



Joint Working Group Meeting Transportation Safety, Active Transportation, & Go Human

May 21, 2020

1:30 p.m. – 3:30 p.m.

Due to COVID-19, please join via web conferencing:

To join the meeting: <https://scag.zoom.us/j/93283333283>

Dial-In: +1 669 900 6833

Meeting ID: 932 8333 3283

AGENDA

1. WELCOME, SELF INTRODUCTIONS

Courtney Aguirre, SCAG

2. SAFE ROUTES TO PARKS

Marisa Jones, Safe Routes Partnership

3. ACTIVE TRANSPORTATION PROGRAM (ATP) CYCLE 5 UPDATE

Cory Wilkerson, SCAG

4. GO HUMAN – ADVERTISING CAMPAIGN FEEDBACK & OPPORTUNITIES

Andrés Carrasquillo, SCAG

5. CREATING SPACE FOR PEOPLE DURING COVID-19 - STRATEGIES TO LEARN TOGETHER

Donson Liu, City of Pasadena;

Megan Wier, City of Oakland;

Demi Espinoza, Safe Routes Partnership;

Hannah Brunelle, SCAG

6. CONNECT SOCIAL UPDATE

Marco Anderson, SCAG

SCAG, in accordance with the Americans with Disabilities Act, is committed to providing special accommodations to those who are interested in participating in the working group meeting. SCAG is also committed to helping those with limited proficiency in the English language by providing translation services at the workshop in accordance with Title VI of the Civil Rights Act. We ask that you provide your request for special accommodations or translation services at least 72 hours prior to the meeting so that SCAG has sufficient time to make arrangements. For Transportation Safety inquiries, please contact Courtney Aguirre, Program Manager, at aguirre@scag.ca.gov or by calling (213) 236-1990.

Joint Working Group Meeting

Transportation Safety, Active Transportation, Go Human

May 21, 2020
1:30 p.m. – 3:30 p.m.

www.scag.ca.gov



HOUSEKEEPING



1. Meeting length: approximately 2 hours
2. Please take care to mute your audio/phones
3. At the end of each presentation, there will be a Q&A session
4. If you have a question during the presentation, type it into the chat box
5. We will log all questions and answer them during Q&A
6. Think of something later? Email Aguirre@scag.ca.gov
7. All presentations will be emailed to those who registered to participate in today's meeting

AGENDA**1. WELCOME**

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Marisa Jones, Safe Routes Partnership

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4. GO HUMAN – ADVERTISING CAMPAIGN FEEDBACK & OPPORTUNITIES

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5. GO HUMAN – CREATING STREET SPACE FOR PEOPLE DURING COVID-19

Hannah Brunelle, SCAG

6. CONNECT SOCIAL UPDATE

Marco Anderson, SCAG

7. OTHER ANNOUNCEMENTS (E.G., HSIP)



SAFE
ROUTES TO
PARKS
ACTIVATING
COMMUNITIES

*SCAG Joint Working Group
Meeting*

May 21, 2020



Safe Routes
PARTNERSHIP
Active Paths for Equity & Health

Hello!

I am Marisa Jones.

I am the Policy and Partnerships Director at the Safe Routes Partnership.

I live in Philadelphia, Pennsylvania, where I live a multi-modal lifestyle and visit parks almost every day.

You can find me on Twitter at [@marisacjones](https://twitter.com/marisacjones).



MISSION

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.



HELP KEEP OUR PARKS SAFE

Please follow these guidelines to prevent the spread of COVID-19



Stay at least 6 feet
away from other
people.



Avoid close contact,
such as group sports,
shaking hands, and
hugging people.



Wear a cloth mask to
protect yourself and
others.

Thank you for doing your part to keep our community healthy



PHILADELPHIA
PARKS & RECREATION

Visit phila.gov/parksandec for more information.

Are parks and trails safe to visit?

How is park use being enforced?



Parks in the Time of the Coronavirus

Parks, green space, and nature offer countless benefits

- Stress-relief and mental health
- Opportunities for physical activity and recreation
- Social cohesion and connection
- Economic impacts both for employment and adjacent businesses

**Parks confer
countless
benefits**



Nature & Privilege

How COVID19 has unclocked equity gaps in nature access

By Juan Martinez

COVID19

Park closures have unequal costs

As we limit outdoor access, consider the impact on underrepresented communities.

José González | PERSPECTIVE | April 16, 2020 |



Those benefits
are not
equitably
distributed

< VIEW ALL EVENTS

2020
MAY
7

PAST EVENT

Webinar: Who gets access to public space in a pandemic?

The coronavirus pandemic has shined a spotlight on existing inequities, including access to parks and green space

- 100 million urban Americans, including 28 million children, do not have a park within a 10 minute walk of home.*
- People with higher incomes and levels of education have greater access to urban vegetation, and being Black or Latinx was negatively correlated with access to urban vegetation**
- People of color (14.5%) are more than twice as likely NOT to have access to a car than white people (6.9%)**

* <https://www.tpl.org/parkscore>

**<https://www.sciencedirect.com/science/article/pii/S0169204618307710>

*** https://nationalequityatlas.org/indicators/Car_access



**What do we mean by
equitable park access?**



What do we mean by equitable park access?

Safe, convenient routes to high-quality parks are not determined by a person's race, ethnicity, national origin, socioeconomic status, age, ability, or other demographic factors.

Safe Routes to Parks

- Convenient, affordable multimodal transportation (walk, bike, transit) along routes that are safe from traffic and personal danger for people of all ages and abilities
- Routes start/end at well-maintained and well-programmed parks that are conveniently located within a 10-minute walk of where people live
- **Long-term goal:**
 - increase park usage
 - improve health and wellbeing for people of all ages, races, abilities, and income levels.



Safe Routes to Parks Pilot Sites & Grantees



Why care about Safe Routes to Parks?



Why care about park access



- Purpose and passion
- Improve safety from crime, violence, and traffic
- Fairness and equity
- Improve community connectivity – both interpersonally and to destinations
- Work more efficiently

Purpose and passion



Photo Credit: Five Rivers MetroPark

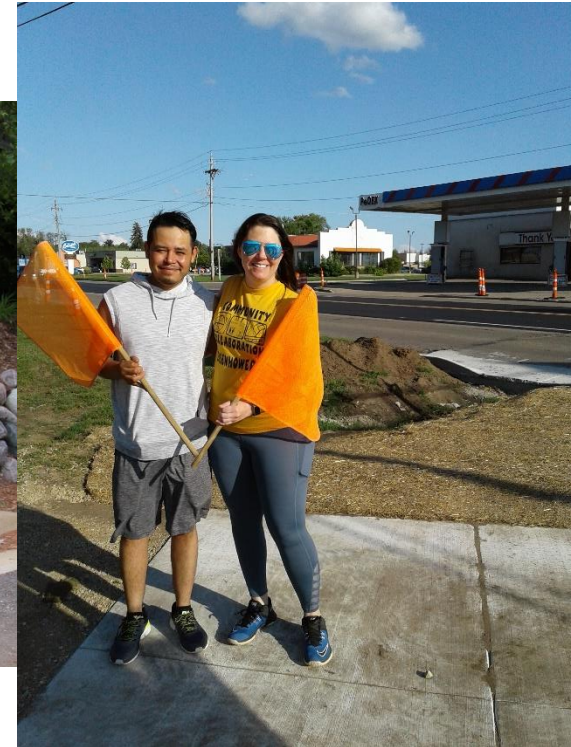


Wesleyan MetroPark | Dayton, Ohio

Safety from crime, violence, and traffic



Safety from crime, violence, and traffic



Improve work efficiency

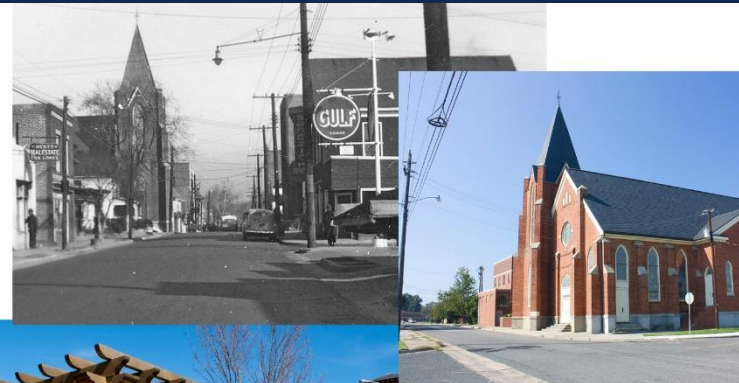


Community engagement



Methow Park | Wenatchee, Washington

Fairness and equity

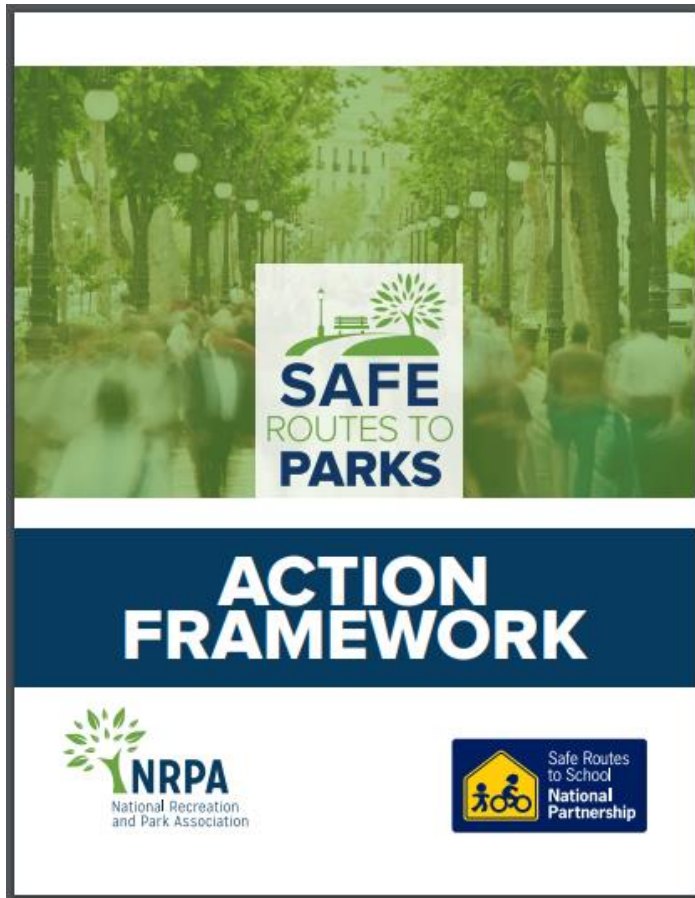


Hayti Heritage Center | Durham, North Carolina

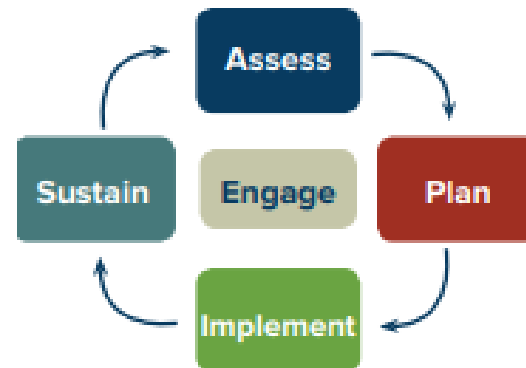
WORKING TOWARD SAFE ROUTES TO PARKS



Use the Safe Routes to Parks Action Framework



- Step-by-step framework for improving park access
- Tested by parks and recreation professionals

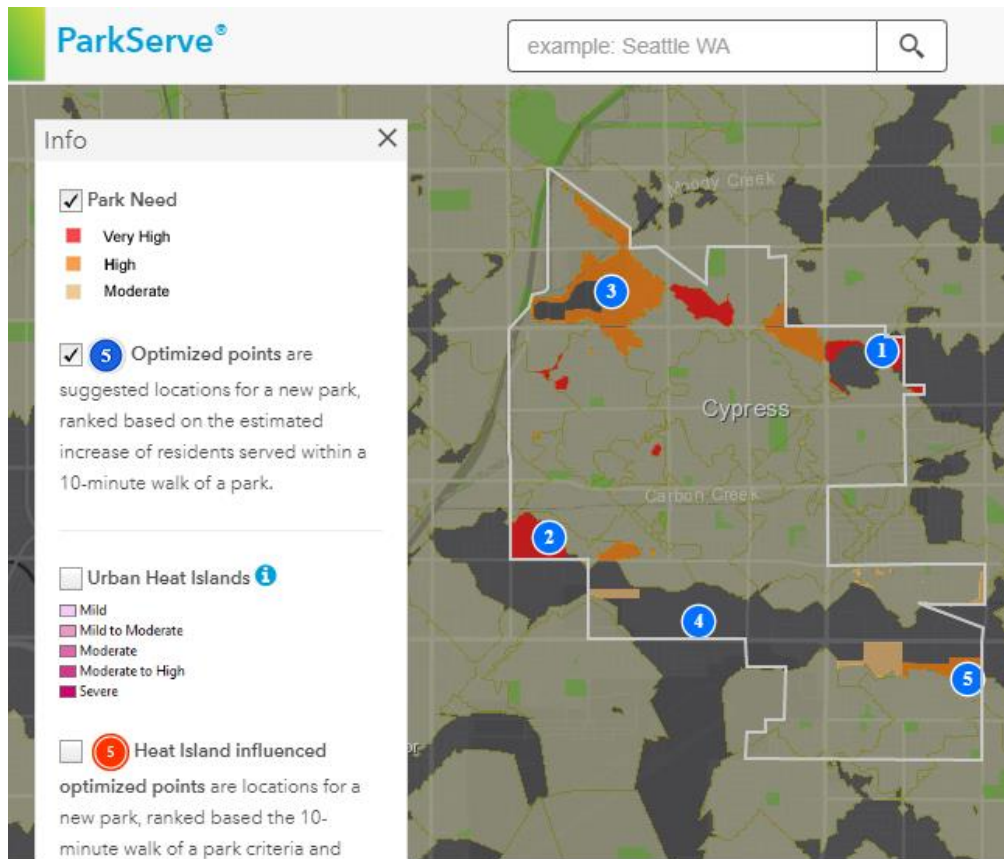


Engage



- Connect with existing groups and organizations
- Learn about barriers to accessing parks/reasons people don't use them
- Ask for ideas for solutions

Prioritize (Assess)



- Use data
- Listen to community perspectives and priorities
- Identify where there are opportunities to connect this to existing efforts

Safe Routes to Parks Policies (Plan)



- Complete Parks Resolutions
- Safe Park Zones Ordinances
- 10 Minute Walk Commitments

Incorporate Safe Routes to Parks into Existing Policies/Plans (Plan)



- Bicycle/Pedestrian Plans
- Complete Streets implementation
- General Plan updates
- Park Master Plans

Funding Safe Routes to Parks (Implement/Sustain)



- ATP
- General funds
- Aligning w/ repaving and maintenance
- Prop. 68 Statewide Park Program
- Other CA-specific funding?

A woman with long dark hair and glasses is kneeling on a paved surface, smiling and holding the hands of a young boy. The boy is seated in a blue and grey motorized wheelchair, wearing a red shirt and blue jeans. He is holding a small white object, possibly a snack. The wheelchair has a large grey cylindrical component at the front. The background is a blurred outdoor setting with a paved ground and some greenery.

**SAFE ROUTES TO PARKS
IN ACTION**

New Bedford Parks, Recreation, and Beaches (Massachusetts)

- Partnered with existing efforts, like WalkBoston and Safe Routes to School
- Hosted walk audits
- Pop-up park
- Removed fence that served as a barrier to park access



Presented by Safe Routes to Parks

Ashley Park Pop-Up Day!

Come see what Ashley Park can be! We will transform Ashley Park with colorful crosswalks and a temporary parklet with games and activities for youth and families!



THURSDAY
MAY 17TH
2:30 - 4:30 PM
ASHLEY PARK
NEW BEDFORD,
MA



Photo Credit: New Bedford Department of Parks, Recreation, and Beaches



Cultiva la Salud (Merced, California)

- Community-driven process
- Walk audits
- Participatory budgeting to prioritize desired park improvements
- Presentation of plan and requests to MAC
- Received \$2.4M in Prop 68 funding



Blue Zones Hawaii

- Park activation
- Traffic safety improvement
- Houseless people living in park
- Informing development of park master plan



Photo Credit: Blue Zones Hawaii

Blue Zones Hawaii



Brought to
Hawaii by



Lessons learned from Safe Routes to Parks in action

- Be open and listen to community members' suggestions
- Coordinate with relevant agencies (for example, transportation, planning, public safety)
- Partner with outside organizations
- Keep the big picture in mind
- Incorporate Safe Routes to Parks plans into new and existing policies and plans



A young boy with short dark hair is sitting on a grassy lawn. He is wearing a white polo shirt and blue denim shorts. He is smiling and looking off to the side while holding a slice of pizza. In the background, there is a wooden park bench and a house with windows. The overall scene is bright and sunny.

RESOURCES

Resources to support Safe Routes to Parks



- Fact sheets
- Webinars
- Funding opportunities
- Technical assistance



Resources to Improve Personal Safety from Crime and Violence



**Putting the "Safe" In
Safe Routes to Parks:**
Improving Personal Safety from Crime
and Violence to Promote Park Access



Sometimes neighborhoods have nearby parks, but community members do not use them because they view the park or the walk to the park as dangerous. Threats to personal safety, whether real or perceived, strongly discourage outdoor activities like walking, bicycling, and spending time in parks.

This fact sheet highlights the importance of improving personal safety from crime and violence in order to promote park access. It shares examples of how community groups, park agencies, law enforcement, and community-based organizations have addressed real or perceived violence and crime to increase safe access to and within parks.

Why Safe Routes to Parks?

Research shows that after distance, safety most influences the decision to participate in physical activity and walk or bike,² and children are less likely to walk when they feel unsafe.¹ Safety is broader than making sure that traffic moves at a slow speed, well-maintained sidewalks are present, and crosswalks are well-marked. Real and perceived crime can interfere with a person's sense of security and create a barrier to accessing parks.³ Street harassment and assault, robbery, gang activity, police harassment, graffiti, stray dogs, abandoned houses, and fear of violence and crime are also barriers to safely accessing destinations, including parks. With this broad definition of safety, improving safe access to parks requires the collaborative efforts of community residents, park agencies, law enforcement, and community-based organizations. Each of these types of organizations has a role to play to improve park safety and access.

What is Safe Routes to Parks?

Improving park accessibility helps increase use of parks and plays a critical role in ensuring that communities have access to places to be physically active. The Safe Routes to Parks concept provides advocates with the language to champion safe access during consideration of park siting, community engagement, allocation of funds, planning, and implementation of traffic and public safety initiatives, as well as park improvements. Safe Routes to Parks efforts improve accessibility to parks via multiple modes of transportation for people of all ages and abilities that are safe from traffic and personal danger. These routes lead to well-maintained, well-programmed parks that are conveniently located within approximately one half mile, roughly a 10 minute walk, from where people live.¹

- Developing community partnerships
- Partnering with law enforcement
- Programming
- Lighting, beautification



Safe Routes to Parks Walk Audits



- Community and partner agency engagement tool to assess what makes people feel unsafe (or safe!) along the route to a park

Community Engagement Checklist



A Checklist for Facilitating Community Engagement During Safe Routes to Parks Visioning Activities



There are many ways to engage residents in efforts to improve walking, bicycling, and public transportation access to parks and other destinations. From soliciting initial ideas to inviting feedback on conceptual designs to giving community members decision-making authority over developing and implementing solutions, organizations should involve community members in planning, implementation, and evaluation activities related to improving safe and equitable access to parks. While ongoing, collaborative efforts are the ideal, constraints on time and funding mean that organizations sometimes must host one-time community engagement events. However, if thoughtfully facilitated, one-time activities can fill a specific role of engaging residents in the development and implementation of efforts to enhance safe and equitable access to parks. This fact sheet aims to support organizations working to improve Safe Routes to Parks to meaningfully engage residents in park access improvement efforts.

Why is it important to engage residents in efforts to create community change?

Meaningful community engagement provides rewards to a variety of beneficiaries. Although sometimes engagement is initiated simply because it is a requirement for receiving funding for a community development initiative, it is important to note the plethora of benefits that these efforts can offer your initiative and the community, including:

- Cost-efficiency: By including community members' perspectives early on about what will actually make a difference for them, communities avoid spending money on "solutions" that do not meet the community's needs.
- More responsive outcomes resulting from a variety of community members coming together to identify what will make a difference for them.
- More buy-in, community champions, and community ownership of the change. When community members are involved from early on in the process, it fosters a greater sense of ownership of a project or outcome.
- More use of the implemented change due to the alignment with the community's needs.
- More trusting relationships with community members.

As you host community outreach and engagement events, reference this fact sheet for examples of questions to guide discussions and creative activities for engaging residents. This resource is intended to assist with developing events that engage marginalized and vulnerable populations, which often do not feel a part of transportation or active transportation planning efforts, such as people of color, low-income communities, older adults, youth, and people with disabilities.

- Checklist for considering the needs of many different types of community members
- Ideas for visioning exercises



Active Transportation Program – Cycle 5 Program Update

Cory Wilkerson
Active Transportation & Special Programs
May 21, 2020

www.scag.ca.gov



1

Schedule Update Adopted by CTC April 29, 2020



- March 25-26, 2020 – CTC adopts ATP Guidelines and Call for Projects
- July 15, 2020 – Quickbuild Project Applications Deadline (postmark date)
- September 15, 2020 – All other Project Applications Deadline (postmark)
- September 15, 2020 – CTC Recommendations for Quickbuilds
- November 16, 2020 – CTC Statewide Recommendations
- December 2-3, 2020 – CTC adopts Quickbuilds Projects List
- March, 2021 – CTC adopts Statewide Projects List
- May 14, 2021 – Deadline to submit MPO Recommendations
- June 2021 – CTC adopts MPO Projects List

2

Contact for One on Ones!

Cory Wilkerson
wilkerson@scag.ca.gov
(213) 236-1992
www.scag.ca.gov



Go Human

Advertising Campaign Feedback & Opportunities

Andrés Carrasquillo

Active Transportation and Special Programs

May 21, 2020

www.scag.ca.gov



Agenda



- *Go Human* Overview
- Campaign Goal and Parameters
- Considerations
- Media Tactics (Where you can plan to see *Go Human* ads)
- Updated Messaging
- Additional *Go Human* Resources

Go Human: Active Transportation Safety & Encouragement Campaign



Regional Advertising
Campaign &
Co-Branding

Temporary Safety
Demonstrations &
Programming

Safety Workshops,
Webinars & Technical
Assistance

Campaign Goal and Parameters



- Primary goal is **safety** by reducing pedestrian collisions causing serious injuries and fatalities.
- Campaign will frame strategy on behavior change.
- 280 million impressions, 25% ad recall rate
- Parameters
 - Scheduled for July – August 2020
 - Target Audience: Drivers and Pedestrians
 - Languages: English and Spanish
 - Media Budget: \$510,000
 - Use High Injury Network and Disadvantaged Communities data to target areas in each county.

Considerations



- Campaign flight coincides with the start of the new school year.
- Primarily digital.
- Consider impact of COVID-19 on markets.
- Messages will take three broad approaches (e.g., “traditional”, “appeal to emotion”).
- Conduct messaging testing on Facebook to identify top-performing ads and messaging.



Media Tactics



- Social Media:
 - Facebook
 - Instagram
- Outdoor:
 - Convenience Store Posters
 - Gas Station Pumps
 - Gas Station Static Ads
 - Billboards (Static & Digital)
 - Transit / Bus Shelters
 - Pizza Box Ads
 - Grocery Store Advertising



Messaging – Back to School Reminder



“Slow down. School is in session all around you.”

“Slow down. Saving her life is more important than saving time.”

“School’s in session all around. Slow your roll.”



Messaging – School Disruption



“Increase your awareness, not your speed.”

“Slow down. Neighbors may be closer than they appear.”

“Slow down. Our neighborhood isn't your racetrack.”



Messaging – New Behavior



“Slow down, and expect the unexpected.”

“The rules of the road haven’t changed. Slow down.”

“Watching your speed is still essential.”

“A lot has changed, the speed limit hasn’t.”

“Slow Down: We all play an essential role in safety.”

“Slow Down: Stay Safe.”



Go Human Resources



Local Community Engagement & Safety Mini-Grants

Mini-Grant will fund local projects to build community resiliency and increase safety. Awards to be announced.

Co-Branded Safety Materials

SCAG to co-brand, design, print and ship materials at no cost.

Open Streets/People Streets Technical Assistance

Series of webinars and 1:1 coaching, launching this summer.

Safety Pledge

Sign to receive additional safety resources and to be recognized during Pedestrian Safety and Bike Safety Month (September)

Kit of Parts

SCAG is expanding its available kits to help jurisdictions foster active transportation through the creation of safer spaces for biking and outdoor dining.

Bike Month Co-Branded Material



Every Month is Bike Month
Slow down to keep essential workers safe.



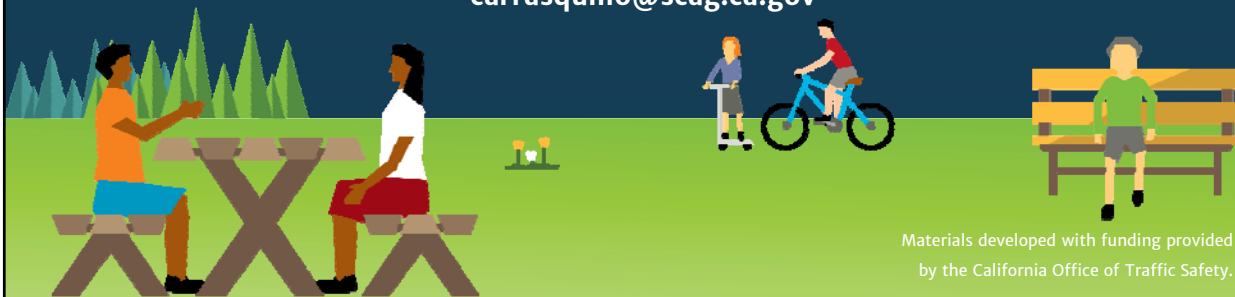
Every Month is Bike Month
Slow down and watch for people on bikes.



Thank you for being champions for safety in your city and region!

More information on the advertising campaign, as well as, other components of Go Human can be found at www.gohumansocal.org

**Andrés Carrasquillo, Community Engagement Specialist,
carrasquillo@scag.ca.gov**



Materials developed with funding provided by the California Office of Traffic Safety.

Creating Street Space for People During COVID-19: Strategies to Learn Together

Speakers:

Donson Liu, City of Pasadena

Megan Wier, City of Oakland

Demi Espinoza, Safe Routes Partnership

www.scag.ca.gov



Silver Lining

Next 74 Miles



Fiore
4/10/20
for KQED.org

Photo credit: Mark Fiore, KQED

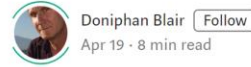


Demands for safe space to walk, jog and bike creating public health risks

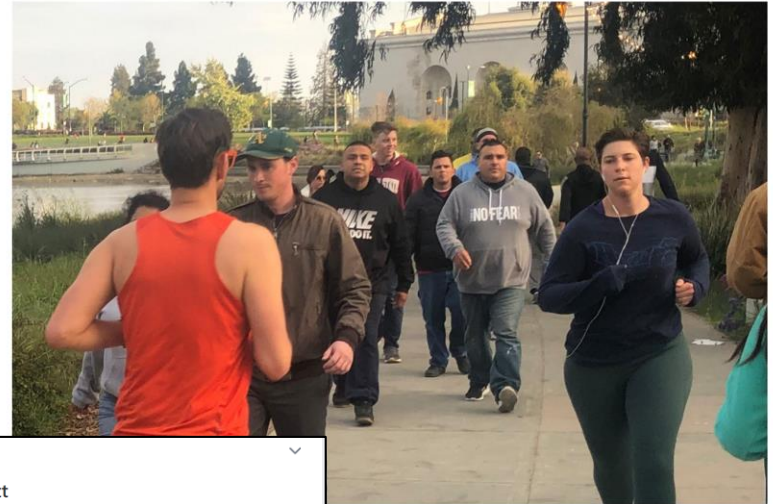
Considerations:

- Attractive nuisance vs. public health centered solution
- Supporting behaviors people are already doing (healthy essential travel)
- Ensuring the health and safety of our crews
- Extremely swift rollout

Oakland in the Time of Corona



Doniphan Blair Follow
Apr 19 · 8 min read



nd at the beginning of shelter-in-place. Photo: Doniphan Blair

L Adams Point

Social distancing at Lake Merritt

I'm not one to post about things in the neighborhood or complain, but this weekend while attempting a short "social distance" walk, I saw two soccer games, a number of people playing frisbee, lots of children on the playground, and a boxing class all at Lake Merritt in one five minute stretch. I am genuinely concerned about our community and want to know what we can do to maintain health and safety. What can be done about the large gatherings still happening at the lake?

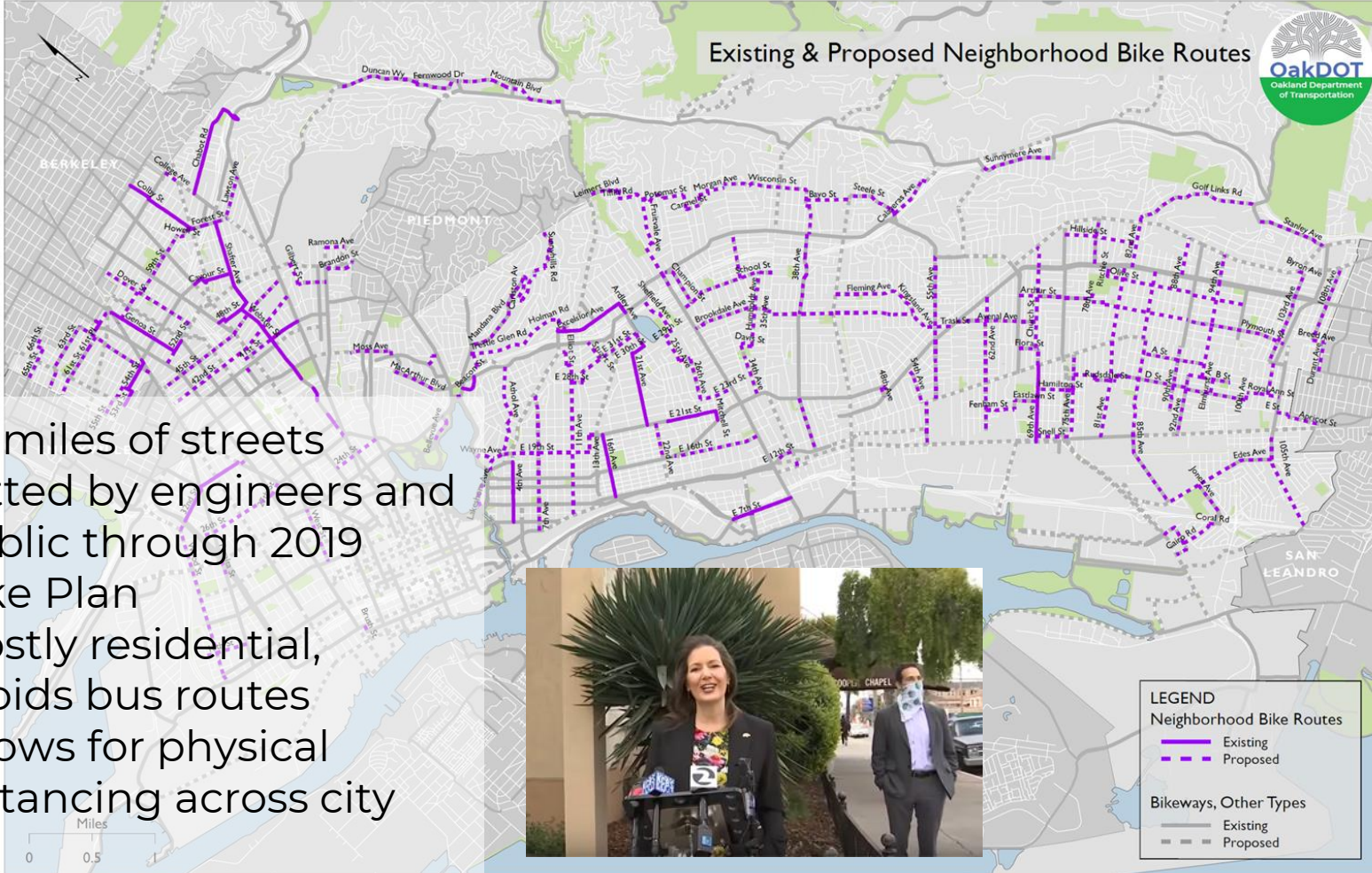
22 Mar · 24 neighborhoods in General

😊 Thank 💬 Comment

👍👎👤 129 💬 171



Existing & Proposed Neighborhood Bike Routes



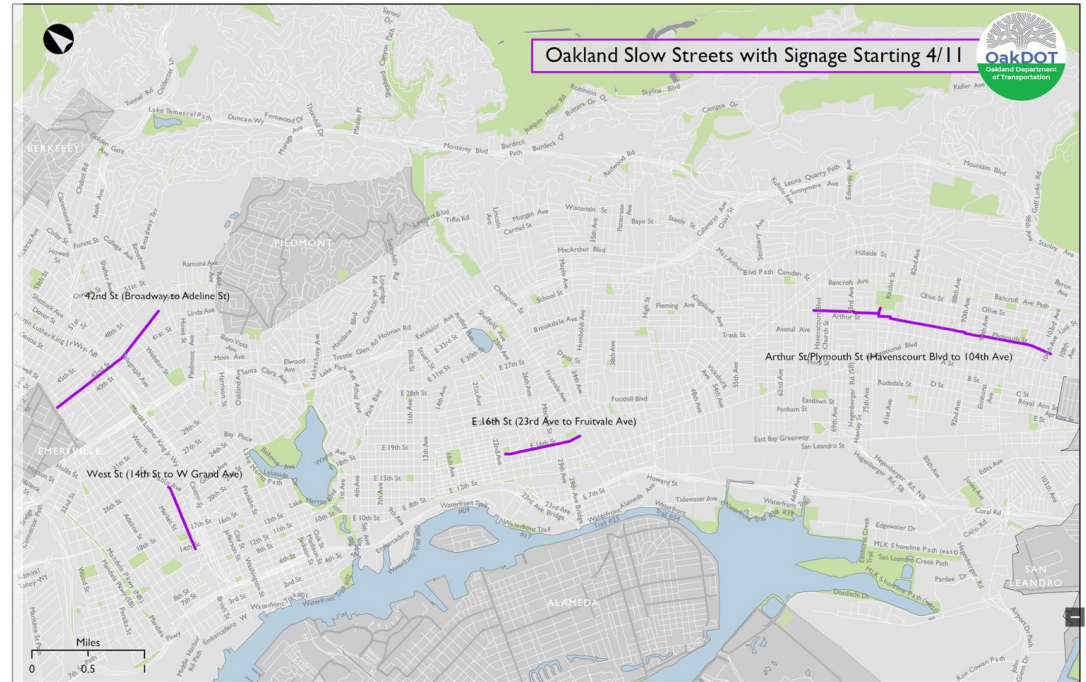
- 74 miles of streets vetted by engineers and public through 2019 Bike Plan
- Mostly residential, avoids bus routes
- Allows for physical distancing across city

“Soft Closures” Began within 32 hrs of Announcement on 4 streets/4.5 miles

Street selection:

- Equity indicators: communities of concern, access to parks, all are proposed neighborhood bike routes
- No major challenges (transit, high traffic volumes, emergency services, etc.)

Other 70 miles: discourage driving



PROTOTYPE - BARRICADE PLACEMENT

NOTES:

INSTALL TWO BARRICADES SIDE BY SIDE WITH SIGNS AS SHOWN BELOW. CENTER BARRICADE IN INBOUND LANE AS SHOWN. PLACE BARRICADE OUTSIDE OF CROSSWALK PATH. FACE SIGNS TOWARD THE INTERSECTION.

IF THE CROSS STREET HAS A LEFT TURN POCKET TURNING TOWARDS THE BARRICADE, INSTALL CONES AS SHOWN IN EXAMPLE 2.

LOCATION TO BE DETERMINED BY WORK ORDER. WORK ORDER WILL BE ISSUED VIA TEXTUAL INSTRUCTIONS.

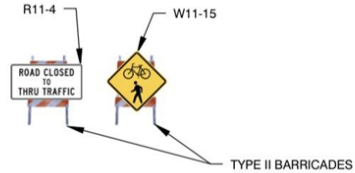
EXAMPLE #1 INSTRUCTIONS WOULD READ:

"WEST SIDE OF CROSS STREET IN THE WESTBOUND DIRECTION OF SLOW STREET."

EXAMPLE #2 INSTRUCTIONS WOULD READ:

"WEST SIDE OF CROSS STREET IN THE WESTBOUND DIRECTION OF SLOW STREET. INSTALL 6 CONES IN THE CROSS STREET LEFT TURN POCKET."

BARRICADE SIGNAGE:



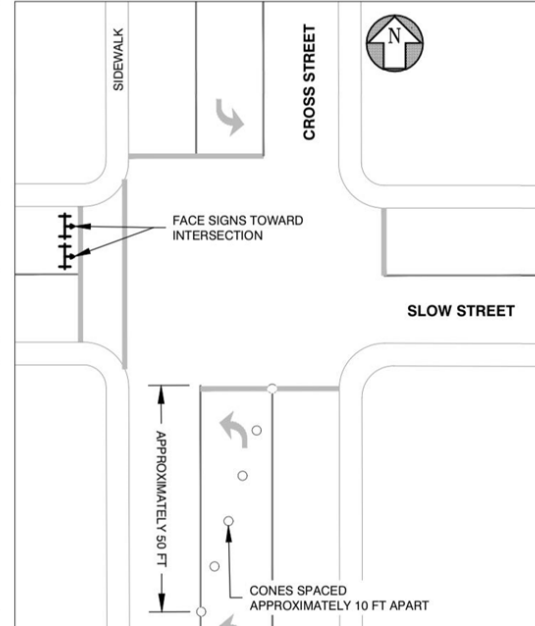
LEGEND:

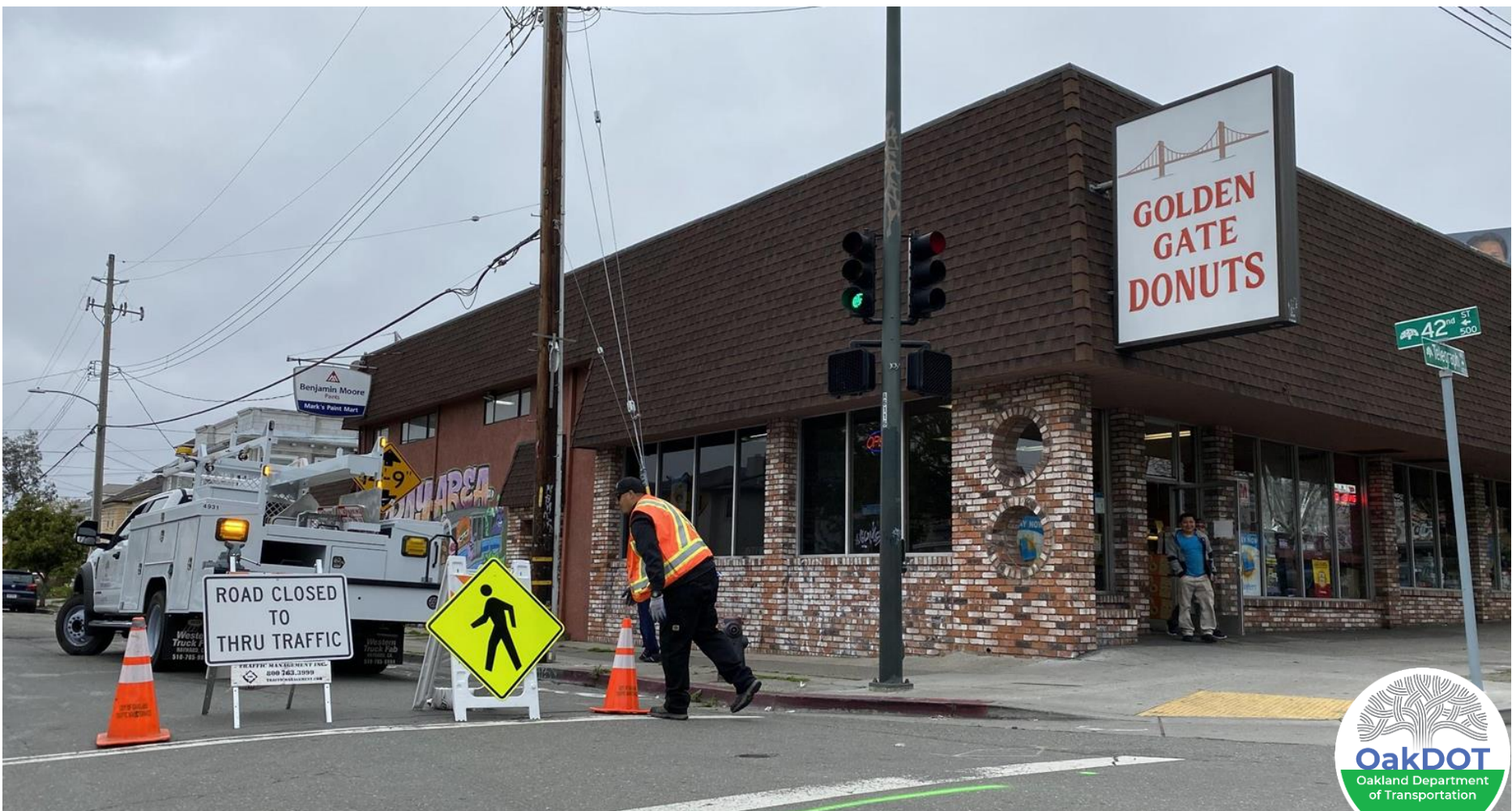


EXAMPLE 1:



EXAMPLE 2:





ROAD CLOSED
TO
THRU TRAFFIC



GOLDEN
GATE
DONUTS

42nd St
West



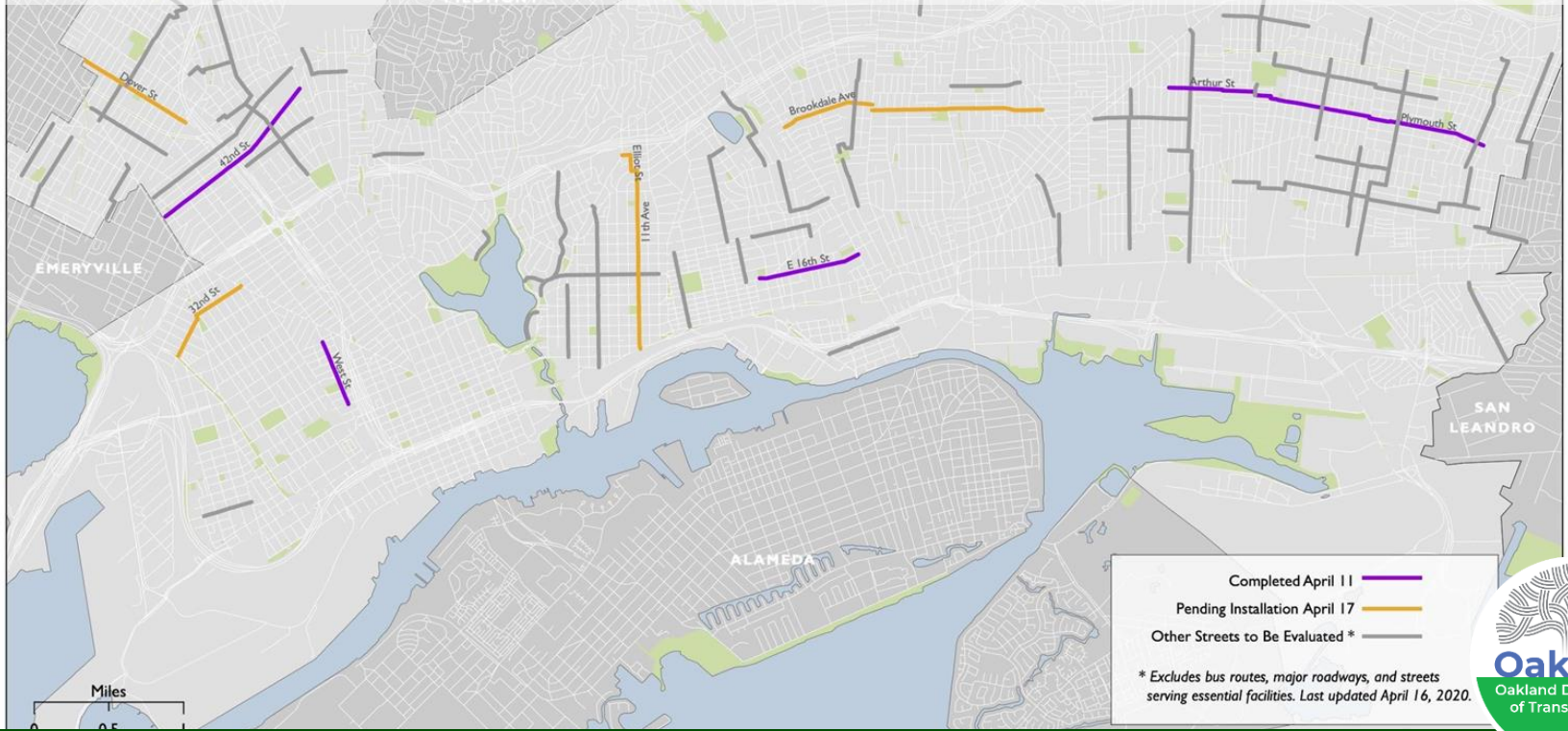
Phase 1: Details, Outcomes

- **Barriers & signs:** rented, target highest traffic intersections, marked w/ spray chalk
- **Volunteer support:** flyering, evaluation, replacing & reporting barrier issues
- **Outcomes:** very positive overall, compliance w/ distancing & speeding, demand for more, concerns about process & engagement esp. from E. Oak.



Phase 2: “Soft Closures” Expand 6 Days Later with Additional 4 Streets/4.5 miles

Oakland Slow Streets Program



Phase 2: Adjustments to Process

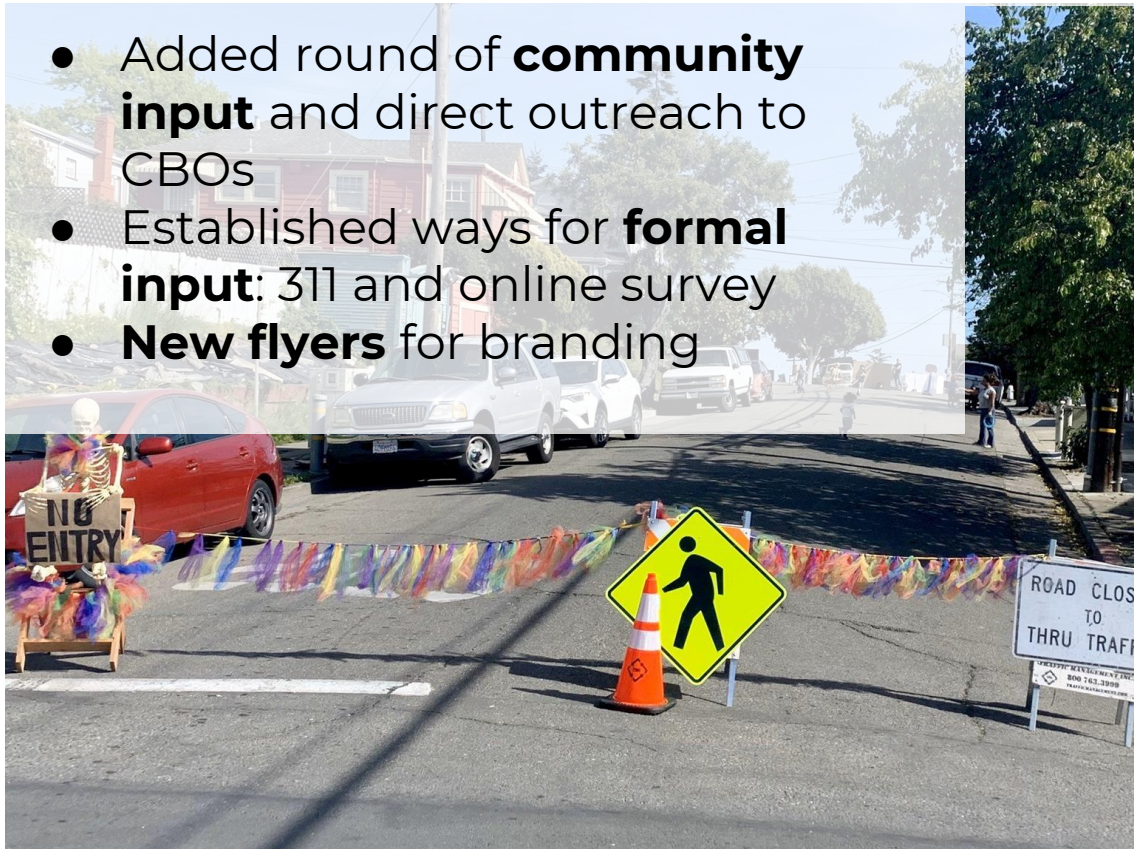
- Established **Emergency Operations Center** protocol, plan, and weekly protocol for interagency engagement (Fire, Police, Parks & Rec)
- More **proactive coordination** w/ partner agencies, county public health dept. and internally

Weekly Slow Streets Review and Finalization Process	W	Th	F	Sat	Sun	M	T	W	Th	F
EOC:DOT Slow Streets meeting to review Next Phase of Potential Streets	█									
DOT Refines Potential Streets based on EOC Feedback		█								
Mayor's Office/DOT Releases Next Phase of Potential Slow Streets for Public Feedback			█							
Public Feedback Gathered, Due EOD Tues			█	█	█	█	█			
~ 5 Miles Finalized for Installation, Shared with EOC as FYI by EOD Thurs (map/table)								█	█	
~ Five Miles of Slow Streets Installed by DOT										█



Phase 2: Adjustments to Engagement

- Added round of **community input** and direct outreach to CBOs
- Established ways for **formal input**: 311 and online survey
- **New flyers** for branding



**OAKLAND
SLOW STREETS**
NO THROUGH TRAFFIC

**CALLES LENTAS
de OAKLAND**
No se permite el tráfico de paso

屋崙慢行路
禁止交通進出

#OaklandSlowStreets
tinyurl.com/oaklandslows

OakDOT
Oakland Department
of Transportation

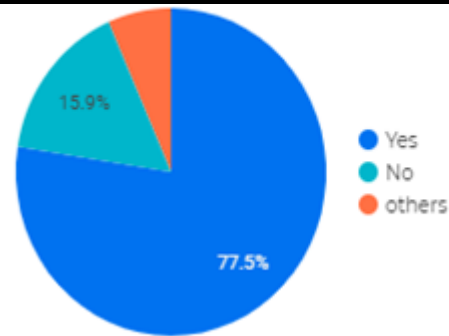
Oak 311

CITY OF
Oakland

Phase 2: Survey Results

- 75%+ Positive responses to survey
- But survey not representative - low response rate (and usage) in highest need areas and populations

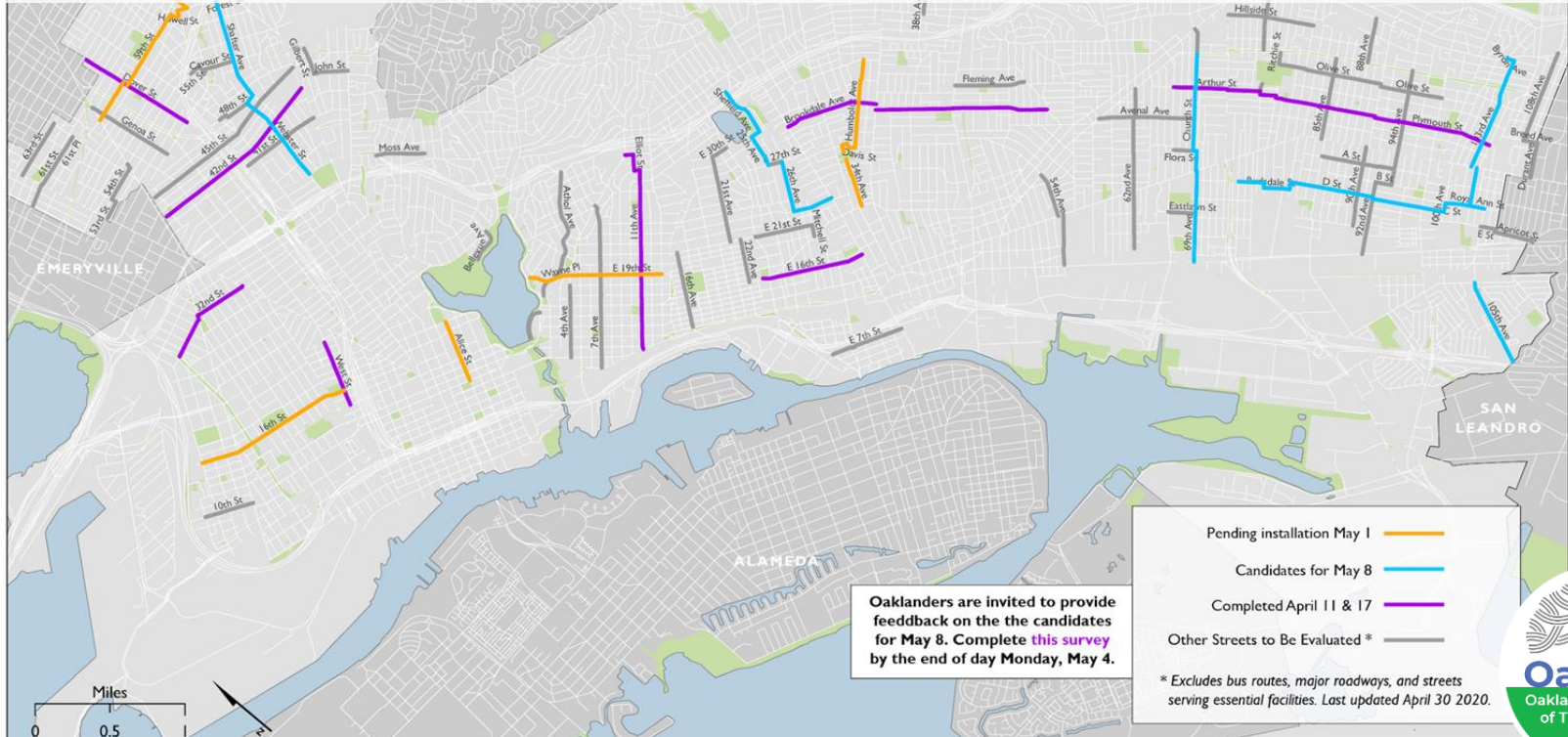
Support for Slow Streets



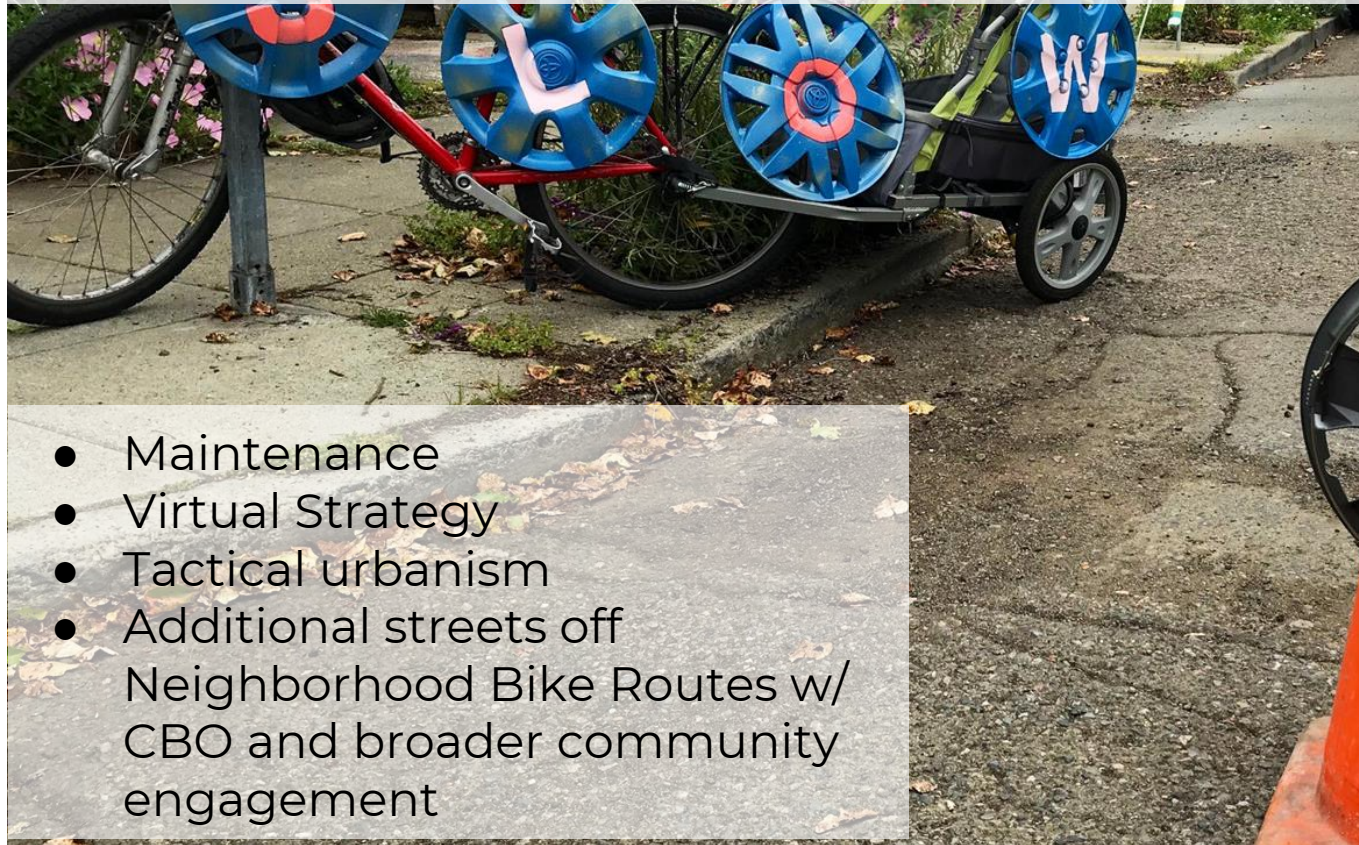
Race/Ethnicity	#...	%
White	153	65.67%
Mixed Race or wrote in	29	12.45%
Black or African-American	22	9.44%
Asian	16	6.87%
Hispanic/Latinx	13	5.58%



Phase 3: additional 5 miles installed 15 miles of soft closures total



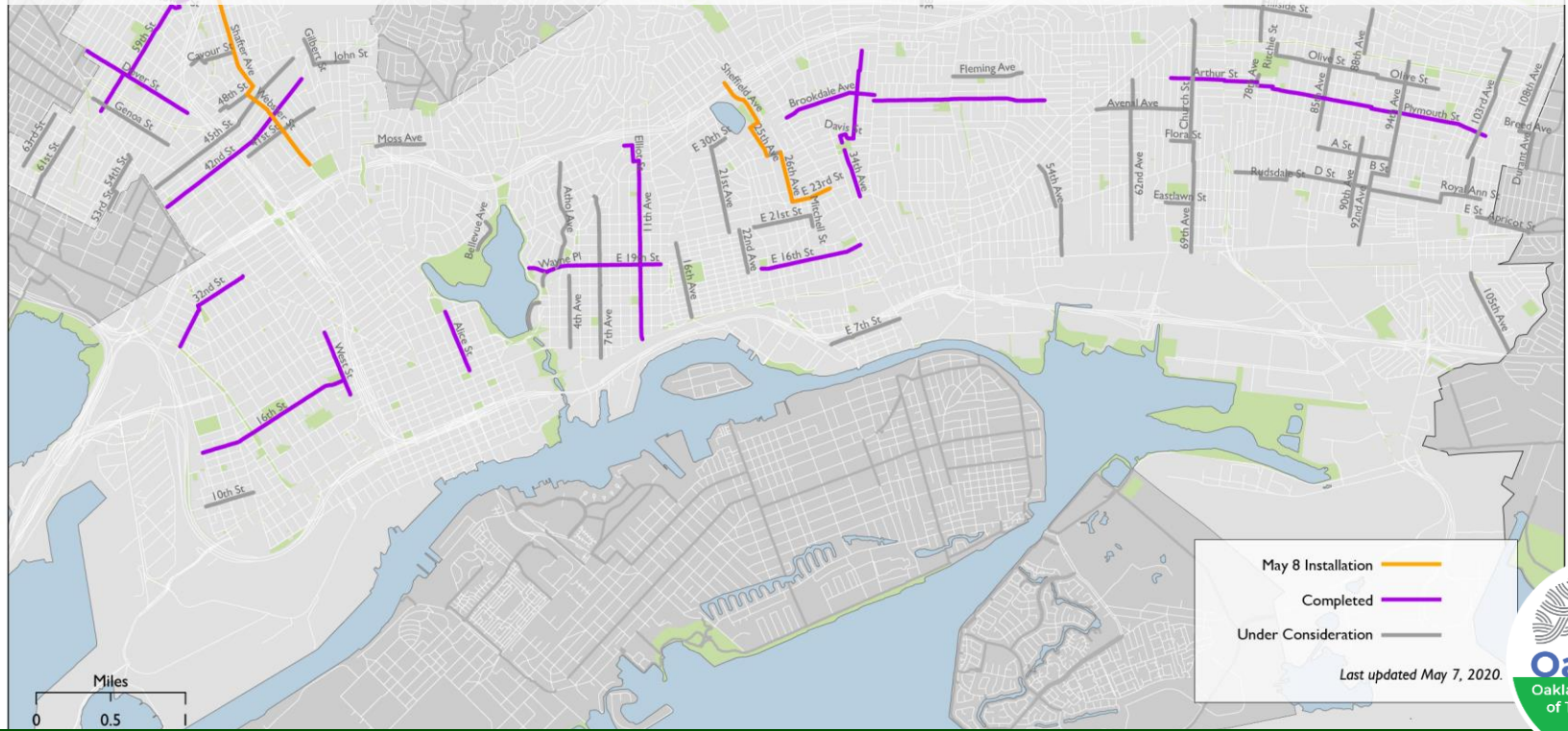
Phase 3: Iterations



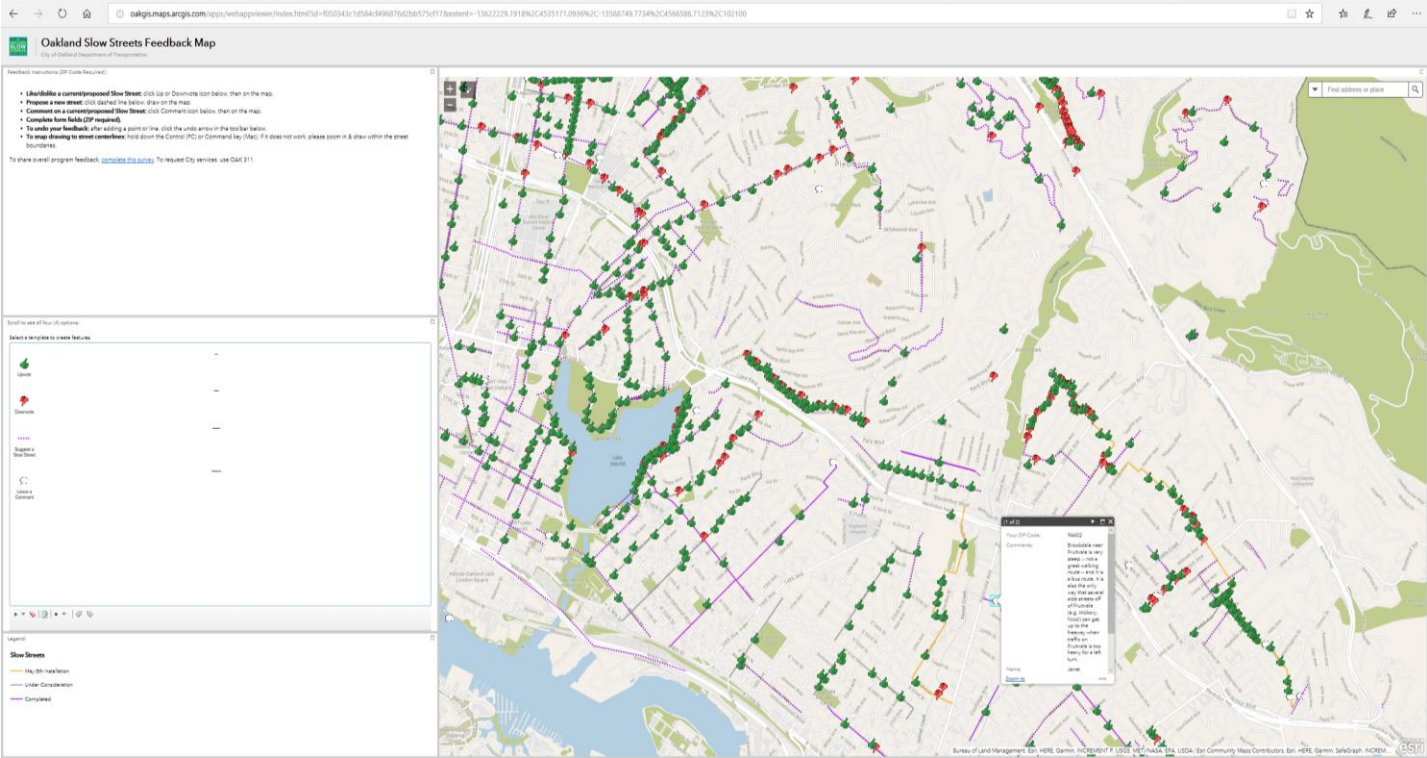
- Maintenance
- Virtual Strategy
- Tactical urbanism
- Additional streets off Neighborhood Bike Routes w/ CBO and broader community engagement



Phase 4: additional 5 miles on May 8, 2020 20 miles of soft closures in 5 weeks



Phase 4: Interactive Feedback Map



Phase 4: Survey Results Dashboard

Oakland Slow Streets General Feedback Survey Results

Total Responses
605



Survey at <https://tinyurl.com/oaklandslowstreets>. To learn more about the program, go to <https://www.oaklandca.gov/projects/oakland-slow-streets>. This dashboard updates automatically as new responses are submitted. If you have any questions or notice any errors, please contact npond-danchik@oaklandca.gov. Please note survey questions are optional and thus the total number of respondents varies by question.

Table of Contents

- [Geography](#)
- [Demographics](#)
- [Program Overview](#)
- [Slow Streets Use All, by Race & by Geographic Area](#)
- [Program Support](#)
- [Program Support by Income, by Gender & by Physical Disability Status](#)
- [Slow Streets Messaging & Issues](#)
- [Transportation During Covid-19](#)

Geography



Geographic Area	# of Respondents
Central Oakland	59
Deep East Oakland	7
East Oakland	0
Hills - East	50
Hills - North	44
North Oakland	246
West Oakland & Downtown	41
Grand total	504

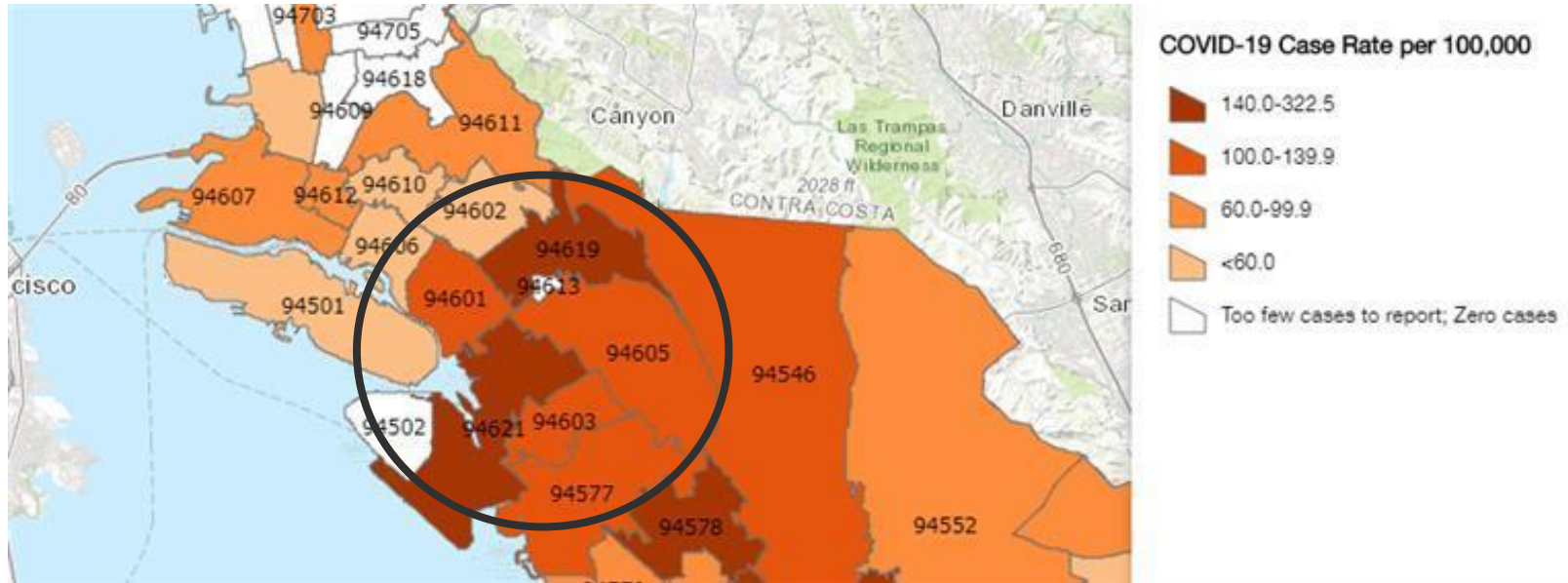
Geographic Area	Zip Codes	# of Respondents
Central Oakland	94602	42
Central Oakland	94610	17
Deep East Oakland	94621	4
Deep East Oakland	94623	3
East Oakland	94606	27
East Oakland	94601	30
Hills - East	94605	23
Hills - East	94619	27
Hills - North	94611	44
North Oakland	94608	49
North Oakland	94609	131
North Oakland	94618	66
West Oakland & Downtown	94612	22
West Oakland & Downtown	94617	19
Grand total	504	

For the purpose of analysis, zip codes were combined to create larger geographic areas across the city. (Zip codes not in Oakland were included in overall survey results but excluded from geographic analyses.)



West Oakland & Downtown : 94607, 94612
North Oakland : 94608, 94609, 94618
Hills - North : 94611
Central Oakland : 94610, 94602
East Oakland : 94606, 94601
Deep East Oakland : 94621, 94603
Hills - East : 94605, 94613, 94619

Slow Streets Future Iterations



Focusing on adapting to meet the needs of most vulnerable:

- Greater emphasis on arterial safety in East Oakland
- Community-driven corridors in high priority neighborhoods



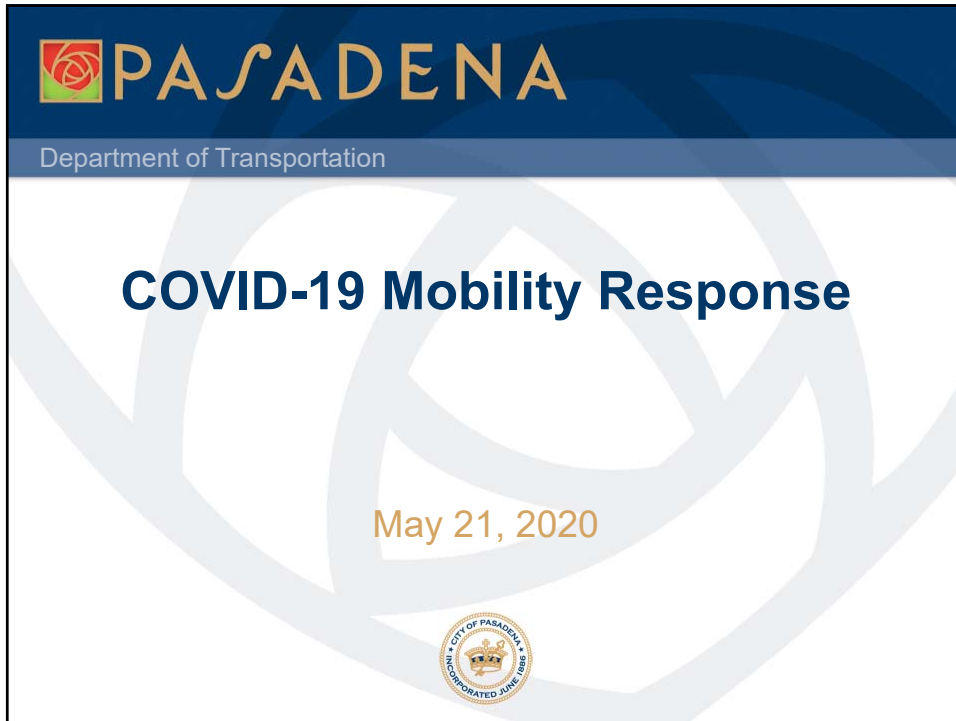
Silver Lining


Next 74 Miles



Flora 4/10/20
for KQED.org



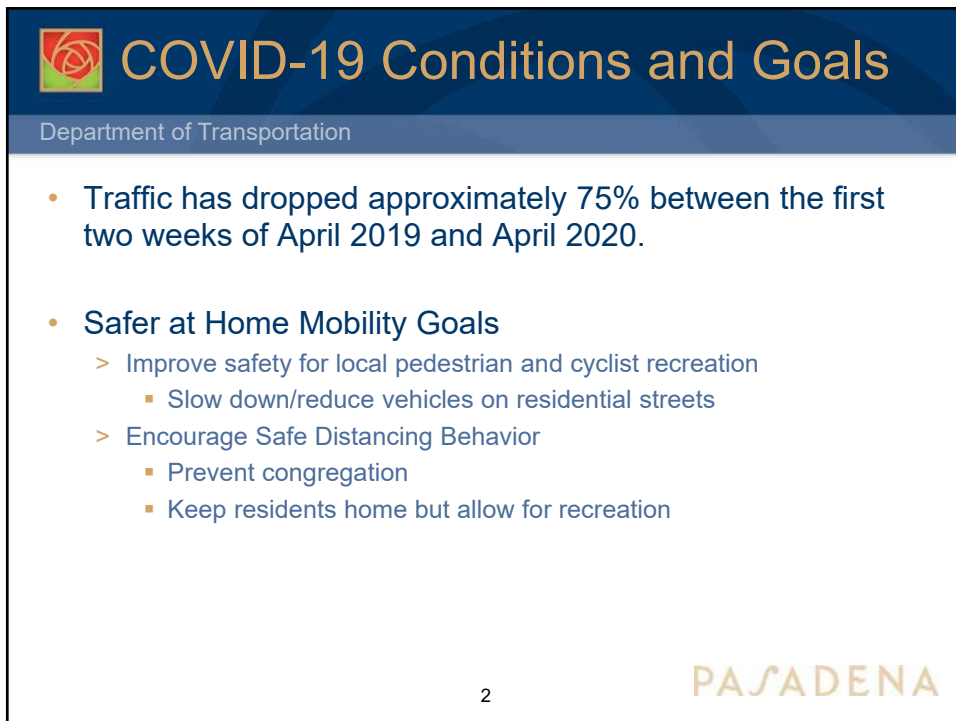




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Department of Transportation

COVID-19 Mobility Response

May 21, 2020



 **COVID-19 Conditions and Goals**

Department of Transportation

- Traffic has dropped approximately 75% between the first two weeks of April 2019 and April 2020.
- **Safer at Home Mobility Goals**
 - > Improve safety for local pedestrian and cyclist recreation
 - Slow down/reduce vehicles on residential streets
 - > Encourage Safe Distancing Behavior
 - Prevent congregation
 - Keep residents home but allow for recreation

2

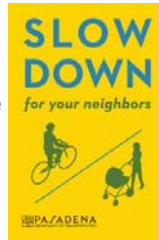
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Safer Streets Measures

Department of Transportation

- **Slow Streets Physical Signage Campaign**
 - > 20" x 30" reflective plastic on A-Frame style barricades placed at entrance of residential neighborhoods within roadways.
- **Social Media Campaign**
 - > Encourage safe recreation through local, solo activities, disseminate safety information.
- **Signal Modification on Corridors through Residential Neighborhoods.**
 - > 10 major corridors are programmed to run Free on "nighttime mode".



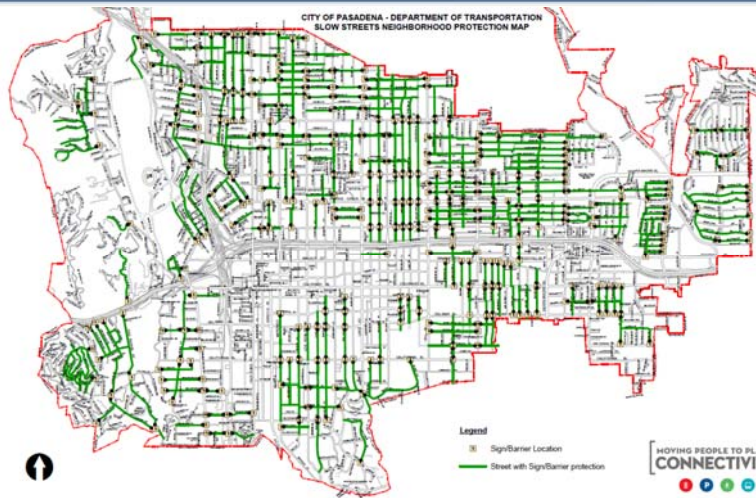
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Slow Streets Neighborhood Protection Campaign

Department of Transportation



4

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Slow Streets Neighborhood Protection Campaign Lessons

Department of Transportation



- **Lessons**
 - > Ideal placement is in the middle of the street which was not feasible on narrow streets for large essential vehicles.
 - > Popular item among some residents, easily stolen.
 - > Difficulty in conveying to residents on ideal placement.



5



Walk Local Bike Solo Campaign

Department of Transportation

- **Walklocalbikesolo.com** evolved from our annual Bike Week campaign.
 - > Provides activities such as neighborhood photo hunts, trivia.
 - > Collected walking route maps for attractions throughout the City in one place.
 - > Especially useful resource as Rose Bowl Loop was experiencing crowding during first weeks of Safer at Home order.







6



Signal Modifications

Department of Transportation

- Goal is to reduce motorist speed and enhance safety along signalized corridors.
- City staff adjusted the traffic signal timing to operate in “nighttime” mode, also known as running “free” mode
- City staff also adjusted some signals to rest-in-red
 - > Requires vehicles to slow down or stop at certain intersections

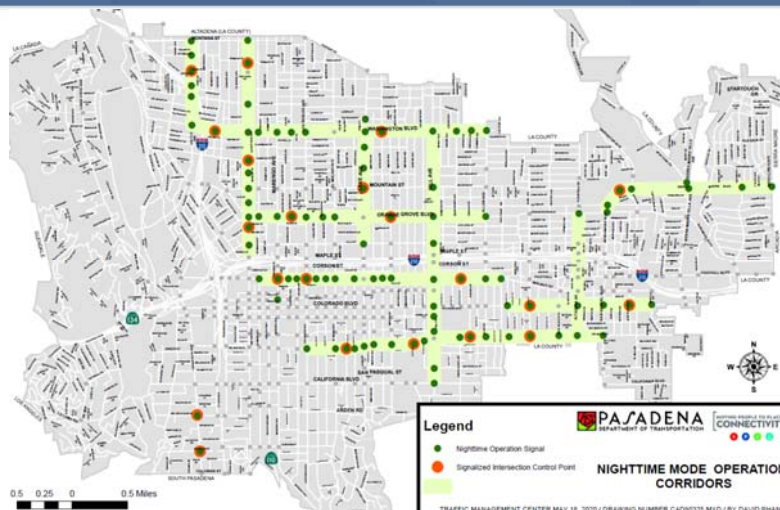
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Signal Modifications

Department of Transportation



8

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Safer at Home Mobility Lessons

Department of Transportation

- Increased Interest in Local Mobility 
- Telecommuting 
- Will need to prove these trends through data



Addressing Open Streets, Safe Streets, Healthy Streets in your community

Demi Espinoza
Senior Equity & Policy Manager

Open Streets, Shared Streets, Healthy Streets—Creating Mobility and Physical Activity Solutions Now and for the Future



Principles to consider before implementation

1. Equity
2. Necessity & basic needs before recreation
3. Resources
4. Enforcement



Thank you!



Demi Espinoza

Senior Equity & Policy Manager

demi@saferoutespartnership.org



More Resources

- Safe Routes Partnership – [Advocating for Essential Transit Options: Active Transportation Advocates as Allies](#)
- Resources for SRTS Practitioners: [Back to School Working Group:](#)
- Untokening– Transformative Talks: <http://www.untokening.org/webinars>
COVID-19 resources regarding open streets, transit, public participation

Connect SoCal & COVID-19



SCAG Regional Council adopted Connect SoCal for Federal conformity purposes. Our next steps:

- “(2) Allow for more time (*120 days*) to review Connect SoCal and consider its implications in light of the short and long-term impacts of the COVID-19 pandemic on the region as requested by many stakeholders;
- (4) provide a progress report describing modifications to the SCS and associated modeling and analysis within 60 days;
- (5) work with local authorities to identify and restore locally approved entitlements as conveyed by local jurisdictions...”



Connect SoCal & COVID-19



SCAG is listening to stakeholders and community based organizations:

- What are the immediate impacts of COVID-19 on your community's transportation and housing needs?
- How can SCAG and our partners better engage your communities during the pandemic recovery period?
- What are the long term considerations regarding COVID-19 and your communities?



Connect SoCal & COVID-19



During the 120-day period:

- Listen to varied stakeholders
- Develop research and data to assist informed decision making
- Make limited technical refinements to Connect SoCal regarding entitlements
- Refine planned implementation programs based on community input to address a “post-pandemic recovery world”
- Identify long-term considerations for future plan amendments & the 2024 plan update



Opportunities for Engagement



- **Regional Planning & Technical Working Groups (May-July)**
 - Safety
 - Active Transportation
 - Natural and Working Lands
 - Public Health
 - Climate Adaptation
 - Sustainable Communities
 - Environmental Justice
 - Technical Working Group
- **Regional Workshop (June)**
- **Survey (June)**
- **Community Based Organizations (May-July)**
- **Stakeholder Briefings (Ongoing)**



Local Highway Safety Improvement Program (HSIP) Cycle 10 Call for Projects

<https://dot.ca.gov/programs/local-assistance/fed-and-state-programs/highway-safety-improvement-program/apply-now>

Announcement Date: Tuesday, May 5, 2020

Application Due Date: Friday, September 4, 2020

Call Size: Approx. \$220 million of HSIP funds

Minimum Benefit Cost Ratio (BCR): 3.5

On Monday, May 4, 2020, Caltrans Division of Local Assistance (DLA) announced Cycle 10 Call for Projects for the Highway Safety Improvement Program (HSIP). The total funds available for HSIP Cycle 10 is estimated at approximately \$220 million. The application submittal deadline is Friday, September 4, 2020 (midnight).

All applications will be submitted electronically with no hard copies. Applicants must submit the applications before the deadline. Any submittal after midnight of 9/4/2020 will not be accepted. It is highly recommended that you submit your applications as early as possible after completion.

Please contact your DLAEs if you have any questions regarding this Call for Projects. For DLAE contact information, go to: <https://dot.ca.gov/programs/local-assistance/other-important-issues/local-assistance-contacts>. For program guidelines, application form and other useful documents, please follow the link on top.

HSIP Cycle 10 specifics:

- There are two application categories in HSIP Cycle 10: Benefit Cost Ratio (BCR) and Funding Set-asides (SA). There are four (4) set-asides: Guardrail Upgrades, Pedestrian Crossing Enhancements, Installing Edgelines and Set-aside for Tribes. For Funding Set-aside applications, BCR calculation is not required.

Summary of Application Categories for HSIP Cycle 10

Application Category	Description	Max number of applications per agency	Max amount per agency
Benefit Cost Ratio (BCR)	Benefit Cost Ratio (BCR)	No Limit	\$10 million
Funding Set-asides (SA)	Guardrail Upgrades	1	\$1 million
	Pedestrian Crossing Enhancements	1	\$250,000
	Installing Edgelines	1	\$250,000
	Tribes	1	\$250,000