How to Develop a Pedestrian Safety Action Plan

Involving Stakeholders

Presented by:

Peter Lagerway
Senior Planner, Toole Design Group

May 4, 2011
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

1. Who are the stakeholders?
   - Individual citizens
   - Staff
   - Citizen-based organizations
     - Pedestrian advisory boards
     - Geographically-based neighborhood groups
     - Business groups

2. 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:

- Mailings
- Newsletters
- Door hangers
- Email
- Press releases to news media
- 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

Debrief
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
- Anticipate and address contentious issues
- 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?