

COMMUNITY ENGAGEMENT: PIVOTING ACTIVE TRANSPORTATION SAFETY PLANNING DURING THE COVID-19 PANDEMIC

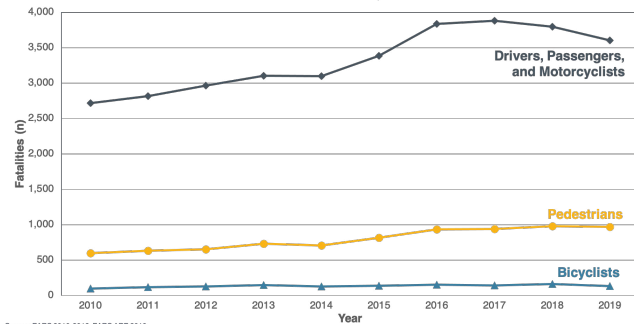
Katherine L. Chen, MPP and Jill F. Cooper, MSW

WHAT ARE OUR GOALS?

- Engage underserved communities in active transportation safety planning.
- Identify pressing needs communities have that are related to active transportation safety and mobility.

WHY DO WE DO THIS?

California Crash Trends, 2010-2019



The Community Pedestrian and Bicycle Safety Training (CPBST) program works to **eliminate pedestrian and bicyclist deaths and serious injuries** in California by empowering residents to plan and advocate for safety improvements in active transportation infrastructure, policy, and programs. The workshop also touches intersectional issues by communicating how better transportation safety and connectivity can improve access to community resources, such as grocery stores and schools.

In Spring 2020, our transportation safety community engagement work shifted to remote programming. Since then, we've learned a number of lessons about equitable community outreach and engagement in active transportation planning.

THE CPBST PROGRAM

PEDESTRIAN & BICYCLE SAFETY OVERVIEW



- Learn walking and biking safety strategies using a Safe System framework
- Review community active transportation crash history

WALKING & BIKING ASSESSMENT



- Participate in and learn how to conduct walking and biking assessments
- Identify assets, concerns, and opportunities for safety improvements on local streets

ACTION PLANNING



- Develop a community asset map
- Brainstorm infrastructure projects and community programs to implement in the near- and long-term
- Prioritize projects and develop actionable next steps
- Empower stakeholders to advocate for pedestrian and bicyclist safety improvement in their community

WHERE HAVE WE WORKED?



WHAT HAVE WE LEARNED?

Throughout the history of the CPBST, we **partnered with grassroots organizations** familiar with local needs and priorities. They engage residents, provide insight into the community's interests, and support advocacy for and implement active transportation safety improvements after the workshop. To make workshops accessible to non-English speakers, we translated materials and provided interpretation with an emphasis on sharing information in the community's preferred language. To provide ongoing support, we offer follow-up technical assistance.

During the pandemic, we **adapted our processes** to more equitably engage with residents, agencies, and community safety stakeholders. The following are a few lessons we've learned:

EQUITABLE OUTREACH & PARTICIPATION



- Conduct outreach in partnership with local organizations. Create content that conveys the information in an appropriate and accessible format.
- Provide toll-free phone option with print materials in advance of the workshop so participants are not limited by bandwidth capacity or device capabilities.

- Ask questions like what does meaningful engagement look like with this community in this time?
- Discuss barriers to participating, including who is missing.

DIVERSE STAKEHOLDER ENGAGEMENT



- First time transportation safety planning workshop participants from the community were more likely to attend an in-person workshop (pre-pandemic) than a virtual meeting.
- Recruiting agency staff to join a virtual training is easier than requesting their presence for in-person workshops.
- Youth, seniors, and limited English proficiency populations were more difficult to engage in remote workshops. Where appropriate, hybrid in-person workshops hosted by the local planning committee bolstered participation by these groups.

For more information about the CPBST, please visit: <https://safetrec.berkeley.edu/my/cpbst>