

Building Relationships with Community-Based Organizations/Nonprofits to Strengthen your Active Transportation Program Project

Wednesday August 21, 2024, 9:30 a.m. – 11:00 a.m.



Guest Speakers

- **Emma Mallonee**, Associate Transportation Planner, Office of State Programs, Division of Local Assistance, Caltrans
- **Yumi Sera**, Executive Director, CA Office of Community Partnerships and Strategic Communications
- **Jarah Crowner**, Policy and Program Analyst, UC Berkeley, SafeTREC
- **Colin Fiske**, Executive Director and President, Coalition for Responsible Transportation Priorities (Humboldt County)
- **Justin Robertson**, Senior Planner, Policies for Livable Active Communities and Environments Program, Los Angeles Department of Public Health
- **Clare Eberle**, Director of Strategic Engagement, Supervising Transportation Planner, City of Los Angeles

Objectives

- Learn the importance of community engagement and working with community-based organizations.
- Learn about Street Story as a community engagement tool.



ATRC Webinar Logistics

- Share your questions throughout the meeting by using the “Q&A” function
- Please complete the post-webinar attendee survey
- The webinar will be recorded and shared with all registered participants



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The Importance of Community Input for Successful ATP Projects!



08/21/2024



ATP Public Participation Overview



What's the difference per ATP guidelines?

Engagement: is a two-way process involving *inclusive interaction* and *listening*, with the goal of generating *mutual benefit* and agreement on a project. Allowing for partners to *initiate input* and *provide input* that may change the design or the scope of the project.

Outreach: is a way to connect, inform, and get feedback from partners. Outreach does not always allow for changes to the design or scope of a project; it is akin to an in-depth and well-informed marketing campaign for a targeted audience.



Best practices : Community input in ATP applications



- **Reaching out early and often:** From conception to operation
 - Ensure that residents and community members are educated, informed, and engaged throughout the entire process.
- **Citizen advisory committees:** For Sustained partnerships and community participation
 - Consult your local community groups to ensure equitable and diverse representation of the community.
- **Accessibility:** To information and meetings
 - newsletters, social media, posters and flyers, public workshops, project websites, virtual options, established community events, and door-to-door engagement, offering childcare, translating materials, accessible location.
 - Transparency of the information given, what communities will be served and/or impacted by this project.
- **Documentation:** To demonstrate comprehensive public participation
 - surveys, meeting sign-in sheets, meeting notes, photos, letters of support, etc.
- **Scope Development:** With community input
 - Community input is used to develop scope, with existing and future needs carefully taken into consideration.

Community Partners: Can include, but are not limited to, residents, targeted end-users, community leaders, elected officials, community-based organizations, advocacy organizations, local businesses, and members of vulnerable or underserved populations (e.g., older adults, youth, persons with disabilities, members of disadvantaged communities).

- **Plan:** Comprehensive public engagement with a wide variety of events and meetings, keeping partners informed of changes in draft plans.
- **Non-Infrastructure:** Program scope was developed through a comprehensive fully accessible and effective public participation with all levels of local partners. Examples of input and how this was incorporated in the proposal for the program.
- **Infrastructure:** Outreach and engagement process is sustained and ongoing, showing support from local partners. Project was developed and shaped through a comprehensive technical planning process, effectively integrating the public participation throughout project planning. Existing and future needs for project users and transportation systems have been thoroughly integrated into the project.
- **Quick-Builds:** reaching out early and often, agency should be collecting responses on how to improve and best fit community's needs. surveys, public comment and input to be documented and used to guide development. Ensuring residents have access to information and how to contribute.

Resources

Local Agencies and Organizations:

- **Metropolitan Planning Organizations (MPOs):** i.e. Southern California Association of Governments (SCAG) and the Metropolitan Transportation Commission (MTC), which often have resources and guidelines for public engagement.
- **California Bicycle Coalition (CalBike):** Advocates for bike-friendly policies and provides resources for community engagement.

Guides:

- [National Association of City Transportation Officials \(NACTO\)](#): Community engagement during COVID-19, guidelines and case studies on effective public engagement and transportation planning.
- [U.S. Department of Transportation](#): Public Involvement & Outreach in Transportation Planning
- [Safe Routes Partnership](#): Webinars, toolkits, data, library of information
- [California Walks](#): Safe System Toolkit, Games for Spanish-speaking communities
- [America Walks](#): Endless articles on community engagement, tons of resources, webinars
- [AARP](#): Livable Communities Library- Walk Audit tool kit, bike audit tool kit, community engagement, worksheets, library full of guides and worksheets!

Community-Based Organizations:

- **Local Nonprofits and Advocacy Groups:** Partner with organizations focused on transportation, public health, and urban planning for targeted outreach efforts- that are relevant to the active transportation project!



Tools

Community Feedback Tools

- Street Story: A Community Engagement tool
- Tried and true- Comment cards, surveys, walk audits, etc.

Comment and Feedback Platforms

- Survey Monkey: Allows communities to submit, vote on, and discuss ideas related to transportation projects.
- Go Vocal-Citizen Lab: Allows communities to submit, vote on, and discuss ideas related to transportation projects.

Mobile Apps and Tools

- Streetmix: Lets users design and visualize street improvements, providing feedback on potential changes.
- Transit Apps: Some transit apps include feedback features for users to report issues or suggest improvements.

Focus Groups and Workshops

- Facilitation Software: Tools like Jamboard, Miro, MURAL, etc. can be used for virtual brainstorming sessions and collaborative planning.
- Eventbrite: Organize and manage in-person or virtual workshops and focus groups.



Thank you!

The ATRC is always here to help!

Emma Mallonee

Emma.mallonee@dot.ca.gov

ATP NI and Plans Coordinator & Active Transportation Resource Center



ACTIVE TRANSPORTATION
RESOURCE CENTER

Building Relationships with Community-Based Organizations / Nonprofits to Strengthen your Active Transportation Program Project



California Department of Public Health
Active Transportation Resource Center (ATRC)



Yumi Sera

Executive Director

Office of Community Partnerships and Strategic Communications

August 21, 2024

Office of Community Partnerships & Strategic Communications

The Office of Community Partnerships and Strategic Communications (OCPSC) coordinates California's most important statewide public awareness and community engagement initiatives, allowing the state to realize more inclusive and effective outcomes while preventing equity gaps in outreach.

At the heart of every public awareness and outreach campaign built by the Office is a structured network of trusted messengers of **142 CBOs**.

Through authentic conversations, trusted messengers raise awareness, mobilize public support, and provide valuable insights that inform strategy and messaging.

<https://ocpsc.ca.gov/>



Why engage community?



Poll: What is your primary reason for engaging community?

- To comply with a grant requirement
- To strengthen project
- To be responsive to community needs
- To be accountable as policymakers
- To improve equity outcomes



Purpose of community engagement



Strengthen government-community relations.



Meet demand for transparency, accountability, participation.



Improve quality of policy.



Improve effectiveness of project, operations, campaign.



Meet the challenges of information overload, mis/disinformation.



Integrate public input into policy-making, project design and implementation so it meets the needs of the community.



Strengthen public trust in government.



Where do we start?



Where do we start?

Values and Principles – Define your commitments to equity

Demographics – Identify target populations with an equity lens, such as, older adults or people with disabilities

Geographic area – Define zip codes or census tracts to understand your neighborhood

Data – Use census data to understand your population, languages spoken, culture

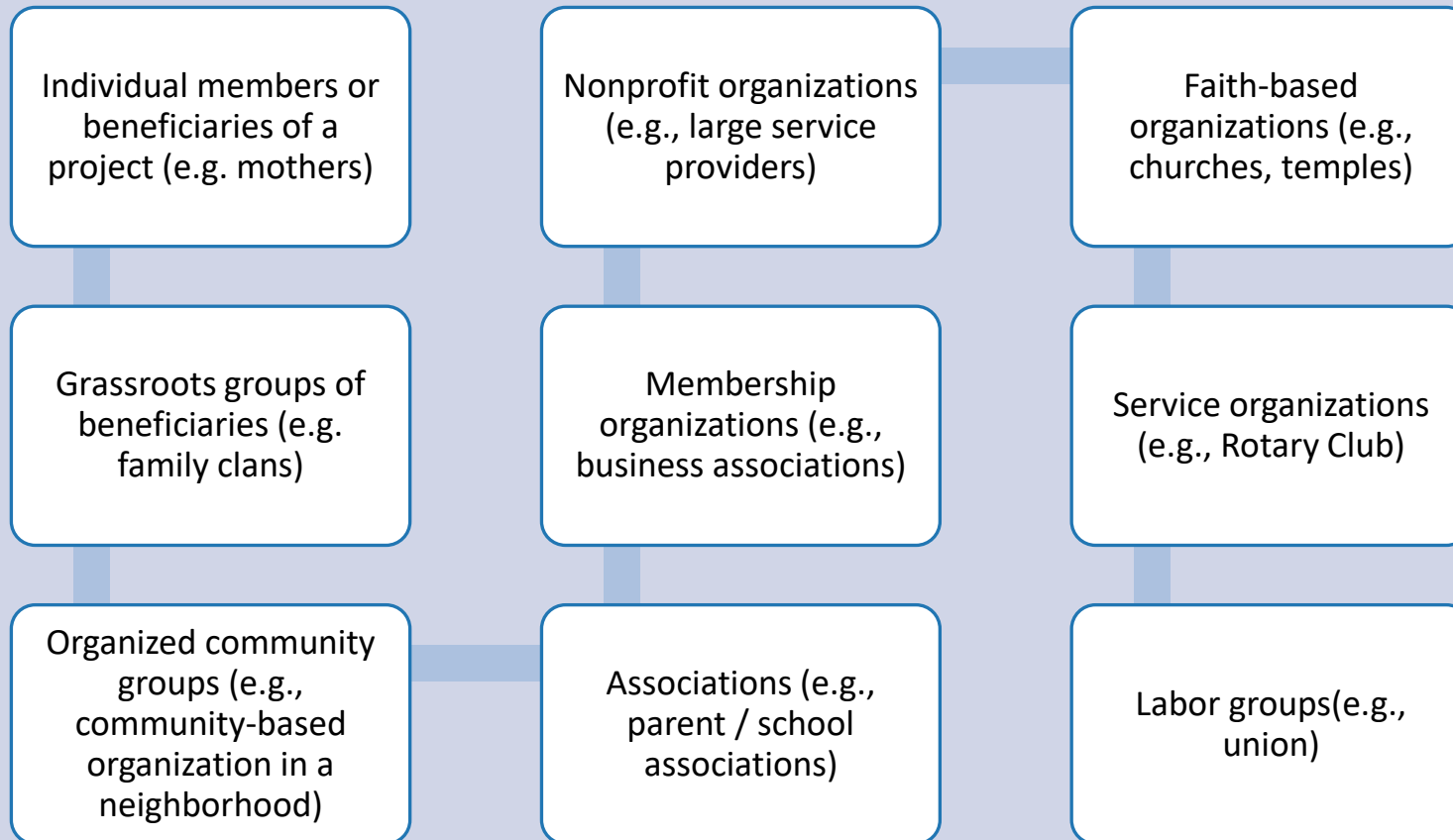
Human Centered Design – adopt a user focus to design your community outreach and communication



Who are typical
representatives for
communities?



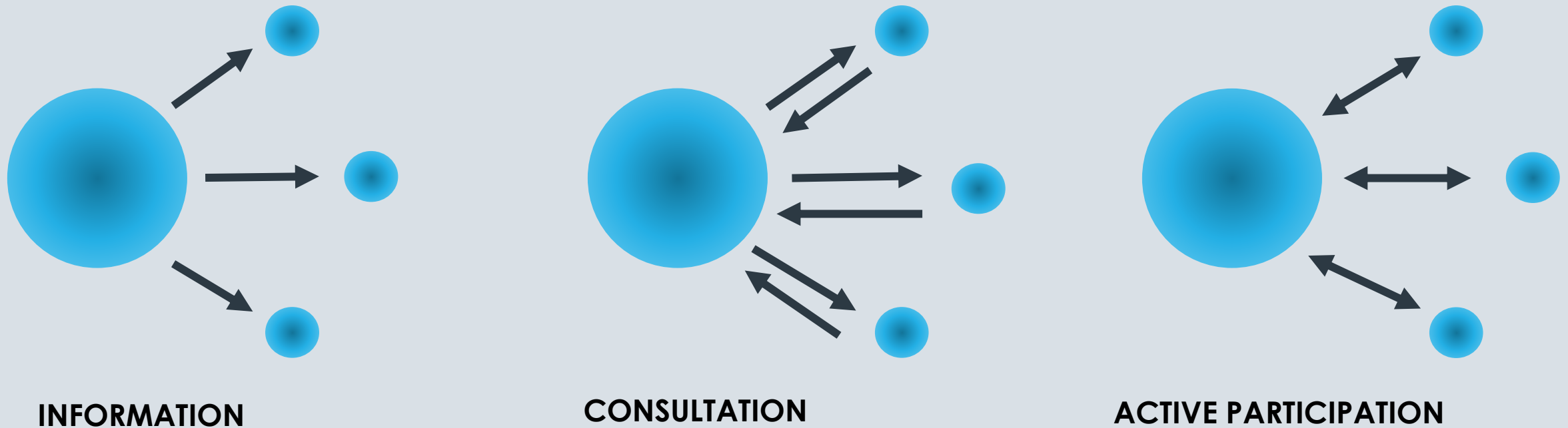
Types of community organizations



What are ways to engage the public (or community)?



Defining Information, Consultation and Active Participation

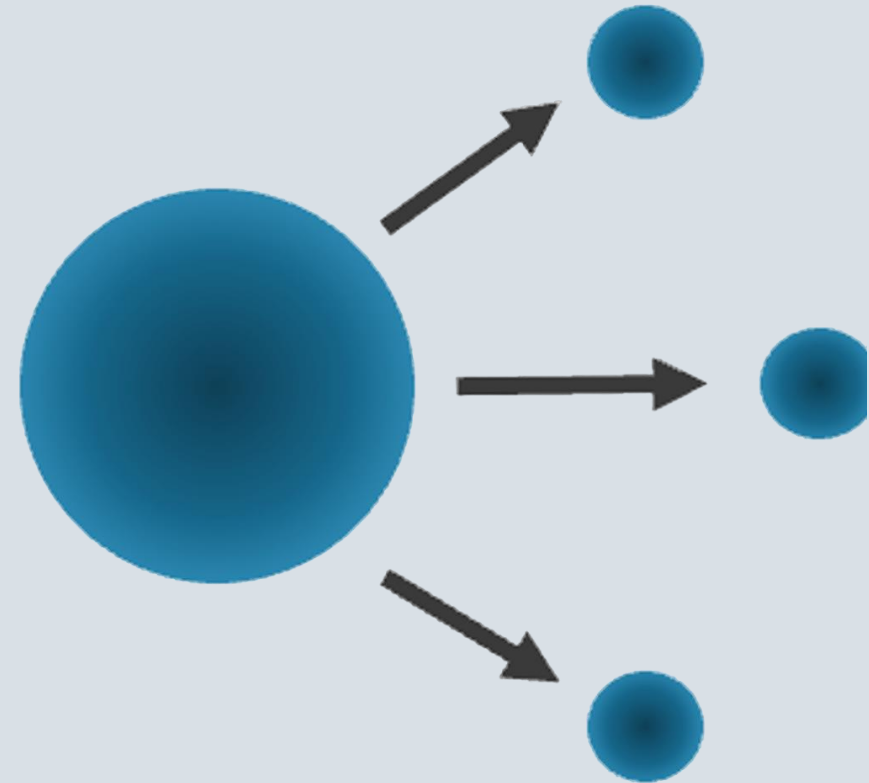


Increasing level of citizen involvement and influence on policy-making



Information

Information is a one-way relationship in which government produces and delivers information for use by the public.

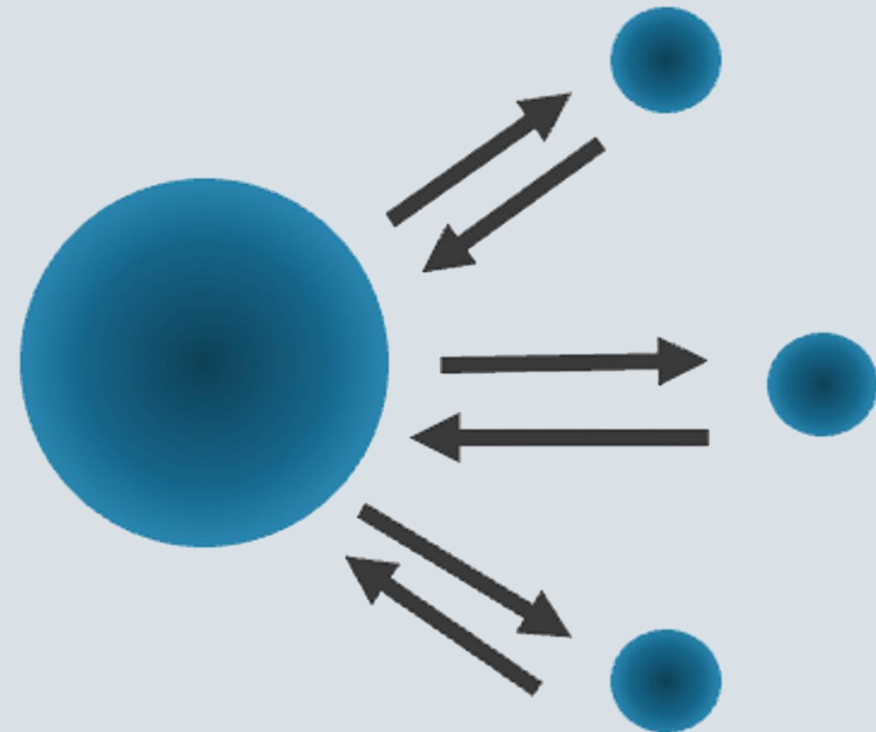


Consultation

Consultation is a two-way relationship in which the public provides feedback to government.

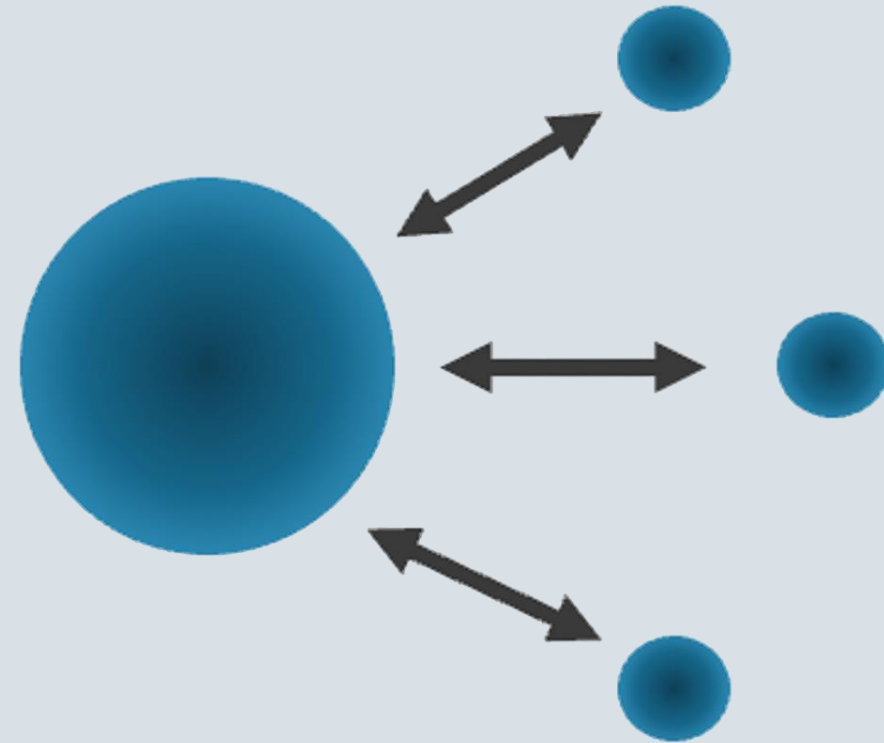
Government defines the issues, sets the questions and manages the process.

Public is invited to contribute their views and opinions.

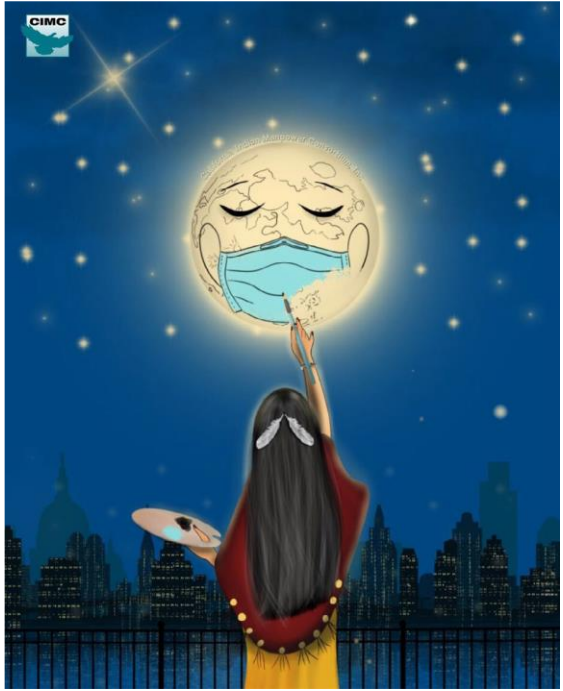


Participation

Active participation is a relation based on partnership with government, in which the public actively engage in defining the process and content of policy-making although final decision on policy formulation rests with government.



Community Outreach & Engagement



Expand Language and Communication Access: Asian Health Services' multilingual and multicultural community health workers provide information at high traffic places, such as farmers market.

Support Community Trusted Messengers: Valley Onward's Community Health Workers are adept at navigating the social fabric by instilling trust and connection.

Meet People Where They Go: Binational of Central CA and Cultiva La Salud support farmworkers in Spanish, Mixteco and other languages and provide wrap around support.

Activate Trusted Messengers: Center for Empowering Refugees and Immigrants engage community members through train-the trainer programs enabling participants to become ambassador in their own communities.

Use Influencers: El Concilio CA used local hero, Astronaut Jose Hernandez to encourage vaccinations.

Engage Youth Voice: Urban Strategies Council youth spoken word poet captivates audiences.

Advance Equity: Disability Rights Education and Defense Fund train OCPSC staff and CBO representatives on reaching people with disabilities.

Create Cultural Assets: The California Indian Manpower Consortium creates assets to reach Native Americans through meaningful, culturally appropriate ways.

Community Outreach (image description)



OCPSC References

Office of Community Partnerships & Strategic Communications

<https://ocpsc.ca.gov/>

US Census Bureau and OCPSC Webinar Series: Your Community by the Numbers

<https://ocpsc.ca.gov/uscbwebinar/>

Disability Access and Inclusion Guide (also available in other languages)

https://ocpsc.ca.gov/wp-content/uploads/2024/06/DREDF-Access-Inclusion-Guide_Eng.pdf

The Fieldbook: Strategies and Insights for Community-Based Organizations

https://ocpsc.ca.gov/wp-content/uploads/2024/06/DREDF-Access-Inclusion-Guide_Eng.pdf



Contact Us

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Street Story: An Online Community Engagement Platform

Wednesday, August 21, 2024

Jarah Crowner, MPH

Policy & Program Analyst, SafeTREC

Safe Transportation Research and Education Center (SafeTREC)

- SafeTREC's mission is to inform decision-making and empower communities to improve roadway safety for all.



Street Story

- A community engagement tool that allows community organizations and agencies to collect information about crashes, near-misses, hazards, and safe places to travel within the state of California

Give Input ×

Which area would you like to give input in?

City County Tribe Unincorporated Area

Which city would you like to give input in?

Useful links:

[See Data](#) [Resources](#) [Community Stories](#) [Custom Boundary](#) [About](#)

EN Next Use Statewide Map

English - EN
Español - ES

Sacramento

How it Works

- Users answer a 9 question survey detailing their traffic experiences; they can submit a survey in a city, county, Tribal, or unincorporated area within the state of California
- Survey responses are generated into database for public use
- Organizations and agencies collect and analyze data for use for safety plans, needs assessments, and/or funding applications
 - Data includes qualitative and quantitative data
 - qualitative - narratives

Community Examples

- In Humboldt County, a local nonprofit has partnered with county agencies to use the tool as a reporting system.
- Caltrans District 4 used Street Story to collect community feedback as part of their pedestrian plan outreach.
- The community of Muscoy, among many, have used Street Story as a tool to support their local efforts.
- Caltrans District 6 used Street Story to collect community feedback for feasibility studies in Tulare County.

Special Features

- Available in English and Spanish
- Custom Boundary
- Filter data by dates
- “See Data” yearly trends
- Demographic information

STREET STORY: S Alameda Street Project Give Your Input on Safer Streets

You are receiving this invitation because your city or county is applying for funds from Caltrans' Active Transportation Program to help make walking and biking safer and more pleasant in this area. Your city or county would like to get your input on concerns you have, as well as ideas for improvements.

Please submit your feedback by May 1st, 2021.



Please use the link or use the QR code below to provide your feedback on Street Story:

https://streetstory.berkeley.edu/custom/s_a54



Questions? Please email streetstory@berkeley.edu.

Berkeley SafeTREC

Street Story in the Field - Walk Audits

- Plan a short walk with a group of 5-15 members, and take notes on locations where people feel safe, unsafe or have experienced a crash or near-miss in the past.
- Convene at a location where group members can spend time recording information onto the Street Story website.



Street Story in the Field - Community Meetings

- Convene at a location where meeting attendees can spend time recording their experiences on the Street Story website.
- Review the input made with meeting attendees.



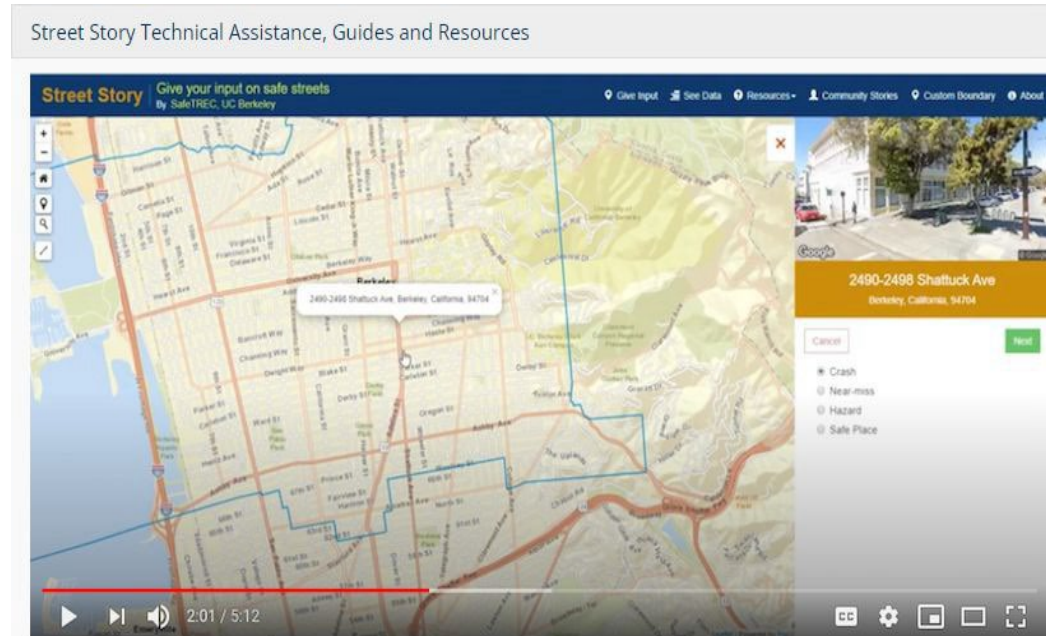
Street Story in the Field - Community Events

- Bring Street Story to existing community events, including farmers markets, Open Streets events, or health fairs.
- Ask attendees to provide input, or hand out flyers with Street Story information.



Resources

- Tutorial Videos
- Starter Guide
- Paper Copies
- Custom Boundary Instructions
- Fact Sheets
- Trainings and workshops
- Email streetstory@berkeley.edu



Thank You!

Street Story is funded by the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration (NHTSA)

Berkeley Safe Transportation Research
and Education Center





Using Street Story in Humboldt County

Colin Fiske

Executive Director

Coalition for Responsible Transportation Priorities

colin@transportationpriorities.org

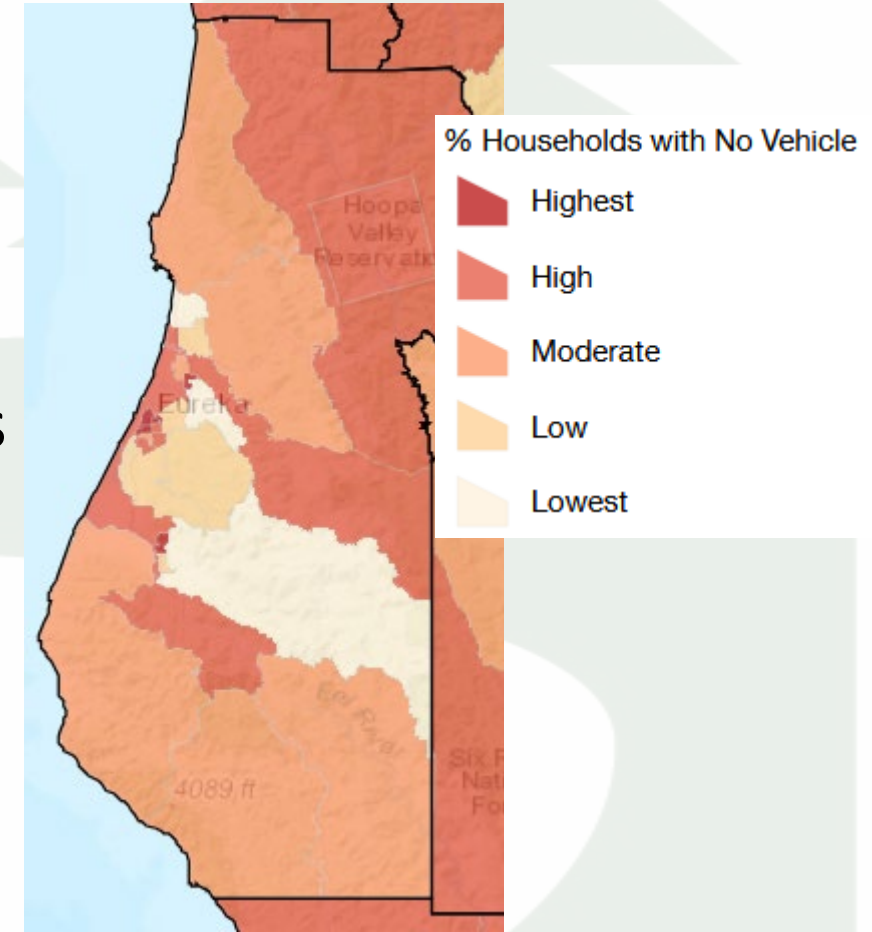
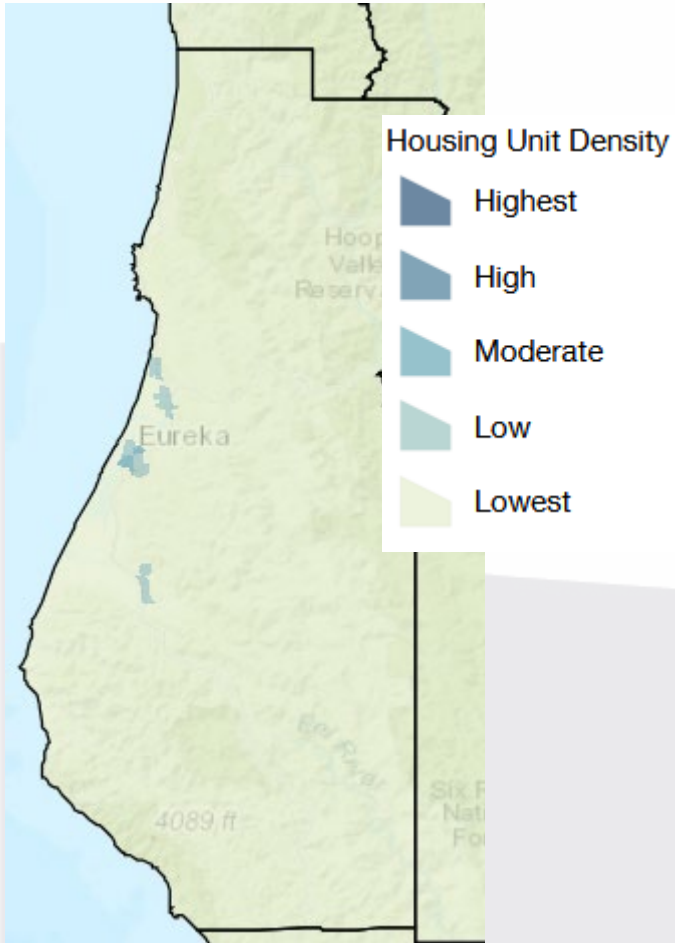
Coalition for Responsible Transportation Priorities (CRTP)

- Founded in 2015
- Mission: “To promote transportation solutions that protect and support a healthy environment, healthy people, healthy communities and a healthy economy on the North Coast.”
- Education & advocacy for safety, sustainability and equity



Humboldt County

- 4,000 sq mi; 136,000 people
- High poverty rate, lots of transportation disparities

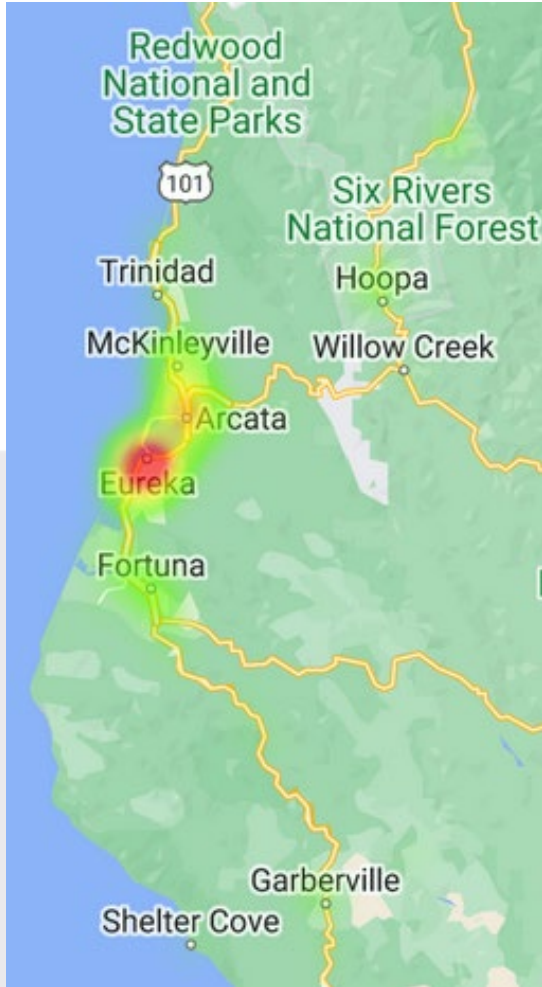


Credit: UCLA/CARB Transportation Disparities Mapping Tool

Credit: UCLA/CARB Transportation Disparities Mapping Tool

Humboldt County

- High rate of bike and pedestrians crashes



Heat map of fatal and severe bike/ped crashes, 2012-2023
Credit: UC Berkeley TIMS



Broadway, Eureka (US 101)

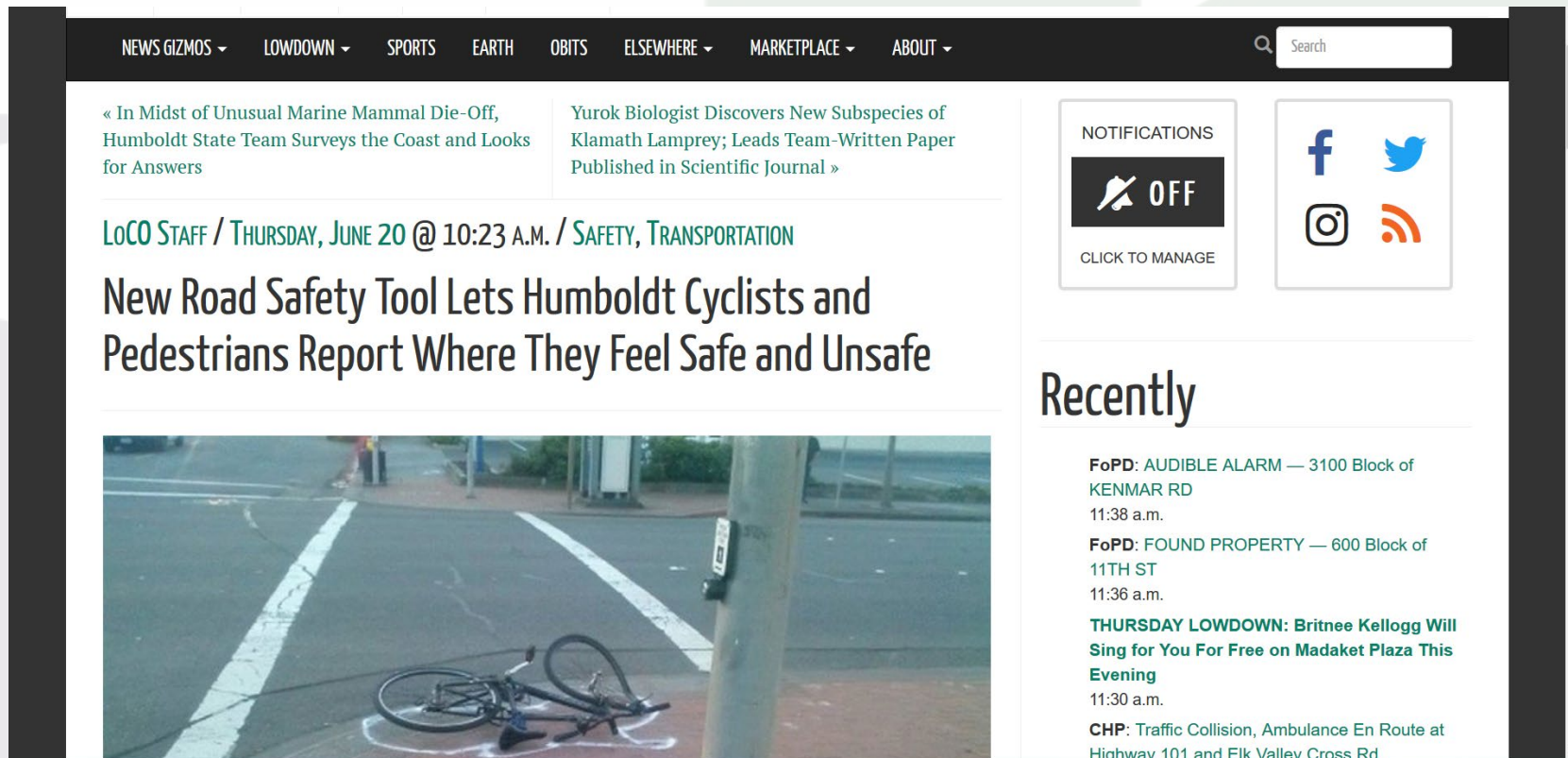
Street Story Introduction & Training

A stylized, light green illustration of a house with a chimney and a tree on a hill, serving as a background for the slide.

- May 29, 2019: CRTP sponsors UC Berkeley SafeTREC to give training in Humboldt County
- 13 in attendance:
 - City of Eureka
 - City of Arcata
 - County DHHS
 - County Planning
 - Caltrans District 1
 - Humboldt County Association of Governments
 - Individuals & Advocates

Street Story Outreach: June 2019-February 2024

- Earned media coverage








The screenshot shows a news website interface. At the top, there is a navigation menu with categories: NEWS GIZMOS, LOWDOWN, SPORTS, EARTH, OBITS, ELSEWHERE, MARKETPLACE, and ABOUT. A search bar is located on the right side of the menu. Below the menu, there are two article teasers. The first is titled « In Midst of Unusual Marine Mammal Die-Off, Humboldt State Team Surveys the Coast and Looks for Answers ». The second is titled Yurok Biologist Discovers New Subspecies of Klamath Lamprey; Leads Team-Written Paper Published in Scientific Journal ». Below these teasers, there is a notification box that says NOTIFICATIONS OFF with a bell icon and a button that says CLICK TO MANAGE. To the right of the notification box are social media icons for Facebook, Twitter, Instagram, and RSS. Below the notification box and social media icons is a section titled Recently. This section contains three items: FoPD: AUDIBLE ALARM — 3100 Block of KENMAR RD, 11:38 a.m.; FoPD: FOUND PROPERTY — 600 Block of 11TH ST, 11:36 a.m.; and THURSDAY LOWDOWN: Britnee Kellogg Will Sing for You For Free on Madaket Plaza This Evening, 11:30 a.m. At the bottom of the Recently section is an item: CHP: Traffic Collision, Ambulance En Route at Highway 101 and Elk Valley Cross Rd. The main article is titled New Road Safety Tool Lets Humboldt Cyclists and Pedestrians Report Where They Feel Safe and Unsafe. It is attributed to LoCO STAFF / THURSDAY, JUNE 20 @ 10:23 A.M. / SAFETY, TRANSPORTATION. Below the article title is a photograph of a bicycle lying on the ground next to a utility pole on a street.

NEWS GIZMOS ▾ LOWDOWN ▾ SPORTS EARTH OBITS ELSEWHERE ▾ MARKETPLACE ▾ ABOUT ▾

« In Midst of Unusual Marine Mammal Die-Off, Humboldt State Team Surveys the Coast and Looks for Answers

Yurok Biologist Discovers New Subspecies of Klamath Lamprey; Leads Team-Written Paper Published in Scientific Journal »

NOTIFICATIONS  OFF
CLICK TO MANAGE

Recently

FoPD: AUDIBLE ALARM — 3100 Block of KENMAR RD
11:38 a.m.


FoPD: FOUND PROPERTY — 600 Block of 11TH ST
11:36 a.m.

THURSDAY LOWDOWN: Britnee Kellogg Will Sing for You For Free on Madaket Plaza This Evening
11:30 a.m.

CHP: Traffic Collision, Ambulance En Route at Highway 101 and Elk Valley Cross Rd

LoCO STAFF / THURSDAY, JUNE 20 @ 10:23 A.M. / SAFETY, TRANSPORTATION

New Road Safety Tool Lets Humboldt Cyclists and Pedestrians Report Where They Feel Safe and Unsafe

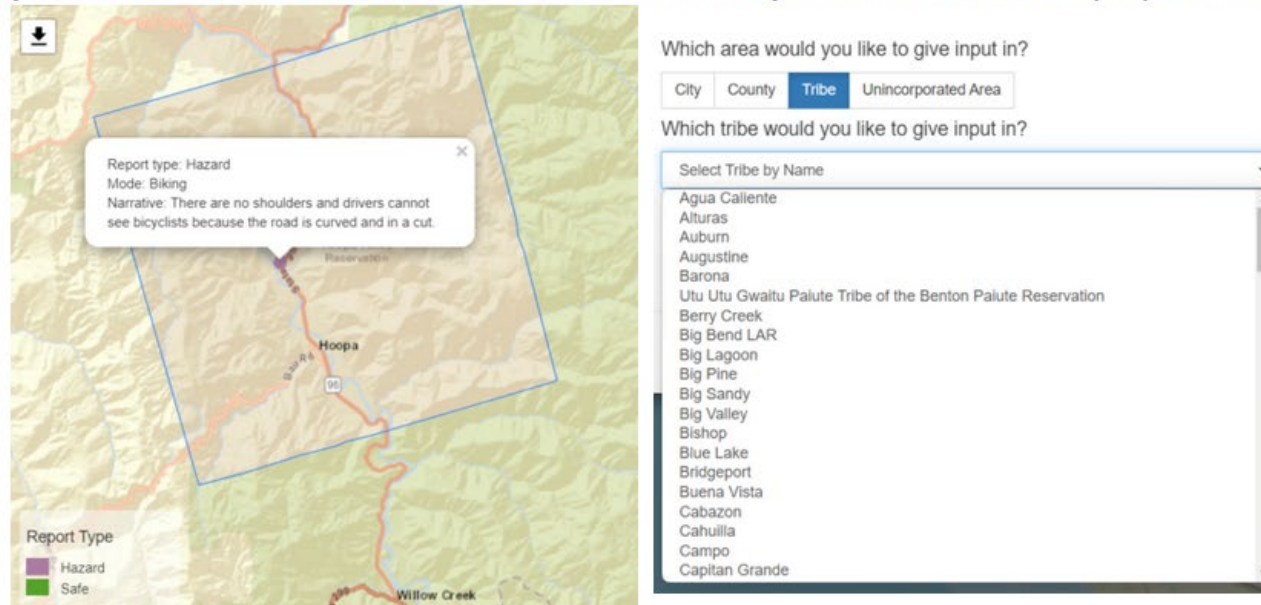


Street Story Outreach: June 2019-February 2024

- Weekly newsletter spots

Street Story Reporting in Tribal Communities

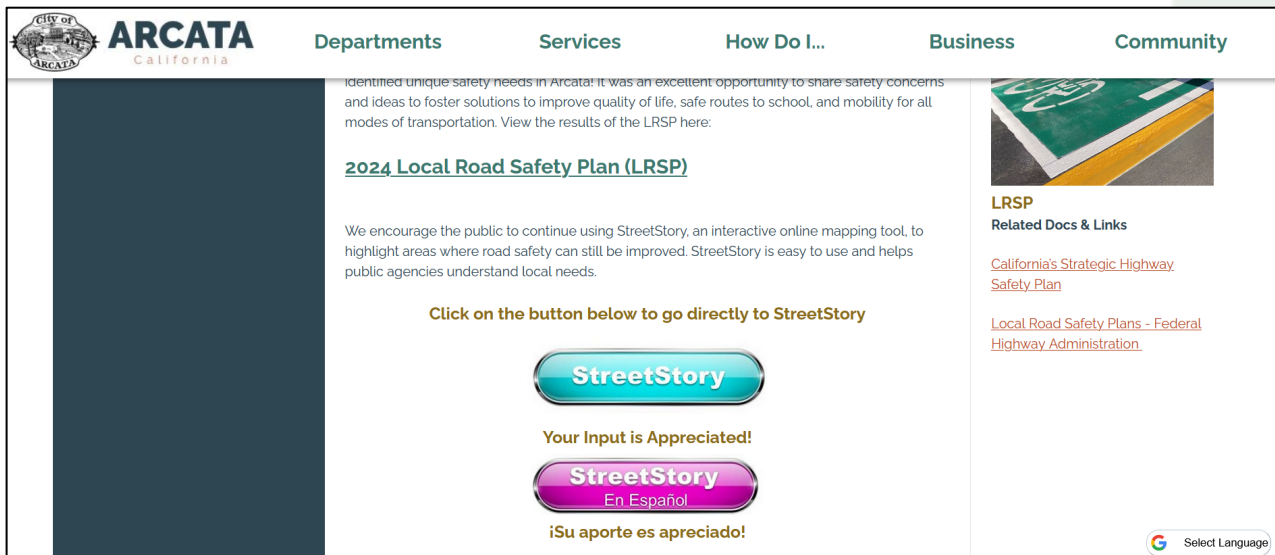
C RTP knows that bike and pedestrian safety can be a particular challenge in tribal communities. The recent national [Dangerous by Design](#) report showed that Native communities have the highest rates of pedestrian fatalities compared to any other racial/ethnic group. We wanted to take this opportunity to remind you that that the Street Story tool has been adapted to be used in and by tribal communities in California. When choosing an area you would like to make a report, you can click “tribal” and select which tribal community you would like to report in. Street Story provides the opportunity for tribal communities to have an active voice in the safety of their streets and the people on them.



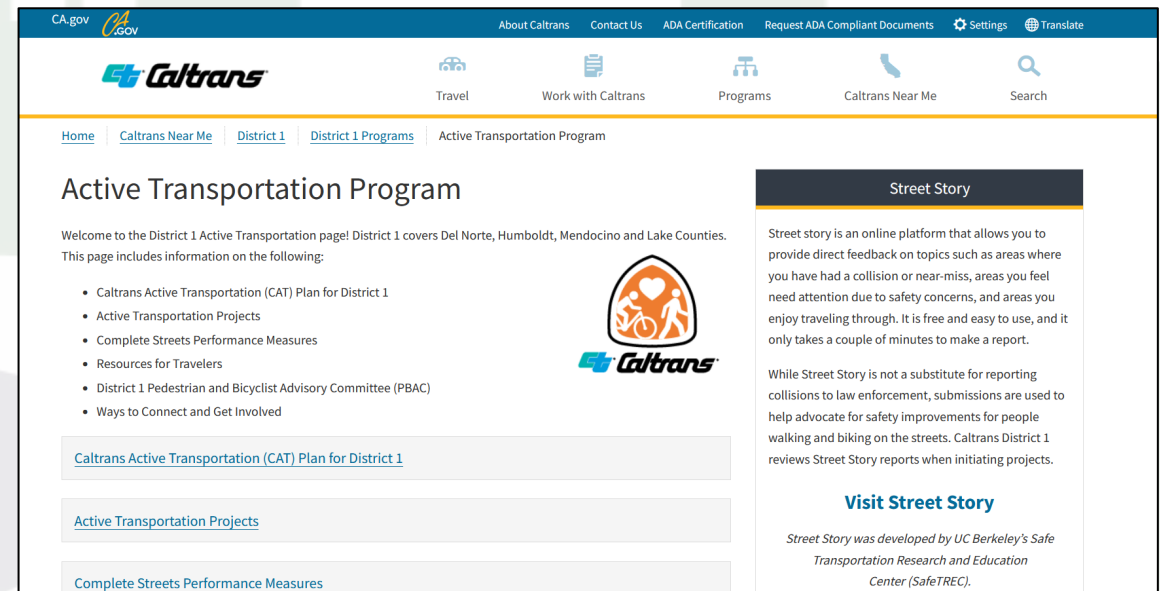
The screenshot displays the Street Story reporting interface. On the left, a map shows a report type of 'Hazard' (indicated by a purple line) for a road near Hoopa. A tooltip provides details: 'Report type: Hazard', 'Mode: Biking', and 'Narrative: There are no shoulders and drivers cannot see bicyclists because the road is curved and in a cut.' A legend at the bottom left identifies 'Hazard' as purple and 'Safe' as green. On the right, the interface asks 'Which area would you like to give input in?' with buttons for 'City', 'County', 'Tribe', and 'Unincorporated Area'. The 'Tribe' button is selected. Below this, it asks 'Which tribe would you like to give input in?' and shows a dropdown menu titled 'Select Tribe by Name' with a list of tribes including Agua Caliente, Alturas, Auburn, Augustine, Barona, Utu Utu Gwailtu Paiute Tribe of the Benton Paiute Reservation, Berry Creek, Big Bend LAR, Big Lagoon, Big Pine, Big Sandy, Big Valley, Bishop, Blue Lake, Bridgeport, Buena Vista, Cabazon, Cahuilla, Campo, and Capitan Grande.

Street Story Outreach: June 2019-February 2024

- Collaboration with local agencies: City of Arcata, Caltrans District 1



The screenshot shows the City of Arcata website with a navigation menu including Departments, Services, How Do I..., Business, and Community. The main content area features a section for the 2024 Local Road Safety Plan (LRSP), which includes a description of the plan and a call to action to use StreetStory. A prominent blue button labeled "StreetStory" is displayed, along with a smaller purple button for "StreetStory En Español" and the text "¡Su aporte es apreciado!". A "Select Language" dropdown is visible in the bottom right corner.



The screenshot shows the Caltrans District 1 Active Transportation Program page. The header includes the Caltrans logo and navigation links for Travel, Work with Caltrans, Programs, Caltrans Near Me, and Search. The main content area is titled "Active Transportation Program" and includes a welcome message and a list of program components: Caltrans Active Transportation (CAT) Plan for District 1, Active Transportation Projects, Complete Streets Performance Measures, Resources for Travelers, District 1 Pedestrian and Bicyclist Advisory Committee (PBAC), and Ways to Connect and Get Involved. A "Street Story" sidebar on the right provides information about the platform and a "Visit Street Story" link. The footer mentions that Street Story was developed by UC Berkeley's Safe Transportation Research and Education Center (SafeTREC).

Street Story Outreach: June 2019-February 2024

- Collaboration with local agencies: Humboldt County Public Health, Humboldt Transit Authority



Help make our streets safer!

Have you been hit by a car or had near-misses while walking and biking in Humboldt County?

Where do you feel unsafe when you're walking and biking?

Do you have ideas about how to make it safer?

Tell us about it on StreetStory!



It only takes 5 minutes to share your story!

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



Additional Street Story Outreach: March 2024-Present

- Brochures & flyers

TIME TO SHARE YOUR STREET STORY

Have you experienced crashes or near misses when traveling in Humboldt County?

Are there hazards on our streets or safe locations you've found?

Join hundreds of other Humboldt community members in making a report today!

Making a report is quick & easy!

It only takes 5 minutes!

CRTP
CALIFORNIA OFFICE OF TRAFFIC SAFETY
Berkeley SafeTREC

streetsstory.berkeley.edu/county/HUMBOLDT

Funding for Street Story is provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.



Street Story is a community engagement tool that allows residents, community groups, and agencies to collect information about transportation crashes, near-misses, general hazards, and safe locations to travel.

The platform features a survey where people can share their travel experiences. Once a record has been entered, the information is publicly accessible on the website with maps and tables that can be downloaded.

Street Story is free to use, publicly accessible and available in English or Spanish for California residents age 13 and older.

CRTP has partnered with UC Berkeley's Safe Transportation Research and Education Center (SafeTREC) to promote using Street Story on the North Coast since 2019.

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

EXAMPLE STORIES FROM THE LOCAL COMMUNITY

Report type: Crash
Mode: Using other mode of transportation
Narrative: There are multiple crashes at this site involving pedestrians, cyclists, and vehicles. They happen almost monthly, sometimes multiple times per month.

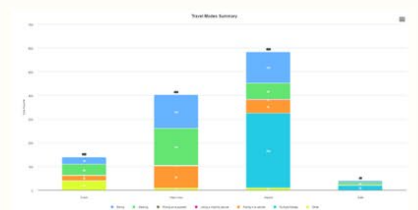
Report type: Near-miss
Mode: Biking
Narrative: There is no traffic light at this intersection. Someone was waiting to turn left and another car swerved into the "bike lane" to go around them and almost hit me.

Report type: Hazard
Mode: Using a mobility device (wheelchair, cane, etc.)
Narrative: telephone/utility pole obstructing sidewalk use of wheelchair users who must enter the street to pass at risk of vehicle drivers turning north in J Street, from either direction on Samoa Boulevard

Report type: Safe
Mode: Walking, Biking, Skateboarding, Riding in a vehicle
Narrative: Quieter, low traffic route than E. F. H. or I Streets. Less traffic and turns than taking J St. bike lane between Henderson Center and Old Town.

For assistance with making a report please visit:
<https://safetrec.berkeley.edu/tools/street-story-platform-community-engagement>

STREET STORY REPORT DATA



Street Story report data is easily accessible and available to download right to your device. The reports are summarized in a variety of orientations (i.e. reports by mode/cause, yearly trends, etc). Data can also be narrowed down by a particular time frame. This gives the user a dynamic view of the reports made.

Additional Street Story Outreach: March 2024-Present

- Talking to transit riders



Additional Street Story Outreach: March 2024-Present

- Community events



Additional Street Story Outreach: March 2024-Present

- Trainings for agencies & community groups



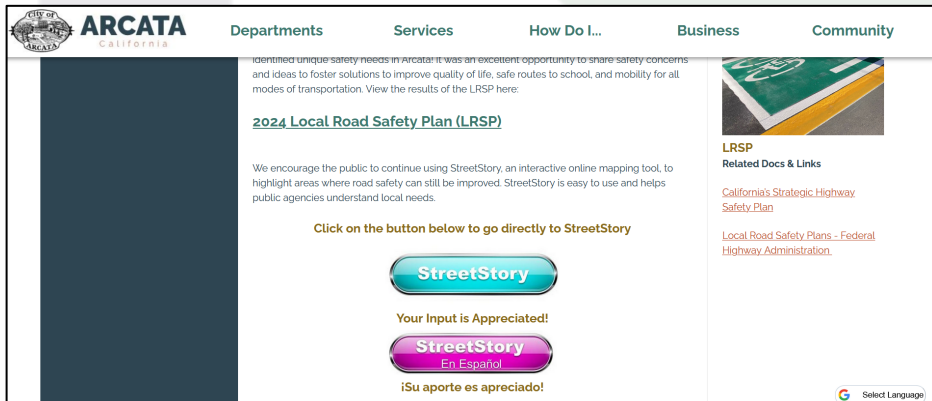
Additional Street Story Outreach: March 2024-Present

- Social media



Using Street Story Data

- We ask for reports to be reviewed and referenced in all plans, projects, and grant applications



CITY OF ARCATA CALIFORNIA

Departments Services How Do I... Business Community

Identified unique safety needs in Arcata: It was an excellent opportunity to share safety concerns and ideas to foster solutions to improve quality of life, safe routes to school, and mobility for all modes of transportation. View the results of the LRSP here:

[2024 Local Road Safety Plan \(LRSP\)](#)

We encourage the public to continue using StreetStory, an interactive online mapping tool, to highlight areas where road safety can still be improved. StreetStory is easy to use and helps public agencies understand local needs.

Click on the button below to go directly to StreetStory

StreetStory

Your Input is Appreciated!

StreetStory
En Español

¡Su aporte es apreciado!

Select Language




Home > My Government > Departments > Public Works > Engineering > City of Eureka Bike Plan 2023

City of Eureka Bike Plan 2023

City of Eureka Bike Plan 2023

- The City of Eureka (City) has been awarded a Caltrans Sustainable Communities Grant to develop the Eureka Bike Plan (Plan).
- The Plan will establish a vision for community bikeway access, circulation, safety, and infrastructure improvements that will connect the City's many local and regional destinations.
- The Plan will identify bicycle facility types, locations, priorities, and consider electric scooters and other similar travel options to develop concepts to connect to current and future housing.
- The Plan will utilize public engagement to identify improvement ideas that reflect the community's needs, interest, and input.
- Plan development and public engagement will occur through Summer 2024.

[Click here](#) to receive updates on the Project (Sign up for the Email Listserv)



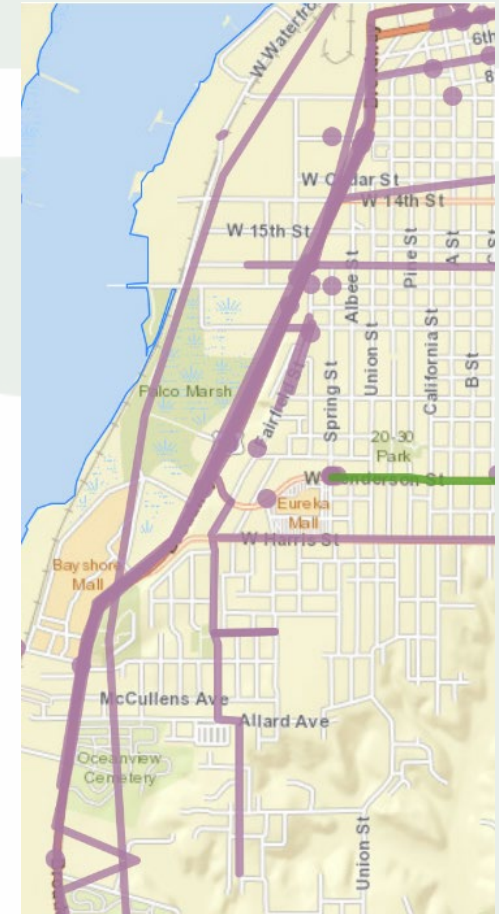
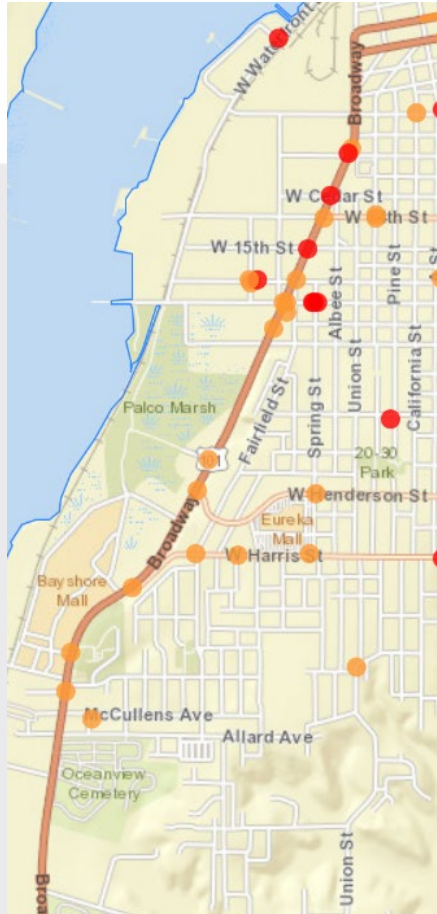
EUREKA BIKE PLAN

You are Invited to Our Community Workshop
Estás Invitado a Nuestro Taller Comunitario

DATE <i>Fecha</i>	Thursday, March 7, 2024 <i>Jueves, 7 de Marzo, 2024</i>
TIME <i>Tiempo</i>	Workshop starts at 5:30pm <i>El taller comienza a las 5:30pm</i>
LOCATION <i>Ubicación</i>	Jefferson Community Center 1000 B Street, Eureka, CA 95501

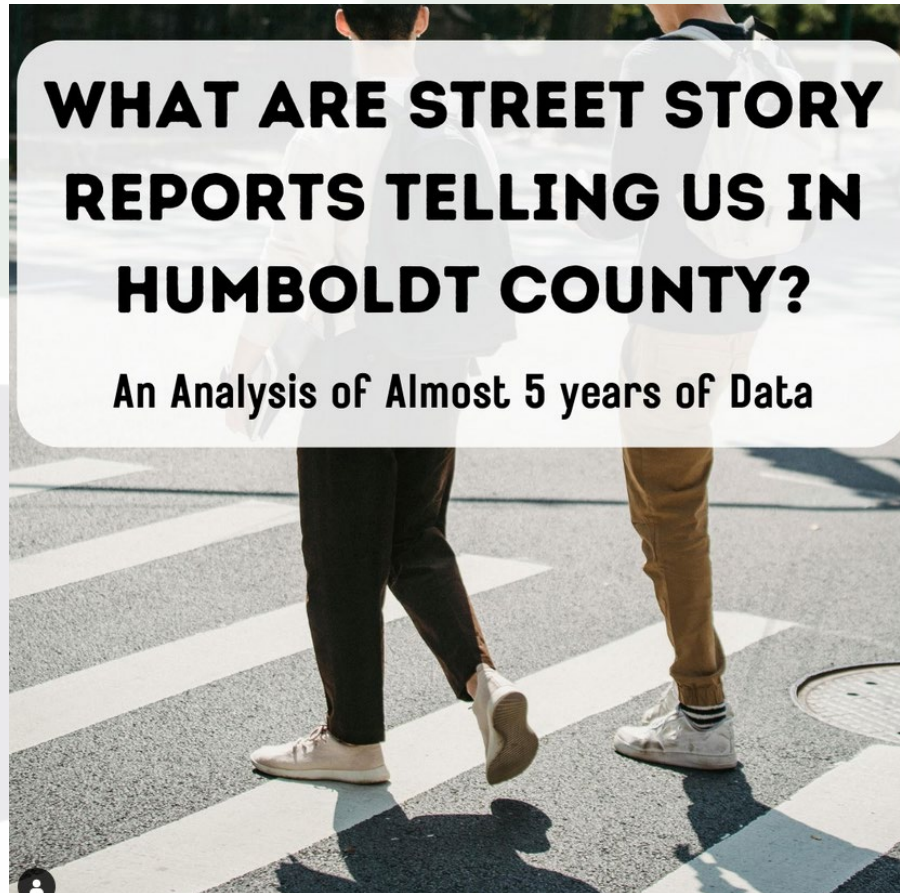
Using Street Story Data

- We advocate for safety improvements using reports



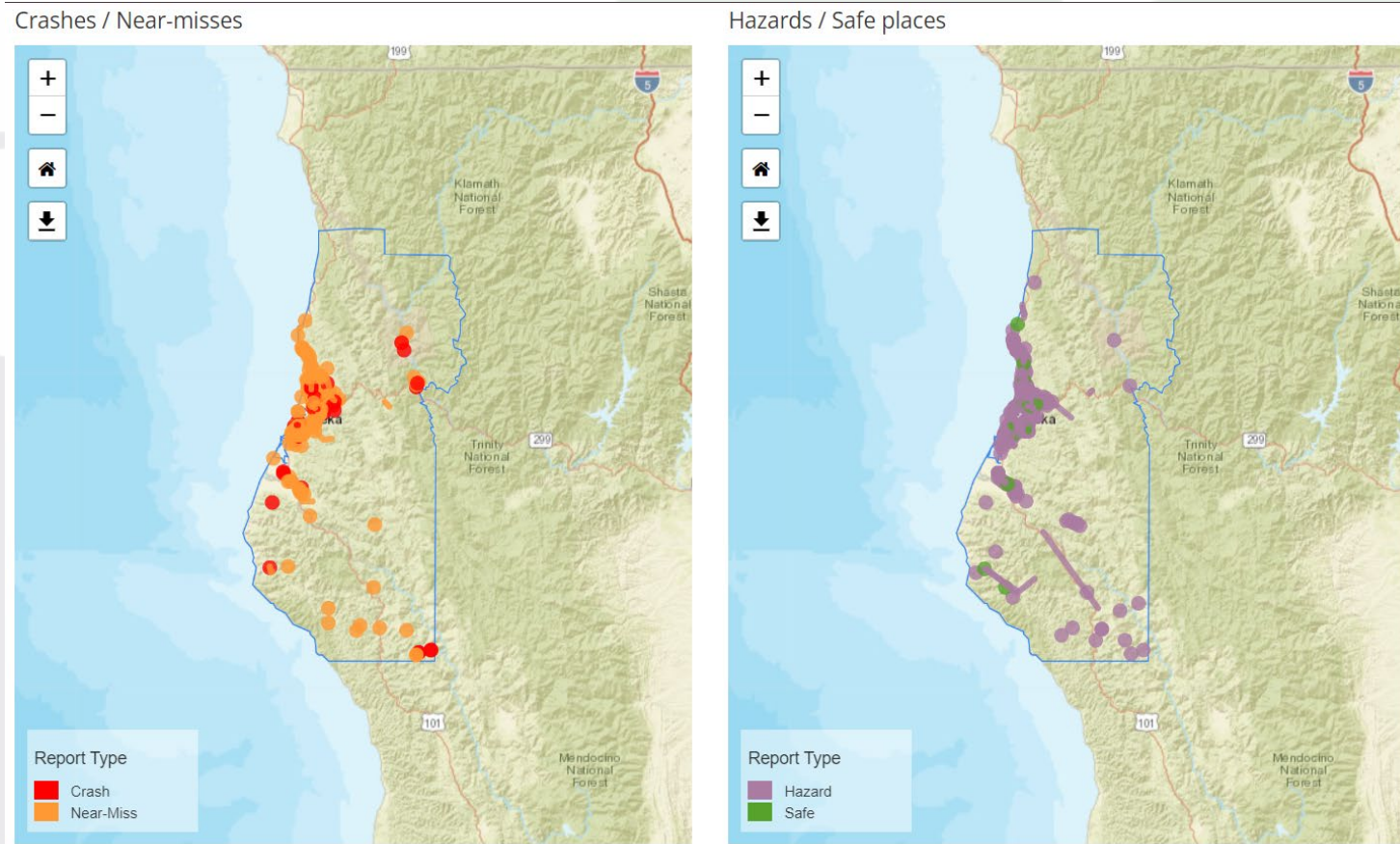
Using Street Story Data

- Analysis of reports to date



Using Street Story Data

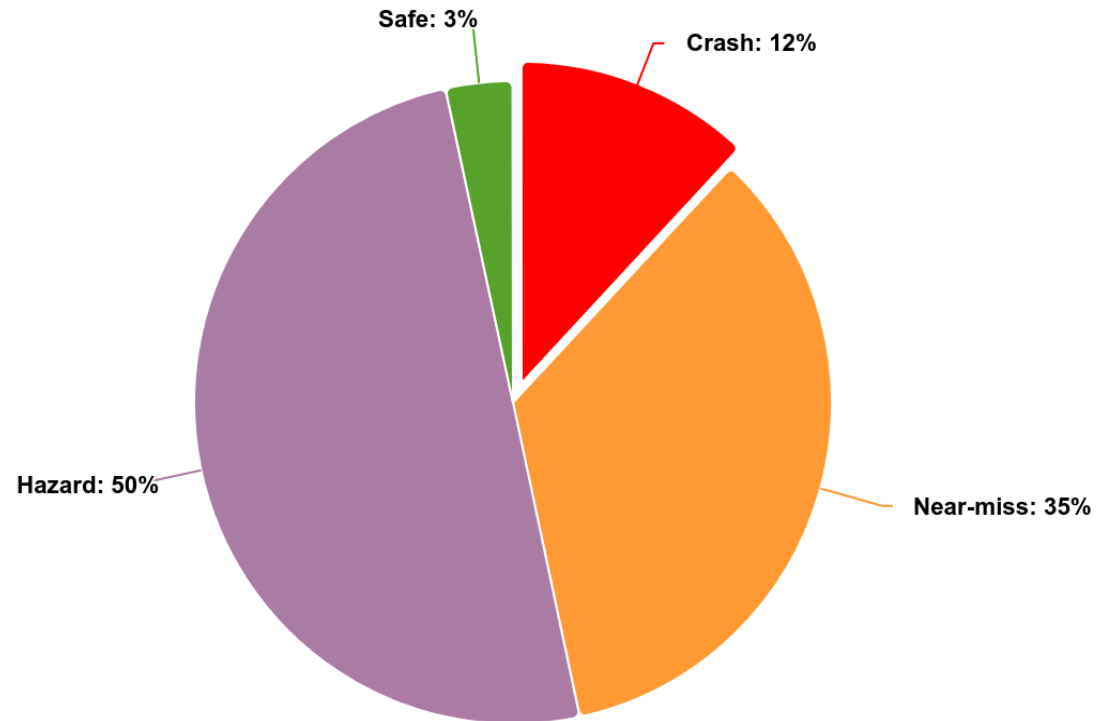
- Analysis of reports to date



Using Street Story Data

- Analysis of reports to date

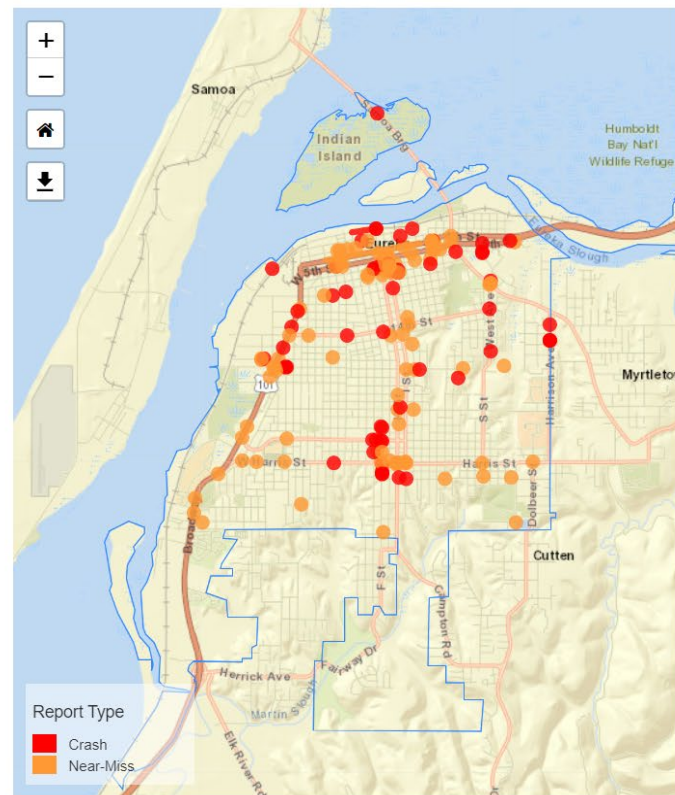
Report Type Summary



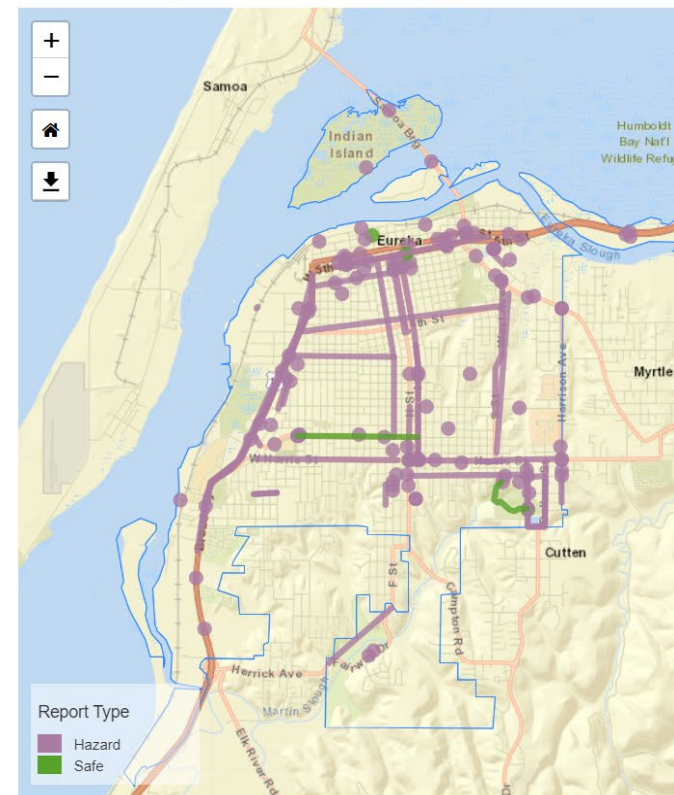
Using Street Story Data

- Analysis of reports to date

Crashes / Near-misses



Hazards / Safe places

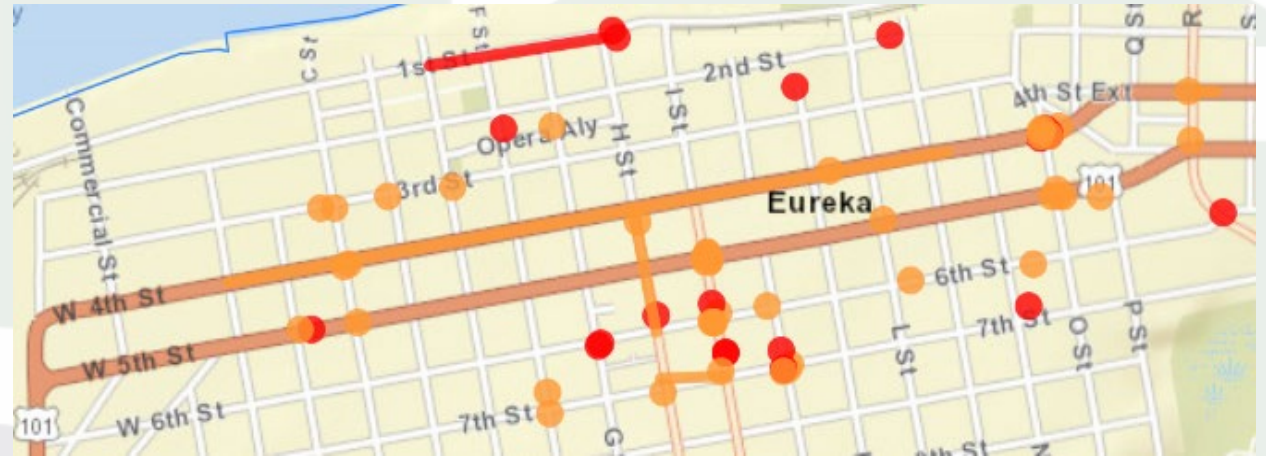


Using Street Story Data

- Analysis of reports to date

“A high concentration of reports in Eureka were made on 4th and 5th Streets...

There are many jobs and services along these streets, along with affordable housing...”



Using Street Story Data

- Analysis of reports to date

“There have been many reports of drivers speeding, driving too close to the curb, and running red lights... people do not feel safe walking, biking, and rolling down these streets, and especially unsafe crossing them.”

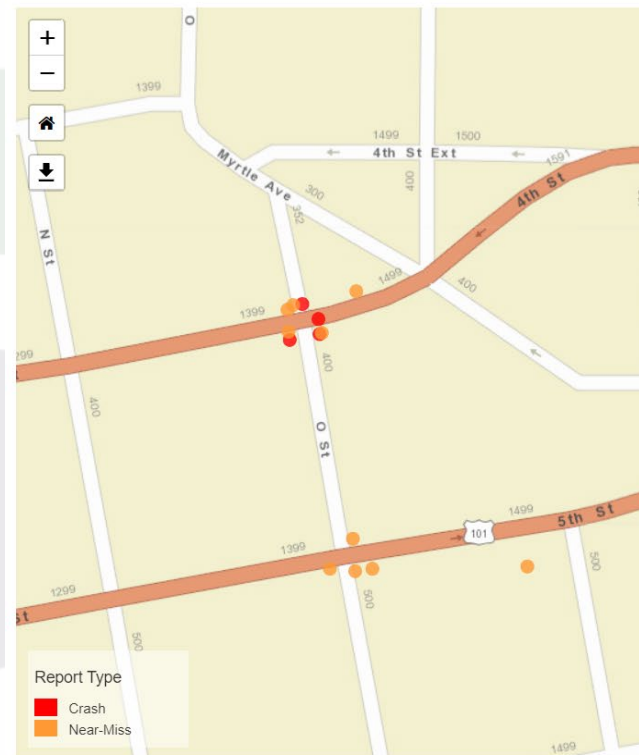


Using Street Story Data

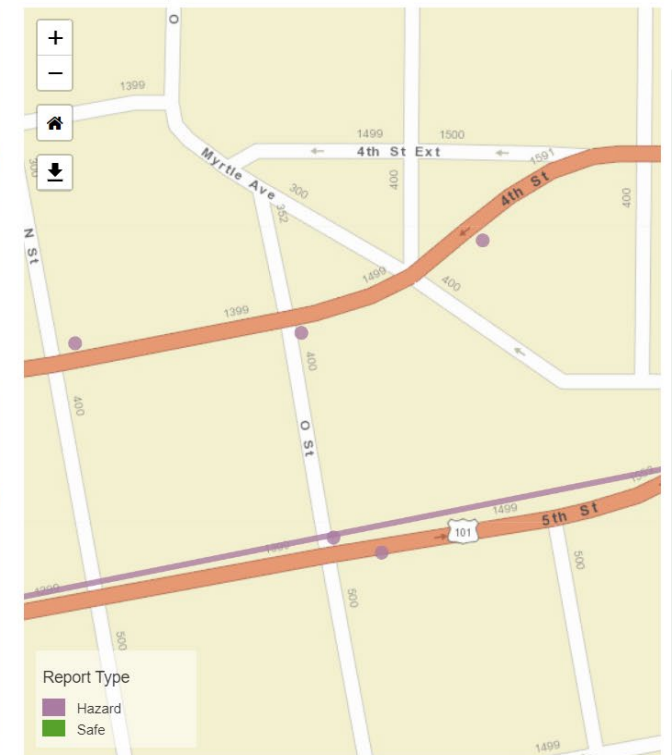
- Analysis of reports to date

“One of the more notable intersections is 4th and O St, which was found to have many crash and near-miss reports. Narratives showed that drivers are often cutting off pedestrians, bicyclists, as well as other vehicles when making turns...”

Crashes / Near-misses

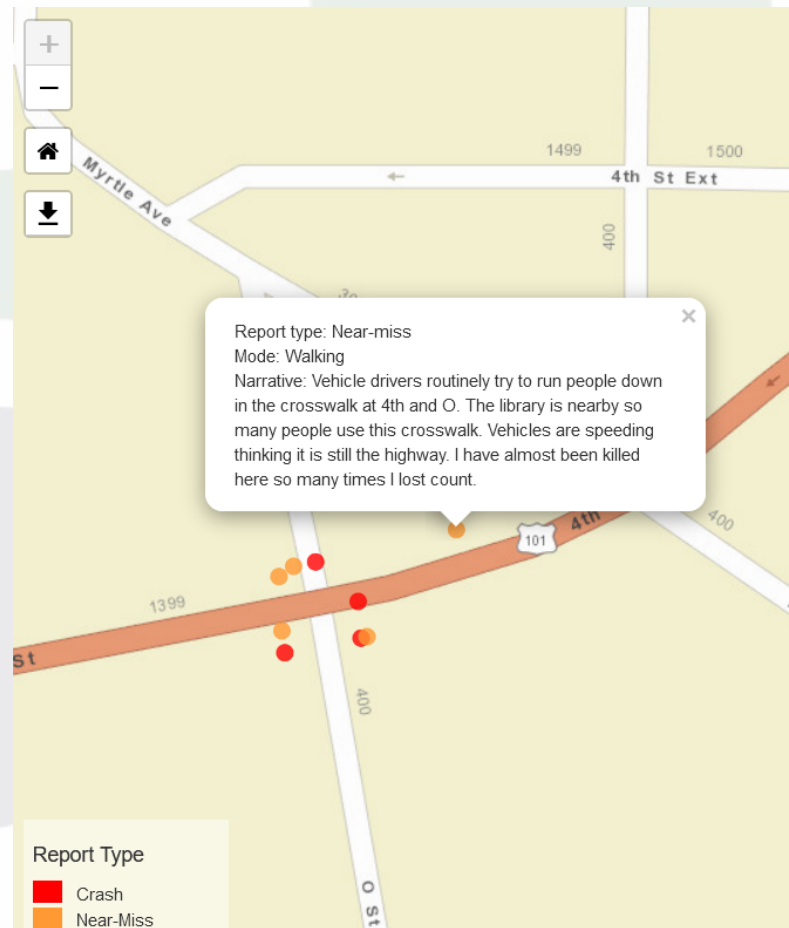


Hazards / Safe places



Using Street Story Data

- Analysis of reports to date



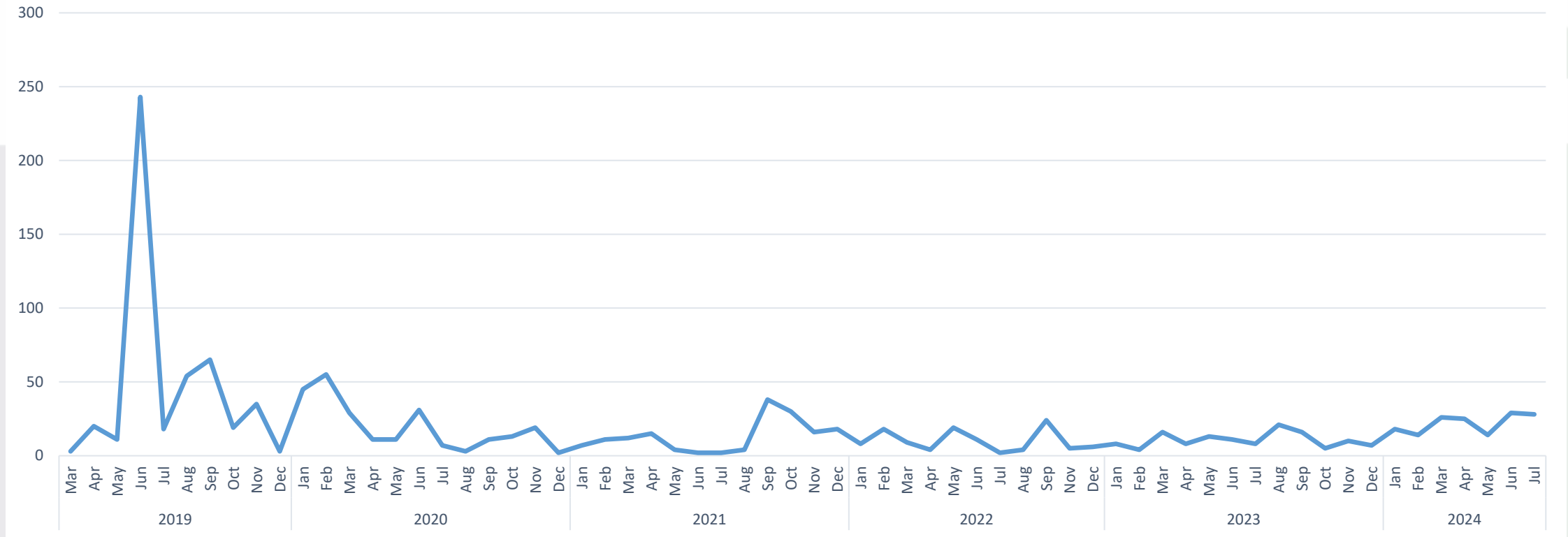
Lessons Learned

The background features a stylized illustration of a house with a chimney and a tree on a hill. The house is light green with a white chimney and two windows. The tree is a darker green with a brown trunk. The hill is a light green color, and the foreground is a light purple color. The overall style is simple and illustrative.

- Street Story provides important information that you can't get from official crash reports
- Enhances plans, projects, and grant applications
- Narratives are especially powerful in making the case for safety improvements

Lessons Learned

Street Story Report Dates in Humboldt County



Total Reports Through July 2024: 1,267

Lessons Learned

A faint, light green illustration in the background shows a house with a chimney on the left and a large evergreen tree on the right. The scene is set against a light blue sky and a light green ground area.

- It's difficult for people to form a new routine, even with continuous engagement & reminders
- Engagement is easier when targeted to specific projects, plans, and locations
- However: ongoing public reporting outside of specific planning processes does provide valuable data



Special Thanks

Kelsey Martin, CRTP Outreach Specialist

UC Berkeley SafeTREC, including:

Lisa Peterson, Communications & Outreach Lead

Jarah Crowner, Policy & Program Analyst

California Office of Traffic Safety

Contact CRTP

Colin Fiske, Executive Director

colin@transportationpriorities.org

www.transportationpriorities.org

Partnering with CBOs for Community-led Active Transportation Projects

Clare Eberle
Director of Strategic Engagement
City of Los Angeles Department of Transportation

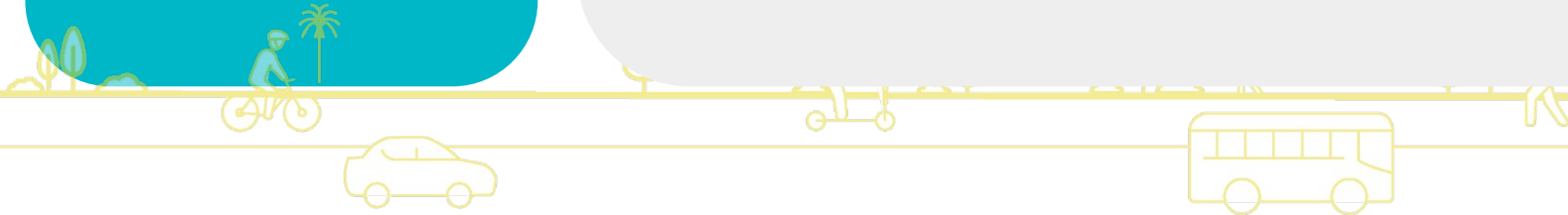


LADOT's Community-First Engagement

LADOT's framework for a planning process that intentionally and holistically incorporates the viewpoints, lived experiences, and perspectives of those most impacted by a project or program.

Community-First Engagement Core Strategies:

- Partnerships with Community-Based Organizations
- Reducing barriers to participation:
 - language access, childcare, food & resources
- Compensating partners + participants
- On-street engagement and pop-ups:
 - fewer town halls, more in-community activities and activations
- Community Ambassadors
- Culturally-relevant programming



CBO Partnerships at LADOT



Vision Zero / ATP "Western Our Way"
Eastside Riders Community Bike Ride



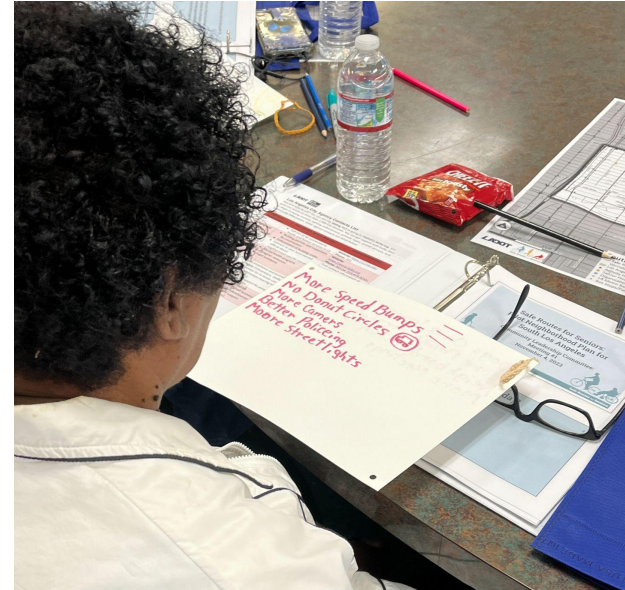
Vision Zero / ATP "Western Our Way"
Community Walk Audit



Vision Zero Hollywood Blvd Safety Project
Thai Community Development Center

Community-Driven ATP Projects

- Active Transportation Program applications that lead with community-led and CBO partnership strategies advance local priorities
 - Realize “dream” projects
 - Address inequities
- Opportunity to build community trust and long-term relationships
- Planning/ NI grants with community partners lead to lasting momentum and successful delivery



- Cycle 6- ATP Infrastructure Grant
- Community network of streets anchored by Anaheim St, a Vision Zero Priority Corridor
- Current Project Status: Design

PROJECT AREA AND FOCUS STREETS (IN YELLOW)



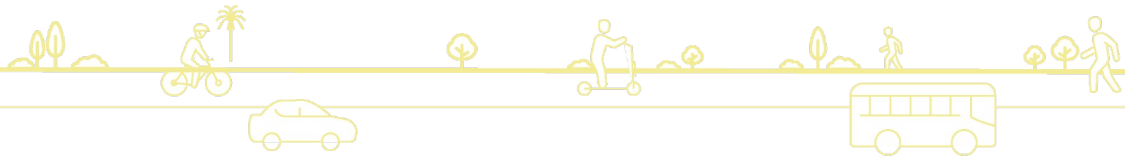
Case Study: Wilmington Safe Streets A People First Approach

Infrastructure Grant

Case Study: Wilmington Safe Streets Infrastructure Grant

CBO Core Strategy:

- Approach leveraged close relationships with CBO LA Walks, Wilmington Best Start & Safe Street Promotores
- Activities led by People for Mobility Justice



Case Study: Wilmington Safe Streets Infrastructure Grant

Successful Engagement Strategies:

- Project selection and scope reflected previous community planning efforts in the project area
- Early briefings invited organizations and community members to participate in the process
- Focus group convened from broad range of community organizations and interest groups
- Pop-up activities at community hubs
- Surveys to prioritize final proposal
- Community celebration!



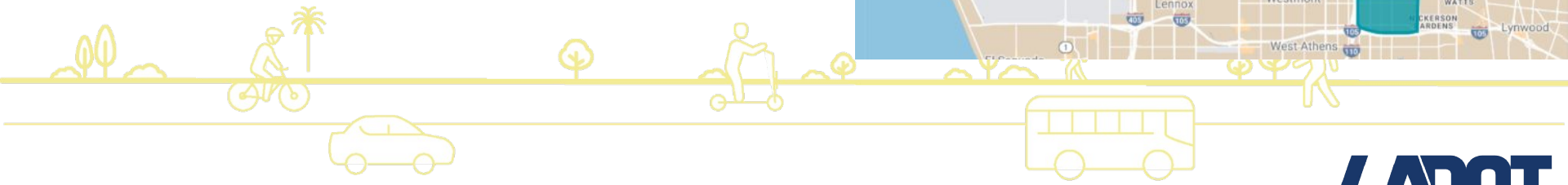
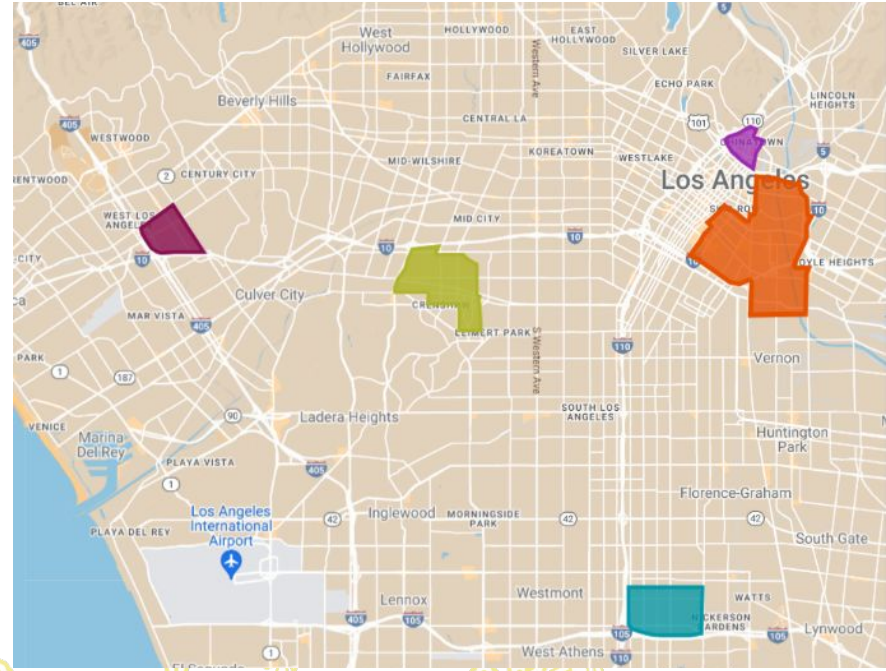
WSS Community Celebration



Case Study: Safe Routes for Seniors

Plan Grant

- **Cycle 4- ATP Planning Grant**
- **Five neighborhoods selected based on safety, demographic, and environmental factors**
- **Project will produce safety and mobility plans for each community/area**
- **Planning process depends on robust community knowledge and trust**



Case Study: Safe Routes for Seniors

Plan Grant

Core Strategy:

- Community Leadership Committees (similar to ambassadors) by neighborhood, identified through survey participation, CBO partnerships and community networks
- Center storytelling & lived experiences throughout multiple phases
- Multilingual, specific to community



Case Study: Safe Routes for Seniors

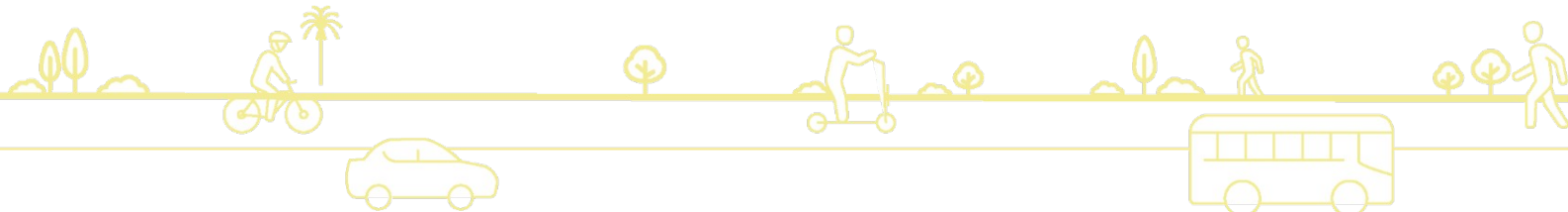
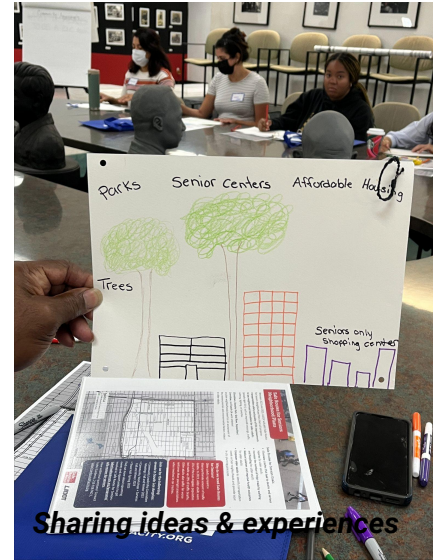
Plan Grant

- **Process:**
 - Phase 1: Research
 - Phase 2: Discovery
 - Neighborhood Site Visit
 - Leadership Steering Committee Recruitment & Meetings (2)
 - Community Planning Labs:
 - Mobility Safety Assessment (walk audit) & Charrette
 - Surveys
 - Phase 3: Safety Plan Prioritization
 - Steering Committee Meeting
 - Community Planning Lab
 - Town Hall



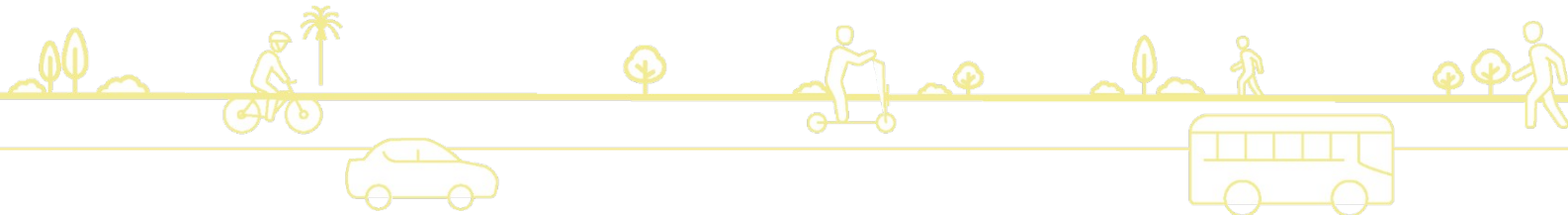
Case Study: Safe Routes for Seniors

Plan Grant



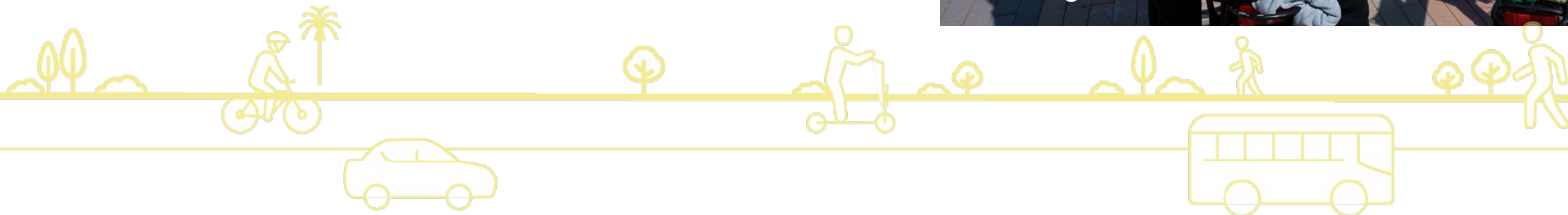
Key Challenges

- Timelines from application to implementation:
 - Sustained internal support & resources
 - Long-term community presence and staying on the ground
 - Communicating project milestones and maintaining momentum
- Transitioning every project from application phase to implementation



Successes & Takeaways

- Funding wins!
- Grassroots community support better sustains long project life cycles.
- Projects reflect community priorities.
- City/community relationships & knowledge-building extends beyond project: authentic and transparent engagement can lead to lasting relationships.



Step by Step

LOS ANGELES COUNTY

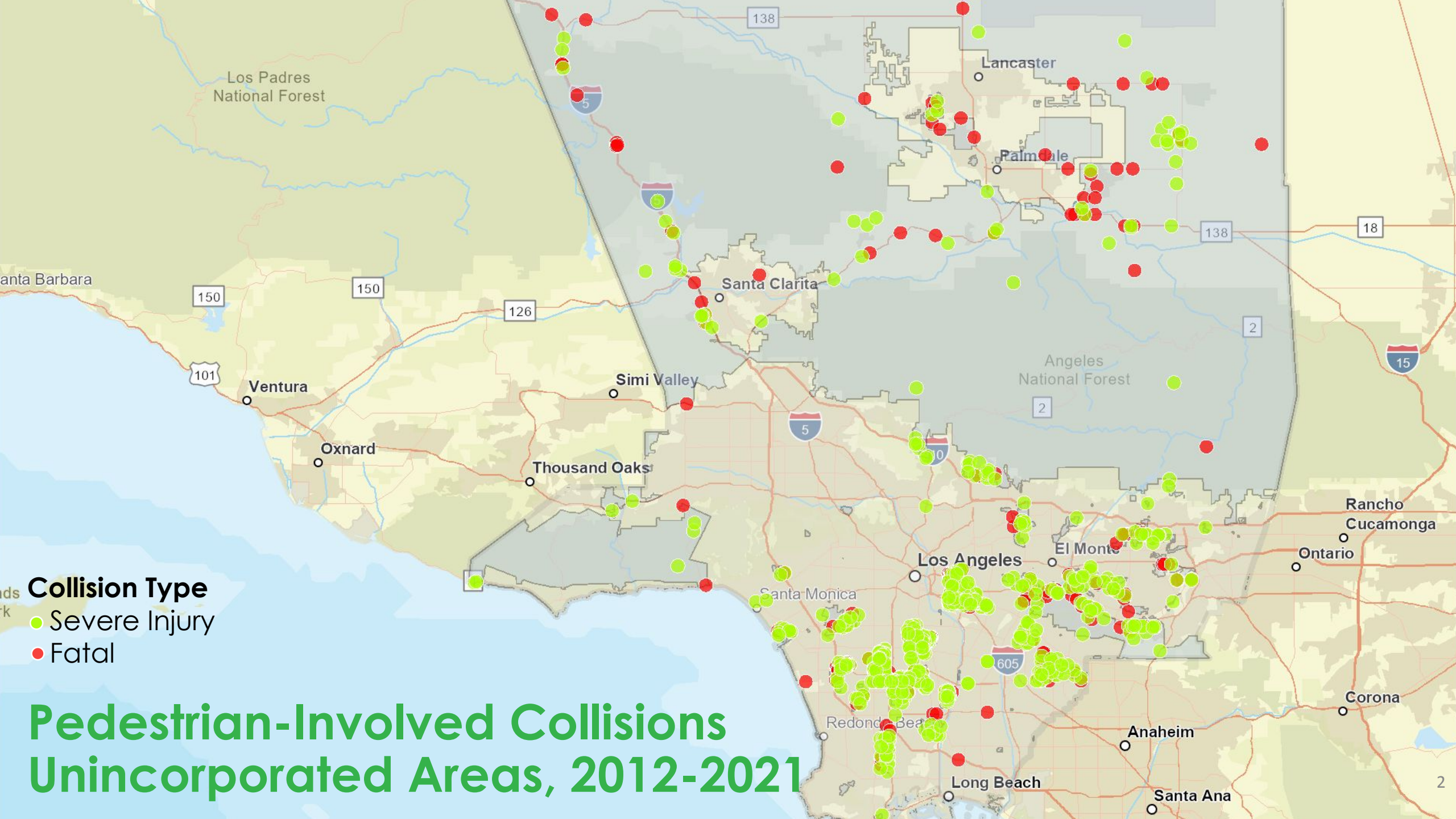


PARTNERING WITH CBOs to STRENGTHEN OUR ATP PROJECTS

Justin Robertson, AICP

Senior Planner, DPH PLACE Program

August 21, 2024



Collision Type
● Severe Injury
● Fatal

Pedestrian-Involved Collisions Unincorporated Areas, 2012-2021

Why encourage walking:

Health - Studies show that walking 30 minutes a day can reduce the risk of many chronic conditions, particularly diabetes, obesity, heart disease, hypertension, depression, and some cancers.

Economics - Walking to school, work, or a nearby store can save you money on gas and car maintenance.

Environment - By choosing to walk you help reduce greenhouse gas emissions, improve air quality, and reduce traffic congestion.

Step by Step

LOS ANGELES COUNTY

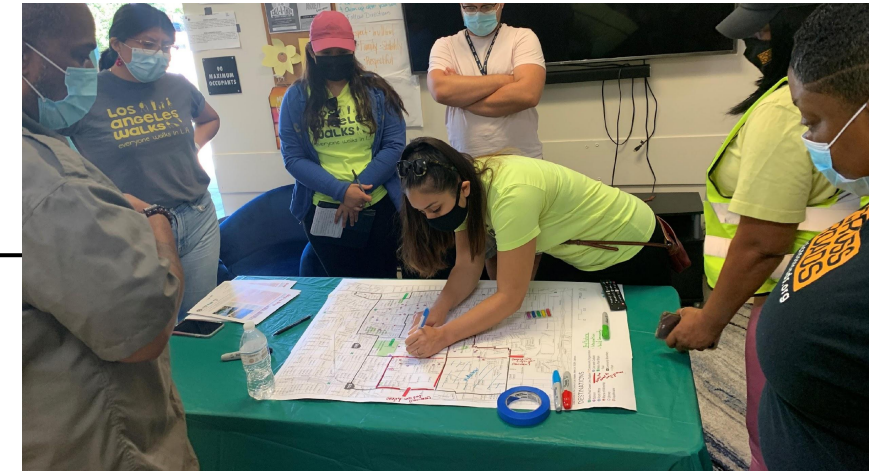
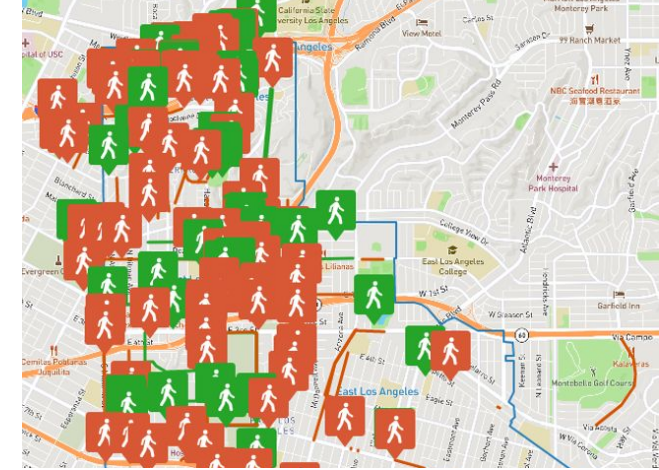
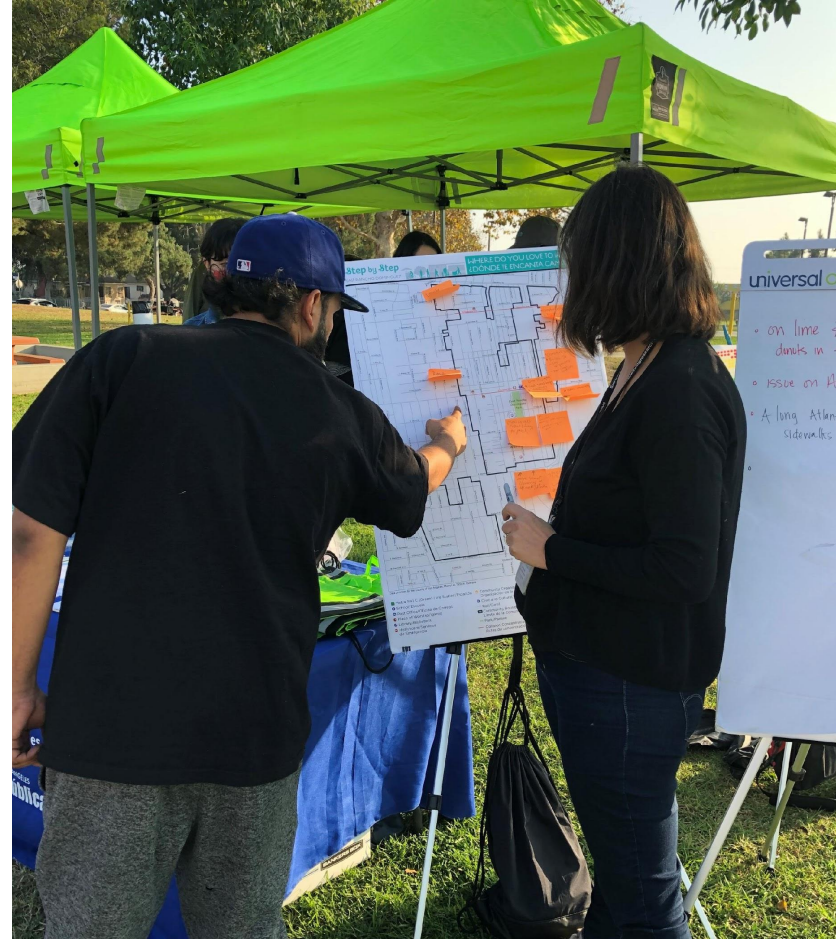


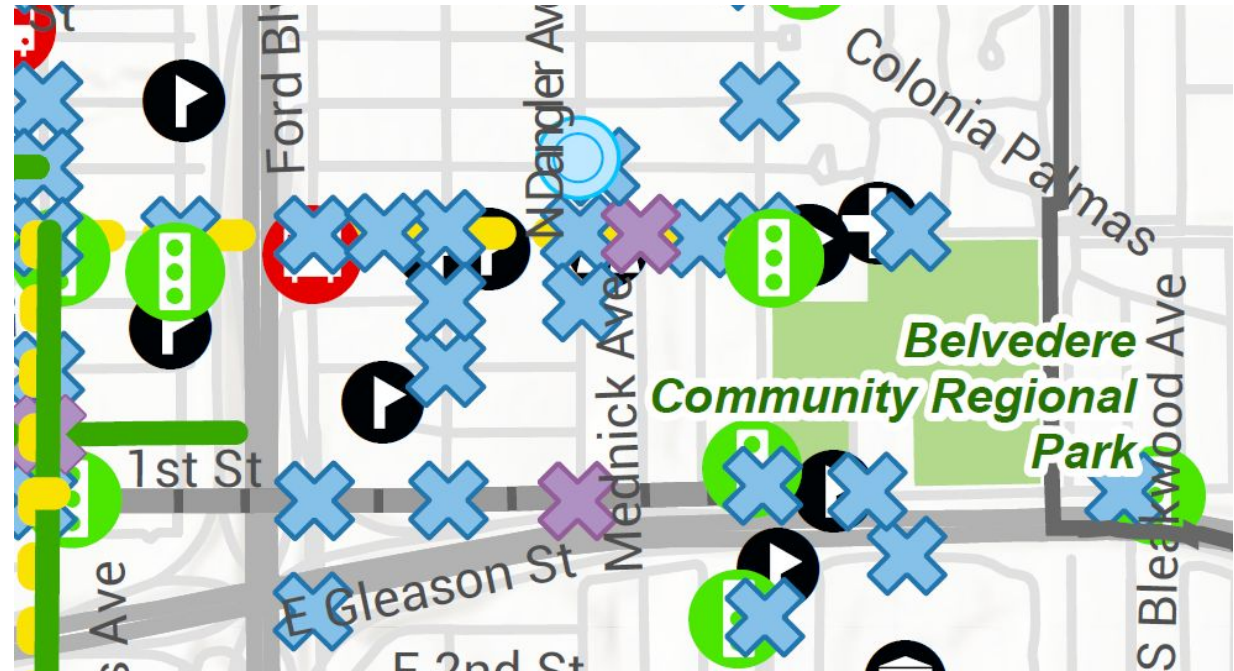
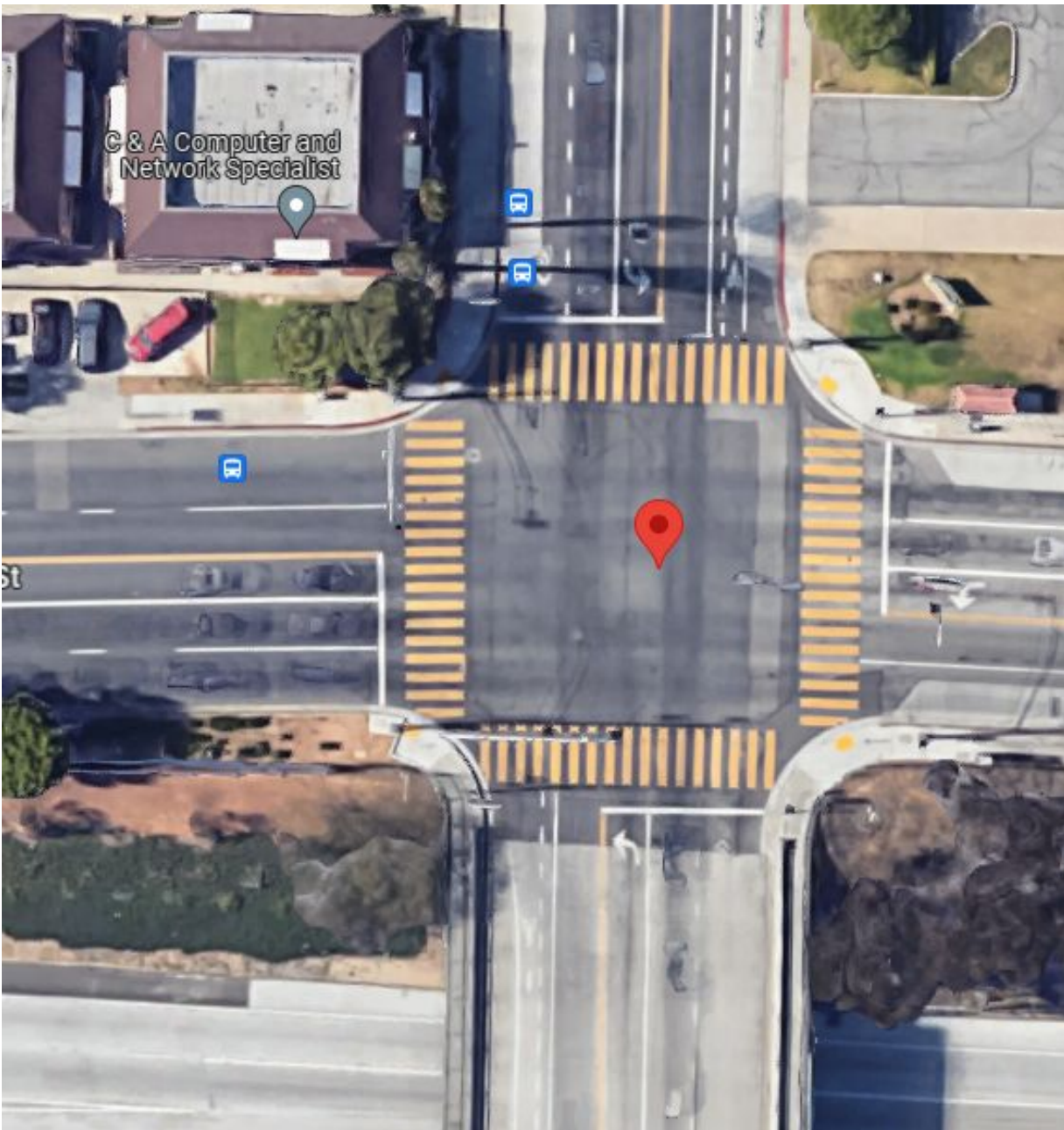
Community Pedestrian Plans

Work with residents to identify needed:

- Pedestrian lighting
- High-visibility crosswalks
- Shade trees
- Traffic calming
- Education and encouragement

And other enhancements to make walking safer, more pleasant, and more useful for everyone.





Location	Corner/Leg	Project Description	Estimated Capital Cost - Low ¹	Estimated Capital Cost - High ¹
1st Street & Mednik Avenue	Northeast, northwest, and southeast corners	Install curb extension	\$150,000	\$225,000
	All legs	Upgrade traffic signal to accommodate a Leading Pedestrian Interval	\$1,500	\$3,500

CBO Partners



Los Angeles
Neighborhood
Initiative

AVPH

Antelope Valley Partners for Health

Community Collaborative Promoting Health and Wellness

eliminating racism
empowering women

ywca

greater los angeles

SBCC



Step by Step

LOS ANGELES COUNTY



Lessons Learned

- Some communities are more ready to participate than others
- Different communities respond to different activities differently!
- Be as flexible as possible in how funded partners can bill
- Listen to your CBOs! (and learn!)
- Learn to love the list

Florence-Firestone for All TRAFFIC SAFETY PROJECT

Whether you walk, ride or drive, LA County is enhancing safety for everyone who shares the road as part of its **Vision Zero initiative** to **eliminate traffic fatalities**.

We need your help to ensure that Florence-Firestone is safe for all. To learn more, share your input, and subscribe to updates:

Visit the project web site
VisionZeroLACounty.com

Florence-Firestone (2013-2021):

- 54** Severe injuries among drivers and passengers 
- 26** Severe injuries among pedestrians 
- 32** Pedestrian fatalities 

1 in 7



people living in Florence-Firestone rely on walking, bicycling, or transit to get to school and work everyday.*

*Based on the California Healthy Places index.



Did you know?

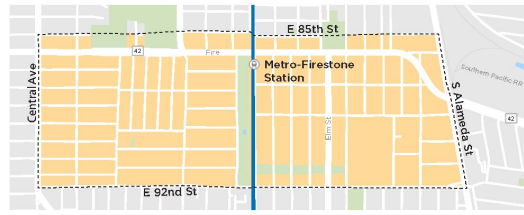
Public Works maintains **3,200 miles of roadway** in unincorporated LA County.

Portions of Florence-Firestone are among the **Top 20 roadways** with a **history of fatal and severe injury collisions**.

Questions or Comments

Contact a Public Works engineer

Call 1-877-VZ4-LACO or (833) 894-5226
Email VisionZero@pw.lacounty.gov

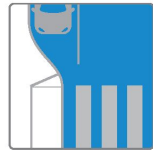


Proven Traffic Safety Measures

Public Works is evaluating the feasibility of implementing the following improvements in Florence-Firestone.



High-visibility crosswalks to alert drivers of pedestrian crossings, which can help reduce pedestrian injury crashes by up to 40%.



Curb extensions or "bulb-outs" to shorten the crossing distance for pedestrians and reduce vehicle speeds.



Pedestrian signaling improvements such as flashing pedestrian crossing lights and signals that give pedestrians extra time to cross, which have been proven to reduce crashes.

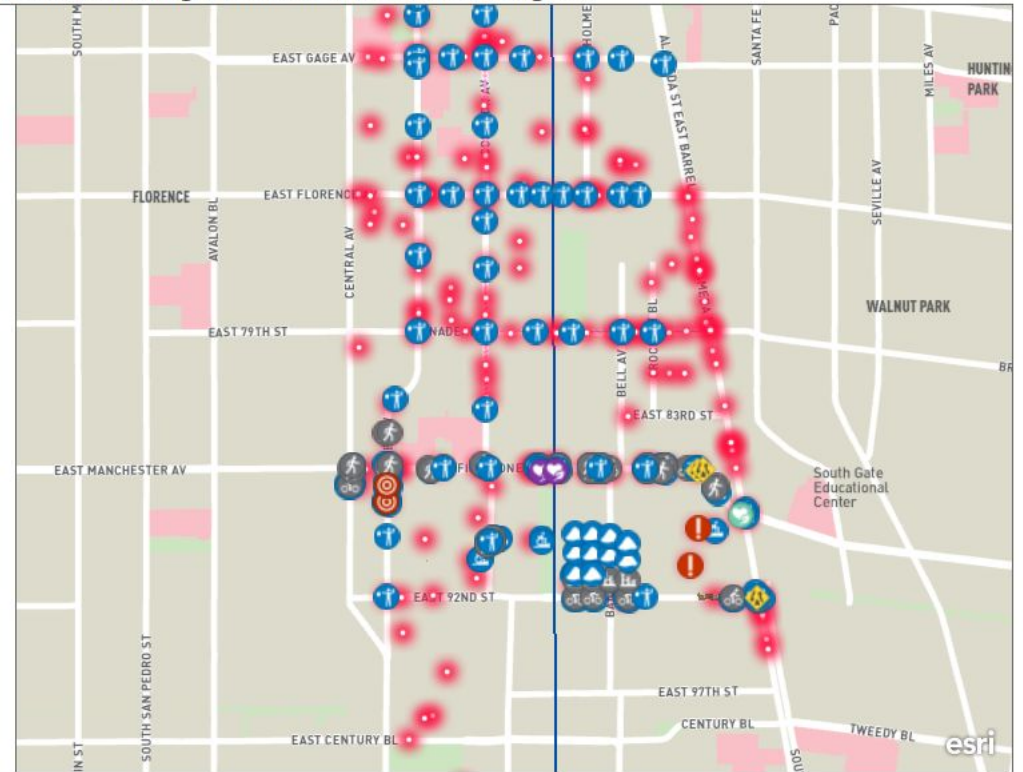
Florence-Firestone For All: Achieving Vision Zero in South Los Angeles

Proposed Improvements - Points

- ADA Ramp
- Conflict Area for Bikes - Green Paint
- Curb Extension
- Leading Pedestrian Interval + Accessible Pedestrian Signal
- Raised Crosswalk
- Roundabout/Traffic Circle
- Pedestrian Island
- Public Art
- Public Art w/ Lighting
- Sign Improvements
- Speed Cushion
- Stop Sign

Proposed Improvements - Polygons

- Class 2 Lane
- Eliminate Lane
- HV Crosswalk
- New Sidewalk
- Raised Median



Florence-Firestone For All: Achieving Vision Zero in South Los Angeles

0.6mi



Next steps

- Begin work on our ATP 6-funded plans!
- Supporting implementation of adopted plans
 - Partner with other County efforts for warm hand-offs
 - Formalize information sharing between implementing departments and DPH
 - Find internal resources to maintain and build on relationships



Q & A time



CDPH ATRC NI Technical Assistance Staff



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Marianne Hernandez
Districts: 3, 7, 8, 11, 12
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Thank You!