How to Leverage Digital Community-Based Participatory Research Tools to Make the Case for Walkable Communities

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Agenda

1. Welcome & Ice Breaker
2. What is Photo & VideoVoice?
3. Examples of Photo & VideoVoice in Action
4. Take it to the Streets: Filming your VideoVoice Project
Agenda

5. Video Editing Demonstration
6. Hands-On Video Editing
7. Sharing VideoVoice Prototypes
8. Reflections, Evaluations, Farewell
California WALKS

• Policy
  (State, Regional-SCS/SB 375, Local)

• Community Engagement & Empowerment

• Network Support
California WALKS Network
Why Walking?

Percent of Trips No Longer Than 10 Miles

Source: U.S. DOT, FHWA, 2009 National Household Travel Survey, California Daily Trip File, Prepared by Leonard Seitz, Caltrans TSI
Why Walking?

Percent of Trips No Longer Than 1 Mile

Home Region
Central Coast
MTC
North State
SACOG,TMPO
SCAG
San Diego
San Joaquin Valley
Sierra

Source: U.S. DOT, FHWA, 2009 National Household Travel Survey, California Daily Trip File, Prepared by Leonard Seitz, Caltrans TSI
## Why Walking?

Percent of Trips 1 Mile or Less By Means of Travel

<table>
<thead>
<tr>
<th>Trip Origin:</th>
<th>Means of Travel</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Private Vehicle</td>
</tr>
<tr>
<td>California</td>
<td>59.7</td>
</tr>
</tbody>
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Icebreaker

Run around your table if you’ve...
Icebreaker

Run around your table if you’ve...
• Played a sport in the last week?
Icebreaker

Run around your table if you’ve...

• Played a sport in the last week?

• Walked more than 20 minutes at a time in the last week?
Icebreaker

Run around your table if you’ve...

• Played a sport in the last week?

• Walked more than 20 minutes at a time in the last week?

• Played with a child in the past week?
Icebreaker

If you haven’t run around your table yet...
Icebreaker

If you haven’t run around your table yet...

• Run around the room **RIGHT NOW**
What is PhotoVoice, VideoVoice?

Purpose:
Tell our community’s story, the challenges we face & what we want to do to create a healthier community
What is PhotoVoice, VideoVoice?

Steps (Methods):
- Presentation
- Walkability Assessment
- Film/Photograph What’s Important
- Edit & Prioritize in Small Groups
What is PhotoVoice, VideoVoice?

Results:
- Set of videos/photos on a community issue;
- Post online (YouTube, Twitter, Facebook, E-mail);
- Use in community meetings, planning, policy hearings, etc.

Our Goal:
To promote safe walking & safe places to play in our communities
“I want to be able to go running or walking around my neighborhood but the sidewalks are often covered in weeds or cracked and unleveled. I know several students who have fallen while exercising or riding their bikes because of this. We try to be physically active but we don’t want to get hurt either! What can we do to fix this problem?”

-Eyvonne Long, South Los Angeles Youth Activism Against Obesity, www.werefedup.com
PhotoVoice-Stiern Park: Before
PhotoVoice-Stiern Park: During
PhotoVoice-Stiern Park: After
VideoVoice Example-Stiern Park

http://www.youtube.com/watch?v=lyyuQZpUk3s
http://www.youtube.com/watch?v=0mjhwUBglhk
VideoVoice Example - School Bus, Piru

http://www.youtube.com/watch?v=1MrnfN1YXn4
1. Where are we? (Intersection, City, & State)

2. What is really going on here?

3. Why is it important? How does it affect us?

4. What can we do about it?
Time to Film! Roles

1. Presenter/Speaker
2. Videographer
3. Question Holder
4. Encourager
5. Walkability Form
Time to Film! Tips & Tricks

1. Speak LOUDLY! Speak SLOWLY!

2. Film close enough to the speaker for audience to hear on video

3. Have a steady hand. Move Camera slowly.

4. Be creative with your composition

5. Replay the video to make sure it is audible
Video Editing

1. Upload Video
2. Add Title Screens
3. Type Transcript
4. Upload Transcript
5. Edit Transcript Timing
6. Done!
Video Editing-Your Turn!

YouTube Log-in
CWVideoVoice@gmail.com

E-mail
tony@californiawalks.org for the password
Thank you!

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