

2024 Awardee Final Reports



Arts Council for Long Beach

Project Name: 14th Street Basketball Court Mural Project Celebration and Traffic Safety Fair

Community: Long Beach

County: Los Angeles

Reach: 33,319

Award Amount: \$30,000.00

Arts Council for Long Beach coordinated a community-wide event that showcased cultural diversity and raised awareness of the need for traffic controls to protect the youth who often use 14th Street Park.

Arts Council for Long Beach

Arts Council for Long Beach hosted a public art walking tour of the Washington neighborhood to display the many works of community-representative public art. This act of bringing community members together in a fun and festive celebration went a long way toward bringing awareness to the traffic safety issues that have been plaguing the 14th Street Park.

The process of hosting the 14th Street Basketball Court Mural Project Celebration and Traffic Safety Fair, as well as the murals themselves, have provided significant opportunities for residents from vastly different backgrounds to get together to celebrate what makes the 14th Street Park neighborhood special. The bonds that were formed during the 14th Street Basketball Court Mural Project Celebration and Traffic Safety Fair, and the awareness of the need for strong community-centered traffic controls, will have long-lasting impacts on this unique neighborhood. The entirety of the project was culminated in an oral history which focused on background for the area as well as the future.

“Our diversity is our strength. This concept has been a central theme in all of ArtsLB’s programming for nearly ten years. Through our work, we have witnessed the extraordinary accomplishments of ordinary people coming together to solve problems in the community.”

- Arts Council for Long Beach





Bike Ventura County

Project Name: Community Voices

Community: Ventura, Oxnard, Port Hueneme, Nyeland Acres

County: Ventura

Reach: 2,000

Award Amount: \$29,999.46

Bike Ventura County leveraged their bicycle safety programs, such as workshops and community rides, to collect feedback from residents of disadvantaged areas on safety and public participation.

Bike Ventura County

The Community Voices project leveraged Bike Ventura County's bicycle safety programs to collect feedback from residents of disadvantaged areas on safety and public participation. Through their do-it-together bike shop, social media, events, and other outreach, Bike Ventura County reached over 2,000 residents and collected 65 survey responses.

In-person Mini Workshops, Community Workshops, Community Bike Rides, and Earn-A-Bike work trade program were all conducted throughout the duration of this grant period. Workshops taught participants how to fix various components of their bikes to make them safer at low or no cost, while the Earn-a-Bike program allowed five individuals to earn refurbished bicycles while working through a rigorous safety and repair checklist. Community rides were not only an opportunity to model safe riding techniques, they were also a platform for distributing helmets and bicycle lights to riders in need - mostly children who had damaged or ill-fitting helmets. Finally, extensive time was devoted to producing, advertising, and disseminating a Public Participation Survey that will help Bike Ventura County understand what their community members need as they bike and walk within the region.

"I don't think there could have been another place where such a group could be found together. And yet, everyone was glad to be there, and felt welcome to be there. It was a testament to the positive and transformative power that cycling can offer us."

- Bike Ventura County





Central City Neighborhood Partners

Project Name: Connecting Communities

Community: Westlake, MacArthur Park, and Koreatown

County: Los Angeles

Reach: 8,642

Award Amount: \$30,000.00

This project was created to identify structural barriers to pedestrian safety in Westlake, MacArthur Park, and Koreatown. Central City Neighborhood Partners (CCNP) embarked on several walk audits and used the Safe Street survey to collect data.

Central City Neighborhood Partners

The Connecting Communities project was created to identify structural barriers to pedestrian safety in Westlake, MacArthur Park, and Koreatown. To capture data, CCNP embarked on nine walk audits across different dates and times of day while utilizing the Safe Street survey tool.

CCNP's primary goal was for this project to be community-led, which is why they prepared Promotoras and Youth Ambassadors to have leadership roles in every component of the initiative. To further engage local residents, CCNP leveraged multiple outreach tactics and managed to recruit six new consistent and dedicated volunteers. Volunteers, youth, and promotoras were able to successfully collect 400 paper surveys throughout the duration of the project. Once the walk audits were completed, CCNP organized a community meeting to publicly share the results and discuss key action items. Now, program participants are equipped with the necessary tools to conduct pedestrian surveys and use data to inform and advocate for positive change.

"Me gusto mucho trabajar en este proyecto. Yo se que con lo que hicimos con las encuestas, eso va ser el comienzo de mejorar nuestra comunidad."

"I enjoyed working on this project. I know that with the work we did with the surveys, that's going to be the beginning of bettering our community."

- Petronilla, CCNP Program Participant





Latino Health Access

Project Name: Ride, Walk, and Roll, Orange County 2024

Community: Santa Ana

County: Orange

Reach: 12,940

Award Amount: \$30,000.00

Ride, Walk, & Roll Orange County increased public awareness of unsafe travel behaviors and knowledge of how to properly navigate infrastructure such as roundabouts and bike lanes.

Latino Health Access

The Latino Health Access's (LHA) project, LHA Ride, Walk, & Roll, Orange County 2024, focused on historically excluded, immigrant, and working-class families of color in the central and northern Orange County-Santa Ana area, who rely on public or active transportation for their daily commute. Activities such as walking tours, educational campaigns, and SCAG *Go Human's* Kit of Parts artistic crosswalk and parklet demonstration were impactful for the overall project mission of increasing public awareness and knowledge of how to properly navigate new infrastructure.

Throughout the project, LHA engaged with residents in high-injury and high-fatality, including youth and parents who primarily use walking, biking, or public transportation to reach school, work, or other destinations. To facilitate outreach and engagement, LHA relied on their community health workers (promoters) living in neighborhoods around the focus areas to spread the word and invite families, neighbors, and participants. LHA effectively utilized their social media platforms, such as Facebook and Instagram, to connect with community partners through educational posts and flyers. Additionally, they mobilized active youth and parent participants to support outreach and education efforts.

"They should hold more events for people to learn about projects in person... It's not the same thing for them to give it to you on a graphic as for them to give it to you personally... Like I said, everything they've done makes sense. I'm already getting to know my Santa Ana better!"

- Latino Health Access Resident Testimonial





Los Amigos de la Comunidad, Inc

Project Name: Safety in Mobility/Seguridad en Movilidad

Community: Brawley

County: Imperial

Reach: 1,500

Award Amount: \$27,610.00

The Safety in Mobility/Seguridad en Movilidad project brought awareness of different types of traffic issues to the residents of Brawley by developing traffic safety educational videos.

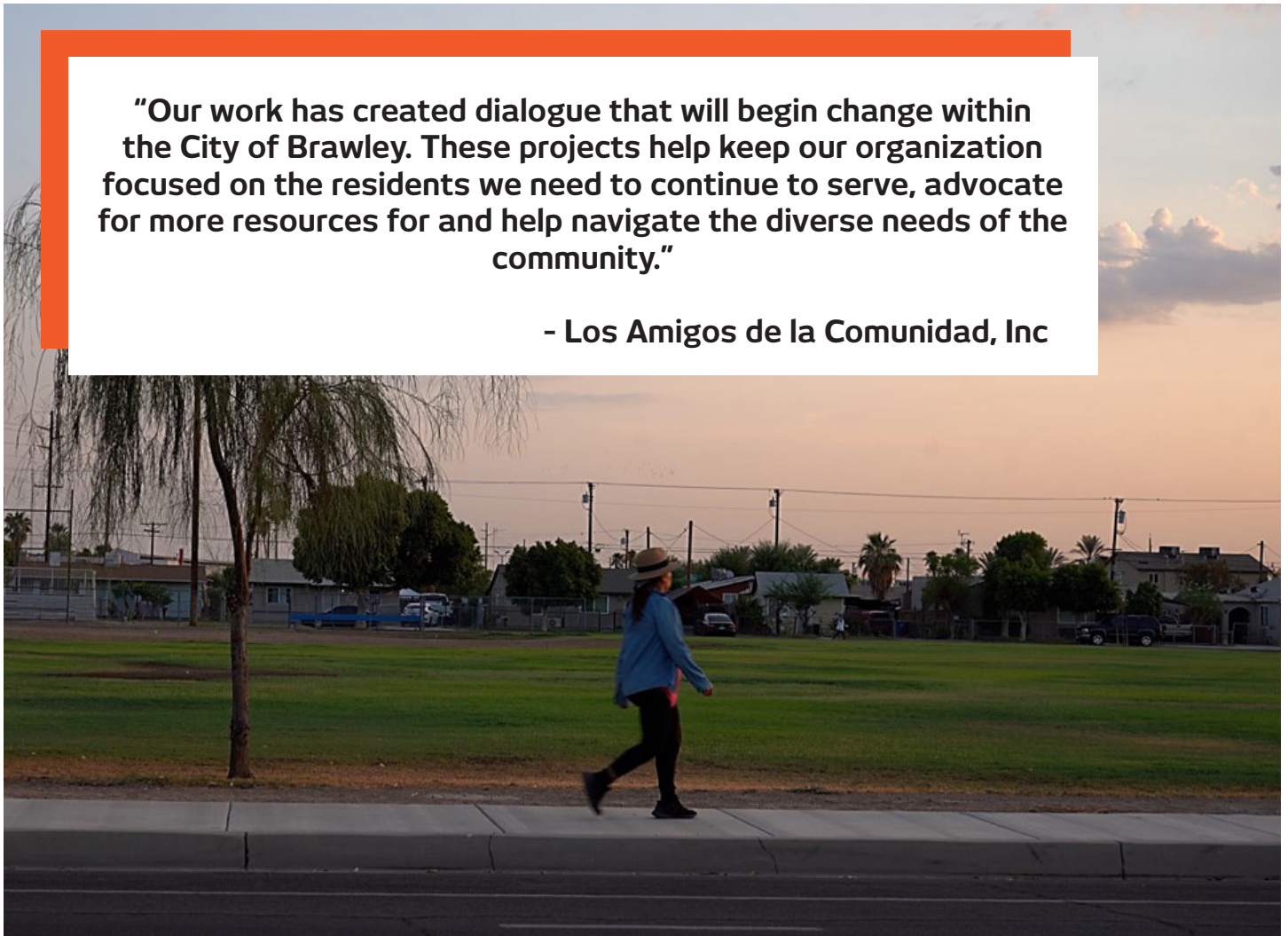
Los Amigos de la Comunidad, Inc

Los Amigos de la Comunidad Inc's project focused on bringing much needed pedestrian and traffic safety awareness to the residents of the City of Brawley. This project presented issues from the residents who have experienced these issues firsthand and offered their solutions as to how they would improve the community.

Through this project, Los Amigos de la Comunidad Inc's collaborated with various members of the Brawley community to develop ten traffic safety and educational videos. Topics included: school traffic issues, youth traffic concerns, publicly elected official roles in traffic safety, dangerous hot spots, bike rider safety issues, public transportation concerns, walker street safety, mobility-challenged residents, law enforcement traffic, and family cyclists concerns. These videos were showcased in a public screening for Brawley residents and currently live on their website and YouTube channel for people to view.

"Our work has created dialogue that will begin change within the City of Brawley. These projects help keep our organization focused on the residents we need to continue to serve, advocate for more resources for and help navigate the diverse needs of the community."

- Los Amigos de la Comunidad, Inc





Los Angeles Walks

Project Name: Safe Street Promotora Office Hours
Community: Pico Union, Koreatown, Wilmington, Willowbrook, and Boyle Heights
County: Los Angeles
Reach: 3,000
Award Amount: \$29,137.90

Los Angeles Walks equipped community members with tools, resources, and support networks to navigate bureaucracy and implement safer street infrastructure in their neighborhoods.

Los Angeles Walks

Los Angeles Walks' Safe Street Promotora Office Hours worked to expand the Promotora network in five target areas to equip local leaders about infrastructure projects. The office hours were jam-packed sessions that provided leaders with knowledge on the improvement process, key contacts, interventions, power mapping, and steps necessary to begin to explore implementation. This initiative strengthened community connections and empowered residents with the tools needed to advocate for safer streets.

As part of their project, Los Angeles Walks also hosted an in-person Safe Streets Advocate Convening where they showcased a temporary parklet from SCAG *Go Human's* Kit of Parts. The temporary demonstration provided residents and Promotoras a real-life example of pedestrian-friendly infrastructure that can transform public spaces for community use. The convening also served as a celebration as LA Walks certified 33 new Safe Streets Advocates who had attended office hours over the past six weeks.

"Residents who attended the convening were inspired by the hands-on learning and resources available, motivating them to become certified advocates. This certification represents a significant step in a growing movement to empower local leaders to drive the change they wish to see in their communities."

- Los Angeles Walks





Nyeland Promise

Project Name: Safe Travels in Nyeland Acres

Community: Nyeland Acres

County: Ventura

Reach: 3,200

Award Amount: \$20,033.20

Nyeland Promise's program raised awareness about bicycle and pedestrian safety, increased drivers' community intelligence, and utilized a bicycle rodeo to introduce bicycle safety skills to children.

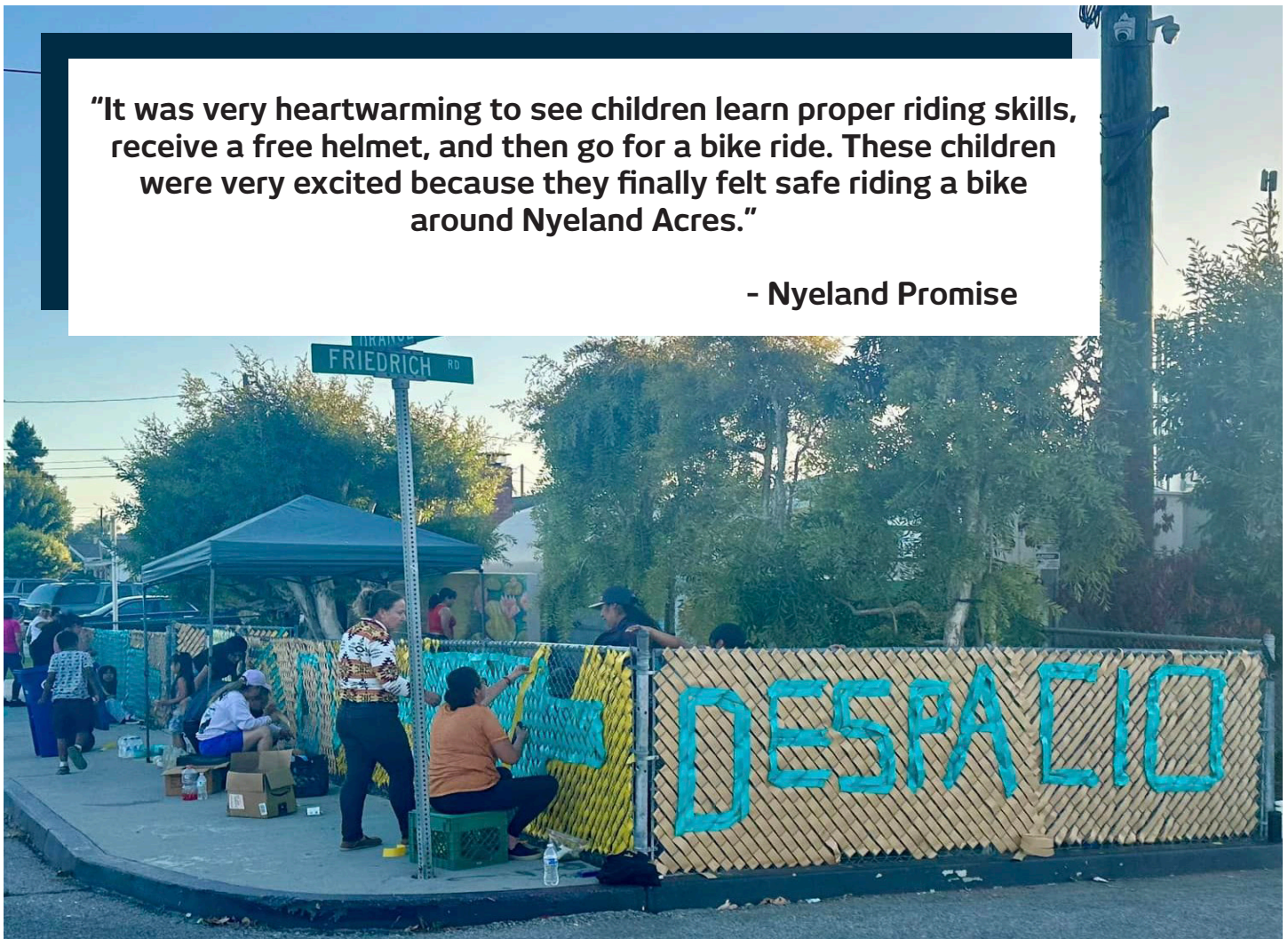
Nyeland Promise

Nyeland Acres residents have consistently expressed that drivers travel extremely fast along streets where school bus stops are located. The Safe Travels in Nyeland Acres program raised awareness about bicycle and pedestrian safety, increased community knowledge about safe driving practices, and educated children on bicycle safety skills through a dedicated bicycle rodeo event and guided bike ride.

Nyeland Promise was able to launch a successful multilingual (Spanish, Mixteco, and English) summer campaign to amplify community understanding of safe traveling practices, reaching every resident in Nyeland Acres through a variety of print, virtual, and in-person sources. In addition to the campaign and aforementioned bike rodeo, Nyeland Promise also coordinated a woven fence mural projecting a message asking drivers to slow down. Through this project, Nyeland Promise was able to distribute safety vests and bicycle helmets for children to use as they travel around their neighborhoods.

“It was very heartwarming to see children learn proper riding skills, receive a free helmet, and then go for a bike ride. These children were very excited because they finally felt safe riding a bike around Nyeland Acres.”

- Nyeland Promise





Office of: *People*

Project Name: Site of Repairs: Methodologies for Collective Healing in High-Injury Intersections

Community: Los Angeles

County: Los Angeles

Reach: 3,100

Award Amount: \$28,230.04

The Sites of Repair project addressed areas along West Adams Boulevard with high incidences of traffic violence by visualizing the street's potential if community assets were involved in its transformation.

Office of: People

The Office of: People's Site of Repairs project focused primarily on area of high incidence of traffic violence on West Adams Boulevard. They organized a walk audit and an intervention to visualize potential improvements for the street. Additionally, they used the grant to engage with small business owners on West Adams Boulevard, gathering input on the transformations and healing needed to create a pedestrian-friendly street.

With this grant, the Office of: People's Site of Repairs combined their 2017 and 2024 interventions to develop the "Storybook of Streets" concept. This innovative approach integrates elements of joy and storytelling to enrich the pedestrian experience. The Storybook is a comprehensive reflection of past transportation planning decisions, the effects of freeway construction, and neighborhood changes over time. It includes a timeline of the area's evolution, narratives from the community—such as oral histories, cultural stories, and social practices. By weaving storytelling and joyful elements into the design, the project fostered a stronger sense of community and pride, enhancing the public space experience and deepening engagement during the installation and our interactions with community members.

STORYBOOK

"We envision Sites of Repair as a comprehensive initiative dedicated to ongoing research and refinement of methods to help communities heal from the detrimental effects of the built environment."

- Office of: People



OF STREETS



Funding for this program was provided by a grant from the **Southern California Association of Governments (SCAG)** and the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.



People for Mobility Justice

Project Name: South Central LA Mob J Summer

Community: South Los Angeles

County: Los Angeles

Reach: 46,757

Award Amount: \$29,997.30

South Central LA Mob J Summer sought to improve traffic safety for pedestrians, bicyclists, and transit riders in South Los Angeles through a series of community bike rides, street charette, traffic needs survey, and video campaign

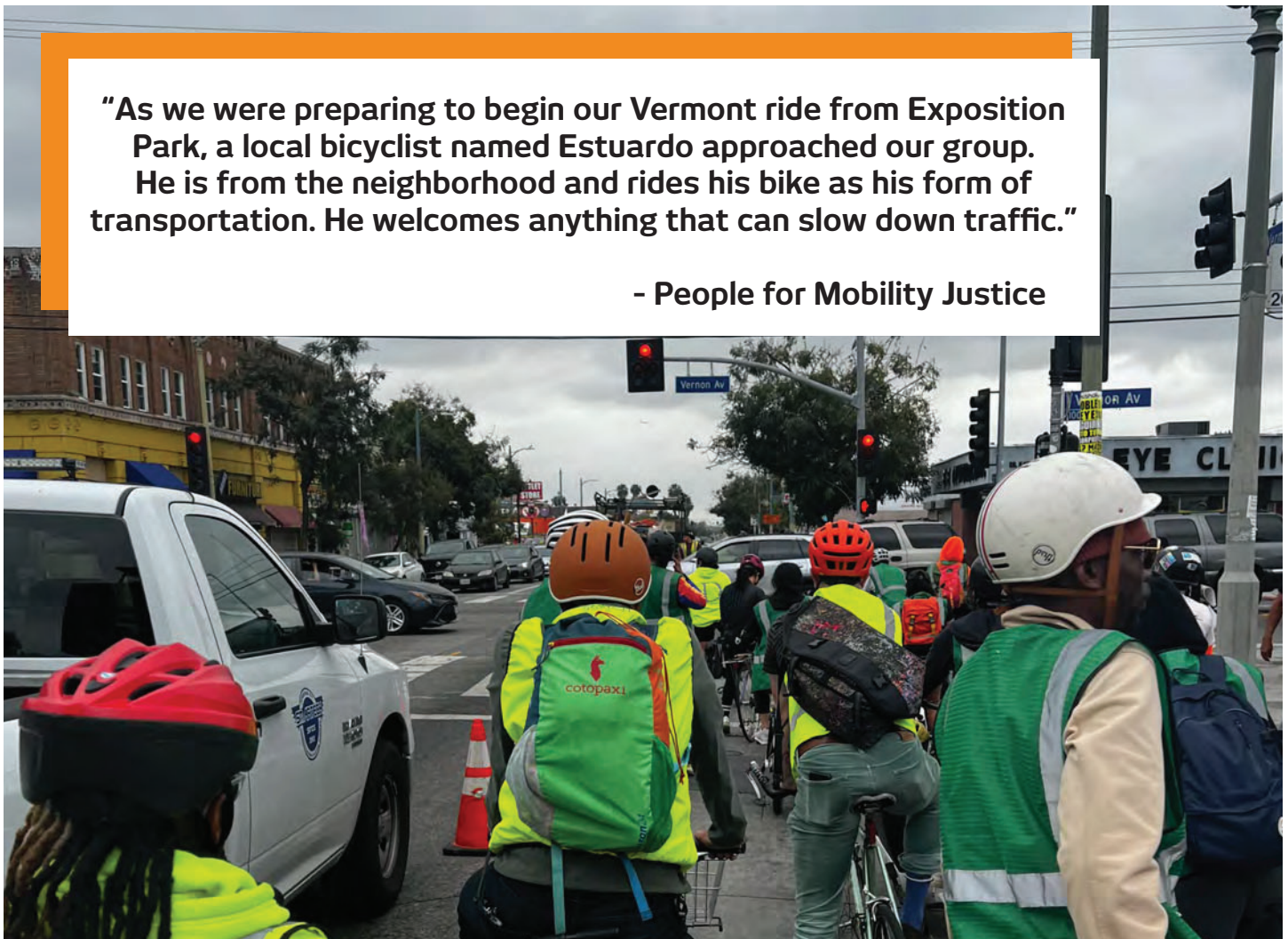
People for Mobility Justice

South Central LA Mob J Summer sought to improve traffic safety for pedestrians, bicyclists, and transit riders in South Los Angeles through a series of community bike rides, street charette, traffic needs survey, and video campaign. During this project, PMJ was able to engage and inform thousands of South LA residents on upcoming mobility projects coming to the community such as the Vermont Bus Lanes, Slauson Pedestrian/Bicycle Path, 54th St Quick Build, and Central Ave Protected Bike Lanes.

For many residents, these projects are symbolic of years of organizing for traffic safety improvements. For others, this was the first time hearing about such projects. However, both groups shared a common joy for the infrastructure investment coming to their communities. Beyond engagement around mobility projects, PMJ also distributed resources - fitting more than 600 South LA residents with helmets during CicLAvia. Prior to every group bike ride, PMJ shared safety lessons on proper road riding, signaling, and communication protocols when group riding on South LA streets. This project allowed PMJ the capacity to have deeper engagement with South LA residents on infrastructure upgrades coming to their communities.

"As we were preparing to begin our Vermont ride from Exposition Park, a local bicyclist named Estuardo approached our group. He is from the neighborhood and rides his bike as his form of transportation. He welcomes anything that can slow down traffic."

- People for Mobility Justice





Proyecto Pastoral

Project Name: Comunidad en Movimiento - Safe Passage

Community: Boyle Heights

County: Los Angeles

Reach: 1,134

Award Amount: \$26,449.68

Comunidad en Movimiento improved pedestrian safety in Boyle Heights by enhancing safe routes to school through education, leadership development, and community engagement.

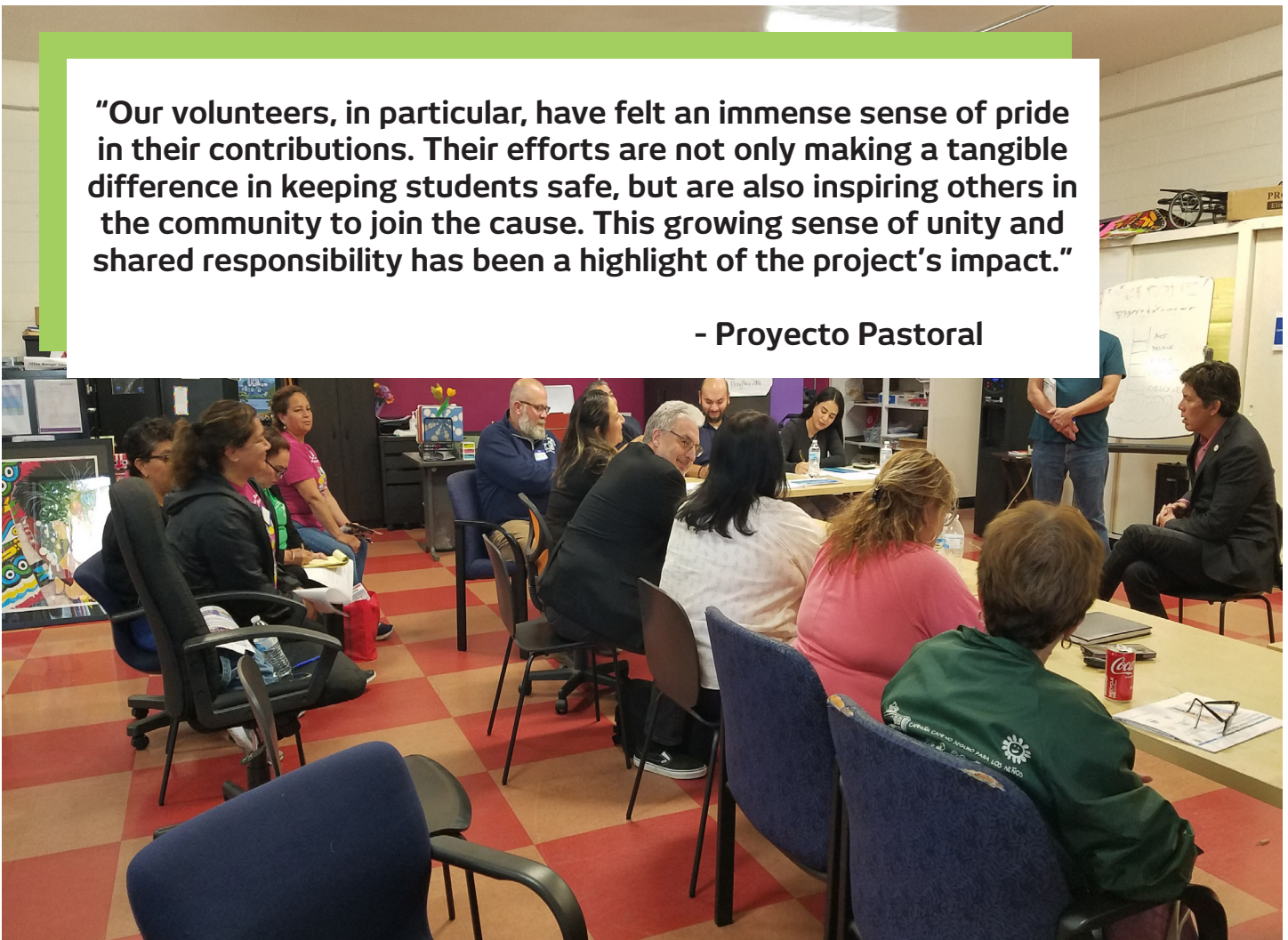
Proyecto Pastoral

Proyecto Pastoral's project successfully engaged a diverse audience, including students, parents, and the broader public, with a concentrated effort to improve pedestrian safety in Boyle Heights. Through a combination of targeted training sessions, workshops, and extensive public engagement initiatives, they provided participants with the knowledge and practical tools necessary to protect themselves, their children, and others from the dangers posed by traffic.

The impact of their project was multifaceted. Firstly, by focusing on educating students and parents about pedestrian safety, they raised awareness of the risks associated with traffic, particularly in a neighborhood like Boyle Heights, where traffic-related incidents have historically been a concern. Secondly, their project's impact extended beyond education. By increasing their visibility and presence on the streets, particularly through the consistent involvement of trained Camino Seguro volunteers, they played a pivotal role in raising awareness among motorists about the importance of cautious driving in areas heavily trafficked by school children. The project's emphasis on visibility and proactive engagement with both pedestrians and drivers helped create a safer, more attentive environment on the streets of Boyle Heights.

"Our volunteers, in particular, have felt an immense sense of pride in their contributions. Their efforts are not only making a tangible difference in keeping students safe, but are also inspiring others in the community to join the cause. This growing sense of unity and shared responsibility has been a highlight of the project's impact."

- Proyecto Pastoral





Reach Out

Project Name: Cruise Thru Summer
Community: Jurupa Valley
County: Riverside
Reach: 78,000
Award Amount: \$ 30,000.00

Cruise Thru Summer showcased safe alternative commuting options and challenged car-centric culture that often overlooks pollution and safety at the expense of low-income marginalized communities.

Reach Out

Reach Out's Cruise Thru Summer event effectively engaged Jurupa Valley residents as part of a Pedestrian Safety Campaign involving local stakeholders. The event combined in-person, digital, and print outreach to promote sustainable transportation and challenge car-centric practices that impact marginalized communities.

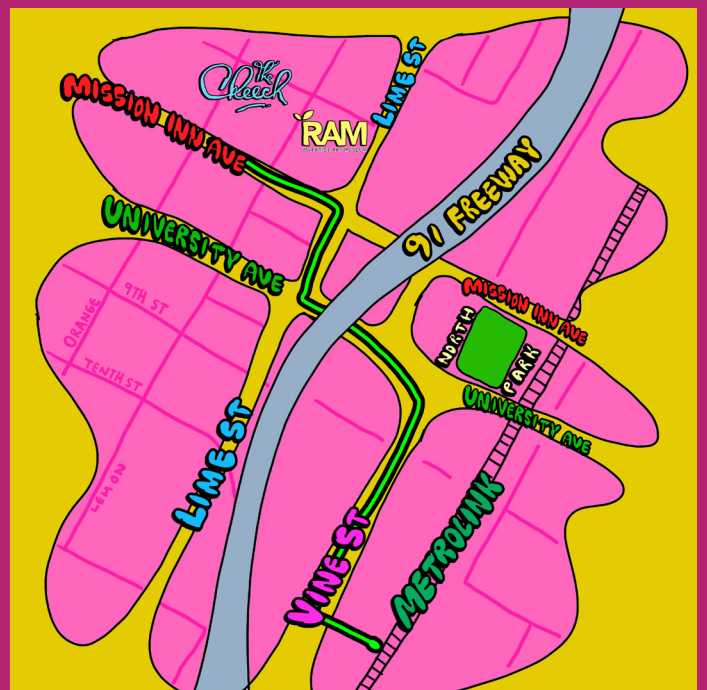
Supported by the grant, Reach Out provided six bikes and hundreds of safety items, including helmets, reflective gear, bike lights to families. They used SCAG *Go Human's* Kit of Parts to create a safe space with temporary separated bike lanes and creative crosswalks around Vernola Park for families to enjoy.

Community support included the Riverside Light Parade, which used the bike lanes for a festive ride, and a local BMX professional's demonstration. After the event, Reach Out continued their campaign at back-to-school nights, distributing additional safety incentives and hosting workshops.

"This event prioritized fostering a sense of community, safety, and support among participants. The success of Cruise Thru Summer 2024 underscores the importance of community engagement and the lasting effects of collaborative generosity."

- Reach Out





Riverside Art Museum

Project Name: Ride-Walk-Engage
Community: Downtown Riverside
County: Riverside
Reach: 95,667
Award Amount: \$29,999.20

The Ride-Walk-Engage project produced a video and marketing campaign to promote the safety and comfort of the pedestrian experience between the Riverside Metrolink Station and downtown.

Riverside Art Museum

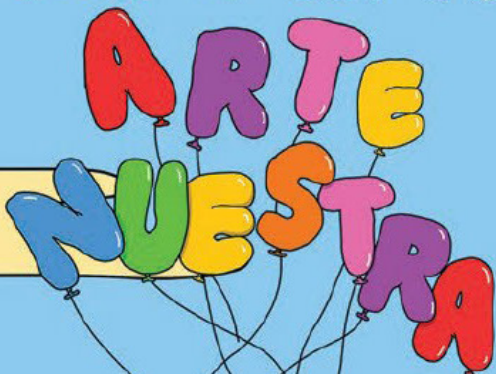
The Riverside Art Museum's (RAM) project, Ride-Walk-Engage, engaged with the Inland Empire Community via a safety-focused marketing campaign and a traffic safety educational video for their June 22nd annual community festival, Arte Nuestra. With the help of community members, they were able to share car-less options to attend downtown activities, including walking, skateboarding and biking.

Throughout the project, RAM developed marketing materials in both English and Spanish, utilized wayfinding signage, and an ASL guide, all of which communicated how visitors could safely access and navigate their festival and museum sites. Their campaign addressed the challenge of changing the community's perception that downtown Riverside is unsafe and not 'fun' to walk. Over 6,000 visitors attended Arte Nuestra, and a small sample of survey participants reported feeling 'Very Safe' or 'Safe' while traveling from the Mobility Hub to downtown Riverside. Survey respondents also recommended implementing permanent wayfinding signage and performing sidewalk maintenance to address cracks and uneven surfaces.

"The support of the grant has helped us connect with our public transportation partners and the City of Riverside to have conversations about ways we can continue improving pedestrian safety while visiting us and The Cheech Marin Center for Chicano Art & Culture."

- Riverside Art Museum

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Santa Ana Active Streets

Project Name: Santa Ana Active Transportation Workshops

Community: Santa Ana

County: Orange

Reach: 17,066

Award Amount: \$29,614.98

Santa Ana Active Streets (SAAS) informed community members about active transportation planning and engaged residents in advocating for streets that are safe and comfortable for walking and biking.

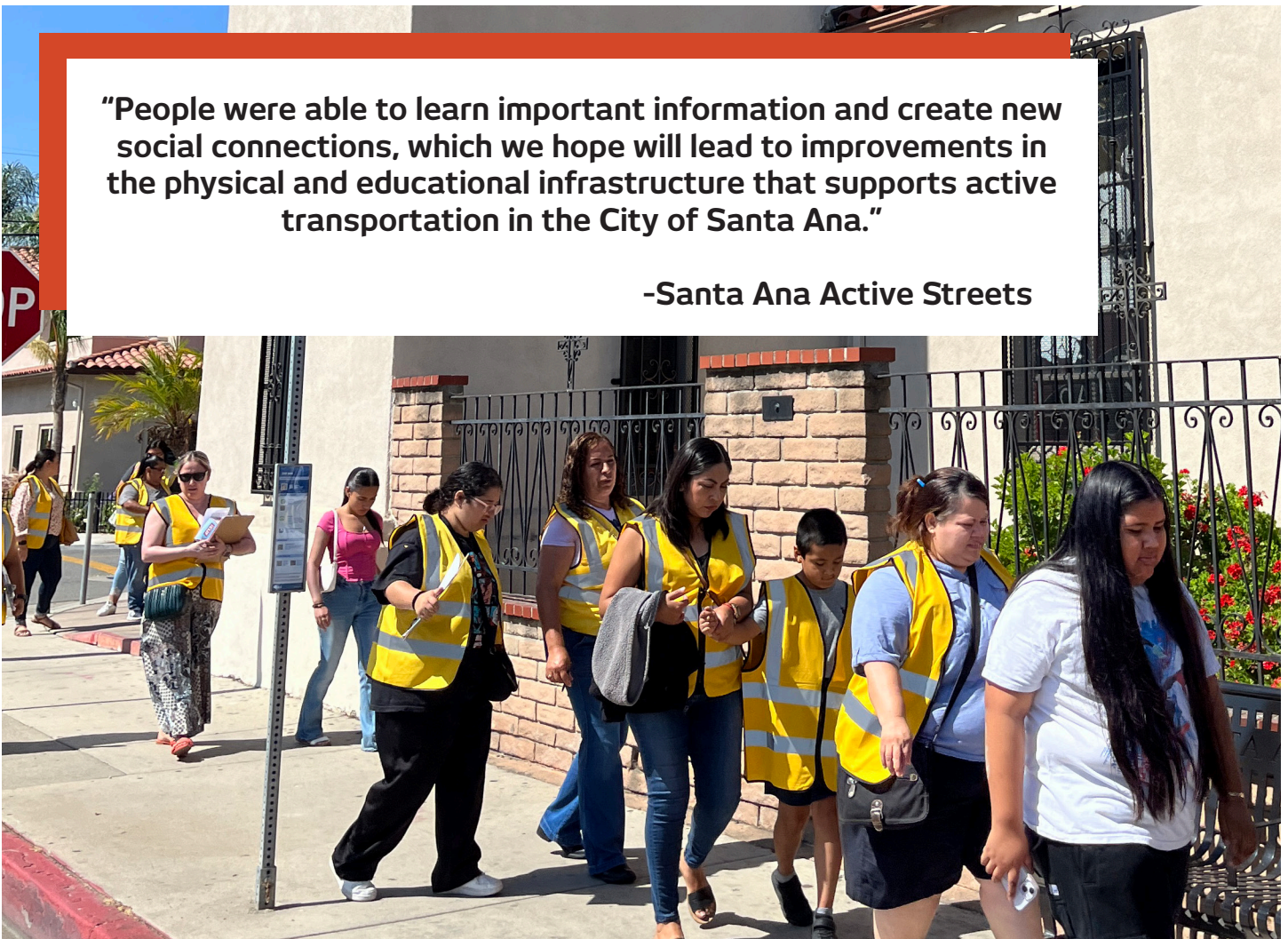
Santa Ana Active Streets

The SAAS's project Santa Ana Active Transportation Workshops aimed to inform community members about active transportation planning and engage residents in advocating for and creating streets that are safe, comfortable, and convenient for walking, biking, and using public transit in the City of Santa Ana.

Throughout the project, SAAS conducted two traffic safety workshops at Delhi Center, used SCAG's *Go Human* Kit of Parts for a temporary creative crosswalk demonstration, and, with the Bicycle Tree, organized an Active Transportation Community Forum. The forum, which gathered over 60 residents, advocates, planners, and officials, focused on improving conditions for walking, biking, and public transit. SCAG's support enabled the Santa Ana Early Learning Initiative (SAELI) to recruit Delhi community families for the workshops, strengthening the partnership between SAAS and SAELI. This collaboration built trust, introduced long-term goals for community leadership, and is expected to continue fostering interest and action on safety concerns beyond the project.

"People were able to learn important information and create new social connections, which we hope will lead to improvements in the physical and educational infrastructure that supports active transportation in the City of Santa Ana."

-Santa Ana Active Streets





Streets For All

Project Name: RethinkLA: Hollywood Plaza Block Party

Community: Los Angeles

County: Los Angeles

Reach: 32,000

Award Amount: \$29,991.68

Streets for All activated a pedestrian plaza featuring a community traffic safety event where digital and print surveys were distributed to promote traffic safety and calming infrastructure.

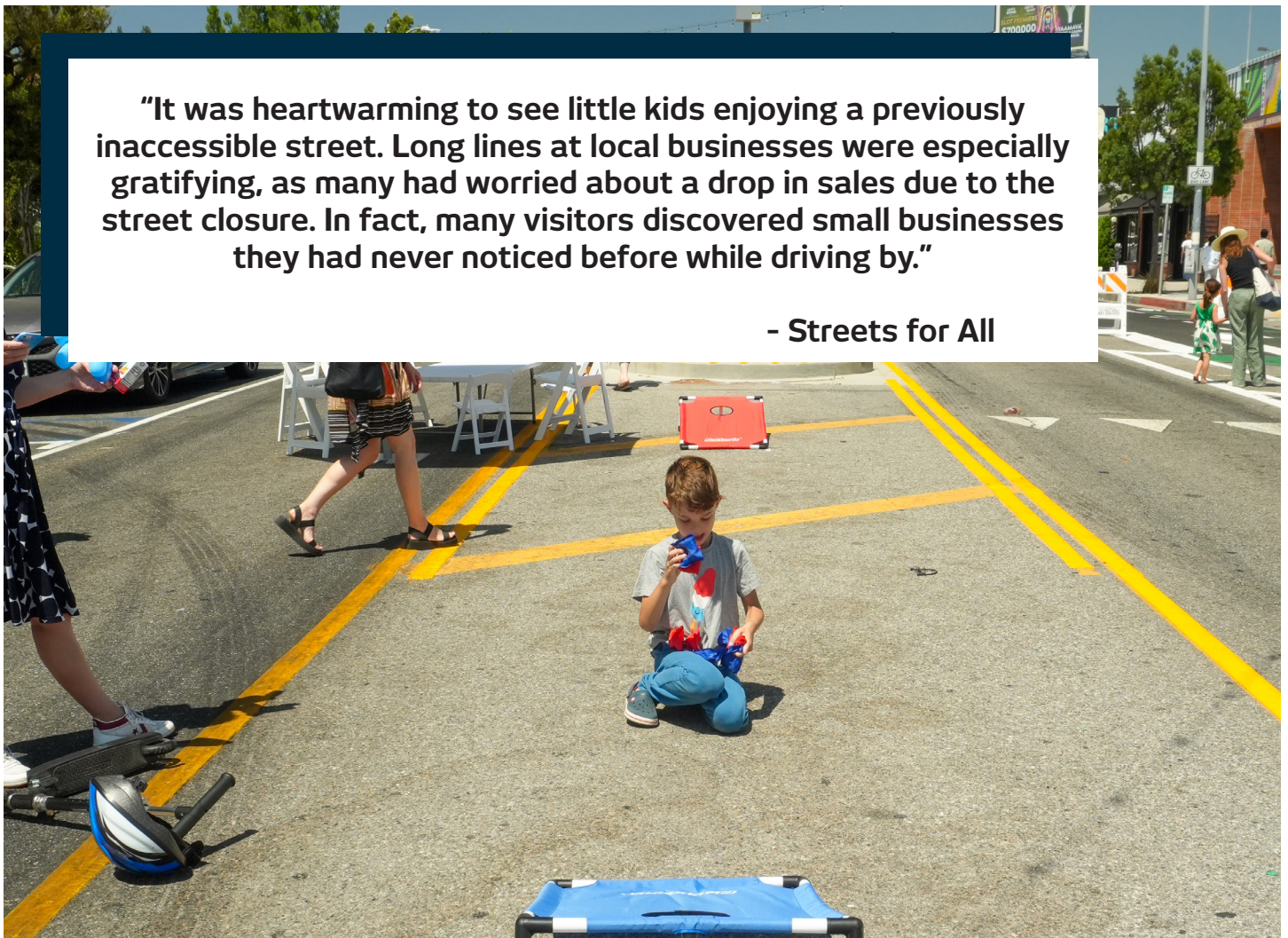
Streets For All

Streets for All's RethinkLA: Hollywood Plaza Block Party is a key initiative aimed at creating more pedestrian-friendly spaces in Los Angeles, particularly in Hollywood. This project successfully transformed a section of Hollywood Boulevard into a vibrant pedestrian plaza, allowing residents, local businesses, and community leaders to enjoy a dedicated space for walking and biking.

During the event, attendees participated in a fun and educational traffic safety obstacle course featuring cones, hula hoops, and a bouncy house. This engaging setup allowed children on bikes and scooters to learn essential safety skills while receiving one of 150 free helmets, each with instructions for proper use. The open street also enabled Streets for All to create temporary parklets where people could relax, enjoy a meal, or socialize outdoors. Additionally, the event highlighted the new protected bike lanes on Hollywood Boulevard, which we actively advocated for as part of our broader mission. During and after the event, Streets for All administered surveys to gather feedback on the pedestrian plaza. They received overwhelming support for permanently pedestrianizing the space, with 81% of respondents in favor.

"It was heartwarming to see little kids enjoying a previously inaccessible street. Long lines at local businesses were especially gratifying, as many had worried about a drop in sales due to the street closure. In fact, many visitors discovered small businesses they had never noticed before while driving by."

- Streets for All





Stronger Together Now

Project Name: STN in the Streets
Community: Downtown San Bernardino
County: San Bernardino
Reach: 13,000
Award Amount: \$30,000.00

The STN in the Streets campaign engaged, empowered, and educated San Bernardino residents on how they can decrease risk of being injured or injuring someone else when crossing the street.

Stronger Together Now

The Stronger Together Now (STN)'s project, STN in the Streets, conducted a thorough traffic safety educational campaign and traffic safety demonstration across San Bernardino and Riverside County. Through their campaign, STN created murals, held school assemblies, participated at multiple community events where they distributed educational materials.

Throughout the project, STN participated in several key events, including Riverside at the Cheech Marin Center, where they showcased a live mural and demonstration, and the Juneteenth Jam in Rialto, featuring a live mural, obstacle course, scavenger hunt, and safety demonstration. They participated in a movie night at Starlight Cinema which included a live mural, obstacle course, and surveys, along with a safety demonstration workshop in Redlands. Additional outreach included surveying participants at the SBCUSD Back to School Extravaganza and hosting an event at the Riverside Main Library with a demonstration, obstacle course, and surveys. Finally, STN conducted a school assembly at Warm Springs Elementary that featured an interactive lesson, mural display, and surveys. Through these events and their social media efforts, it is estimated that the STN project reached at least 13,000 people.

"STN in the Streets is a campaign aimed to engage, empower and educate SBCUSD grades K-12 staff, students, and their families, on how they can decrease risk of being injured when crossing the street."

-Stronger Together Now

