

Summer 2023

Castro Valley VideoVoice Training and Technical Assistance

Follow-up Technical Assistance for the Community Pedestrian and Bicycle Safety Training



Berkeley SafeTREC

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



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Acknowledgements

We acknowledge and thank Bruce Dughi (BikeWalkCV and Castro Valley Matters), Christine Tengan (Castro Valley Matters), and Stephanie Sisson (community resident) for coordinating the VideoVoice project. We also want to thank Kamla Birusingh (Proctor Elementary School teacher) and Ly Tran (Proctor Elementary School parent) for their narration and testimonials included in the project.

We also want to acknowledge the Muwekma, Chocenyoy, and Ohlone peoples as the traditional land caretakers of the Community of Castro Valley.

Planning Committee

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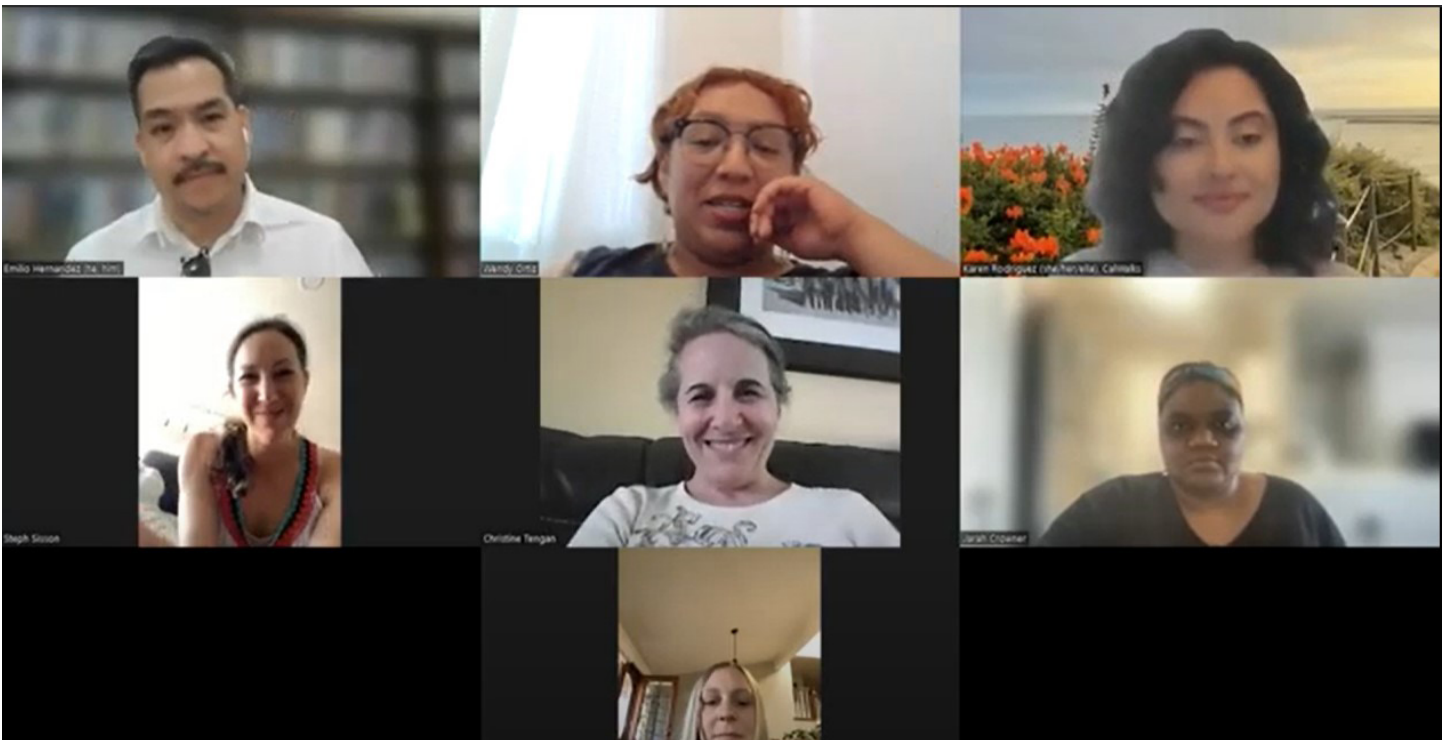
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This report was prepared in cooperation with the California Office of Traffic Safety (OTS). The opinions, findings, and conclusions expressed in this publication are those of the author(s) and not necessarily those of OTS.

Introduction

In Spring 2023, California Walks ([Cal Walks](#)) and UC Berkeley SafeTREC ([SafeTREC](#)) provided follow-up technical assistance to Castro Valley to support the walking and biking safety goals identified during their 2021 Community Pedestrian and Bicycle Safety Training ([CPBST](#)) program workshop. After the CPBST workshop, a group of community members, representatives from Castro Valley Matters, Proctor Elementary School, Bike Walk CV and other stakeholders were interested in further developing their Safe Routes to School (SRTS) programming. Specifically, they wanted to use VideoVoice to create an awareness campaign to increase bicycle and pedestrian safety around Proctor Elementary School.



Committee meeting deliberating VideoVoice Project details, Script, Visuals, and Focus.

Background

The Community Pedestrian and Bicycle Safety Training is a joint project of Cal Walks and SafeTREC (the Project Team) that works with local residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities and strengthen collaboration with local officials and agency staff. The program provides follow-up activities to past CPBST sites to support the implementation of the CPBST Action Plan.

In 2021, the Project Team worked with the community of Castro Valley on a CPBST workshop focused on increasing community education around safe walking, biking, and driving behaviors, improving safety near the downtown area and Castro Valley High School (CVHS), and creating a welcoming streetscape which encourages more people to walk and bike in the community. The full Castro Valley [CPBST Summary and Recommendation Report](#) can be found on the SafeTREC site.



A parent at Proctor Elementary School shares their perspective on the hazards of high-speed traffic on Redwood Road.

About VideoVoice

VideoVoice is a methodology where community members use videos to record their experiences, communicate perspectives, and raise awareness of safety issues impacting their community. This effective method can create opportunities for self advocacy, ensure community control over the video and message, and amplify diverse perspectives. The VideoVoice can be used to empower vulnerable communities, enhance community engagement, and advocate for change.

VideoVoice Virtual Training Session

On April 21, 2023, the project team conducted a VideoVoice training session with six participants. The goals of the training were to teach participants how to develop a public service announcement using images and videos to describe the experiences, perspectives, and raise awareness of safety issues around Proctor Elementary School in Castro Valley.

How to Create a VideoVoice Project

The Project Team reviewed the key steps needed to create an effective VideoVoice project:

- Engage the community to identify an issue, solution, and target audience;
- Draft a script, film video clips;
- Develop an action plan for using the VideoVoice project to engage community members and promote pedestrian and bicycle safety around Proctor Elementary School.

Some of the key elements to consider include developing clear messaging, short and concise audio, and clear and effective visuals.

The following training materials were developed for this training. See the Appendix for the VideoVoice training presentation.

Drafting a Script

Develop a video voice script on pedestrian and bicycle safety around Proctor elementary school to promote safety and raise awareness. The following steps are used to create an effective script:

- Identify your target audience: Consider the age group and understanding level of your intended viewers.
- Define the purpose and key message: Determine the primary purpose of your video. Is it to raise awareness about safety rules, encourage safe behavior, or both? Focus on a clear and concise key message to ensure it sticks with the audience.
- Use storytelling and scenarios: Narrate relatable scenarios involving children commuting to school on foot or by bike. Stories can make the content more memorable and relatable.
- Highlight potential dangers: Address common dangers around the school area, such as busy intersections, blind spots, and distracted drivers.
- Provide safety tips: Offer practical safety tips for pedestrians and cyclists. For example, look both ways before crossing, use crosswalks, wear helmets, or obey traffic signals.
- Use positive reinforcement: Encourage positive behavior by highlighting the benefits of following safety rules and being responsible pedestrians and cyclists.
- Include visual cues and graphics: Your script should complement the visuals in the video. Mention specific visuals, graphics, or animations to emphasize certain points.
- Address parents and drivers: Remind parents about their role in teaching their kids about safety and urge drivers to be cautious around the school area.
- Add a call to action: At the end of the video, include a call to action, such as encouraging students to share the video with their parents or teachers, or directing them to additional resources.
- Review and edit: Once you've written the initial script, review it for clarity, coherence, and overall effectiveness. Make necessary edits to refine the message.
- Test the script: If possible, test the script with a small group of students or parents to get feedback before finalizing it.
- Use video editing software to create the visual elements and bring your script to life.

The goal is to create a script that is engaging, informative, and leaves a lasting impression on the viewers about the importance of pedestrian and bicycle safety around the school area.

Introduction and Issue

The main component of a VideoVoice project is the script. When developing a script for a VideoVoice, it is important to:

- Identify the location of where the video took place;
- Describe the community and the issue that led to development of the video;
- Involve community members in the narration and presentation;
- Inform the audience of the importance of the issue(s) identified and how it affects the community; and
- Close with a call to action.

Identifying Potential Solutions

Once the issue has been identified, the next step is to provide the audience with potential solutions to help address it. Some questions to consider are:

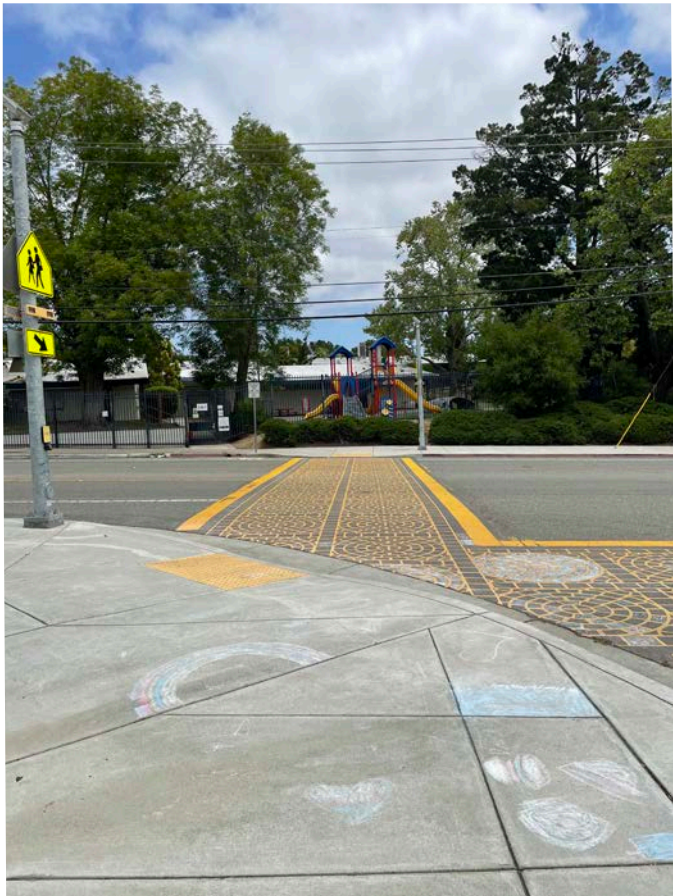
- What solution do you want to see implemented? What would be the impact of the solution being implemented?
- Who needs to be involved in implementing the solution?
- What is the specific ask(s) you are making of your neighbors? Schools? County departments?



SafeTREC staff and workshop participants discuss walking conditions at Proctor Elementary School



Current traffic calming measures in the focus area featuring an incomplete sidewalk path.



Intersection across the street from Proctor Elementary School where children cross

Safe Routes for Everyone VideoVoice Project:

Project Goals:

1. Uplift families' voices and promote safety around Proctor Elementary School;
2. Produce one or two videos; and
3. Allow community members to learn VideoVoices skills and build their capacity to develop videos that help support their efforts to raise community awareness and reduce speeds on Redwood Road between Buti Park Drive and Proctor Road.

In Summer 2023, the planning committee will launch the VideoVoice project to community members in Castro Valley. The project emphasizes the idea and language that “Safe Routes Are for Everyone.” The project targets the entire community, but especially focuses on parents, teachers, staff, and administration of Proctor Elementary School.

Resources:

[Advocacy Plan](#)



Videovoice fundamentals

Safe Routes for Everyone VideoVoice Project, continued

Action Steps:

- 1. Conduct community outreach to recruit additional members to participate in the campaign planning and implementation Committee:**
 - Connect with Proctor Elementary School administrators, teachers, staff, and parents as well as the Kenneth C. Aitken Senior & Community Center to gauge interest in joining the planning committee for Safe Routes are For Everyone campaign.
- 2. Create accounts/pages on social media platforms like Facebook, Twitter, Instagram, Tik Tok and YouTube to build community awareness and opportunities to get involved in the Safe Routes are For Everyone campaign.**
 - Regularly share the video and encourage sharing, liking, and commenting to increase engagement and reach.(example: Castro Valley Matters, Bike Walk CV, Safe Routes)
- 3. Identify and partner with existing community safety and education projects and organizations to coordinate Safe Routes are For Everyone campaign.**
 - Identify event coordinators and contacts, participate where possible to integrate campaigns with existing events.
 - Seek Endorsements and Partnerships: Approach local government agencies, nonprofits, and businesses for endorsements or partnerships to amplify reach

Conclusion

The training demonstrates Castro Valley’s continued commitment to making their community a safe and welcoming place for residents of all ages and abilities to walk and bike around. The Planning Committee continues to seek opportunities that are collaborative and include residents in the decision-making process. Specifically, the committee aims to make specific requests for additional school zone signage and high-visibility crosswalk markings, additional Safe Routes to School (SRTS) support, and for a faster timeline on the implementation of the Proctor sidewalk project. Their continued engagement efforts demonstrate a dedication to uplifting community voices and prioritizing their needs. The Project Team remains committed to supporting Castro Valley’s efforts to improve walking and biking safety for all in their community.



Cal Walks staff filming in front of Proctor Elementary School teacher’s classroom.

Appendix

- Appendix A [Video Voice PowerPoint](#)
- Appendix B [Script](#)
- Appendix C [Safe Streets are for Everyone Video](#)
- Appendix D [Advocacy Plan](#)



VIDEOVOICE TRAINING

Castro Valley, CA
CPBST Follow-Up Event



MEET YOUR FACILITATORS



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TRAINING GOALS

Learn how to make a VideoVoice project

Learn how to use the VideoVoice project to advocate for changes

Generate ideas for the projects to execute during the in-person training

INTRODUCTIONS

Name

Organization/
Affiliation

If you could describe
Castro Valley in 1-3
words, what would it
be?



WHAT IS VIDEOVOICE?



Purpose

Videos and Photos for Social Change

- Tell your community's story, the challenges you face & what you want to do to create a healthier community
- Represent yourselves as you see and experience it
- Communicate perspectives and raise community awareness to issues
- Advocate for real change!

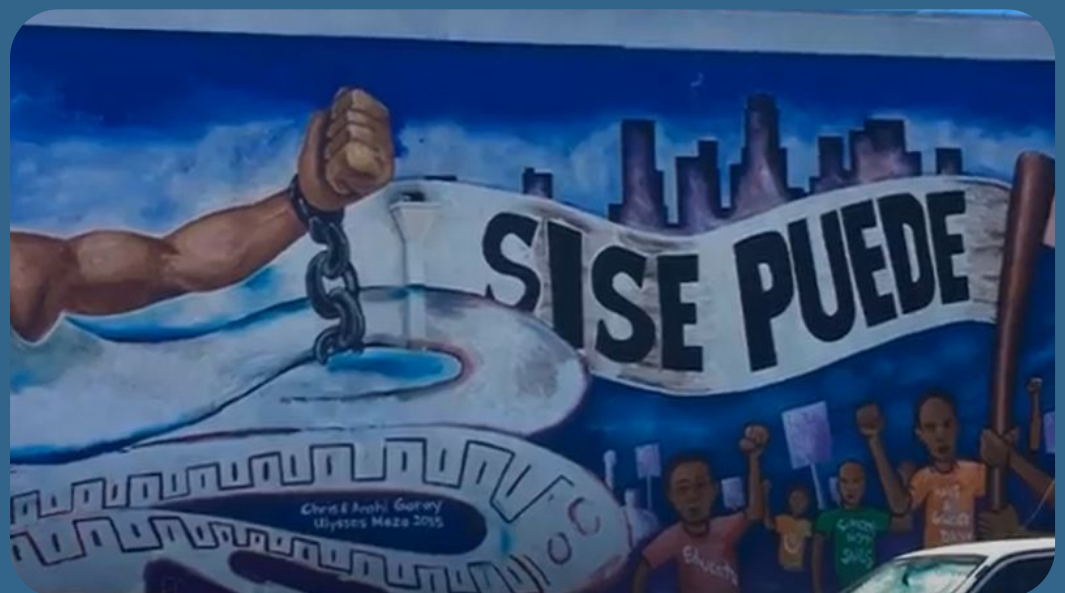


EXAMPLE: EAST LOS ANGELES

Omar Vargas,
Youth

East Los
Angeles, 2017

Video



EXAMPLE: FULLERTON

Hugo Leyva,
Youth

Fullerton, 2020

Video made on
Premier Pro



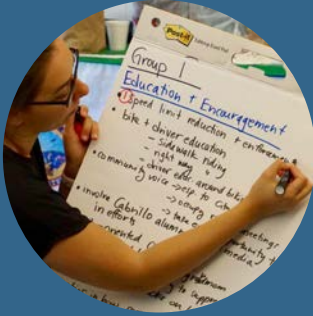
EXAMPLE: PLACENTIA

Placentia
Youth, 2020

TikTok Video



ELEMENTS OF AN EFFECTIVE VIDEOVOICE PROJECT



Clear Messaging & Target Audience



Audio is Short & Concise



Clear & Effective Visuals

MEDIA ADVOCACY



Call To Action!

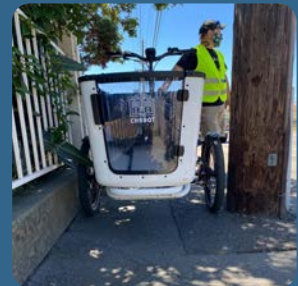
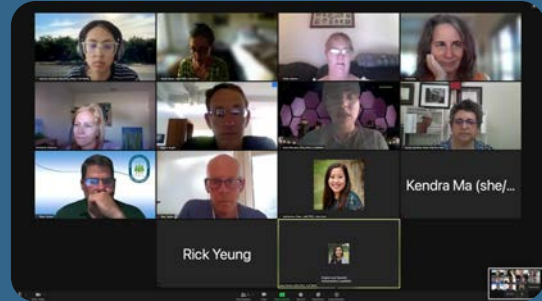


Edit and Review



Distribution Plan and Impact

PROCTOR ELEMENTARY SCHOOL



IDENTIFY AN
ISSUE &
SOLUTION &
TARGET
AUDIENCE

DRAFT A SCRIPT &
PRACTICE

FILM VIDEO CLIPS
OF THE ISSUE &
B-ROLL FOOTAGE

PUT TOGETHER
VIDEO AND AUDIO

DRAFTING SCRIPT: INTRO & ISSUE

Where are we? Neighborhood, City, County, State?

What do we see? What is a specific issue you want to address in your community?

Why is it important? How does it affect your community?

SCRIPT DRAFT OF INTRO & ISSUE



Hi everyone, my name is Jarah, and I'm standing at the intersection of Proctor Rd. and Redwood Rd. which is directly across from Proctor Elementary school in Castro Valley, California. What I see here are cracked pavements, some pavement markings that are hardly visible, and a bike lane going south towards the Castro Valley high school. This is a main road that many kids use to walk and bike to the school. The markings need to be repaved so that the students can see where to cross and where not



DRAFTING SCRIPT: IDENTIFY POTENTIAL SOLUTION(S)

What solution do you want to see implemented? What would be the impact of the solution being implemented?

Who needs to be involved in implementing the solution?

What is the specific ask you are making of your neighbors? Schools? County Departments?

SCRIPT DRAFT OF PROPOSED SOLUTIONS



There are a couple suggestions here. The city needs to repave the street markings for kids to see where it is safe to cross the street. A curb extension may work here where pedestrians can cross safely and at a shorter distance. I ask that the students, parents, faculty and staff hold demonstrations to cross at this intersection to see and experience the severity of the issue. Then we can decide on what would be the best infrastructure decision for this area.





Script Writer



Videographer



Speaker

VIDEOVOICE IN-PERSON TRAINING

Monday, May 1st, 10 - 12 pm

Come prepared with a script and an idea of what video you want to capture. Practice your script!

Cal Walks will compile the videos



PLANNING.

For further support:

Emilio Hernandez, emilio@calwalks.org



California Walks
Stepping Up for Health, Equity, & Sustainability

Zoom Recording

#SafeRoutes4ALL

#SafeRoutesForEveryone

Castro Valley Safe Routes is for Everyone Thursday May 25, 2023

Video Voice Script #1

Runtime 2 min

[Video opens with background music. Footage of Proctor Elementary School, families and students walking to and from school, and B-roll footage from the neighborhood street scene.]

Narrator: "Hello, everyone! I'm [Name], and I'm [a parent/ community member Organization?], supporting our community's efforts to improve pedestrian and bicycle safety around our beloved Proctor Elementary School.

[Cut to scenes of students walking and biking, with cars passing by at high speeds and unsafe behaviors like distracted driving.]

Narrator (voiceover): "As we all know, our school is the heart of our community. Every day, our children walk and bike to school, but unfortunately, they face some serious safety challenges."

[Cut back to the narrator.]

Narrator: "There are many hazards that put our children at risk, some we can't control like the morning sun in our eyes. Others we can control, like driving safely and avoiding distractions. We've witnessed near misses and accidents, and it's time for us to act!"

[Cut to interviews with concerned parents and teachers, sharing their thoughts on the safety issues around the school.]

Parent 1: "I understand, sometimes we feel compelled to speed when we're in a hurry, but let's remember that we're all part of a community and safety is important. Let's all drive within the speed limit to keep our community safe."

Teacher: "I've had students come to school with stories of close calls and near misses with cars. It's heart-wrenching to hear their fears."

[Cut back to the narrator.]

Narrator: "But here's the good news: we can make a difference! We have the power to improve pedestrian and bicycle safety around our school, but we need your help."

[Cut to footage of community members coming together, holding signs, participating in neighborhood walks, engaging in discussions with local officials.]

Narrator (voiceover): "We are launching a "X campaign" to raise awareness about the importance of pedestrian and bicycle safety. We invite each and every one of you to get involved and be part of the solution!"

[Cut back to the narrator.]

Narrator: "Whether you're a parent, a student, a teacher, a neighbor, or a concerned community member, we need your voice. Share our videos, talk to your friends and neighbors, and spread the word about pedestrian and bicycle safety. Together, we can make our community safer for everyone!"

[Video ends with a call to action, displaying contact information for community members to get involved, and encouraging viewers to join the campaign and make a difference.]

Narrator (voiceover): "Join us today in our mission to improve pedestrian and bicycle safety around our local elementary school. Together, we can create a safer environment for our children and make our community proud. Thank you for your support!"

[Fade out with music and a final shot of the narrator smiling confidently with the school/ street scene or landmark in the background.]

Narrator: "Remember, our children's safety is in our hands. Let's make a change, Castro Valley!"

Castro Valley Video Voice Advocacy Plan “Safe Streets are for Everyone”

- Define Target Audience: Identify the specific demographics and communities you want to reach, such as parents, teachers, students, school districts and local community members.
- Utilize Social Media: Create accounts/pages on platforms like Facebook, Twitter, Instagram, Tik Tok and YouTube. Regularly share the video and encourage sharing, liking, and commenting to increase engagement and reach.(example: Castro Valley Matters, Bike Walk CV, Safe Routes)
- Collaborate with Influencers: Partner with influential individuals or organizations to share the video on their social media channels or websites, increasing credibility and expanding reach.
- Engage Local Media: Contact newspapers, radio stations, and TV channels to feature the video or conduct interviews with project leaders for wider exposure.
- Partner with Schools: Incorporate the video into school curricula or showcase it during assemblies to reach students, parents, and teachers.
- Organize Screenings and Events: Host public screenings, panel discussions, workshops, or safety demonstrations in community centers, libraries, or theaters.
- Engage PTAs: Present the video to parent-teacher associations and encourage them to share it on their websites, social media, and newsletters.
- Create Promotional Materials: Design posters, flyers, and infographics featuring key messages and distribute them in schools and public spaces.
- Develop compelling emails highlighting the video's importance and include a link for sharing.
- Seek Endorsements and Partnerships: Approach local government agencies, nonprofits, and businesses for endorsements or partnerships to amplify reach.
- Monitor Engagement: Track metrics like views, likes, shares, and comments using analytics tools. Adapt strategies based on insights gained.

Remember to consistently engage with the target audience, respond to feedback, and adapt strategies for optimal results.

Thank you for your interest in the Community Pedestrian and Bicycle Safety Training Program.

For more information, please visit:

<https://safetrec.berkeley.edu/programs/cpbst> or
<https://www.calwalks.org/cpbst>

For questions, please email:

safetrec@berkeley.edu or cpbst@calwalks.org

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