



Planning with Rural Communities

Stories from Southern California

Tuesday, March 28, 2023



WWW.SCAG.CA.GOV

Session Logistics

1. Meeting length: 1.5 hour
2. This meeting is being recorded
3. All participant lines will be muted
4. At the end, there will be a Q&A session
5. If you have a question during the presentation, please type it into the chat box or press the "raise hand" function
6. We will log all questions and then voice a selection at the end of the presentation
7. A recording of this webinar and the PowerPoint slides will be available on the SCAG website. We will send a link to everyone who has registered after the event

Agenda

- **Imperial County Colonias Infrastructure Assessment**

David Wells Roland-Holst, PhD, Research Professor, Department of Agricultural and Resources Economics, University of California, Berkeley

- **Rockwood Roll Out Quick Build in Calexico**

Carlos Velasquez, Senior Planner and Managing Director at KOA Corporation

- **Sidewalks for Muscoy Coalition**

Maha Rizvi, District Director for the Office of Assemblymember Eloise Gómez Reyes

- **Q&A**

Building a process to plan with rural communities

- Initiatives embrace a model of community leadership to identify key problems and create solutions.
- Agencies serve as ongoing partners that:
 - Contribute funding, data, and other resources; and
 - Facilitate connections.
- All partners integrate technical and community expertise.



Coachella Valley walk audits conducted by Youth Leadership Institute, with funding from SCAG.



PRESENTATIONS



ADDITIONAL RESOURCES

Transportation Demand Management (TDM) Resource

- Suburban and rural communities often have limited transportation options but can still implement successful TDM programs by focusing their efforts on existing options.
- [Workshop video](#): TDM for Suburban and Rural Communities
- Visit scag.ca.gov/transportation-demand-management for more information.

Education &
Marketing



Incentives &
Facilitation



Infrastructure
& System
Upgrades



Parking



Support
Policies



SCAG Resources for Planning with Rural Communities

Resource	Items	Video
SCAG's Digital Action Plan (Draft – January 2023)	<ul style="list-style-type: none"> Draft (PDF) 	
Transportation Demand Management (TDM) for Rural and Suburban Communities (May 2022)	<ul style="list-style-type: none"> TDM Website (link) 	YouTube
Traffic Safety Peer Exchanges – Community-Centered Safety in Rural Communities (July – August 2021)	<ul style="list-style-type: none"> Imperial, Riverside, and San Bernardino Counties (PDF) Los Angeles and Ventura Counties (PDF) 	YouTube (1) / YouTube (2)
Toolbox Tuesday: SCAG's Disadvantaged Communities Active Transportation Planning Tool (3/30/2021)	<ul style="list-style-type: none"> Presentation (PDF) 	YouTube
Toolbox Tuesday: Complete Streets in Rural and Suburban Communities (8/24/2018)	<ul style="list-style-type: none"> Small Town and Rural Multimodal Networks (PDF) Rural Pedestrian Planning in Lake Los Angeles (PDF) Ventura County Bicycle Wayfinding Plan (PDF) Western Riverside County Active Transportation Plan (PDF) 	YouTube

Tell us how we did!

Take a quick 2-minute survey to help us improve future Toolbox Tuesdays!



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