

More Than a Checkbox: Better Community Engagement

June 22, 2021

1:00 – 2:30 p.m.

www.scag.ca.gov



Presentations



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

Overview of Regional Conditions & *Go Human* Campaign

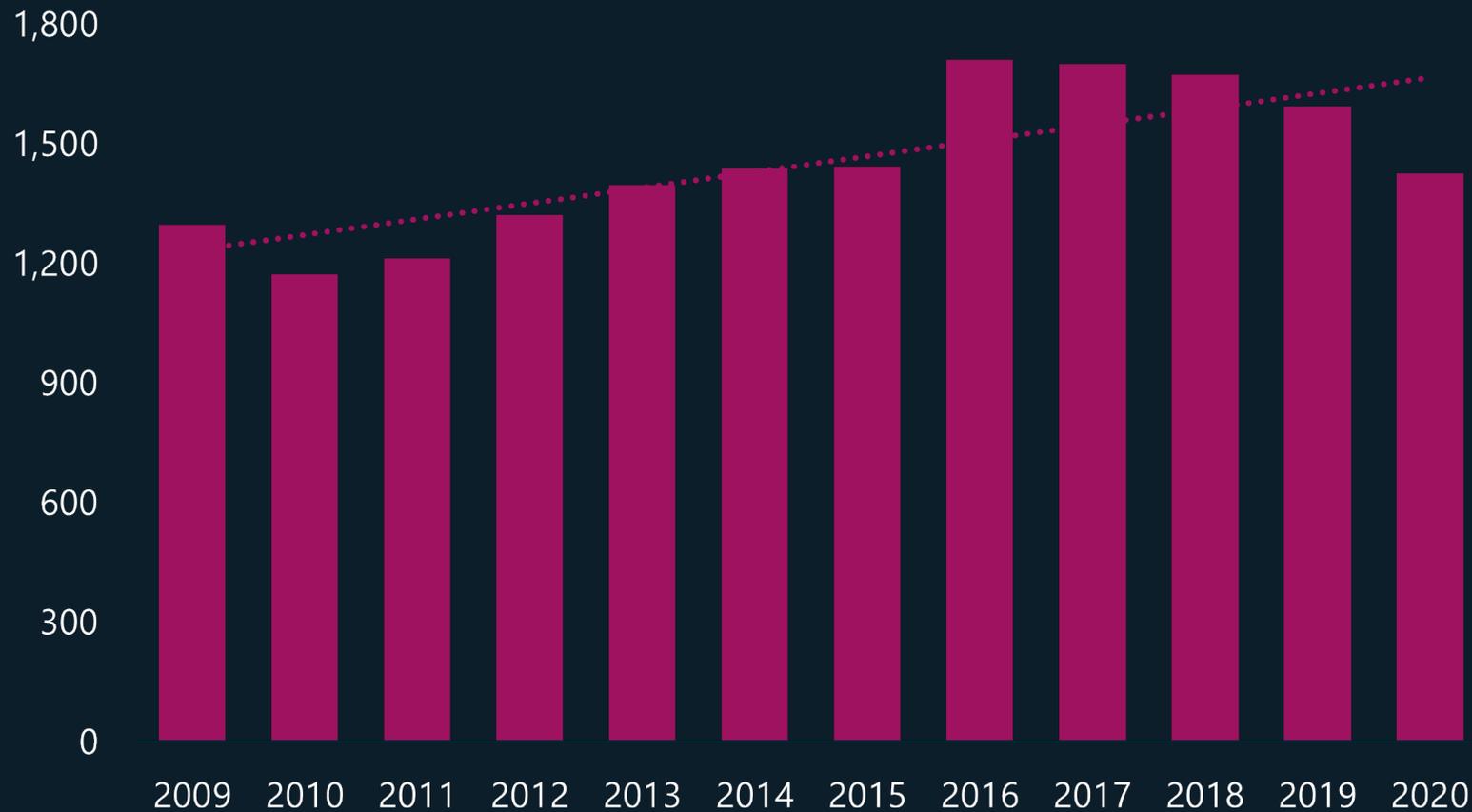
Summer 2021

www.scag.ca.gov



What are the overall trends?

SCAG Region Total Number of Fatal Victims



1,450
PEOPLE DIE EVERY YEAR
FROM COLLISIONS



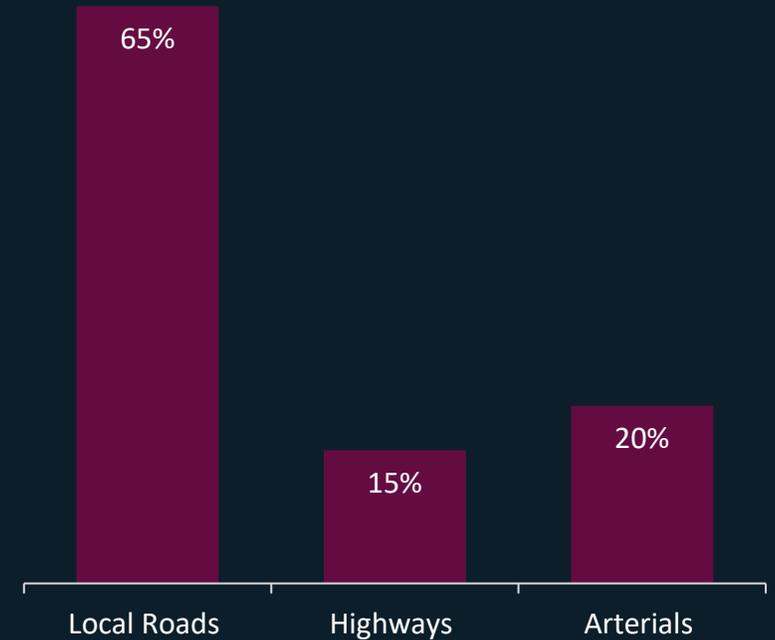
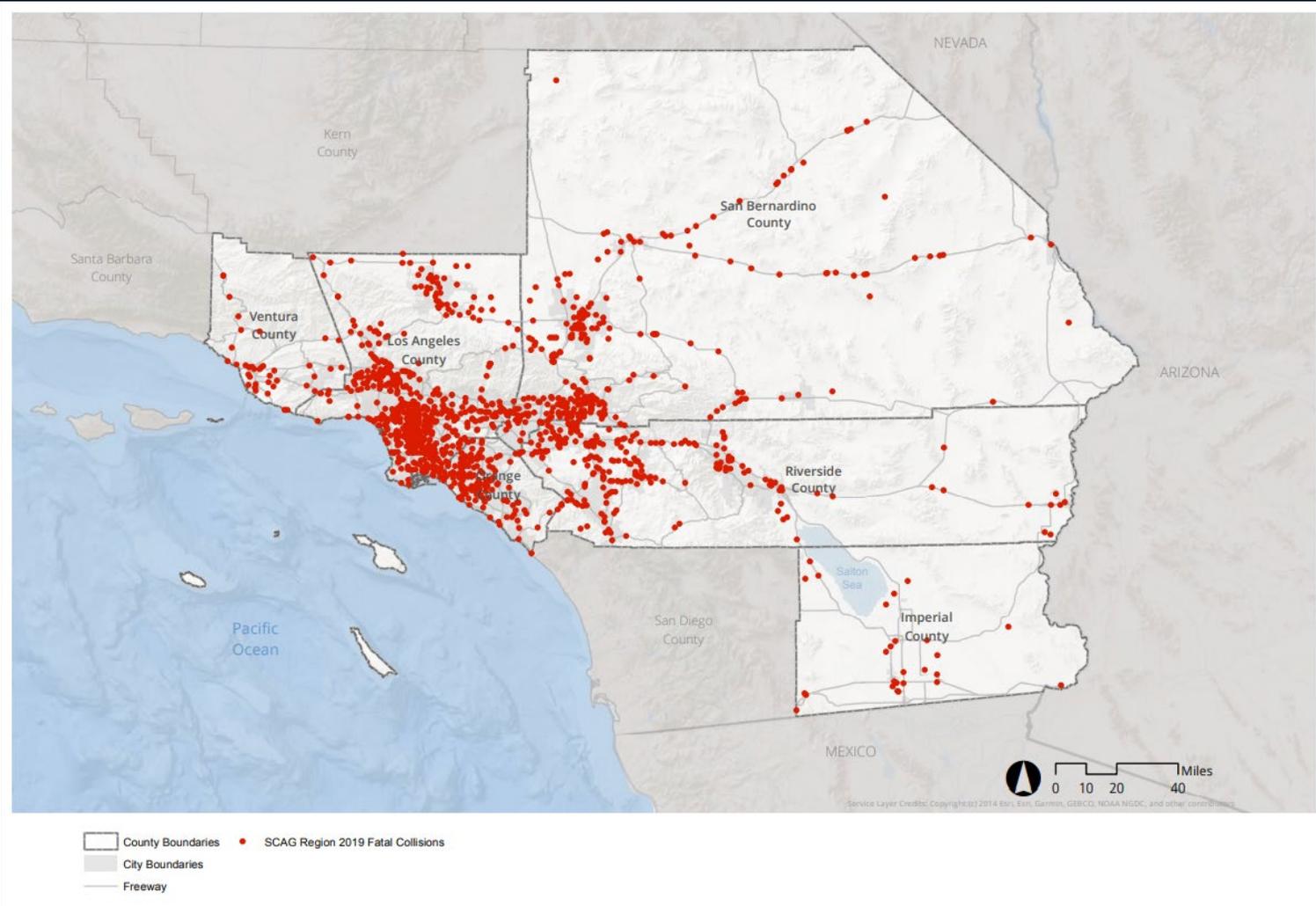
5,500
PEOPLE SUSTAIN SERIOUS
INJURIES EVERY YEAR
FROM COLLISIONS



124,000
PEOPLE SUSTAIN INJURIES
EVERY YEAR
FROM COLLISIONS

Where are collisions occurring?

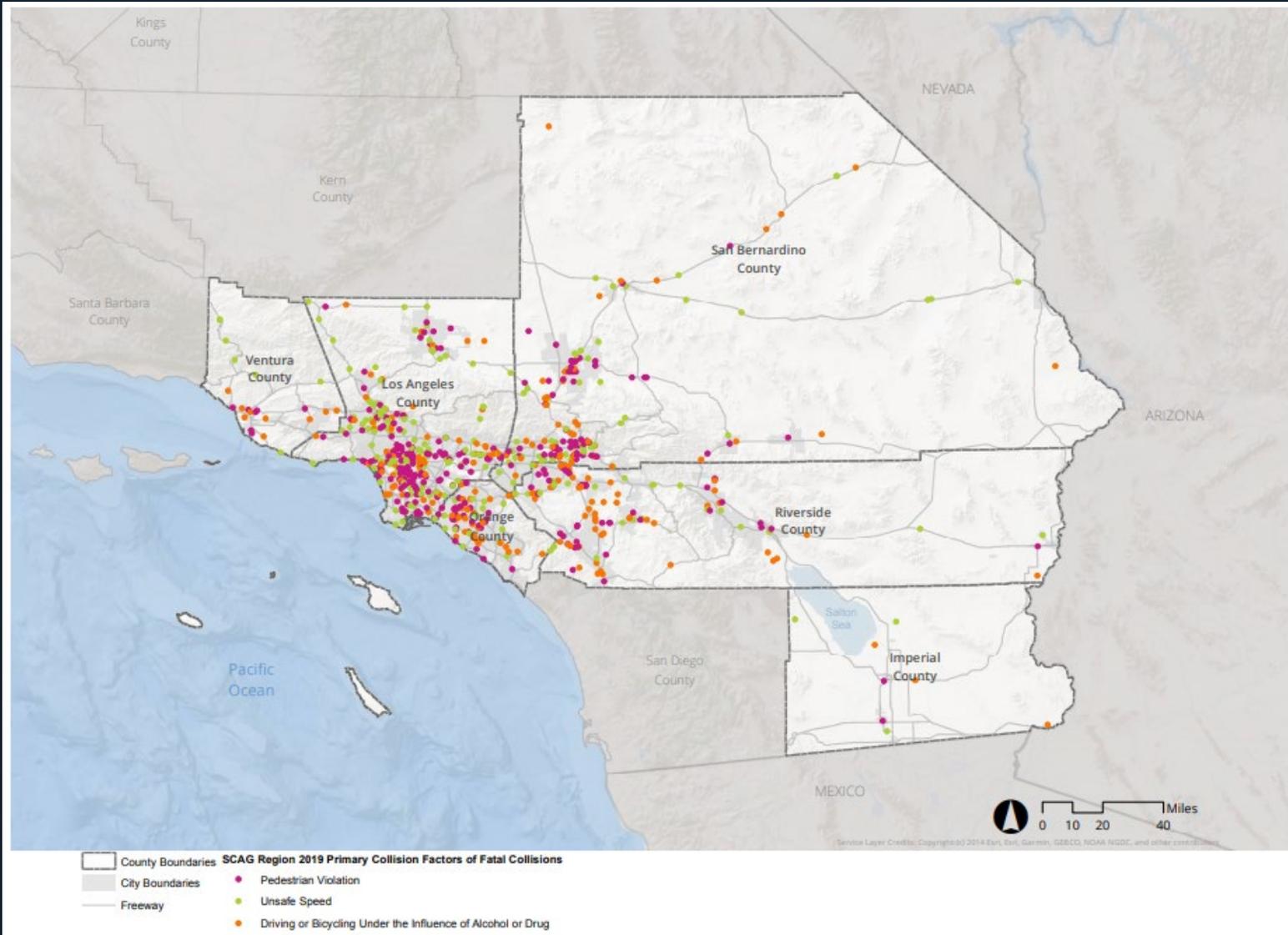
Where Fatal Collisions occurred in the SCAG Region in 2019



77%
OF ALL COLLISIONS OCCUR IN URBAN AREAS



Why are collisions occurring?



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.

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



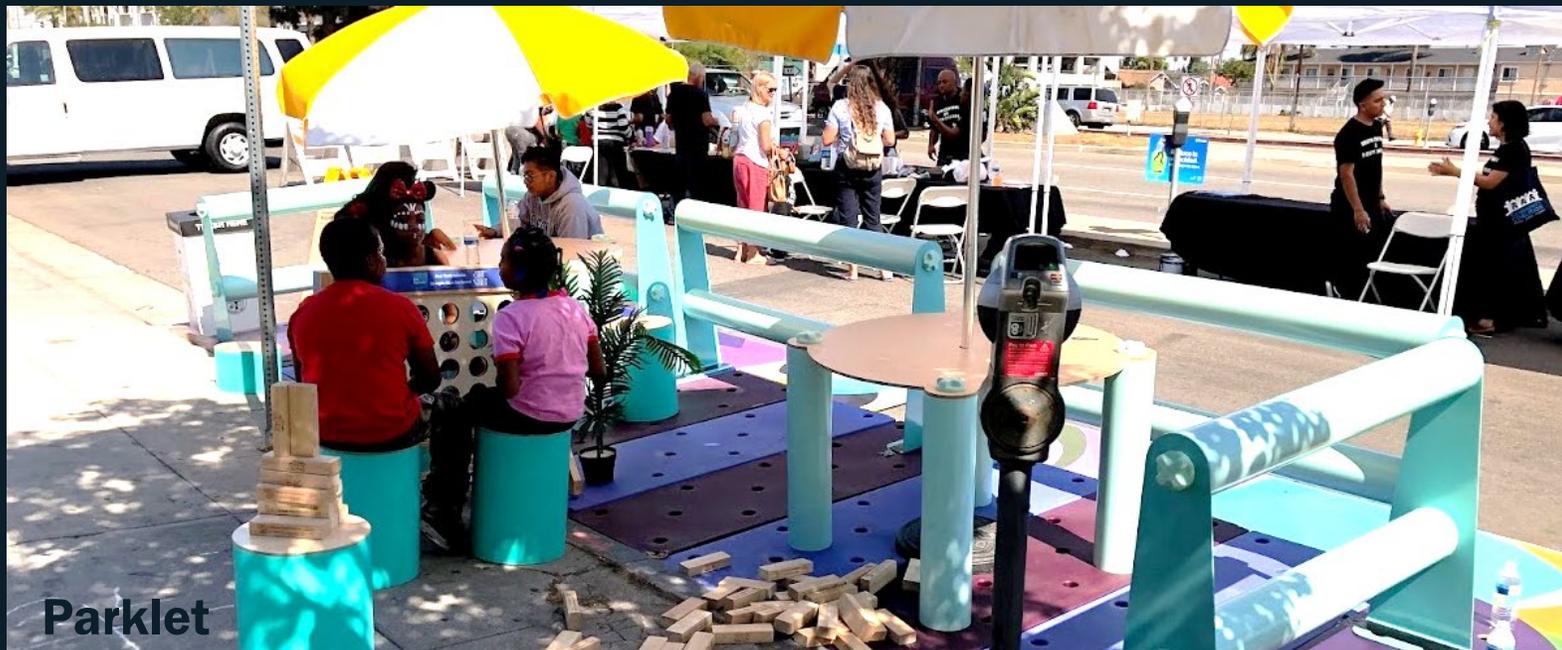
Artistic Crosswalk



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.

City Fabrick

CX3 COMMUNITY SURVEY

The City of Long Beach would like to hear how COVID-19 has impacted your walking experience in your neighborhood.

TAKE THE 5 MINUTE SURVEY NOW!



TRUST South LA

SOUTH LA CONSEJOS DE SALUD PARA COVID-19

4321 S. Main St.
Los Angeles, CA 90007
323.323.4118

TRUST SOUTH LA

go human

trustsouthla.org

Facebook Instagram Twitter YouTube

Financiado por la Oficina de Seguridad del Estado de California

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



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

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

Follow *Go Human* on socials @GoHumanSoCal



**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

PUEBLO

Based in Kumeyaay territory.

*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.*

No Tips, No Tricks.

Meaningful Community Engagement Requires More



RELATIONSHIPS

PUEBLO

REPAIR

PUEBLO





RESPECT

PUEBLO



RECIPROCITY

PUEBLO

THANK YOU.

Let's connect!

monique@puebloplanning.com

619-602-3903

puebloplanning.com

The logo for Pueblo Planning, featuring the word "PUEBLO" in a bold, sans-serif font. Each letter is a different color: P (orange), U (yellow), E (green), B (orange), L (yellow), O (green).

**Meeting Communities Where They're At:
Investing in Community Outreach Through Safe
Street Promotor Educators**

John Yi, Executive Director, LA Walks

LOS angeles WALKS

**LA'S PREMIER PEDESTRIAN
ADVOCACY GROUP**



Best Start Metro LA Block Party (2019)



John Yi (he/him)





Our Belief



*We believe that a
walkable LA is a
just LA.*

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

The leading cause of death for LA's elementary and middle school children are car crashes.

LA Department of Public Health

Of Los Angeles City's 7,900 bus stops, fewer 25% are equipped with shaded structures.

Los Angeles City Bureau of Street Services

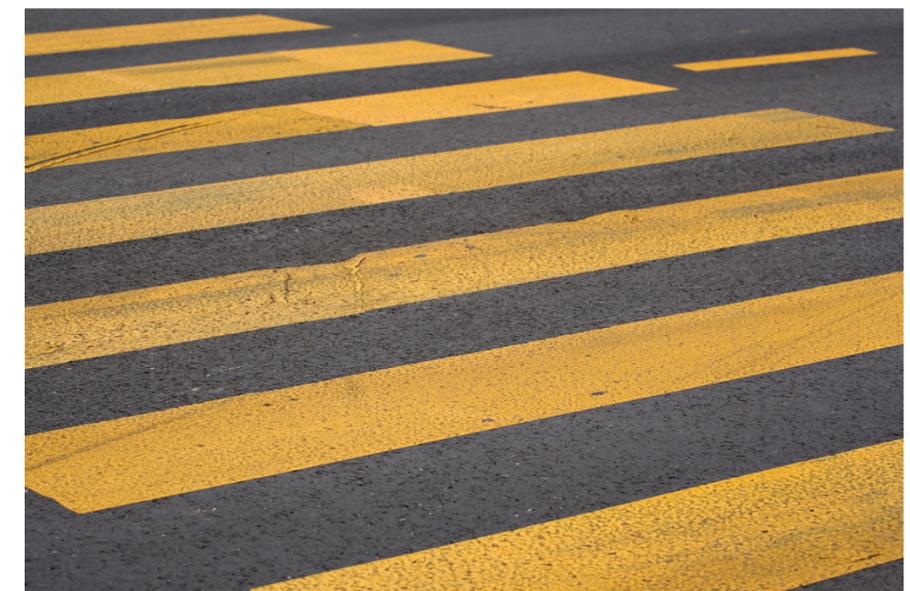
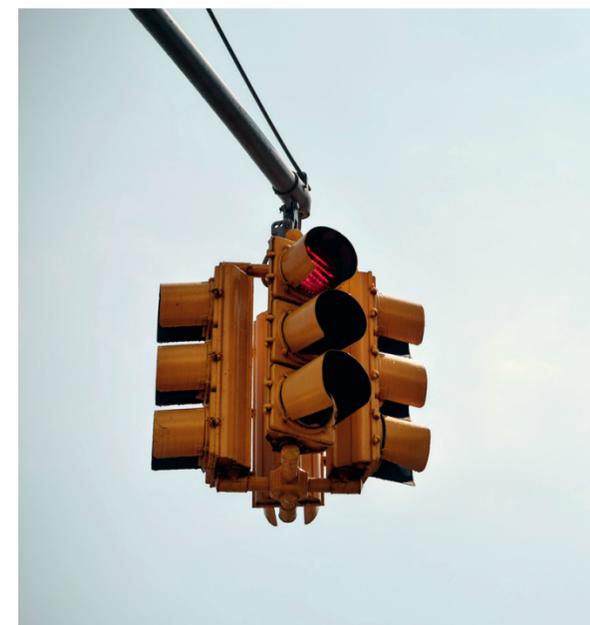
Every 36 hours an Angeleno is killed in a car crash.

Los Angeles Police Department

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?



**SAFE STREETS
COMMUNITY
PROMOTORA
EDUCATOR
GABY
SEGOVIA**

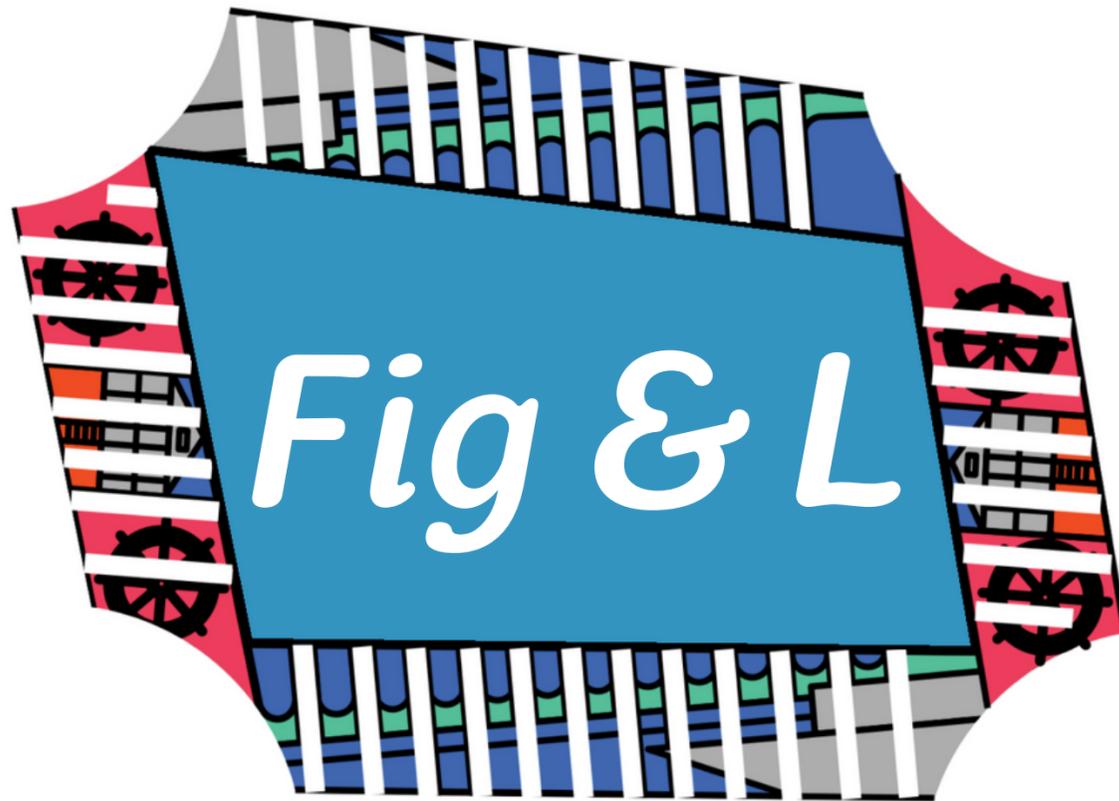


**SAFE STREETS
COMMUNITY
PROMOTORA
EDUCATOR
NANCY
CID**



RECENT WINS

STEP 1. WIN SAFE STREET INFRASTRUCTURE



Metro®



COUNCILMAN
@JOEBUSCAINO

LA15TH.com



StreetsLA
@BSSLosAngeles

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 @GMsTREEtsLA1H2O @LACityDPW @MayorOfLA



4:08 PM · Apr 14, 2021 from Los Angeles, CA · Twitter for iPhone

City of Los Angeles
 Pedestrian Advisory Committee
 Meeting Agenda
 Thursday, January 21, 2021
 9:30 - 11:30 AM Pacific Time

PLEASE NOTE:
THIS WILL BE A VIRTUAL MEETING IN ENGLISH AND ESPAÑOL
 Please be prompt so that we can start the meeting on time at 9:30am.

Joining via Zoom One-click entry: <https://zoom.us/j/99716807248>

Joining via Phone
 Dial #: 1 669 900 9128
 Meeting ID: 997 1680 7248

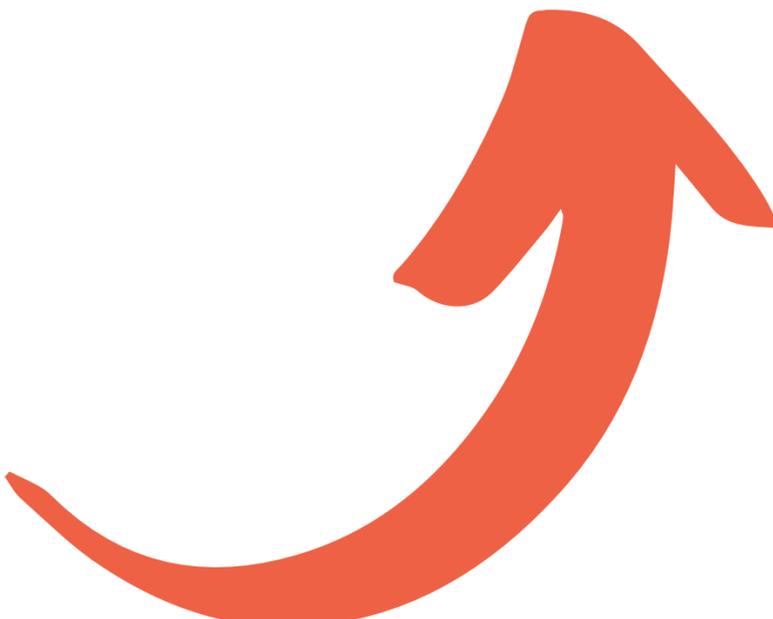
PLEASE SPEAK SLOWLY AND CLEARLY, we have translators who are working their best, but we need to slow down!

1.	Bring to Order	Deborah Murphy, Chair	9:30 am
2.	Self-Introductions	All	9:30 - 9:35 am
3.	Review of Zoom Virtual Meeting Instructions & Protocols	Deborah	9:35 - 9:38 am
4.	Approval of Previous Meeting Minutes for Nov 19th, 2020	All	9:38 - 9:40 am
5.	LADOT Update & Presentations	Lameese Chang Lauren Ballard	9:40 - 10:00 am
	Vision Zero Slow Streets		
6.	Internal PAC Business	Deborah	10:00 - 10:30 am
	A. PAC Vacancies - CD 1, CD 2, CD 6, CD 7, CD 9, CD 11, CD 12, CD 14 (DTLA- Boyle Heights)	All	
	Citywide electronic communication about vacancies: All hands-on deck from PAC members to identify PAC candidates		
	B. Public Agency and Council Office Support on PAC Identify Agencies and who will outreach to them	All	
	C. Policies or projects PAC members interested in addressing in 2021	Deborah	
7.	PAC Member Reports & Issues - 2 min each	PAC Members	10:50 - 11:25 am
	CD3	Priscilla Anchondo	
	CD4 (Koreatown)	John Yi	
	CD4 (Koreatown)	Elizabeth M...	
	CD4 (Sherman Oaks)	J...	
	CD5	Mehmet Ber...	
	CD8	Mari...	
	CD9	Ryan Johnson	
	CD10	Maria Palacios	
	CD11	Cleo Ray	
	CD12	Jan Dyer	
	CD13	Li Wen	
	CD14	Juan Ashton	
	CD15 (Wilmington)	Nancy Cid	
	CD15 (Watts)	Juana Ortega	
	CD15	Dora Gabriela Segovia	
	Mayor	Deborah Murphy	
8.	Public Comment - 1 minute each	Deborah	11:25 - 11:30 am
9.	Closing	Deborah	11:30 am
	Next Virtual PAC Meeting Meetings held third Thursday of odd-numbered months Thursday, March 18th, 9:30 - 11:30am		
10.	Adjourn	Deborah	

RECENT WINS

STEP 2. BUILD A MOVEMENT

CD15	Li Wen
CD14	Juan Ashton
CD15 (Wilmington)	Nancy Cid
CD15 (Watts)	Juana Ortega
CD15	Dora Gabriela Segovia
Mayor	Deborah Murphy





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

Thank you!

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

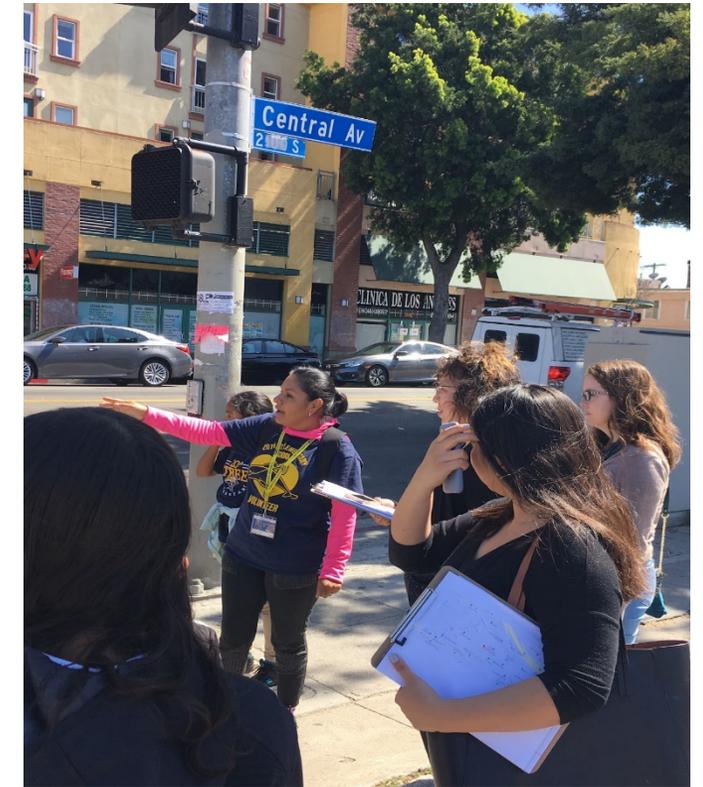
Community-directed engagement in active transportation safety planning

SCAG Peer Exchange

Jill F. Cooper

UC Berkeley SafeTREC

June 21, 2021



Engagement framework: Community-Based Participatory Research (CBPR)

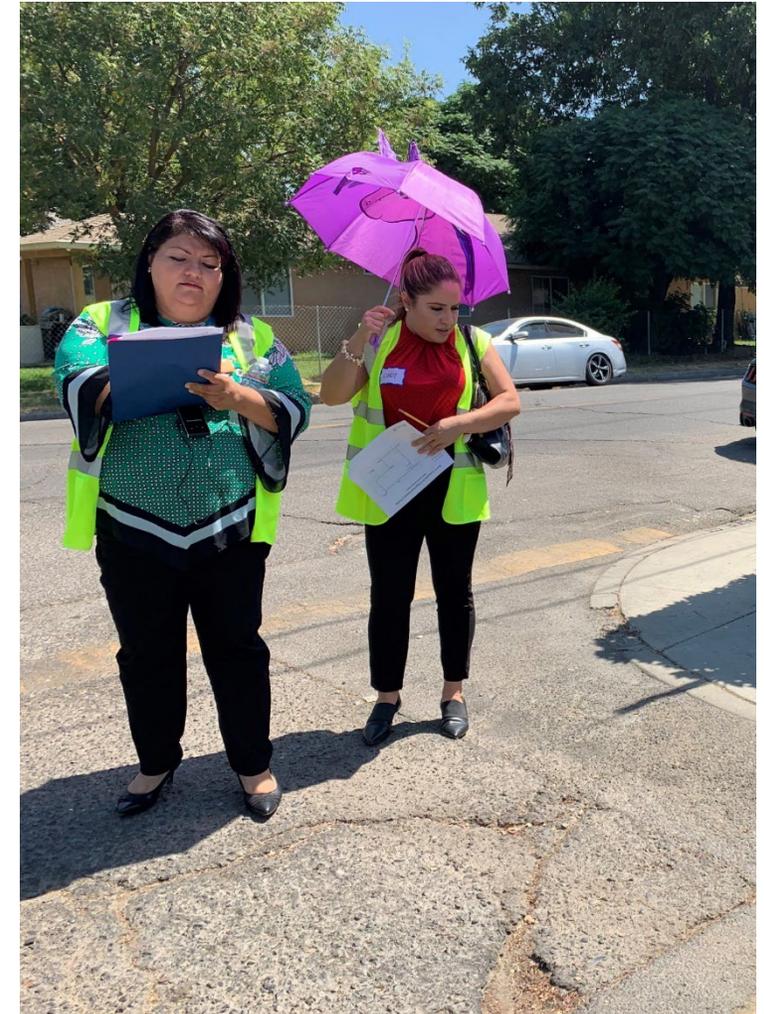
- Co-constructed between researchers and communities
- Foster equitable, ongoing relationships among partners; and
- Address multiple determinants of health
- Address issues that the host community identifies as important



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?

SCAG's Go Human Traffic Safety Peer Exchanges Evaluation Survey:

<https://bit.ly/SCAGExchangeSurvey>

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



Date	Time	Topic
6/24	11 a.m.	Traffic Safety is a Public Health Issue: Collaborating to Save Lives
6/29	1 p.m.	Repairing and Investing: Addressing Equity in the Built Environment
7/15	11 a.m.	Traffic Safety in the City: Centering Equity and Access (Orange, Riverside, and San Bernardino Counties)
7/20	1 p.m.	Traffic Safety in Suburbia: Serving All Ages (Ventura and Los Angeles Counties)

Contact the Project Team

SCAG

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Cambridge Systematics

Jon Overman

joverman@camsys.com

For more information

<https://scag.ca.gov/go-human>

www.scag.ca.gov

