Strengthening Partnerships:
A 2022 Peer Exchange Series for former CPBST sites

Using Crowdsourced Data Strategies in Community Engagement
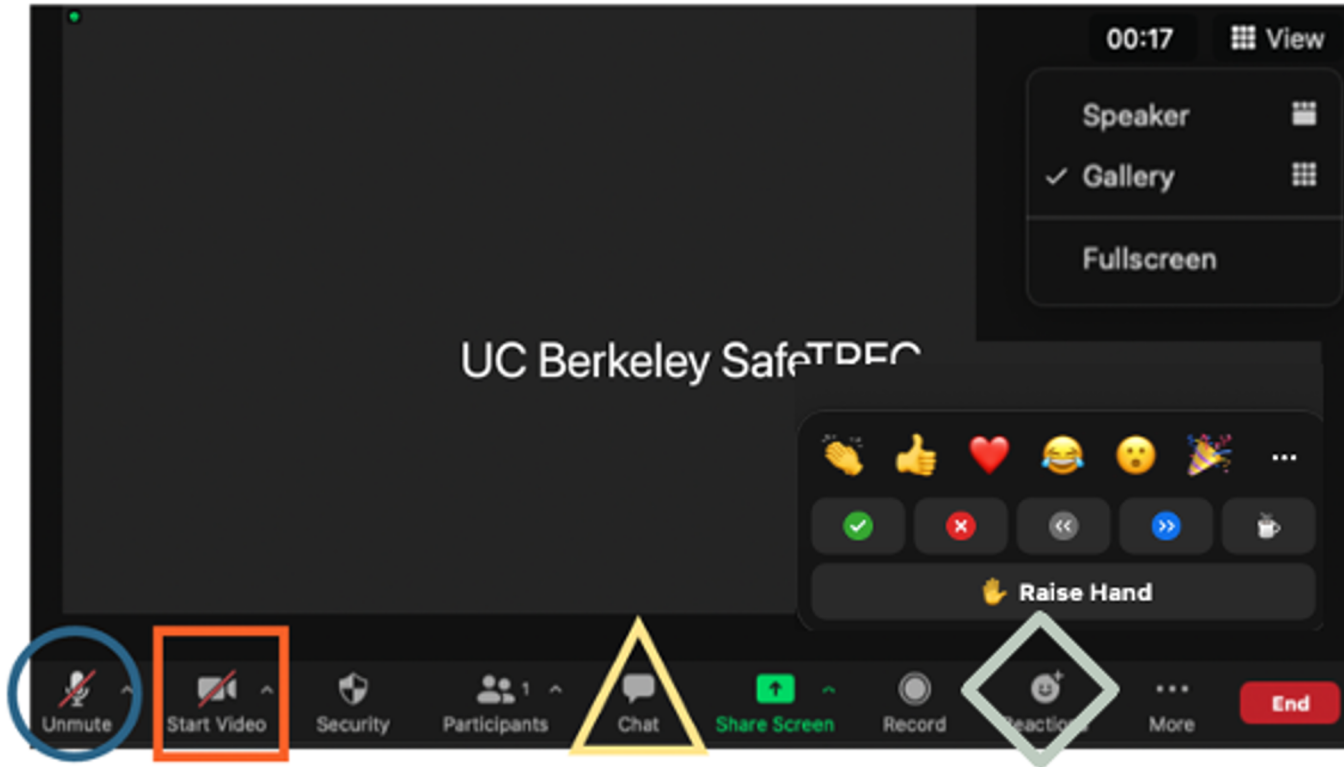
March 15, 2022
https://safetrec.berkeley.edu/programs/cpbst

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

OTS CALIFORNIA OFFICE OF TRAFFIC SAFETY

California Walks
Stepping Up for Health, Equity, & Sustainability

Welcome & 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

▸ **Be present** throughout the session - multitasking during the session disrupts your learning and can also deprive others who could benefit from your engagement

▸ 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 Crowdsourced Data Strategies in Community Engagement

▸ Discussion

▸ Wrap Up

Purpose of Peer Exchange

▸ Bring together peers to learn about crowdsourced data strategies in community engagement

▸ Engage in discussions related to data storytelling and how to use Street Story, PhotoVoice, and VideoVoice

▸ Identify how to translate crowdsourced data to support relationship building with city leaders and active transportation safety

Overview of Using Crowdsourcing Strategies in Community Engagement

▸ What is crowdsourcing?

▸ What are some examples of crowdsourcing strategies?
- ○ PhotoVoice
- ○ VideoVoice
- ○ Street Story

▸ CPBSTs and Crowdsourcing

PhotoVoice Example

I have a lot of bad experiences crossing at the corner of Story and McLaughlin. I have to be careful crossing with my kids especially at right turns since drivers don't stop. I have seen folks being hit by cars on multiple occasions.

Monica, East San Jose resident of 20 years

PhotoVoice Example

PROBLEMS OF NARROW SIDEWALKS

- ❖ There is not enough space for people to walk, use wheelchairs, scooters, or skateboards.
- ❖ Sharing the sidewalk
  - ➢ Crowding
    - ■ Forces people to bump into each other
    - ■ Forces people to get closer to the street
  - ➢ The amount of accessible space becomes limited and makes it hard for people to get through
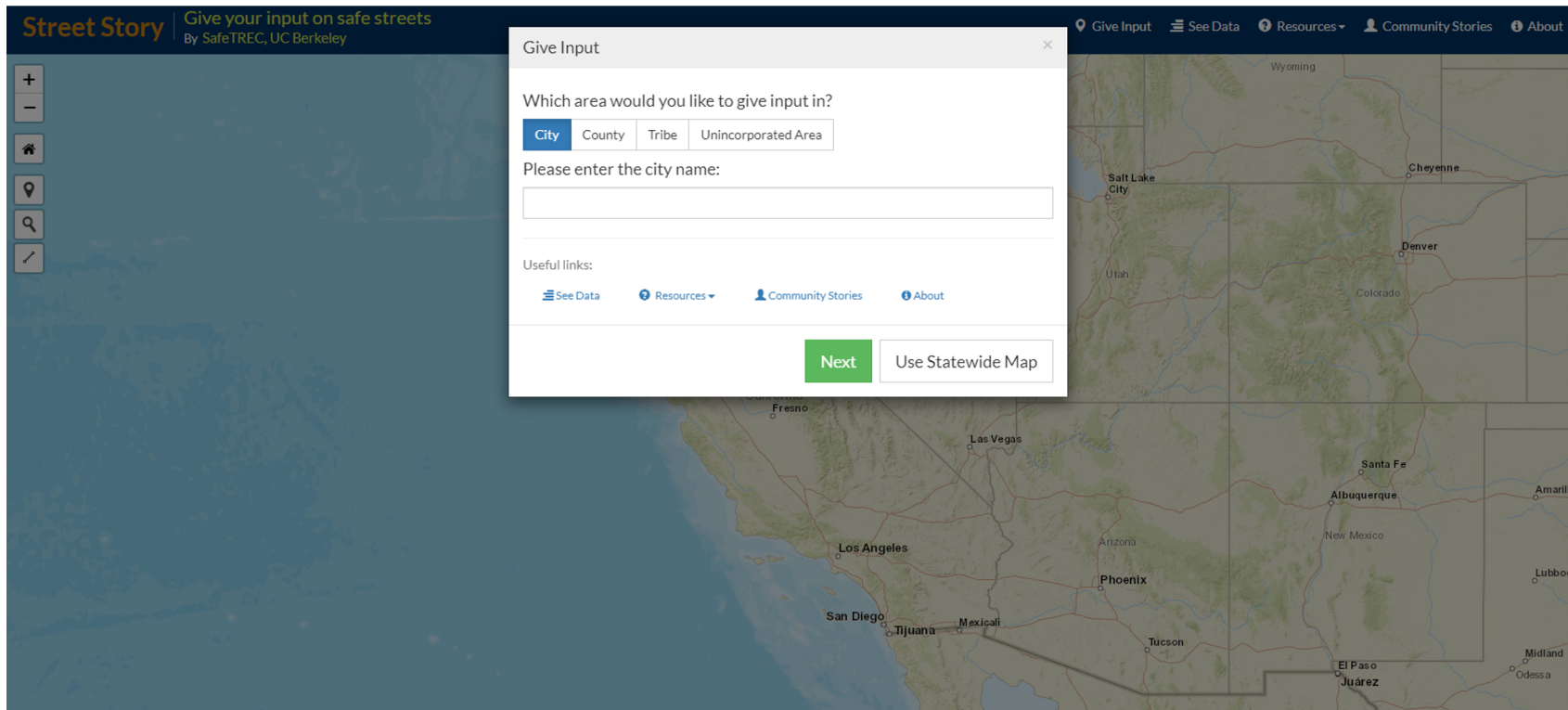   - ■ Sometimes it causes them to go onto the grass or on the street, when they are in a rush-- causes dead grass

SULLIVAN ST. 92704

VideoVoice Example

https://youtu.be/-thUH9yxMao

Street Story - How to Provide Information

https://streetstory.berkeley.edu
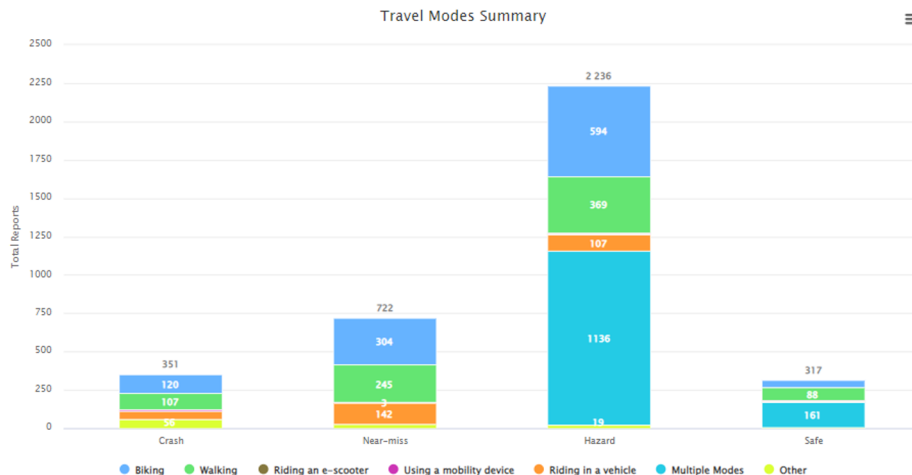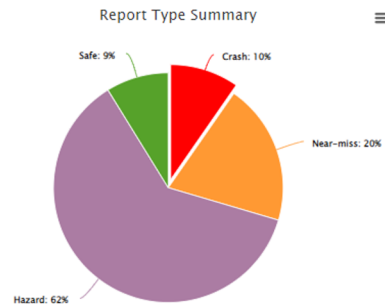
Street Story Data

- "The bike lane ends abruptly without warning … The street funnels bicyclists into the general travel lane in an unsafe and unpredictable manner."

- "Right turning vehicles do not give pedestrians the right of way during the ped signal."

- "Very confusing and large intersection … with extremely wide roads and fast traffic."

- "Wide street with high speeds, hard to cross … without a designated crosswalk."

Report Information

Report Type	Count	Percent
Crash	351	10 %
Near-miss	722	20 %
Hazard	2236	62 %
Safe	319	9 %
Total	3628	

Report Type Summary

Safe: 9%
Crash: 10%
Near-miss: 20%
Hazard: 62%

Travel Modes Summary

Total Reports

Crash	Near-miss	Hazard	Safe
351	722	2 236	317

Crash: 120, 107, 38
Near-miss: 304, 245, 3, 142
Hazard: 594, 369, 107, 1136, 19
Safe: 88, 161

Legend: Biking · Walking · Riding an e-scooter · Using a mobility device · Riding in a vehicle · Multiple Modes · Other

Permanent Signage Promoting Street Story in Humboldt County

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General Discussion

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Upcoming Peer Exchange Sessions

Relationship Building for Temporary Demonstrations and Quick-Build Projects
Tuesday, March 29 from 2-3:30pm
Register at: https://bit.ly/PEinfrastructure

Active Transportation Planning in Unincorporated Communities
Tuesday, April 12 from 2-3:30pm
Register at: https://bit.ly/PEunincorporated

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Thank you!

cpbst@berkeley.edu

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