Putting Disadvantaged Pedestrians First

Tony Dang, Deputy Director, California Walks

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Our Mission

California Walks is the statewide voice for pedestrian safety & healthy, walkable communities for people of all ages & abilities.
Enduring Legacy of Past Decisions

Judy Baca’s "Great Wall of Los Angeles." Photo by Jon Rou
How to Advance Transportation Equity

• Equip Residents w/ Skills to Participate in Transportation Planning & Decision-Making
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• Create Meaningful Opportunities for Public Participation in Planning Processes
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• Representation on Transportation Decision-Making Bodies
How to Advance Transportation Equity

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- Create Meaningful Opportunities for Public Participation in Planning Processes
- Representation on Transportation Decision-Making Bodies
- Shift Transportation Investments to Address Historic Disinvested Communities
Why Focus on Pedestrian Safety?

2008-2012 Pedestrian Deaths For Census Tracts

Deaths Per Capita By Census Tract Poverty Rates

- Poverty < 15%: 5.9
- Poverty 15-25%: 10.2
- Poverty > 25%: 13.6

19 deaths occurred in tracts with a poverty rate between 15 and 25%
59 deaths occurred in tracts with poverty rates above 25%

Fatal Pedestrian Injury Rates
California Residents, 2010-2012 (by Race/Ethnicity & Age)

Non-Fatal Hospitalized Pedestrian Injury Rates
California Residents, 2010-2012 (by Race/Ethnicity & Select Age Groups)

Community Pedestrian Safety Training (CPST) Program
Funding for the program was provided by a grant to University of California at Berkeley Safe Transportation Research & Education Center (SafeTREC) from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.
CPST Program Objectives

Equip
CPST Program Objectives

Equip

Assess
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Convene
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Equip
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Convene
Take Action
Site Recruitment Criteria

• Collision levels and/or the presence of vulnerable pedestrian groups (seniors, children, etc.)

• Strong community interest and readiness

• Historically underserved or under-resourced communities (tribal, rural, low-income, etc.)
Post-CPST Initiatives

- Infrastructure Improvements
- Education & Enforcement Efforts
- Community-Based Programming
- Coalition Building & Policy Changes
- Expanded Media Coverage & Outreach
Program Successes: Paradise

- Population: ~26,500
- Rural community with challenging terrain
- Median household income: $40,837
Program Successes: Paradise

Photo Credit: Tony Dang

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Program Successes: Paradise

Photo Credit: Ann Dickman
Program Successes: Paradise

Downtown Paradise
Summer 2013
Program Successes: Paradise

Downtown Paradise
Summer 2015
Program Successes: Paradise

Photo Credit: Colette Curtis

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Program Successes: Paradise
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Program Successes: Paradise

“Exciting news is a-brewing for those looking to see Paradise’s downtown area be all it can be.”

“Construction crews were busy hammering and drilling their way toward a couple of new businesses scheduled to be open within the next couple of months.”
Program Successes: Paradise

PARTY in the PARK
THURSDAYS
JUNE – AUGUST

Sponsored By:
Heaven Scent
Candles & Gifts

Destination Paradise Committee Presents:

WINE in the PINES
Paradise Art & Wine Walk
proceeds benefit the Boys & Girls Clubs of the Paradise Ridge
Friday, September 16th
5:30pm - 8:30pm
Downtown Paradise

THANK YOU TO OUR SPONSORS

FOR MORE INFORMATION CALL (530) 872-6291 x 112

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Program Successes: Paradise

“They made such an impact in our community—I never would have predicted that CPST would have caused such changes in our community.

CPST made a **huge difference**! CPST brought all the players together, and gave us the tools to talk about and make decisions.”

– Town Manager of Paradise
Program Successes: Hoopa
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- Population: ~2,600
- Largest reservation in California
- Median household income: $28,333
- 94.3% Hoopa Elementary students qualify for Free/Reduced Price Meal program
- Community clinic estimates 20% of residents have diabetes
- 25.7% unemployment rate
Program Successes: Hoopa

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Program Successes: SE Fresno

- Population: 520,000
- Nearly 40% of City population lives in Top 5% of disadvantaged communities identified by CalEnviroScreen (40 of 103 Census tracts)
- Median household income: $43,494
- Will be site of state’s first high-speed rail station
- Bus Rapid Transit project under construction

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Program Successes: SE Fresno
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Photo Credit: Tony Dang
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Photo Credit: Caro Jauregui
Program Successes: SE Fresno

Photo Credit: Wendy Alfsen
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Program Successes: SE Fresno

Photo Credit: Jaime Fearer
Key Takeaways

• Data Limitations

• Be Humble

• Staying in It for the Long Haul

• Challenging to Foster Community Readiness
Questions?

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