

My community is energized about pedestrian and bicycle safety! Where do we go from here?

Developing, applying for, and managing grants to fund pedestrian and bicycle safety

January 18, 2023

<https://safetrec.berkeley.edu/programs/cpbst>

The CPBST peer exchanges are supported by funding from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

Purpose of Today's Peer Exchange

- ▶ Bring together peers to learn about grant development and management for pedestrian and bicycle programs
- ▶ Engage in discussions related to developing, scoping ideas, building budgets, and managing grants once they are obtained
- ▶ Identify strategies to translate your ideas into fundable grant proposals

Housekeeping

- ▶ Please **mute** your audio/phone when you are not speaking to minimize background noise
- ▶ Feel free to enter questions or comments in the **chat**
- ▶ Please have your **camera on** when you're speaking, if you are comfortable
- ▶ All slides will be emailed to everyone registered for today's peer exchange
- ▶ Think of something later? Email cpbst@berkeley.edu

Zoom Logistics



Agenda

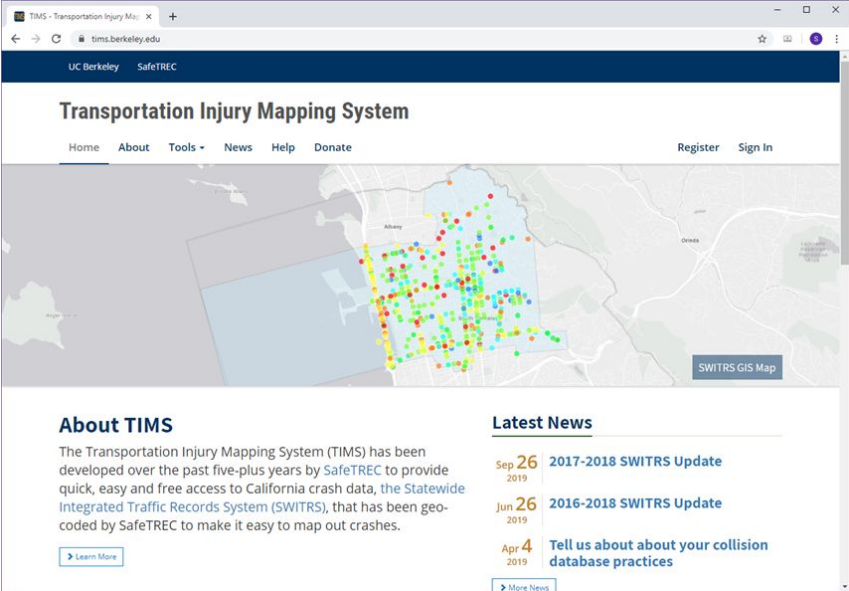
- ▶ Welcoming Remarks & Housekeeping
- ▶ Overview of developing, applying for, and managing grants to fund pedestrian and bicycle safety.
 - Jill Cooper, Co-director, UCB SafeTREC
 - Christine Viterelli, City of Arvin Grants Manager
 - Germán Quiñonez, Neighborhood Development Director, Every Neighborhood Partnership
- ▶ Discussion
- ▶ Wrap Up

Transportation Injury Mapping System (TIMS)

TIMS (<https://tims.berkeley.edu>) provides web tools to easily query, analyze and export geocoded California crash data (SWITRS).

Key features:

- Targeted tools for focused analyses
- Used by public, private, and non-profit agencies
- Incorporates SafeTREC geocoding (street location)
- Query and sort by cities or counties.



The screenshot shows the TIMS website interface. At the top, there is a navigation bar with "UC Berkeley" and "SafeTREC" logos. Below this is the main heading "Transportation Injury Mapping System" and a secondary navigation menu with "Home", "About", "Tools", "News", "Help", and "Donate". On the right side of the navigation bar, there are "Register" and "Sign In" links. The central part of the page features a map of a city area with numerous colored dots representing crash locations. A "SWITRS GIS Map" button is visible in the bottom right corner of the map area. Below the map, there are two columns of content: "About TIMS" and "Latest News".

About TIMS
The Transportation Injury Mapping System (TIMS) has been developed over the past five-plus years by SafeTREC to provide quick, easy and free access to California crash data, the Statewide Integrated Traffic Records System (SWITRS), that has been geocoded by SafeTREC to make it easy to map out crashes.
[Learn More](#)

Latest News

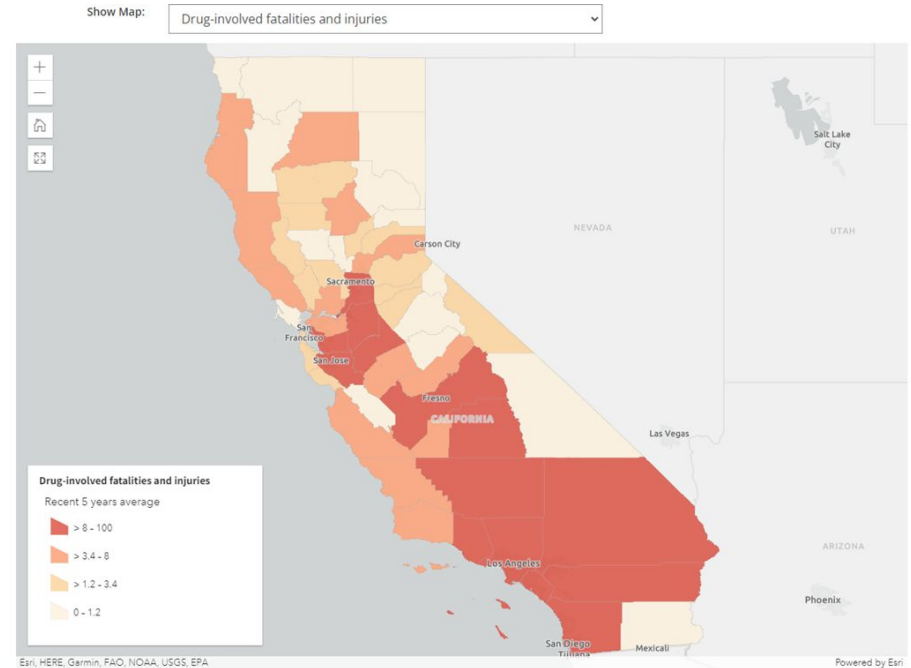
- Sep 26 2019 [2017-2018 SWITRS Update](#)
- Jun 26 2019 [2016-2018 SWITRS Update](#)
- Apr 4 2019 [Tell us about about your collision database practices](#)

[More News](#)

TIMS: SWITRS Summary

Accessing and mapping statewide crash and injury data from the SWITRS.

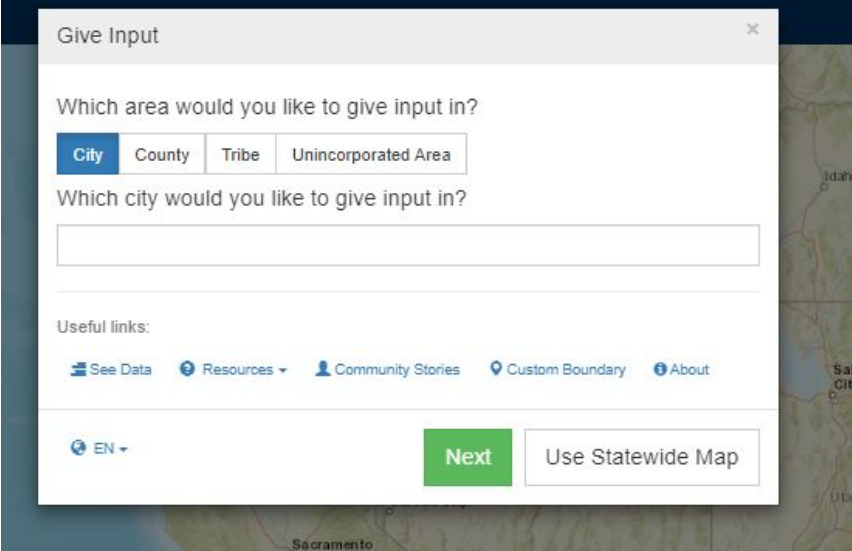
1. Fatal and injury crashes (overall)
2. Fatalities and injuries (overall)
3. Fatalities and injuries to pedestrians, bicyclists, motorcyclists, older adults and unrestrained vehicle passengers
4. Fatalities and injuries related to alcohol, drugs, distracted driving speeding
5. Pedestrian injury summaries



Street Story

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. Find us at <https://streetstory.berkeley.edu/>

1. Qualitative information gathering local data for needs assessments, planning efforts, safety programs and proposals
2. Available in English and Spanish
3. Narratives allow for unique - and important - data collection



The screenshot shows a web form titled "Give Input" overlaid on a map. The form has a close button (X) in the top right corner. It contains the following elements:

- A question: "Which area would you like to give input in?"
- Four selection buttons: "City" (highlighted in blue), "County", "Tribe", and "Unincorporated Area".
- A second question: "Which city would you like to give input in?"
- A text input field for the city name.
- A section titled "Useful links:" with four links: "See Data", "Resources", "Community Stories", and "Custom Boundary".
- An "About" link with an information icon.
- A language selector at the bottom left showing "EN" with a dropdown arrow.
- A green "Next" button.
- A "Use Statewide Map" button.

**Every
Neighborhood
Partnership**



Every
Neighborhood
Partnership

Activate. Equip. Mobilize. Transform.

**Students excel, community members
are healthy and whole, and our
neighborhoods thrive**



Every
Neighborhood
Partnership

A decorative graphic featuring several colored circles and shapes. In the top left, there is a large yellow circle and a smaller dark blue circle. In the top right, there is a large blue circle and a smaller light blue circle. In the bottom left, there is a small light blue circle. In the bottom center, there is a light blue semi-circle with a dark blue circle inside it.

Every Neighborhood Partnership works to address the physical and social disparities that exist in our communities through interventions that promote educational attainment in low performing schools and advocacy work that advances equity in transportation, affordable housing, access to health, and the improvement of the built environment.

● How We Impact The City

Schools

Saturday Sports

Relational
Fitness
Nutrition

On Campus

Literacy Mentors
Read Fresno
Relational Connections

Neighborhoods

People

Resident Groups
Focus Empowerment
Leadership Development

Place

Geographical footprint
Revialtization
Story-telling



*Social/Emotional
Equipping and Coaching
Power Analysis
Institutions/Businesses/CBOs/Civic*



Who We Work With

- 30 CBOs/Non-Profits
- 20 Neighborhoods
- 35 Schools
- 20 Churches
- 3 Universities
- 1 Jr. College
- 10 Businesses

Scoping the project + management + budget



Active Transportation Resource Center
Go Human Kit of Parts Pilot Project

POST-DEPLOYMENT ANALYSIS

SOUTHWEST FRESNO

ATRC Kit of Parts Pilot Program



The Active Transportation Resource Center (ATRC) *Go Human* Kit of Parts Pilot Program worked with three (3) agencies and community-based organization partners from Northern and Central California region to pilot a statewide program modeled after [Southern California Association of Governments \(SCAG\) *Go Human* Kit of Parts](#).

SCAG's *Go Human* Kit of Parts is a lending library of pop-up materials to temporarily demonstrate potential and planned street design treatments and safety infrastructure to create safer and more inviting public spaces. Temporary safety demonstrations create opportunities for residents to experience streets that are re-designed for safety in live traffic settings, test out, refine, and identify support for improvements.



The ATRC worked with California Walks to expand SCAG's *Go Human* Kit of Parts

program to statewide usage. The Pilot Program worked with Butte County: Town of Paradise, Los Banos, and Fresno to plan and implement a one-day active transportation temporary demonstration project, with the goal of accomplishing a piece of the community engagement piece to a future Active Transportation Program (ATP) application or other grant opportunities.

Paradise, Los Banos, and Fresno worked with California Walks to deploy the temporary demonstration project event, including but not limited to:

- Pre-planning coordination
- Community outreach & engagement
- Project implementation
- Public engagement including surveys and analysis

PROGRAM OVERVIEW



On Thursday, December 8, 2022, two temporary demonstrations were hosted on California Avenue:

- A protected bike lane at the northside of East California Avenue, between Waterman Avenue and Kern Street; and
- A creative crosswalk at the west leg of the East California Avenue/South M.L.K. Boulevard intersection.

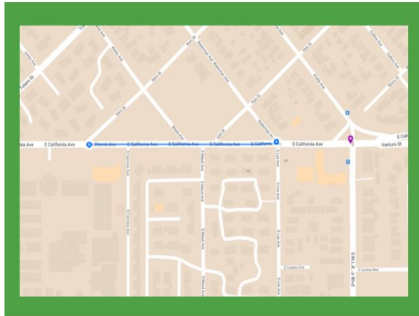


IMAGE: SOUTHWEST FRESNO KIT OF PARTS TEMPORARY DEMONSTRATIONS LOCATIONS

PROGRAM OVERVIEW



80 community members, students, parents, business owners and stakeholders completed the survey, and over 100 individuals participated in the demonstrations. A majority of respondents supported the demonstration projects. This report describes the community engagement activities, findings, and event outcomes for the Southwest Fresno Kit of Parts Temporary Demonstration Event.



IMAGE: EXISTING MARKED CROSSWALK AT THE WEST LEG OF THE EAST CALIFORNIA AVENUE/SOUTH M.L.K. BOULEVARD INTERSECTION

IMAGE: INSTALLED TEMPORARY CREATIVE CROSSWALK

IMAGE: CREATIVE CROSSWALK INSTALLED OVER AN EXISTING MARKED CROSSWALK IN A RIGHT-TURN SLIP (SEPARATED) LANE

COMMUNITY OUTREACH & ENGAGEMENT

Community outreach efforts targeted the local community around Southwest Fresno, including those who:

- Reside in an area identified as among the most disadvantaged 25% in the state according to CalEnviroScreen 3.0;
- Have a median household income less than 80% of the statewide median based on the 2012-2016 American Community Survey;
- Receive free or reduced-price meals under the National School Lunch Program; and/or
- Score within the 25th percentile in the Healthy Places Index (HPI), a census tract must be in the 25th percentile or less to qualify as a disadvantaged community.



IMAGE: EXISTING BIKE LANE AT THE NORTHSIDE OF EAST CALIFORNIA AVENUE, BETWEEN WATERMAN AVENUE AND KERN STREET

IMAGE: INSTALLED PROTECTED BIKE LANE TEMPORARY DEMONSTRATION

IMAGE: SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS GO HUMAN KIT OF PARTS PROTECTED BIKE LANE MATERIALS

COMMUNITY OUTREACH & ENGAGEMENT

The following materials were co-developed between California Walks, the Fresno County Department of Public Health, and Every Neighborhood Partnership:

FLIER

A flier was developed and distributed virtually and in-person to local businesses, schools, and community members. A full list of event invitees and attendees can be found in the Appendix.



IMAGE: ENGLISH & SPANISH DEMONSTRATION FLIERS SHARED WITH COMMUNITY

COMMUNITY OUTREACH & ENGAGEMENT

ENGAGEMENT SURVEY

A community engagement survey was completed to gather feedback on the temporary demonstrations. See the Appendix for the complete survey.



IMAGE: CITY OF FRESNO BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE AND OUR VOICE PROJECT SURVEYING A BICYCLIST



IMAGE: OUR VOICE PROJECT AND CALIFORNIA WALKS SURVEYING A RESIDENT (PHOTO CREDIT: EVERY NEIGHBORHOOD PARTNERSHIP)

SURVEY ADMINISTRATOR TALKING POINTS:

Survey talking points were created to ensure consistent messaging about the purpose of the event, how the communities feedback is being collected, and how the survey results will be used. These talking points can be found in the Appendix.

COMMUNITY OUTREACH & ENGAGEMENT

SOCIAL MEDIA

The demonstration activities, partners, participants and impact was highlighted through California Walks Instagram page. Partner organizations also highlighted the event through their media accounts, including the City of Fresno Bicycle and Pedestrian Advisory Committee's Facebook page.

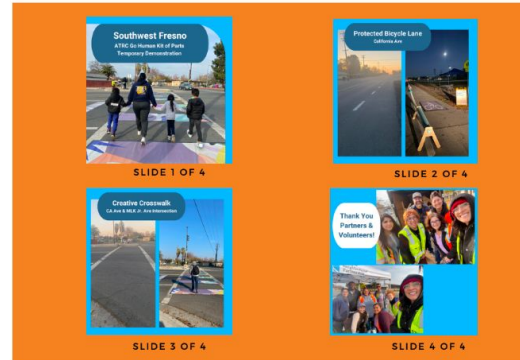


IMAGE: CALIFORNIA WALKS SOCIAL MEDIA POST SLIDE 1 - 4

SURVEY RESULTS

80 community members, students, parents, business owners and stakeholders completed the survey, and over 100 individuals participated in the demonstrations.

Our Voice Project, Every Neighborhood Partnership, the City of Fresno Bicycle and Pedestrian Advisory Committee, the California Department of Public Health, Caltrans and other community members helped administer the survey. The full survey results can be found in the Appendix.

HIGHLIGHTS

OVER
93%

FELT SAFER WALKING BECAUSE OF THE PROTECTED BIKE LANE & WOULD LIKE TO SEE IT PERMANENTLY INSTALLED

OVER
91%

FELT SAFER WALKING BECAUSE OF THE CREATIVE CROSSWALK & WOULD LIKE TO SEE IT PERMANENTLY INSTALLED

SURVEY RESULTS

HIGHLIGHTS

HOW SURVEY RESPONDENTS TRAVEL AROUND THEIR COMMUNITY ON A TYPICAL DAY

OVER
72%
WALK

OVER
33%
BIKE

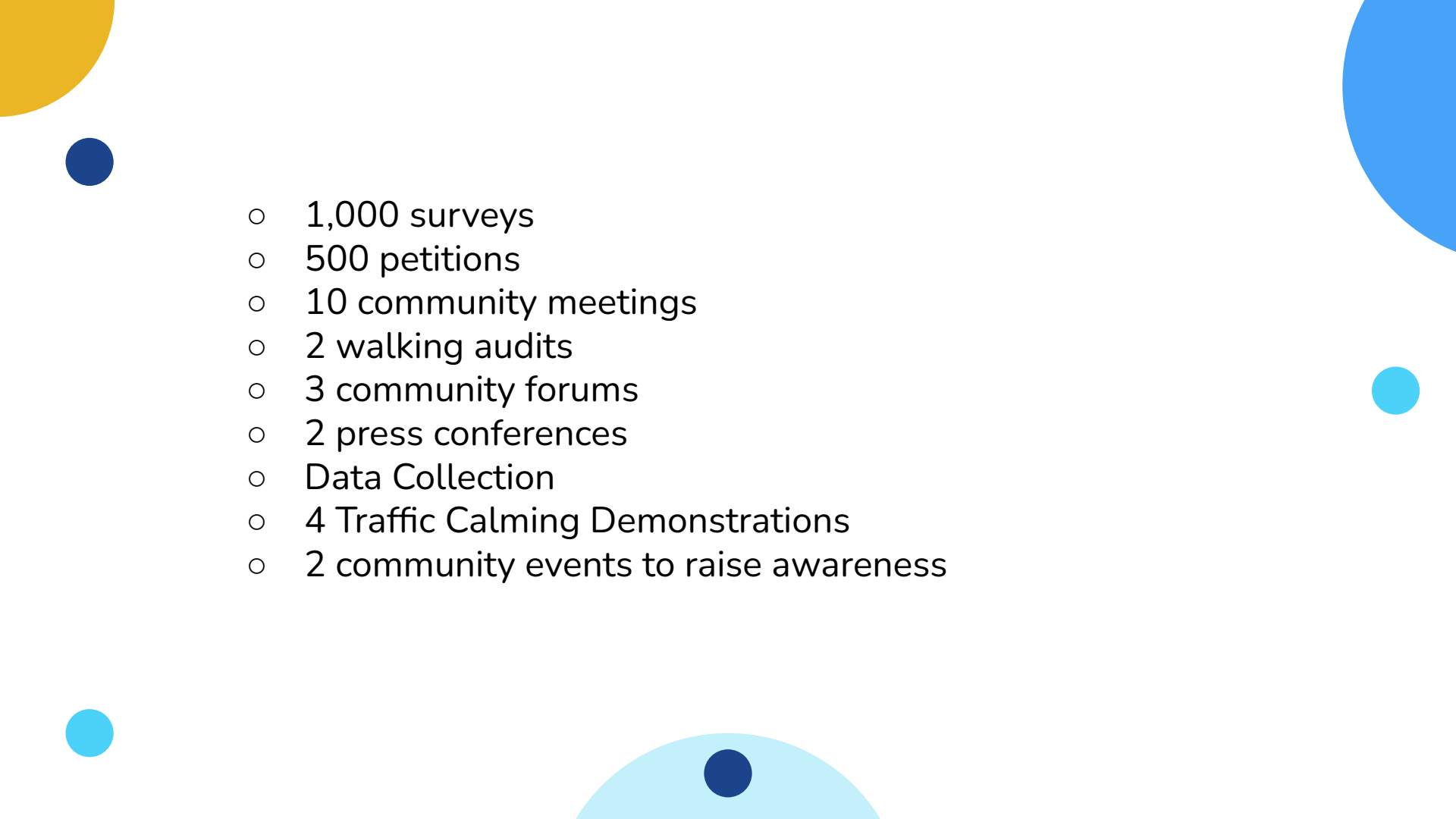
OVER
32%
USE A PERSONAL VEHICLE



Applying for ATP to fund pedestrian safety

The Winchell neighborhood was awarded ATP funds to install 2 traffic lights/pedestrian crosswalk



- 
- 1,000 surveys
 - 500 petitions
 - 10 community meetings
 - 2 walking audits
 - 3 community forums
 - 2 press conferences
 - Data Collection
 - 4 Traffic Calming Demonstrations
 - 2 community events to raise awareness

Thanks!

Do you have any questions?

german@everyneighborhood.org
559.458.5041
everyneighborhood.org

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics and images by **Freepik**



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2023 Peer Exchange Series

Upcoming Peer Exchange Sessions

Media framing and advocacy: Attracting news media and framing pedestrian and bike mobility, the Safe System Approach, and reporting of crashes with the media.

Wednesday, February 1, 2023; 11am-12 noon

Register at: <https://berkeley.zoom.us/meeting/register/tJMucuyhqDwtHtViGR6I7ACNJLI8TDm-8tgO>

Safe Routes to Parks: Given the importance of safe green space in both urban and rural neighborhoods, how can communities promote safe and active routes to parks?

Wednesday, February 15, 2023; 11am-12 noon

Register at: https://berkeley.zoom.us/meeting/register/tJUkfuGvqjgpHdW_jTMKOqxGqq2x35jqIH3W

For more information, visit: <https://safetrec.berkeley.edu/2023-peer-exchange-series>

Other Programs Offered!

Community Pedestrian and Bicycle Safety Training (CPBST) and **Comunidades Activas y Seguras (CAyS)** are accepting applications for new sites.

Early consideration: January 20, 2023.

- CPBST Fact Sheet: [English](#) / [Spanish](#) and CPBST Application: [English](#) / [Spanish](#)
- CAyS Fact Sheet: [English](#) / [Spanish](#) and CAyS Application: [English](#) / [Spanish](#)

Community Pedestrian and Bicycle Safety Program is offering follow-up technical assistance to all former CPBST communities. To apply, email cpbst@berkeley.edu.

- CPBST Follow-up TA Menu: [English](#) / [Spanish](#)

TIMS: For training or technical assistance, email tims_info@berkeley.edu

Street Story: For training or technical assistance, email streetstory@berkeley.edu

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2023 Peer Exchange Series

Thank you!

cpbst@berkeley.edu

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