



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

Imperial County Colonias Infrastructure Assessment Plan

*David Roland-Holst
Sam Heft-Neal, Drew Behnke, Graciela Chong
- UC Berkeley and Stanford University*

Presented to the SCAG Toolbox Policy Research Forum

CONFIDENTIAL and DELIBERATIVE - Views expressed here are those
of the presenters and do not represent any official public policy.

28 March 2023



B E A R
BERKELEY ECONOMIC
ADVISING AND RESEARCH
www.bearecon.com

Company Background

- BEAR is an economic research partnership in Berkeley, California.
- Two primary missions - improving visibility for policy makers and promoting evidence-based policy.
- Since founding in 2002, we have produced over 100 assessments for local, state, federal, and international agencies.
 - CARB - Scoping Plan for AB32
 - CEC - Long Term Energy Strategy Assessment
 - CAISO – SB350 Renewable Energy Assessment
 - CPUC – Diablo Canyon Nuclear Power Plant Closure
 - SCAG – Colonias study, Job Quality Index project, Economic Roundtable

BEAR's Assessment Team



David Roland-Holst, PhD
Principal Economist
Supervisor



Sam Heft-Neal, PhD
Senior Economist
Research Lead



Drew Behnke, PhD
Senior Economist
Econometrician

Imperial
Colonias
Infrastructure
Assessment



Graciela Chong, MDP
Project Manager

Research Interns
and
BEAR Support Staff



General Project Strategy

1. Produce baseline assessments of Imperial County Colonia infrastructure and housing stock to provide insight on
 - baseline infrastructure and housing conditions across the County;
 - infrastructure needs and challenges to local development;
 - investment financing and sequencing
2. Create data visualization tools to illustrate scenarios, including a “business as usual” reference and alternative local development strategies
3. Develop a draft Colonias Infrastructure Plan
4. Consult with County officials and designated stakeholders to incorporate local priorities and suggestions for a Final Plan for SCAG, state, and federal investment authorities.

Private data sources for mapping structures:

- Microsoft US Building Footprints
- Google Streetview
- Open Street Map – crowd sourced GIS data
- Comprehensive mapping of non-permanent living units such as mobile homes and RVs using satellite imagery

Combined with State, Federal, and utility GIS data:

- Parcel maps
- Address level data on service connectivity (water, electricity, sewage, etc.)
- Data on roads including road surface and quality



Resulting Database for for 13 Colonias in Imperial County

We are constructing an integrated SQL database that can be embedded in Google Maps with address-level detail on Infrastructure

Structures (use, capacity, and quality):

- Residential
- Commercial
- Public (admin, schools, safety, etc.)
- Community (churches, libraries, etc.)

Services:

- Roads
- Electricity
- Water
- Sewage
- Refuse

Example: Structural Classification

Structures + Living Units

Salton Sea Beach

- Single Family Home
- Multifamily Home (eg Duplex)
- Apartment
- RV
- Mobile Home/Trailer
- Commercial
- School
- Government Building
- Fire Station
- Vacant
- Church





Housing Inventory

Living Units are Quite Diverse

- **Salton Sea Beach**
 - ~70% trailers or mobile homes, 25% single family homes, 5% RVs
- **Brawley**
 - ~60% single family homes and 20% apartments adjacent to commercial areas
- **Niland**
 - ~50% single family homes and 45% mobile homes or trailers
- **Winterhaven**
 - ~80% single family homes

Examples: Road Inventory

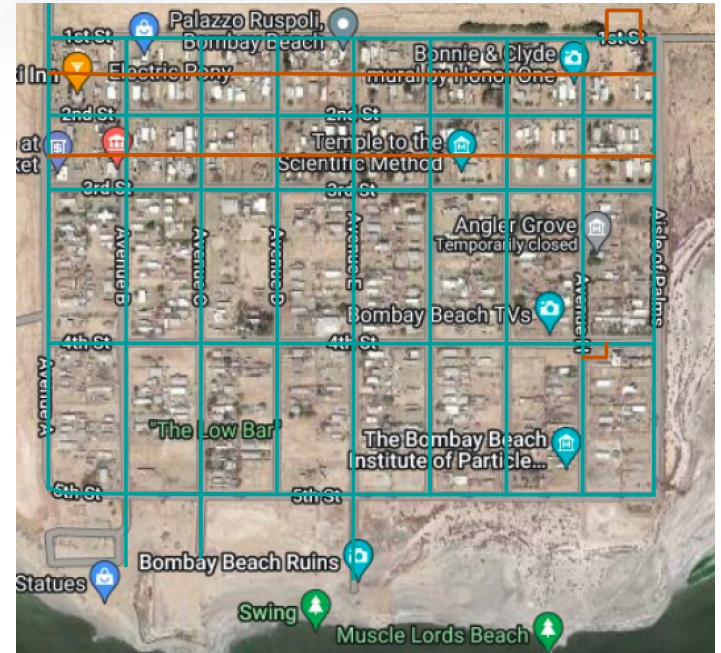
Imperial (city)



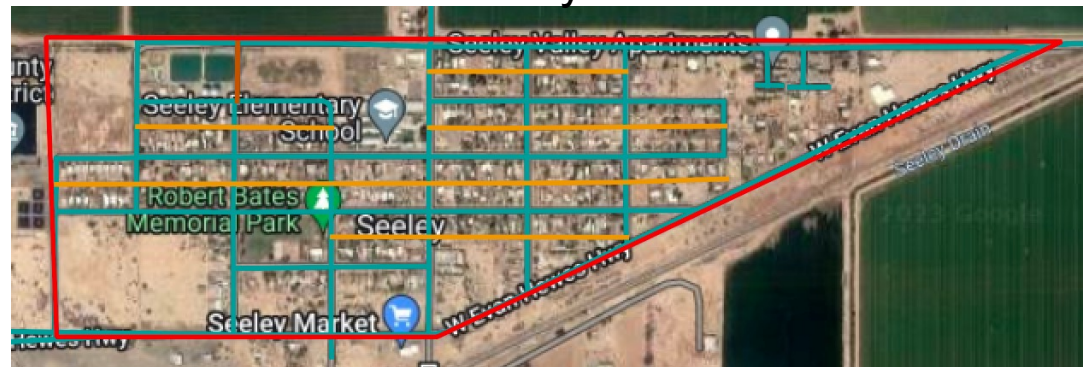
Colonia boundaries
in red

Bombay Beach

- Roads**
- asphalt/paved
 - unpaved-improved
 - unpaved-unimproved



Seeley



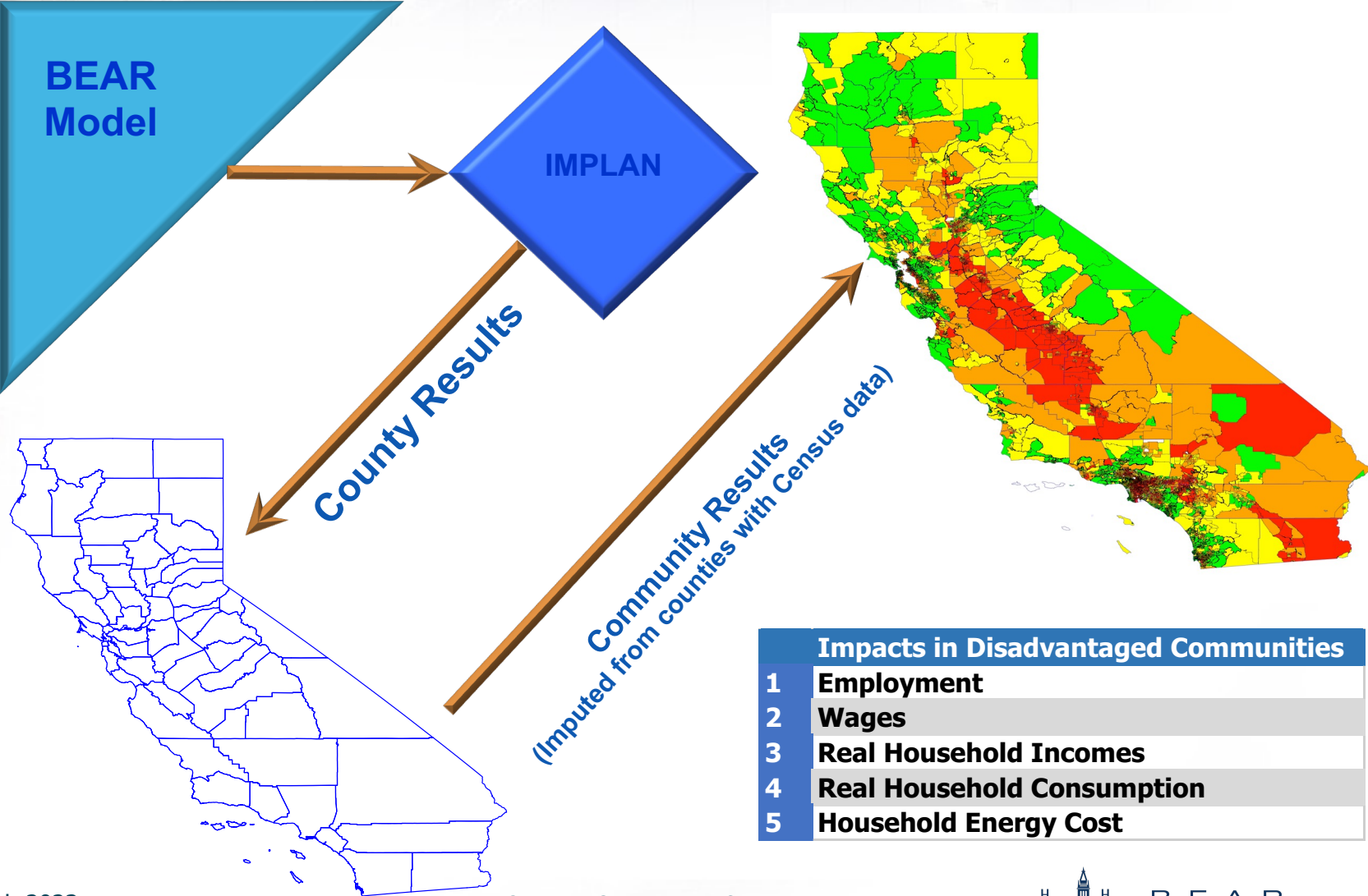


Scenario Modeling

To project baseline conditions forward under difference investment scenarios, we use our own

- BEAR Model – The most detailed and advanced economic forecasting model for the California economy
- Data resources
 - IMPLAN/BEA
 - US Census
 - CalEnviroscreen 4.0
 - ZILLOW

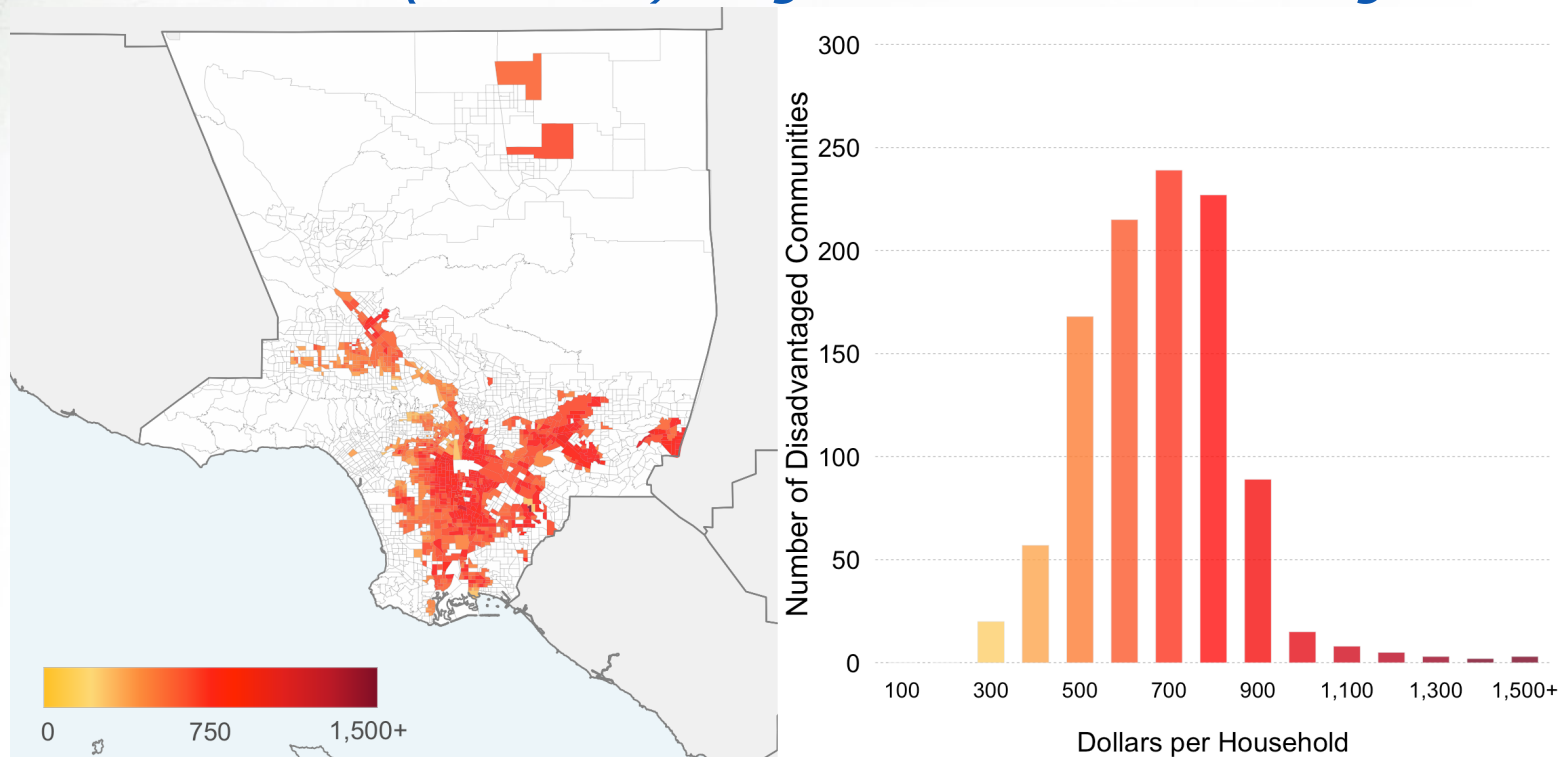
Detailed Livelihoods Impacts



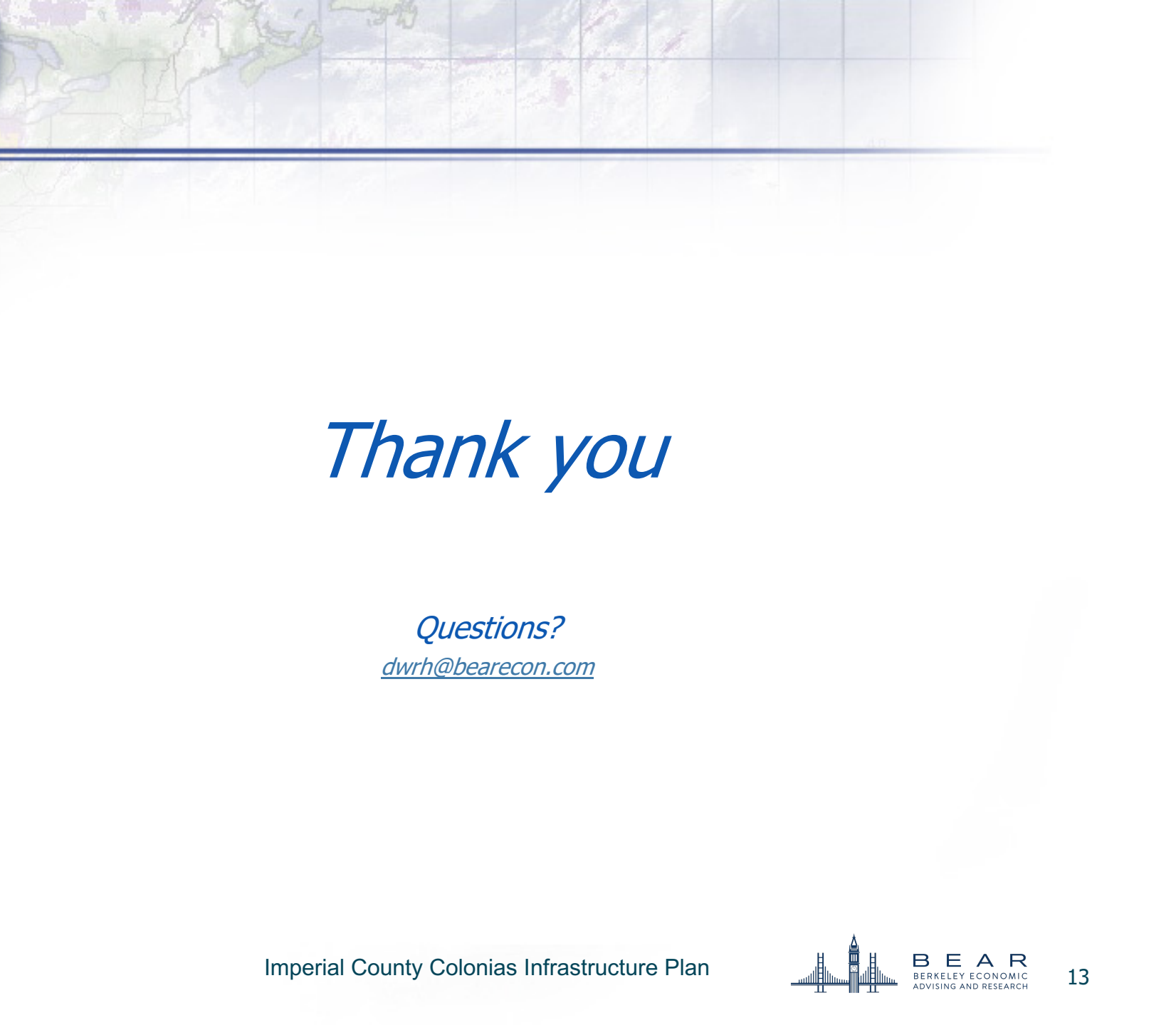
| Impacts in Disadvantaged Communities | |
|--------------------------------------|----------------------------|
| 1 | Employment |
| 2 | Wages |
| 3 | Real Household Incomes |
| 4 | Real Household Consumption |
| 5 | Household Energy Cost |

Example: Air Quality Impacts Avoided Mortality and Morbidity Costs (\$/hh)

Mit2030 (Base Cost) Mitigation Scenario – Los Angeles



- By 2030, average DAC households avoid \$677/HH in costs while non-DACS avoid \$511/HH.
- Los Angeles includes DACs with some of the highest PM 2.5 exposure (~90th percentile), Ozone exposure (~93rd percentile) and disease incidence (~99th percentile in asthma).
- Avoided health costs due to predicted reduction in both PM2.5 and Ozone concentrations in the region.



Thank you

Questions?

dwrh@bearecon.com

Rockwood Roll-Out Quick Build

SCAG Toolbox Tuesday | March 28, 2023



CALEXICO *California*
WHERE CALIFORNIA AND MEXICO MEET



AGENDA

- Project Team
- Project Background
- What is a Quick Build?
- Project Location
- Project Goals and Objectives
- Project Timeline
- Quick Build Design and Elements
- Community Engagement
- Next Steps



PROJECT TEAM

- City of Callexico: Lilliana Falomir, Public Works Manager; Esperanza Colio, City Manager
- SCAG: Cory Wilkerson, David Salgado
- KOA: Carlos Velasquez (PM), Sarai Osorio (Project Coordinator)
- HereLA: Community Touchpoints and Urban Design
- Leslie Scott Consulting: Engagement Lead
- Safe Routes Partnership: Kori Johnson, Michelle Lieberman - CAC and TAC
- LA County Bicycle Coalition: Bike Audits

PROJECT BACKGROUND

- **2018** – City of Calexico collaborated with SCAG to apply for a Sustainable Communities Program Grant and was awarded funds
- Funds focused on trialing a Promenade on Rockwood Avenue, between 1st Street and 2nd Street in Downtown Calexico
- The promenade has been a priority for the City for several years as it looked to create an entryway into the City from the International Port of Entry
- Project would use temporary materials to trial a promenade that would last six months
- **November 2021** - SCAG/Calexico officially commenced the project

WHAT IS A QUICK BUILD?

- A quick build is a pilot infrastructure project that provides opportunities for a city to test improvements for people walking and biking, engage the local community, collect and evaluate feedback and data, and expedite permanent changes. The quick build should last between 6-12 months.
- A quick build uses short-term, low-cost, and scalable interventions that allow for modifications and feedback before a permanent project:
 - Traffic marking paint
 - Flexible delineators
 - Planters
 - Signage

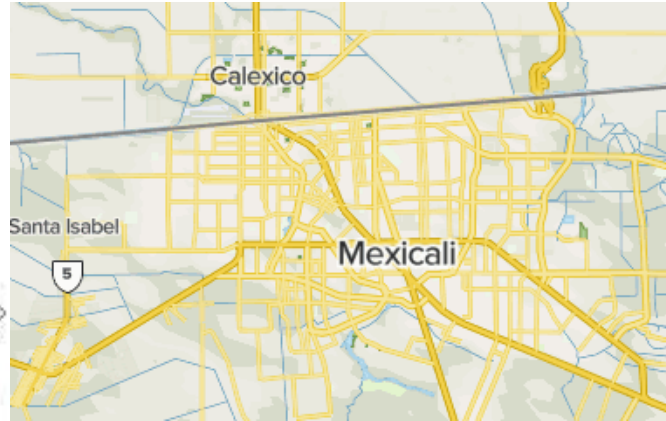


Location: Ojai Quick Build 2020

PROJECT LOCATION



CA Context



Regional Context

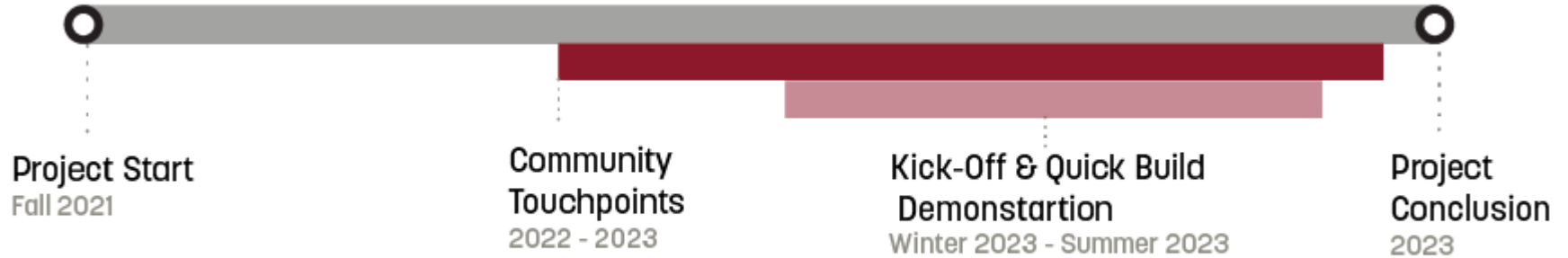


Downtown Calexico

PROJECT GOALS AND OBJECTIVES

- Re-envision Rockwood Avenue as a promenade/plaza space
- Promote walking and bicycling
- Improve safety and commercial success
- Acquire community input to outline permanent project

PROJECT TIMELINE



PROJECT SCOPE – Pre-Project Conditions



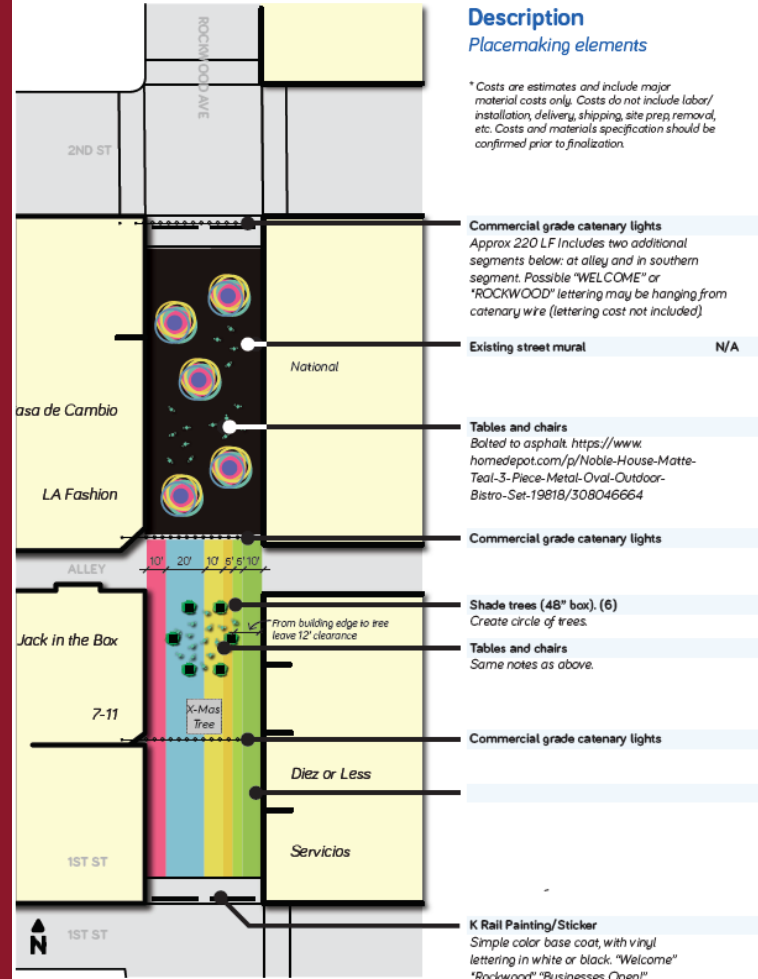
PROJECT SCOPE – Concept Design



PROJECT SCOPE – Placemaking



PROJECT SCOPE – Placemaking



PROJECT SCOPE – Placemaking



PROJECT SCOPE – Placemaking



COMMUNITY ENGAGEMENT

Walk and Bike Audits occurred simultaneously
Saturday, May 14th, 2022

- Participants' main concerns revolve around the quality of the road in the project area, pedestrian safety, and emergency access.
- Participants were most in favor of including elements such as trees in planters and upgraded traffic control during the Quick Build demonstration.



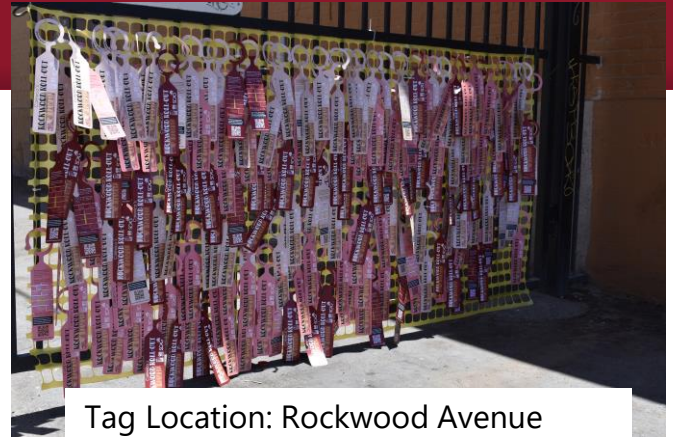
COMMUNITY ENGAGEMENT

Community Touchpoints (7)

Provide the most intimate and creative means for the community to engage and understand the heart of the Rockwood Roll-Out. At least three (3) will specifically use arts-based methods

Goals:

- Facilitate meaningful, clear, and constructive conversations with those impacted directly by the project
- Foster a positive atmosphere and open communication surrounding the Quick-Build
- Include key populations into the formation of the Plan, for example transit dependent populations, youth, the elderly, or populations from target neighborhoods



Tag Location: Rockwood Avenue Alley between 1st and 2nd Street



COMMUNITY ENGAGEMENT

Community Touchpoint – Mexican Independence Day (September 2022)

Attend community event to notify residents about project and acquire input on wish list and goals.

Goals:

- Have open conversations about project goals and objectives
- Notify residents of project and acquire input on elements and needs



COMMUNITY ENGAGEMENT

Business Canvassing (September & December 2022, January 2023)

Notify and acquire input from businesses regarding project, types of materials, and implementation.

Goals:

- Create goodwill with businesses and project partners
- Adjust project design and elements per input from businesses and stakeholders
- Collect information and data as project progresses



COMMUNITY ENGAGEMENT

Christmas Tree Lighting (December 2022)

Opening celebration of promenade, included tree lighting, children activities, and music

Goals:

- Acquire input from residents who attended the event
- Document usage of promenade space by residents and businesses
- Collect information and data as project progresses



COMMUNITY ENGAGEMENT – TREE LIGHTING, CONT.



NEXT STEPS

- Continue Community Touchpoints engagement events
- Continue conducting engagement and data collection on metrics of success
- Assess business needs and determine whether project remains on a permanent basis



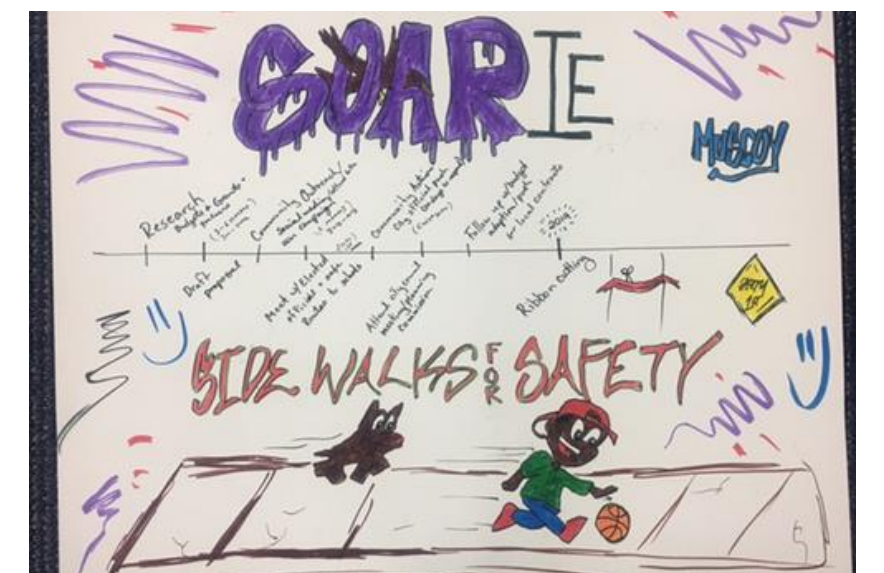
Questions?

Project Website:
bit.ly/RockwoodLocalDemo

Office of Assembly Majority Leader Eloise Reyes
Presents

MUSCOY SIDEWALKS FOR SAFETY

Maha Rizvi, MPA
March 28, 2023



PARTNER ORGANIZATIONS



01

SOAR IE Community Coalition

- Students
- Parents
- Angela and Rosa
- Local Nonprofits (MHS, IE Bike Alliance)

02

Safe Routes National Partnership

- Demi Espinoza
- Johnathan Matz

03

County of San Bernardino

- Public Works Department
- Public Health Department

04

Government Agencies

- San Bernardino County Transportation Agency
- OmniTrans
- Southern California Association of Government

Muscoy is unincorporated area of the
County of San Bernardino

MUSCOY AT A GLANCE

- 88% Latino or Hispanic Household
- Median Income is \$45,907
- 24.9% in poverty
- CalEnviroScreen pollution burden profile of 96-100%



TIMELINE

Founded SOAR IE
Initial Walk Audit of Muscoy

Applied for ATP Cycle 4

**DEC
2017**

Dream BIG IE Summit

**MAR
2018**

**JUNE
2018**

Community Temporary Safety
Demonstration with SCAG

**JULY
2018**

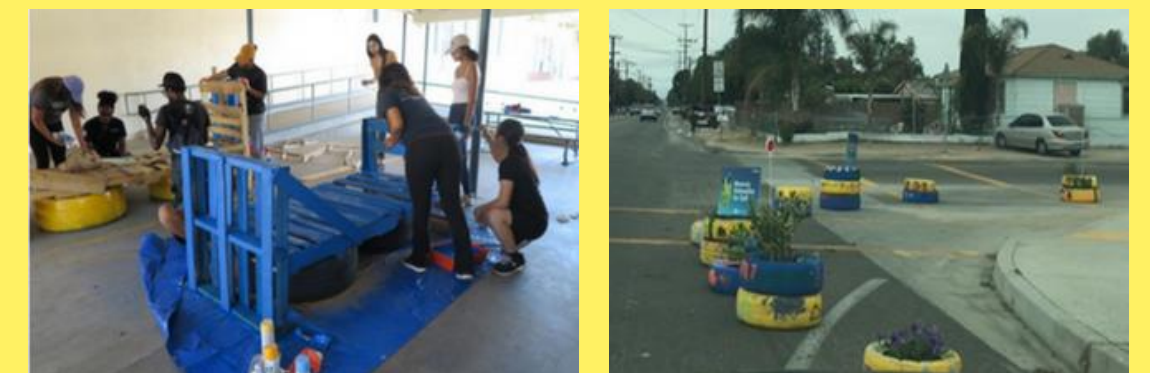
COMMUNITY TEMPORARY SAFETY DEMONSTRATION WITH GO HUMAN

MUSCOY 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!



**TEMPORARY
DEMONSTRATIONS**

TIMELINE CONT.

CALWalks Community
Pedestrian & Bicycle Safety
Training and Action Planning
Workshop

Clean AIR Day in Muscoy to
bring awareness to the Project

**DEC
2018**

**MAY
2019**

**SEPT
2019**

**OCT
2019**

CTC Released ATP Cycle
4 scores

SB County Confirmed they
will apply for ATP Cycle 5

TIMELINE CONT.

Walk-Through around Muscoy Schools for parental engagement

MUSCOY PROJECT WAS SELECTED BY ATP CYCLE!

**JAN
2020**

**MAR
2020**

**JULY
2020**

**JAN
2021**

In-Person Meeting to discuss workplan and Cycle 5 Application

San Bernardino County submitted application for ATP Cycle 5

COMMUNITY ENGAGEMENT



**TEMPORARY
DEMONSTATION**



**COMMUNITY PEDESTRIAN & BICYCLE
SAFETY TRAINING AND ACTION
PLANNING WORKSHOP**



**CLEAN AIR
DAY**



SAFETY FEATURE

➤ Sidewalks

Construction of 7,290 feet of sidewalk around Muscoy and Vermont Elementary

➤ Crosswalks

Upgrading 29 crosswalks to ladder-style crosswalks

➤ Crossing Beacons

Installing 22 Rapid Rectangular Flashing Beacons (RRFB)

➤ ADA Compliance

Improving 46 ADA ramps

Grant Total: \$1.8 Million



PROJECT UPDATE

➤ Phase 1

Includes the striped crosswalks on Vermont at 1st, 2nd, and 3rd streets, Ogden at Vermont, Blake at Duffy, Blake at Macy, State St at Blake, and Darby at Macy

STATUS: COMPLETED

➤ Phase 2

Includes the Muscoy Elementary and Vermont Elementary Sidewalks. San Bernardino County is finalizing the project design and acquiring Right of Way

STATUS: 65% COMPLETED

CONSTRUCTION STARTS SUMMER 2024



GET IN TOUCH



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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!



SCAN ME