

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

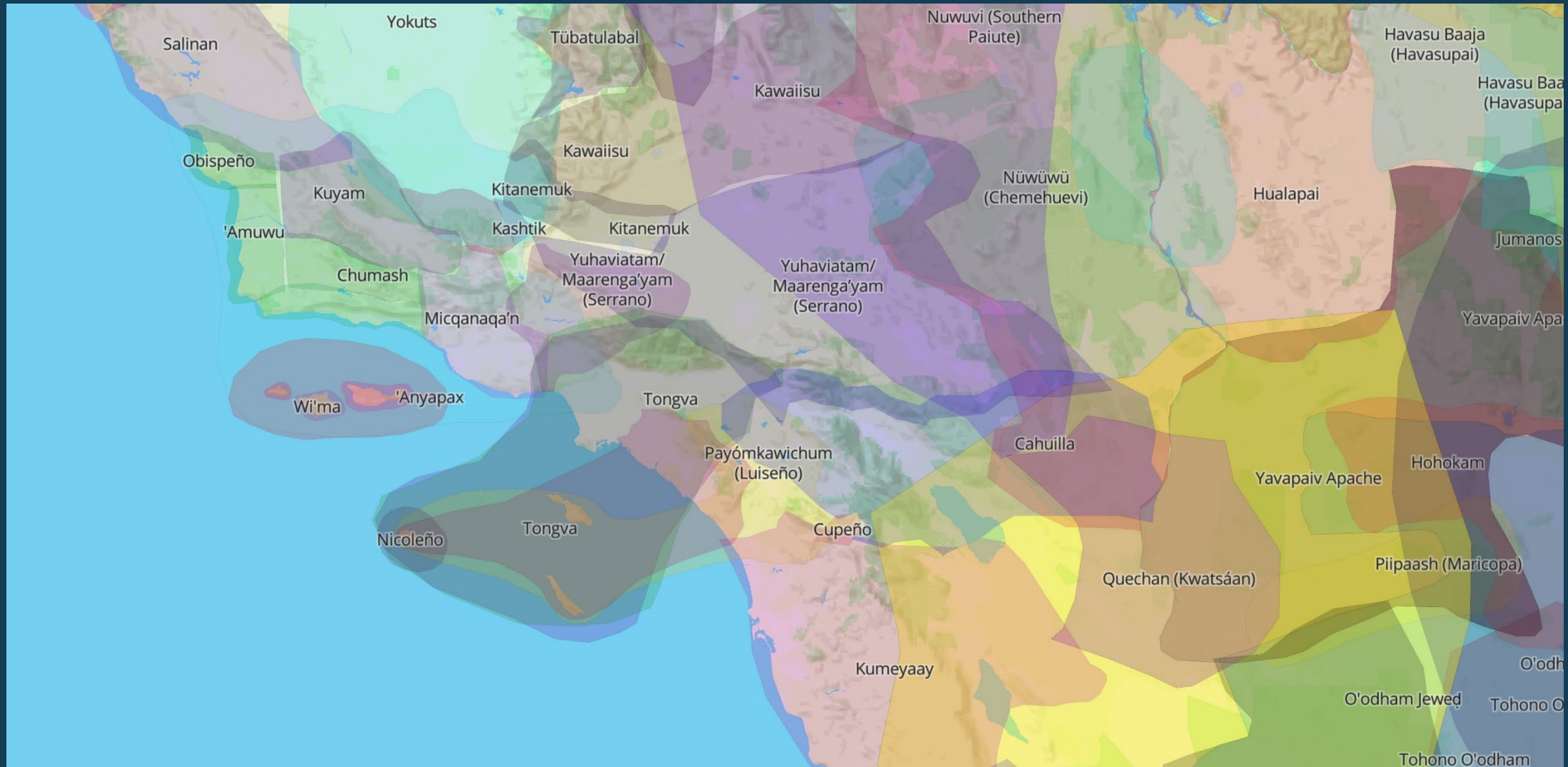


Meeting Logistics



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

Land Acknowledgement



Presentations



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

Overview of Regional Conditions & *Go Human* Campaign

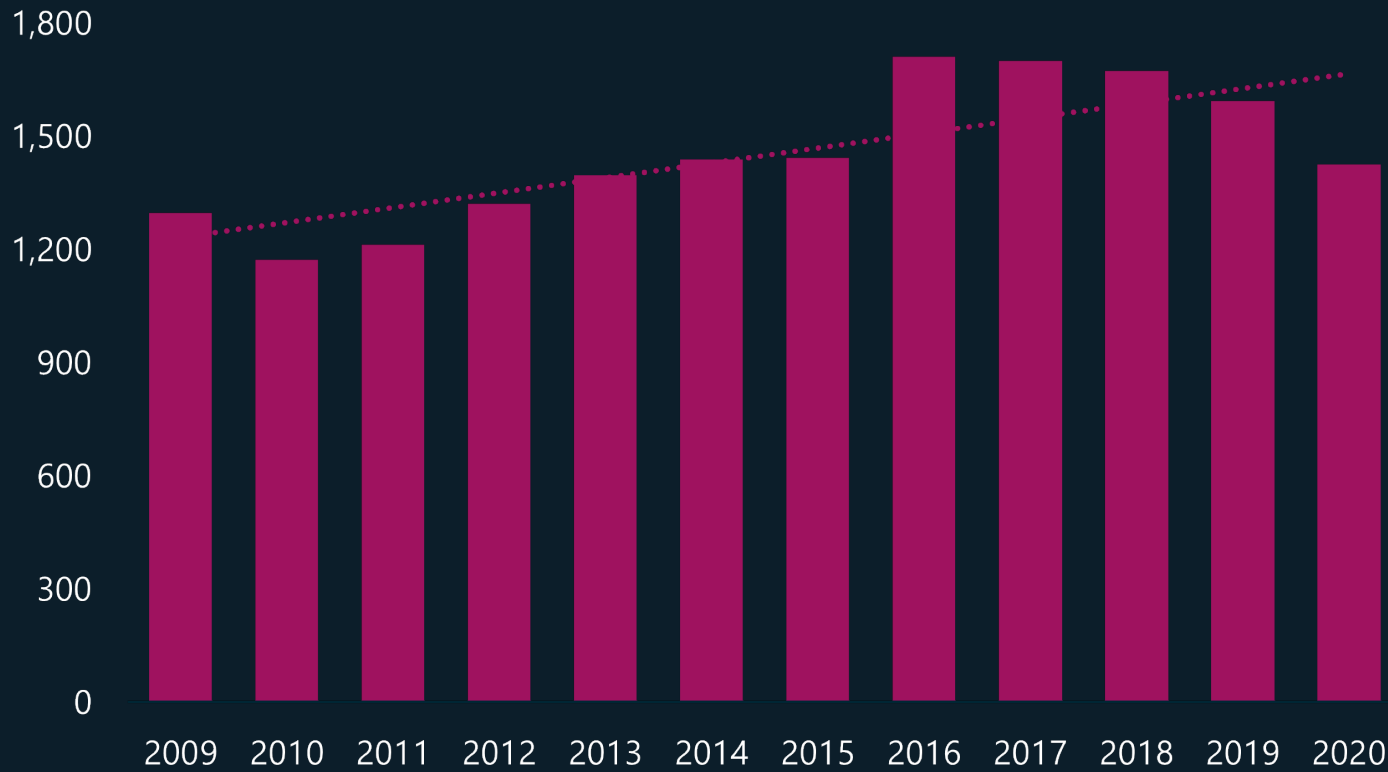
Summer 2021

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

77%
OF ALL COLLISIONS OCCUR IN URBAN AREAS

Why are collisions occurring?

One of the top contributing factors 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.

Arriving Home Safe

The State of Transportation Safety in the Southern California Region

Southern California Association of Governments | June 8, 2021

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 29, 1 p.m.

Traffic Safety in Suburbia: Serving All Ages
(Orange, Riverside, & San Bernardino Counties)

Thursday, July 15, 11 a.m.

Traffic Safety in the City: Centering Equity & Access
(Orange, Riverside, & San Bernardino County)

Tuesday, August 3, 11 a.m.

Human-Centered Safety in Rural Communities
(Ventura & Los Angeles Counties)

Tuesday, July 20, 1 p.m.

Traffic Safety in Suburbia: Serving All Ages
(Ventura & Los Angeles Counties)

Tuesday, August 10, 1 p.m.

Traffic Safety in the City: Centering Equity and Access
(Los Angeles County)

Friday, July 23, 1:15 p.m.

Reimagining Community Safety



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

Follow *Go Human* on socials @GoHumanSoCal

Zoom Poll Questions



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 Muscogee!



Muscoy 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 Partnership



Muscoy at a Glance....

Muscoy is 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

SOAR IE
SAFE ROUTES TO SCHOOL NATIONAL PARTNERSHIP
ASSEMBLYMEMBER ELOISE GÓMEZ REYES
COUNTY OF SAN BERNARDINO
SCAG'S GO HUMAN
MHS CENTRAL VALLEY PREVENTION PROGRAM
THE MUSCOY COMMUNITY COALITION FOR CHANGE
PRESENT

MUSCOY SIDEWALKS FOR SAFETY RIBBON CUTTING AND BLOCK PARTY/ DEMOSTRACIÓN Y FIESTA DE COMUNIDAD



SATURDAY JUNE 16, 2018

VERMONT ELEMENTARY SCHOOL
3695 VERMONT ST.
SAN BERNARDINO, CA 92407
9AM - 12:00PM



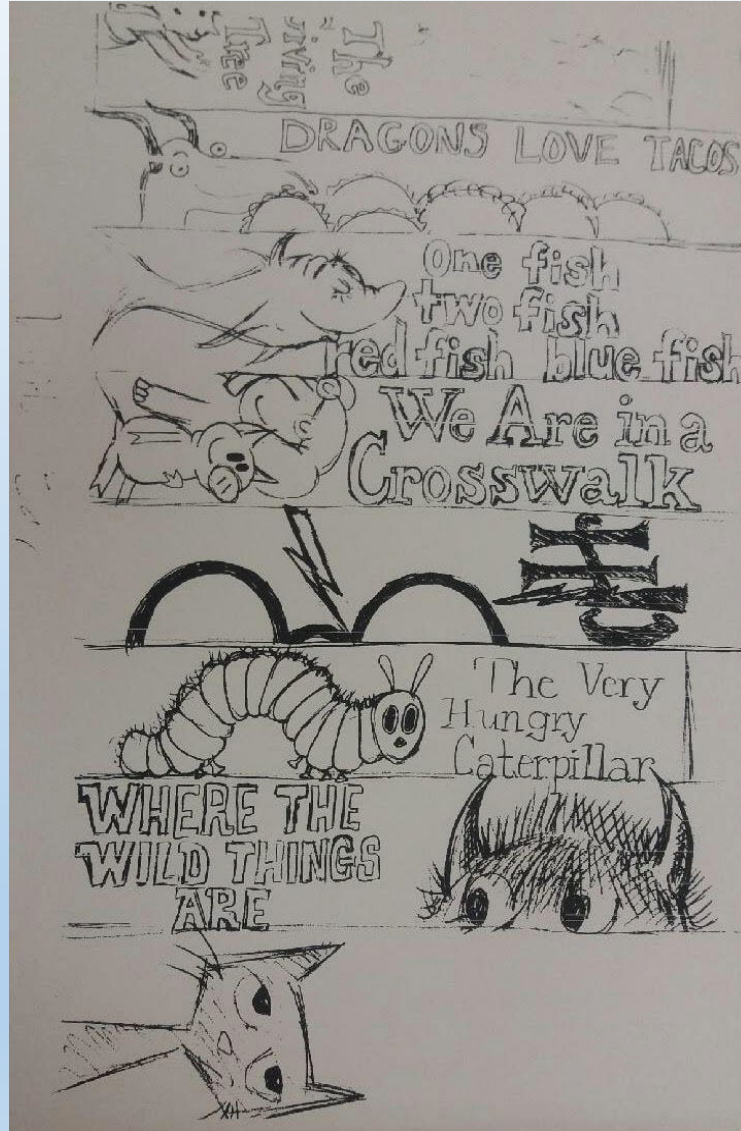
SOAR IE



- 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!

Project elements: Crosswalks



Project elements: Bulb-outs



Project elements: Bus Shelters



Event Day!





**We received \$1.88M in
infrastructure funding!!!**



Contact info

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Any questions?

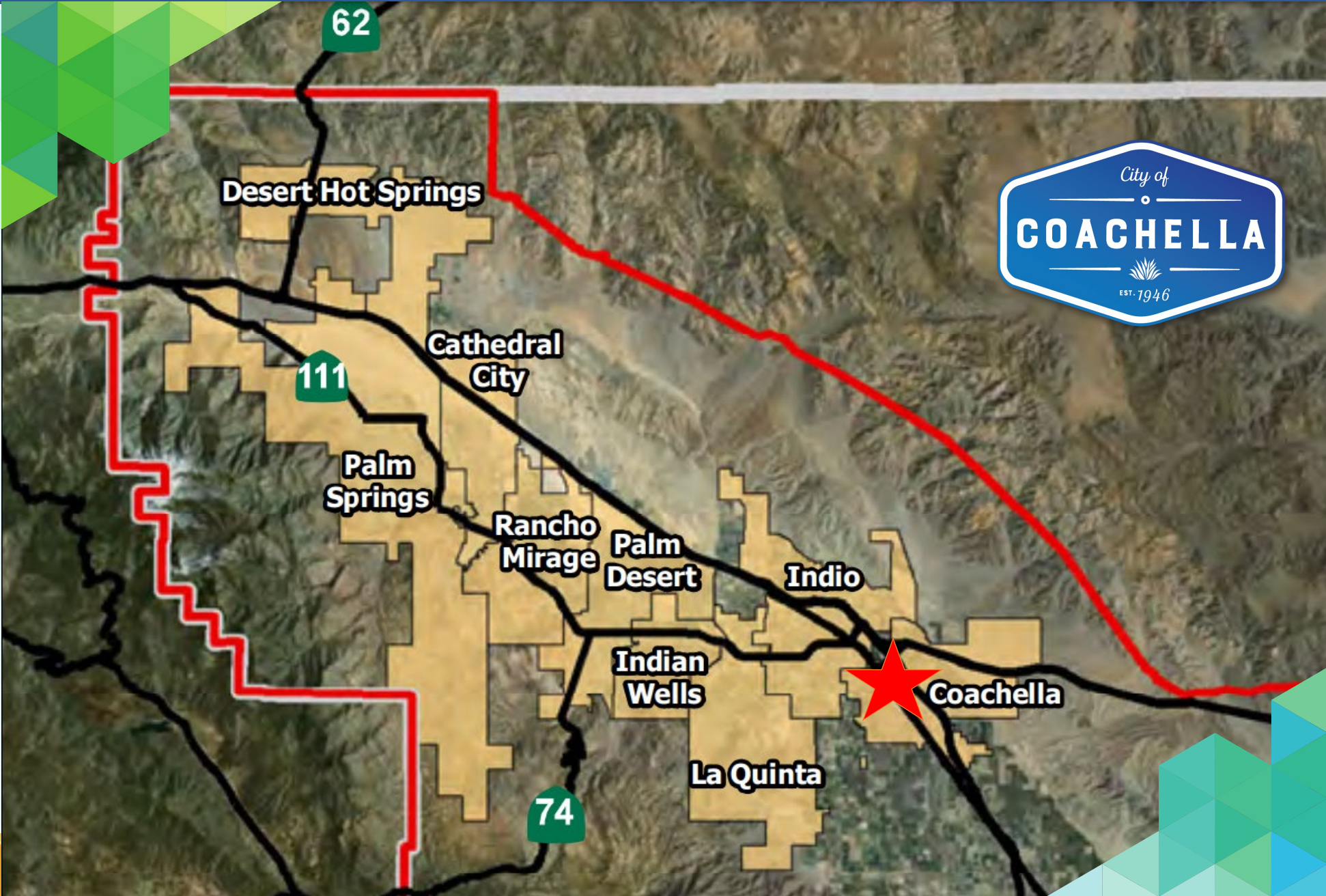


CITY OF COACHELLA

Planning for Human Safety in Rural Communities



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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 than the general population.



someecards
user card

OutreachBilingual

- ❖ 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 were 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
- 1. 2007: Pedestrian Plan – at the time few cities had such plans
- 2. 2012: Safe Routes to School (SRTS) Plans - One of the first cities in Coachella Valley to develop this plan
- 3. 2016: CVAG updated their Non-Motorized Transportation Plan that produced a citywide bicycle plan for Coachella
- 4. 2020: Adopted Active Transportation Plan



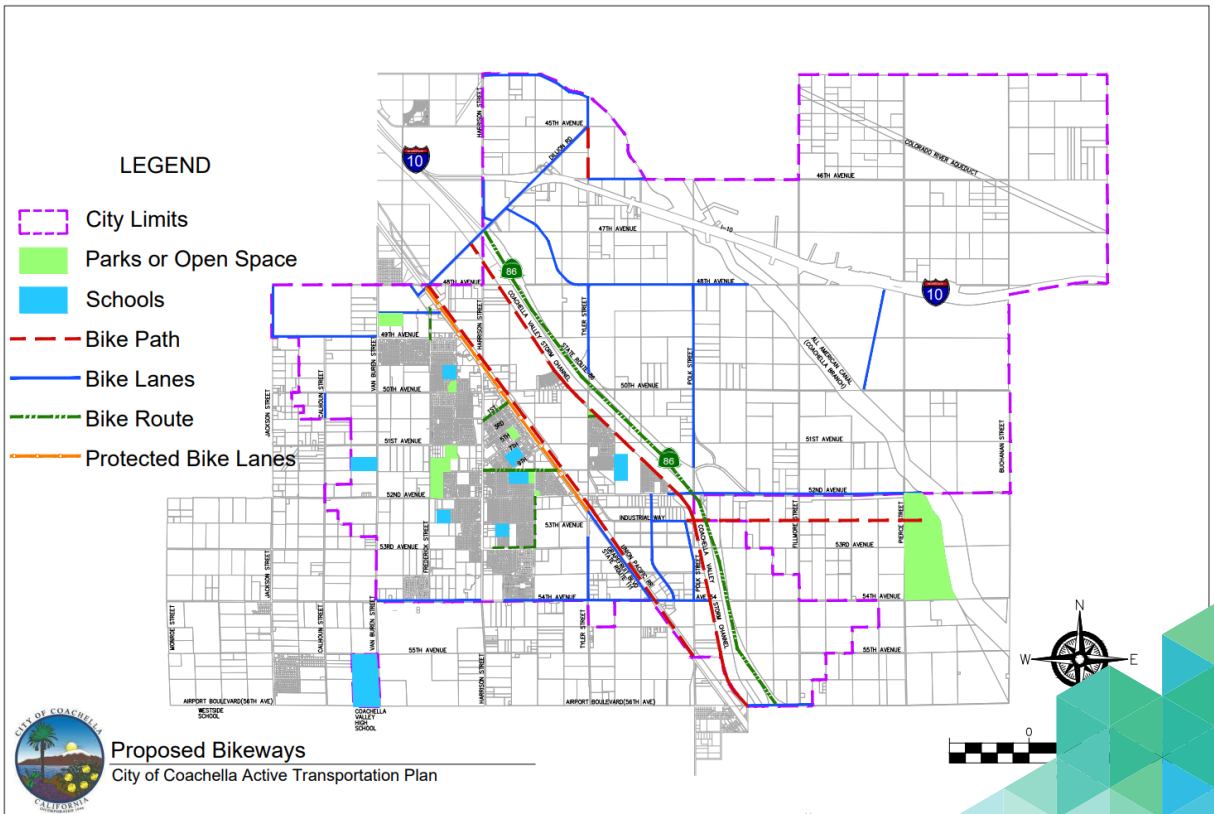
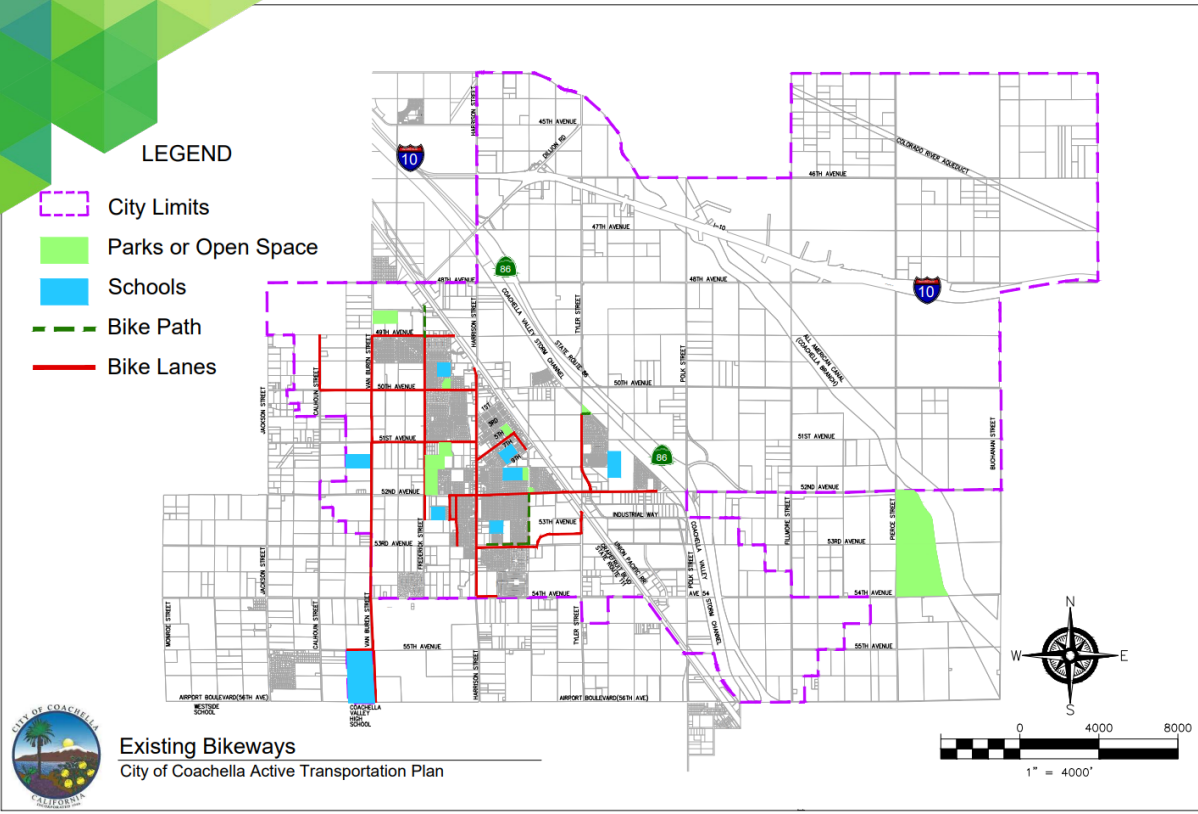
Existing/Proposed bicycle Facilities and Programs



- ❖ 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 3rd St.
- ◆ 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



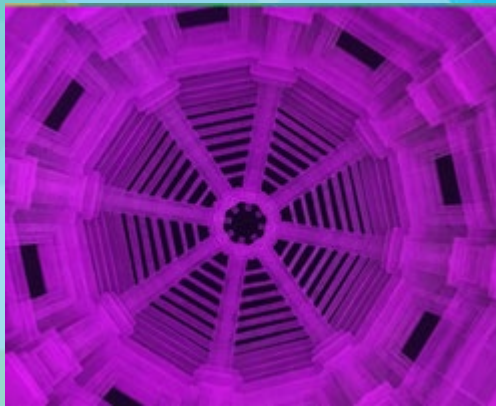
❖ Existing

- ◆ 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

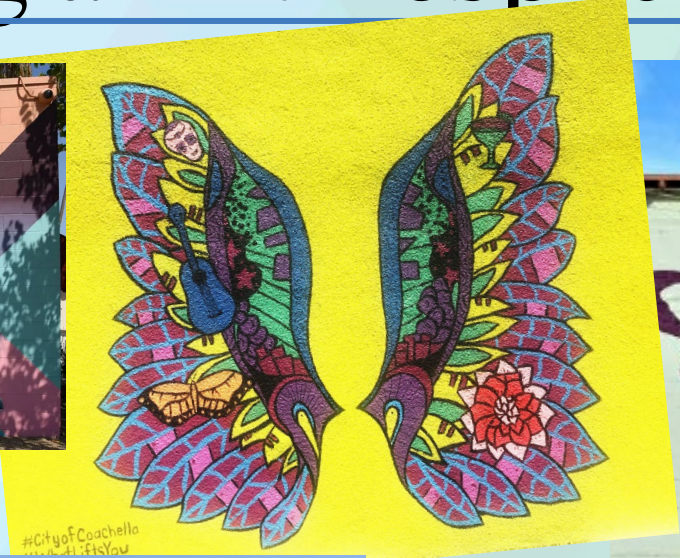
❖ Proposed

- ◆ 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



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

HUMAN-CENTERED

SAFETY

**Imperial, Riverside, &
San Bernardino Counties**

JULY 13, 2021



California Walks

Stepping Up for Health, Equity, & Sustainability

Marina Ramirez
she/ella/they



Community Pedestrian & Bicycle Safety Training



Safety Ambassador Program



Community Pedestrian & Bicycle Safety Training



Lack of sidewalks, street lighting, and lane markings, as well as blurring of street edge by sand.



Faded markings along Greenwood Road near Blue Lake Elementary.



Participants during walk/bike audit next to Blue Lake Elementary School.



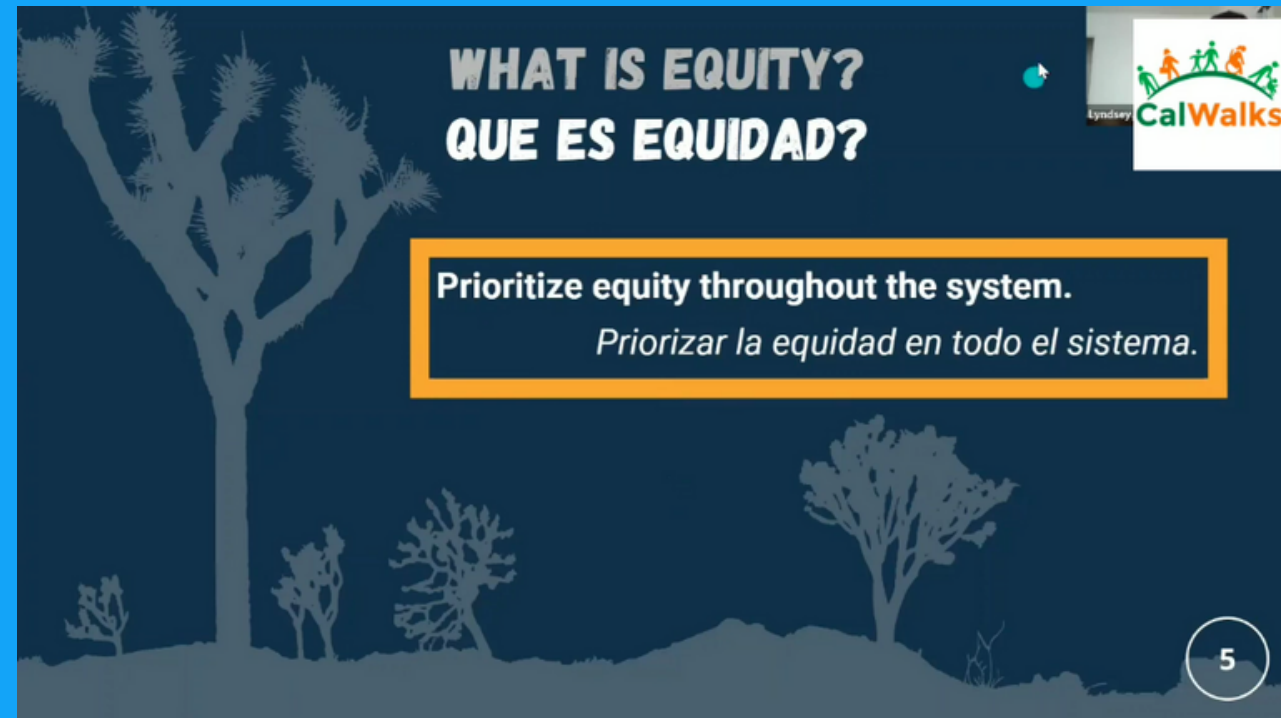
Unimproved bus stop lacking shade and lighting across from a newly installed bus shelter.



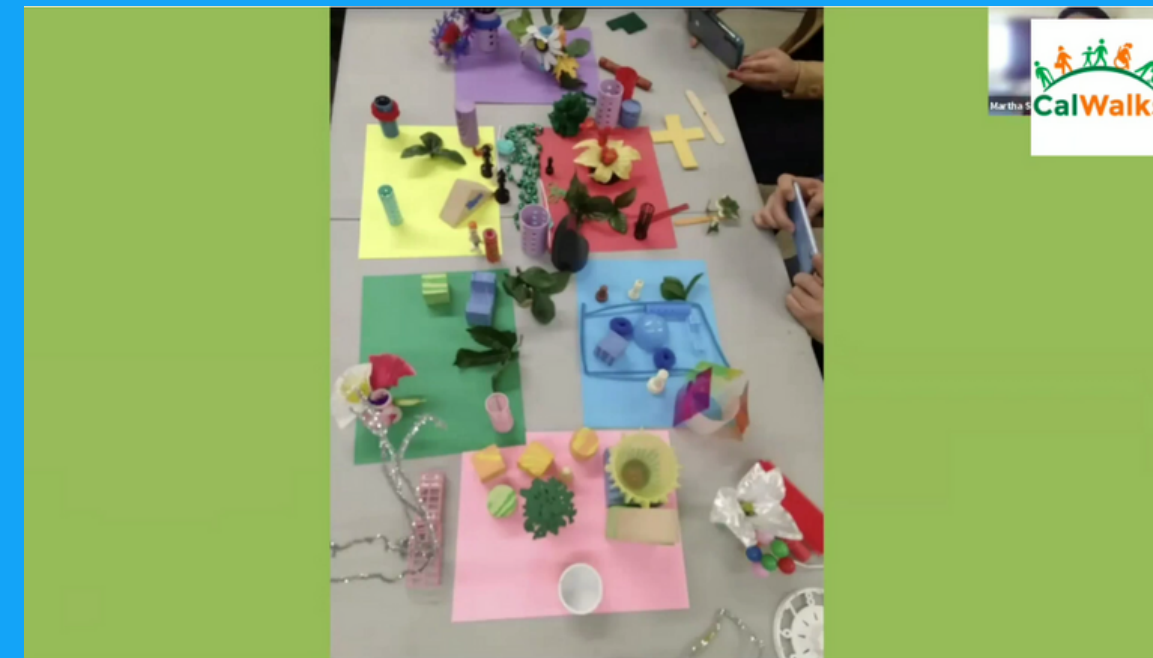
A small light reflector on the side of the road.



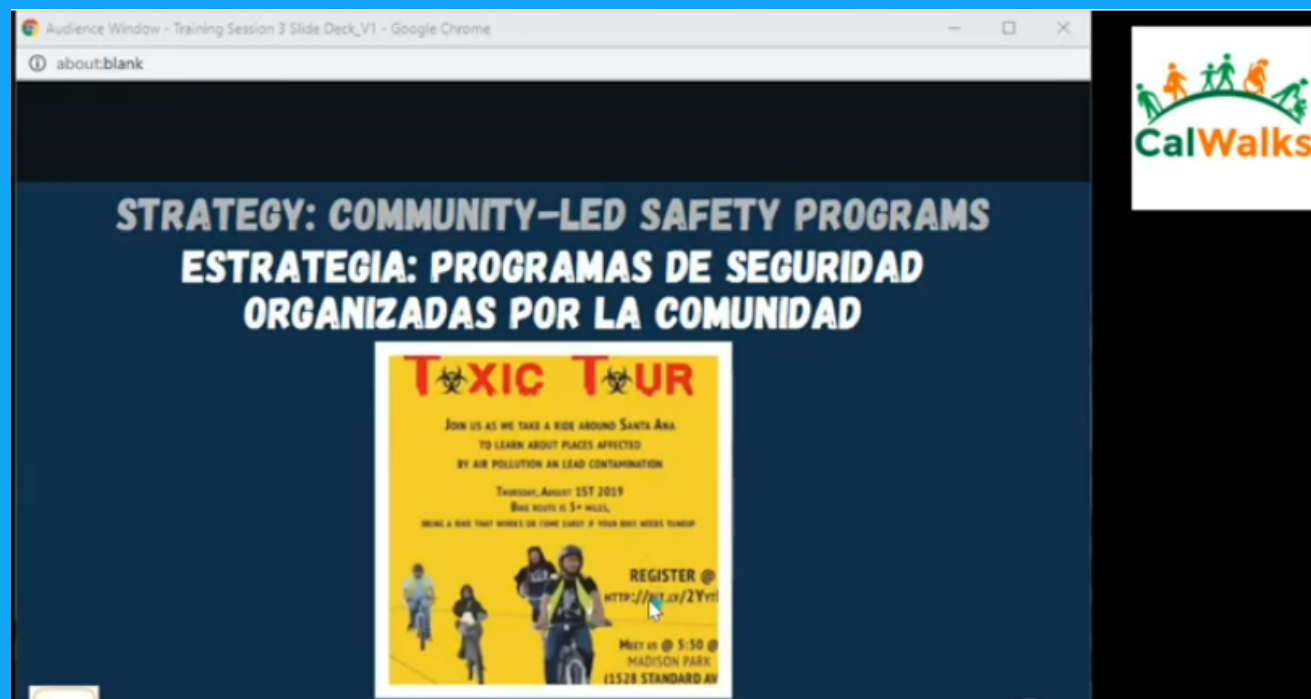
Safety Ambassador Program



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**



California Walks

Stepping Up for Health, Equity, & Sustainability

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:

<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
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)
7/23	1:15 p.m.	Reimagining Community Safety
7/29	1 p.m.	Traffic Safety in Suburbia: Serving All Ages (Orange, Riverside, and San Bernardino Counties)
8/3	11 a.m.	Human - Centered Safety in Rural Communities (Ventura and Los Angeles Counties)
8/10	1 p.m.	Traffic Safety in the City: Centering Equity and Access (Los Angeles County)

Contact the Project Team

SCAG

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For more information

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

www.scag.ca.gov

