Picture This!

Engaging Those Who use Active Transportation In Photomapping
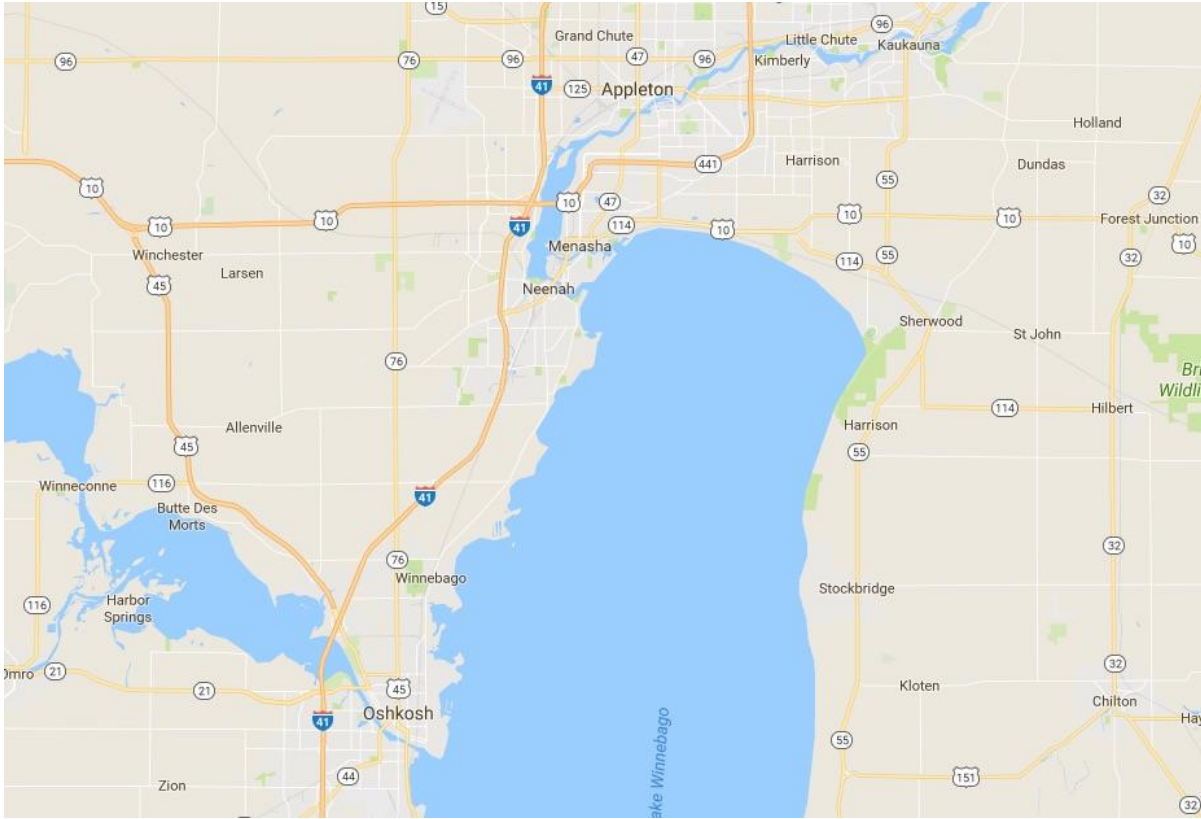
Kim Biedermann, East Central WI Raegional Planning Commission
Melissa Kraemer Badtke, East Central WI Regional Planning Commission
Cassy Berg, Outagamie County Public Health Division

Overview

- What is Fox Valley Thrives

- Identifying Our Issue

- What is Community Organizing

- What is Photomapping

- Processes

  - Maps and app

  - Photo-takers' perspective

- Lessons Learned, Outcomes, Where we're going from here

If you wanted to see photos from residents, we don't have many, and we'll tell you why.

How and Why Fox Valley Thrives Formed

Health Equity

Where every person has the opportunity to achieve their full capabilities and potential for health and well-being.
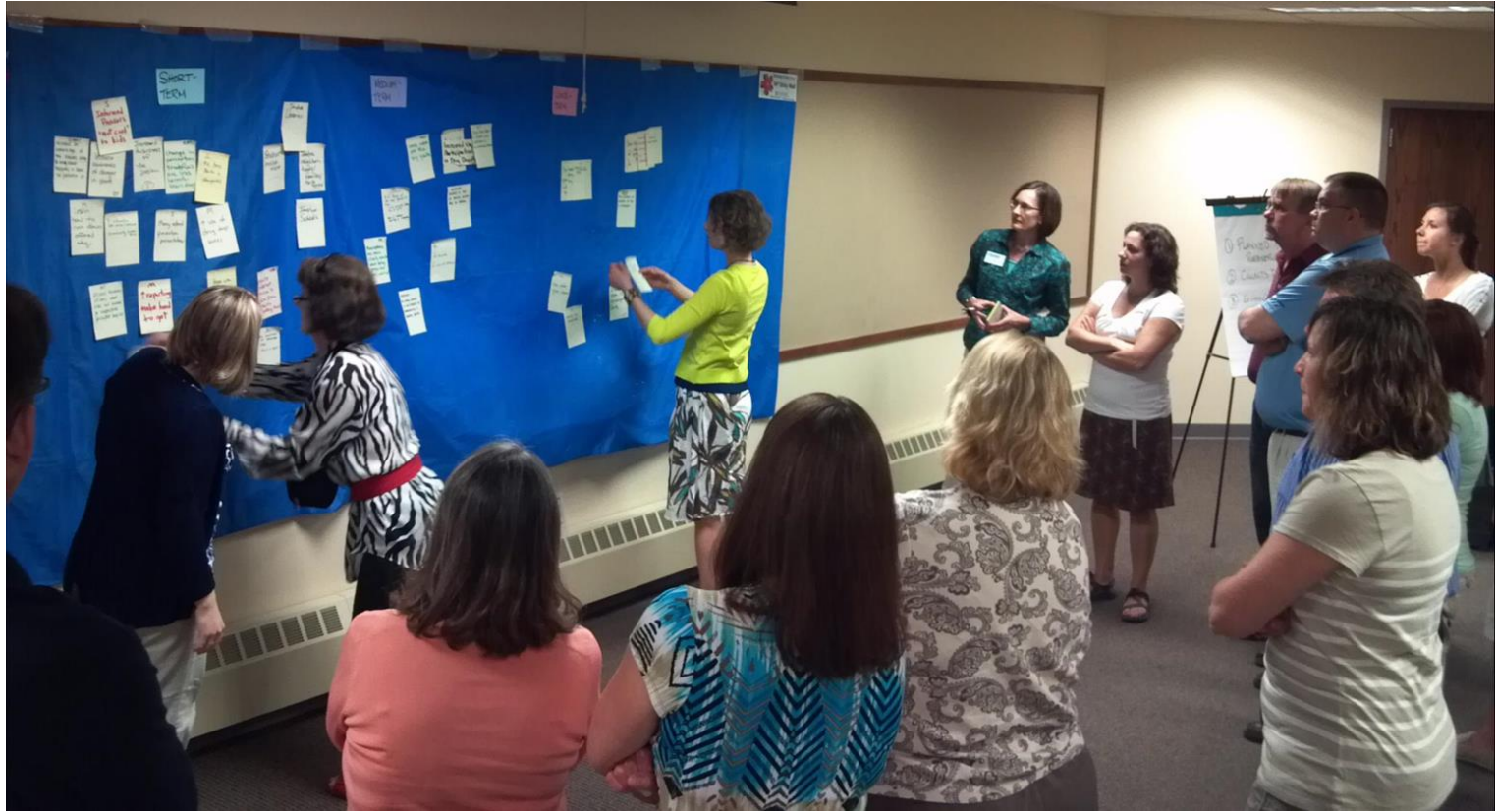
Who is Fox Valley Thrives?

FOX VALLEY THRIVES
making life better for everyone

A regional alliance working to advance health equity through aligned efforts, relationship and capacity building, co-learning, and strategic action.

- **Community Organizers** (ESTHER)

- **Public Health professionals** (in Outagamie and Winnebago County Public Health Departments)

- **Planners** (East Central WI Regional Planning Commission and UWO Urban Planning faculty)

- **Community partners committed to equity** (FIT Oshkosh)

FVThrives to make life better for

Identifying Our Issue

Finding a Common Theme

- Post-it note process

- Arrive by consensus

- Strategically planned

- Ready to accept a different issue

- Who is making the decision matters

INCLUDING HEALTH AND EQUITY IN ALL POLICIES

FRAMEWORKS THAT CAN ADVANCE PARTNERSHIPS BETWEEN COMMUNITY ORGANIZERS AND PUBLIC HEALTH

PRESENTED BY THRIVE WI AND THE WI PUBLIC HEALTH ASSOCIATION

When
Tuesday, November 11, 2014
10:00am-3:00pm

Where
Goodwill
1800 Appleton Rd.
Menasha, WI 54952

What
- Introduction to health and equity in all policies
- Role of community organizing in advancing health and equity in all policies
- Examples of how groups have worked together to improve health equity
- Create action steps to advance health and equity in all policies

Wisconsin Alliance for Health Equity

Save the Date!

This training is for:
- Community organizers
- Community members
- Public health practitioners
- Policymakers

What:
- Increase understanding of health equity and community organizing
- Cultivate partnerships between public health and community organizing networks
- Establish action steps

Registration:
Click here

Lunch will be provided

FOR MORE INFORMATION CONTACT:

Laura Johnson
johns788@uwm.edu
or
Paula Tran Inzeo
ptran@wisc.edu

What unites us on this issue:

- Self-Sufficiency and Access to Jobs and Services

- Economic Growth and Community Development

- Education/Academic Achievement

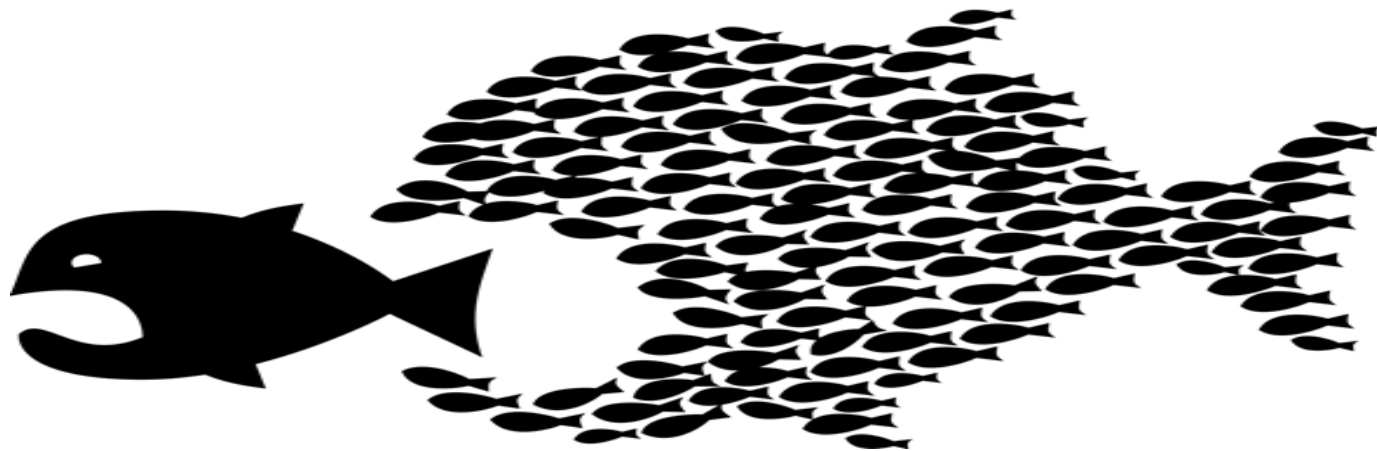- Physical and Mental Health

- Safety

What unites us on this issue:

A health equity lens requires adjusting how we look at health, the issues that drive health, and how we approach our solutions, including considering power.

ORGANIZE!

Faith-Based Community Organizing

Basic Tenets of Community Organizing

- Grassroots

- Forming Relationships

  - 1:1's

  - self-interest

- Developing Leaders

- Cutting Issues
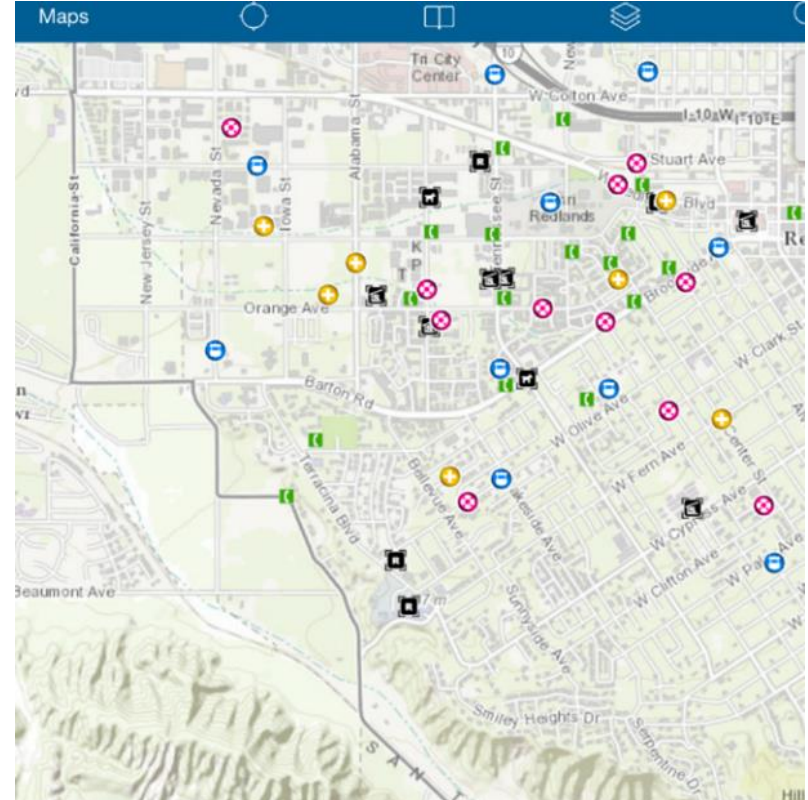
Difficulties of "Winning" Issues

Difficulty of Engaging the Community

Photomapping

What is Participatory Photomapping (PPM)?

- PPM uses participatory photography and public participation geographic information systems to facilitate community-based research collaborations to produce shared practical knowledge

- Participating community residents take photos, discuss the meaning behind the photos with facilitators, and subsequently produce a narrative

- Using locational information captured by the community member's smart phone, or supplied by them, the residents' qualitative narratives and photos are linked to a specific location on a map

Why We Like Photomapping

Engage with people who walk, ride bikes and/or ride transit to gain a better understanding of their commute **AND** involve them in action

Identify areas, processes, policies, and other elements, in our community that are facilitating or impeding people moving around safely, confidently, and effectively

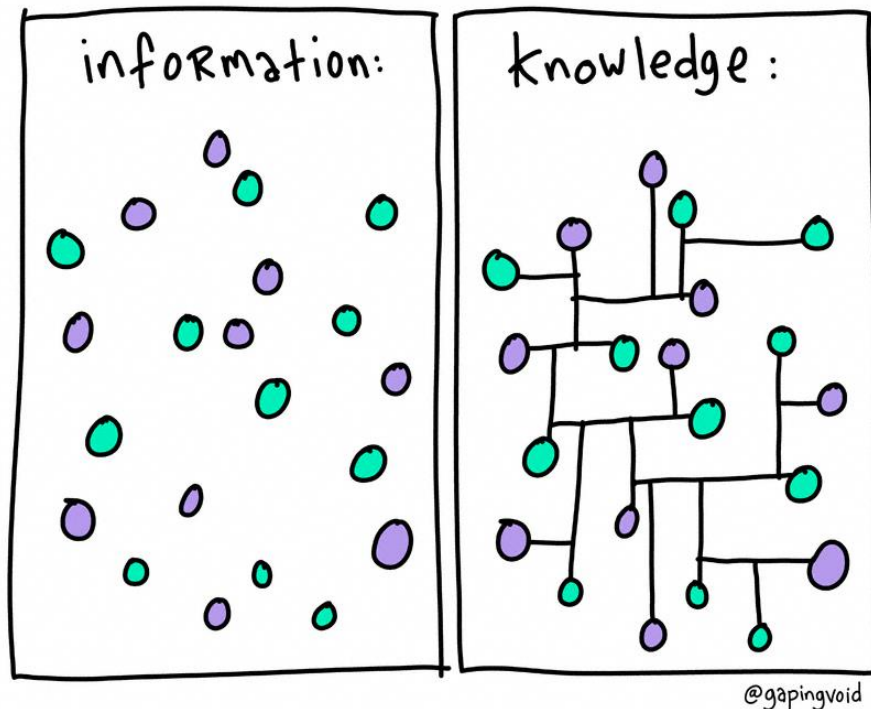Create something impactful to share with local/state decision-makers

Goals of the FVT Photomapping Project

- Dispel common myths with qualitative and quantitative data related to biking, walking, using transit;

- **Raise the voices of people who get around using walking, biking, transit (intentionally including those who are not "choice" users);**

- Identify what facilities enhance or impede a person's ability to use walking, biking, transit (how equitable is it, is it working, etc.) in the Fox Valley;

- Determine what changes might need to be made in built environment to improve access to transportation

Visualizing the Collective Knowledge of the Community

- Photomapping can be complex- not a lot of examples out there:

  - Technology/mapping +

  - Community knowledge +

  - Building relationships +

  - Existing datasets +

  - Infrastructure location +

  - Human beings =

  - AHHHHH!!

information:

knowledge:

@gapingvoid

Getting the Photomapping Team Together

- Using resources we have available to us

  - Community Organizers

  - Public Health

  - Planners

  - University staff

- Don't have to work with a University, but can be helpful

  - Access to resources/technology

  - Expertise

  - Community connections

Types of Research Questions for IRB

- Are there common barriers that local transit riders, pedestrians and bicyclists face in commuting?

- What facilitates their commutes, making traveling in the local area easy?

- What specific barriers to getting around exist in our community for residents that cannot/do not drive a personal vehicle?

- Where are these barriers located or how do they manifest themselves?

- Are there certain groups of people that experience more barriers than others, and what are they?

Processes

Photomapping = Crowdsourcing

- Reminder- goal of the photomapping project is to create a visual interface to share with decision-makers of what transportation access really looks like for people

- Need to get this information from the people who experience/use walking, bicycling and transit as modes of transportation

- Must stay "in line" with IRB and research constraints (initial design was modified)

Overall Procedure

1. Creation and organization of user IDs and accounts
2. Creation of Web Maps
3. Participants Involvement
4. Web Map Compilation

Multiple Maps Combined into One

Collector app by ESRI

Features:

- Point layer (location of the issue)

- County/jurisdiction layer

- Field to ID participant

- Type of "issue" (drop down menu)

- Comments about the "issue"
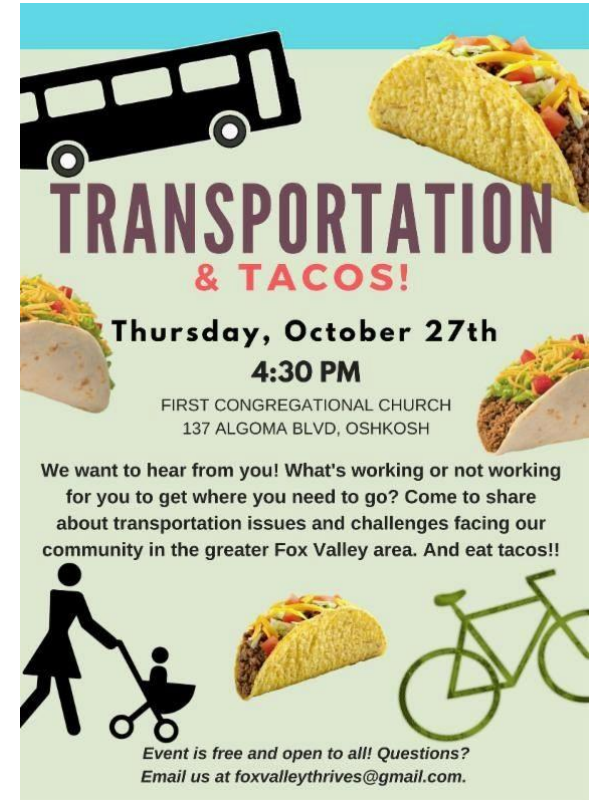
- Add photo! (real time or later)

Collector- Web platform

Process- Photo Mapping Participant's Perspective

- Attend an "issues night," eat food, chat with others ("taco night")
- Attend recruitment event, hear overview of project ("meatball night")
- Sign up to participate, answer initial questionnaire (including demographics, experiences and opinions, and email address)
- Data collected into a spreadsheet accessible by select research personnel

TRANSPORTATION & TACOS!

Thursday, October 27th
4:30 PM

FIRST CONGREGATIONAL CHURCH
137 ALGOMA BLVD, OSHKOSH

We want to hear from you! What's working or not working for you to get where you need to go? Come to share about transportation issues and challenges facing our community in the greater Fox Valley area. And eat tacos!!

Event is free and open to all! Questions?
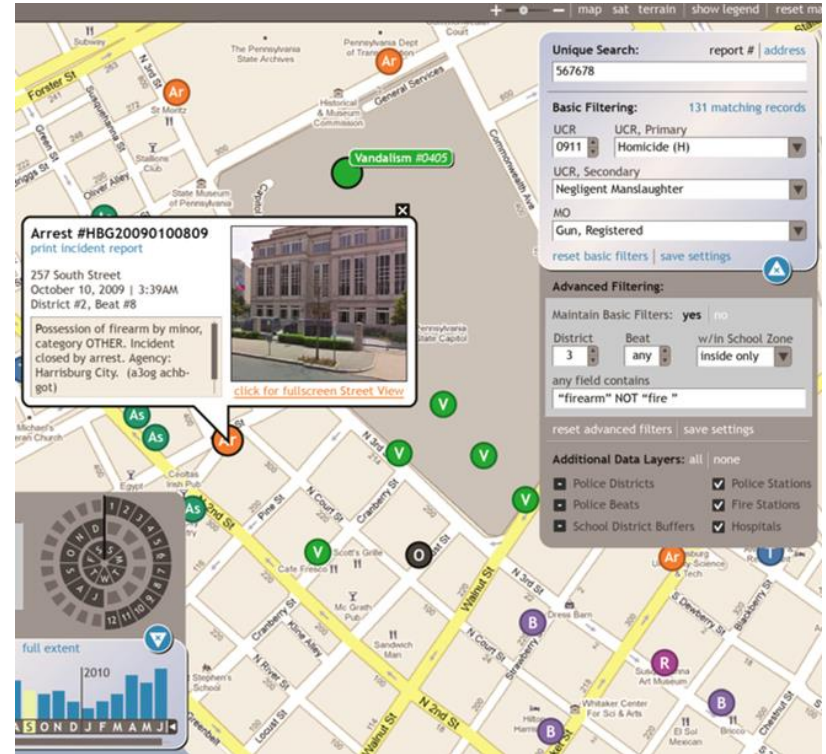Email us at foxvalleythrives@gmail.com.

Process- Photo Mapping Participant's Perspective

- Get their project ID emailed to them, download the app
- Receive access to ESRI account/map via email
- Receive tips, safety info, instructions, etc.
- Take photos; upload via app, via website, or via disposable camera
- Connect with research personnel if needed
- Be part of the change in the community! ;-)

User's Perspective

- Combination of all maps
- Interactive visual interface
    a. Zoom in/out
    b. Download photos
    c. read/add comments
- Controlled access

Example of what our web map might look like

Other options for photomapping/collecting photos

- FVT is exploring other app and map platforms

  - What's best for us to manage?

  - What's easiest for participants?

- Disposable cameras and journals

- Drawings of

Lessons Learned, Expected Outcomes, and Where We're Going From Here

Lessons Learned from our "unplanned

- Too many participation options
  - Smartphone/app
  - Digital camera/web
  - Disposable camera
- Lack of Readiness/Training
  - Not ready to work with participants during recruitment meetings
  - Many steps needed to get participants "ready to go"
  - Unfamiliar technology for many team-members
- Recruiting participants
  - Food brings people, but they might not be invested in the project if
  - IRB constraints (people who can't make their own decision to partic
  - Ill-thought out recruitment strategy (too many eggs in one basket)
  - Feeling it is just easier to "do it ourselves"
  - Understanding photomapping is not on the top of potential participa

Lessons Learned (cont.)

- Working with universities/IRB
  - Many safeguards to protect vulnerable population participants
    - Had to read several documents verbatim and many potential participants left before we got to "the ask"
  - Conflict figuring out what we "want" to do and what IRB "allows" us to do
  - Team members required to become certified research personnel
- Alliance and partners are all well intentioned, but each has their own:
  - Agenda/priorities/interests
  - Language/jargon
  - Way of working
  - Needs and "Requirements"
- Initial scope too large
  - Wanted to be inclusive but added complexities
  - Regional, multiple locations (2 of everything)
- Timelime
  - Too much too fast, tried to meet deadline to impact state budget process
  - Wrong time of year, just before holidays and cold weather

Short-Term Outcomes (eventually)

- Photos

- Stories/focus groups

- Other datasets

- Summary documents,
  community presentations,
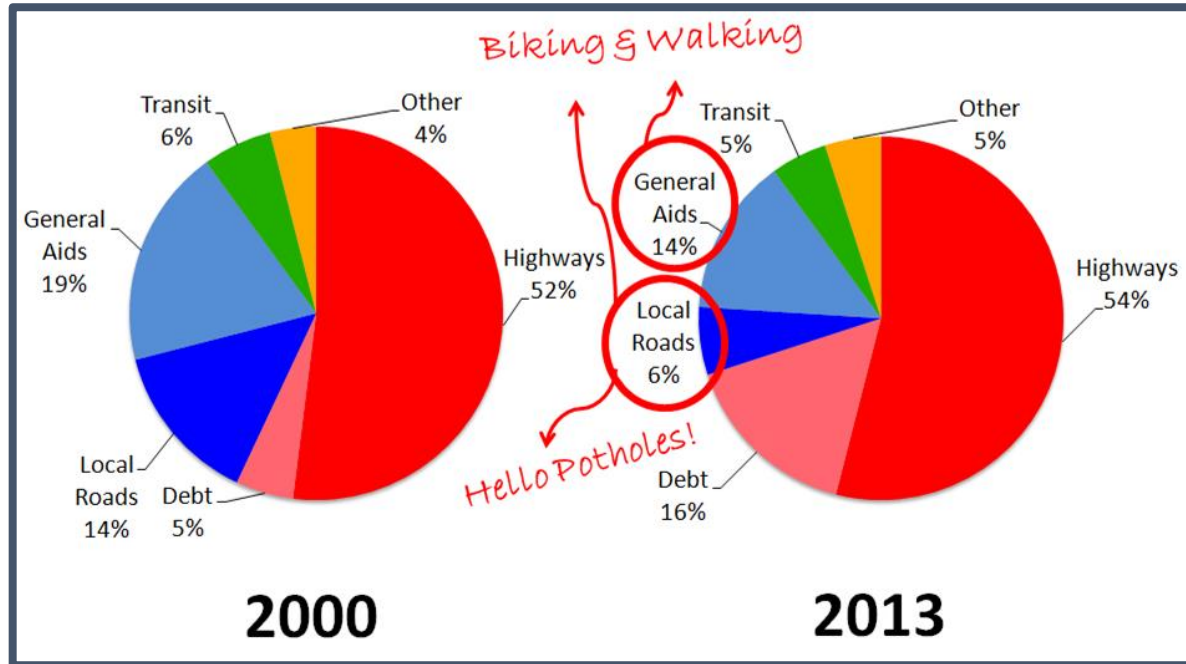 website/map with photos on it, etc.

Our online photomap might look like:

Mid-Term Outcomes

Impact to budgets (local/state) to get more money for transportation infrastructure
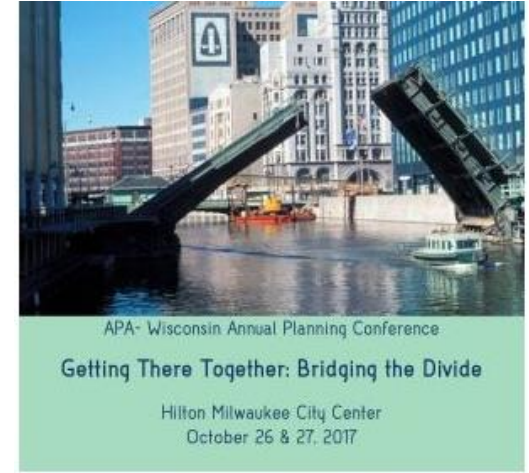
Long-Term Outcomes

Continue to engage participants and build power within community members (help them realize they have a voice)

- Using new technology
- Participate in the ESTHER transit task force
- Participate in transportation/planning activities (e.g. public meetings, community conversations)
- Be involved in the "democratic process"

Side Benefits

- Community Outreach (UWO)
  - Faculty and student involvement in the community
- Presentations and Conferences
  - WI Public Health Association Conference 2016, 2017
  - Midwest Active Transportation Conference 2017
  - National Walking Summit 2017
  - American Planning Association-WI Chapter Conference 2017
- Academic Publications (potentially)

APA- Wisconsin Annual Planning Conference

Getting There Together: Bridging the Divide

Hilton Milwaukee City Center
October 26 & 27, 2017

Improving Health
Neighborhood by Neighborhood

WPHA-WALHDAB 2017 Annual Conference
May 23-25 • Wilderness Resort,
Glacier Canyon Lodge, Wisconsin Dells, WI

NATIONAL WALKING SUMMIT
ST. PAUL, MINNESOTA
SEPTEMBER 13-15 2017 | HOSTED BY AMERICA WALKS

Progress to Date and Where We're Going

- Initial go around was a good (unintentional) pilot project
- Team evaluated progress to date, capacity, and goals
- Revised scope/IRB with extension of timeline
- Exploring new data collection mapping interface
- Adding focus groups and ability to involve participants in additional activities

Focus Groups: Oct 2017- Feb 2018

↓

Photo-taking Recruitment: Mar - Aug 2018

↓

Data Summarization: Jan - Oct 2018

↓

Community Presentations and Education to elected officials;
Resident Engagement and Training
(hear the voice of constituents)

Questions / Discussion

Contact Us

- Kim Biedermann, East Central WI Regional Planning Commission
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- Melissa Kraemer Badtke, East Central WI Regional Planning Commission
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- Cassy Berg, Outagamie County Public Health Division
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