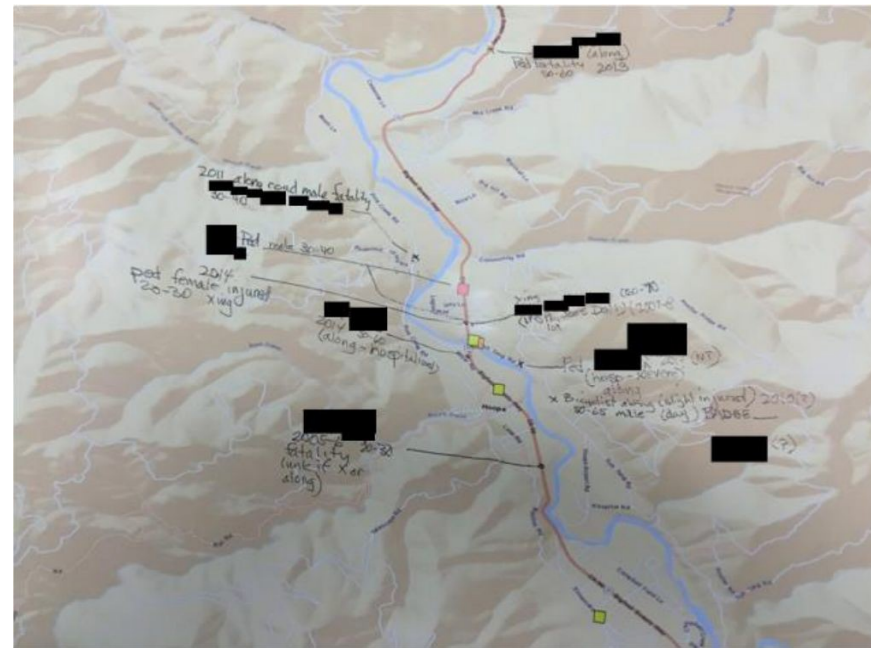
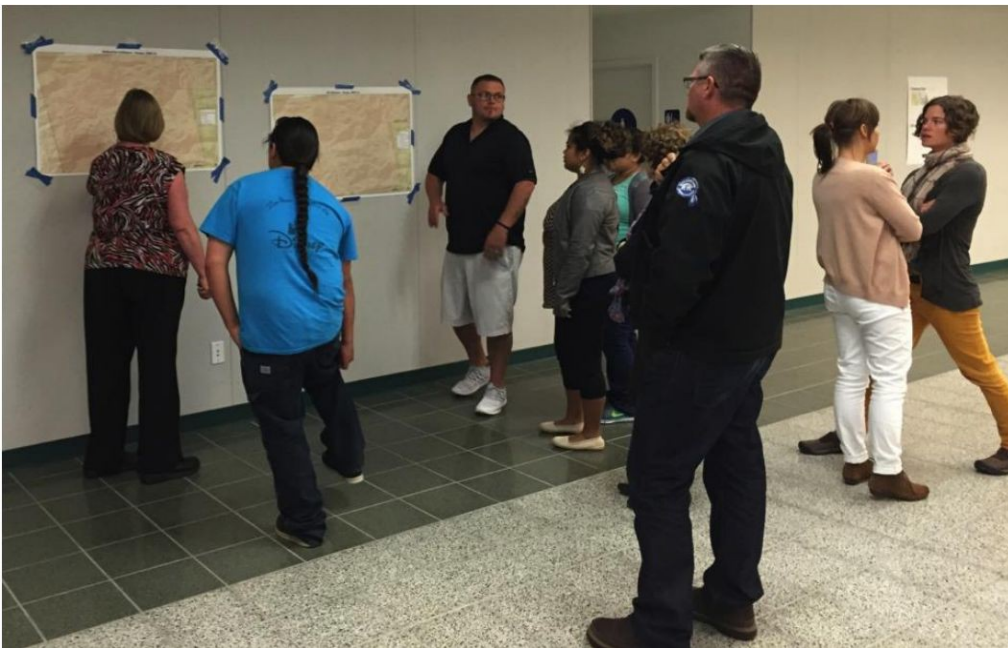
● 0 - No Injury

# Local Knowledge

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# Collection of Local Knowledge



# Community Engagement and the Safe Systems Approach



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# Emphasizing Community Engagement to Improve Transportation Safety

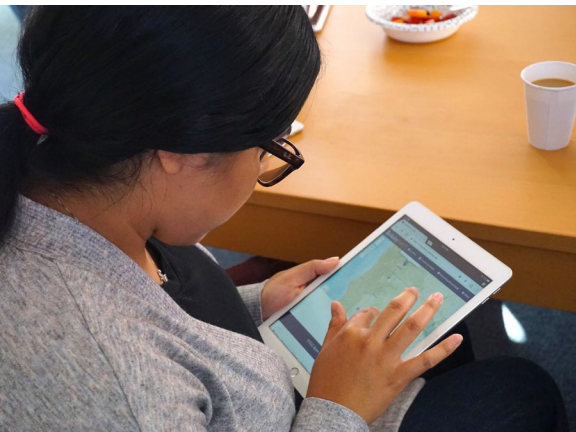
State agencies emphasize the importance of community engagement.

- **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



# How to Provide Information

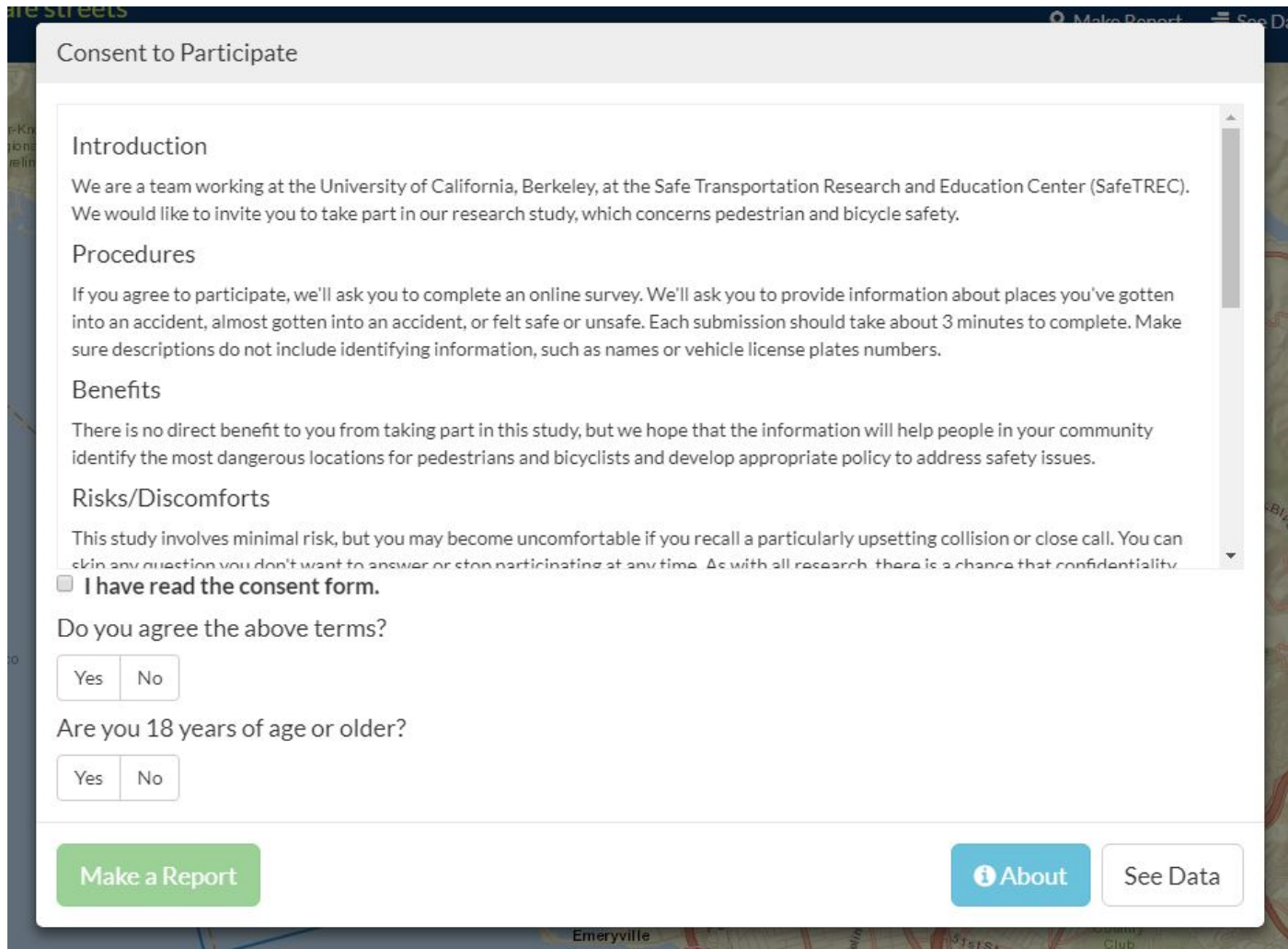
<https://streetstory.berkeley.edu/>

The screenshot shows the 'Street Story' website interface. At the top left, the logo 'Street Story' is followed by the tagline 'Give your input on safe streets By SafeTREC, UC Berkeley'. The top right navigation bar includes links for 'Make Report', 'See Data', 'Resources', 'Community Stories', and 'About'. A vertical sidebar on the left contains icons for zooming in (+), zooming out (-), home, location, search, and a pencil. The main content area is a map of the southwestern United States, with a 'Make a Report' dialog box overlaid in the center. The dialog box has a title bar with a close button (X). The main text asks 'Which city or county would you like to report in?' and features two radio buttons: 'City' (selected) and 'County'. Below this is a text input field with the prompt 'Please enter the city/county name:'. At the bottom of the dialog, there is a section for 'Useful links' with icons and text for 'See Data', 'Resources', 'Community Stories', and 'About'. At the very bottom of the dialog are two buttons: a green 'Next' button and a white 'Cancel' button.



# How to Provide Information

<https://streetstory.berkeley.edu/>



The image shows a screenshot of a web browser displaying a 'Consent to Participate' form. The form is overlaid on a map background. At the top of the form, there is a title 'Consent to Participate'. Below the title, the form is divided into several sections: 'Introduction', 'Procedures', 'Benefits', and 'Risks/Discomforts'. Each section contains text explaining the study's purpose, procedures, and risks. At the bottom of the form, there are two questions with radio button options: 'Do you agree the above terms?' and 'Are you 18 years of age or older?'. Below these questions are three buttons: a green 'Make a Report' button, a blue 'About' button with an information icon, and a white 'See Data' button with a grey border.

Consent to Participate

**Introduction**

We are a team working at the University of California, Berkeley, at the Safe Transportation Research and Education Center (SafeTREC). We would like to invite you to take part in our research study, which concerns pedestrian and bicycle safety.

**Procedures**

If you agree to participate, we'll ask you to complete an online survey. We'll ask you to provide information about places you've gotten into an accident, almost gotten into an accident, or felt safe or unsafe. Each submission should take about 3 minutes to complete. Make sure descriptions do not include identifying information, such as names or vehicle license plates numbers.

**Benefits**

There is no direct benefit to you from taking part in this study, but we hope that the information will help people in your community identify the most dangerous locations for pedestrians and bicyclists and develop appropriate policy to address safety issues.

**Risks/Discomforts**

This study involves minimal risk, but you may become uncomfortable if you recall a particularly upsetting collision or close call. You can skip any question you don't want to answer or stop participating at any time. As with all research, there is a chance that confidentiality

I have read the consent form.

Do you agree the above terms?

Yes No

Are you 18 years of age or older?

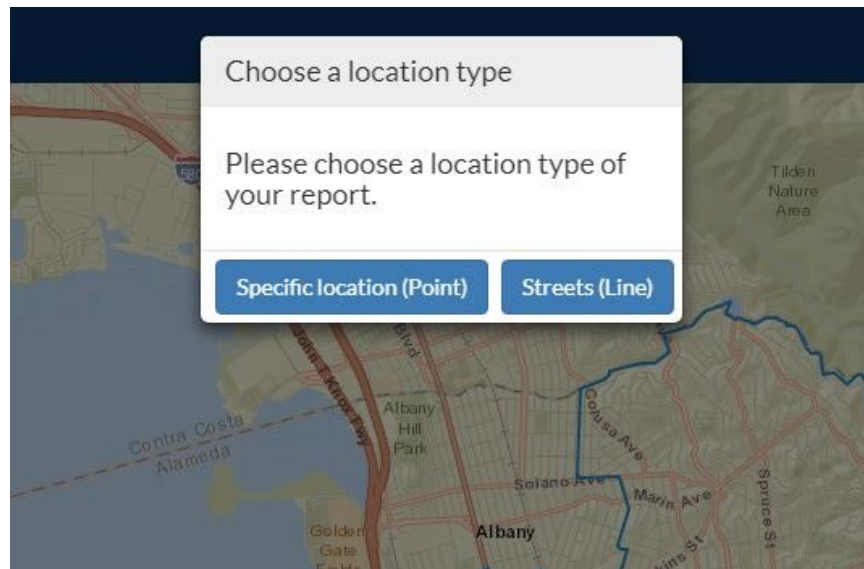
Yes No

Make a Report About See Data

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# How to Provide Information

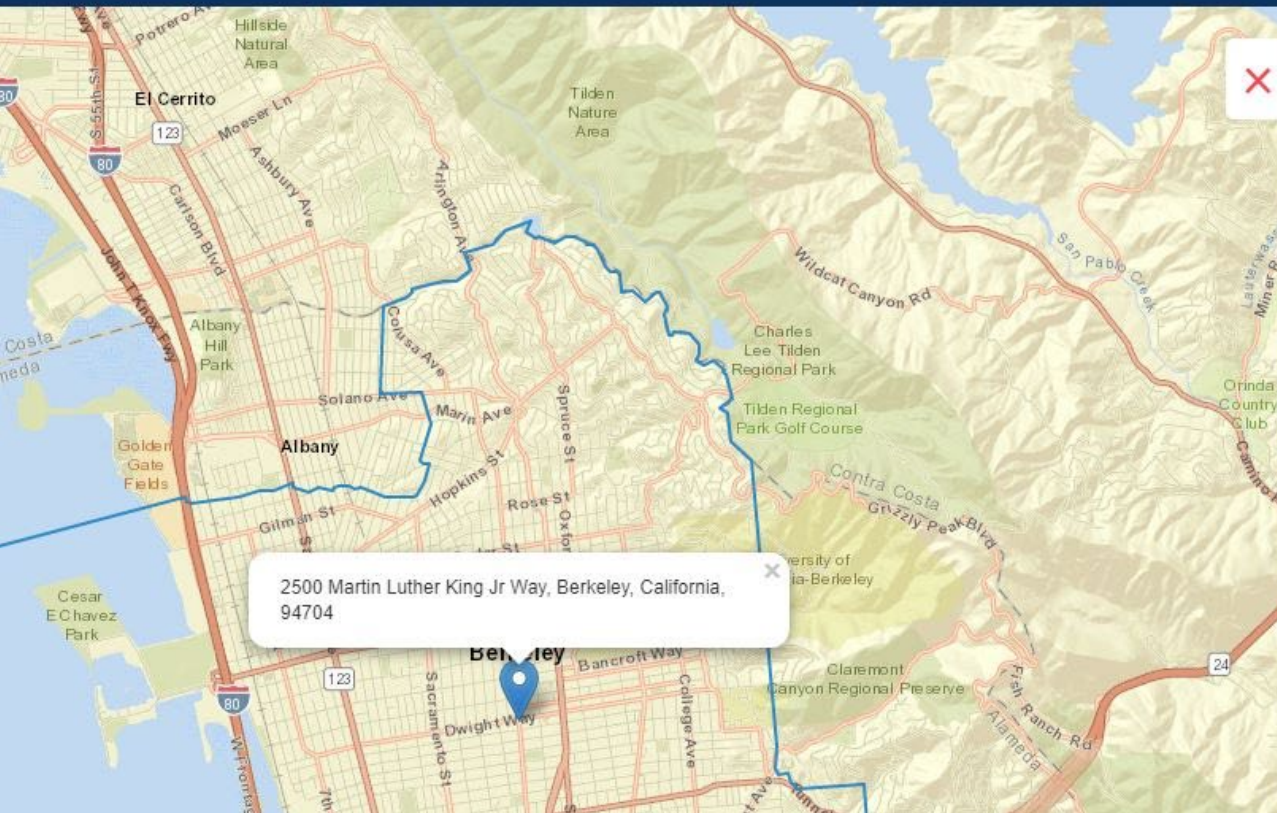
<https://streetstory.berkeley.edu/>



# How to Provide Information

<https://streetstory.berkeley.edu/>

📍 Make Report    📄 See Data    ⓘ Resources    👤 Community Stories    ⓘ About



Google  
**2500 Martin Luther King Jr Way**  
Berkeley, California, 94704

Cancel Next

- Crash
- Near-miss
- Hazard
- Safe Place

# How to Provide Information

<https://streetstory.berkeley.edu/>

2500 Martin Luther King Jr Way

Berkeley, California, 94704

Cancel

Previous

Next

1. I was

when this near-miss happened.

2. This near-miss happened on:

Report month/year

Report a date

3. When this near-miss happened, it was

- Day
- Night

4. Who else was involved?

- Vehicle driver
- Pedestrian
- Bike rider
- Scooter rider
- Someone taking a bus or train
- Someone using a mobility device (wheelchair, walker, etc)
- Other
- No one else

5. Were you or anyone else injured?

- No
- Someone had minor injuries
- Someone had severe injuries
- Someone died

6. What do you think caused this near-miss?

- Poor/missing sidewalk
- Poor/missing bike lanes or paths
- Cracked/uneven street
- Poor lighting
- Signs, signals or markings were not working or missing
- There was an obstacle in someone's way
- There was loose gravel, ice or water on the road/sidewalk
- The road was curving, I couldn't see what was coming
- There was an animal in the way
- There was overgrown vegetation
- Someone didn't yield
- Someone was speeding
- Someone's car door almost hit another person
- Other

7. What happened? Do not identify any individuals by name or include license plate numbers, etc.

Add Another Location

Submit



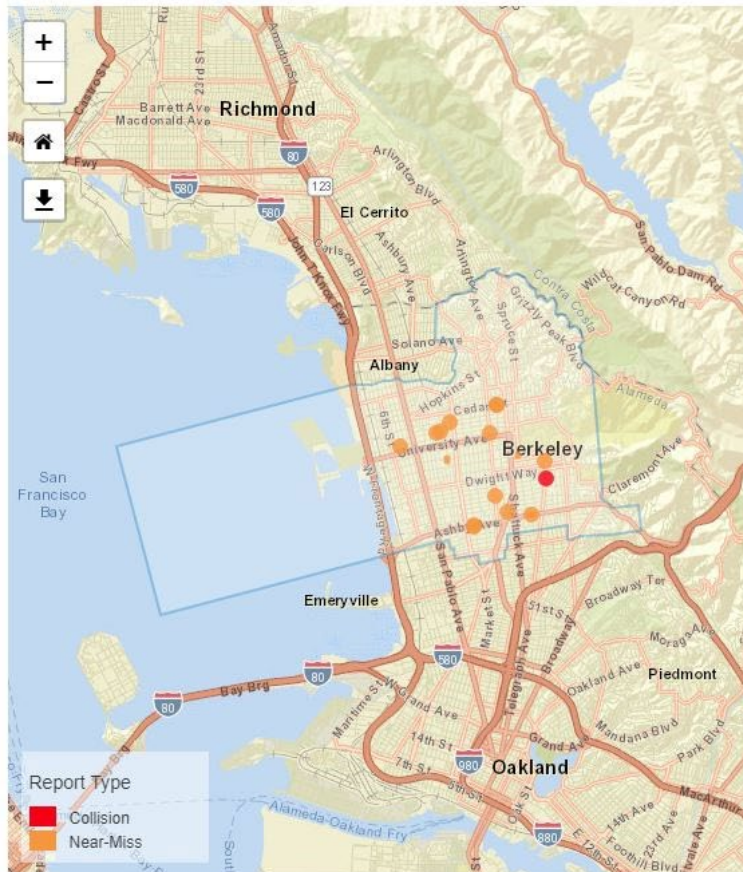
# Street Story Data

<https://streetstory.berkeley.edu/>

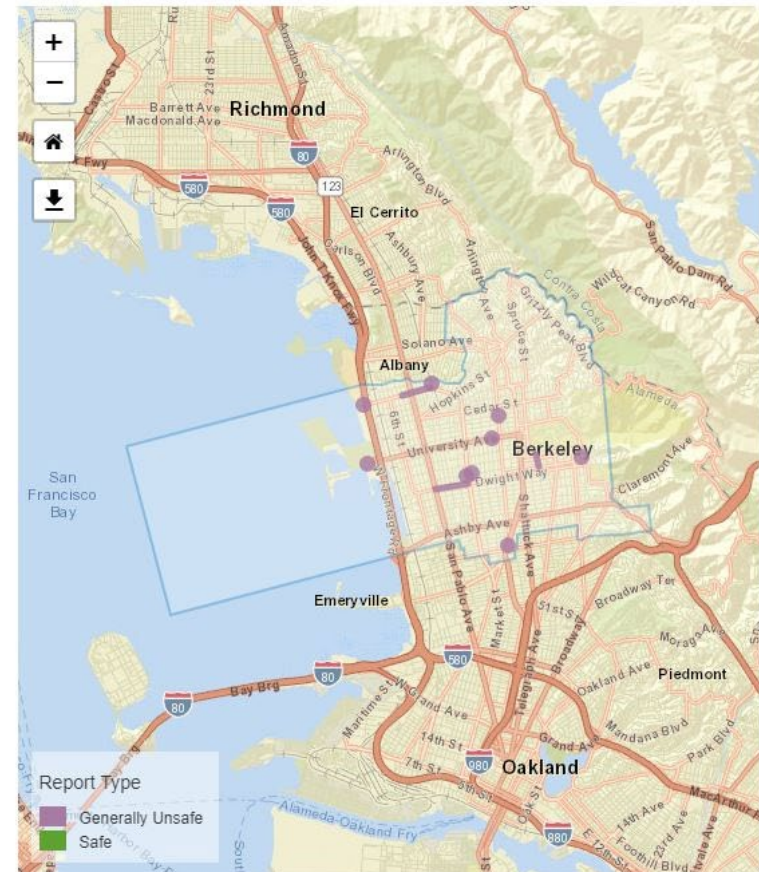
Make Report See Data Resources Community Stories About

## Report Map

Collisions / Near-misses



Hazards / Safe places

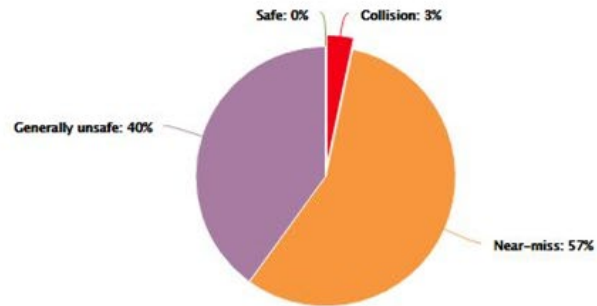


# Street Story Data

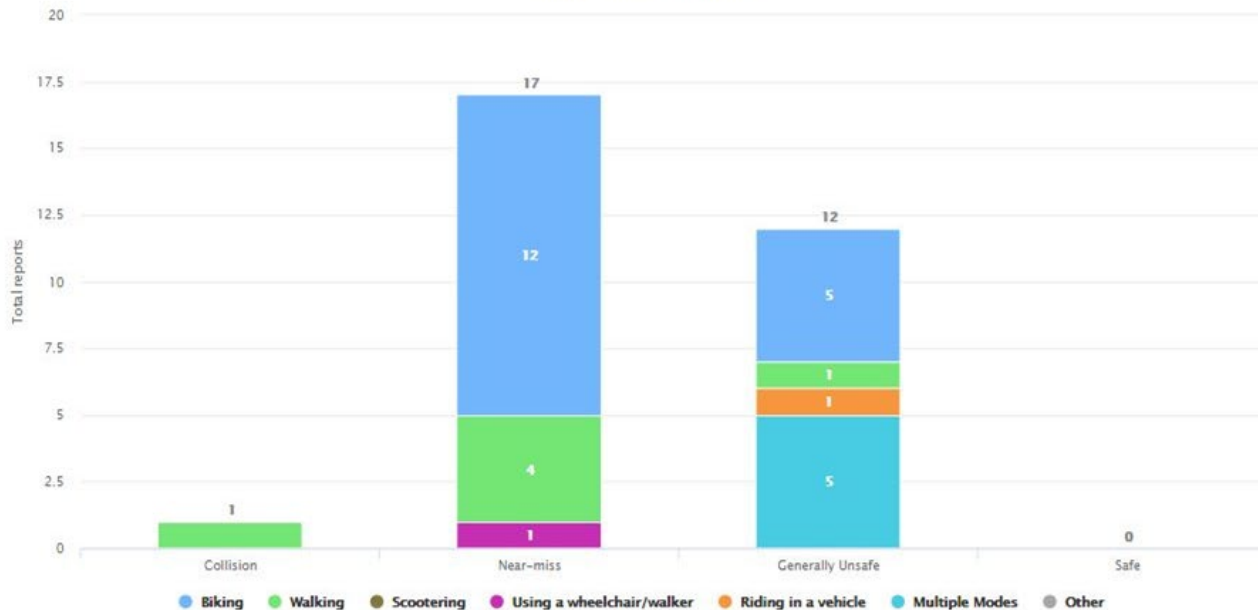
## Report Information

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

## Report Type Summary




## Travel Modes Summary



# Street Story Data


## Demographic Information



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



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 %



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/Ethnicity will not add up to 100% because of multiple choices.



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



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



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



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



# Other Resources



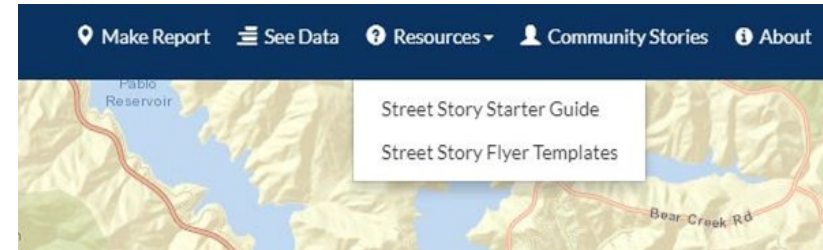
**STREET STORY: A Tool for Self-Reporting Transportation Safety Issues**

Help improve safety in your community!  
Share stories on Street Story of where you've been in a crash or near miss, or where you feel safe or unsafe traveling:

<https://streetstory.berkeley.edu/>



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



## 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



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# 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.”

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# 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](#)

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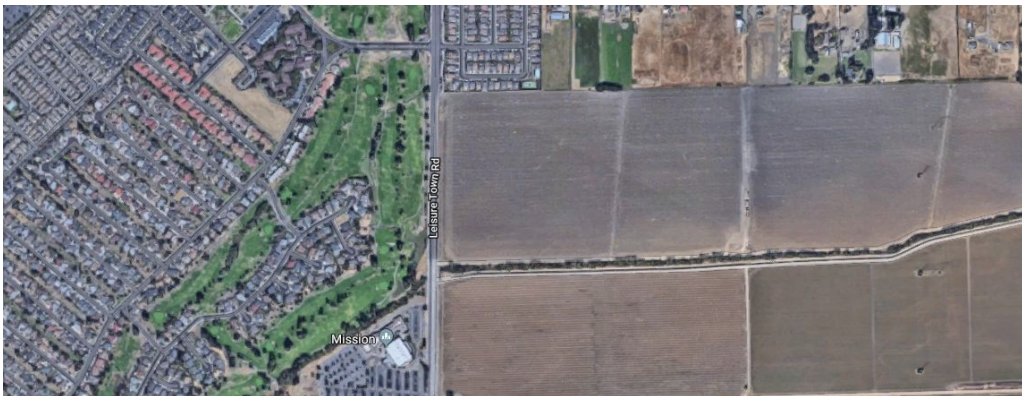
# Street Story in Bakersfield, Kern County

- 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



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# 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

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# 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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# Contact Information

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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!

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- 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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