



**California Walks**

Stepping Up for Health, Equity, & Sustainability

# Cultivating Senior Advocacy for Healthy & Walkable Neighborhoods

Jaime Fearer, AICP  
Planning & Policy Manager



[www.californiawalks.org](http://www.californiawalks.org)



@CaliforniaWalks

# Presenter Disclosures

**Jaime Fearer**

**The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose.**

# Our Mission

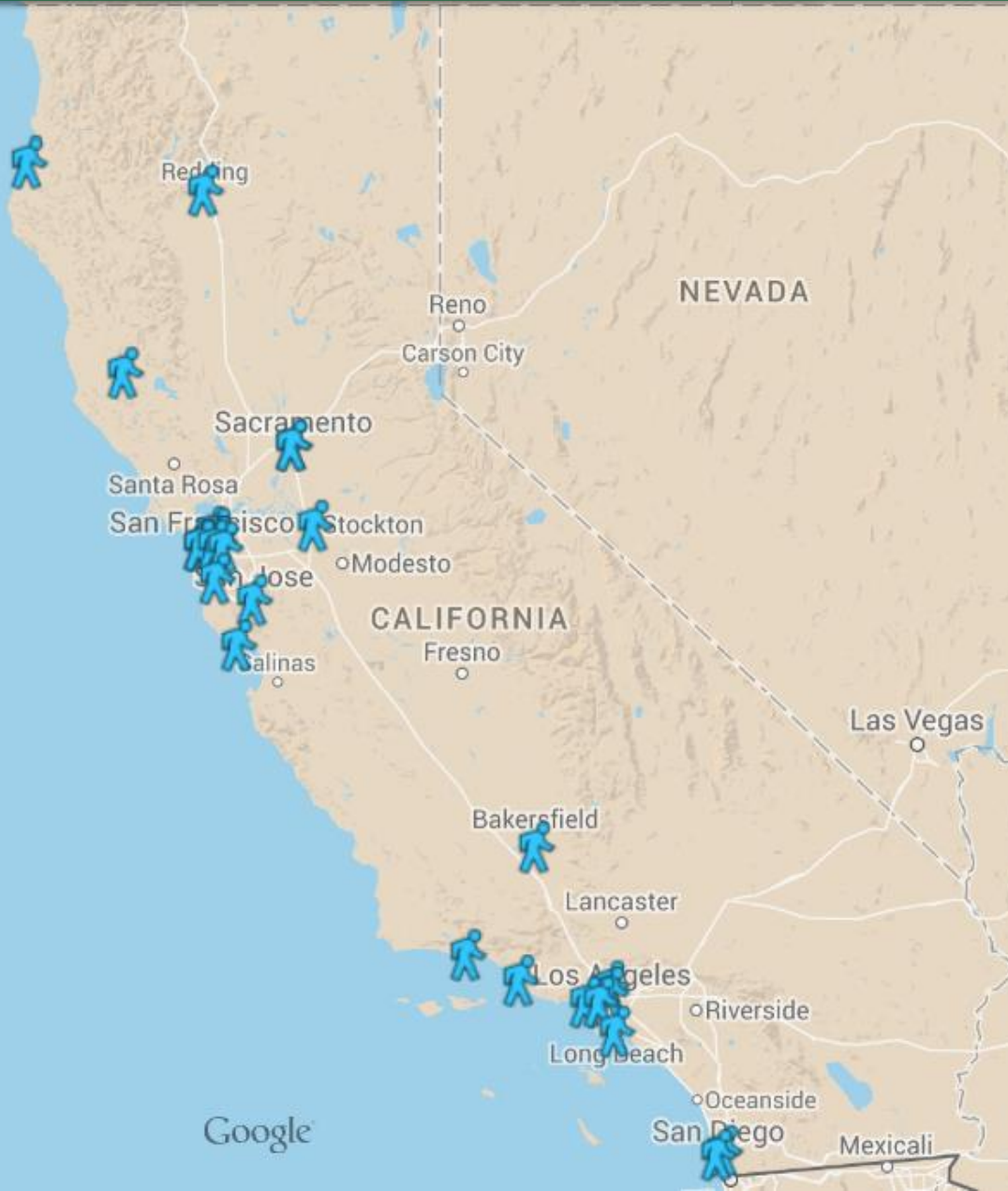


**California Walks**

Stepping Up for Health, Equity, & Sustainability

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

# Our Network



**28 dedicated  
local walk  
advocacy  
groups &  
GROWING!**

# Walkable Communities

## Walkable communities provide:

- **Safer environments** for walking and bicycling (and driving),
- **Better access** to more places,
- More **opportunities to be physically active**, and
- **Mobility options for everyone**, regardless of age or ability.



# Walkable Communities

## Walkable communities provide seniors:

- Improved **physical and mental health**,
- Increased **independence**, and
- **Socialization** opportunities that can prevent isolation.



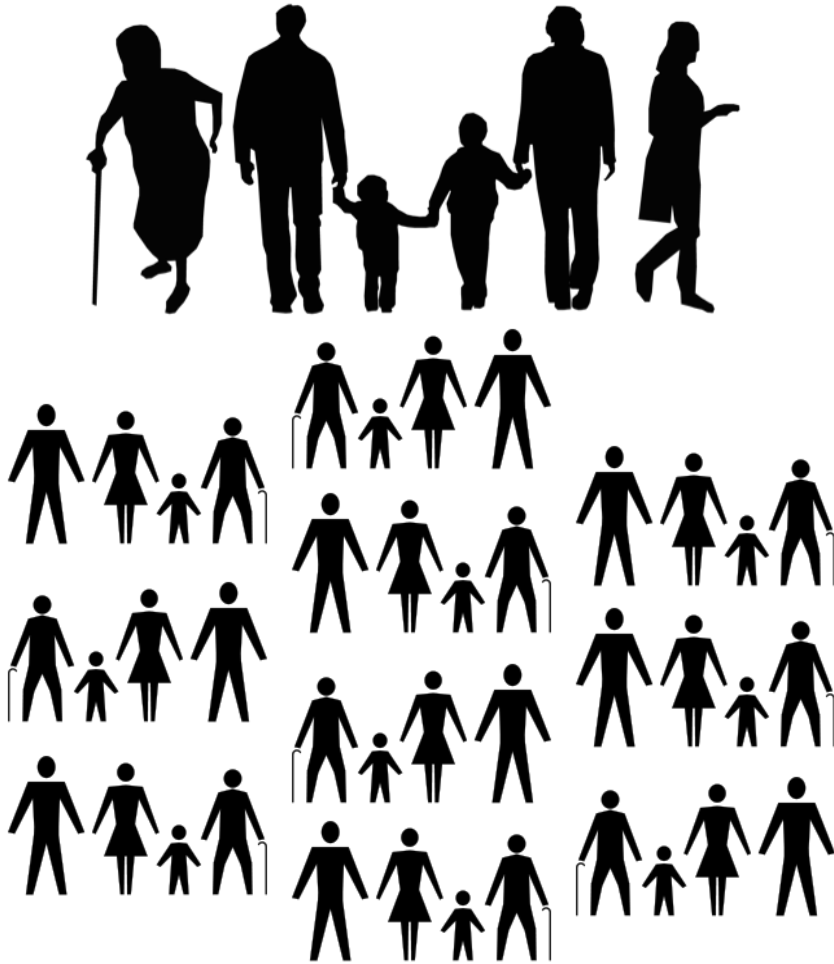
# Senior Safety Zones

- **Senior Safety Zones** establish a lower driving speed (25 MPH) near senior facilities, and are similar to School Zones and Construction Zones. The examples of reduced speeds and warning markings below are from Oakland, CA.



# Path To Senior Safety Zones

## San José STEPS Coalition



- **United ask to all Committees & Council**
- **Attend meetings and make public comment**
- **Send letters and petitions**
- **Host community forums**
- **Meet with Council Members**



# Path To Senior Safety Zones

Senior Citizens  
Commission

Bicycle  
Pedestrian  
Advisory  
Committee

Transportation  
& Environment  
Committee

Recommendation to City Council

City  
Council



# Path To Senior Safety Zones



- Council hosts a hearing on Senior Zones
- Council directs the Department of Transportation to establish a Senior Zone pilot
- Council considers the pilot results for future implementation

# Advocacy 101

- **Make your voice heard—  
share your story**
- **Use data**
- **Make an ask**

# Advocacy 101

- **Make your voice heard—  
share your story**
- Use data
- Make an ask

# Share Your Story



- Do you walk or take the bus?
- Does speeding traffic make you feel unsafe?
- How would Senior Zones improve your daily life?
- Do you support Senior Zones?

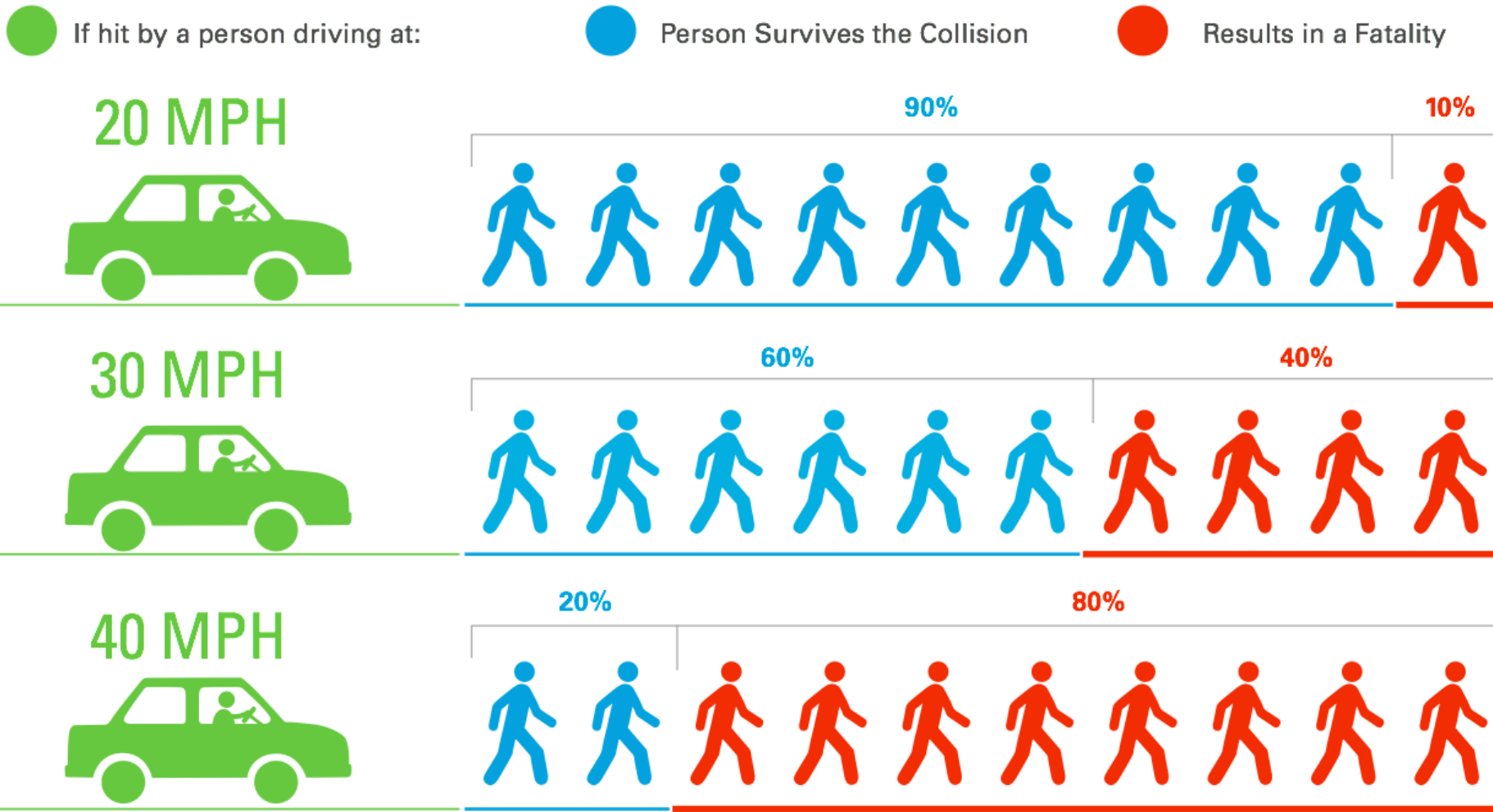
# Community Action Events



# Advocacy 101


- **Make your voice heard—  
share your story**
- **Use data**
- **Make an ask**

# Speed Increases Severity





# Speed Increases Severity



**HITTING SOMEONE**  
AT **40 MPH** IS LIKE  
**THROWING THEM**  
FROM A  
**4 STORY**  
BUILDING

Watch and Slow for Walkers

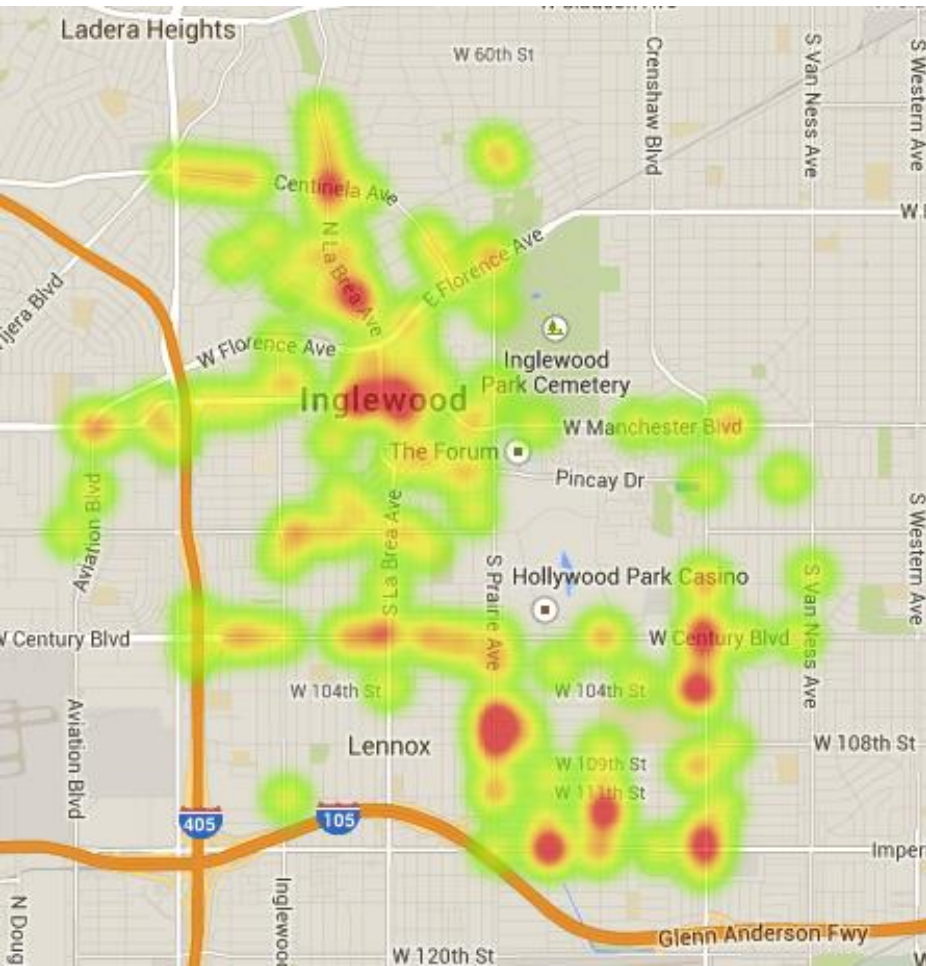
WalkSmartCA.org  
CALIFORNIA OFFICE OF TRAFFIC SAFETY AND CALIFORNIA DEPARTMENT OF PUBLIC HEALTH

IT'S UP TO ALL OF US

# Collision Data

## Transportation Injury Mapping System (TIMS)

[www.tims.berkeley.edu](http://www.tims.berkeley.edu)



**SAFE ROUTES TO SCHOOL COLLISION MAP VIEWER**

Interactive map and data summaries of bicycle and/or pedestrian collisions around school. [Help](#)

Select by County/City/School:

Or Enter an Address:

Types of Collisions:  Bicycle  Pedestrian

Collision Severity:  Fatal  Severe Injury  Other Visible Injury  Complaint of Pain

Years 2010 - 2012:

**Bessie Carmichael/FEC**  
375 Seventh St. | San Francisco | San Francisco County | CDS: 38684786040752

A detailed map of San Francisco showing collision data for the Bessie Carmichael/FEC school. The map is centered on the school's location and displays numerous icons representing collisions. The icons are color-coded by severity: red for fatal, orange for severe injury, yellow for other visible injuries, and white for complaints of pain. The icons are also shaped to represent the mode of transport: a bicycle for bicycle collisions and a person for pedestrian collisions. The map includes street names such as Geary St, Turk St, and Van Ness Ave, and landmarks like the Civic Center and the Embarcadero.

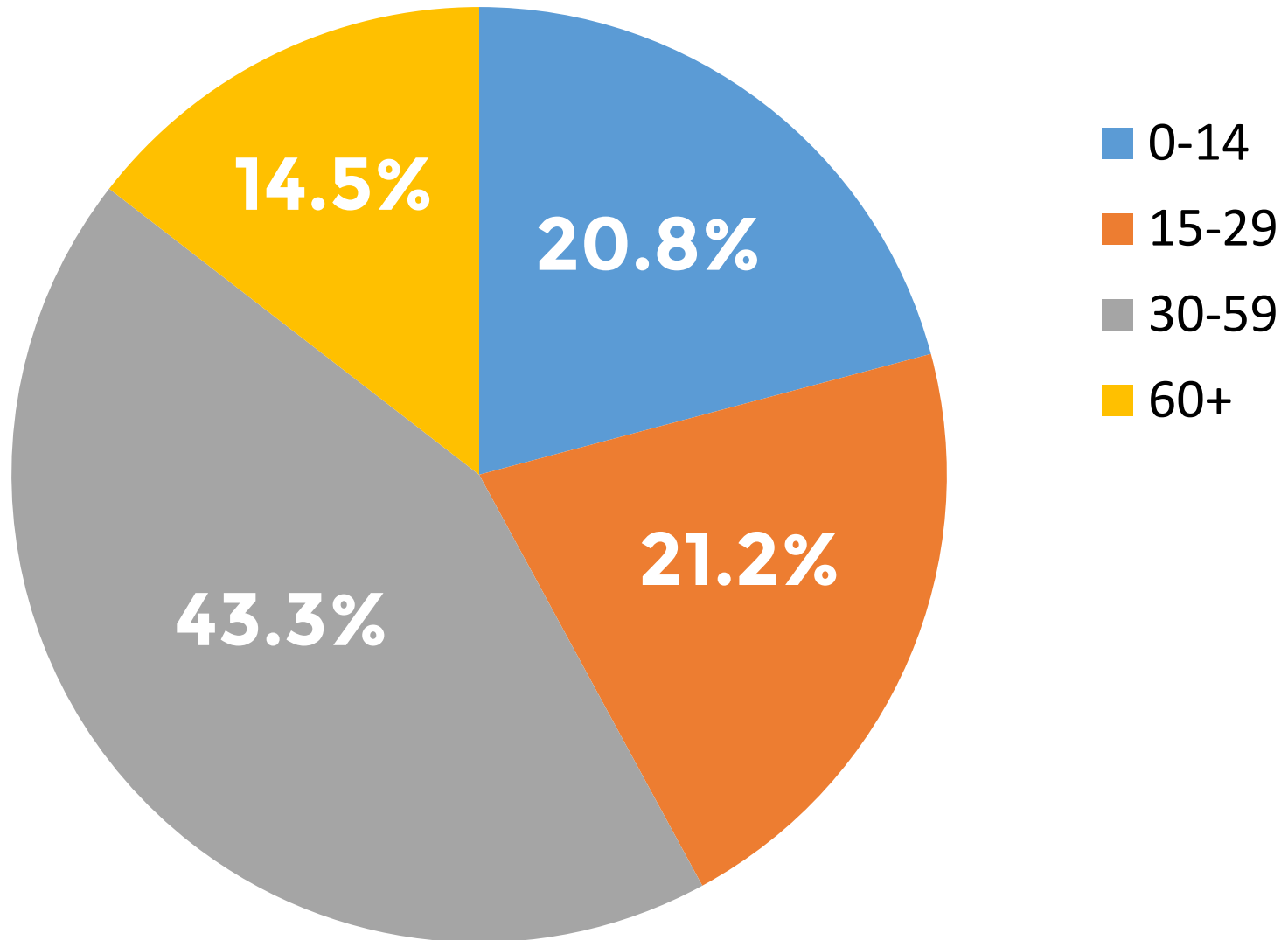
# Seniors at Greater Risk

## Pedestrian Fatalities in California (Per 100,000 Population)

All Ages	65 & Older	75 & Older
1.94	5.03	6.40

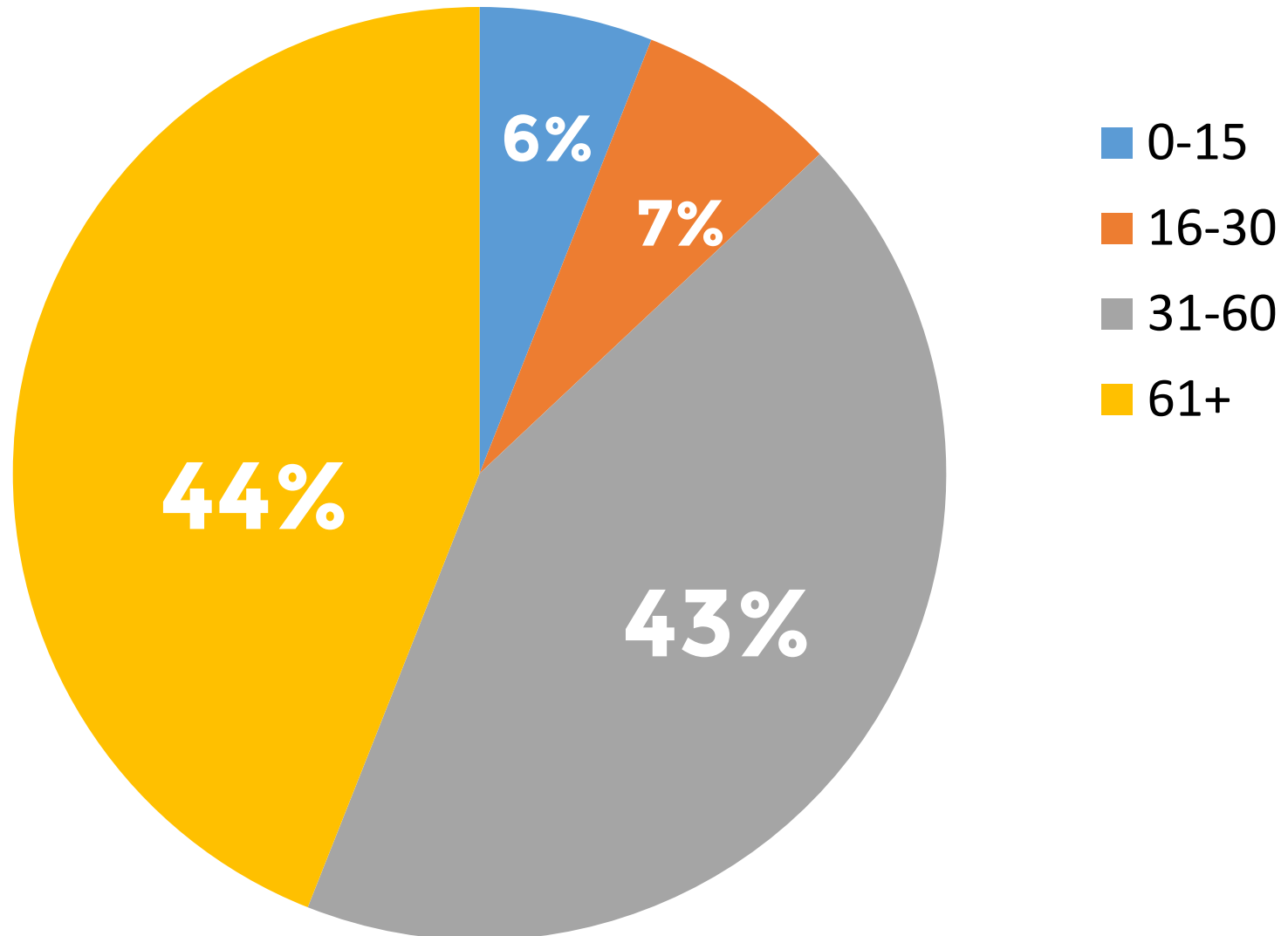
# San José – Population By Age

## 2010 Census



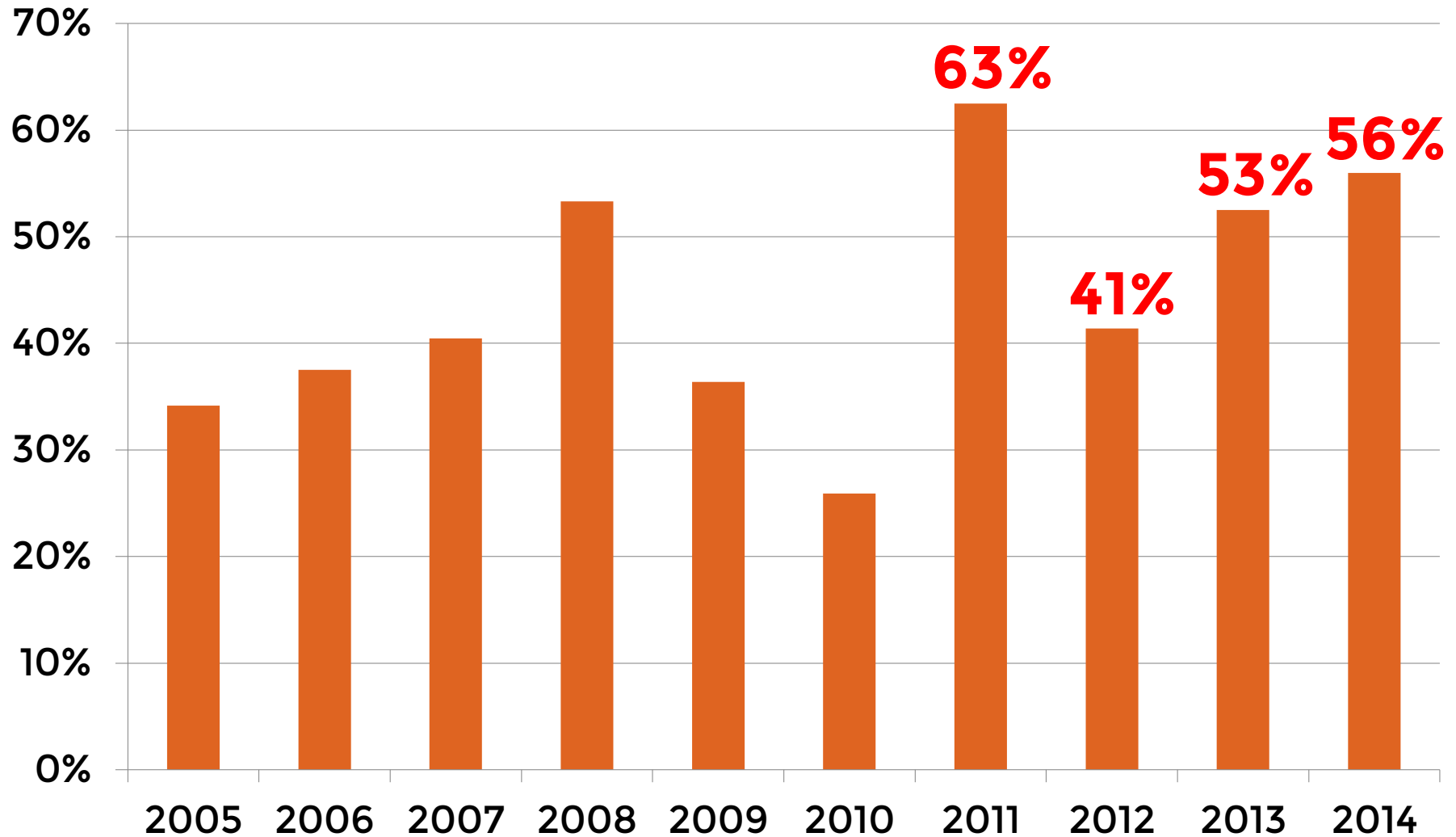
# San José – Ped/Bike Fatalities By Age

**2007-2011**



# San José – Pedestrian Fatalities

## Pedestrian Fatalities as % of All Traffic Fatalities



# Advocacy 101

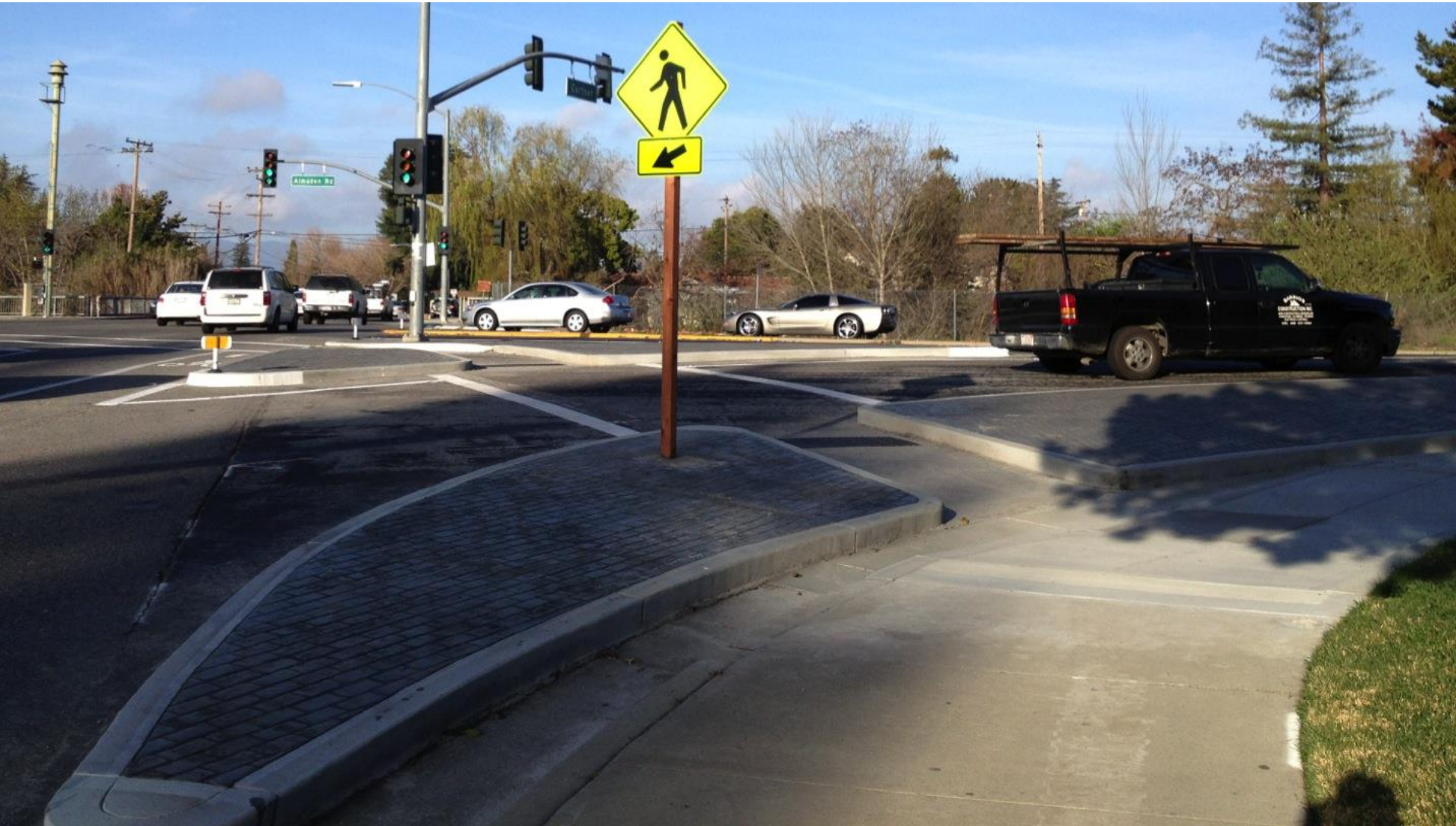
- **Make your voice heard**  
– share your story
- **Use data**
- **Make an ask**

# Successes





# Successes

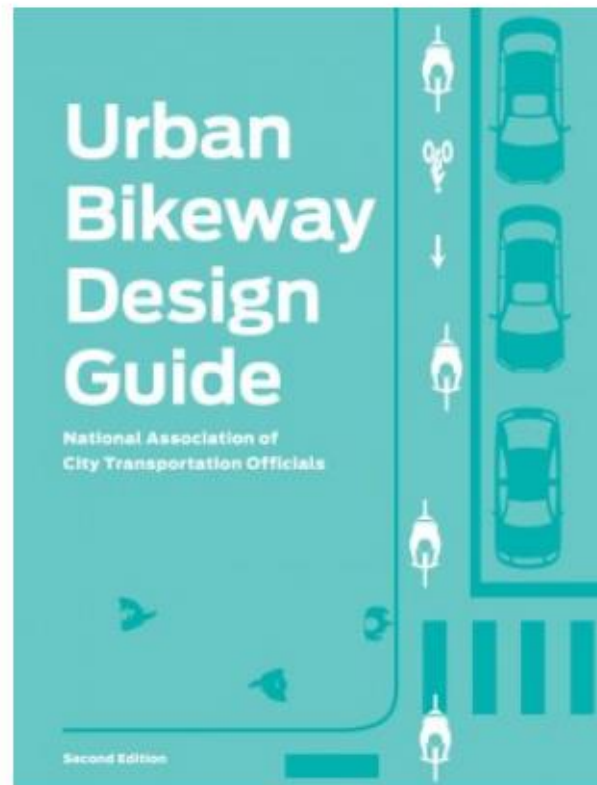
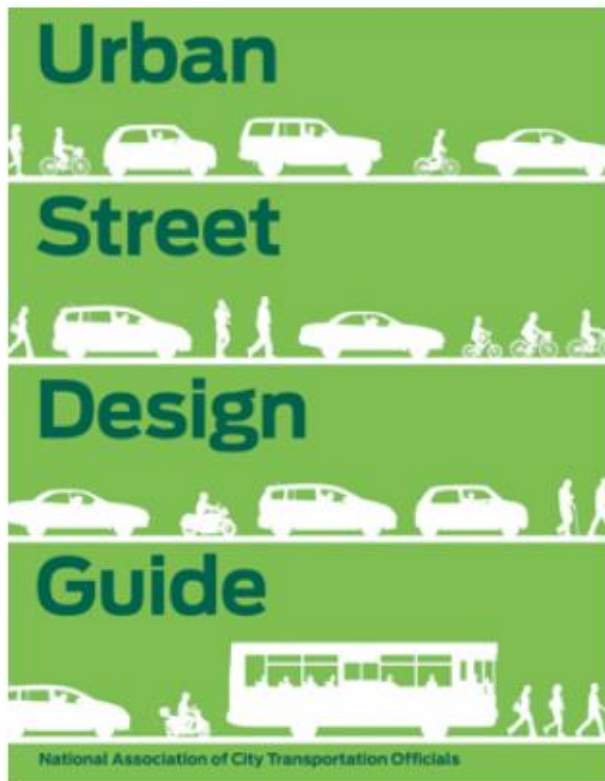


# Successes



- **Signal retiming citywide** at senior/community centers and schools!
  - 13 community centers;
  - 43 senior housing sites;
  - 256 schools;
  - 300 signalized intersections evaluated for retiming

# Successes



The *Urban Street Design Guide* and *Urban Bikeway Design Guide* provide cities with state-of-the-practice solutions for 21st century transportation infrastructure. Drawing on the experience and expertise of leading practitioners, these guides together present a blueprint for complete streets that are safe and enjoyable for everyone using them. Published by [Island Press](#).

# Successes



United States  
Department of Transportation

▼ About DOT   ▼ Our Activities   ▼ Areas of Focus

Home > The Mayors' Challenge

## Mayors' Challenge for Safer People, Safer Streets



*Photo Caption: U.S. Transportation Secretary Anthony Foxx at the 2014 Pro Walk, Pro Bike, Pro Place Conference*

Secretary Foxx is challenging mayors and local elected officials to take significant action to improve safety for bicyclists and pedestrians of all ages and abilities over the next year. Mayors' Challenge participants will be invited to attend the Mayors' Summit for Safer People, Safer Streets in March, and their cities will spend a year helping their communities undertake seven activities to improve safety. The challenge is based on the 2010 USDOT Policy Statement on Bicycle and Pedestrian Accommodation. Click here for an executive summary of the Mayors' Challenge.

Cities can join the challenge here or by emailing their Team Leader's contact information to [pedbikesafety@dot.gov](mailto:pedbikesafety@dot.gov)

Mayors and other elected city officials can participate by leading a call to action and helping their cities take on the Challenge activities outlined below.

### UPCOMING WEBINARS:

- **April 23 - Protecting Pedestrians and Bicyclists, One Safer Truck at a Time** hosted by Volpe
- **May 22 - Mayors' Challenge for Safer People, Safer Streets** hosted by America Walks

*Related Links*

- [Join the Challenge!](#)
- [Mayors' Challenge Executive Summary](#)
- [Mayors' Challenge Q's & A's](#)
- [Mayors' Challenge Cities](#)
- [State DOT Bicycle and Pedestrian Coordinator Contact Information](#)
- [NHTSA Regional and State Highway Safety Offices](#)

*Pedestrian and Bicycle Safety*

**US Department of Transportation**  
1200 New Jersey Ave, SE  
Washington, DC 20590  
United States  
[pedbikesafety@dot.gov](mailto:pedbikesafety@dot.gov)

**Business Hours:**  
9:00am-5:00pm ET, M-F

*Share*



Safer People, Safer Streets

The Mayors' Challenge

- Challenge Overview
- Challenge 1: Complete Streets
- Challenge 2: Fix Barriers
- Challenge 3: Gather Data
- Challenge 4: Design Right
- Challenge 5: Create Networks
- Challenge 6: Improve Laws
- Challenge 7: Educate & Enforce
- Challenge Materials

Road Safety Assessments

Road Safety for Transit Patrons

Research and Data

News

# Successes



# Successes



[californiawalks.org/vision-zero-toolkit](https://californiawalks.org/vision-zero-toolkit)

# Successes



**AGEnts for Change – The Health Trust**

# Safe Routes & Senior Zones

- A Safe Routes for Seniors program will **empower residents to work together** to encourage San José to become a leader in Silicon Valley in traffic safety and active transportation mode-share goals
- Implementation of Senior Safety Zones includes **posting signage, improving street crossings, and enforcing slower, safer speeds** where senior citizens congregate and walk



# Lessons Learned

- Recruit **diverse stakeholders** from the **outset**
- **Open & meaningful dialogue** between community members and governmental representatives produces best results for safety
- **Community engagement** in project development, prioritization, AND implementation

# Lessons Learned

- **Be nimble**—prepare yourself and your coalition to adapt to an ever-changing policy climate
- Include **Vision Zero** and **Safe Routes for Seniors** in the work around the **Age-Friendly Communities** designation for the city and county



**California Walks**

Stepping Up for Health, Equity, & Sustainability

# Questions?

**Jaime Fearer, AICP**

**Planning & Policy Manager**

**[jaime@californiawalks.org](mailto:jaime@californiawalks.org)**

**408-693-0602**



[www.californiawalks.org](http://www.californiawalks.org)



**@CaliforniaWalks**