Joint Working Group Meeting
Transportation Safety, Active Transportation, & Go Human

May 21, 2020
1:30 p.m. – 3:30 p.m.

Due to COVID-19, please join via web conferencing:
To join the meeting: https://scag.zoom.us/j/93283333283
Dial-In: +1 669 900 6833
Meeting ID: 932 8333 3283

AGENDA

1. WELCOME, SELF INTRODUCTIONS
   Courtney Aguirre, SCAG

2. SAFE ROUTES TO PARKS
   Marisa Jones, Safe Routes Partnership

3. ACTIVE TRANSPORTATION PROGRAM (ATP) CYCLE 5 UPDATE
   Cory Wilkerson, SCAG

4. GO HUMAN – ADVERTISING CAMPAIGN FEEDBACK & OPPORTUNITIES
   Andrés Carasquillo, SCAG

5. CREATING SPACE FOR PEOPLE DURING COVID-19 - STRATEGIES TO LEARN TOGETHER
   Donson Liu, City of Pasadena;
   Megan Wier, City of Oakland;
   Demi Espinoza, Safe Routes Partnership;
   Hannah Brunelle, SCAG

6. CONNECT SOCAL UPDATE
   Marco Anderson, SCAG

SCAG, in accordance with the Americans with Disabilities Act, is committed to providing special accommodations to those who are interested in participating in the working group meeting. SCAG is also committed to helping those with limited proficiency in the English language by providing translation services at the workshop in accordance with Title VI of the Civil Rights Act. We ask that you provide your request for special accommodations or translation services at least 72 hours prior to the meeting so that SCAG has sufficient time to make arrangements. For Transportation Safety inquiries, please contact Courtney Aguirre, Program Manager, at aguirre@scag.ca.gov or by calling (213) 236-1990.
Joint Working Group Meeting
Transportation Safety, Active Transportation, Go Human

May 21, 2020
1:30 p.m. – 3:30 p.m.

www.scag.ca.gov

HOUSEKEEPING

1. Meeting length: approximately 2 hours
2. Please take care to mute your audio/phones
3. At the end of each presentation, there will be a Q&A session
4. If you have a question during the presentation, type it into the chat box
5. We will log all questions and answer them during Q&A
6. Think of something later? Email Aguirre@scag.ca.gov
7. All presentations will be emailed to those who registered to participate in today's meeting
1. WELCOME  
   Courtney Aguirre, SCAG

2. SAFE ROUTES TO PARKS  
   Marisa Jones, Safe Routes Partnership

3. ACTIVE TRANSPORTATION PROGRAM CYCLE 5 UPDATE  
   Cory Wilkerson, SCAG

4. GO HUMAN – ADVERTISING CAMPAIGN FEEDBACK & OPPORTUNITIES  
   Andrés Carrasquillo, SCAG

5. GO HUMAN – CREATING STREET SPACE FOR PEOPLE DURING COVID-19  
   Hannah Brunelle, SCAG

6. CONNECT SOCAL UPDATE  
   Marco Anderson, SCAG

7. OTHER ANNOUNCEMENTS (E.G., HSIP)
Hello!

I am Marisa Jones. I am the Policy and Partnerships Director at the Safe Routes Partnership. I live in Philadelphia, Pennsylvania, where I live a multi-modal lifestyle and visit parks almost every day. You can find me on Twitter at @marisacjones.
MISSION

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.
HELP KEEP OUR PARKS SAFE

Please follow these guidelines to prevent the spread of COVID-19

Stay at least 6 feet away from other people.
Avoid close contact, such as group sports, shaking hands, and hugging people.
Wear a cloth mask to protect yourself and others.

Thank you for doing your part to keep our community healthy

Visit phila.gov/parksandrec for more information.
Parks in the Time of the Coronavirus

Are parks and trails safe to visit?

How is park use being enforced?
Parks, green space, and nature offer countless benefits

- Stress-relief and mental health
- Opportunities for physical activity and recreation
- Social cohesion and connection
- Economic impacts both for employment and adjacent businesses

Parks confer countless benefits
Those benefits are not equitably distributed.

Nature & Privilege

How COVID19 has uncloaked equity gaps in nature access

By Juan Martinez

Park closures have unequal costs

As we limit outdoor access, consider the impact on underrepresented communities.

José González | PERSPECTIVE | April 16, 2020 |
The coronavirus pandemic has shined a spotlight on existing inequities, including access to parks and green space

- 100 million urban Americans, including 28 million children, do not have a park within a 10 minute walk of home.*
- People with higher incomes and levels of education have greater access to urban vegetation, and being Black or Latinx was negatively correlated with access to urban vegetation**
- People of color (14.5%) are more than twice as likely NOT to have access to a car than white people (6.9%)**

* [https://www.tpl.org/parkscore](https://www.tpl.org/parkscore)
***[https://nationalequityatlas.org/indicators/Car_access](https://nationalequityatlas.org/indicators/Car_access)
What do we mean by equitable park access?
What do we mean by equitable park access?

Safe, convenient routes to high-quality parks are not determined by a person’s race, ethnicity, national origin, socioeconomic status, age, ability, or other demographic factors.
Safe Routes to Parks

• Convenient, affordable multimodal transportation (walk, bike, transit) along routes that are safe from traffic and personal danger for people of all ages and abilities
• Routes start/end at well-maintained and well-programmed parks that are conveniently located within a 10-minute walk of where people live
• **Long-term goal:**
  • increase park usage
  • improve health and wellbeing for people of all ages, races, abilities, and income levels.
Safe Routes to Parks Pilot Sites & Grantees
Why care about Safe Routes to Parks?
Why care about park access

- Purpose and passion
- Improve safety from crime, violence, and traffic
- Fairness and equity
- Improve community connectivity – both interpersonally and to destinations
- Work more efficiently
Purpose and passion

Photo Credit: Five Rivers MetroPark

Wesleyan MetroPark | Dayton, Ohio
Safety from crime, violence, and traffic

Harvard Park | Los Angeles, California
Safety from crime, violence, and traffic
Improve work efficiency

Ellenberger Park | Indianapolis, Indiana
Community engagement

Methow Park | Wenatchee, Washington
Fairness and equity
WORKING TOWARD
SAFE ROUTES TO PARKS
Use the Safe Routes to Parks Action Framework

- Step-by-step framework for improving park access
- Tested by parks and recreation professionals
Engage

• Connect with existing groups and organizations
• Learn about barriers to accessing parks/reasons people don’t use them
• Ask for ideas for solutions
Prioritize (Assess)

- Use data
- Listen to community perspectives and priorities
- Identify where there are opportunities to connect this to existing efforts
Safe Routes to Parks Policies (Plan)

- Complete Parks Resolutions
- Safe Park Zones Ordinances
- 10 Minute Walk Commitments
Incorporate Safe Routes to Parks into Existing Policies/Plans (Plan)

- Bicycle/Pedestrian Plans
- Complete Streets implementation
- General Plan updates
- Park Master Plans
Funding Safe Routes to Parks (Implement/Sustain)

- ATP
- General funds
- Aligning w/ repaving and maintenance
- Prop. 68 Statewide Park Program
- Other CA-specific funding?
SAFE ROUTES TO PARKS
IN ACTION
New Bedford Parks, Recreation, and Beaches (Massachusetts)

- Partnered with existing efforts, like WalkBoston and Safe Routes to School
- Hosted walk audits
- Pop-up park
- Removed fence that served as a barrier to park access

Photo Credit: New Bedford Department of Parks, Recreation, and Beaches
Athens-Clarke County, Georgia

- Received CDBG funding to formalize social trail connecting neighborhood to community center

Photo Credit: Athens-Clarke County Parks and Recreation
Cultiva la Salud (Merced, California)

- Community-driven process
- Walk audits
- Participatory budgeting to prioritize desired park improvements
- Presentation of plan and requests to MAC
- Received $2.4M in Prop 68 funding

Photo Credit: Cultiva la Salud
Blue Zones Hawaii

- Park activation
- Traffic safety improvement
- Houseless people living in park
- Informing development of park master plan
Lessons learned from Safe Routes to Parks in action

- Be open and listen to community members’ suggestions
- Coordinate with relevant agencies (for example, transportation, planning, public safety)
- Partner with outside organizations
- Keep the big picture in mind
- Incorporate Safe Routes to Parks plans into new and existing policies and plans
Resources to support Safe Routes to Parks

- Fact sheets
- Webinars
- Funding opportunities
- Technical assistance

https://www.saferoutespartnership.org/healthy-communities/saferoutestoparks
Resources to Improve Personal Safety from Crime and Violence

- Developing community partnerships
- Partnering with law enforcement
- Programming
- Lighting, beautification

https://www.saferoutespartnership.org/healthy-communities/saferoutestoparks
Safe Routes to Parks Walk Audits

- Community and partner agency engagement tool to assess what makes people feel unsafe (or safe!) along the route to a park

https://www.saferoutespartnership.org/healthy-communities/saferoutestoparks
Community Engagement Checklist

Checklist for considering the needs of many different types of community members

Ideas for visioning exercises
Active Transportation Program – Cycle 5
Program Update

Cory Wilkerson
Active Transportation & Special Programs
May 21, 2020

www.scag.ca.gov

Schedule Update Adopted by CTC April 29, 2020

• March 25-26, 2020 – CTC adopts ATP Guidelines and Call for Projects
• July 15, 2020 – Quickbuild Project Applications Deadline (postmark date)
• September 15, 2020 – All other Project Applications Deadline (postmark)
• September 15, 2020 – CTC Recommendations for Quickbuilds
• November 16, 2020 – CTC Statewide Recommendations
• December 2-3, 2020 – CTC adopts Quickbuilds Projects List
• March, 2021 – CTC adopts Statewide Projects List
• May 14, 2021 – Deadline to submit MPO Recommendations
• June 2021 – CTC adopts MPO Projects List
Contact for One on Ones!

Cory Wilkerson
wilkerson@scag.ca.gov
(213) 236-1992
www.scag.ca.gov
Go Human
Advertising Campaign Feedback & Opportunities

Andrés Carrasquillo
Active Transportation and Special Programs
May 21, 2020

www.scag.ca.gov

Agenda

• Go Human Overview
• Campaign Goal and Parameters
• Considerations
• Media Tactics (Where you can plan to see Go Human ads)
• Updated Messaging
• Additional Go Human Resources
Go Human: Active Transportation Safety & Encouragement Campaign

Regional Advertising Campaign & Co-Branding
Temporary Safety Demonstrations & Programming
Safety Workshops, Webinars & Technical Assistance

Campaign Goal and Parameters

- Primary goal is **safety** by reducing pedestrian collisions causing serious injuries and fatalities.
- Campaign will frame strategy on behavior change.
- 280 million impressions, 25% ad recall rate
- Parameters
  - Scheduled for July – August 2020
  - Target Audience: Drivers and Pedestrians
  - Languages: English and Spanish
  - Media Budget: $510,000
  - Use High Injury Network and Disadvantaged Communities data to target areas in each county.
Considerations

- Campaign flight coincides with the start of the new school year.
- Primarily digital.
- Consider impact of COVID-19 on markets.
- Messages will take three broad approaches (e.g., “traditional”, “appeal to emotion”).
- Conduct messaging testing on Facebook to identify top-performing ads and messaging.

Media Tactics

- Social Media:
  - Facebook
  - Instagram

- Outdoor:
  - Convenience Store Posters
  - Gas Station Pumps
  - Gas Station Static Ads
  - Billboards (Static & Digital)
  - Transit / Bus Shelters
  - Pizza Box Ads
  - Grocery Store Advertising
Messaging – Back to School Reminder

“Slow down. School is in session all around you.”

“Slow down. Saving her life is more important than saving time.”

“School’s in session all around. Slow your roll.”

Messaging – School Disruption

“Increase your awareness, not your speed.”

“Slow down. Neighbors may be closer than they appear.”

“Slow down. Our neighborhood isn’t your racetrack.”
“Slow down, and expect the unexpected.”

“The rules of the road haven’t changed. Slow down.”

“Watching your speed is still essential.”

“A lot has changed, the speed limit hasn’t.”

“Slow Down: We all play an essential role in safety.”

“Slow Down: Stay Safe.”

---

**Go Human Resources**

<table>
<thead>
<tr>
<th>Local Community Engagement &amp; Safety Mini-Grants</th>
<th>Mini-Grant will fund local projects to build community resiliency and increase safety. Awards to be announced.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-Branded Safety Materials</td>
<td>SCAG to co-brand, design, print and ship materials at no cost.</td>
</tr>
<tr>
<td>Open Streets/People Streets Technical Assistance</td>
<td>Series of webinars and 1:1 coaching, launching this summer.</td>
</tr>
<tr>
<td>Safety Pledge</td>
<td>Sign to receive additional safety resources and to be recognized during Pedestrian Safety and Bike Safety Month (September)</td>
</tr>
<tr>
<td>Kit of Parts</td>
<td>SCAG is expanding its available kits to help jurisdictions foster active transportation through the creation of safer spaces for biking and outdoor dining.</td>
</tr>
</tbody>
</table>
Bike Month Co-Branded Material

Thank you for being champions for safety in your city and region!

More information on the advertising campaign, as well as, other components of Go Human can be found at www.gohumansocal.org

Andrés Carrasquillo, Community Engagement Specialist, carrasquillo@scag.ca.gov

Materials developed with funding provided by the California Office of Traffic Safety.
Creating Street Space for People During COVID-19:
Strategies to Learn Together

Speakers:
Donson Liu, City of Pasadena
Megan Wier, City of Oakland
Demi Espinoza, Safe Routes Partnership

www.scag.ca.gov
Demands for safe space to walk, jog and bike creating public health risks

Considerations:

- Attractive nuisance vs. public health centered solution
- Supporting behaviors people are already doing (healthy essential travel)
- Ensuring the health and safety of our crews
- Extremely swift rollout
● 74 miles of streets vetted by engineers and public through 2019 Bike Plan
● Mostly residential, avoids bus routes
● Allows for physical distancing across city
“Soft Closures” Began within 32 hrs of Announcement on 4 streets/4.5 miles

Street selection:
- Equity indicators: communities of concern, access to parks, all are proposed neighborhood bike routes
- No major challenges (transit, high traffic volumes, emergency services, etc.)

Other 70 miles: discourage driving

www.oaklandca.gov/projects/oakland-slow-streets
Notes:
Install two barricades side by side with signs as shown below. Center barricade in inbound lane as shown. Place barricade outside of crosswalk path. Face signs toward the intersection.

If the cross street has a left turn pocket turning towards the barricade, install cones as shown in Example 2.

Location to be determined by work order. Work order will be issued via textual instructions.

Example #1 Instructions would read:

"West side of cross street in the westbound direction of slow street."

Example #2 Instructions would read:

"West side of cross street in the westbound direction of slow street. Install 6 cones in the cross street left turn pocket."

Barricade Signage:

R11-4
W15-15
Stop
Type II Barricades

Legend:

BARRICADES

www.oaklandca.gov/projects/oakland-slow-streets
Phase 1: Details, Outcomes

- **Barriers & signs:** rented, target highest traffic intersections, marked w/ spray chalk
- **Volunteer support:** flyering, evaluation, replacing & reporting barrier issues
- **Outcomes:** very positive overall, compliance w/ distancing & speeding, demand for more, concerns about process & engagement esp. from E. Oak.
Phase 2: “Soft Closures” Expand 6 Days Later with Additional 4 Streets/4.5 miles
Phase 2: Adjustments to Process

- Established **Emergency Operations Center** protocol, plan, and weekly protocol for interagency engagement (Fire, Police, Parks & Rec)
- More **proactive coordination** w/ partner agencies, county public health dept. and internally

![Weekly Slow Streets Review and Finalization Process](Image)

[www.oaklandca.gov/projects/oakland-slow-streets](http://www.oaklandca.gov/projects/oakland-slow-streets)
Phase 2: Adjustments to Engagement

- Added round of community input and direct outreach to CBOs
- Established ways for formal input: 311 and online survey
- New flyers for branding
Phase 2: Survey Results

- 75%+ Positive responses to survey
- But survey not representative - low response rate (and usage) in highest need areas and populations
Phase 3: additional 5 miles installed
15 miles of soft closures total
Phase 3: Iterations

- Maintenance
- Virtual Strategy
- Tactical urbanism
- Additional streets off Neighborhood Bike Routes w/ CBO and broader community engagement

www.oaklandca.gov/projects/oakland-slow-streets
Phase 4: additional 5 miles on May 8, 20 miles of soft closures in 5 weeks
Phase 4: Interactive Feedback Map

[Interactive Feedback Map Image]

www.oaklandca.gov/projects/oakland-slow-streets
Phase 4: Survey Results Dashboard

Oakland Slow Streets General Feedback Survey Results

Total Responses 605

To learn more about the program, go to https://www.oaklandca.gov/projects/oakland-slow-streets
This dashboard updates automatically as new responses are submitted. If you have any questions or notice any errors, please contact npoole-danchik@oaklandca.gov. Please note survey questions are optional and thus the total number of respondents varies by question.

Table of Contents
- Geography
- Demographics
- Program Overview
- Slow Streets Use All, by Race & by Geographic Area
- Program Support
- Program Support by Income, by Gender & by Physical Disability Status
- Slow Streets Messaging & Issues
- Transportation During Covid-19

Geography

For the purpose of analysis, zip codes were combined to create larger geographic areas across the city. (Zip codes not in Oakland were included in overall survey results but excluded from geographic analyses.)

www.oaklandca.gov/projects/oakland-slow-streets
Focusing on adapting to meet the needs of most vulnerable:

- Greater emphasis on arterial safety in East Oakland
- Community-driven corridors in high priority neighborhoods
Silver Lining
Next 74 Miles

www.oaklandca.gov/projects/oakland-slow-streets
COVID-19 Mobility Response

May 21, 2020

COVID-19 Conditions and Goals

Department of Transportation

• Traffic has dropped approximately 75% between the first two weeks of April 2019 and April 2020.

• Safer at Home Mobility Goals
  > Improve safety for local pedestrian and cyclist recreation
    ▪ Slow down/reduce vehicles on residential streets
  > Encourage Safe Distancing Behavior
    ▪ Prevent congregation
    ▪ Keep residents home but allow for recreation
Safer Streets Measures

Department of Transportation

• Slow Streets Physical Signage Campaign
  > 20” x 30” reflective plastic on A-Frame style barricades placed at entrance of residential neighborhoods within roadways.

• Social Media Campaign
  > Encourage safe recreation through local, solo activities, disseminate safety information.

• Signal Modification on Corridors through Residential Neighborhoods.
  > 10 major corridors are programmed to run Free on “nighttime mode”.

Slow Streets Neighborhood Protection Campaign

Department of Transportation
Slow Streets Neighborhood Protection Campaign Lessons

• Lessons
  > Ideal placement is in the middle of the street which was not feasible on narrow streets for large essential vehicles.
  > Popular item among some residents, easily stolen.
  > Difficulty in conveying to residents on ideal placement.

Walk Local Bike Solo Campaign

• Walklocalbikesolo.com evolved from our annual Bike Week campaign.
  > Provides activities such as neighborhood photo hunts, trivia.
  > Collected walking route maps for attractions throughout the City in one place.
  > Especially useful resource as Rose Bowl Loop was experiencing crowding during first weeks of Safer at Home order.
Signal Modifications

Department of Transportation

- Goal is to reduce motorist speed and enhance safety along signalized corridors.
- City staff adjusted the traffic signal timing to operate in “nighttime” mode, also known as running “free” mode
- City staff also adjusted some signals to rest-in-red
  > Requires vehicles to slow down or stop at certain intersections
<table>
<thead>
<tr>
<th>Safer at Home Mobility Lessons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department of Transportation</td>
</tr>
<tr>
<td>• Increased Interest in Local Mobility ✌️</td>
</tr>
<tr>
<td>• Telecommuting 🙌</td>
</tr>
<tr>
<td>• Will need to prove these trends through data</td>
</tr>
</tbody>
</table>

PASADENA
Addressing Open Streets, Safe Streets, Healthy Streets in your community

Demi Espinoza
Senior Equity & Policy Manager

Open Streets, Shared Streets, Healthy Streets—Creating Mobility and Physical Activity Solutions Now and for the Future
Principles to consider before implementation

1. Equity
2. Necessity & basic needs before recreation
3. Resources
4. Enforcement

Thank you!

Demi Espinoza
Senior Equity & Policy Manager
demi@saferoutespartnership.org

More Resources
• Safe Routes Partnership – Advocating for Essential Transit Options: Active Transportation Advocates as Allies
• Resources for SRTS Practitioners: Back to School Working Group:
• Untokening– Transformative Talks: http://www.untokening.org/webinars COVID-19 resources regarding open streets, transit, public participation
SCAG Regional Council adopted Connect SoCal for Federal conformity purposes. Our next steps:

- “(2) Allow for more time (120 days) to review Connect SoCal and consider its implications in light of the short and long-term impacts of the COVID-19 pandemic on the region as requested by many stakeholders;

- (4) provide a progress report describing modifications to the SCS and associated modeling and analysis within 60 days;

- (5) work with local authorities to identify and restore locally approved entitlements as conveyed by local jurisdictions…”

SCAG is listening to stakeholders and community based organizations:

- What are the immediate impacts of COVID-19 on your community’s transportation and housing needs?

- How can SCAG and our partners better engage your communities during the pandemic recovery period?

- What are the long term considerations regarding COVID-19 and your communities?
Connect SoCal & COVID-19

During the 120-day period:

- Listen to varied stakeholders
- Develop research and data to assist informed decision making
- Make limited technical refinements to Connect SoCal regarding entitlements
- Refine planned implementation programs based on community input to address a "post-pandemic recovery world"
- Identify long-term considerations for future plan amendments & the 2024 plan update

Opportunities for Engagement

- Regional Planning & Technical Working Groups (May–July)
  - Safety
  - Active Transportation
  - Natural and Working Lands
  - Public Health
  - Climate Adaptation
  - Sustainable Communities
  - Environmental Justice
  - Technical Working Group
- Regional Workshop (June)
- Survey (June)
- Community Based Organizations (May–July)
- Stakeholder Briefings (Ongoing)
Local Highway Safety Improvement Program (HSIP)
Cycle 10 Call for Projects


<table>
<thead>
<tr>
<th>Announcement Date:</th>
<th>Tuesday, May 5, 2020</th>
<th>Application Due Date:</th>
<th>Friday, September 4, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call Size:</td>
<td>Approx. $220 million of HSIP funds</td>
<td>Minimum Benefit Cost Ratio (BCR):</td>
<td>3.5</td>
</tr>
</tbody>
</table>

On Monday, May 4, 2020, Caltrans Division of Local Assistance (DLA) announced Cycle 10 Call for Projects for the Highway Safety Improvement Program (HSIP). The total funds available for HSIP Cycle 10 is estimated at approximately $220 million. The application submittal deadline is Friday, September 4, 2020 (midnight).

All applications will be submitted electronically with no hard copies. Applicants must submit the applications before the deadline. Any submittal after midnight of 9/4/2020 will not be accepted. It is highly recommended that you submit your applications as early as possible after completion.

Please contact your DLAEs if you have any questions regarding this Call for Projects. For DLAE contact information, go to: https://dot.ca.gov/programs/local-assistance/other-important-issues/local-assistance-contacts. For program guidelines, application form and other useful documents, please follow the link on top.

**HSIP Cycle 10 specifics:**

- There are two application categories in HSIP Cycle 10: Benefit Cost Ratio (BCR) and Funding Set-asides (SA). There are four (4) set-asides: Guardrail Upgrades, Pedestrian Crossing Enhancements, Installing Edgelines and Set-aside for Tribes. For Funding Set-aside applications, BCR calculation is not required.

<table>
<thead>
<tr>
<th>Summary of Application Categories for HSIP Cycle 10</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Application Category</strong></td>
</tr>
<tr>
<td>Benefit Cost Ratio (BCR)</td>
</tr>
<tr>
<td>Funding Set-asides (SA)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>