

COMMUNITY PEDESTRIAN SAFETY TRAINING

Delano

August 6th 2009

Delano

Delano is located in the central valley of California and is the second largest city in Kern County, just off California Highway 99.ⁱ Delano's primary industry is Agriculture.ⁱⁱ 2008 population estimates report that 53,051 people reside in Delano, 72% of which are Hispanic or Latino.ⁱⁱⁱ Delano is 10 sq. miles and has an approximate population density per square mile of 5,305. Delano is a growing city, and is expected to grow an additional 16% by 2010.^{iv}

From 2003-2007 there have been 6 pedestrian fatalities and 16 pedestrian injuries, totaling 22 incidents in the City of Delano.^v

Process & Instigating factor

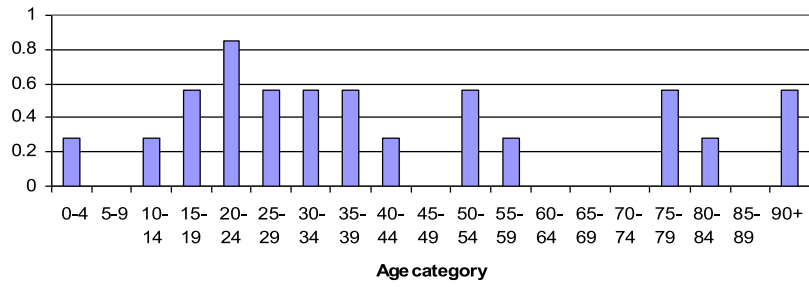
Delano has been ranked #2 in pedestrian collisions for a city of its size (50,001-100,000) for pedestrians aged 1-14.^{vi} Both the City of Delano and local and regional non-profit organizations are aware of the seriousness of pedestrian safety in Delano. Kern on the Move, a local non-profit organization was instrumental in determining the need for the Community Pedestrian Safety Training. For example, one identified area of need was a community park, Cecil Ave. Park, which had recently been renovated. However, due to traffic patterns and street design, the community does not feel safe crossing the street resulting in low utilization of the renovated park.

In addition, the City of Delano Local Government Commission is committed to finalizing a pedestrian general plan, integrating information from community charretts, and implementing Safe Routes to School workshops and bike-to-school Fridays. Having the Community Pedestrian Safety Training in Delano, added to the momentum that is building in this community regarding pedestrian safety. Collaborators of this training identified the need for community capacity building on issues of pedestrian safety, as well as the need to integrate the Spanish-speaking community into this process.

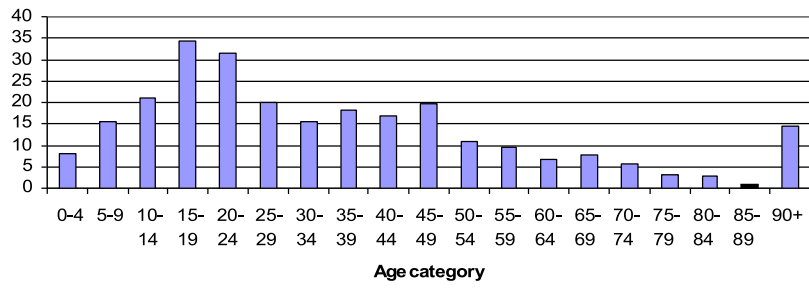
Existing Conditions (data)^{vii}

Pedestrian collision data analyzed by age categories identifies populations that may be at greater risk of pedestrian collision. From years 2003-2007 in Delano, persons ages 20 to 24 have the highest rates of fatalities, however several of the age categories have high rates of pedestrian fatalities, suggesting that pedestrian fatalities are significant across the ages. However, for severe injuries, there is an initial spike in those ages 15-19, with a gradual decrease in injuries as age increases with a slight increase at ages 45-49, and again at age 90+. This data illustrates that severe pedestrian injuries and fatalities are present in all age groups.

Age-specific Pedestrian Fatality Rates, Delano, CA 2003-07

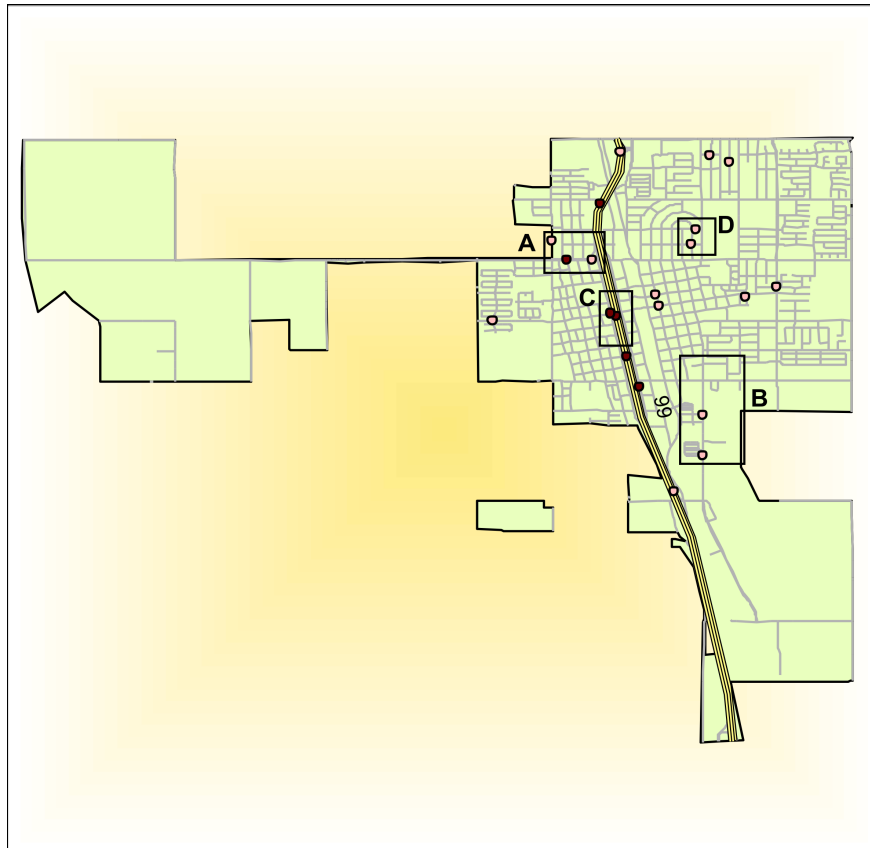


Age-specific Pedestrian Injury Rates, Delano, CA 2003-07



Areas in Delano that have been highlighted as of particular concern to pedestrians from the geocoded analysis include: (see map below)

- A) Stradley Ave and Cecil Ave
- B) S. Lexington Street and Garces Hwy
- C) Ellington Street and 11th Ave
- D) 18th Ave and Madison Street



Legend	Delano	Funding by the
Pedestrian Collisions	Area = 10 square miles	Caltrans Office of Traffic Safety
● Fatal	Population = 38,824	DATA SOURCES
○ Severe injury	Pedestrian Collisions (2003-2007)*	US Census 2000
	Fatal:6 Severe:16 Total:22	SWITRS 2003-2007
		*Geocoded Collisions

Community Involvement

Persons who were actively involved in making the Stockton training a success include:

- Jennifer Lopez, Kern on the Move (Central California Regional Obesity Prevention Program)
- Avtar Nijjer-Sidhu, Kern Co. Department of Public Health
- Ryan Snyder, Ryan Snyder and Associates
- Paul Zykofsky, Local Government Commission
- Keith Woodcock, Community Development Director
- Juan Morales, Delano Union School District
- Central California Regional Obesity Prevention Program (CCROPP)
- Maria Ocampo and Maricela Perez, City of Delano
- Cathy Salazar and Jimmy Ojeda, Executive Secretary

Media & Outreach

The CPST brochure and registration forms were made available on the Traffic Safety Center website. Participants were asked to mail, email, or fax registration forms, or call the local contact to provide the necessary registration information. Several planning committee members distributed outreach materials to local organizations, schools, and churches. An advertisement was also placed in XX, a local Spanish newspaper.

Training Day

The Delano training was held at the Delano Regional Medical Center. This training was an evening training that went from 5-8:30 pm on Thursday August 6th. The training was conducted in Spanish with simultaneous English translation. Approximately 70 persons attended the training.

City of Delano Mayor Sam Ramirez gave an opening introduction, as well as opening and closing statements from Keith Woodcock, Community Development Director (closing).

Greenfield Walking Group had two members share at the beginning of the workshop. This sharing was extremely important to the community because they illustrated how they have been involved in making their community safer for pedestrians and the relevance to public health. They spoke specifically about their experience improving a park and park access as well as making improvements with a Safe Routes to Schools grant. This illustration showed the community residents at the training how when community members work together they can create real and lasting change.

As an intro to the training Los Charritos (a group of young people) performed Mariachi music with their instructor Juan Morales.

30 training attendees participated in the one walking route at the Delano CPST. This walking route was a shorter route, approximately one square city block, due to a shorter training. Although this was a shorter walk-route, participants were able to engage in the process of how to conduct a walkability assessment as well as identify areas of concern and priorities at the end of the walk.

Two items of particular note from the walkability assessment revealed:

1. Participants observed a lack of physical activity resources adjacent to the medical complex and apartment building. On one side of the main arterial XX (opposite the medical complex and apartment building), there was a bus stop and playground placed at mid-block. During the walkability assessment several people, including children, were observed to be crossing mid-block to access either the bus stop or playground.
2. Participants also observed that one side of the medical complex (about ½ square block) faces a state highway. Across the street there are no sidewalks. Around the facility there are plenty of parking spaces, but no identified health preventative facilities such as walking paths or play areas.

Identified priorities

A number of very specific pedestrian safety priorities were identified during the Delano training. Many of these priorities were in the vicinity of the training facility and along the walkability assessment route. Participants identified priorities by drawing on local area maps.*

Planning Director, Keith woodcock was present at the CPST and has expressed interest in using the developed priorities in the Delano General Plan.

Evaluation

Results from the evaluation of the Delano Community Pedestrian Safety Training were overwhelmingly positive. A total of 25 evaluations were collected and tabulated.

** Note: Due to the fact that many of the attendees spoke Spanish as a primary language, some of the comments on the evaluation have either been translated or paraphrased for this summary.*

General & knowledge/skills gained

All participants stated that the training workshop met their expectations and were satisfied with the quality of the training. When asked about the most valuable learning of the day respondents primarily identified associated with an increase in pedestrian safety knowledge and how to be an effective advocate for pedestrian safety in their community. A couple of examples include: “As a member of the of the Walking Group of Greenfield, the satisfaction of being able to share our experiences for a better quality of life in Delano and I learned a lot about safe routes” and “The rules that we must follow as pedestrians and also as drivers.”

There was extremely positive feedback with regard to the participants reporting new knowledge gained during the training. 100 percent of the participants reported that they acquired new knowledge about pedestrian safety best practices, they have a new understanding about the rules of the road for pedestrians, they have an increase in confidence to work with other community members on pedestrian safety priorities, and the training provided participants with new skills to promote pedestrian safety.

The majority of the participants also stated that the walkability assessment was useful to identify safe and unsafe pedestrian environments (88 percent), their behavior as a pedestrian is likely to

* For a full view of the maps and identified priorities please see the final report.

change after the training (96 percent), that the pedestrian priorities reflect the needs of the community (92 percent), and they are now more familiar with the community professionals to contact regarding further work on pedestrian safety (84%).

All of the participants stated they are committed to continuing to promote safe walking and pedestrian safety in their community.

Logistics

The majority (96 percent) of attendees felt that there was an adequate length of time for the training, and 100 percent stated that the location was good for the training.

Presenters

Participants felt very strongly that the presenters were knowledgeable (96 percent), that there was adequate time for the community discussion and the training was tailored to meet the needs of the community (100 percent).

Complementary efforts

Pedestrian Safety Detail

- On August 20, 2007, the Delano Police Department conducted a Pedestrian Safety Detail. The purpose of this program was to ensure pedestrians, and drivers of motor vehicles, were obeying the law while they traverse the City. The program commenced at 12 noon and ended at 5pm. During this program, a total of 15 persons were issued citations for various vehicle code violations, which included, but not limited to, jaywalking, stop sign violations, speeding, etc. This program was funded through grant funding from the Office of Traffic Safety Management, and is designed to educate citizens on safe travel within cities. The Delano Police Department encourages our citizens to practice good safety habits not only while driving, but while walking within the City. Citizens of Delano can expect additional programs of this nature in the future.
<http://www.cityofdelano.org/index.aspx?NID=260>

Local Government Commission

- recently (April 1-3, 2009) conducted a 3-day planning charrett/workshop on area design. This workshop was part of a larger mission to improve livability in Delano.

Safe Routes to School

- The City of Delano has an on-going commitment to ensuring Safe Routes to Schools.

Center on Race Poverty and the Environment (CRPE)

- CRPE is an environmental justice litigation organization dedicated to helping grassroots groups across the United States attack head on the disproportionate burden of pollution borne by poor people and people of color. They provide organizing, technical and legal assistance to help community groups stop immediate environmental threats.
<http://www.crpe-ej.org/index.html>

Lessons Learned

The primary lesson learned during the Delano training was regarding pre-registration. Approximately 34 participants pre-registered for the training, however it is estimated that there were over 70 people present. This was in part due to family members of the youth performers who performed as part of the introduction. This experiences sheds light on the facilitators and trainers to always be prepared for variation in the expected number of participants.

i Delano Chamber of Commerce, <http://www.chamberofdelano.com/home/our-profile.html>

ii Delano Chamber of Commerce, <http://www.chamberofdelano.com/home/our-profile.html>

iii U.S. Census Bureau, 2008 Population Estimates, <http://factfinder.census.gov>

iv City of Delano, <http://www.cityofdelano.org/index.aspx?NID=56>

v SWITRS, 2003-2007

vi California Office of Traffic Safety, 2009 Top 10 A-D Rankings

vii SWITRS, 2003-2007

