COMMUNITY SAFETY AMBASSADOR TRAINING PROGRAM TOOLKIT
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PROGRAM OVERVIEW
The Community Safety Ambassador Training Program (Ambassador Program) was a joint project of SCAG, its Go Human program, and California Walks (Project Team).

Launched in 2021, the Ambassador Program served Imperial, San Bernardino, and Ventura counties, which were identified by the Project Team as communities of need with reduced capacity to access regional programs and funding cycles.

The Ambassador Program was designed to be a virtual community engagement and leadership development opportunity for community members. It provided education and resources through a series of trainings, workshops, and activations focused on walking and biking safety.

Ambassador Program goals:

- Create informed, thoughtful, and empowered community Ambassadors to serve as safety champions for walking and rolling in their community
- Increase capacity to improve walking and biking access and safety in each community
- Strengthen collaboration with local community spaces and leaders
- Help make these counties safer and more pleasant places to navigate on foot or on wheels.
PROGRAM OVERVIEW

In order to meet 30 hours of training while also accommodating Ambassadors’ various schedules, the Project Team offered multiple days and times for trainings and workshops prior to the start of the Program so Ambassadors had options and could plan in advance. Training and workshop sessions were designed to build on and complement each other.

The Program ran from May through September 2021. Ambassadors were each compensated upon completing the Program, which included attending training and workshop sessions, as well as completing a meaningful activation in their community.
TRAINING + LISTENING SESSION 1: Ambassadors shared local expertise in listening sessions.
- WORKSHOP 1: Safe System Framework and Active Transportation 101
- WORKSHOP 2: Safe System Framework and Active Transportation 101

TRAINING 2 - COMMUNITY CONTEXT: Ambassadors shared local expertise via virtual walk and bike assessments.
- WORKSHOP 3: Sharing Community Resources and Programs
- WORKSHOP 4: Turning Data into Stories
TRAINING 3 - VISIONING SAFE SYSTEMS: Ambassadors learned more about the Safe System Framework.
  - WORKSHOP 5: Safety, Identity, and Movement in Public Space
  - WORKSHOP 6: Safety, Identity, and Movement in Public Space

TRAINING 4 - ADVOCACY SKILLSHARE: Ambassadors learn advocacy concepts and strategies to improve traffic safety.
  - WORKSHOP 7: Amplifying Community Voices
  - WORKSHOP 8: Engaging Indigenous Communities
TRAINING 5 - ENGAGING POWER: Ambassadors learn about active transportation from government partners.
  ◦ WORKSHOP 9: Funding Projects
  ◦ WORKSHOP 10: Community Stories in Engaging Power

TRAINING 6 - COMMUNITY POWER: Ambassadors review Program concepts and share ongoing commitments to community safety.
  ◦ WORKSHOP 11: Ambassador Showcase I
  ◦ WORKSHOP 12: Ambassador Showcase II
The Project Team aimed to ensure that Ambassador participation and accessibility was prioritized throughout the Program.

**INTERPRETATION**

Spanish interpretation was provided at training and workshop sessions, and breakout sessions were organized and facilitated with language needs in mind.

**VISUALS**

The Project Team created slide decks with accessibility in mind. They used minimal text, large font size, colors, graphics, and photos to create engaging visuals, such as the one below from Training 3.
**INTERACTIVE ACTIVITIES**

The Project Team used interactive activities to improve understanding of concepts and creatively engage participants. They used videos, graphics, memes, and other visuals in place of text, in addition to virtual interactive tools such as Google Jamboards and Zoom Whiteboards.

**TECH SUPPORT**

The Project Team checked in directly with Ambassadors that seemed to have poor internet connection and provided additional tools such as Wi-Fi extenders and printouts.
Facilitators regularly encouraged Ambassadors to participate and build their virtual meeting skills by using the various Zoom functions, especially during breakouts and group discussions. For many Ambassadors it was their first time working with Zoom and other virtual learning platforms.

A portion of the Program curriculum gave opportunities for Ambassadors to inform and co-facilitate group discussions. For example:

- Ambassadors facilitated their own one-on-one and small group discussions to foster connections and expand on content material.
- Polls and surveys were used to gauge Ambassadors’ interests in potential topics and inform curriculum development; below are sample poll results.

- 45% interested in walking safety
- 33% interested in funding
- 33% requested slide printouts
- 31% learn best watching videos
- 16% requested language support

Sample Ambassador Poll Results.
Outside of trainings and workshops, the Project Team supported Ambassadors through email, text, and phone calls, depending on their preference. Weekly informational emails with training materials and other resources were sent out to all Ambassadors.

**COACHING**

Ambassadors were also assigned a California Walks coach to support them in planning their activations. Ambassadors in San Bernardino and Imperial were also supported by local partners that were subcontracted through the grant. These added opportunities for connection created strong bonds between Ambassadors and the Project Team, despite what was assumed to be a limited virtual setting during the COVID-19 pandemic and social distancing precautions.
COUNTY HIGHLIGHTS
SCAG REGIONAL COUNCIL DISTRICTS IN IMPERIAL COUNTY

Source: 2016 SCAG city boundary data, provided by the county Local Agency Formation Commissions.
Service Layer Credits: Esri, HERE, Garmin, Intermap, Increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, Geoslique, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, © OpenStreetMap contributors, and the GIS User Community

IMAGE: COUNTY MAP FROM SCAG LOCAL PROFILES
Imperial County is located in the southeast corner of the SCAG region on Kumeyaay, Cahuilla, and Cocopah Land.

It is the least populated county in the region at roughly 190,600 people or about 1% of the total population. Imperial County consists of seven cities and about 20% of the population lives in the Unincorporated Area.

The overall demographics of the county are over 80% Latine, 11% Non-Latine White, and other ethnicities comprising less than 5% of the population.
The Imperial County Cohort included five Ambassadors that successfully completed the program.

All Imperial Ambassadors were Hispanic and tended to skew younger in terms of age (under 40). One Ambassador was affiliated with an organization called B.E.S.T. Step Forward, which focuses on disability justice and services, and another with LABICI (Laboratorio de Invención para la Ciudad, or Laboratory for City Innovation).
Ambassadors in Imperial County produced 12 out of 40 total activations.

Imperial activations included a range of activities, such as:

- Sharing safety and encouragement messaging on social media
- Conducting walk and biking assessments
- Analyzing crash data
- Walking and biking safety and encouragement events
- Capacity strengthening through local collaboration

The following pages provide a brief summary of each Imperial Activation.
**Safe Routes to Parks 1**

- **Calexico Ambassador**
- **Location:** Westmorland
- **Date:** 7/13/21
- **Reach:** 80
- Conducted a walk assessment to park and shared safety messaging on social media.

**Safe Routes to Parks 2**

- **Calexico Ambassador**
- **Location:** Calexico
- **Date:** 7/29 - 8/6/21
- **Reach:** 80
- Conducted a walk assessment to park and shared safety messaging on social media.
Flyering + Outreach

- Brawley Ambassador
- Calipatria + Brawley
- Date: 8/1 - 8/20/21
- Reach: 200
- Created flyer to outreach for safety training event series.

TIMS Investigation

- Calexico + El Centro Ambassdors
- Location: Calexico
- Date: 8/3/31
- Reach: 15
- Analyzed crash data for select streets in downtown Calexico.
Walk Assessment

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: 8/9/21
- Reach: 4
- Conducted walk assessment in downtown Calexico.

Capacity Strengthening Meeting

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: 8/10/21
- Reach: 10
- Met with local organization, Calexico Needs Change, to find ways to collaborate.
Safety Training Day

- Brawley Ambassador
- Location: Calipatria
- Date: 8/21/21
- Reach: 15
- Conducted training for children focused on walking and biking safety and shared responsibility of all road users.

Walk to School Day

- Brawley Ambassador
- Location: Calipatria
- Date: 8/23/21
- Reach: 10
- Met with children at Calipatria Park and walked with them to local schools.
Pop-Up Crosswalk Planning

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: August 2921 (ongoing)
- Reach: 35
- Ongoing coordination and outreach to implement pop-up crosswalk.

Bike to School Day

- Brawley Ambassador
- Location: Calipatria
- Date: 8/27/21
- Reach: 10
- Met children at Calipatria Park, fitted them with helmets, and escorted them on bikes to school.
El Centro Ambassador
Location: El Centro
Date: 8/17/21
Reach: 75
Conducted bike infrastructure assessment and shared findings via photovoice on social media.

Brawley Ambassador
Location: Calipatria
Date: 8/28/21
Reach: 10
Conducted safety survey with children and handed out certificates of completion.

El Centro Ambassador
Location: El Centro
Date: 8/17/21
Reach: 75
Conducted bike infrastructure assessment and shared findings via photovoice on social media.
This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that Imperial Ambassadors shared throughout the Program.

- State Route 111 / Imperial Ave is a wide road with heavy traffic, including large trucks and goods movement
- Has long stretches with no crossings
- People forced to cross at places that are unsafe
- Needs more, safer crossings
COUNTY THEMES

PEDESTRIAN INFRASTRUCTURE

- More shade is needed
- More pedestrian lighting is needed
- Sidewalks need to be better maintained, widened, and added where they are missing
- Crosswalks need to be better maintained, visible, and added where they are missing
- ADA curb ramps need to be added where they are missing
More high-quality bike lanes are needed
Bike lane network and connectivity needs to better serve bicycle commuters within and between communities

IMAGES: BICYCLE LANES FROM AMBASSADOR BIKE ASSESSMENT
San Bernardino County is home to over 2 million people, about 15% of which reside in the unincorporated area. The County comprises 24 incorporated cities.

The demographics of the county are about 52% Latine, 29% non-Latine White, 8% non-Latine Black, 7% non-Latine Asian, and other ethnicities comprising the remaining population.
The San Bernardino County cohort was the largest in the Program with a total of 34 participants. Ambassadors resided in various communities across the county.

This diverse Ambassador cohort consisted of youth (14-18), adults, and older adults with varying levels of involvement in their communities. Ambassadors were affiliated with a few local organizations including Healthy Rancho Cucamonga, Caramel Connections Foundation, and ROOT (Revive Our Old Town, Victorville).
<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Ambassadors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rancho Cucamonga</td>
<td>7</td>
</tr>
<tr>
<td>Unincorporated Community of Muscoy</td>
<td>6</td>
</tr>
<tr>
<td>Victorville</td>
<td>5</td>
</tr>
<tr>
<td>Fontana</td>
<td>4</td>
</tr>
<tr>
<td>Colton</td>
<td>3</td>
</tr>
<tr>
<td>Grand Terrace</td>
<td>3</td>
</tr>
<tr>
<td>City of San Bernardino</td>
<td>2</td>
</tr>
<tr>
<td>Upland</td>
<td>2</td>
</tr>
<tr>
<td>Loma Linda</td>
<td>1</td>
</tr>
<tr>
<td>Ontario</td>
<td>1</td>
</tr>
</tbody>
</table>
Ambassadors in San Bernardino organized and completed 20 out of 40 total activations.

San Bernardino activations included a range of activities, such as:

- Walking and biking safety assessments
- Creating and sharing safety messaging in person and on social media
- Collaborating with Program peers and local organizations to create a health and wellness community event

The following pages provide a brief summary of each San Bernardino Activation.
Walking Assessments Phase 1

- Muscoy Mouseketeer Ambassador Team
- Location: Vermont Elementary
- Date: 6/21/21
- Reach: 30
- Conducted group walking assessments in Muscoy.

2-Day Safety Message Shareout

- Muscoy Mouseketeer Ambassador Team
- Location: Vermont Elementary
- Date: 6/22 - 6/25/21
- Reach: 600+
- Held Safety messaging event series for Vermont Elementary in Muscoy in Spanish and English.
Community Surveys

- Rancho Cucamonga Ambassador
- Location: Los Amigos Parque
- Date: 7/9/21
- Reach: 50
- Worked with Equipo de Amigos Campiones and Healthy Rancho Cucamonga to gather data for community capacity strengthening.

Safety Messaging with Realty Group

- Rancho Cucamonga Ambassador
- Location: Rancho Cucamonga
- Date: June 2021
- Reach: 200
- Worked with a realty group to develop & distribute street safety messaging on lawn signs.
Ontario Ambassadors
Location: Seeds of Joy Garden
Date: 7/24/21
Reach: 150
Collaborated with other ambassadors & community organizations to host a capacity strengthening mindfulness walk.

Rialto Ambassador
Location: Rialto Farmers Market
Date: 7/14/21
Reach: 20
Distributed educational material at Rialto’s Farmers Market event and signed up four people for a prospective walking group.
Victorville Walking Tour

- Victorville Ambassadors
- Location: Victorville
- Date: 7/21/21
- Reach: 1
- Held a community walking tour in Old Town Victorville.

Walking Assessment + Park Clean-Up

- Grand Terrace Ambassadors
- Location: Grand Terrace
- Date: 7/24/21
- Reach: 6
- Youth led safety messaging production, assessment, and capacity strengthening park clean up.
SAN BERNARDINO COUNTY ACTIVATIONS

Capacity Strengthening Meetings

- Victorville Ambassador
- Location: Victorville
- Date: July 2021
- Reach: 5
- Capacity strengthening meeting with Team ROOT to increase reach and eventually engage CalTrans regarding improvements to 395 corridor.

Engaging Legislative Representative

- Fontana Ambassador
- Location: Virtual
- Date: August 2021
- Reach: 2
- Called legislative official, pitched proposal regarding legislative bills that impact their community and environmental justice.
SAN BERNARDINO COUNTY ACTIVATIONS

Video Voice on IG Live

- Rancho Cucamonga Ambassador
- Location: Virtual
- Date: 8/11/21
- Reach: 100
- Created video voice on popular Instagram fitness account to highlight safety concerns on trail in Rancho Cucamonga.

Biking Assessment

- Fontana Ambassador
- Location: Fontana
- Date: 7/31/21
- Reach: 250
- Conducted a community bike assessment to highlight infrastructure and other mobility issues in Fontana.
Photo Voice

- Ontario Ambassador
- Location: Virtual
- Date: 8/4/21
- Reach: 2
- Created a photo voice for a walking route in Ontario.

Walkability Initiative + Safety Messaging

- Muscupiabe Ambassador
- Location: Muscupiabe
- Date: 8/14 - 8/15/21
- Reach: 1000+
- Created and distributed newsletter with safety messaging to the Muscupiabe community emphasizing traffic and pedestrian safety.
Walk / Bike Assessment + Safety Messaging

- Rancho Cucamonga Ambassador
- Location: Rancho Cucamonga
- Date: 8/13 - 8/31/21
- Reach: 200
- Conducted walk assessment near an elementary school and distributed GoHuman safety messaging lawn signs in their community.

Victorville Walking Tour II

- Victorville Ambassadors
- Location: Victorville
- Date: 8/20/21
- Reach: 25
- Collaborated with El Sol NEC to carry out a capacity strengthening walking tour of Old Town Victorville.
Bike Tour + Assessments

- Grand Terrace Ambassadors
- Location: Grand Terrace
- Date: 8/28 - 9/12/21
- Reach: 15
- Coordinated a bike ride to learn about history through art after doing more assessments as capacity building.

Phase 2 Assessments + Safety Messaging

- Muscoy Mouseketeer Ambassador Team
- Location: Muscoy
- Date: August 2021 (ongoing)
- Reach: 600
- Continued messaging & assessments to strengthen capacity for continued support for Muscoy sidewalks.
**Telemundo Interview**

- Muscoy Mouseketeer Ambassador Team
- Location: Virtual
- Date: 7/23/21 + 8/3/21
- Reach: 2000+
- Attended the American Rescue Plan Act of 2021 Roundtable & talked about traffic safety for Telemundo interview.

**Slow Your Roll Messaging**

- Victorville Ambassadors
- Location: Virtual
- Date: June 2021 (ongoing)
- Reach: 50
- Created original traffic safety messaging flyer to share with community; inspired other Ambassadors to create their own safety messaging.
COUNTY THEMES

This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that San Bernardino Ambassadors shared throughout the Program.

- Ambassadors in Fontana, Ontario, Rancho Cucamonga, and Victorville conducted walking and biking assessments and found that their communities need:
  - More pedestrian lighting
  - More, better, and well-maintained sidewalks
  - More high-visibility crosswalks
  - More traffic lights and signage

IMAGE: AMBASSADORS CONDUCTING WALKING ASSESSMENT IN VICTORVILLE
More sustainable and green infrastructure is needed and wanted
Design that accommodates mobility needs of all community members, including older adults and children
More curb ramps and other accessibility infrastructure for people with disabilities

Ambassadors plan to continue engaging decision-makers about securing more funding for sidewalk improvements and other infrastructure changes.
COUNTY THEMES

SCHOOL SAFETY

Assessments conducted along school routes highlighted the need for:

- Reduced motorist speeds
- Better pedestrian visibility
- Designated drop-off and pick-up areas in school zones to reduce traffic and unsafe driving

IMAGES: SCHOOL PARENT ATTACHES DECAL TO WINDSHIELD (LEFT), AMBASSADOR DOODLE SUPPORTING SAFE WALKING AND BIKING TO SCHOOL (RIGHT)
Ambassadors in Grand Terrace, Rancho Cucamonga, and Muscoy focused on safety messaging to:

- Bring awareness to high speeds and the need to slow down
- Encourage motorists to be mindful of their behavior on the road

These Ambassadors also voiced their desire to promote walking and biking, especially among youth, but that their safety concerns need to be addressed first.
Similarly, these same Ambassadors noted that their communities need:

- More signage on speed limits and safe speeds
- More signage about presence of children, especially near schools
- Signage that is linguistically and culturally relevant
- Signage that is eye-catching (i.e., incorporates pop culture references similar to the successful Disney-themed messaging activation)

Images: Interactive survey map on easel (left) Safety messaging being shared out by Ambassador (right)
Ventura County is in the northwest corner of the SCAG region on Chumash Land.

It has a population of roughly 850,000, with slightly over 10% of residents in the Unincorporated area. The county is made up of 10 incorporated cities, the largest being Oxnard at over 200,000 and the smallest being Ojai with less 8,000 people.

The demographics of the county are approximately 42% Latine, 46% non-Latine White, 7% non-Latine Asian, and other remaining communities under 2% of the population.
The Ventura cohort comprised the second largest group in the Ambassador Program with 10 community members.

The Ventura cohort consisted of one youth (under 18 years) and adults (aged 18-65). Ambassadors were affiliated with Mixteco Indigena Organizing Project/Proyecto Mixteco Indigena (MICOP), Bike Ventura, Sespe Bicycle Collective of Fillmore, Moorpark School District, Oxnard Community Garden, and Central Coast Alliance United for Sustainable Economy (CAUSE)
Ventura Ambassadors organized and completed 8 out of 40 total activations.

Imperial activations included a range of activities, such as:

- Bike rodeos
- Bike safety classes
- Walking and biking assessments
- Pop-up crosswalk
- Safety messaging in person and on social media
- Small business collaboration
- Flyer-making events

The following pages provide a brief summary of each Ventura Activation.
VENTURA COUNTY ACTIVATIONS

Bike Safety Education Classes

- Fillmore Ambassador
- Location: Fillmore
- Date: 6/5/21
- Reach: 50
- Worked with BikeVentura to host a bike safety course.

Bike Rodeo

- Fillmore Ambassador
- Location: Fillmore
- Date: 6/19/21
- Reach: 100
- Worked with BikeVentura to host a bike rodeo.
Community Walking Survey

- Oxnard Ambassadors
- Location: Virtual
- Date: 6/4/21
- Reach: 50
- Worked together to conduct a survey about the Santa Maria trail.

Social Media Safety Messaging

- Thousand Oaks Ambassador
- Location: Virtual
- Date: 6/19/21
- Reach: 50
- Shared GoHuman safety messaging on social media.
Pop-Up Crosswalk

- Moorpark Ambassadors
- Location: Moorpark
- Date: 8/14/21
- Reach: 50+
- Used GoHuman Kit of Parts to install a temporary art crosswalk in Moorpark and surveyed residents about their receptivity.

Walking Assessment with Neighbors

- Simi Valley Ambassador
- Location: Simi Valley
- Date: August 2021 (ongoing)
- Reach: 175
- Coordinated the outreach and implementation of a community walking assessment with neighbors.
**Camarillo Bike Survey**

- Camarillo Ambassador
- Location: Camarillo
- Date: 8/31/21
- Reach: 6
- Coordinated community bike ride and performed a bicycle infrastructure assessment in Camarillo.

**Biking and Walking Flyers**

- Oxnard Ambassador
- Location: Virtual
- Date: July 2021 (ongoing)
- Reach: 15 +
- Capacity strengthening event with Key Club to make digital walking and biking safety messaging flyers.
This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that Ventura Ambassadors shared throughout the Program.

Most Ventura Ambassadors had a background in bicycle safety and this shone through in their activations by:

- Incorporating bike safety classes prior to bike rodeos
- Reviewing safety tips before bike assessments
- Recognizing the lack of bicycle paths and other bike infrastructure in their neighborhoods

Ambassadors intend to continue with these and similar efforts in their communities, and shared the need for funding to support them in doing so.
With tools they gathered from training sessions, Ambassadors coordinated several walking assessments and posted flyers on social media to gather concerned community members to take notice of structural needs on their streets. Ambassadors noted the need for improved pedestrian infrastructure across the county, such as:

- High-visibility crosswalks
- Stop signs
- Pedestrian-scale lighting
The Ventura Ambassadors were passionate about the well-being of their communities and had already done a great deal of coalition-building before the start of the Program. Ambassadors shared that by strengthening community partnerships and continuing collaboration, they will be able to better support the community by amplifying their voices, concerns, and solutions.
CONCLUSION
The Project Team learned many lessons during the Ambassador Program. Ambassadors repeatedly expressed the importance and relevance of the Program to their communities via check-ins, polls, and a final survey, as well as unsolicited reflections sent personally to the Project Team. Their feedback is a reflection of the strength of the relationships built between them and the facilitating organizations as well as the structure of the Program itself.

“I liked getting to meet like-minded people who [have] a similar vision for their cities. I was able to learn from others’ experiences. The presentations were great [...] I loved the break out sessions the most which gave us time to reflect on what we were learning. I’m finishing this program with tools that will help me towards creating safer communities.”

“I have also learned about new approaches I could possibly take, new ways to engage with my community, and best ways to communicate with my community. I liked most being able to interact with other community leaders, hearing their testimonies of things they have done and what [they] plan to do next.”

Image: Group picture of Mindfulness Walk Participants and Ambassadors
Ambassadors also overwhelmingly expressed that they felt the Program expanded their knowledge, understanding, and analysis of traffic safety, mobility justice, and community power, and helped them develop useful skills as a community leader and advocates.

"It has enlightened me in ways never knew. By introducing community activist[s] from different counties, cities, backgrounds, cultures, & physical abilities (Cola Boyy comes to mind). And, by informing me about the environmental injustice & historical facts of redlining and displacement of minority communities for the safety of most non-minorities. Therefore, allowing these communities to fall into disarray by forcing people to move further away from employment opportunities & some into over crowded overpriced living arrangements. And, in those cases by not providing adequate public transportation outlets for these areas."
Throughout the Program, Ambassadors shared their appreciation for the curriculum concepts and materials, the opportunity to influence and engage with the educational content, and the ability to connect with other local champions through the interactive nature of the cohort model. Upon reflecting on what it means to be a community leader, many Ambassadors spoke to the spirit of the Ambassador Program.

“To me being a community leader means using your platform / power to uplift and empower others by doing the work needed and working in unison with others.”

“This program should be advertised as so much more, because it is so much more. Thank you, very eye-opening.”
ACKNOWLEDGMENTS
AMBASSADORS
Thank you to the Ambassadors for your weekly presence and commitment. The Program would not have been possible without you.

IMAGES: “YEARBOOK” SIGNING ACTIVITY
CONTRIBUTING PARTNERS, AGENCIES, AND ORGANIZATIONS

Thank you to the community-based organizations, interpreters, translators, agencies and others who supported this program.

INTERPRETATION AND TRANSLATION SUPPORT

- Key Translations International (KTI): Gloria Leonard, Marlene Gomez
- Monica Curiel

LOCAL COMMUNITY BASED ORGANIZATION PARTNERS

- Best STEP Forward (BSF) in Imperial County
- Center for Community Action and Environmental Justice (CCAEJ) in San Bernardino County
- El Sol Neighborhood Educational Center (El Sol) in San Bernardino County

AGENCY AND ORGANIZATION PRESENTERS

- Robert Amparano, Councilmember, City of Imperial
- Mark Baza, Executive Director, Imperial County Transportation Committee
- Brian Chong, Assistant to the City Manager/Public Information Officer, City of Moorpark
- Mark Friis, Safe Routes to School Coordinator, San Bernardino County Department of Public Health
- Josh Lee, Chief of Planning, San Bernardino County Transportation Authority
- Heather Miller, Program Manager, Ventura County Transportation Commission
- Aaron Paley, President, Community Arts Resources (CARS); Co-Founder, CicLAvia
- Lucas Zucker and the Central Coast Alliance United for a Sustainable Economy (CAUSE) in Ventura County
ABOUT CALIFORNIA WALKS
California Walks built the Ambassador Program off their work in Orange County through the 2016 Active Transportation Leadership Program (ATLP), which was inspired after a previous program developed by Santa Ana Active Streets.

California Walks is the statewide voice for pedestrian safety and healthy, walkable communities for people of all ages and abilities. California Walks partners with state agencies, organizations, and communities to establish and strengthen policies and practices that support pedestrian safety and healthy, walkable communities. California Walks works to expand and strengthen a network of community organizations working for pedestrian safety and community walkability through equity, engagement, education, advocacy and collaboration. Visit calwalks.org for more.

ABOUT SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS
The Southern California Association of Governments (SCAG) is the nation’s largest metropolitan planning organization (MPO), representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to encourage a more sustainable Southern California. Visit scag.ca.gov for more.

ABOUT GO HUMAN
Go Human, a project of SCAG, is a community engagement program with the goals of reducing traffic collisions in Southern California. Go Human aims to create safer and healthier communities through education, advocacy, information sharing and strategies that help residents re-envision their neighborhoods. Visit scag.ca.gov/go-human for more.

FUNDING FOR THIS PROGRAM WAS PROVIDED BY A GRANT FROM THE CALIFORNIA OFFICE OF TRAFFIC SAFETY (OTS), THROUGH THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA).
APPENDICES
APPENDIX 1

COMMUNITY AGREEMENTS

1. Respect name and pronouns.

2. Be aware of time.

3. No one knows everything, together we know a lot.

4. Respect new ideas.

5. One mic, one voice at a time.

6. Welcome multiple viewpoints.

7. Call in, not out.

8. Take space, make space.
9. Acknowledge privilege and harm.

10. Move at the speed of trust.

11. Have a growth mindset.

12. What is said in here, stays in here.


APPENDIX 2

ASSET MAPS

- Imperial County
- San Bernardino County
- Ventura County
Katy Santillan, Ivy Respite
Brawley City Council, Councilmembers
Donnie Wharton, Brawley City Councilmember
Sam Couchman, Brawley City Council
Chris Velasco, Public Works
Natasha Saucedo, City of Calipatria

Best Step Forward, Nonprofit
Cattle Call Park, Annual Bike Rodeo
Cattle Call Park, Soap Box Derby
San Deigo Regional Center
IV Velo Club, Brian McNeece
Labici, Calexico/Mexicali
Mi Calexico, Angel Esparza promotes cultural event
Calexico Needs Change

Myron D. Twitter School
Brawley Unified High School
Caltrans
Calexico Brewery, connected to the community
Public Works
Bujwah Sidewinder Skate Park
Finish Line Bike Shop