

COMMUNITY PEDESTRIAN SAFETY TRAINING

Salinas

August 14th, 2010

Salinas

Salinas is located in near the central coast of Monterey Bay County, California. Salinas is currently home to 144,278 personsⁱ and is known for being an agricultural area producing many fruits and vegetables for California and the Nation. Given the current land-use, transportation in Salinas is primarily centered on the automobile. Highway 101, 183, and 68 are the primary thoroughfares connecting Salinas to surrounding areas and the rest of California. There are many places within Salinas where the highways are at ground level and automobiles on these highways frequently interact with pedestrians.

From 2003 to 2007 Salinas has had 66 pedestrian-auto collisions resulting in 49 injuries and 17 fatalities.ⁱⁱ Community members in Salinas are primarily concerned with youth pedestrian safety.

Process & Instigating factor

Salinas was selected as a training site for a variety of factors. Namely, data from the California Office of Traffic Safety (OTS) has ranked the City of Salinas as number 6 for total fatalities and injuries involving pedestrians, number 2 for persons 1-14 years of age, and number 35 for persons 65+ years of age (compared to cities of similar size).ⁱⁱⁱ

In addition to the OTS ranking, Salinas has been working with OTS and SafeTREC to improve traffic safety including pedestrian safety, specifically among the Latino population. This work has garnered immense community support and the current pedestrian workshop is an outgrowth of the community awareness and support for these issues.

Existing Conditions (data)

Pedestrian collision data analyzed by age categories identifies populations that may be at greater risk of pedestrian collision. From years 2003-2007, fatality rates are the highest for adults aged 75-84 (see Figure 1). Severe injury rates for 2003-2007 were highest those aged 55-59, followed by those ages 60-64 and 75-84 (see Figure 2). This data shows that while pedestrian safety is a concern for all age groups, older adults are at a significantly higher risk for fatality and injury than other age groups in Salinas.

Figure 1

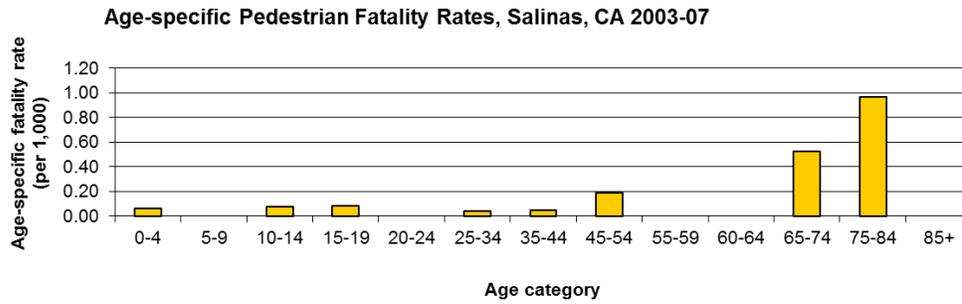
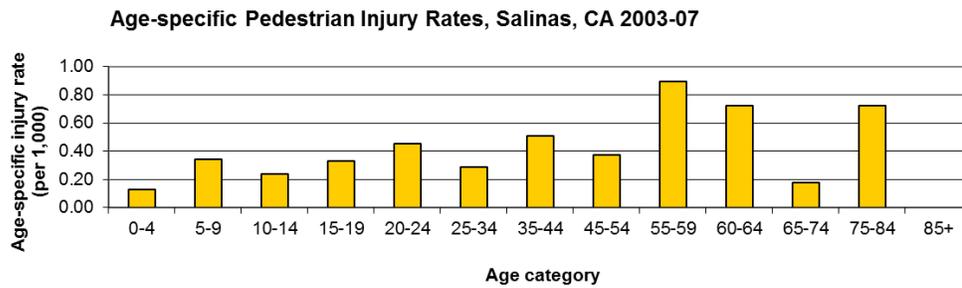
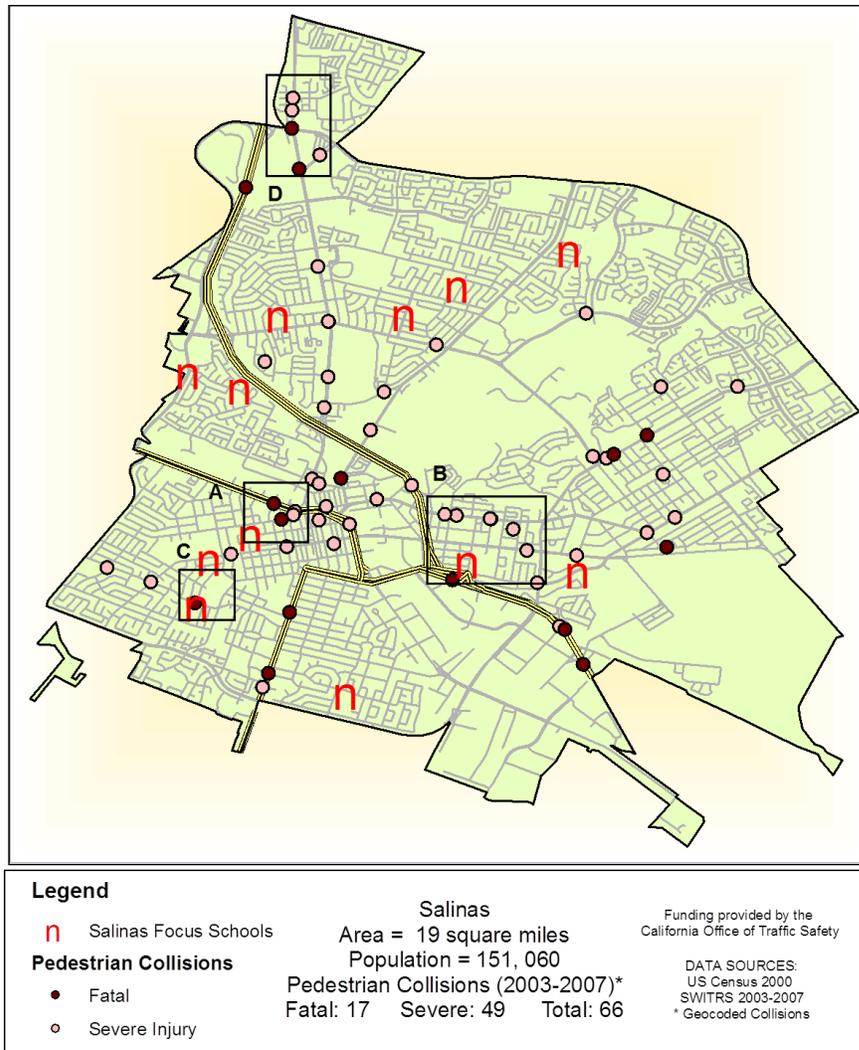


Figure 2



Areas of particular concern to pedestrians in Salinas have been highlighted using the geocoded analysis: (see map below in Figure 3)

- A) Central Ave. and Salinas Street
- B) E Market Street and N Pearl Street
- C) W Acacia Street and Marion Ave.
- D) N Main St and San Juan Grade Rd.



Community Involvement

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

- Susan Kent, County of Monterey Public Health
- John Lynn, City of Salinas Police Department
- Anna Foglia, Sun Street Centers
- James Serrano, City of Salinas
- Debbie Bulger, Mission Pedestrian
- Theresia Rogerson, Santa Cruz County – Health Services Agency

Media & Outreach

Sun Street Centers, the Monterey County Public Health Department, and the Salinas Police Department spearheaded the media and outreach efforts. The target audience was school aged children and their parents. All the outreach materials were translated into Spanish and were disseminated through existing partner networks. Additionally, the Police Department worked to announce the workshop via the media, namely through television, radio and print news outlets.

Training Day

The Salinas Community Pedestrian Safety Training took place on the morning of Saturday August 14 (10 am - 2 pm). The training was held at the Freemont Elementary School at 1255 East Market Street. The workshop was conducted in Spanish, with simultaneous English translation. Juan Antonio Ramirez from WalkSanDiego was the facilitator, and is an expert in pedestrian safety in the Latino population.

A mix of professionals, community members, and community leaders attended the workshop for a total of 46 persons. Special guests included SYBOP youth and members of the Greenfield walking group from South Kern County. Youth and community leaders from South Kern County shared their successes and experiences in achieving improved pedestrian safety and community conditions in their community. SYBOP youth, are experts in youth VideoVoice, and have had several opportunities to share their skills and technique with youth and adults throughout California. Training the Salinas participants in VideoVoice and subsequently conducting a mini VideoVoice project while on the walking route were very successful during this workshop. Having the youth conduct the VideoVoice experience was especially important, because Salinas youth from STEPS were present at the workshop, and youth-to-youth peer learning is an effective way to engage and teach youth.

Identified priorities*

- Engage with the traffic commission to adopt new standards and guidelines for pedestrian safety in Salinas
- Sidewalk repair and maintenance
- Marked (and repainted) crosswalks are in dire need
- Increase traffic calming measures, especially around the schools

Evaluation

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

General & knowledge/skills gained

94 percent of respondents 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 identified specific learning's such as "The importance of Educating the Public about pedestrian hazards & encouraging more people to walk", "How to use youth & video/photos to get your message across to elected officials/engineers", and "We can do more for our community".

94 percent of the participants reported that they acquired new knowledge about pedestrian safety best practices and that the walkability assessment was useful in applying the knowledge gained at the workshop. The majority reported having a new understanding about the rules of the road for pedestrians (88 percent), and that their behavior as a pedestrian is likely to change after the training (82 percent).

* For full list of identified priorities see final report.

88 percent of participants reported that they are now more familiar with the community professionals to contact regarding further work on pedestrian safety and the training provided participants with new skills to promote pedestrian safety. 94 percent of the participants are committed to continuing to promote safe walking and pedestrian safety in their community.

Logistics

75 percent of the attendees felt that there was an adequate length of time for the training and all of the participants felt that the location was good for the training.

Presenters

Participants felt unanimously that the presenters were knowledgeable (88 percent), there was adequate time provided for discussion (82 percent), and the training was tailored to meet the needs of the community (94 percent).

Complementary efforts

Safe Teens Empowerment Project in Salinas (STEPS)

- The Safe Teens Empowerment Project in Salinas began in 1996. It's a project of Sun Street Centers which was formed to reduce alcohol-related traffic injuries and deaths. It focuses on teen drinking, driving under the influence, and initiated tobacco usage by minors. <http://www.sunstreetcenters.org/prevention/steps.php>

Lessons Learned

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ⁱ U.S. Census Bureau, 2009 Population Estimates, <http://factfinder.census.gov>

ⁱⁱ SWITRS, 2003-2007

ⁱⁱⁱ California Office of Traffic Safety Rankings. 2008 data. www.ots.ca.gov