More Than a Checkbox: Better Community Engagement

June 22, 2021
1:00 – 2:30 p.m.

www.scag.ca.gov
Presentation #1: Overview of Regional Conditions, Go Human Campaign
Dorothy Le Suchkova, SCAG

Presentation #2: No Tips or Tricks: Meaningful Community Engagement Demands More
Monique López, Founder, Pueblo Planning

Presentation #3: Meeting Communities Where They're At: Investing in Community Outreach Through Safe Street Promotor Educators.
John Yi, Executive Director, LA Walks

Presentation #4: Public Engagement in the City of Pomona: Lessons & Opportunities
Ata Khan, Planning Manager, City of Pomona

Presentation #5: Community-Directed Engagement in Active Transportation Safety Planning
Jill Cooper, Co-Director, UC Berkeley SafeTREC
What are the overall trends?

SCAG Region Total Number of Fatal Victims

- 1,450 people die every year from collisions.
- 5,500 people sustain serious injuries every year from collisions.
- 124,000 people sustain injuries every year from collisions.
Where are collisions occurring?

Where Fatal Collisions occurred in the SCAG Region in 2019

- Local Roads: 65%
- Highways: 15%
- Arterials: 20%

77% of all collisions occur in urban areas.
Why are collisions occurring?
Go Human Active Transportation Safety & Encouragement Campaign

Co-Branding & Regional Advertising Campaign

Temporary Safety Demonstrations & Programming

Safety Workshops, Webinars, and Technical Assistance
Go Human Co-branded Safety Materials
Go Human Kit of Parts

Curb Bulb-outs

Artistic Crosswalk

Bike Lane

Median Refuge Island

Parklet
Go Human Community Streets Mini-Grants

- Provides up to $10,000 to community organizations
- Application closed May 19th
- Announcements this week
- In 2020, SCAG provided over $210,000 to 28 community-driven projects.
Go Human Community Ambassadors

- Participatory & experiential planning and leadership series
- 3 counties: Imperial, San Bernardino, Ventura
- 60 Ambassadors, 6 virtual leadership sessions, and 1 local safety activation by each ambassador in the cohort
- Ambassadors are compensated
- Currently recruiting
- Workshops and trainings in progress!
SCAG's Go Human Traffic Safety Peer Exchanges

Visit gohumansocal.org to register and sign up for the Go Human newsletter

Follow Go Human on socials @GoHumanSoCal

Traffic Safety Peer Exchanges Events

Wednesday June 9, 1 – 2:30 p.m.
Using Data to Craft a Safety Narrative: High Injury Networks

Wednesday June 16, 1 – 2:30 p.m.
Making Traffic Safety a Reality: Funding Strategies

Tuesday June 22, 1 – 2:30 p.m.
More than a Checkbox: Better Community Engagement

Thursday June 24, 10 a.m. - noon
Traffic Safety is a Public Health Issue: Collaborating to Save Lives

Tuesday June 29, 1 – 2:30 p.m.
Repairing & Investing: Addressing Equity in the Built Environment
No Tips or Tricks: Meaningful Community Engagement Demands More

Monique López, Founder, Pueblo Planning
Monique G. López | AICP, MA, MCRP
(He/She/They)
Ethnographic Artist + Social Justice Planner

Our work is rooted in a simple principle: The voices of community members should be respected as experts, and they should dictate the present and future their community.

Based in Kumeyaay territory.
No Tips, No Tricks.

Meaningful Community Engagement Requires More
THANK YOU.

Let’s connect!

monique@puebloplanning.com
619-602-3903
puebloplanning.com
Meeting Communities Where They're At: Investing in Community Outreach Through Safe Street Promotor Educators

John Yi, Executive Director, LA Walks
John Yi (he/him)
Our Belief

We believe that a walkable LA is a just LA.
The leading cause of death for LA's elementary and middle school children are car crashes.
LA Department of Public Health

Every 36 hours an Angeleno is killed in a car crash.
Los Angeles Police Department

According to the City, nearly 40% of the our sidewalks have a D or F rating, more than 8,700 miles need rehabilitation.
City of Los Angeles

Of Los Angeles City's 7,900 bus stops, fewer 25% are equipped with shaded structures.
Los Angeles City Bureau of Street Services
We partner with communities as they engage a broken City bureaucracy to secure life-saving safe street infrastructure.

**OUR THEORY OF CHANGE**

**STEP 1. WIN SAFE STREET INFRASTRUCTURE**

We partner with communities as they engage a broken City bureaucracy to secure life-saving safe street infrastructure.
STEP 2. BUILD A MOVEMENT
Through hyper local safe street campaigns, communities build their social and political capital, building a political safe street movement made up of residents impacted most by our failing streets.

OUR THEORY OF CHANGE
Los Angeles Pedestrian Advisory Committee (2020)
SAFE STREET PROMOTORAS

A major shift in our organizing strategy and among peers
Made for pandemic organizing
Represents the future of City planning
Capacity Building, but for whom?
RECENT WINS
STEP 1. WIN SAFE STREET INFRASTRUCTURE

StreetsLA installed a new bench & bus landing at the bus stop at Hawaiian & D Street in Wilmington and is being utilized by the community. Thank you Gaby S. & @LosAngelesWalks for sharing photos and #CD15 who provided funding. @JoeBuscaino @GMsTREEnetLA1H2O @LACityDPW @MayorOfLA
### Recent Wins

**Step 2: Build a Movement**

<table>
<thead>
<tr>
<th>Board Item/Order</th>
<th>Deborah Murphy, Chair</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Call to Order</td>
<td>9:30 am</td>
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<tr>
<td>2. Call to Order</td>
<td>All</td>
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<tr>
<td>3. Review of Zoom Virtual Meeting Instructions &amp; Feedback</td>
<td>Deborah</td>
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<td>4. Approval of Previous Meeting Minutes for Nov 19, 2020</td>
<td>All</td>
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<tr>
<td>5. LDOOT Update &amp; Presentations</td>
<td>Wensue Chang, Lauren Ballard</td>
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<td>6. Vision Zero (continued)</td>
<td>All</td>
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<tr>
<td>A. PAC Vaccines - CD 1, CD 2, CD 6 &amp; CD 7, CD 9, CD 11, CD 15, CD 14 &amp; CD 14 (PTA, Boyle Heights)</td>
<td>Deborah</td>
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<tr>
<td>Citywide electronic communication about vaccines</td>
<td>All</td>
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<td>All business to be done from PAC members to identify PAC candidates</td>
<td>All</td>
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<tr>
<td>B. Public Agency and Council Office Support on PAC</td>
<td>Deborah</td>
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<tr>
<td>Identify Agencies and who will outreach to them</td>
<td>All</td>
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<td>C. Future or propose PAC members interested in addressing in 2021</td>
<td>Deborah</td>
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<tr>
<td>7. PAC Member Reports &amp; Issues - 2 min each</td>
<td>PAC Members</td>
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<tr>
<td>CD3</td>
<td>Frank Anzalone</td>
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<td>CD4 (Northwest)</td>
<td>John F.</td>
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<td>CD4 (Northwest)</td>
<td>Priscilla Hernandez</td>
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<td>CD5</td>
<td>11:23 am</td>
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<tr>
<td>CD6</td>
<td>Michelle Baer</td>
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<td>CD9</td>
<td>Marcia Johnson</td>
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<td>CD10</td>
<td>Marie Palacios</td>
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<td>CD11</td>
<td>Cleo Ray</td>
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<td>CD12</td>
<td>Jan Dyer</td>
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<td>CD13</td>
<td>Li Weng</td>
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<td>CD14</td>
<td>Juan Ashton</td>
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<td>CD15 (Wilmington)</td>
<td>Nancy Cid</td>
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<td>CD15 (Watts)</td>
<td>Juan Ortega</td>
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<td>CD15 Mayor</td>
<td>Dora Gabriela Segovia</td>
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<td>CD15 Mayor</td>
<td>Deborah Murphy</td>
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<td>8. Public Comment - 1 minute each</td>
<td>Deborah</td>
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<tr>
<td>9. Closing</td>
<td>Deborah</td>
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</tbody>
</table>
The pedestrian is nobody in this city, he has been forgotten by authorities and our own citizenry. The curious and paradoxical thing is that we are all pedestrians at some moment. As such, we have forgotten ourselves.

- Peatónito

El peatón no es nadie en esta ciudad, ha sido olvidado por las autoridades y por la propia ciudadanía. Lo curioso y paradójico es que todos somos peatones en algún momento del día. Como consecuencia, nos hemos olvidado de nosotros mismos.

- Peatónito
Community-Directed Engagement in Active Transportation Safety Planning

Ata Khan, Planning Manager, City of Pomona
Public Engagement in Pomona

Lessons & Opportunities

Ata Khan, Planning Manager, City of Pomona
June 22, 2021 / SCAG Traffic & Safety Peer Exchange
Public Engagement in Pomona

Some assumptions. (2 mins)
What we’re learning. (2 mins)
Current approaches. (4 mins)
Some assumptions.

Planning is the politics of space.

Planning is a series of negotiated perceptions.

Some questions to continuously ask:

Who’s negotiating?
Common terms: Facilitation, mediation, engagement

How many perceptions are considered?
Common terms: Diversity, equity, inclusion, justice
What we’re learning.

1. **Role.** Planners within a public agency are bound to systemic solutions. This can be at cross-purposes with other planning roles, or it can complement and add value.

2. **Structure.** Planners within a public agency have direct, daily influence on the structural components of planning. This includes zoning codes, administrative procedures, legal/constitutional analysis, and policymaking.

3. **Capacity.** Planners within a public agency cannot providing lasting value alone, and must build capacity to serve with other organizations and stakeholders.

4. **Approach.** The core principles of ethics, teamwork, individual performance, and public service should be improved upon with each new project.
Current approaches.

Some examples from Housing Policy:

1. **Housing Academy**
   Six week course on housing policy for 30 Pomona stakeholders

2. **Prohousing Pomona**
   Aligning Housing Element w/ HCD designation for better grant positioning
   Openly exploring all policies related to housing

3. **Express ADUs**
   Surveying at Counter to understand purpose behind ADU creation
   Lowering cost of constructing/permitting an ADU
Multi-Modal Transportation
Road Diets/Complete Streets
First-Mile/Last-Mile Gold Line
Bike Lanes/Active Transportation
Vision Zero/Traffic & Safety

Climate Change & Resilience
Reducing Vehicle Miles Traveled
Reducing Greenhouse Gases
Capturing Stormwater, Other Co-Benefits

Land Use & Activation
Vending, Public Art, Parklets, Events
Zoning, Frontage, Streetscape
Liability & Indemnification

Public Open Space
Development Impact Fees
Mitigation Fee Act (“DIFs”)
Re-define PROW as Parkland

Legal Nexus
5th Amendment Police Power
Nexus & Proportionality Tests
Conditions of Approval v. Standards

CITYWIDE COMPLETE STREETS ORDINANCE

1. Aligning terminology with Regional and State frameworks for grant competitiveness.

2. Directly partnering with other systems, including Cal Poly Pomona, WesternU, Pomona Valley Hospital, Pomona Unified.

3. Investing in CBOs and community organizers to increase capacity to understand street use.

4. Aligning streets efforts with upcoming Environmental Justice/Resilience Element.

5. Re-defining streets as parkland to align Parks development impact fees w/ street improvements.

6. Investing in legal nexus study and codifying streets into the City’s zoning code, as opposed to policy.
Public Engagement in the City of Pomona: Lessons & Opportunities

Jill Cooper, Co-Director, UC Berkeley SafeTREC
Community-directed engagement in active transportation safety planning

SCAG Peer Exchange
Jill F. Cooper
UC Berkeley SafeTREC
June 21, 2021
Engagement framework: Community-Based Participatory Research (CBPR)

- Co-constructed between researchers and communities
- Foster equitable, ongoing relationships among partners; and
- Address multiple determinants of health
- Address issues that the host community identifies as important

Minkler et al., 2003; Israel et al., 2012; Fearer and Beck, 2016
Applying CBPR Approaches to Transportation Safety: The Community Pedestrian and Bicycle Safety Training Program

- Community-led action plans
- Education on safety strategies
- Skills for advocating for safety improvements
- Collaboration between communities and professionals/decision makers
Summary of key evaluation findings

• Increased ability to identify unsafe w/b conditions and advocate for improvements.
• Generated communities’ capacity to plan and generate ideas for w/b safety.
• New grants for infrastructure, engagement.
• Developed new partnerships among agencies and communities.
Thank you!

Jill Cooper
UC Berkeley SafeTREC
cooperj@berkeley.edu

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
Breakout Session

- **Learning Objectives**
  - Learn about more meaningful community engagement principles, processes and programs in traffic safety from multiple perspectives

- **Session Purpose**
  - How can you apply this information to your community?
Breakout Session Questions

- What community engagement efforts have you been a part of that went well, or not so well?

- How do you “enter” communities and engage them with respect, or recommend that agencies and organizations do, if you represent community in this session?

- Is capacity building a part of your community engagement activities? How do you conduct capacity building for community engagement and participatory planning?

Sign up for another! https://scag.ca.gov/traffic-safety-peer-exchange-events

We will be posting recordings here: https://scag.ca.gov/go-human-safety-resources
## Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>6/24</td>
<td>11 a.m.</td>
<td>Traffic Safety is a Public Health Issue: Collaborating to Save Lives</td>
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<tr>
<td>7/15</td>
<td>11 a.m.</td>
<td>Traffic Safety in the City: Centering Equity and Access (Orange, Riverside, and San Bernardino Counties)</td>
</tr>
<tr>
<td>7/20</td>
<td>1 p.m.</td>
<td>Traffic Safety in Suburbia: Serving All Ages (Ventura and Los Angeles Counties)</td>
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</tbody>
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Contact the Project Team

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For more information
https://scag.ca.gov/go-human

www.scag.ca.gov