Injury Prevention + Transportation

The “Road” to Successful Collaboration

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Our M.O.

- Hatch crazy schemes
- Entice others to play with you
  - Support activities that will help them shine
- Invest now for payoff later
Safe and Active Built Environment:

Create mixed use neighborhoods with pleasant safe places to walk & many transportation options
Figuring out where to start . . .
Safe Communities (NHTSA):
Walkability Focus Groups and a $1.98 Conference
1998: Launched SR2S Initiative

- For children who **already** bike & walk
  - Protect them
  - Encourage them
- To enable **more** children to safely bike and walk
- Ultimately – to create places for **everybody** to safely walk & bike
Walk to School Day

Major themes evolved quickly:

- Combat childhood obesity epidemic
- Address crime and violence hazards
  - Promote Complete Streets
- Address Air quality ~ Greenhouse gas emissions; reduce VMTs
- Build sense of community
SRTS Led to New Partnerships

Began to Earn "Street Cred"
We found that injury (data) was the "carrot" to introduce public health to transportation engineers or city planners.
First Step

Pedestrian Safety Task Force
convened by Caltrans Research Unit

Recommendations Adopted
(e.g. HQ and District Pedestrian Coordinators
ala Bike Coordinators)
Public Health Invited to Table: Planning and Consultation

- Pedestrian Safety Task Force CalPed (Chartered)
- Safe Routes to School Advisory Committee
- Bike Transportation Account Committee
- Active Transportation Livable Communities Committee
- Complete Streets Implementation Plan Team
- State Highway Strategic Planning (SHSP) Steering Committee & Implementation Action Teams
Public Health Input on Caltrans’ Policies

- Development of SRTS Request for Proposals
- Created Public Health language in “25-year Transportation Plan”
  - Input on revisions to strengthen DD64 - Accommodate all modes (Complete Streets)
- Assisted in adoption of design standards for seniors
- Input on revisions to Design Manuals, etc.
- Decision-maker re: action items in State Highway Strategic Plan (SHSP) (Steering Committee member)
- Input on Complete Streets Implementation Plan
- Created SRTS TARC & Governor’s Policy re: funding for low-income communities
Public Health: Help to **Develop & Deliver Joint Training**

- FHWA *Designing for Older Drivers & Pedestrians*
- *Creating Pedestrian Safety Action Plans*
- Workshops for Caltrans HQ (*Why Public Health Cares about Transportation*)
- Conferences (*Senior Mobility, SHSP Stakeholder Conferences, Pedestrians Count!*)
- HTN survey of walk/bike training needs - Caltrans HQ
- SRTS TARC training for District staff
Caltrans Awards Public Health Grant $$$

- Safe Routes to School TA Resource Center*
- Healthy Transportation Network*
- Walkability Experts*
- CA Walk to School Headquarters**
- Walkable Neighborhoods for Seniors***
- Local Public Health and the Built Environment **
- School Siting/Joint-Use Agreements**+
- Senior Mobility**
- PedSafe (joint project with Caltrans)++
- Crash Medical Outcomes Data Project++

* Funded by Caltrans
** Preventive Health & Health Care Block Grant
*** RWJF, misc.
+ ARRA
++ OTS (NHTSA)
Statewide Technical Assistance Resource Center (TARC)

- CDPH + UCSF (CDPH could not handle fed. Rules)

- Only formal SRTS partnership between a DOT & State Public Health in nation?

- Provide training and TA for:
  - NI projects
  - Communities that applied but were not successful
  - Low-income communities that have not yet applied

- Connecting better with I projects (ideally, working in tandem)
Help from Influential Partners:
Land use planners

- Local Gov’t Commission
  - Think pieces published
  - Surveys of local electeds
  - Training

- Rails-to-Trails Conservancy
Help from Influential Advocates

Surface Transportation Policy Partnerships ("Mean Streets" "Dangerous by Design")

California Bicycle Coalition
California Walks
National SRTS Partnership
Noodling . . .

New Areas of Collaboration
Using SHSP Action Teams as Mechanism
Take Home Messages?

Start with what you know best.
Sow seeds wherever possible.
Work with what “sprouts” and reframe as you go!
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