

COMMUNITY PEDESTRIAN SAFETY TRAINING

Santa Barbara

November 14th 2009

Santa Barbara

The City of Santa Barbara is located in Southern California, and is a coastal beach town backed by the Los Padres National Forest. Santa Barbara is currently home to 86,087 persons.ⁱ Santa Barbara has 21 square miles of land (with an additional 22 water square miles)ⁱⁱ with an average population density of 4,099 persons per square mile. Santa Barbara is a tourist destination with tourists visiting Santa Barbara on a year-round basis. The primary highways that feed the Santa Barbara area are California State Highways 1, 101, 192, and 154. Amtrak's Pacific Surfliner and Coast Starlight trains line stops in Santa Barbara and is the primary rail line in the City. UC Santa Barbara is located just up the coast from central Santa Barbara in the Western part of town, and serves over 21,000 students each year. Community members in Santa Barbara are concerned with the practice of drinking and driving in Santa Barbara with the tourist and college influences. The fluid population, combination of urban, suburban and rural areas, and limited availability land for growth, all highlight the need for pedestrian safety awareness and risk reduction efforts in the City of Santa Barbara. From 2003 to 2007 Santa Barbara has had 156 pedestrian crashes resulting in 140 injuries and 16 fatalities.ⁱⁱⁱ

Process & Instigating factor

The City of Santa Barbara was selected as a training site for a variety of factors. Namely, 2007 data from the California Office of Traffic Safety (OTS) has ranked the City of Santa Barbara as number 2 for total fatalities and injuries involving pedestrians, number 4 for pedestrian injuries and fatalities ages 1-14, and number 4 for total crashes involving alcohol (all for a city of its size: over 50,001 – 100,000).^{iv}

In addition to the OTS ranking, there is an evident community commitment to increasing walking and biking in the greater Santa Barbara community. The Coalition for Sustainable Transportation (COAST) is very active in the community and supports programs such as Safe Routes to School and Santa Barbara Walks. The existing efforts were able to use this training to add to the continued sustainability of their efforts. For example Santa Barbara Walks expressed interest in connecting with the Spanish-speaking community on the east side of Santa Barbara (this is where the training took place).

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 older adults 80+ years of age (see Figure 1). Severe injury rates for 2003-2007 rose steadily as age increased with the highest rates at 65-69 and 85-89 years of age. This data shows that while pedestrian safety is a concern for all age groups, older adults in the Santa Barbara community have higher rates of both fatalities and injuries than their younger counterparts

Figure 1

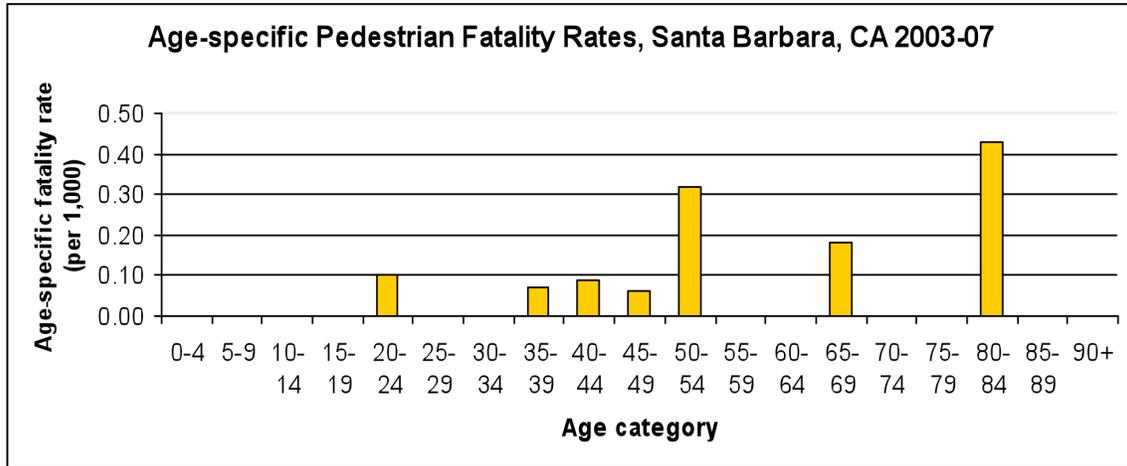
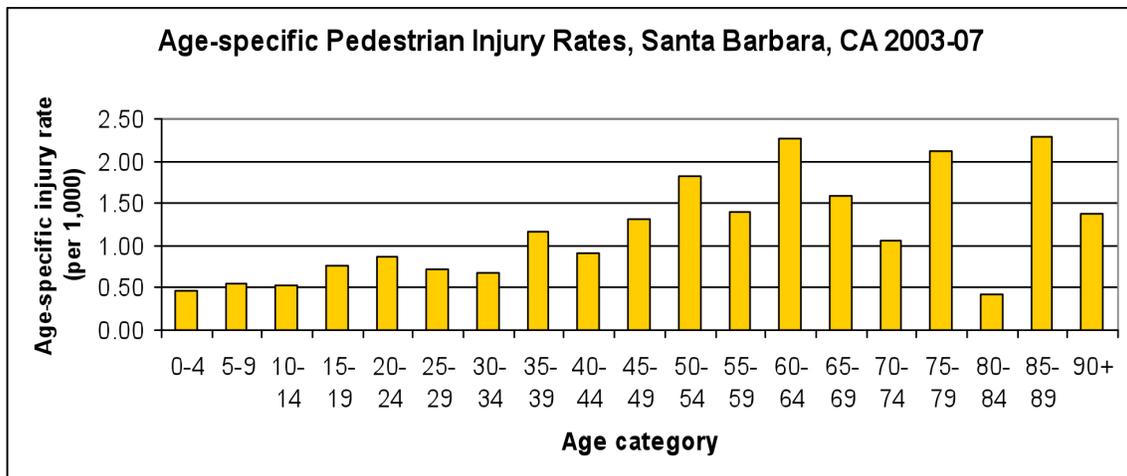


Figure 2



Areas that have been highlighted as of particular concern to pedestrians in Santa Barbara from the geocoded analysis include: (see map below in Figure 3)

- A) San Roque Road and State Street
- B) West Montecito Street and State Street
- C) Loma Alta Drive and Cliff Drive
- D) East Anapamu Street and Santa Barbara Street

Figure 3



Community Involvement

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

- Courtney Dietz, Director of Santa Barbara Walks
- Eva Inbar, President of Coalition for Sustainable Transportation
- Paula Perotte, Commissioner for Community Concerns on State PTA

Media & Outreach

Santa Barbara Walks and COAST conducted outreach to their members, neighborhood leaders and schools in the area and on-line registration was made available. Additionally, an article was printed on November 6th, 2009 on Noozhawk Santa Barbara & Goleta. This article provided an overview of the program and the intended audience. The article is available at:

http://www.noozhawk.com/local_news/article/110609_santa_barbara_chosen_for_pedestrian_safety_training_workshop/

Training Day

The training took place on Nov. 14 at the Franklin Community Center located at 1136 E Montecito Street, Santa Barbara, CA. Based on the audience the training was conducted in Spanish with simultaneous English translation. 41 persons were in attendance including representatives from Public Works, California Highway Patrol, the Coalition for Sustainable Transportation (COAST), and Santa Barbara Walks.

In addition to Santa Barbara residents and professionals being present, several members of the Greenfield walking group were also present. Greenfield walking group members were there both to learn from the pedestrian safety training and also to share with the nascent Santa Barbara group all of the successes that the Greenfield walking group has had over the years.

Participants were very engaged throughout the educational component of the training as well as the walking routes. Three walking routes were pre-identified and included a short, medium, and long route. Throughout the training day participants asked very astute questions and were interested in making the material as applicable to their community as possible.

There were many children at the training in Santa Barbara. The children had the opportunity to go on a walking lesson with a California Highway Patrol Officer and reported out on their own pedestrian safety priorities. The children involvement was invaluable for the other training participants because children have such a unique perspective on issues of pedestrian safety.

Identified priorities*

Participants broke out into small groups to identify priorities. The training concluded in developing a list of general priorities to work towards in Santa Barbara. These priorities included:

- The intersection of North Milpas and East Yanonali Streets cars do not respect pedestrians.
- Curb ramps need to be improved around this neighborhood. Many curb ramps are in poor repair, are too high, or do not exist.
- Drinking and driving is of great concern to the community residents.
- Trash and blight are of great concern to the community residents.

Evaluation

Results from the evaluation of the Santa Barbara Community Pedestrian Safety Training were overwhelmingly positive. A total of 20 evaluations were collected and tabulated.

General & knowledge/skills gained

100 percent of the 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 "Community unity

* For full list of identified priorities see final report.

(and) the steps it takes to get items done” and “how to recognize that a place is unsafe for pedestrians”.

There was extremely positive feedback with regard to the participants reporting new knowledge gained during the training. Over 90 percent of the participants reported that they acquired new knowledge about pedestrian safety best practices, a new understanding about the rules of the road for pedestrians, the walkability assessment was useful to identify safe and unsafe pedestrian environments. 100 percent of the participants reported that their behavior as a pedestrian is likely to change after the training, they have an increase in confidence to work with other community members on pedestrian safety priorities, the training provided participants with new skills to promote pedestrian safety, that the pedestrian priorities reflect the needs of the community, and they are committed to continuing to promote safe walking and pedestrian safety in their community. 90 percent of the respondents also stated that they are now more familiar with the community professionals to contact regarding further work on pedestrian safety.

Logistics

90 percent of attendees felt that there was an adequate length of time for the training and that the location was good for the training. Many of the participants were from the Bakersfield area, so the logistical comments reflected the desire to also have a training closer to Bakersfield.

Presenters

Participants felt very strongly (95 percent) that the presenters were knowledgeable, the training was tailored to meet the needs of the community and that there was adequate time provided for discussion. One participant commented that “it was perfect”.

Complementary efforts

Coalition for Sustainable Transportation (COAST), <http://coast-santabarbara.org/>

- The Coalition for Sustainable Transportation (COAST) promotes convenient transportation alternatives for everyone including the one-third of the population who, by choice or necessity, does not drive.
- **Santa Barbara Walks:** this project makes walking safer and more convenient in the South Coast, from Montecito to Goleta - where our residents live, work, shop, play, catch the bus, and go to school. We aim to increase the level of walking while decreasing the number of pedestrian injuries and deaths. Current activities include Walking Wednesdays and local advocacy efforts.
- **Safe Routes to Schools (SRTS), Santa Barbara:** COAST coordinates the efforts of 20 agency and community partners, including the Santa Barbara Bicycle Coalition, the PTA Safety Committee, various government and law enforcement agencies, Traffic Solutions and the Diabetes Resource Center for the Santa Barbara SRTS program. Santa Barbara SRTS has developed a school zone safety assessment, safety videos, and an education and safety-training program. SRTS also distributes low-cost bicycle helmets (free to low-income children).

Santa Barbara Car Free, <http://www.santabarbaracarfree.org/default.htm>

- Santa Barbara Car Free is a cooperative partnership led by the [Santa Barbara County Air Pollution Control District](#) for cleaner air and a healthier planet. They have more than 100 business and community partners - all encouraging car free transportation to, and around, Santa Barbara.

Lessons Learned

- One of the biggest successes at this training was the involvement of the children who were present. Due to the Safe Routes to School trained police officer the children were able to engage in their own learning activities as well as help identify priorities. This opportunity shall be sought out in trainings to come, as children are often present at the trainings.
- Personal outreach was very important in the Santa Barbara training. Many of the community members who were present were there because of Santa Barbara Walks' staff personal outreach to key residents who are known to be integrated in the community. This is critical for all the outreach efforts and especially important to be aware of in Santa Barbara where Santa Barbara Walks is interested in building relationships with the Spanish-speaking eastside community.

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

ⁱⁱ City of Santa Barbara website.

http://www.santabarbaraca.gov/Business/Demographic/City_Area/

ⁱⁱⁱ SWITRS, 2003-2007

^{iv} California Office of Traffic Safety, 2009 Top 10 A-D Rankings