



# How to Develop a Pedestrian Safety Action Plan

#### Involving Stakeholders

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# **Learning Objectives**

- ⇒ At the end of this module, you will be able to:
  - Describe why and how to integrate meaningful stakeholder involvement in your Pedestrian
     Safety Action Plan





# **Subjects Covered**

- Who are the stakeholders?
  - Individual citizens
  - Staff
  - Citizen-based organizations
    - Pedestrian advisory boards
    - Geographically-based neighborhood groups
    - Business groups
- How to ensure active, meaningful participation





#### **Individual Citizens**

- **⇒** Citizen complaints:
  - Is there a pattern or a history of crashes?
  - Is there a clear design deficiency?
  - Is there already a project in the area that will address the problem?

Always respond, but in a responsible manner, not the squeaky-wheel syndrome.

# Citizen-based Organizations

#### Should represent the community:

- **⇒ Pedestrian Advisory Boards**
- Geographically-Based Neighborhood Groups
- **⇒** Advocacy and Non-Profit Groups
- Use established groups as liaisons with the community
- ⇒ Business groups

# **Public Agency Staff**

Many are already working on ped safety:

- **⇒ MPOs**
- Local, state transportation and public works departments
- ⇒ Transit providers (many ped crashes are related to transit stops)
- **⇒** Health Departments

This leads to better coordination, avoiding duplication of efforts.

#### **Contacting Stakeholders**

#### **Methods of Contacting Stakeholders:**

- Door hangers
- **⇒** Email
- Press releases to <u>news media</u>
- **⇒** Websites
- **⇒** Booths at events/fairs

# Creating events to inform, involve and obtain buy-in

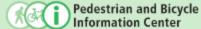
# **Public Hearings/Meetings**



**Primarily Inform** 

**Limited involvement** 





#### **Presentations**



# Inform, Educate

Visuals by Steve Price, Urban Advantage



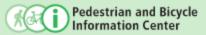


# **Open House / Community Fair**

- ⇒ "Cocktail party" w/o cocktails
- **⇒** Eliminates speeches
- **→ Maximum participation**
- **⇒** Large-scale projects
- □ Technical in nature
- ⇒ Diverse audience
- **⇒** Inform
- **⇒** Consult



**Limited Feedback to Host** 



#### **How to Enhance Open Houses**

- **⇒** Add design/discussion table
- Create "voting" displays
- **⇒ SIMPLE** surveys





#### **Focus Groups**

- ⇒ One-on-one
- ⇒ Small groups with similar needs
  - Senior Citizens
  - Merchants
  - Schools
  - Enforcement
  - Public Health



Conducted during the information-gathering phase



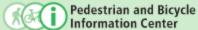
# Walking Audit

**Tour** 







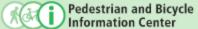


#### **Interactive Workshops**



**Encourage people to work through their differences** 





# Typical Workshop Agenda

- **⇒** Introductions
- **⇒** Visioning exercise
- Concerns list
- **⇒** Presentation
- Stakeholder table discussion
- ⇒ Stakeholder table presentations
- ⇒ What's next



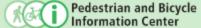


#### **Stakeholder Presentations**



People actively involved in their own destiny





#### Charrette

Multi-day series of events to quickly develop solutions — consists of the events we just covered:

- **⇒** Focus Groups
- ⇒ Field Tour
- ⇒ Presentation
- **⇒**Training
- **⇒ Workshop Activities**



# **Charrette: Training / Briefing**

- Pros and cons of potential solutions
- Opportunity to educate



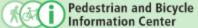
#### **Ongoing Involvement/Information**



#### The public wants to know how their input is used:

**⇒** Websites; newsletters; follow-up meetings





#### **Involving Stakeholders**

#### Summary

**Involving stakeholders includes:** 

- ⇒ Responding to individual citizens
- Coordinating with other agency staff
- **⇒** Using citizen-based organizations
  - Pedestrian advisory boards
  - Geographically-based neighborhood groups
  - Business groups
- ⇒ Holding events to inform and involve

# **Learning Objectives**

#### You should be able to:

Describe why and how to integrate meaningful stakeholder involvement in your Pedestrian Safety Action Plan



# Questions?

