

CRTP Street Story Outreach in Humboldt County Final Report

March - September 2024



Berkeley SafeTREC

Acknowledgements

Coalition for Responsible Transportation Priorities (CRTP) is located in Goudi'ni (Arcata) on Wiyot land. Ancestral Wiyot lands range from Plhut Gasamuli'm (Little River) in the north to Tsakiyuwit (Bear River Ridge) in the south, from Shou'r (Pacific Ocean) in the west to the first set of qus (hills/mountains) to the east. Waterways in the ancestral lands of Wiyot people include Baduwa't (Mad River), Hikshari' (Elk River), Wiya't (Eel River), and Girrughurrallih (Van Duzen River).

As an organization focused on transportation, CRTP acknowledges that many of today's roads and highways follow traditional Indigenous travelways, and also that the development and "improvement" of local transportation systems in the nineteenth century were inextricably tied up with the abuse and genocide of local Indigenous Peoples by White settlers. We also acknowledge that significant transportation inequities continue to impact Indigenous communities today, including a lack of adequate infrastructure and disproportionate rates of pedestrians and bicyclists killed by vehicles. We further acknowledge, as we strive to reduce the impacts of our transportation system on the local and global environment, that the environment itself is a legacy of the careful stewardship of Indigenous Peoples over the course of millennia.

We pledge to listen to Indigenous Peoples as we strive to improve our transportation systems and address historic and ongoing inequities. We pledge to work with Indigenous Peoples to ensure positive outcomes whenever our actions may impact culturally important resources. In all of our work, we pledge to respect the special relationship of Indigenous Peoples with the land in their historic territories, as well as the ongoing right of Indigenous Peoples to sovereignty and self-determination.

This report was prepared by:

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Introduction

The Coalition for Responsible Transportation Priorities (CRTP) has partnered with SafeTREC and using and promoting Street Story in Humboldt County on California's North Coast since 2019. CRTP uses the reports to help advocate for safety improvements for people walking, biking, and rolling on the streets. We have partnered with different local agencies to use the tool as a reporting system for planning purposes and often use Street Story data to advocate in local planning efforts. We partnered with SafeTREC most recently to conduct ongoing local communication and outreach about Street Story in Humboldt County. Our work involved analyzing Street Story reports made in Humboldt County through March 2024, educating the public about Street Story using a variety of strategies, providing technical assistance and training to local agencies and community groups, and attending and disseminating information about using the Street Story tool at community events and meetings.

Our current Street Story work was conducted from March 2024 to September 2024. At the start of our work Street Story had 1145 reports in Humboldt County. By the end of our work there were 1316 reports in the county. In other words, from the first Street Story report in Humboldt County in March 2019 through February of 2024, Street Story reports in the county averaged about 19 per month. During the seven months of our current heightened engagement efforts, reporting increased to about 24 reports per month, representing an increase in the reporting rate of about 27%.

Our partnership with SafeTREC has given us the opportunity to promote and increase awareness and usage of Street Story in Humboldt County. We were able to reach a diverse group of folks in the community, including but not limited to the Humboldt County Safe Routes to School Task Force, a program that aims to make it safer for children to walk and bike to school; the local Promotores chapter, a group dedicated to elevating folks in the Latinx/Latine community; the local queer & women-centered biking community; Tri-County Independent Living, a local center for disability resources; the City of Arcata Transportation Safety Committee; the McKinleyville Municipal Advisory Committee; and the Rotary Club of Arcata. CRTP and SafeTREC felt it was of importance to reach a large as well as diverse set of community members during our work. Having a wide network of Street Story participants strengthens the data and presence of the tool in our community.

Outreach

Our outreach efforts included tabling at events, providing presentations, attending community bike rides, talking to local transit riders on buses and at bus stops, and attending public meetings and community workshops. We also consistently posted about Street Story on our social media platforms and in our weekly newsletter, The Collector. Each week was a new theme or location that we urged folks to make reports about. Often the subject area was chosen to complement a local improvement plan so that residents could make reports that would be useful for the process. We also highlighted different aspects of the tool to show readers the versatility of the program, such as the Tribal Community option, reminding folks of the ability to report incidents or conditions witnessed while riding the bus, and encouraging reports about safe areas as well as hazards. This was also a useful way to give folks ideas about what kinds of posts they can make. We often utilized narratives from reports already posted that showcased common issues we see locally but are not often posted about, such as sidewalk obstructions and uneven pavement. The Street Story plugs were always paired with photos and links to the platform in English and Spanish. We were even on a radio show! We were graciously welcomed on our local community radio station, KMUD, to chat about Street Story for their Environmental Show segment.

Additionally, CRTP spent time riding our local buses, chatting with transit riders about Street Story and providing handouts. While the numbers of folks making reports who chose “taking a bus” are still low, we believe engaging transit riders was a useful and necessary demographic for our Street Story outreach. Many Humboldt County transit riders are non-drivers and depend on public transit for their transportation needs. While Humboldt County has a well-

developed transit system compared to many rural areas, transit dependent folks still face many issues and inconveniences meeting their transportation needs. On top of being a marginalized community, our local transit riders typically have to spend a lot more time considering and thinking about transportation - which ultimately leads to caring more about improving it. We found it important to target the transit riding community in our Street Story work because they are more likely to be receptive to learning about a street safety improvement platform, they are a marginalized community, they are almost always pedestrians or bicyclists as well, and Street Story reports for taking a bus in Humboldt County were low.



We also got in touch with multiple organizations in the area that have posted the Street Story link to their websites for accessibility and potentially to reach a broader audience. Please see the “Useful Links” section of this report to find examples of other organizations and agencies promoting Street Story on their websites.

We are elated about the diverse groups of people we were able to connect with, and we look forward to how this outreach will grow Street Story in our community!

Events

CRTP has been out and about promoting Street Story at different events around the county!

Bike Valet

Bike Valet is a free service CRTP provides for local events to promote biking. We set up a table and do outreach as people utilize the service or walk by. During these events, we were able to use the Bike Valet as an opportunity for outreach on Street Story and hand out materials for people to make reports in the future. This engaged many folks in the biking community and even got them interested in our other work. Often people would follow us on social media or sign up for our weekly newsletter, both of which we use to promote Street Story. We provided the Bike Valet service at 8 events during this project, including the Humboldt County Bike Month Celebration, the Arcata Bay Oyster Festival, Annie & Mary Day in Blue Lake, the Eureka Friday Night Market, and the North Country Fair.



Farmers Markets

One of our main avenues for outreach was to table at local events in the community. We attended many local farmer's markets where we tabled and did outreach to attendees to learn about Street Story, why it's useful, and how to make reports. We tabled at 13 farmer's markets in Eureka, Arcata, McKinleyville and Fortuna during this project.



Public & Committee Meetings/Open Houses

We assessed Street Story reports in the areas addressed by specific plans and projects and made comments at public meetings and forums about what folks on Street Story were reporting. We attended 8 public and stakeholder meetings to report Street Story data, including the Eureka Bike Plan open house, stakeholder meetings for the Humboldt County Local Road Safety Plan and the South Arcata Multimodal Safety and Improvement Project, multiple Arcata Transportation Safety Committee meetings, and Arcata City Council meeting, a McKinleyville Municipal Advisory Committee meeting, and a Eureka Transportation Safety Commission meeting.



Tri-County Independent Living Expo

We tabled at the Tri-County Independent Living Center Expo, where we had the opportunity to talk to folks in the disability awareness and accessibility community about Street Story.



Community Bike Rides, Rodeos, and Events

We cohosted and attended three local community bike rides, and one bike rodeos, along with other bike related events. One bike ride also included free bike maintenance at Moon Cycles, a queer-owned and operated bicycle and roller skate shop. Moon Cycles' mechanics provided free bicycle maintenance and showed attendees how to do the same services on their own, while CRTP provided Street Story outreach materials and how to make reports.

Bike Month

C RTP partnered with other organizations to co-sponsor and co-plan Bike Month Humboldt. The Bike Month Humboldt Coalition is a group of government agencies, nonprofits, and bicycle advocates who team up every year to host Bike Month activities in May. During this month we planned and hosted a “Tell your Street Story” bike ride where we made stops along the route and prompted participants to talk about where they felt safe and unsafe and why. We then passed out handouts and gave technical assistance for making reports. We also hosted Bike Valet at the Bike Month Celebration event.



C RTP attended a total of 45 events for Street Story from March to September. Some of the other events attended are listed below:

- Decolonizing Economics Summit
- Arts! Arcata
- KMUD Radio Environment Show
- Humboldt Trails Summit
- Eureka Friday Night Markets
- North Country Fair
- Earth Day Bike Ride
- And more!

Presentations

We provided multiple presentations for local groups, including the Arcata Rotary Club, the local Promotores chapter, Arcata's Transportation Safety Committee, the Humboldt County Safe Routes to School Task Force and the Loleta Chamber of Commerce. We provided a total of 8 presentations plus a recorded presentation that was sent to local agencies and posted on our website and YouTube channel. We are excited about the diverse set of groups that we were able to reach.



Presentations were focused on introducing Street Story, why it is important, how to make reports and download data, and how to use the tool in your community. Depending on the group, the presentation would be personalized to fit any project or specific location that would be of interest to the audience. For example, we did a presentation for the Loleta Chamber of Commerce which is in the middle of working on a planning grant to enhance bike and pedestrian connections in the community. This area had very few reports so we added in a section of the presentation that gave an analysis of current reports and described how they could utilize Street Story in their grant by requesting reports from the community prior to the project for planning, and post-project to see how the community feels about the implementations. By obtaining this feedback during the planning stage, the decision makers are able to determine which areas are of priority to the community. At the presentation, the Loleta Chamber also invited us to do outreach on Street Story at one of their community events.

List of Organizations we provided Street Story Presentations to:

McKinleyville Municipal Advisory Committee (MMAC)

The MMAC is tasked with gathering input from the community and providing recommendations to the Humboldt County Board of Supervisors on matters of concern which relate to county services provided to the greater McKinleyville area, including but not limited to public works, health, safety, welfare and public financing. The MMAC also reviews, comments and provides advisory recommendations to the Planning Commission and the Board of Supervisors on proposed zoning amendments, and general plan petitions and amendments located within the McKinleyville planning area.

Tri-County Independent Living (TCIL)

TCIL is a non-profit organization serving people of all disability types and ages to provide disability services and advocacy for disability-related issues.

Humboldt Safe Routes to School Task Force

A program aimed to make it safer for students to walk and bike to school and encourage more walking and biking where safety is not a barrier.

Promotores

A group of people with a passion to support the Latinx/Latine community, promote resources and information and elevate the empowerment of Spanish-Speakers in the North Coast.

Loleta Chamber of Commerce

A network of business owners and professionals that work together to provide community support.

Arcata Transportation Safety Committee

A committee consisting of local residents who have an interest in all modes of transportation including walking, bicycling, skateboarding, driving and public transit. They review matters related to transportation in Arcata and make recommendations to the City Council, the Planning Commission and City staff.

CRTP Member Meeting

A meeting hosted by our organization, CRTP, for our coalition members to meet with us for updates on our work and voice any comments or questions

Outreach Materials

To increase promotion of Street Story in the community, we developed flyers, handouts, and brochures to hang up and pass out around the county. The local city halls, bike shops, traffic schools, and community bulletin boards are a few examples of locations we distributed materials to. We also gave outreach materials to several motivated local residents who posted them around town and did some outreach of their own, including a representative from the Northcoast Environmental Center and the organizer for our local Critical Mass group bike ride. Additionally, we made posts on our social media to let folks know we had flyers available for the community. We received a few requests from those posts, including an employee from the City of Arcata who hung a few of them in their break room bulletin boards.

Another outreach material we developed was our slide deck for presentations. The presentation gave an overview of the Street Story platform, why it is important, how to make reports and see data, and how to utilize it in the community. A copy of our presentation slides can be found in Appendix C.

We also created a recorded version of our presentation that we have posted on our YouTube channel and sent out to different agencies in the county that we were not able to coordinate a presentation with. We hope this will be a useful resource in the future for Street Story outreach and transportation safety in the community, as well as a helpful resource in aiding others to become Street Story leaders in their community.

We also developed an analysis of all the Street Story data in Humboldt County from the platform's inception to the start of our project (March 2024). The report has a general summary of the overall data found in the county, then dives deeper into particular trends within the data in Eureka, Arcata, and unincorporated areas. The report highlights many narratives from Street Story reports to give the reader insight into community members' experiences. The purpose of the report was to provide a robust examination of community reports from the Street Story tool, draw attention to the information in the reports, and spark further conversations about how to address the issues identified by Street Story users. We posted this analysis to our website and often promoted it on our social media and in our weekly newsletter. At tabling events and presentations, we provided printed copies to interested participants and provided electronic copies in follow up emails.



Images of the outreach materials we created can be found in Appendix B.

Social Media

We noticed that many people loved the idea of Street Story and wanted to make reports, but often would forget about making reports or had trouble staying consistent. In response, we developed our “Safety Sunday” campaign, where we made a post about Street Story on Sundays to remind folks to make their reports for the week. We created memes and similar posts to get the attention of social media users for our Safety Sunday campaign. The goal of the campaign was to help our followers in creating a weekly routine for reporting on Street Story. We found this to grab good attention, especially when we posted the link in our stories so people could go directly to the site from our profile. We also found that when we posted funny memes about Street Story it drew more people in.



Once we realized the Safety Sunday social media posts were gaining traction, we also started to post about Street Story midweek to increase the momentum and remind people to post other days of the week. Often this was a Street Story highlight where we would post a screenshot of a recent report and highlight a specific area or issue the report mentioned. We also made videos with CRTP Board members highlighting different locations in the area where they planned to make Street Story reports. We posted these to our Tiktok and Youtube channel, as well. We seemed to get the best engagement from our Instagram and Facebook posts, but still hope to improve our content for Tiktok, Youtube, and other social media platforms. We will continue to post about Street Story on our social media in the future.

Find a sampling of our Street Story social media posts in Appendix A.

Key Takeaways

We found many benefits from grassroots community organizing in order to increase the use of the Street Story platform, expand its reach, and promote sustained community interaction. Grassroots organizing is a powerful strategy for nonprofit organizations that want to mobilize communities, create social change, and influence policies. By engaging people at the local level, we were able to build trust, raise awareness, and foster collective action to improve the availability of qualitative, crowdsourced transportation safety data. This work allowed CRTP to empower and teach others to be Street Story leaders in the community and create and grow networks who are inspired to create change and promote transportation safety solutions. It was also an opportunity to generate awareness and amplify the marginalized voices of our community. The average person does not always have the capacity to attend public meetings, or may not even know when these are happening, where to look for them, or who to contact. Street Story provides people the opportunity to get their concerns and voices heard outside of the traditional public forums. People are also able to make reports about areas of concern that may not be a current active project the local agency is working on. This way their experiences are recorded and may influence the choice of future projects.





A main aspect of Street Story that makes it unique compared to traditional crash data reporting is that it provides qualitative data along with the quantitative data. Qualitative data include the descriptive and conceptual findings collected through questionnaires, observations, etc. (i.e. narratives and comments of the Street Story report survey). Street Story became a useful tool in community driven work and showed the need for qualitative data when implementing community identified safety improvements. Many organizations and agencies we collaborated with found Street Story to be a critical resource for engaging their communities on specific projects.

Since Street Story provides a way for people to provide input and tell a personal story that you wouldn't get in a traditional data source like a law enforcement crash report, it provides a holistic view of what people are experiencing when traveling. Transportation issues and improvements are often complex - accounting for the different modes of transportation and how they all will safely interact with each other - so it was helpful to have qualitative data to explain and interpret any quantitative data. Adding context to otherwise one-dimensional data resources allowed for nuances and richer meaning to emerge. The Street Story data helped identify important themes and patterns in the concerns that people feel while walking, biking, and rolling, such as speeding, unsafe and inappropriate behavior from drivers, locations with a pattern of illegal parking in bike lanes, sidewalks that end or do not accommodate mobility devices, etc. These findings were immensely helpful for our local agencies' planning processes and speak to the importance of getting community feedback in a manner that uplifts the experiences of those whose voices would otherwise go unheard.

Overall, Street Story seemed to be received well in the community. The public saw the value and opportunity to finally have a place to share their experiences, especially with the convenience offered by an online platform. Many committees and agencies saw the value in obtaining feedback from the community in this form and the different perspectives it offered. The opportunity to work with SafeTREC and Street Story on an increased level allowed CRTP to build relationships within the community, expanded our exposure in the community, and increased the use of this important tool.



We found using our social media platforms to encourage people to make reports on Street Story to be quite successful. Our followers appreciated the consistency and convenience. We had multiple messages from people thanking us for posting the link directly in our story and having it available in our Instagram bio as well. Decreasing the amount of steps one had to take and simplifying the process made people more likely to make reports. We also found that urging people to make reports about particular areas helped give people ideas on what to make a report about. People were also motivated to report when the specific locations were in a planning process for improvement projects. They were excited to make their contributions to active projects.

Alternatively, directly talking to community members was a productive technique as well. Attending and tabling at different events in the community gave us the chance to have a dialogue with people about Street Story. We were able to answer peoples' questions and give more detail on how each individual could utilize Street Story for their variety of experiences. When talking to people in person, we had more opportunities to explain why Street Story was useful and beneficial and were able to clear up any confusion they may have had. People often had questions about how the data was being used and what agencies were utilizing Street Story in their work. However, some of the events we attended attracted a lot of tourists, who have a different relationship to and knowledge of local streets and roads than the locals. At certain events like the farmer's markets, many people were not interested in talking to us, which reduced the efficiency of this kind of face-to-face outreach.



Another avenue that was fruitful was presenting at and connecting with the City of Arcata's Transportation Safety Committee meeting. With the committee and attendees already motivated by transportation safety, Street Story was an easy sell.

There was great engagement and questions about the platform and how to use it, in addition to motivating them to use the data in their work. Many of our other presentations were found to be rewarding as well. A few of the groups we introduced Street Story to were currently working on transportation safety projects and our presentations showcased how Street Story could be a beneficial addition to their planning. We explained how Street Story could be used to gain community feedback about how their project was received after installation too. Although some audiences were more engaged and motivated than others, this endeavor was overall a large net benefit to our work.

For the future we would like to see our local agencies and organizations continue to use and promote Street Story, especially to gain community feedback for projects rather than creating their own redundant platforms for community input. Humboldt County agencies using Street Story in their planning processes have the advantage of being able to utilize five years (and counting) of Street Story data rather than relying only on what was reported during their time frame for feedback. Also, having one consistent and cohesive platform for the public to report their experiences would make obtaining their feedback more simple and accessible. CRTP plans to continue engaging with local agencies and their future planning processes to promote the use of Street Story in their work.



As with attending meetings and workshops, continually learning how to use new reporting platforms adds stress and time to the average person's life, which is already quite busy. If people knew there was one place to make these reports and could be confident that their reports would be considered, rather than having to stay informed on every planning process and its own unique community feedback platform, it would decrease the level of stress and energy required to provide their experiences. We believe implementing Street Story as the uniform community feedback tool for these projects would facilitate more engagement from the community. In fact, we have seen a few local agencies using Street Story as a way to get before and after feedback from their community.



The McKinleyville Municipal Advisory Committee has decided to utilize Street Story for a quick build project they are implementing on Hiller Road. They are requesting the community to make reports prior to the installation to get an understanding of the current conditions, in conjunction with other community feedback tactics (i.e. open house and workshops). They then plan to have folks make reports after the quick build installation to get feedback on what road users like and don't like about it, to improve the design for something more permanent in the future.

A similar utilization of Street Story is happening for a grant funded project in Loleta that will help improve the connectivity of the community. The agency in charge of the improvements was ecstatic to have such a helpful platform to record the diverse needs of their community members.

At the City of Arcata, the Transportation Safety Committee has requested that their staff liaison also include quarterly Street Story reports for them to review alongside the crash data from the Arcata Police Department. In our own work, CRTP attended several meetings, open houses, and workshops where we relayed Street Story report findings, such as the Eureka Bike Plan. During the open house for the Eureka Bike Plan we were able to provide feedback for many individual streets and intersections that were reviewed by the city staff and their consultants.

CRTP is very appreciative of the foundational success we were able to accomplish from this project and we are excited to see how the use of Street Story will continue to grow throughout the Humboldt County community.



Useful Links

CRTP's website

<https://transportationpriorities.org/street-story/>

Street Story Data Analysis on our website

<https://transportationpriorities.org/wp-content/uploads/2024/05/Street-Story-Data-Analysis-Final.pdf>

Street Story data for Humboldt County

https://streetstory.berkeley.edu/reports.php?juris_type=county&juris_name=HUMBOLDT

Recorded Presentation

<https://www.youtube.com/watch?v=BnsGP6yUfFo>

Other local agencies' and organizations' pages that have linked to Street Story:

Tri-County Independent Living: <https://tilinet.org/resources/>

CalTrans District 1: <https://dot.ca.gov/caltrans-near-me/district-1/d1-programs/d1-active-transportation-program>

City of Arcata: <https://www.cityofarcata.org/979/Local-Road-Safety-Plan>

Appendix A:

Social Media Posts

Keep up the great Street Story reporting y'all!



It is Street Story Safety Sunday! 🧑🏻‍🦯🧑🏻‍🦼



Make sure to get your reports in about what you experienced on your travels this week. Did you notice a road that could use a bike lane? Is there a street you notice drivers frequently speeding? How about a road you feel unsafe crossing?

Street Story is a fantastic platform to report that sort of information!

Let us know in the comments about what areas you have made reports about. We wanna hear your Street Stories!

Happy and safe travels, friends 🚦🚶🏻‍♂️🚲🧑🏻‍🦯





MAKE IT A ROUTINE!

Reporting on Street Story regularly is a great way for us to keep the data current with the happenings in the community. Making it a routine to report weekly is a fantastic way to keep your reporting consistent.

It is vital for us to hear from our community members on what streets need improvement or where they feel unsafe. It is the opportunity to let your concerns be known and advocate for the changes you want to see!

You can also report on other days of the week, not just Safety Sunday. As we always say: When you see something, report it!

Click the link in our Story or Bio to make a report!

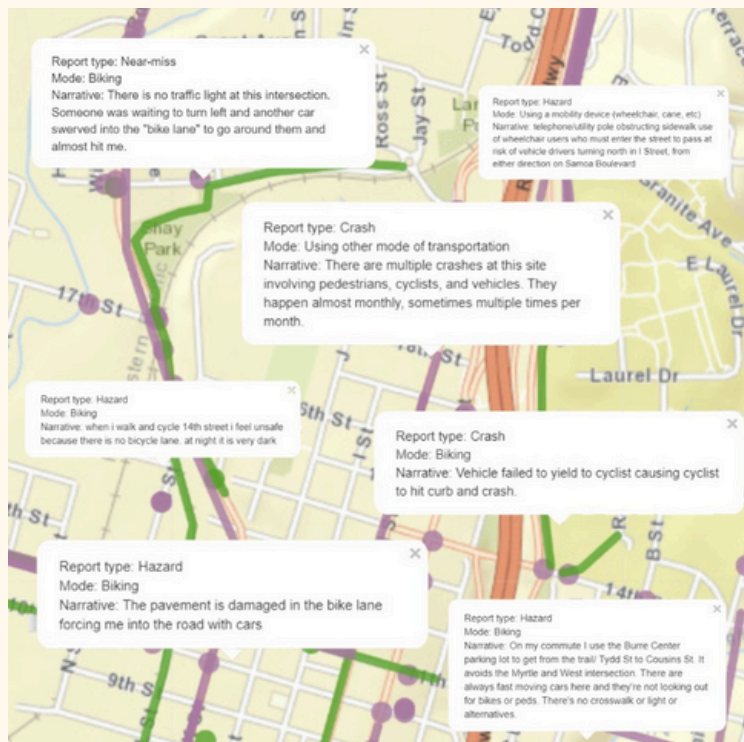
Remember to get your Street Story reports in this week!

C RTP uses the data reported from our community members when advocating for improvements to our streets.

BUT the data is only useful when people are reporting - so we need your help! Take 5 minutes out of your day today and report something you have noticed on recently, a reoccurring issue you see, etc.

Post your submitted report to IG and tag us! 📌

Thank you for supporting the safety and advancement our of local streets!





Remember that Street Story can also be used to report safe areas! In addition to reporting crashes, near-misses, and hazards on the road, the Street Story platform can also be used to report streets that you do feel safe on. Whether that is walking, biking, using a mobility device, and more. Safe reporting helps us understand what areas are doing something right and where people might be traveling to avoid other streets they don't feel safe on. This is all helpful and useful information to get insight on the community's travel experiences. If you haven't been in a crash and can't think of any hazard areas, consider reporting a road or intersection you do feel safe at!

Join our Safety Sunday campaign by taking 5 minutes out of your Sunday to make reporting a routine.

To make a report click the link in our bio or visit: streetstory.berkeley.edu/county/HUMBOLDT

La versión de Street Story en español está disponible aquí: streetstory.berkeley.edu/es/county/HUMBOLDT

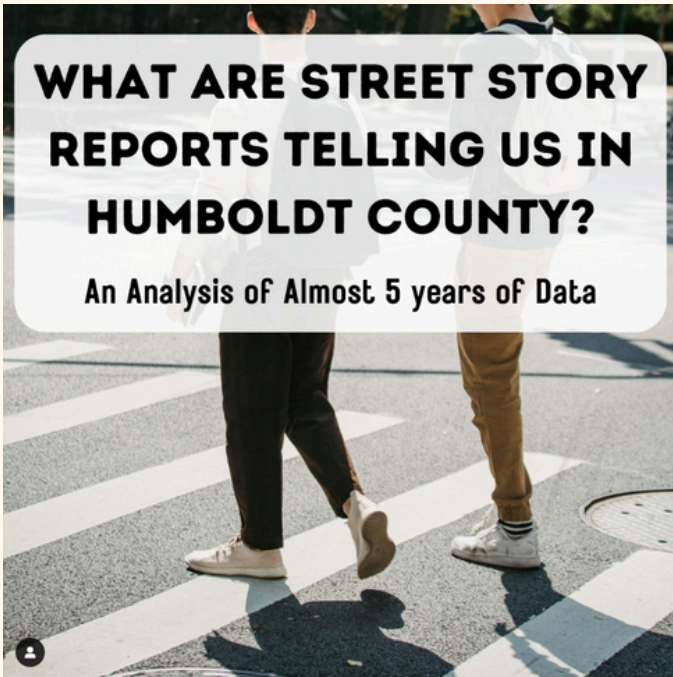
It's Safety Sunday again! Your favorite day of the week 🥰🥰 Make sure to keep your routine and make a report today (or any other day of the week 😊) Reports have been rising and we appreciate each and every one of them! If you are new to Street Story and want some more information on making a report, check out this tutorial video that will walk you through step-by-step:

English version - www.youtube.com/watch?v=6ekhkOACub8

Spanish version - www.youtube.com/watch?v=ddUHOQBJtXs

We are also creating some more informational posts about Street Story in the near future - So stay tuned!





Street Story Data Analysis is here!

Find our new Street Story Data Analysis, "What are Street Story Reports Telling Us in Humboldt County? An Analysis of Almost Five Years of Data", on our website at: <https://transportationpriorities.org/wp-content/uploads/2024/05/Street-Story-Data-Analysis-Final.pdf>

In this report we take a look into all of the Street Story Data in Humboldt County up until March 25th, 2024. We focused our analysis on the county as a whole, but we also took a closer look at the trends in Eureka, Arcata, and unincorporated parts of the county which includes areas like McKinleyville and Bayside.

The report highlights many narratives from Street Story reports to give the reader direct insight into community members' experiences. Street Stories provide robust and qualitative safety information that is not available from traditional data sources, such as police-reported crash data.

The purpose of this report is to provide a rich examination of community reports from the Street Story tool, draw attention to the information in these reports, and spark further conversations about how to address the issues identified by Street Story users.

Have you made a Street Story report this week? Take 5 minutes of your Sunday to make a report about something you noticed this week during your travels!

Click the link in our bio to easily make a report!

Street Story is publicly accessible and available in both English and Spanish





CRTP wants to see your reports and hear about what you are all reporting on!

Share a screenshot of your report on your story or let us know in the comments what you are reporting on. I'm sure many other people share the same concerns!

Looking forward to seeing what y'all have noticed out on the streets!

Street Story - I have the data, now what?

Join the conversation at the next Street Story webinar on 4/17 1-2pm, "I have the data, now what? Part 2"! In this webinar, you'll hear success stories from Street Story partners, gain knowledge about packaging data, and learn about helpful resources for collecting and analyzing transportation safety data. CRTP was a presenter in Part 1 of this webinar. We're excited to be listeners and learners this time around!

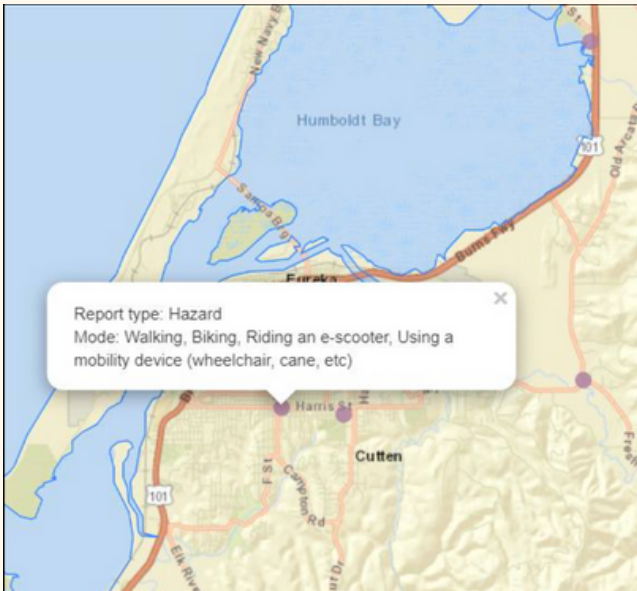
*If you are interested in attending, you can register here:
<https://safetrec.berkeley.edu/news/register-now-417-street-story-webinar-%E2%80%9Ci-have-data-now-what%E2%80%9D-pt-2>*

As always, keep up the Street Story reporting and we will see you at the webinar on April 17th!

Berkeley SafeTREC

Street Story webinar: "I have the data, now what?" Pt. 2

Date & Time	Apr 17, 2024 01:00 PM in Pacific Time (US and Canada)
Description	Join SafeTREC on Wednesday, April 17th, to hear success stories about our Street Story partners, to gain knowledge about packaging data, and to acquire internal and external resources to help you better address challenges when collecting and analyzing data.



C RTP urges you to add a narrative when reporting on Street Story!

We are elated that many folks are making Street Story reports but we have noticed some folks haven't been adding narratives. While writing a narrative is not a required part of making Street Story reports, they are one of the more helpful attributes of Street Story report data. The narrative gives more context to the data and helps inform those utilizing the data for street improvement about the specific issues of those areas.

We thank you for your time adding reports and want to see it continue and even grow!

Happy Street Story Reporting!

City of Arcata looking for Community Input in South Arcata!

The segment of Samoa Boulevard in Arcata is known for being a hazardous and potentially dangerous area of the town.

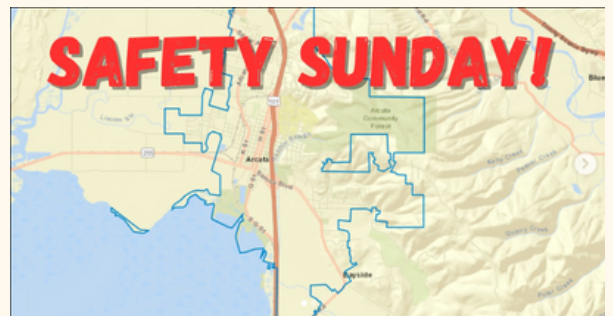
Many bicyclists and pedestrians have reported the risky situations they have faced on this road to Street Story, and we know there are many more out there.

The City of Arcata has been awarded funding to analyze the existing conditions surrounding Highway 101 and State Route 255 (Samoa Boulevard) interchange. They will be conducting community outreach events to gather input from the community to form a design for safety improvements.

We still urge you to join any community engagements efforts that this taskforce will set forth, but a great way to add your feedback is to make reports about this area to Street Story. C RTP can utilize the reports done by folks in the community in this area to use in our advocacy of this project.

<https://streetstory.berkeley.edu/city/arcata>

<https://www.cityofarcata.org/1085/South-Arcata-Multi-Modal-Safety-Improvem>

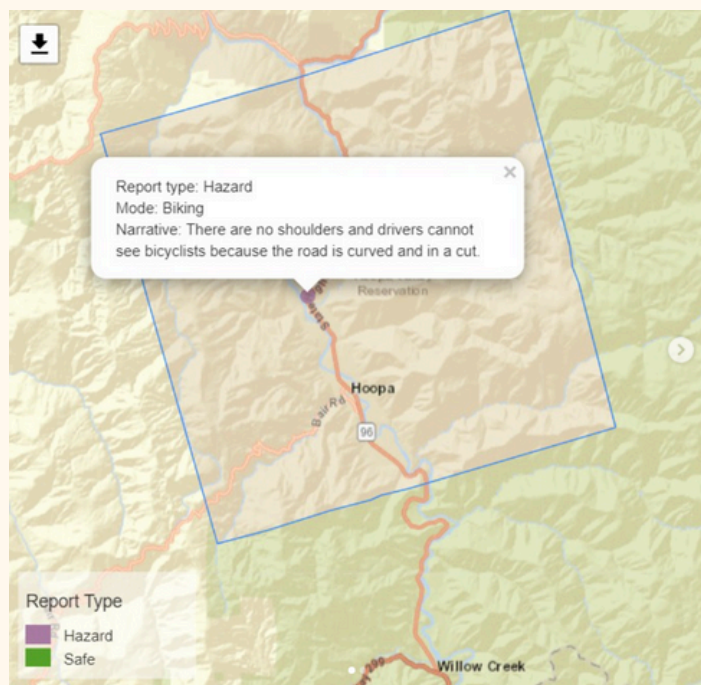


South Arcata Multi-Modal Safety Improvements Plan (SAMSIP)

Planning and Concept Design Development Phase



In August 2023, the City of Arcata was awarded funding through the Department of Transportation Planning Sustainable Communities Grant. The South Arcata Multi-Modal Safety Improvements Plan (SAMSIP) aims to analyze the existing conditions surrounding the Highway 101 and State Route 255 interchange at the southern end of the City of Arcata. In the beginning of 2024, the City of Arcata selected GHD and RCAA as its consultant and sub-consultant after completing a request for proposals process. The City will work with GHD and RCAA to form a project taskforce and conduct community outreach events to gather input from the community and form a 30% concept design to present to the Humboldt County Association of Governments (HCAOG) and the City Council.



Happy to see so many folks from outside the general Arcata/Eureka area making Street Story reports!

Did you know that @ucbsafetrec has adapted the Street Story tool for use in and by Tribal Communities in CA?

When choosing which area you would like to make a report in you can click tribal and select which tribe's territory you would like to report in!

C RTP is aware that bike and pedestrian safety is a challenge in tribal communities. The Dangerous by Design study that was recently completed showed that native communities have the highest rates of pedestrian fatalities compared to any other racial/ethnic group.

Street Story provides the opportunity for tribal communities to have an active voice in the safety of their streets and for the people on them.

<https://streetstory.berkeley.edu/tribal>

Making Street Story reports with your kids is a fantastic way to teach them about street safety and have them considering their surroundings while on the road.

The experience of reporting on Street Story can empower children to care for their safety on streets and how their surroundings effect it.

Learning to make reports on Street Story can also be an interesting way for littles to learn computer skills. They get to interact with a GIS map and figure out where on the map the location is they are searching for.

They then get prompted through the Street Story report survey where they will come across questions about their experience and what they think could improve it. They also get the chance to come up with a narrative or comments, giving them creative space and consideration for their own thoughts and ideas.

All the while teaching them that how they feel about their safety matters and there is somewhere to report it!

Children 13 and over can make reports independently while those 12 and under can make a report with guardian supervision.





Notice any sidewalk obstructions?

Overgrown vegetation, utility poles/boxes, cars parked on the sidewalk, and more are all examples of sidewalk obstructions that can be reported on Street Story!

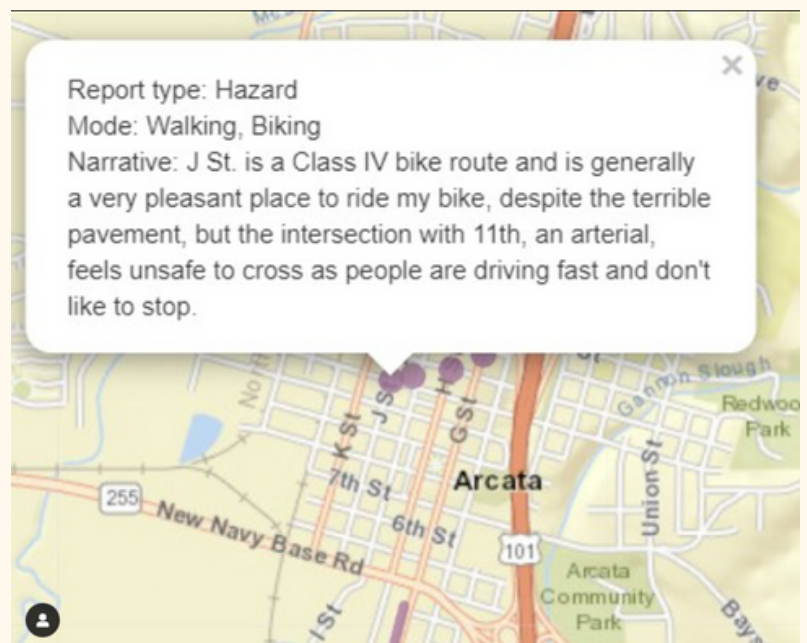
It is crucial that people -- regardless of their disability, age, income, or other constraints -- can get from one place to another independently, and without challenges. That makes accessible sidewalks vital.

Report any obstructions or obstacles on the sidewalks so we can have data on to show where our local sidewalks need improvement!

Street Story Highlight Time!

Anyone have a similar experience as this Street Story reporter? Tell us in the comments!

Keep up the good reporting, friends!



Visit Street Story

Street Story was developed by UC Berkeley's Safe Transportation Research and Education Center (SafeTREC).



A section of U.S. 101 on South Broadway in Eureka (Humboldt County)

CalTrans has added Street Story to its Active Transportation Program page!

C RTP is partnered with our CalTrans district to utilize Street Story reports when initiating projects.

Do you have any experiences to report about CalTrans roads? Broadway, 4th/5th in Eureka, 101, etc. Post them on Street Story

In their draft Local Road Safety Plan, the City of Arcata did a review of Street Story reports in the process of deciding where to put its safety focus!

The website also encourages people to keep making reports on Street Story.

The LRSP will be used by the City to help develop and implement road safety goals. The LRSP is a living (dynamic) document and will be updated every two to five years in coordination with the project team and stakeholders.

Currently the City staff are planning to submit a grant application for Highway Safety Improvement Program (HSIP) in September 2024 for the improvements recommended in the LRSP.

This is a great example of how reports can actually make a difference and why we encourage folks to make them!

<https://www.cityofarcata.org/979/Local-Road-Safety-Plan>
<https://streetstory.berkeley.edu/>

Local Road Safety Plan

Project Summary

The City of Arcata and Redwood Community Action Agency worked together to improve the safety of our city's streets by creating a Local Road Safety Plan (LRSP). An LRSP is a data-driven safety plan that utilizes input from the public, collision data, and risk factors to identify road safety concerns and develop roadway improvements. The Project Team considered education, engineering, enforcement, emergency medical services, and equity to make Arcata safer for motorists, bicyclists, pedestrians, and other non-motorized travelers. With help from you, we identified unique safety needs in Arcata! It was an excellent opportunity to share safety concerns and ideas to foster solutions to improve quality of life, safe routes to school, and mobility for all modes of transportation. View the results of the LRSP here:

[2024 Local Road Safety Plan \(LRSP\)](#)

We encourage the public to continue using StreetStory, an interactive online mapping tool, to highlight areas where road safety can still be improved. StreetStory is easy to use and helps public agencies understand local needs.

Click on the button below to go directly to StreetStory

StreetStory

Your Input is Appreciated!

StreetStory

En Español

¡Su aporte es apreciado!





Interested in Street Story Flyers to hang at your business, local bulletin board, etc.?

*We can provide those for you!
Email us at:
kelsey@transportationpriorities.org*

Or shoot us a message here!

Join us for bike ride on Sunday May 5th @ 11 am!

Bike Month is coming up and we are celebrating by hosting a bike ride to inform the community about the Street Story platform and how to make reports!

We will meet in front of the Creamery Building in Arcata on 9th St in between L & N St at 11 am. Participants will be encouraged to take note of what safety hazards they observe. Through out the ride we will make stops to discuss what we noticed and make reports based on our observations. We will discuss the importance of the Street Story platform for the community and get participants comfortable with using the website to make reports in the future.

Looking forward to seeing you all for a fun and informative ride!

Tell your

STREET STORY

Bike Ride

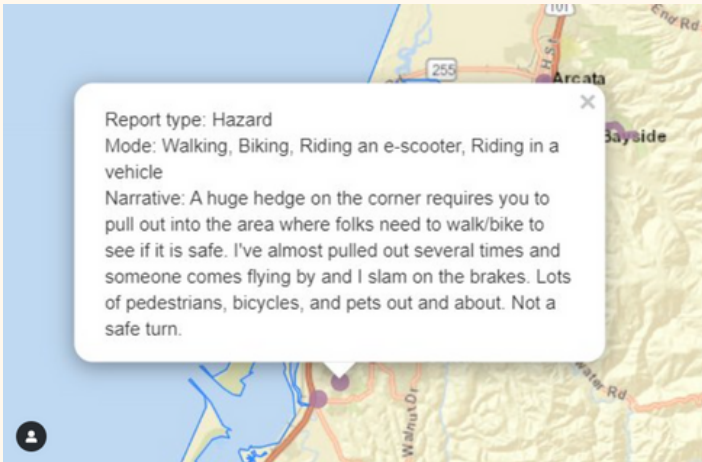
C RTP is hosting a bike ride to celebrate
Bike Month Humboldt!

Learn how you can help make streets safer
by reporting on your biking experiences!

May 5th @ 11 am

Meet in front of the Arcata Creamery
Building on 9th St between L St & N St.



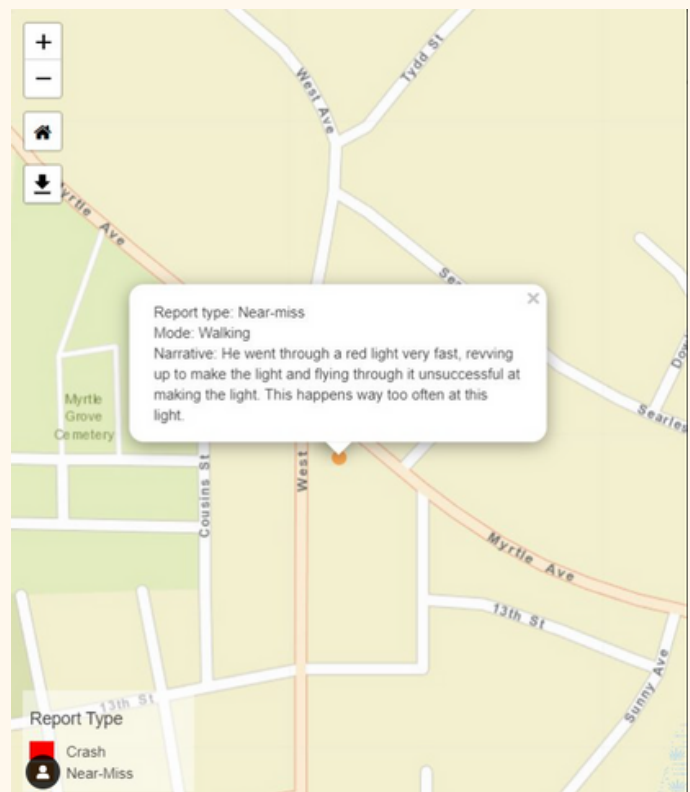
✨Street Story Highlight!✨

I'm sure we all can think of a blind turn or two. Where is one on your mind? Report it on Street Story!

<https://streetstory.berkeley.edu/county/HUMBOLDT>

What's your experience at the intersection of West and Myrtle?

Tell us on Street Story!





Are you unsure of how to make a report on Street Story? We hope this post will clear that up!

First, go to <https://streetstory.berkeley.edu/> (or find it in the link in our bio)

Type in the city, county, tribal land, or unincorporated area you want to report in

Find the specific location and either place a pin or draw a line for the area you want to report on

Choose either crash, near-miss, or safe or unsafe/hazardous place to travel.

You will then be prompted to fill out a short survey about your report. Follow the prompts to report what mode of transportation you were utilizing, what the conditions were, and write a narrative of the occurrence and/or issue of that area.

Once everything is complete, make sure to submit!

The demographic questionnaire is optional and not required to submit a report. This is used to confirm we are reaching a broad audience.

Reach out to the CRTP team for any questions or assistance with Street Story and let us know if you are interested in a Street Story presentation for your agency or organization!

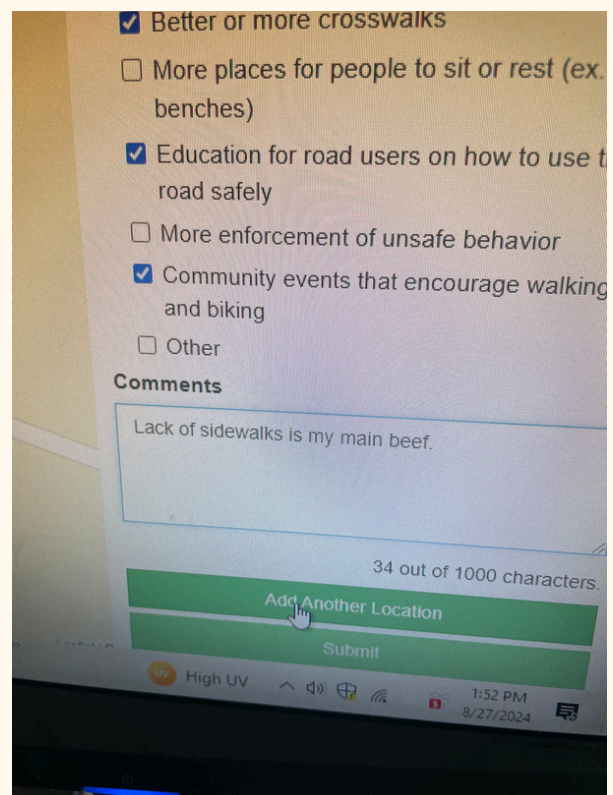
As always, we greatly appreciate your continued support and advocacy toward improving the street safety of the North Coast 🙌🙌🙌

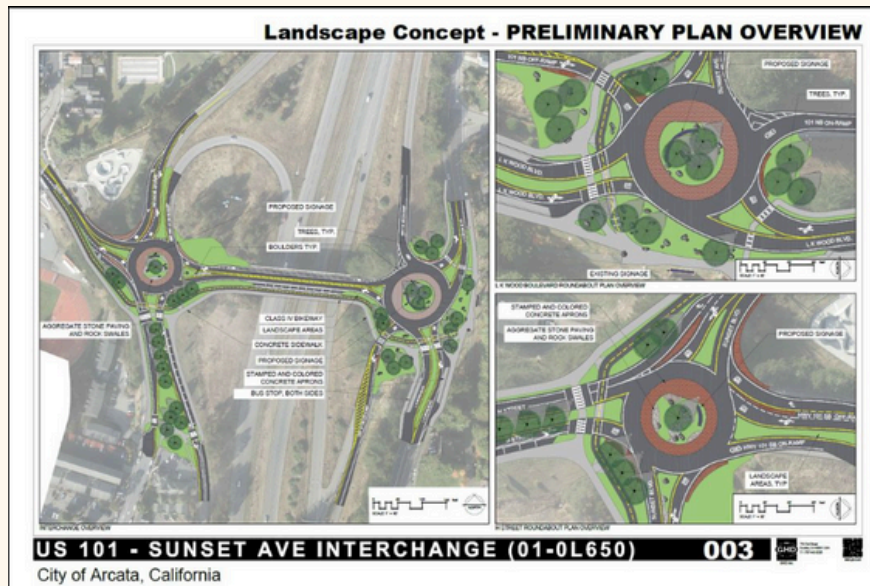
What's your street safety beef??

It's Safety Sunday everyone! Which means it time to get those reports in about what roads need improvements.

Whether your beef is with a lack of sidewalks on your grocery store route or anything else during your travels - make sure to get it reported on Street Story!

<https://streetstory.berkeley.edu/county/HUMBOLDT>





Arcata City Council Gets Update on Sunset Ave & US 101 Interchange Project!

On Wednesday, the Council saw new designs for the project, which features a pair of roundabouts replacing the dangerous and complicated intersections on either side of the US 101 overpass. Responding to previous input from CRTP, the new designs provide a separate bike path and sidewalk across the bridge and through the southern ends of the roundabouts. Unfortunately, the designs do not provide any connections to and from the new bike path that do not require bicyclists either merging with car traffic or riding on the sidewalk. We are advocating to make sure these and other safety problems get fixed before the project is built.

Despite the shortcomings of the current designs, we know something major needs to happen here, in part due to the many Street Story reports. If you have experience walking or biking in this area, don't forget to make a Street Story report! Participants to date have reported many crashes and near-misses due to the complexity of these intersections. Bicyclists report a bike lane that leads them to the intersection but no further indication on how they should engage with the intersection safely. They also have to cross wide lanes of often high flow traffic with people speeding. This area is clearly designed for cars, but the current design is poor and confusing even for people driving, let alone bicyclists, pedestrians, etc., who are traveling through this area.

Appendix B:

Outreach Materials



**TIME TO SHARE YOUR
STREET STORY**

Have you experienced
crashes or near misses
when traveling in
Humboldt County?

Are there hazards on our
streets or safe locations
you've found?

Join hundreds of other
Humboldt community
members in making a
report today!

Making a report
is quick & easy!

It only takes
5 minutes!

streetstory.berkeley.edu/county/HUMBOLDT

Funding for Street Story is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

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STREET STORY

An online platform to share stories about where you've been in a crash or near miss, or where you feel safe or unsafe traveling.



Berkeley SafeTREC



Join hundreds of other Humboldt community members in making a report today!

<https://streetstory.berkeley.edu/county/HUMBOLDT>

Funding for Street Story is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

How to share your Street Story!

For detailed instructions, please visit:
<https://safetrec.berkeley.edu/tools/street-story-platform-community-engagement>

Make a report



Watch a tutorial



- Type in the city, county, tribal land, or unincorporated area you want to report in
- Find the specific location and either place a pin or draw a line
- Report this site as where you experienced a crash, near-miss, or safe or unsafe/hazardous place to travel.
- Follow the prompts to report what mode of transportation you were utilizing, what the conditions were, and write a narrative of the occurrence and/or issue of that area.
- Once everything is complete, make sure to submit!

The demographic questionnaire is optional and not required to submit a report. This is used to confirm we are reaching a broad audience.

What Happens Next:

Reports you make on Street Story help inform decision making by public agencies for street safety improvements and help advocates like CRTP make the case for safer streets for all!

WHY USE STREET STORY?

Community organizations and agencies can use this information to gain an understanding of local needs, for transportation safety planning, community organizing, safety programs, project proposals and more.

Reports you make on Street Story are reviewed by public agencies deciding whether to make street safety improvements and by safety advocates like CRTP. Reports have been used on the North Coast by local cities, counties, and Caltrans in their safety improvements. CRTP uses Street Story reports in our education and advocacy as well. Street Story reports help make the case for safer streets!

If interested in learning how your own community can use Street Story, please email us at:

admin@transportationpriorities.org

To make a report on Street Story:



transportationpriorities.org



admin@transportationpriorities.org



@crtp_northcoast



Coalition for Responsible Transportation Priorities



TRAFFIC SAFETY

Berkeley SafeTREC



CRTP

STREET STORY: COMMUNITY ENGAGEMENT FOR SAFER STREETS

An online platform to share stories about where you've been in a crash or near miss, or where you feel safe or unsafe traveling

WHAT IS STREET STORY?



Street Story is a community engagement tool that allows residents, community groups, and agencies to collect information about transportation crashes, near-misses, general hazards, and safe locations to travel.

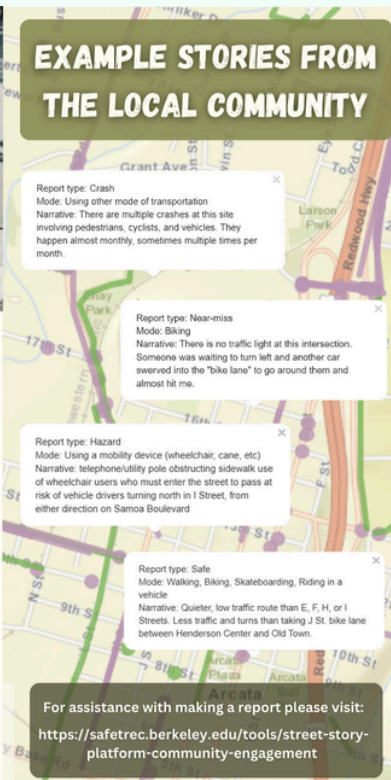
The platform features a survey where people can share their travel experiences. Once a record has been entered, the information is publicly accessible on the website with maps and tables that can be downloaded.

Street Story is free to use, publicly accessible and available in English or Spanish for California residents age 13 and older.

CRTP has partnered with UC Berkeley's Safe Transportation Research and Education Center (SafeTREC) to promote using Street Story on the North Coast since 2019.

Funding for the program is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

EXAMPLE STORIES FROM THE LOCAL COMMUNITY



STREET STORY REPORT DATA



Street Story report data is easily accessible and available to download right to your device. The reports are summarized in a variety of orientations (i.e. reports by mode/cause, yearly trends, etc). Data can also be narrowed down by a particular time frame. This gives the user a dynamic view of the reports made.

Appendix C:

Presentation Slide Deck



What is Street Story?

- Online platform to report and share stories about crashes, near-misses, and hazards, and safe places to travel
- Data is used by community groups, agencies, and more to gather data on the safety of their community to make informed decisions and improvements
- Street Story is publicly accessible, free to use and available in English and Spanish

Street Story Data

- A collection of community experiences about safety issues on the road
- Data can be sorted and viewed in different ways, including by mode, by year, or even zooming in to look at individual reports and narratives
- Data can be downloaded to use in projects, outreach, proposals, and more
- The more reports are made, the more useful Street Story is - so make reports!

Street Story is a complement to other data sources but is not a substitute for reporting crashes to the police.

Why is Street Story Important?

- Street Story is being used to complement transportation safety efforts in a number of communities across California
- CRTP has been using and promoting Street Story on the North Coast since 2019
- Street Story can be used for community outreach, reporting systems, advocating efforts, community-led improvement efforts, and more
- SafeTREC has adapted the platform for use in and by California Tribal Lands

Keep Street Story useful by making reports and telling a friend!



Give Input

Which area would you like to give input in?

Which city would you like to give input in?

Useful links:

[See Data](#) [Resources](#) [Community Stories](#) [Custom Boundary](#) [About](#)

[EN](#)

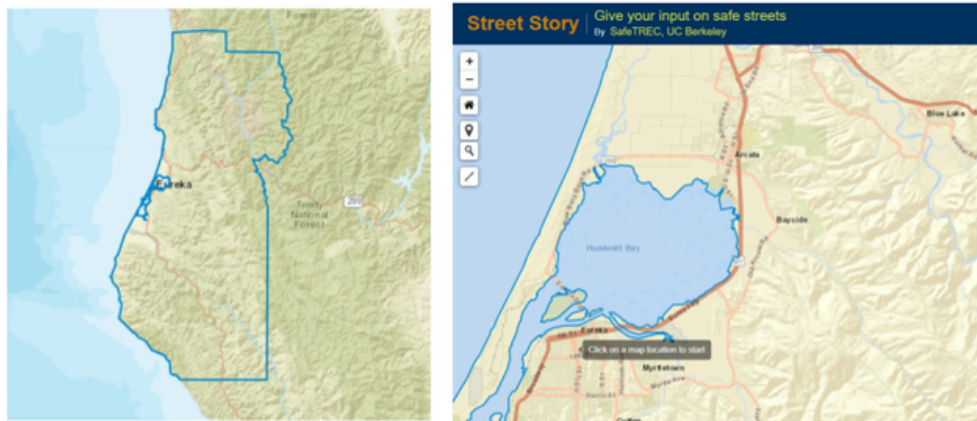
Choose Location Type or See Data

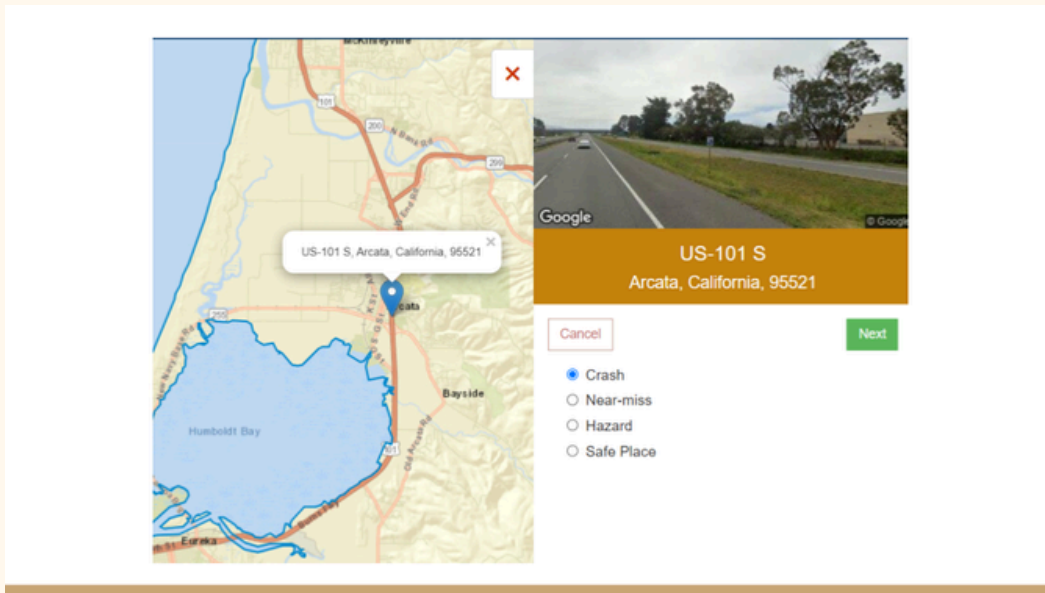
Choose location type for your story or see stories in your area.

Location Type See Data

Specific location (Point) Streets (Line)

EN





Cancel

PreviousNext

1. I was

Biking

 when this crash happened.

1. a) Were you using a shared bike or an e-bike?

☐ Yes, a shared bike
☐ Yes, an e-bike
☐ Yes, a shared e-bike
☐ No

2. This crash happened in:

Report month/year

Report a date

3. When this crash happened, it was

☐ Day
☐ Night

Walking

Walking
Biking
Riding an e-scooter
Taking a bus or train
Using a mobility device (wheelchair, cane, etc)
Riding in a vehicle
Other

1. a) If you were using a mobility device, what kind were you using?

☐ Wheelchair
☐ Walker or cane
☐ White cane
☐ Guide dog
☐ Prosthetic
☐ Other

4. Who else was involved?

☐ Vehicle driver
☐ Pedestrian
☐ Bike rider
☐ E-scooter rider
☐ Someone taking a bus or train
☐ Someone using a mobility device (wheelchair, walker, etc)
☐ Other
☐ No one else.

5. Were you or anyone else injured in the crash?

☐ No
☐ Someone had minor injuries
☐ Someone had severe injuries
☐ Someone died

6. Was this crash reported to the police?

☐ Yes
☐ No

7. What do you think caused this crash?

- ☐ Poor/missing sidewalk
- ☐ Poor/missing bike lanes or paths
- ☐ Cracked/uneven street
- ☐ Poor lighting
- ☐ Signs, signals or markings were not working or missing
- ☐ There was an obstacle in someone's way
- ☐ There was loose gravel, ice or water on the road/sidewalk
- ☐ The road was curving, I couldn't see what was coming
- ☐ There was an animal in the way
- ☐ There was overgrown vegetation
- ☐ Someone didn't yield
- ☐ Someone was speeding
- ☐ Someone's car door hit another person
- ☐ Other

8. What happened? Do not identify any individuals by name or include license plate numbers, etc.

9. What would make this place feel safer?
(check all that apply)

- ☐ Slower speeds
- ☐ Better or more sidewalks
- ☐ Better or more bike lanes or pathways
- ☐ Fewer cracks in the pavement
- ☐ More lighting
- ☐ More stop signs and/or signals
- ☐ Better or more crosswalks
- ☐ More places for people to sit or rest (ex. benches)
- ☐ Education for road users on how to use the road safely
- ☐ More enforcement of unsafe behavior
- ☐ Community events that encourage walking and biking
- ☐ Other

Comments



Cancel

PreviousNext

1. I feel unsafe here when I'm:

- ☐ Walking
- ☐ Biking
- ☐ Riding an e-scooter
- ☐ Taking a bus or train
- ☐ Using a mobility device
- ☐ Riding in a vehicle
- ☐ Other

2. I feel unsafe here at:

- ☐ Day
- ☐ Night

Walking

Walking
Biking
Riding an e-scooter
Taking a bus or train
Using a mobility device (wheelchair, cane, etc)
Riding in a vehicle
Other

1. I was Biking **when this near-miss happened.**

1. a) Were you using a shared bike or an e-bike?

- ☐ Yes, a shared bike
- ☐ Yes, an e-bike
- ☐ Yes, a shared e-bike
- ☐ No

3. What makes you feel unsafe here?

- ☐ Poor/missing sidewalk
- ☐ Poor/missing bike lanes or paths
- ☐ Cracked/uneven street
- ☐ Poor lighting
- ☐ Signs, signals or markings were not working or missing
- ☐ There are obstacles in the way
- ☐ There is loose gravel, ice or water on the road/sidewalk
- ☐ The road is curving, I couldn't see what is coming
- ☐ There are loose dogs or other animals
- ☐ There is overgrown vegetation
- ☐ People don't stop for me
- ☐ People drive at unsafe speeds
- ☐ Other

4. Tell us more. Do not identify any individuals by name or include license plate numbers, etc.

5. What would make this place feel safer? (check all that apply)

- ☐ Slower speeds
- ☐ Better or more sidewalks
- ☐ Better or more bike lanes or pathways
- ☐ Fewer cracks in the pavement
- ☐ More lighting
- ☐ More stop signs and/or signals
- ☐ Better or more crosswalks
- ☐ More places for people to sit or rest (ex. benches)
- ☐ Education for road users on how to use the road safely
- ☐ More enforcement of unsafe behavior
- ☐ Community events that encourage walking and biking
- ☐ Other

Comments

Then it's time to submit!

Add Another Location

Submit



Give Input

Which area would you like to give input in?

Which city would you like to give input in?

Useful links:

[See Data](#) [Resources](#) [Community Stories](#) [Custom Boundary](#) [About](#)

[EN](#)

[EN](#) [Give Input](#) [See Data](#) [Resources](#) [Community Stories](#) [Custom Boundary](#) [About](#)

95521, Arcata, California

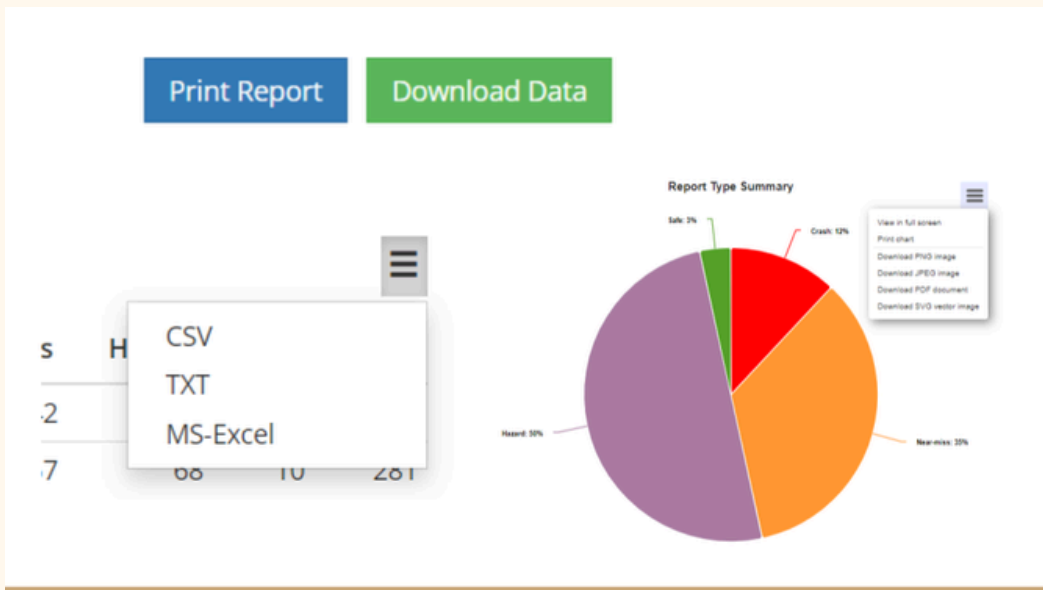
☒ Crash
☐ Near-miss
☐ Hazard
☐ Safe Place

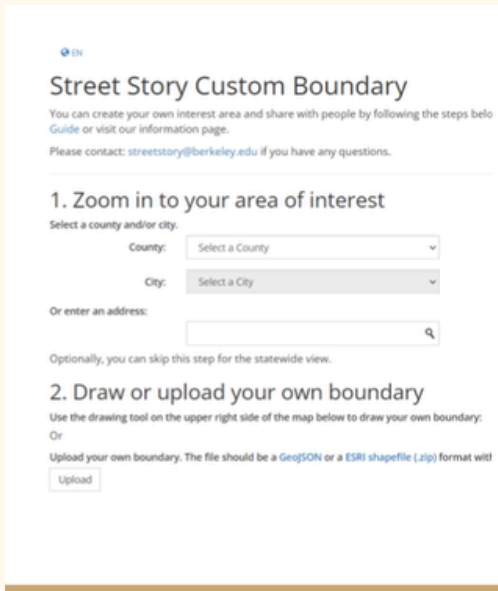
Choose Location Type or See Data

Choose location type for your story or see stories in your area.

Click [here](#) to see data for selected area

[EN](#)





Street Story Custom Boundary

You can create your own interest area and share with people by following the steps below [Guide](#) or visit our [information page](#).

Please contact: streetstory@berkeley.edu if you have any questions.

1. Zoom in to your area of interest

Select a county and/or city:

County:

City:

Or enter an address:


Optionally, you can skip this step for the statewide view.

2. Draw or upload your own boundary

Use the drawing tool on the upper right side of the map below to draw your own boundary:

Or

Upload your own boundary. The file should be a [GeoJSON](#) or a [ESRI shapefile \(.zip\)](#) for



2. Draw or upload your own boundary

Use the drawing tool on the upper right side of the map below to draw your own boundary:

Or

Upload your own boundary. The file should be a [GeoJSON](#) or a [ESRI shapefile \(.zip\)](#) for





<https://safetrec.berkeley.edu/tools/street-story-platform-community-engagement>

Funding for Street Story is provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration

Coalition for Responsible Transportation Priorities (CRTP)

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