Human-Centered Safety In Rural Communities
Imperial, Riverside, and San Bernardino Counties

July 13, 2021
1:00 pm – 2:30 p.m.

www.scag.ca.gov
Meeting Logistics

1. Webinar length: approximately 1.5 hours
2. Please take care to mute your audio/phones
3. At the end of the presentations, there will be a Q&A session followed by a facilitated group discussion
4. If you have a question during a presentation, type it into the chat box, or raise your hand and we will call on you after the presentation is finished
5. Think of something later? Email aguirre@scag.ca.gov or the presenter
6. All presentations will be emailed to those who registered to participate in today’s webinar
Presentation #1: Overview of Regional Conditions, Go Human Campaign
Anikka Van Eyl, SCAG

Presentation #2: Sidewalks for Success: Celebrating a Community WIN in Muscoy!
Rosa and Angela Loera, Muscoy Sidewalks for Safety

Presentation #3: City of Coachella: Planning for Human Safety in Rural Communities
Jacob Alvarez, City of Coachella

Presentation #4: Human Centered Safety
Marina Ramirez, California Walks
What are the overall trends?

SCAG Region Total Number of Fatal Victims

Why are collisions occurring?
One of the top contributing factor of all collisions is unsafe speed.

- Speed is the critical factor in the severity of collisions.
- HIT BY A VEHICLE TRAVELING AT 25 MPH
  - 89% chance of survival.
- HIT BY A VEHICLE TRAVELING AT 35 MPH
  - 68% chance of survival.
- HIT BY A VEHICLE TRAVELING AT 40 MPH
  - 35% chance of survival.
Visit scag.ca.gov/transportation-safety for all county-specific factsheets, a Story Map, the Transportation Safety Regional Existing Conditions Report, and more.
Go Human Active Transportation Safety & Encouragement Campaign

Co-Branding & Regional Advertising Campaign

Temporary Safety Demonstrations & Programming (Kit of Parts)

Safety Workshops, Webinars, and Technical Assistance
SCAG's Go Human Traffic Safety Peer Exchanges

Traffic Safety Peer Exchanges Events

**Tuesday, July 13, 1 p.m.**
Human-Centered Safety in Rural Communities
(Imperial, Riverside, & San Bernardino Counties)

**Thursday, July 15, 11 a.m.**
Traffic Safety in the City: Centering Equity & Access
(Orange, Riverside, & San Bernardino County)

**Tuesday, July 20, 1 p.m.**
Traffic Safety in Suburbia: Serving All Ages
(Ventura & Los Angeles Counties)

**Friday, July 23, 1:15 p.m.**
Reimagining Community Safety

**Thursday, July 29, 1 p.m.**
Traffic Safety in Suburbia: Serving All Ages
(Orange, Riverside, & San Bernardino Counties)

**Tuesday, August 3, 11 a.m.**
Human-Centered Safety in Rural Communities
(Ventura & Los Angeles Counties)

**Tuesday, August 10, 1 p.m.**
Traffic Safety in the City: Centering Equity and Access
(Los Angeles County)

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

Follow Go Human on socials @GoHumanSoCal
1. Do you live or work in a rural or low-density community (Y/N)?

2. Would your community benefit from new sidewalks or other basic transportation infrastructure (Y/N)?
Sidewalks for Success: Celebrating a Community WIN in Muscoy!
Muscovy Sidewalks for Safety
Community Engagement in Safe Routes to School
Partners of Muscoy Sidewalks for Safety:
Vermont Parents in Action, Soar IE, Community Coalition for Change,
Assemblymember Eloise Gomez Reyes &
Safe Routes National National Partnership
Muscovy at a Glance....

Muscovy is an unincorporated area of San Bernardino that has a CalEnviroScreen pollution burden profile of 96-100%, is under resourced, and the population is 82 percent Latinx.
Project overview

Muscoty and Vermont Elementary

• 3 project elements for temporary SRTS demonstration
• Community engagement event for feedback
• Feedback for ATP application

• 40 volunteers (plus 10 staff)= 50 people working to create project!
• Nearly 100 attended the event throughout the day to provide input!
Project elements: Crosswalks
Project elements: Bulb-outs
Project elements: Bus Shelters
We received $1.88M in infrastructure funding!!!
Contact info
Angielsaucedo@gmail.com
Rosalsv5@gmail.com

Any questions?
City of Coachella

Planning for Human Safety in Rural Communities
Community Breakdown

- **Equity Analysis:**
  - Disadvantaged Community
  - Median Household Income: $40,270
  - 30.1% Poverty Rate
  - 20.1% Unemployment Rate
  - 45,090 Population

Studies show that riding a bike makes you more awesome that the general population.
Outreach Bilingual

- Early on Outreach was done and set our plans apart from other grant applicants.
  - Now the State has recognized the real value of getting the communities buy-in.

- Multi Language Outreach - Community is 96% Hispanic
  - Approximately 70% prefer to speak Spanish even though they speak English.

- Promote participation - Social Media, Website, Radio
Outreach

- Giveaways - Gift cards or food
  - Our residents can work up to 10 - 12 hour days
  - The remaining time of their day is precious – make it worth their while

- Utilize City Events - Movies in the Park, Food Truck Parks, Community Park events

- School Site Visits - Invite staff, Student Councils, PTOs, and Parents
Outreach Setting Appropriate Outcomes

- Be cautious when discussing project outcomes
  - Set residents expectations appropriately
    - Approximately 1 year to complete plan
    - Approximately 1 year when applying and receiving award
    - Depending on capacity – 1 year to complete several projects from your Plan

- Frustration with the lack of immediate outcome
  - This will keep them from participating in future outreach efforts
  - Can cause frustration with the City and/or City Council
  - School projects need to be prioritized and kept in constant communication
Capacity

- Disadvantage Communities also have Disadvantaged Cities
  - Prop 13
    - Allowed for less taxes to be reinvested into older communities since 1978.

- Rural Cities and high turnover
  - Hire less experienced staff at a lower salary
    - Once staff gains experience they often find jobs elsewhere to increase their salaries
  - Silver Tsunami and the Pandemic
    - Baby Boomers where leaving the work force in droves
      - The Pandemic has increased the rate of retirements

- Create a Culture and a Team
  - Get a head start
  - Create a check list
  - Communication/Communication/Communication
  - As you lose a staff member or two- the remaining team will be able to mentor the newbie(s) in the group.
4 Plans over 13 years

- 2006: Vision Plan – began planning for smart growth
- 2007: Pedestrian Plan – at the time few cities had such plans
- 2012: Safe Routes to School (SRTS) Plans - One of the first cities in Coachella Valley to develop this plan
- 2016: CVAG updated their Non-Motorized Transportation Plan that produced a citywide bicycle plan for Coachella
- 2020: Adopted Active Transportation Plan
Existing/Proposed bicycle Facilities and Programs

- Existed Bikeways – 18.9 miles
- Bikeways Under Construction – 5.66 miles
- Existing Bike Parking – 48 parking accommodations

New ATP Plan Proposes:
- New Bikeways
  - 52.8 miles
- New Bike Parking
  - 96 parking accommodations
Existing Bikeways vs. Proposed
Proposed Pedestrian Improvements

**ORCHARD ST. AND 3RD ST.**

**Existing**
- 2-way stop for 3St.
- No marked crosswalks
- Both streets have 2 lanes and on-street parking

**Proposed**
- Add continental crosswalks to north, east and west legs (3)
- Add SW24-1 signs to each approach of the north leg (2)
- Add Assembly B signs to the crosswalk on the north leg (2)
- Add advance yield lines to each approach of the north leg (2)
- Add advance yield signs (R1-5) to each approach of the north leg (2)
- Add curb extensions to the north leg (2)
Proposed Pedestrian Improvements

VALLEY RD. BETWEEN TRIPOLI WAY AND LAS PALMAS ST.

Speeding problem

Existing

- Yellow ladder crosswalks on the north and east legs of Tripoli Way, the north, east and west legs of Morgan Ave., and the north and east legs of Nelson Ave.

- 4 Speed humps

Proposed

- Add curb extensions to the east legs of Valley Rd. at Tripoli Way, Morgan Ave., and Nelson Ave. (6)

- Add raised crosswalks to the east legs of Valley Rd. at Tripoli Way, Morgan Ave., and Nelson Ave. (4)
Art—Creating a Path of Expression

City of Coachella
est. 1946
Art - setting an Atmosphere
Art - setting an Atmosphere for a Bike Ride
Utilizing Areas that were Unusable
Fixing areas that had Flooding Issues
Grapefruit Blvd. Correcting ADA Issues
Bikeway and Pedestrian Side walk to CVH
Bringing the Community Together
Funding sources

- ATP Plan identifies various funding sources and grant opportunities:
  - Federal:
    - Fixing America’s Surface Transportation (FAST) Act
    - Surface Transportation Block Grant (STBG)
    - Highway Safety Improvement Program (HSIP)
  - State:
    - Active Transportation Program – Cycle 5
    - State Transportation Improvement Plan (STIP)
    - Sustainable Communities Grant
  - Local:
    - Measure A – 50% administered by CVAG
Thank You

Visit the City of Coachella
Community Pedestrian & Bicycle Safety Training

Safety Ambassador Program
Community Pedestrian & Bicycle Safety Training
Safety Ambassador Program

Reflecting on Safe System principles

Guided Reflection & Mediation to Envision
Your Ideal Community

Safe System Strategy
CBO's: Building Bridges & Buffering the Power Dynamics
Marina Ramirez, marina@calwalks.org

Follow us @californiawalks
visit us @ calwalks.org
Facilitated Group Discussion

1. What did you hear today that resonates with your experience in your community?

2. What are some of the obstacles that are preventing equitable improvements to traffic safety in your community and/or in other rural communities?

3. What did you learn or hear today that will help you improve how traffic safety is currently addressed in your region?
SCAG’s Go Human Traffic Safety Peer Exchanges Evaluation Survey: 

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
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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