Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER

California Walks
Stepping Up for Health, Equity, & Sustainability

OTS
CALIFORNIA OFFICE OF
TRAFFIC
SAFETY

Spring - Summer 2022

# Fowler Safety Messaging and Street Story Campaign Training and Technical Assistance

Contents

Introduction

In Summer 2022, California Walks (Cal Walks) and UC Berkeley SafeTREC (SafeTREC) provided follow-up technical assistance to the City of Fowler to support the walking and biking safety goals identified during their 2020 training. A group of community members, including theFresno County Department of Public Health, Fresno County Bicycle Coalition, Fresno County Superintendent of Schools, the City of Fowler, and other stakeholders, were interested in resuming community engagement and safety messaging projects. Specifically, they were interested in technical assistance and training for how to 1) create a walking and biking safety messaging campaign and 2) develop a campaign to gather crowdsourced data through an online tool, Street Story.
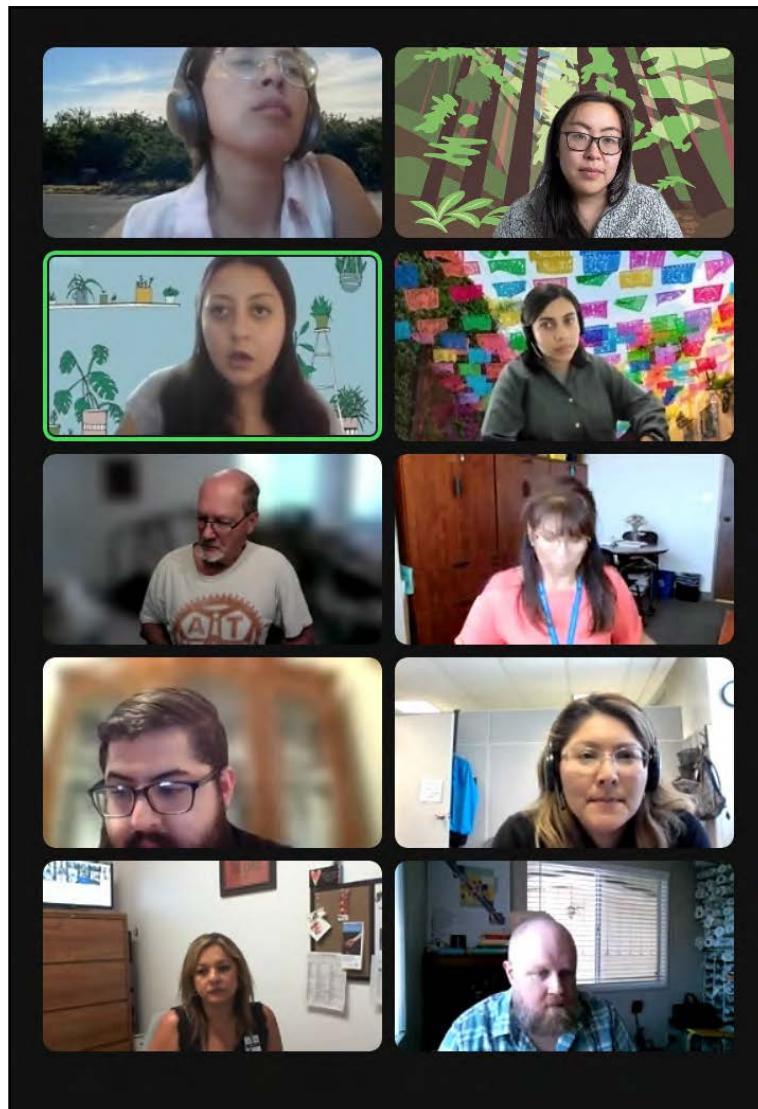
Background

The Community Pedestrian and Bicycle Safety Training (CPBST) is a joint project of Cal Walks and SafeTREC (the Project Team) that works with local residents and safety advocates to develop a community-driven action plan to improve walking and biking safety in their communities and strengthen collaboration with local officials and agency staff. The program provides follow-up activities to past CPBST sites to support the implementation of the CPBST Action Plan.

In 2020, the Project Team hosted a CPBST with Planning Committee members, residents, and the City of Fowler staff that focused on identifying community engagement opportunities to encourage more walking and biking in Fowler and action planning to prioritize community programs and infrastructure projects. The Summary and Recommendations Report for that training can be found here.

With the onset of the COVID-19 pandemic, programs and projects focused on re-engaging the community were put on hold. In 2022, the Project Team conducted two trainings to empower Fowler walking and biking safety champions and resume implementing their walking and biking safety action plans. After the Safety Messaging Campaign training, participants expressed readiness for additional training that complemented the goals of their campaign. To keep the momentum of their re-engaged enthusiasm going, the Project Team hosted a Street Story training.
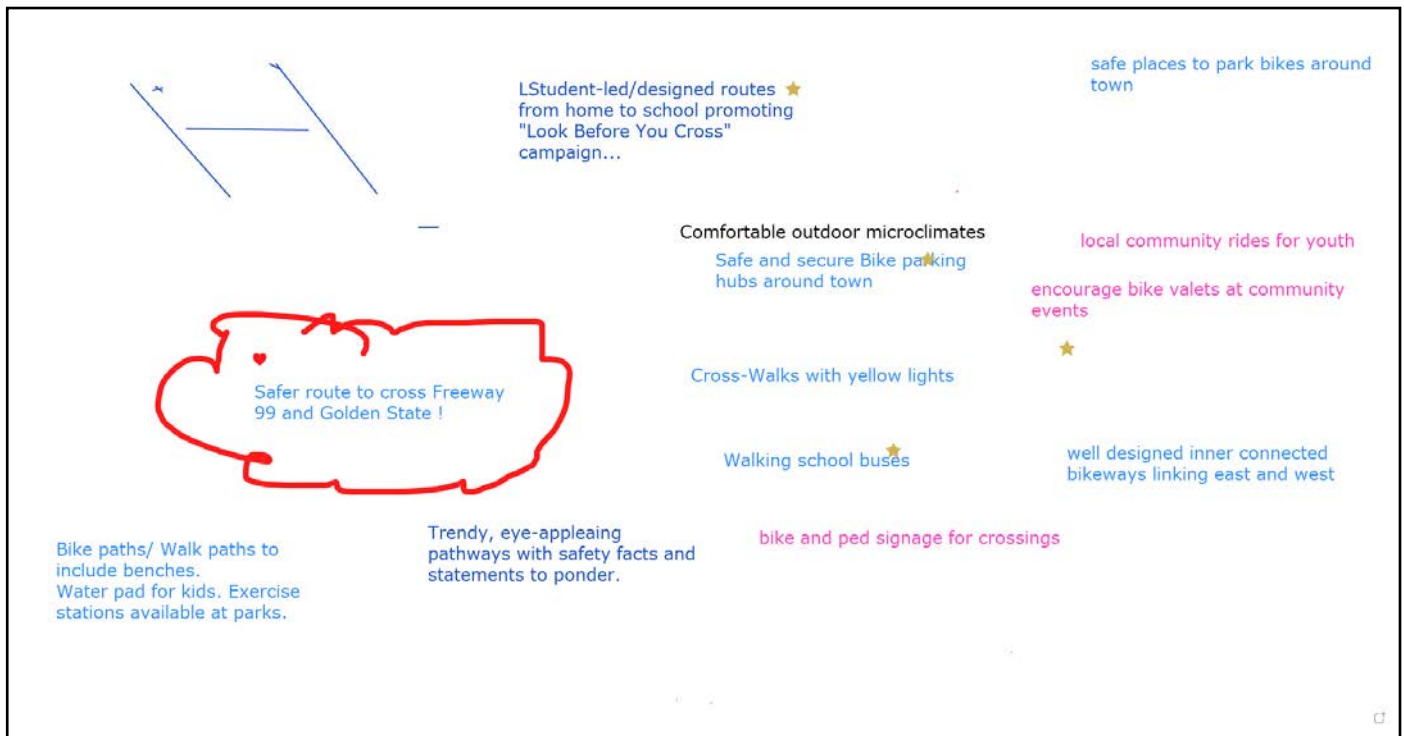
Safety Messaging Campaign

On July 22, 2022, the project team conducted a Safety Messaging Campaign training session with seven participants.

The goals of the training were to:
- Gain an understanding of the elements needed to build a successful safety messaging campaign;
- Prioritize the community's walking and biking safety concerns by gathering feedback via the Street Story tool; and
- Develop a safety messaging campaign that aligns with the needs of Fowler residents and provides continuity between projects and events hosted for the community.

Visioning Activity

Participants were asked to envision what a safe, comfortable, and joyful Fowler looks and feels like to understand the intended outcome and focus of this campaign. Participants created the following vision to direct the development of their safety messaging campaign.

Visioning Whiteboard Participants shared elements that would make Fowler safer and more appealing to people walking and biking.

How to Create a Safety Messaging Campaign Training Materials

The Project Team reviewed key steps needed to build a successful safety messaging campaign. Topics included safety messaging, common safety messaging themes, language and perceptions of traditional media, target audience identification, campaign timeline, impact, and effective messaging mediums and platforms.

The following training materials were developed for this training. See Appendix for Safety Messaging Campaign Training Presentation

Identifying Your Safety Message

A community's safety goals and priorities will shape its campaign safety message. During our first planning meeting, participants shared that residents generally don't let their children walk or bike east of Highway 99 due to drivers speeding and poor crosswalk conditions. Residents would like to address concerns like high vehicle speeds before they consider walking and biking regularly in the neighborhood. Identifying and building consensus around the community's priorities are important first steps in developing a campaign that the community can support and engage in. Finding ways to check in with the community about their priorities is also critical because these may change over time.

Safety Messaging Outcomes

A safety messaging campaign can produce various outcomes for the community, including rallying support, changing behavior, building awareness, or one or more of these outcomes. Campaigns can target individual behaviors, the broader community, or the built environment.

- Rally support: Build community support for an initiative or general concept.
- Changing behavior: Convince people to do a preferred behavior.
- Build Awareness: Explain the risks of unsafe behaviors.
  - The OTS Go Safely California, Share the Road campaign encourages safe behaviors and all road users to look out for one another.

Traditional Media Language and Perceptions

Connect and work with traditional media to frame traffic injuries and violence in a way that doesn't place the blame on the most vulnerable road users: pedestrians and bicyclists. Roadway design and its influence on driver behavior should also be considered as it impacts road user safety. Poor road design encourages bad driver behavior, yet the responsibility is primarily placed on the driver rather than the built environment. Public understanding of factors beyond road user behavior is key in dismantling the perception that individuals must bear all responsibility for traffic injuries. This approach provides ongoing community education. Road safety language and communications in the media play a key role in ensuring safe mobility for all road users.

- SafeTREC's Media Narratives of Pedestrian and Bicyclist-Involved Crashes discusses the impact of media narratives on traffic safety perspectives as it relates to pedestrian and bicycle-involved crashes and injuries.
- Smart Growth's Dangerous by Design 2022 discusses the significance of roadway design's impact on driver behavior.

Identifying Your Target Audience

Your target audience will require messaging that is engaging, effective, and direct. Engagement looks different depending on the groups you are targeting, so the audience must be identified early on so that messaging can be tailored to their engagement preferences. Digital media may be more impactful and engaging for younger audiences. Whereas, a mix of physical and digital media may be more fitting for a community-wide campaign. You may also want to communicate in ways that consider the community's needs, including creating messaging materials in multiple languages, and developing and distributing materials specific to community gathering places (e.g., places of worship, businesses, or community resource centers).

As you identify your target audience, here are a few questions to consider:
- What is your campaign goal?
- What walking and biking safety challenges do you want to address?
- Are you targeting the entire community or specific populations?

Timeline, Impact, and Effectiveness

The campaign timeline can impact the effectiveness of the safety message. Leverage resources and connect with captive audiences by launching your campaign with an existing or upcoming pedestrian or bicycle safety education event. Recurring community events and school-led programs are also opportunities to build continuity around leveraged efforts.
- The Heads Up, Pedestrian Safety Campaign report includes a lessons learned section about a staggered campaign approach that was effective in Eureka (pg. 18-20).

Effective Messaging Mediums and Platforms

The messaging mediums and platforms are determined by the campaign's target audience. Using platforms that the community is already familiar with increases their likelihood of seeing the content.
- The Safe Routes to School Messaging for Pros communications toolkit provides school communities with guidance in building their communications strategy.
- The Safe Roads Save Lives Campaign Toolkit provides examples of effective social media strategies and the use of print and promotional materials in a safety campaign

Fowler's Safety Messaging & Street Story Campaign: "Share the Road Fowler" and Street Story

Campaign Goals:

1. Alert all road users in the community to share the road with one another, especially the most vulnerable users.
2. Build continuity between walking and biking safety community events to increase safety awareness.

Campaign Description:

In Fall 2022, the City of Fowler will launch a "Share the Road, Fowler" campaign and gather qualitative data from residents using Street Story. The campaign will target the entire Fowler community, and a combination of lawn signs and digital media will be used to promote the campaign. Campaign leads will use community events, farmer's markets, and educational events as opportunities to engage the community.

See Appendix for the "Share the Road Fowler" lawn sign template and digital flyer.

Campaign Implementation:

Step	Responsible Party	Resources
Conduct community outreach to recruit more members to the Campaign Planning and Implementation Committee: ● Connect with site administrators, park staff, and other community groups identified by training participants in the Outreach Tracker to gauge their interest and potential involvement in the campaign. ● Use the outreach tracker to assign which committee member will reach out to whom.	Cyndi Dean, Office of Superintendent of Schools Thomas Gaffery, City of Fowler Yvonne Hernandez, City of Fowler Susie Rico-Vasquez, Fresno County Dept. of Public Health	Outreach Tracker Safe Roads Save Lives Campaign Toolkit (pg. 23)
Identify and partner with existing community safety and education events and projects to leverage walking and biking safety efforts ● Identify event points of contact, event dates, and times. ● Develop logistics for integrating the campaign into the preexisting events.	Cyndi Dean, Office of Superintendent of Schools Yvonne Hernandez, City of Fowler Anthony Molina, Fresno County Bicycle Coalition Susie Rico-Vasquez, Fresno County Dept. of Public Health	Fowler Unified School District to identify school-led walking and biking safety events. Fresno County Department of Public Health to identify community safety events. Fresno County Bicycle Coalition to leverage bike safety events.

Step	Responsible Party	Resources
Develop a campaign budget and materials list. The lists should include lawn signs, postage, printing, and promoting social media posts.	Susie Rico-Vasquez, Fresno County Dept. of Public Health	[Move Your Way: Tips for Developing a Campaign Budget](#)
Connect with a printing business to create lawn signs	Susie Rico-Vasquez, Fresno County Dept. of Public Health	"Share the Road Fowler" lawn sign template (This file is compressed. For the full-size file, please email martha@calwalks.org)
Distribute Materials • Identify and secure any relevant permits to distribute the materials	Susie Rico-Vasquez - Fresno County Dept. of Public Health Thomas Gaffery, City of Fowler	[Outreach Tracker](#) [City of Fowler, Temporary Use Permit](#)

Street Story

On August 29, 2022, the SafeTREC team conducted a Street Story training session with staff from the Fresno County Department of Public Health and the Office of the Superintendent of Schools to discuss how to use Street Story to gather community feedback and plan for their upcoming campaigns. The SafeTREC team introduced the purpose of the Street Story tool, demonstrated ways to enter data via the tool, and discussed ways to perform outreach, such as by using a custom boundary. The SafeTREC team and the participants also discussed limitations of the analysis, such as how personally identifiable information is protected, and the potential timelines for delivery of raw data and analysis.

Street Story is a web-based community engagement tool that allows residents and community organizations to gather information that is important to transportation safety, including crashes, near-misses, general hazards, and safe locations to travel. To promote access to the tool, SafeTREC offers technical assistance to communities and organizations interested in using Street Story. The platform and the information collected is free to use and publicly available. Street Story is available at: **https://streetstory.berkeley.edu.**

Street Story Data Collection Campaign

Campaign Goals: To collect the traffic safety experiences and improvement suggestions of Fowler residents for the purpose of improving safety for pedestrians and bicyclists.

Campaign Description: The campaign will teach youth and other Fowler residents how to use Street Story. The training is an opportunity to discuss traffic safety experiences while recording those experiences in the Street Story tool. Data collected in Street Story will be analyzed so that the experiences, including crashes and near-misses, reported in Street Story can be used to inform road safety programs and projects in Fowler.

Campaign Resources:
- [Street Story Starter Guide](#)
- [Custom Boundary Instructions](#)
- [Street Story Tutorial video](#)
- [Street Story Paper Version](#)

Step	Timeline	Responsible Party
Conduct Street Story trainings for youth in the Expanded Learning Opportunities Program to: ● Learn about youth's experiences walking and biking to school; and ● Identify focus areas where students feel safe and where improvements are needed.	Fall 2022	Cyndi Dean, Office of Superintendent of Schools Carlos Cervantes, Fresno County Dept. of Public Health Susie Rico-Vasquez, Fresno County Dept. of Public Health
Conduct Street Story training for residents living in Magnolia Commons apartment complex to: ● Learn about residents' experiences walking and biking and; ● Identify focus areas where residents feel safe and where improvements are needed.	Fall 2022	Carlos Cervantes, Fresno County Dept. of Public Health Susie Rico-Vasquez, Fresno County Dept. of Public Health
Work with SafeTREC to establish a timeline to collect and analyze data	Fall 2022	Susie Rico-Vasquez, Fresno County Dept. of Public Health Jarah Crowner, UC Berkeley SafeTREC
Develop a report of the Street Story data collected during the campaign in Fowler	Winter 2022	Jarah Crowner, UC Berkeley SafeTREC

Conclusion

The trainings demonstrate the City of Fowler's continued commitment to making Fowler a safe and welcoming place for residents to walk and bike. The committee continues to seek opportunities that are collaborative and include residents in the decision-making process. These continued engagement efforts show their dedication to uplifting community voices and prioritizing their needs. Gathering qualitative data will help inform their focus for the next phase of their safety messaging campaign. The Project Team remains committed to supporting Fowler's efforts to improve walking and biking safety for all in their community.

Acknowledgements

Appendix

- [Fowler Campaign Graphic](#)
- [Fowler Safety Messaging Campaign](#)
- [Street Story Presentation](#)

Share the road, Fowler!

We want to hear from you Fowler residents!

Share your experiences walking, biking, and rolling in Fowler.

https://bit.ly/FowlerStreetStory

HEALTHY FRESNO COUNTY Better Together | Cal Fresh HEALTHY LIVING | ACTIVE PEOPLE, HEALTHY CALIFORNIA | THE CITY OF FOWLER CALIFORNIA 1908 | Fresno County Office of Education | USGBC CENTRAL CALIFORNIA | FRESNO COUNTY BICYCLE COALITION | TEENS THAT CARE

Made possible with funding from the Centers for Disease Control and Prevention.

Fowler Safety Messaging Campaign Training

Friday July 22, 2022

California Walks
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Agenda

Check-in | Visioning our Communties | Identifying Safety Messaging | Putting it All Together | Next Steps

Check-in
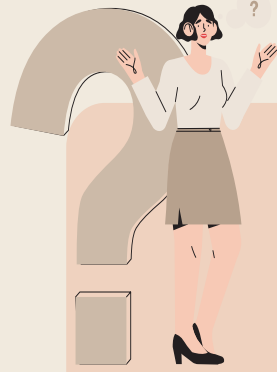
Tell me about a time when you wanted to learn more about a new topic, an idea, a movie, an organization, anything counts!

Visioning our Communties
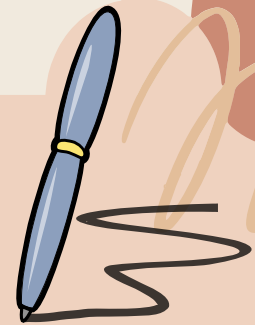
Community visioning created by Safety Ambassadors in Imperial, San Bernardino, and Ventura counties.

What is a Safety Messaging Campaign?

A campaign that informs residents on how to create safer streets for all and create an atmosphere where the community can look after one another's safety. They can include community events, public service announcements, pamphlets, billboards, commercials, and art.
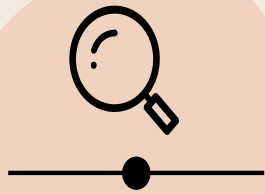
Identifying Safety Messaging

Safety messaging on electrical box in City of Lancaster, Los Angeles County.

Before identifying the message....

Community Priorities → | Tackle high speeds |
| Infrastructure improvements | → Walkable and Bike friendly Fowler

Identifying Safety Messaging
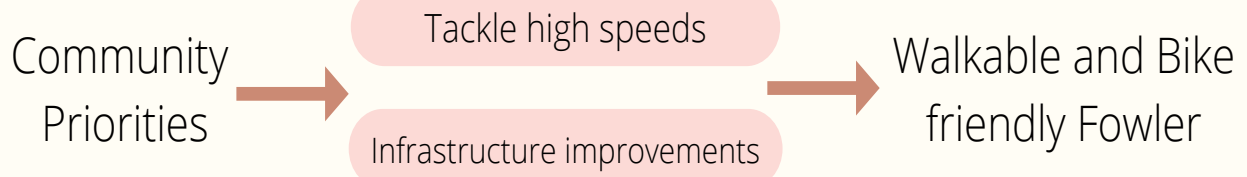
Common Messaging Themes:

Rally support

Changing behavior

Safety and Awareness

Identifying Safety Messaging

Traditional Media, Language and Perceptions

- "A bicyclist was hit and injured"
- "A driver entered a bike lane and injured a bicyclist"

Identifying Safety
Messaging

Audience

Communication
& Engagement

Hi! 嗨 Hola! Equity

Identifying Safety
Messaging

Timeline

Building continuity

Continued Engagement

Identifying Safety Messaging

Messaging mediums

Existing communication channels
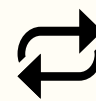
Repeated messaging

Identifying Safety Messaging

Resources
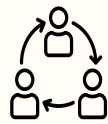
Collaboration

Community-led efforts

Community Bike Skills Class
Ventura, Ventura County

BikeVentura · CITY OF VENTURA

RIDE READY
BICYCLE SKILLS CLASS

SATURDAY JUNE 5, 1pm-5pm
IN THE CHURCH PARKING LOT AT:
3501 LOMA VISTA RD, VENTURA, CA 93003

TRAFFIC SKILLS 101 COURSE:
» proper bike fit
» how to change a flat tire
» how to safely ride with traffic
» emergency maneuvers
» your rights and responsibilities on the road
» and much more!

Slow Down Campaign
Rancho Cucamonga, San Bernardino County

Identifying Safety
Messaging

Los Caminos de la Vía
Wilmington, Los Angeles, LA County

Identifying Safety
Messaging

Lotería
Comunidades Activas y Seguras

Blossom Hill ES, SRTS Educational Map
Los Gatos, Santa Clara County

Putting it All Together

- Message
- Target Audience
- Platforms

Next Steps

- Create designs

- Share with Planning Committee

- Finalize designs and share files

- Executive Summary

Street Story

A Transportation Safety Community Engagement Tool

City of Fowler
August 29,2022

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What is Street Story?

Report Types

432-598 W Fresno St

Fowler, California, 93625

Cancel   Next

◉ Crash
○ Near-miss
○ Hazard
○ Safe Place

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How to Provide Information

700-720 3rd St
Fillmore, California, 93015

Cancel   Previous   Next

1. I was [Walking ▾] when this near-miss happened.

2. This near-miss happened on:

[Report month/year] [Report a date]

[📅]

3. When this near-miss happened, it was
- ○ Day
- ○ Night

4. Who else was involved?
- ☐ Vehicle driver
- ☐ Pedestrian
- ☐ Bike rider
- ☐ Scooter rider
- ☐ Someone taking a bus or train
- ☐ Someone using a mobility device (wheelchair, walker, etc)
- ☐ Other
- ☐ No one else

5. Were you or anyone else injured?
- ○ No
- ○ Someone had minor injuries
- ○ Someone had severe injuries
- ○ Someone died

6. What do you think caused this near-miss?
- ☐ Poor/missing sidewalk
- ☐ Poor/missing bike lanes or paths
- ☐ Cracked/uneven street
- ☐ Poor lighting
- ☐ Signs, signals or markings were not working or missing
- ☐ There was an obstacle in someone's way
- ☐ There was loose gravel, ice or water on the road/sidewalk
- ☐ The road was curving, I couldn't see what was coming
- ☐ There was an animal in the way
- ☐ There was overgrown vegetation
- ☐ Someone didn't yield
- ☐ Someone was speeding
- ☐ Someone's car door almost hit another person
- ☐ Other

7. What happened? Do not identify any individuals by name or include license plate numbers, etc.

[   ]

Add Another Location

Submit

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Street Story Features:
Language

Street Story Features: Improvement Suggestions

216 W Merced St
Fowler, California, 93625

Cancel   Previous   Next

**9. What would make this place feel safer? (check all that apply)**

- ☐ Slower speeds
- ☐ Better or more sidewalks
- ☐ Better or more bike lanes or pathways
- ☐ Fewer cracks in the pavement
- ☐ More lighting
- ☐ More stop signs and/or signals
- ☐ Better or more crosswalks
- ☐ More places for people to sit or rest (ex. benches)
- ☐ Education for road users on how to use the road safely
- ☐ More enforcement of unsafe behavior
- ☐ Community events that encourage walking and biking
- ☐ Other

Reports by Improvement Suggestions

≡

Improvement Suggestion	Count	Percent
Better or more bike lanes or pathways	1025	17 %
Slower speeds	901	15 %
More enforcement of unsafe behavior	792	13 %
Better or more sidewalks	659	11 %
Other	533	9 %
Better or more crosswalks	506	8 %
More stop signs and/or signals	430	7 %
Education for road users on how to use the road safely	386	6 %
More lighting	375	6 %
Community events that encourage walking and biking	279	4 %
Fewer cracks in the pavement	216	3 %
More places for people to sit or rest (ex. benches)	99	2 %
Total	6201	

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Street Story Features:
Custom Boundary
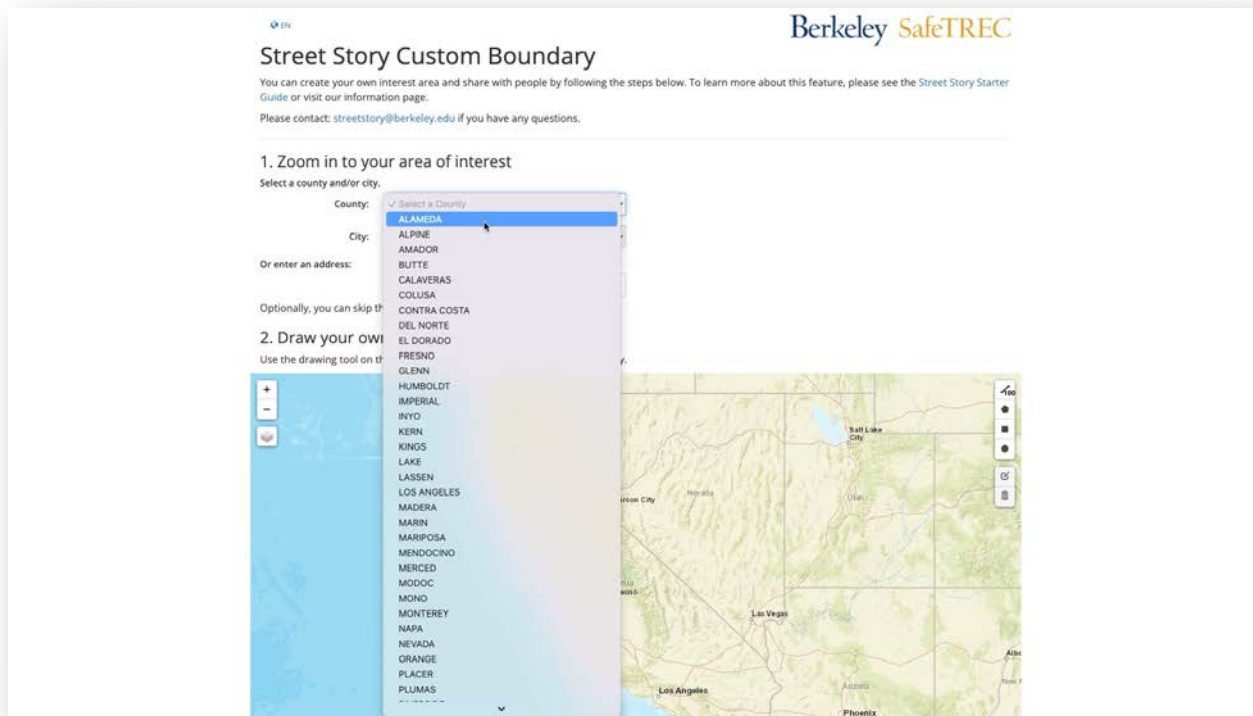
Resources

Starter Kit for Communities and Agencies

This guide includes an explanation about what Street Story is, how information is collected, how organizations can use the tool in community engagement efforts, and how people can use the information collected to improve street safety.

To learn more about Street Story, visit Street Story's Community Stories page. To get updates about Street Story, sign up for our newsletter.

Street Story was created by a team at UC Berkeley's Safe Transportation Research and Education Center (SafeTREC), with city planning, public health, engineering, social welfare and computer scientist backgrounds. Street Story was created with significant input from members of the public, agency and organization representatives and industry experts.
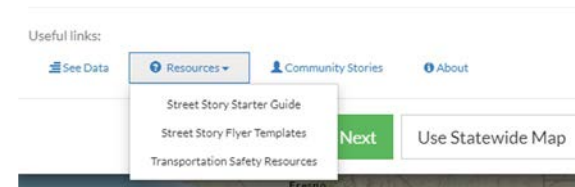
1. What is Street Story?

Street Story is a community engagement tool that allows residents, organizations and agencies collect local information about transportation collisions, near-misses, general hazards and safe locations to travel. The platform and the information collected are free to use and publicly accessible.

Street Story includes a survey about roadway experiences and a dataset of community input with maps and tables that can be downloaded. Once the surveys have been completed, organizations and agencies can use the information as part of community needs assessments, transportation safety planning or evaluations.

Street Story can be used to complement other forms of transportation safety information, including built environment characteristics or collisions reported to police. Street Story data is not a substitute for police-reported collisions. To access police-reported collision data, visit SafeTREC's Transportation Injury Mapping System (TIMS platform). Section 4 in this guide explains how Street Story data can be used with a number of other types of safety information.

Street Story data

- Street Story Tutorial Video: English / Spanish

- Fact sheets: English / Spanish

- Paper Versions

Contact Us

- streetstory@berkeley.edu

- jcrowner@berkeley.edu

Thank you for your interest in the Community Pedestrian and Bicycle Safety Training Program.

For more information, please visit:
https://safetrec.berkeley.edu/programs/cpbst or https://www.calwalks.org/cpbst