



Appendix

f) Mini-grant Materials

Awardee	ACT-LA
Project	Capacity Building on Transportation Safety Strategies
Reach/Delivery	1,000
Grant Amount	\$5,000
County	Los Angeles
Community	Los Angeles Transportation
Project Category	Popular Education
Program Objective	Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Successfully held 3x virtual workshops to engage leaders and the community in safety and equity in transportation
- Increased participation and engagement from attendees by opting for a smaller, intimate group
- Provided context and important budget information on Metro, equipping partners and transit leaders for advocacy

Project Synopsis & Key Outcomes:

This July and August, ACT-LA held a 3-part series of two-hour virtual workshops, called Transit Justice Teach-In Series, to help build the capacity of grassroots leaders, member organizations and allies who are currently engaged in or are interested in engaging in their transit justice advocacy and organizing efforts around models to improve safety and equity in transportation. These virtual workshops took the place of what would have been their Transit Justice Camp, a 2-day capacity building and peer learning convening that they were planning to hold in August 2020, but was transitioned online because of the coronavirus pandemic. ACT-LA staff and their partners who are experts in these issues collaborated to design the 3 workshops: Part 1 - Transit Justice Vision; Part 2 - Budget Advocacy at Metro; Part 3 - Campaign Messaging & Spokespeople Skills.

While they had originally thought that they would market this project more broadly, they later decided not to market the workshop series on social media. Instead, they recruited participants from their close networks in order to focus on building the capacity of their existing partners who had already expressed a need for capacity on the subject, and a commitment to engage further. This allowed ACT-LA to have strong participant engagement and hold space for critical conversations that might not have been possible with a wider, unfamiliar audience. ACT-LA’s workshops had between 35 – 60 participants each, reaching 88 people total (excluding the hosts) and they provided simultaneous translation in Spanish at 2 of the workshops. One of the workshops on Budget Advocacy was held twice, one in English and one in Spanish.

The workshop series were very impactful and provided ACT-LA’s partners with context on Metro as a transportation agency and provided concrete avenues for transforming public transit to be more equitable and just. It also provided their partners and transit rider leaders with tools to participate in advocacy around Metro’s budget; and gave tools on how to develop and deliver

powerful messages during public hearings, in media interviews, or in conversations with other transit riders. Workshop participants are currently involved in the conversation regarding Metro's FY21 budget; many workshop participants attended Metro's budget hearing on September 16, 2020. Their comments have also received some coverage in the media and have seen large audience engagement on social media.

SERIE de TALLERES SOBRE TRANSPORTE PÚBLICO JUSTO



ACOMPANÉNOS LAS SIGUIENTES FECHAS

Parte 1: Visión para un sistema de transporte público justo / 16 de Julio, 10a - 12p

Parte 2: Abogar por un presupuesto de Metro justo / 22 de Julio, 5p - 7p

Parte 3: Habilidades para ser portavoz y diseñar mensajes efectivos / 13 de Agosto, 5p - 7p

REGISTRESE PARA TALLERES AQUI
[HTTPS://BIT.LY/ACTLATEACHINS](https://bit.ly/actlateachins)

Para más información, contacte a Scarlett sdeleon@allianceforcommunitytransit.org

Interpretación en Español disponible **act·LA**

TRANSIT JUSTICE TEACH IN SERIES



SAVE THE DATES

Part 1: Transit Justice Vision / July 16, 10a - 12p

Part 2: Budget Advocacy at Metro / July 23, 10a - 12p

Part 3: Campaign Messaging & Spokespeople Skills / Aug 13, 5p - 7p

REGISTER FOR WORKSHOPS AT
[HTTPS://BIT.LY/ACTLATEACHINS](https://bit.ly/actlateachins)

For more information, contact Scarlett at sdeleon@allianceforcommunitytransit.org

Spanish interpretation available **act·LA**

Awardee	Active SGV
Project	SGV Bike Repair & Ride
Reach/Delivery	Not Provided
Grant Amount	\$7,500
County	Los Angeles
Community	El Monte, San Gabriel Valley
Project Category	Bike Repair
Program Objective	Increase access to safe routes for vulnerable street users.

Key Accomplishments:

- 34 bicycles repaired for individuals and families
- Valuable lessons learned for the next iteration regarding promotion, timeline management, and efficiency

Project Synopsis & Key Outcomes:

Intended to provide assistance to families in need during these difficult times, SGV Bike Repair and Ride helped individuals and families repair their bicycles at no cost to them. Working from the Jeff Seymour Family Center in El Monte, ActiveSGV helped families from El Monte, South El Monte, Baldwin Park and other regions of the San Gabriel Valley in repairing their bicycles. These repairs were done with a strict COVID-19 policy that was set in place to protect the community members and staff. This allowed for contactless drop-off and pick-up of bicycles and scheduling which avoided multiple people gathering at the same time.

The project was met with overwhelmingly positive feedback from the community. Individuals who leaded about this project but did not need our service expressed their approval and pleasure of having this much needed service for the community. Those whose bikes Active SGV repaired were excited to ride without having to pay labor prices beyond what they could afford in these hard times. In total we were able to repair 34 bicycles for individuals and families during the project period, which included both adult and kids bikes. Our only negative feedback came from people who expressed that they wished the project should be offered for a longer period, and also those who had a longer waiting period because of first come first served reservations. Overall they were able to help all the people that made a reservation and also provided them with additional safety material that would make them feel more comfortable riding a bicycle.

This project allowed Active SGV to get a better understanding of what type of services families and members of the community need during this unprecedented time. Lessons learned included a longer timeline which would allow us to help a larger portion of our community. Being the only negative feedback received, it was clear that the farther they were into the project, the more people were finding out about it. This caused Active SGV to stop promotion to allow them to complete bikes for families that were already on the waiting list. In addition to the project being extended, an increase in funding for staff would help to cut down on waiting times for those who signed up once and were placed at the end of a waiting list. Due to the COVID-19 safety policy, the processes

for drop-off, pick-up, and repair which in turn took time away from repairing bicycles. With these lessons, it was still clear that this project was successful in what they hoped to accomplish, and they hope it might return again soon.



Awardee	Active SGV
Project	El Monte Safe & Healthy Streets
Reach/Delivery	Not Provided
Grant Amount	\$7,500
County	Los Angeles
Community	City of El Monte
Project Category	Slow Streets
Program Objective	Increase access to safe routes for vulnerable street users.

Key Accomplishments:

- A-frame barricades, cones, and signs placed on nearly 4 miles of street to remind drivers to slow down and look out for people
- Initiating a valuable dialogue on driver behavior and street safety with city officials
- Provision of a social media toolkit to the city for education and promotion

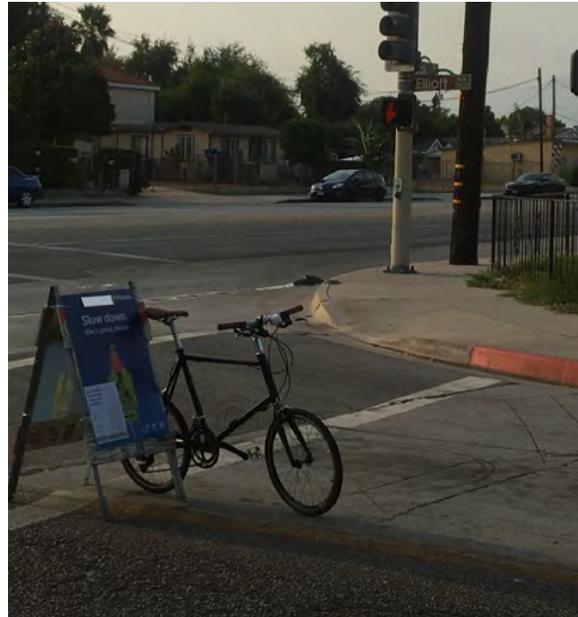
Project Synopsis & Key Outcomes:

In an effort to provide more space for residents to safely walk, bike, and roll while following social distancing guidelines, the El Monte Safe and Healthy Streets project introduced Slow Streets to the City of El Monte. From August 19 through September 16, 2020, residential streets Elliott Avenue (between Santa Anita Avenue and Parkway Drive) and Cogswell Road (between Ferris Road and Rio Hondo Parkway) were designated Slow Streets. A-frame barricades, cones, and signs were placed on nearly 4 miles of street to remind drivers to slow down and look out for people on the road and at intersections thereby encouraging a more welcoming environment for El Monte residents of all ages to use the roadway for exercise and mobility.

The Slow Streets project sparked both positive and negative reactions from El Monte residents. Many folks appreciated the pop-up, traffic calming signage noting the common occurrence of speeding drivers who ignore stop signs on residential streets. In addition, while monitoring the Slow Streets, Active SGV received positive feedback from residents living along the streets who mentioned frustration over noisy, speeding drivers and expressed gratitude for the project. Conversely, the city received calls from drivers who complained about knocking over barricades with their vehicles. This provoked an important conversation between ActiveSGV and city officials as they discussed ongoing concerns including driving behavior, a lack of continuous sidewalks on neighborhood streets, and a lack of protective infrastructure for people who walk and roll on local streets.

A few lessons learned can be drawn from this project. First, there was a need for more public awareness of Slow Streets prior to implementation. In response to this concern, Active SGV provided the city with a social media toolkit, which included sample language, photos, and videos about Slow Streets to share on their city accounts. Second, more signage and barricades were needed on Slow Streets than they had anticipated. Originally, the Slow Streets route covered four different streets. A few days after setting up the equipment on all four streets, they moved barricades off of Tyler Avenue and Parkway Drive and distributed them onto Elliott Ave and

Cogswell Road in order to increase the number of barricades and signs on those two streets. Another lesson learned from this project was related to street selection. They elected to remove barricades from Tyler Avenue due to it being a heavily trafficked, two-lane street that wasn't suitable for encouraging folks to walk or roll on the roadway. Contrastingly, Parkway Drive has continuous speed bumps making slow streets signs unnecessary to slow traffic. Another lesson learned was the signage font. The "SLOW DOWN" print was not large enough on the signs, and more reflective material or LED lights would have helped with nighttime visibility. Lastly, more consideration should have been given regarding project timing. Extreme heat warnings and poor air quality from the Bobcat fire were likely major impacts to residents using Slow Streets for recreation.



Awardee	Bike Ventura
Project	Va por la avenida en bici
Reach/Delivery	500
Grant Amount	\$2,700
County	Ventura
Community	Ventura
Project Category	Popular Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

- 2x large education banners posted for public education
- Facebook post that reached 800 people with 122 engagements so far, and an Instagram post liked by 45 users. Stories about the banners had an average of 80 views and were shared by 5 other accounts to date.

Project Synopsis & Key Outcomes:

As an outcome, Bike Ventura now has two very large, attractive, and educational banners hanging in their shop window that educate folks who walk or ride by about safe bicycling. One of the banners is in Spanish, and the other is in English. In the week that they have been up before today, they have seen at least 20 people stop to read the flyers; with about 5 of those reading the poster in Spanish. Occasionally they have poked their head out to see what people think, and have been met with smiles and positive support. The banners will continue to hang in their windows, and can easily be taken down and brought out to community engagement events when those become feasible. The banners will also be featured as a stop on a local art walk that is funded by an arts grant for the Westside Neighborhood of Ventura.

The images for the design were also shared on Facebook and Instagram. The facebook post has reached 800 people with 122 engagements so far, and the Instagram post was liked by 45 users. Their stories about the banners had an average of 80 views and were shared by 5 other accounts to date.

While the direct impact of the banners may be hard to measure, teaching people the key components of bike safety and to always lock their bike will make riding safer, and will hopefully prevent bike theft, which has seen a sharp rise since the pandemic started. What they're most happy with is the banner that is fully in Spanish, to not only just educate Spanish-speakers about bike safety but show that our outreach is inclusive and their safety is as valuable as people who speak English.

At first Bike Ventura wanted to print large stickers to stick in the window, but the banner format makes them more practical to take along with them when they go elsewhere. If they were to print large-format outreach materials again, they would definitely continue with the banner format.



Riding on The Avenue

BEST PRACTICES BEFORE, DURING, AND AFTER YOUR BIKE RIDE TO STAY SAFE WHILE ON THE GO

BEFORE

TOOLS FOR THE ROAD

Bring tire levers, hand pump, patch kit, spare tube, a mask and a multi tool in case of a flat or to make small adjustments.

WEAR A HELMET

Wearing your helmet greatly reduces your risk of injury. Follow these steps for a helmet fit:

1. Place helmet two fingers width above eyebrows
2. Straps should make "v" shape around ears
3. Strap should have one finger width under chin

DURING

GO WITH THE FLOW

Always ride in the direction of traffic on the right side of the road. Watch for parked cars opening their doors.

USE LIGHTS

Use a white light on the front and red light on the rear. Combine with bright clothing and reflectors for added visibility.

USE HAND SIGNALS

Use hand signals to be predictable to drivers, pedestrians, and other bike riders. When in doubt, just point to the direction you want to go in.

LEFT TURN STOP RIGHT TURN

AFTER

LOCK UP BIKE

Use a U-lock for your frame with a separate cable for your wheels. Lock your bike to a solid object so it cannot be lifted over. Lock your bike in a well-lit area with high foot traffic. Remove

bikevta
BikeVentura

bikevta Say hello to our new window flair! These colorful "Riding on the Avenue" posters are part of our continued efforts to bring empowering education to our community and further our bold (see what I did there?!) strides in bridging communication gaps! Cruise by @venturabikehub to see them in person! In Spanish and English because that's how we roll 🇺🇸

¡Saluda a nuestro nuevo estilo de ventana! Estos coloridos carteles de "Montar en la avenida" son parte de nuestros esfuerzos continuos para llevar una educación empoderadora a nuestra comunidad y promover nuestros audaces (¿ves lo que hice allí?) ¡Para salvar las brechas de

Liked by norman_93001 and 44 others

2 DAYS AGO

Awardee	Breathe CA
Project	Take 2 Wheels to Work
Reach/Delivery	5,000
Grant Amount	\$7,500
County	Los Angeles
Community	Los Angeles
Project Category	Popular Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

- Engaged 213 Community Based Organizations with the bike to work webinar
- Reached roughly 1,065 individuals with the webinar
- Gained valuable learnings for future iterations

Project Synopsis & Key Outcomes:

BREATHE CA worked on the Take 2 Wheels 2 Work Webinar mini-grant project from the months of June through September. At the beginning, their project’s goal was to primarily create a webinar that would encourage others to bike to work particularly during the COVID-19 pandemic. The webinar would then be supplemented by a social media campaign. As it often happens with projects involving community outreach, there were many challenges along the way that ended up teaching them many lessons. This was their first project that really dove into active transportation and it ultimately taught them the impacts that bike riding has at all levels of the LA County landscape.

Their original goal for reach of the webinar was about 5,000 individuals, but in the end the reach of the webinar recording was 213 community-based organizations and to about 1,065 individuals. Although the reach was much lower than anticipated it helped them learn that more focused outreach through a variety of platforms is needed not just through email. They will continue to push the webinar a lot more broadly not just to CBO workers going forward using LinkedIn and Twitter and Facebook Groups. In attempting to focus their outreach to only CBOs we ended up reducing our reach. This was further complicated as they now realize most CBOs are currently working from home and would have reduced interest in a biking to work webinar.

The main impact of this project has been on how it has fundamentally changed the way BREATHE California of Los Angeles County thinks about and advocates for active transportation. In the past their main focus was on cleaner transportation in the area of goods and services such as cleaner freight trucks and port equipment in Los Angeles and Long Beach. Through the countless hours of secondary research they did on the benefits of biking they have learned the importance of having equitable access to cleaner transportation and commute paths for their communities. Having equitable access to active transportation such as commuting via bike is key to achieving health and environmental justice for the many environmentally disadvantaged communities that they serve and work with.

From working on this webinar, they have learned that there simply is not enough educational materials about bike safety and bike usage in low income heavily environmentally burdened

communities. It is difficult for a community to advocate for more active transportation infrastructure when they themselves aren't aware of 1) the health and environmental benefits of using these bikes and walk lanes and 2) they aren't aware how to access or actually begin making use of the already existing infrastructure. Although the initial goal of the project was to focus on CBOs they have realized that this information now all put together in their webinar must be pushed much farther along and would have a better impact outside of just CBO outreach.

The lessons learned were that a project may begin in one way, but it may not end as expected at all. They are currently working to expand the scope of reach of their webinar and restructure their social media reach. Due to many changes ongoing at BREATHE (they will be known as BREATHE Southern California beginning tomorrow) and the ongoing struggles due to working during COVID-19, poor air quality due to the fires, they know that we still have a lot of work that they need to put forth on this project. Although the implementation period ended, BREATHE will continue to work on spreading the webinar as much as possible and commit to update SCAG with any additional reach they may have attained.

Thank you so much for the opportunity to work on this project and for all your guidance and patience along the way.

New BLA Webinar Alert!

A collaboration between BREATHE California of Los Angeles County, the Southern California Association of Governments, Go Human, and the California Office of Traffic Safety.



Awardee	Central City Neighborhood Partners
Project	Community First - Pedestrian Safety During COVID-19
Reach/Delivery	35,325
Grant Amount	\$8,500
County	Los Angeles
Community	Westlake/Pico-Union
Project Category	Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

- Provided key educational materials to 10,795 individuals, surpassing their goal of 4,000
- Delivered a social media, text message, and newsletter campaign
- Five large education boards and one banner displayed for the public

Project Synopsis & Key Outcomes:

This project combined access to public transit, pedestrian safety education and basic COVID-19 prevention when vulnerable communities access essential services in Westlake/Pico-Union. CCNP focused on low-income households who utilize public transit or walk to access essential services, with an emphasis on older adults, Spanish speakers and K’iche’/Quiche speakers- a Maya language of Guatemala, which is spoken by a large group of individuals in the

Westlake/Pico-Union community. The main message of the project was, “Public Transportation is essential. SO ARE YOU. Remember: Mask. Distance. Wash Hands Frequently.”

During the months of July and August 2020 CCNP provided:

- Pedestrian traffic safety education that incorporated best practices for preventing COVID-19 while utilizing public transit to 10,795 individuals via written materials and safe in-person interactions. The original goal was 4,000 individuals.
- A week-long interactive social media campaign focused on pedestrian traffic safety education that was displayed on Instagram, Twitter, and Facebook that received over 4,000 impressions.
- Pedestrian traffic safety education through two newsletters that incorporated best practices for preventing COVID-19 while utilizing public transit, that were opened by 2,521 individuals.
- Pedestrian traffic safety messaging to over 4,000 individuals via text messaging.
- Pedestrian traffic safety messaging and best practices for preventing COVID-19 while utilizing public transit when accessing essential services through creating five large educational boards and one banner that were prominently displayed at CCNP and a local grocery store - Grocery Outlet.

**Public Transportation is essential. SO ARE YOU.
Remember: Mask. Distance. Wash Hands Frequently.**



1. Before you leave, wash your hands and put on face covering.

2. Wait for signal to turn, don't push button.

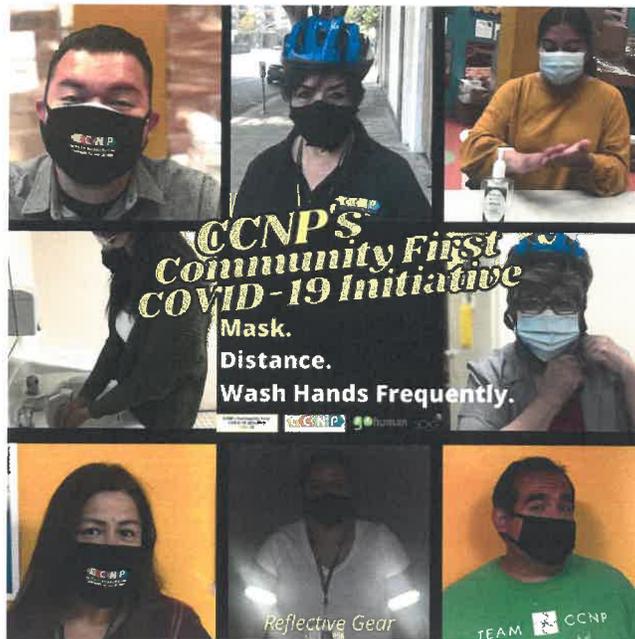
3. Avoid sitting next to people on the bus.

4. Keep a 6ft distance.

5. Disinfect you grocery cart before use.

6. Wash your hands and food once you get home.

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Awardee	City Fabrick
Project	Adapting the mobility and public realm for future community health
Reach/Delivery	Not Listed
Grant Amount	\$7,500
County	Los Angeles
Community	Long Beach
Project Category	Planning
Program Objective	Identify emerging safety issues in local communities

Key Accomplishments:

- Conducted a short survey, receiving 213 respondents from Long Beach residents with a focus on underserved communities
- Planning a series of focus groups

Project Synopsis & Key Outcomes:

The CX3 Pedestrian Plan was developed through a lens of health and equity, differentiating it from most other transportation planning initiatives, but it did not specifically consider the public health crisis, social-distancing, or resulting social disruption resulting from the global COVID-19 pandemic. Nonetheless, the CX3 Pedestrian Plan and its expansive engagement process did yield information, community insight, as well as recommendations that are relevant for addressing elements of the pandemic currently being experienced in this, that are also relevant to similar communities.

While the plan was organized around a series of guiding principles prioritized by community stakeholders, investigating the plan’s application during and after the COVID-19 pandemic includes overlaying those into goals more specific to the current public health, economic, and safety crisis. Community engagement, research, analysis, and subsequent recommendations are organized around these five goals:

1. Enabling Social Distancing
2. Improving Safety
3. Enhancing Transportation Options
4. Promoting Physical Activity
5. Supporting Local Business

Conducting robust community outreach during and after the COVID-19 pandemic introduces a new set of challenges to properly understand the opportunities and challenges of a community’s active transportation network. However, the project team was intent on collecting meaningful responses by tapping into the community bases of several of our local public, private, nonprofit, and neighborhood partners. Our public engagement strategy involved a short survey that was available in Spanish, Khmer, and English, and could be completed both online via social media or during in-person events safely hosted by our community partners.

In total, we received over 213 survey responses from Long Beach residents, with a focus on engaging underserved communities that have been historically excluded from the planning

process. A summary of the survey results is included. The next round engagement will include meeting with a series of focus groups to share the raw data from the survey and gain their insight toward meaning and potential application for moving elements of the CX3 Pedestrian Plan – COVID Report forward. Links to the online survey are here:

English Survey: www.surveymonkey.com/r/CX3ENG
 Spanish Survey: www.surveymonkey.com/r/CX3SPA
 Khmer Survey: www.surveymonkey.com/r/CX3KHMER

This report will be made available publicly through our community partners, focus groups, and online engagement. The intention going forward will be to refine the report, including additional qualitative feedback through this next round of engagement, and begin prioritizing the recommendations and develop action items with timelines. Anticipated completion of the comprehensive report will be before the end of 2020.

CX3 COMMUNITY SURVEY
 We would like to hear how COVID-19 has impacted your walking experience in your neighborhood.

1. What do you think makes a pedestrian-friendly community? [Check up to three]

- Social: Streets that have slow traffic speeds, safe crosswalks and good nighttime lighting.
- Accessibility: Streets that have wide, smooth sidewalks with ramps.
- Economics: Streets that support and connects people to local businesses.
- Recreation: Streets that are fun places for play and physical activity.
- Safety: Streets that have slow traffic speeds, safe crosswalks and good nighttime lighting.
- Environment: Streets where I can meet people and see my neighbors.
- Livability: Streets that are pleasant, quiet and shaded.
- Beauty: Streets that are beautiful, with trees, furniture and art.

2. Where are you walking right now? [Check all that apply]

- Work Daycare School Food Store
- Bus Stop Park Health Services Other:

3. Since COVID-19, what activities have you been doing outside? [Check all that apply]

- Walking Riding My Bike/Scooter Meeting with Friends I Don't Walk Outside
- Jogging/Running Skating/Skateboarding Experiencing Nature Other:
- Exercising Working Getting Some Fresh Air

4. Do you use any of the following? [Check all that apply]

- Wheelchair Baby Stroller Guide Dog
- Cane or Walker Shopping Cart None of the Above

5. How safe do you feel walking outside since COVID-19? [Check ONE]

- Very Unsafe, I'm not walking outside for a while
- Unsafe, I'm only outside if I absolutely need to
- Neutral
- Somewhat Safe, I'm careful when outside
- Somewhat Safe, I'm careful when outside
- Other: _____

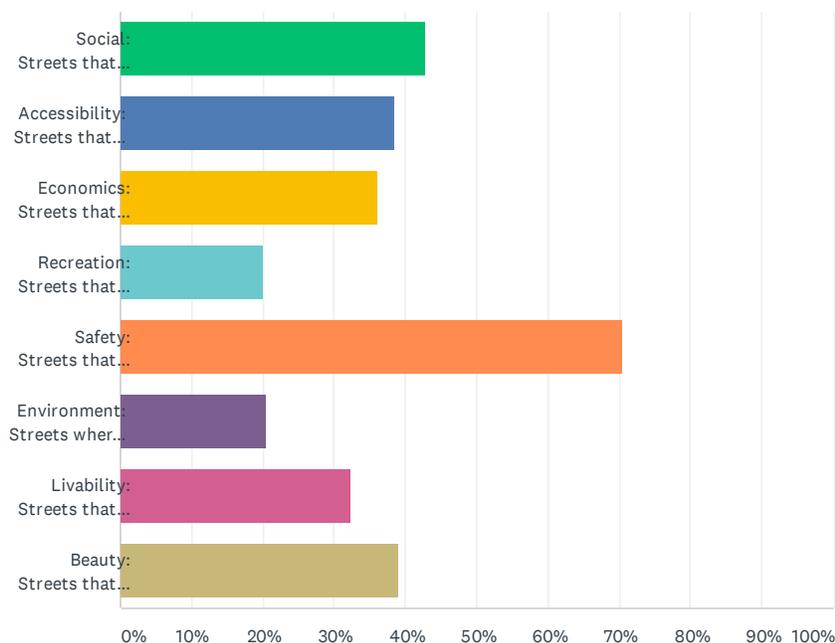
6. Since COVID-19, have you found it easier or harder to be a walk outside? [Check ONE]

- Easier to get around outside because _____
- About the same difficulty walking around outside
- Harder to get around outside because _____

7. Since COVID-19, how often have you been walking outside? [Check ONE]

- Less than before
- About the same as before
- More than before
- I do not walk outside my neighborhood

What do you think makes a pedestrian-friendly community?



Awardee	Community Intelligence
Project	The COVID-19 Pandemic and Walking, Biking, Going to the Park and Using LA Metro
Reach/Delivery	2,000
Grant Amount	\$8,975
County	Los Angeles
Community	Baldwin Hills Crenshaw
Project Category	Safety Engagement
Program Objective	Educate communities on safe practices

Key Accomplishments:

- Pivoted from in-person community engagement to key informant interviews on Zoom
- Identified the “Seven Healthy Steps for Staying Physically Active and COVID-19 Free”
- Produced several educational videos, a half-dozen Instagram stories and anti-COVID flyers—each tailored specifically for their community.

Project Synopsis & Key Outcomes:

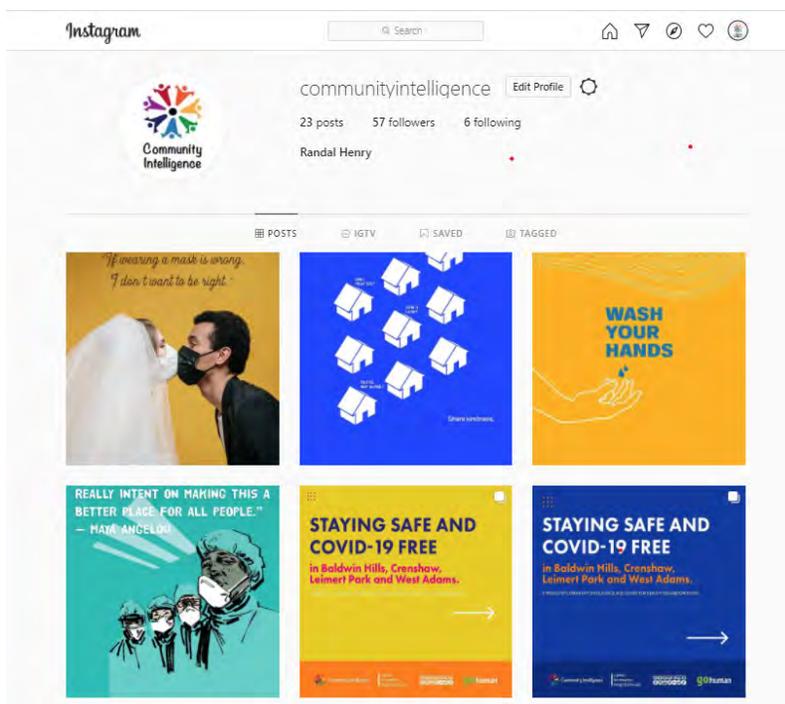
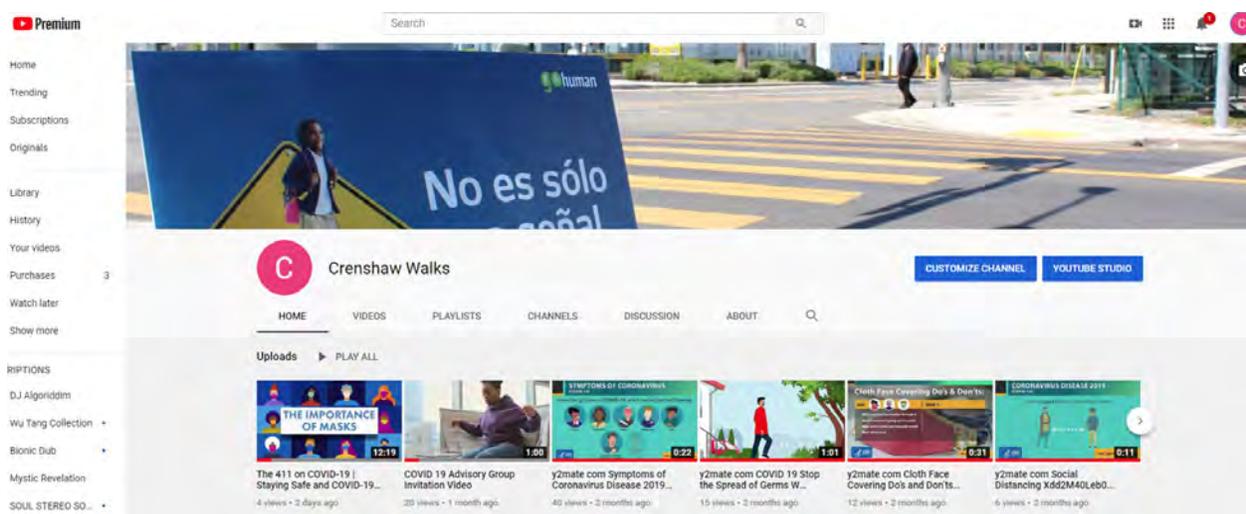
This project addressed Community Intelligence’s communities need for more information about how to stay safe, physically active (e.g. walk, bike, go to park, ride bus, take train) and COVID-19 free during the coronavirus pandemic. The project goals were to (1) engage the community on COVID-19 and walking, biking, going to the park, riding the bus or taking the train; (2) review scientific information on staying physically active and COVID-19 free to identify evidence based practices; (3) develop ‘health education materials’ (i.e. educational videos, Instagram stories, Facebook posts) based on scientific evidence and tailor that information for their community; and (4) further engage the community through electronic and social media.

This project successfully met most of the stated goals. First, though in-person focus groups were prohibited by COVID-19 restrictions. The project was able to engage the community by ‘pivoting’ from activities restricted by COVID-19 such as in-person meetings to ‘key informant interviews’ through means like Zoom, mobile phones and email. Second, the literature review resulted in the identification of “Seven Healthy Steps for Staying Physically Active and COVID-19 Free” and “Tips for Staying COVID-19 Free in Public”. Third, the project utilized this important health information to produce several educational videos, a half-dozen Instagram stories and anti-COVID flyers – each tailored specifically for their community. The information has been shared and re-shared on social media.

Good coffee needs time to percolate. So, although the short-term reach of the project was less than magnificent (e.g. the webinar and planned discussion on 9/2/20 received insufficient registration numbers to proceed), project information has been shared through various social media portals and has the potential to reach to up to 500+ people. On the Crenshaw Walks Facebook page, the most popular posts have been seen by 60+ people while the less popular posts were seen by as few as 13 people. One post was shared 10x, so it may not be known how many people were ultimately reached through that post. To extend the life of the project all of the ‘products’ resulting from this

project are 'evergreen' and can be reused throughout the pandemic. For example, one goal was to leave an educational archive on COVID-19 and staying physically active. Following, the educational videos have been posted to the Crenshaw Walks YouTube channel and are available for anyone in the community to use. And, given that the pandemic may linger, the reach of the 'products' may grow over time.

In closing, over the short-term, they have initiated discussion about staying safe and active during the pandemic and provided tips on pandemic etiquette and staying COVID-19 free. In the long-term, by making their educational materials 'evergreen' and by hosting them on YouTube, they hope to make a lasting impact on the community by making tailored scientific information on staying physically active and keeping the community COVID-19 free and accessible to everyone 24/7. Last, key lessons learned include (1) be flexible in approach; (2) use scant resources wisely; (3) develop 'evergreen' products when/if possible; and (4) avoid 'one-off' activities.



Awardee	Costa Mesa Alliance for Better Streets
Project	Local Business Recovery through Active Mobility
Reach/Delivery	Not Listed
Grant Amount	\$9,600
County	Orange
Community	Costa Mesa
Project Category	Slow Streets
Program Objective	Increase access to safe routes for vulnerable street users

Key Accomplishments:

- Installation of 3x street improvement demonstrations
- In-depth community input gathering and data analysis
- Relationship building with city officials

Project Synopsis & Key Outcomes:

Reimagine West 19th Street was more than simply making a thoroughfare more equitable and safe. To truly reimagine 19th Street was to tailor this public right-of-way to fit the needs and vision of the CMABS community. CMABS didn't limit themselves to the typically mundane "nuts and bolts" of street improvements and road safety. Instead, they see 19th street for what it is: a community public space. If they think about the improvements to West 19th Street in the same that they'd typically consider public parks and plazas, it enables them to create something that uniquely reflects the values of their community.

The reached out to their community with questions about 19th street, and the community responded. Community members described numerous shortcomings to West 19th Street: dangerous/reckless vehicle speed, extremely limited bicyclist and pedestrian infrastructure, litter, and noise. But they also gave positive responses. Many expressed that they wanted to see more shade trees and outdoor dining.

Via a public survey and virtual meeting the community expressed a vision for West 19th Street as more than just a thoroughfare. The frequent mentions of outdoor dining made it clear that West 19th is intended to be a place to be—not just a place to get through. A handful of simple design precepts were developed in response to this feedback:

1. Redistribute space in the public right-of-way to provide more space for people, not just cars.
2. Reduce the danger presented by vehicles. Reduce vehicle speed, and design the public right-of-way to reinforce the desired speed limit and protect those not using the street in a motor vehicle.
3. Encourage, enable, and empower active transit. The best way to reduce congestion and pollution is to empower residents to walk and/or bike for local trips.
4. Design visually appealing streetscapes. Simply adding "space for people" is not enough. This space must be appealing and vibrant. Wider sidewalks, more vegetation, artwork and the integration of interesting materials must all be a part of a reimagined 19th Street.
5. Add "people things". To have a "people first" approach to 19th Street, we must add "people things" like benches, tables, and lighting.

Based on this input, CMABS developed an array of potential designs for Reimagining 19th Street and presented them to city staff, who helped them identify locations where temporary demonstrations could be implemented with this grant's time constraint: 1) a traffic circle at West 19th Street and Monrovia Ave, 2) a traffic circle at Wallace Avenue and Center Street, and 3) pedestrian bulb-outs for the north-side corners of West 19th Street at Wallace Ave. Following staff's selection of these locations and temporary interventions, they amended their designs and submitted them to the Public Services personnel, who reviewed, refined, and approved them.

After careful vetting and close collaboration with city staff, CMABS developed implementation plans for each demonstration project. Staff required that they do the initial layout for each approved design and placement of lane delineators. Community volunteers then followed, installing portable planters and a vibrant street mural by a local artist. They completed the implementation process on Sept. 11 and photographed each demonstration.

Community volunteers along with city staff monitored and maintained the installations during the week-long demonstration period. To collect community feedback, CMABS invited residents via signs, fliers, newspaper articles, and social media to complete an online survey, and volunteers on the ground also surveyed users at the site of each demonstration location.

While there is a strong belief in the efficacy of each of these demonstrations, CMABS plan to carefully document the community input and objective monitoring data for evaluation and bring suggestions for future projects, both temporary and permanent, to the city after data analysis is complete. It is their hop that this process will not only improve West 19th street but also serve as a foundation for establishing a constructive and interactive community relationship with the city of Costa Mesa, leading to similar community initiated improvements.



Awardee	Day One
Project	Active Pomona
Reach/Delivery	5,000
Grant Amount	\$7,500
County	Los Angeles
Community	Pomona
Project Category	Safety Engagement
Program Objective	Increase access to safe routes for vulnerable streets

Key Accomplishments:

- Over 10,000 social media impressions
- Reaching over 2,500 Pomona residents with education and information

Project Synopsis & Key Outcomes:

Overview of Project Outcome:

Day One worked on “Active Pomona” during July and August to promote the various safe, walkable routes that connect Downtown Pomona to South Pomona, along the Garey Corridor and arterial streets. Utilizing virtual walking workshops, common language and a creative approach to promoting walkability and biking, “Active Pomona” connected residents in South Pomona with safe opportunities to comfortably walk and bike and connected them to culture, arts and other family activities in Downtown Pomona. Through Active Pomona, they began the conversation around “slow streets” and worked with the City of Pomona to close 2nd Street in Downtown Pomona to become a walking promenade that prioritizes physical space, pedestrian activity and art.

Through various activities such as partnering with “31 Flavors” a live-art installation consisting of more than 31 artists painting in Downtown Pomona, and their Vamos Pomona social media campaign, they were able to promote walking, biking and pedestrian connections between South Pomona and Downtown Pomona by maximizing on the pedestrian activity. They also worked with businesses and left flyers at various take-out dining locations. Through Active Pomona, they were also able to conduct virtual walking tours with Walkability Assessments. We are in the of sharing this data with stakeholders and the City of Pomona to find solutions to make connectors safer and more convenient for pedestrians.

What was the reach of the project?

Our staff was able to reach over 10,000 social media impressions on Instagram and Facebook. Day One utilized various methods to reach residents in Pomona, including social media posts, distributing flyers passively at local businesses, at food distribution sites and at Art Walk in Downtown Pomona. Through their flyer distribution, Vamos Pomona, Virtual Walking Tours, daily 31 Flavors visits, Walking Audits and partnering with food distribution sites, they were able to reach over 2,500 Pomona residents to educate and inform them on the various connectors from Downtown Pomona to South Pomona.

Reach by the numbers:

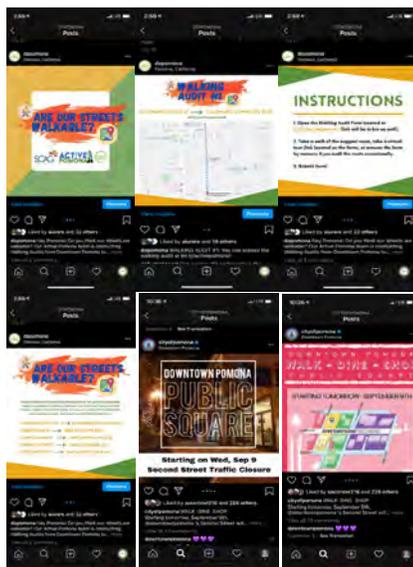
- # of Walking Audit responses: 137
- # of engagements at Pomona Art Walk: 1,250
- # of business who hosted flyers: 16
- # of social media impressions: 10,332

What was the impact of the project? What were the lessons learned?

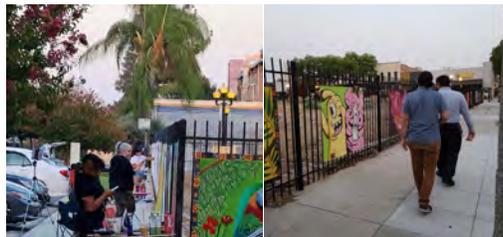
Among the most significant traffic safety concerns is that the main connections between Downtown Pomona and South Pomona are high-traffic streets that are auto-centric. Garey Avenue, White Avenue and Palomares Street connect downtown Pomona with South Pomona, but do not have adequate sidewalks, shade or vegetative buffers. Even more, the streets are wide without road diet features such as bike lanes, bulb-outs, center medians, pedestrian refuge islands and landscaping. Smaller arterial streets like Park Avenue, Main Street and Gibbs Street have the same issues, but are not main corridors.

Day One’s project’s aim was to bring these various issues to light. For years, folks in South Pomona have been disconnected from Downtown Pomona, which is the hub for public transportation, art and culture in Pomona – it also houses our public library, City Hall and Pomona Unified District administrative offices. In addition to building a bridge between disenfranchised communities of South Pomona to the cultural and transportation hub, Active Pomona promoted walking, biking and pedestrian activities, and reminded folks that you can walk less than a mile and be connected to so many opportunities.

Their project took place during COVID-19, which positioned them uniquely to work with the City of Pomona to emphasize pedestrian focused projects and closed streets to assist with social distancing. Among the biggest lessons learned were that significant data takes time and energy, also, while they tried to be virtual, a physical in person walking tour with social distancing would have been great. Folks did like the Vamos Pomona challenges though, so they would definitely incorporate that more into the project. Overall, working with the City of Pomona, community members and community partners to highlight the importance of safe streets was a success. The pandemic had many setbacks, but it was a perfect opportunity to advocate for the pedestrian-oriented activities and projects.



Photos of Places of Outreach:



Go Slow! Lawn Signs:



Awardee	Day One
Project	Project Wheelie: Free Bike Match and Repair
Reach/Delivery	2,000
Grant Amount	\$8,600
County	Los Angeles
Community	Pasadena
Project Category	Bike Repair
Program Objective	Increase access to safe routes for vulnerable street users.

Key Accomplishments:

- Repaired a total of 30 bikes for members of the community
- 19 bike matches through bike requests and donations
- Development of long term partnership foundations between Day One, Pasadena Complete Streets, Active SGV, and LA County Bike Coalition

Project Synopsis & Key Outcomes:

Project Wheelie (PW) sought to increase community access to biking as a mode of transportation for Pasadena residents. Towards this end, the project was composed of two parts, 1) a Bike Repair program, where interested community members could sign up for time slots for socially distanced bike repair sessions, and 2) a Bike match program that matched residents willing to offer their bikes with residents in need of bikes. The project was widely shared around the City of Pasadena through a variety of sources, including through local newspapers, local council members, and community outreach to local bike groups in addition to the group’s own social media outreach efforts.

Through the Bike Repair program, Day One repaired a total of 30 bikes for members within their community. To adhere to social distancing guidelines, the repairs were set up as one-on-one sessions between a community member and their bike repairs staff. In total, 58 community members signed up for the bike repair sessions. After attending the repairs sessions, all participants were sent a satisfaction survey to gauge the services. From these surveys, they learned that several of their participants were very satisfied with our program. Day One would like to highlight some of the responses they received. Jon-Barret shares, “Technician made recommendations for where to get the more detailed repairs my bike needed.” Additionally, Michael says, “Extremely pleasant. Very nice, accommodating staff. Quick, concise service. Easy to follow directions on drop off/pickup. Great communication.”

Through the Bike Match Program, they received a total of 47 community submissions. Of those submissions, 34 were requests while 5 were bike offers. One offer was from the CalTech Bike Lab, who offered a total of 12 bikes and over 30 different bike parts such as tires, wheels, and frames towards the exchange program. To account for the difference in the number of submissions requesting bikes and the number of submissions offering bikes, Day One conducted outreach towards local biking groups and the local police department for donatable bikes. Through these efforts, they

were able to obtain 5 more bikes; at this time we were able to make a total of 7 bike matches and we anticipate a total of 19 matches given the newCal Tech bike donations. Although they were not able to increase their matches during the PW term, they are excited to continue this program .

Lessons

- The two programs paired well together because through the Bike Repair Program, we were able to make repairs to the bikes offered to the Bike Exchange Program before pairing said bikes with community members. This was especially true in the case of the CalTech Bike Lab, whose offered bikes arrived in various stages of functionality due to the nature of the lab itself.
- Being flexible in changing the hours of operation to accommodate peoples working schedules.
- We faced a challenge with obtaining the funds necessary for the materials to conduct the bike repairs



Awardee	Echo Park Film Center
Project	Watch Your Step! A Community Transit Safety Project / Al Pasito: Un Proyecto Comunitario Sobre el Transito
Reach/Delivery	250
Grant Amount	\$5,450
County	Los Angeles
Community	Echo Park
Project Category	Arts Education
Program Objective	Other

Key Accomplishments:

- Screening of 5 short films over the course of four days
- Pamphlets and information provided in English and Spanish
- Filmcicle promotion and film screening, and posting of films online with captions in English, Spanish, and Tagalog

Project Synopsis & Key Outcomes:

Echo Park Film Center’s project underwent several changes as they adapted to the current COVID-19 pandemic. Overall all of their changes worked out for the best and they were able to create a creative and informative video piece to share with the community in a safe manner. The goal was to inform the residents who live and travel through Panorama City, specifically the busy intersection of Roscoe and Van Nuys Blvds. about incoming changes to the area with the expansion of a Metro Valley line. They aimed to provide tips about COVID safety and take in community input about positive changes they hope to see regarding these issues.

They were able to successfully reach this audience with their in-person screenings at Plaza Del Valle in which we projected their film along with four other short walking related films over the course of four days. Passersby approached them for more information which they provided on pamphlets they handed out in English and Spanish. On the Saturday evening of the engagement they brought our filmcicle and projected their films on it’s portable screen. Multiple people who read about the event from their online promotions came to the event Saturday night to see their filmcicle projected films.

Their film included various interviews conducted with community members who shared anecdotes of insecurities related to street issues in Panorama City as well as what changes could be implemented in order to make their neighborhood safer. EPFC learned a lot about the needs of this community and the on-going issues that many people expressed concern about. One significant change multiple people brought up was the need for community spaces. For many, design is not the only answer to address street safety. Community spaces help create a sense of belonging, trust, empowerment, and enrich communities. These views are shown in the film and will hopefully lead to positive changes being made in Panorama City.

The community was able to safely come together and see themselves reflected in this outdoor screening which showcased the film with both English and Spanish voice overs and subtitles at Plaza Del Valle. EPFC now have both films online with captions in English, Spanish and Tagalog in order to continue to increase exposure to this film and the important issues highlighted in it.



Sobre el proyecto

¡Al Pasito! Es un proyecto de cine comunitario que se enfoca en la seguridad de peatones y ciclistas en las calles de Panorama City.

Nosotros, en el EPFC, vemos la cámara como un método poderoso para compartir historias, ideas e información. Usamos cualquier tipo de cámaras, lo importante es que nos ayuden a compartir nuestras imágenes, sean cámaras celulares o analógicas. Hacemos videos para mostrar a nuestros amigos y familias, para preservar las historias dentro de nuestras comunidades, hacemos películas que enseñan activismo, jardinería ¡y muchísimo más! Las películas nos ayudan a servir a nuestra comunidad con los mensajes que queremos comunicar.

Caminar 30 minutos por día te puede ayudar a reducir el riesgo de enfermedades cardíacas y ataques al corazón.

14 por ciento de todos los viajes en el sur de California son de una milla o menos. Estos viajes cortos son el equivalente a un viaje en bicicleta de cinco minutos o una caminata de 20 minutos.

Si haces tus mandados en bici o caminando, puedes ahorrar casi 500 galones de gasolina y evitar la contaminación del aire con 10,000 libras de CO2 cada año.

**¡AL PASITO!
UN PROYECTO
COMUNITARIO SOBRE
LA SEGURIDAD EN EL
TRANSITO**










Awardee	Future Roots Inc. (dba dublab)
Project	Point C Project
Reach/Delivery	20,000
Grant Amount	\$5,000
County	Los Angeles
Community	Los Angeles
Project Category	Arts Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

- Produced 3x episodes of the Deep Routes radio series with an average live listenership of 600, and subsequent reach of 3,500+
- Promoted Go Human messaging through radio ads at time of airing

Project Synopsis & Key Outcomes:

The Deep Routes radio series presented three episodes, each focusing on a different era, neighborhood and music scene of the city of Los Angeles. The episodes received positive feedback from listeners, friends, and colleagues. The episodes were inclusive and showed the diversity of their city.

Each episode had an average of 600 listeners that tuned-in live to dublab radio at the time of broadcast. The archive of the series, however, had a reach, so far of about approximately 3,500 listeners per episode. This figure continues to grow as more people discover the program.

In addition to promoting the *GoHuman* campaign at the time of airing the Deep Routes episodes, Future Roots also ran the radio ads created by SCAG in Spanish and English throughout their radio broadcast during August and September, further extending the reach and impact of the campaign

Deep Routes continues to make Future Roots realize of the intrinsic relationship that exists between the arts, culture and civic engagement. With each episode, the public’s response to the messages of public safety that are part of the *GoHuman* campaign were positive and appreciative. Their assessment that using programming of cultural value can be a good vehicle for public safety were correct. We feel the *GoHuman* campaign elevated the value of our program and in return Deep Routes brought awareness of the subject to new audiences.

Links to Deep Routes Episodes:

- Metro Art & dublab present: DEEP ROUTES Episode #4—Riot on Sunset Strip, 1966, <https://www.dublab.com/archive/metro-art-dublab-present-deep-routes-episode-4-riot-on-sunset-strip-1966-09-01-20>
- Metro Art & dublab present: DEEP ROUTES Episode #5—Silver Lake, Industrial Strength Queer, <https://www.dublab.com/archive/metro-art-dublab-present-deep-routes-episode-5-silver-lake-industrial-strength-queer-09-15-20>
- Metro Art & dublab present: DEEP ROUTES Episode #6—Frogtown, Music at the River’s Edge, <https://www.dublab.com/archive/metro-art-dublab-present-deep-routes-episode-6-frogtown-music-at-the-rivers-edge-09-22-20>

RIOT ON SUNSET STRIP, 1966



Metro Art and dublab have partnered to create DEEP ROUTES, a special multimedia dive into the various intersecting musical histories embedded into the streets, buildings, and neighborhoods of Los Angeles. Today at 3pm (PDT) we're excited to premiere episode four of the DEEP ROUTES series: [Riot On Sunset Strip, 1966](#).

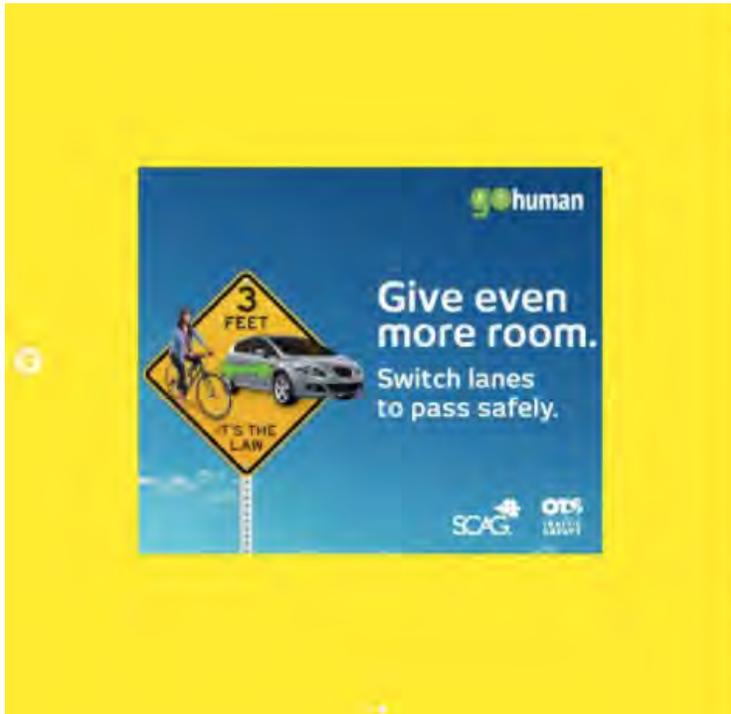
On the Sunset Strip in Los Angeles during 1965 and 1966 an electrifying scene appeared out of nowhere, exploded into creativity, and then, just as suddenly, vanished. So much remarkable music, art, and social revolution came from one place at one time, that it's difficult now to grasp how it all happened.

Join us as we take a look back at this iconic piece of LA history with guests Dominic Priore, Becky Ebenkamp, Johnny Echols of the band Love, and legendary scene queen Miss Pamela Des Barres.



This project is made possible by a mini-grant through the Southern California Association of Governments' [Go Human program](#) funded by the CA Office of Traffic Safety. Did you know people on bikes may use the full lane for safety? Give 3+ feet or change lanes when passing. It's the human thing to do. #GoHumanSoCal

TUNE IN TODAY AT 3PM (PDT)



Awardee	L.A. Neighborhood Initiative
Project	Safer on the Streets: San Pedro
Reach/Delivery	40
Grant Amount	\$5,000
County	Los Angeles
Community	San Pedro
Project Category	Safety Engagement
Program Objective	Identify emerging safety issues in local communities

Key Accomplishments:

- Held community walk with twelve participants, who were trained beforehand.
- Produced complete report regarding pedestrian and traffic safety issues related to COVID-19

Project Synopsis & Key Outcomes:

Safer on the Streets: San Pedro was planned as a hybrid virtual/live walk audit, focusing on pedestrian and traffic safety issues related to COVID-19 in the Rancho San Pedro public housing complex neighborhood. LA Neighborhood Initiative publicized the audit, including an online training webinar, on LANI’s social media, in their weekly newsletter, and with flyers at several locations in the Rancho San Pedro housing development. They also engaged their existing partners from the One San Pedro project in helping with community outreach. When they did not get the pre-registration they desired for an online training, they decided to focus instead on continuing in-person outreach with local flyers, publicity at the community garden, and by presentation to the One San Pedro Alliance.

The actual walk audit was held on Saturday, September 3. Twelve participants were trained together in person on the goals and methods of the audit following social distancing guidelines. All participants, including children, were provided face masks and disposable gloves to facilitate their safety. Participants then walked the audit route independently and returned their observations at the end to LANI staff, who created the attached report of the audit findings.

LANI did struggle to meet their initial engagement goals as conceived in the project proposal, largely due to the challenges presented by COVID-19. Being so dependent on electronic communications, and unable to have in-person outreach efforts (such as tabling in the community garden or at local outdoor events) made reaching RSP residents challenging. They did publicize the audit as a family activity, hoping that parents looking for outings with home-bound children might appreciate the opportunity, and they did have families participate. However, with LANI’s direct electronic communications limited to email, they were unable to reach as many potential project participants as they anticipated.

The walk audit itself was a very positive experience for participants, and it generated valuable information about how COVID is impacting pedestrians in the neighborhood, which LANI will share with the One San Pedro team. In addition, the group’s smaller size allowed them to safely train participants in person while adhering to social distancing requirements.

LANI continue to learn the best ways to conduct community outreach electronically. As they have greatly increased their social media presence in the past six months, they have learned some valuable lessons about virtual community engagement, including that promoted posts garner significantly greater response, and that using social media as a peer-to-peer engagement method requires strategic and consistent involvement; LANI plan to build support for social media into future project plans and budgets. Finally, they confirmed that word of mouth continues to be invaluable in connecting with potential participants.

LANI is deeply grateful to SCAG for both supporting this project and for the flexibility they were afforded to experiment and learn about how to effectively utilize electronic methods of community outreach. They look forward to learning, improving, and sharing more over time, as they strive to continue successfully engaging hard-to-reach community members throughout Los Angeles in improving their neighborhood environments.

SCAG Go Human Campaign

Safer on the Streets: Walk Audit for Rancho San Pedro

Safer on the Streets is a walk audit focusing on pedestrian and traffic safety issues related to COVID-19 in the Rancho San Pedro community

Register for this family-friendly activity and receive **FREE Personal Protective Equipment (PPE)** and audit tools

Email Arturo@lani.org or Call 213-627-1822 Ext. 17

Los Angeles Neighborhood Initiative

Dear Friend of LANI,

On Monday, we will celebrate the national holiday of Labor Day. According to the U.S. Department of Labor, Labor Day is "a creation of the labor movement and is dedicated to the social and economic achievements of American workers. It constitutes a yearly national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country." Thanks to the labor movement, we have weekends, the 8-hour workday, overtime pay, child labor laws, and many other worker rights, protections, and benefits.

In this time when so many people's livelihoods are threatened due to the pandemic, the LANI team celebrates the resilience and fortitude of the American worker and the contributions that each makes to the life of our neighborhoods. And we join with our community partners in advocating for everyone to have a safe, fair, and equitable work environment.

Happy Labor Day!
Veronica
Veronica Hahni, Executive Director

Follow us on social media for more great LANI content - @LANIorg

LANI Project Update: Rancho San Pedro Walk Audit

You can still join our family-friendly walk audit in the Rancho San Pedro neighborhood **tomorrow, Saturday 8/5!** Help identify safety concerns for pedestrians related to COVID-19. Masks and gloves will be provided for adults and children.

Join the walk team this Saturday at 11:00am!
210 S. Palos Verdes St (in front of Building 23), San Pedro, 90731.
No advance registration required.

Awardee	LA County Bicycle Coalition
Project	Bikes for Essential Workers and Families
Reach/Delivery	150
Grant Amount	\$7,000
County	Los Angeles
Community	Los Angeles
Project Category	Bike Repair
Program Objective	Increase access to safe routes for vulnerable street users

Key Accomplishments:

- Assembled more than 30 bicycles that were then given to essential workers, local families, tenant rights organizers, and CBOs
- Reached over 30k individuals through program outreach
- Recorded video for future promotional use

Project Synopsis & Key Outcomes:

Thanks to the GoHuman Mini Grant, LACBC was able to bring a group of bike mechanics from all over the county to assemble more than 30 bicycles that were then given away to essential workers, local families, tenant rights organizers, and community based organizations that serve local communities. Because of this effort, LACBC know that a number of essential workers will be better able to commute to their jobs, families will be able to ride together, and groups working to keep families in their homes will be better able to organize. This giveaway influenced hundreds of lives throughout the LA region, including communities around the Southeast LA Cities, El Monte, North Hollywood, Burbank, and many others. In addition to the bicycles, each recipient was also gifted a helmet, bicycle lights, a free round-trip Metrolink ride, and a variety of useful bicycling safety information.

The project was shared with LACBC’s entire email and social media reach of more than 30k individuals and they received significant positive feedback from a variety of individuals during the course of the build week as well as the distribution day. Additionally, they secured a film crew who recorded hours of content with which they will use to create a number of short promotional videos and a longer video detailing the process and impact of the program.

For lessons learned, they discovered that organizing socially distanced events and maintaining that while still building an atmosphere of teamwork was challenging. Additionally, acquiring bicycle parts during the pandemic has been a significant problem, which was a major limiter to the number of bicycles they ultimately were able to build and distribute. LACBC spent a significant amount of time negotiating to acquire parts and also having to coordinate with multiple bicycle wholesalers in order to even get the limited parts they were able to obtain.

Ultimately, they feel that the program was still a major success because it really helped to raise the profile of how bicycling is an important and critical part of LA’s transportation infrastructure and has the potential to serve as a catalyst for all manners of positive social change. It also helped more members of the bicycling community join together and show how they can all do more to support our communities in ways that go beyond just advocating for infrastructure.



Awardee	Las Fotos Project
Project	Our Streets: Healing & Protecting Our Community Through Mobility Justice
Reach/Delivery	22,000
Grant Amount	\$7,500
County	Los Angeles
Community	East LA
Project Category	Safety Engagement
Program Objective	Identify emerging safety issues in local communities.; Educate communities on safe practices.; Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Facilitated seven teenage photographers exploring key mobility justice questions
- Contributed to the Our Streets project that will reach over 16.8 on Instagram and 8k on Facebook

Project Synopsis & Key Outcomes:

The Las Fotos Project Our Streets: Healing and Protecting Our Community Through Mobility Justice project brought together seven teenage photographers from different neighborhoods to explore the questions: Where do you travel day-to-day, and what mode of transportation do you use to get there? What would look different about the streets around you if everyone could move around freely and safely? What would mobility justice look like for your community?

Over the course of six weeks, the students learned about the foundations of mobility justice and traffic safety, carried out individual walk audits of their neighborhoods, developed a photographic record of their relationship with public space and active transportation (biking, walking, scooting, skating), and envisioned the types of interventions that would ensure mobility justice for their communities.

Through dialogues with mobility advocates, peers, families and neighbors - students learned that communities of color in Los Angeles are some of the most burdened by traffic deaths, poor air quality, and unreliable transit. All these inequities can be tied back to LA’s car-centric culture and historic racial segregation. For the majority of Las Fotos’ students, the Our Streets project was the first time they were able to fully dive into, and understand the issue of mobility justice. As 18 year old Pilli Jaquez shared, “I never really thought about mobility justice in such depth before this class, this is most likely because I didn’t need to. Getting around wasn’t and isn’t something I necessarily needed to worry about because it is usually relatively easy for me to get to where I want/ need to get to. With that being said achieving mobility justice would mean that everyone can move freely and safely without putting much thought into it. Going from place to place would no longer feel like an obstacle or challenge for people who are differently-abled or who rely heavily on public transit or for people who are from marginalized groups if mobility justice were achieved.”

Students worked with their mentors to develop photographic narratives which illustrate the wide variety of mobility issues facing them and their neighbors in East Los Angeles, and potential solutions

for these challenges. The resulting narratives will become part of the Las Fotos Project “Our Streets: Healing and Protecting Our Community Through Mobility Justice” social media campaign which will reach our audience of 16,800 on Instagram and 8,000 on Facebook. The project will also be featured as a permanent online exhibition on our website, with an public Opening Reception in October, reaching an additional audience of an estimated 1,000 people.

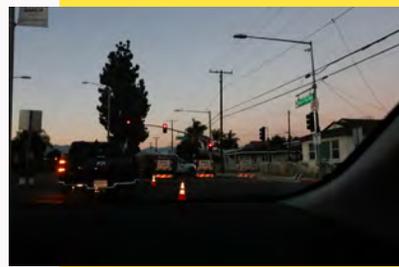
OUR STREETS

LAS FOTOS PROJECT
SUMMER 2020



NEW AND IMPROVED

I live in the city of Baldwin Park, California. It's right in between two major freeways. Recently, the city started adding traffic dividers and bike trails around the town. This picture shows where they put some dividers; on each side of the road you can see both a freeway entrance and a freeway exit.



ROAD CLOSED

Around a month ago, there was a car crash at an intersection that's known for crashes. Two of the people involved in the crash sadly were killed at the scene. The city closed the roads to hold a vigil for the victims. This intersection is narrow in between a church, residential, and a bus stop. Elderly and adolescents constantly walk around this area where most people speed, which has caused car crashes.



NIGHTLIFE

I wanted to capture life during nighttime, especially during this pandemic. I didn't expect there to be so many people out, especially at night. They are blocking off part of the streets for the guests since they can't be inside, so the streets are fairly tight and it made a lot of traffic for a couple blocks since everyone is trying to watch their surroundings. This picture captures that essence.



UNEVEN

My safe street is the intersection of Waco st. and Mangum st. in Baldwin Park. This intersection has no crosswalk and people tend to speed past the stop lights which makes it dangerous since it's in between to elementary schools. The sidewalks are also uneven from each other making it difficult for people with disabilities to cross. I envision a street where I can walk safely across knowing people will stop for pedestrians so I added bright colorful crosswalks for everyone.

Awardee	Latino Health Access
Project	Safe Where You Are Transportation and Health Project
Reach/Delivery	5,000
Grant Amount	\$7,500
County	Orange
Community	Santa Ana
Project Category	Safety Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

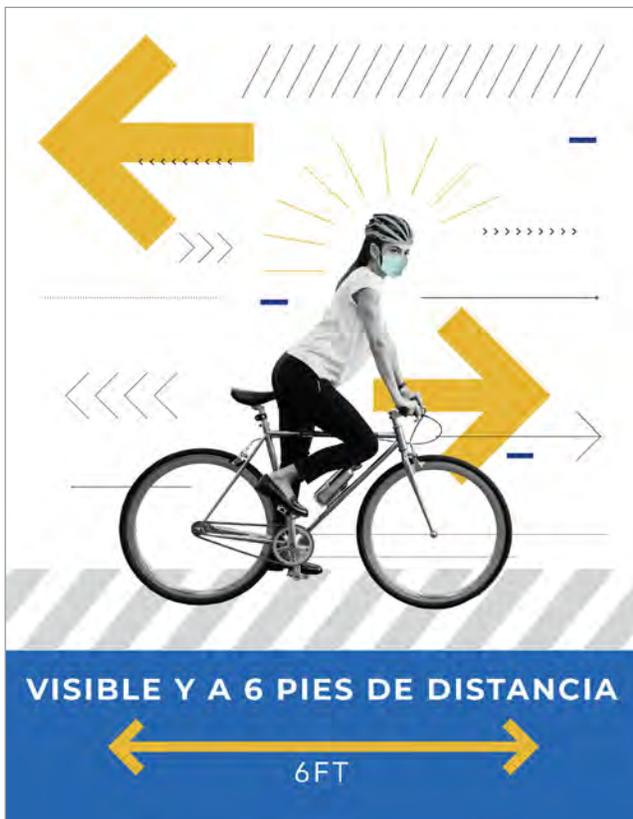
- Implemented a digital safety campaign focused on disseminating safety tips for transportation and public transit
- Two education events distributed PPE and information

Project Synopsis & Key Outcomes:

Through LHA’s project, they targeted Low-income individuals and Families who rely on public and active transportation during COVID-19, they supported Go Human Local Community Engagement Objective #2 “Educate Communities on Safe Practices” through the implementation of 1) a digital safety campaign, focused on disseminating enhanced safety tips for active transportation and public transit in the midst of COVID-19. LHA leveraged SCAG Go Human content to create content and messaging that is aligned with public health guidelines. Content was promoted through LHA’s social media and Radio Santa Ana platforms, and 2) “Where you Are” education and safety equipment distribution events, LHA conducted two socially distant education events at locations where the community is already located due to essential needs (LHA food pantry distribution event and Pacific Electric Bike trail), LHA’s signature “Coneheads” characters distributed Pedestrian and COVID-19 Safety equipment e.g. orange reflective armbands, bike lights, reflective ballistic gear and face masks with educational messaging: “Be Visible and 6 Ft. Distance”, the information was provided through speakers, LHA staff took necessary precautions to remain safe and conducted distributions according to health department guidelines.

They reached low-income Santa Ana residents including children, youth, young adults and seniors. They leveraged social media to reach people through geo-targeted ads to ensure they reached those most impacted and/or those within schools and essential organizations providing services, additionally, they partnered with local media outlets such Radio Santa Ana to amplify the messaging to many families, reaching a total of 26,491 people, and with their “Where you Are” education and safety equipment distribution events, they were able to reach 101 a total of 352 people through 2 community events. With this project, they wanted to promote the importance of being safe and visible since Santa Ana has a high incidence of bicycle and pedestrian accidents and fatalities and it is one of the Orange County cities with the highest number of covid-19 cases. Lessons learned and recommendations: Outreach and education strategies and messages must be tailored to the community being reached, this makes the project more inviting to the community, and meets people where they are. It is important to incorporate popular education principles and messages based on

community input. Educational materials, both written and electronic and on social media platforms must be in languages the community being served understands. It is imperative that we continue to provide updated information with health guidelines for them to remain as safe as possible on their commute to their destinations.



Awardee	Latino Health Access
Project	Pacencia PATHS for Community
Reach/Delivery	Not Listed
Grant Amount	\$7,500
County	Orange
Community	Pacencia
Project Category	Safety Engagement
Program Objective	Educate Communities on Safe Practices

Key Accomplishments:

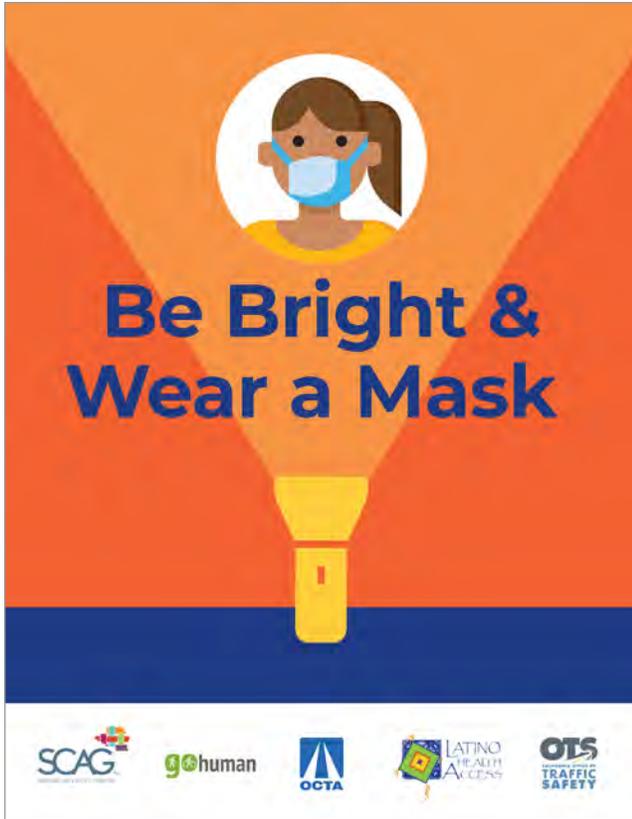
- Implemented digital campaign to increase safety education, reaching out to a total of 4,263 residents
- Conducted one “Where you Are” event to distribute safety equipment and information

Project Synopsis & Key Outcomes:

Placentia Active Transportation, Health and Safety for Community (PATHS for Community) Project targeted residents living communities in Placentia that have been disinvested (e.g. South of Chapman Avenue and the Southwest portion of the City). These residents are more likely to be low-income and to rely on active and public transportation for commuting to work during COVID-19. PATHS project supported Go Human Local Community Engagement Objective #2 “Educate Communities on Safe Practices” through the implementation of a digital safety campaign, messages were created primarily in Spanish and leveraged existing SCAG Go Human and official recommendations by the State and local health department related to COVID-19. As part of the digital media campaign, LHA purchased geofenced ads focusing on zip-codes where working-class residents live, and partnered with locally-based organizations and placed temporary signage to increase safety education in key places of the city (e.g. parks, schools, Lot 318 and the Whitten Community Centers), reaching out a total of 4263 residents (Note: they could not get on time traffic data to estimate the total views/reach from posters, 30 were placed at 10 locations/intersections)

To carry out our community event, LHA worked with city staff to identify local sites, where the community attends for vital services during this time and they were able to conduct one “Where you Are” educational event in front of Melrose Elementary along Melrose & La Jolla streets, LHA’s “Coneheads” distributed safety equipment, taught active transportation safety and provided key messaging around maintaining safe during COVID-19 to a total of 85 people.

Lessons learned and recommendations: Outreach and education strategies and messages must be tailored to the community being reached, this makes the project more inviting to the community, and meets people where they are. It is important to incorporate popular education principles and messages based on community input. Educational materials, both written and electronic and on digital platforms must be in languages the community being served understands. The PATHS Community project tried to mitigate some traffic and public transit risk through education. It is imperative that we continue to provide updated information with health guidelines for them to remain as safe as possible on their commute to their destinations.



Awardee	Los Angeles Walks
Project	SMS Texting + Chat Apps Safe Street Organizing Webinars
Reach/Delivery	20
Grant Amount	\$9,500
County	Los Angeles
Community	Wilmington
Project Category	Safety Education
Program Objective	Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Engaged 126 member families, representing a community of 53,000, with training on community organizing
- Provided valuable technical resources and training tools

Project Synopsis & Key Outcomes:

Project Overview

The pandemic has limited community organizing and civic engagement, especially for residents without reliable technology and internet. Through this grant, LAW are able to level this playing field by introducing SMS and phone chat applications to their ongoing community organizing work. In July, they began a community organizing project in Wilmington that consisted of a 10-month training program followed by a safe street organizing campaign. This grant allowed them to purchase technology and train our promotoras to hold digital workshops and build social app/mobile organizing practices with their parents.

Project Reach

Their Wilmington project is in partnership with First 5 LA Region 4 and so they have a reach of around 126 member families, representing a community of 53,000. Through their training, they engage directly with 20 families and 5 representatives of community groups and elected offices. This grant supported four webinars and eight communications actions. The reach for each webinar and communications action can be found in their engagement tracker. Almost all of their content has been targeted to community members in Wilmington, Los Angeles.

Project Impact

By providing resources (i.e.: laptops, wifi hotspot) and training on programs (i.e.: ZOOM, WhatsApp), participants are confident in their mastery of technology and its function in LAW’s organizing work. They’ve also seen this impact their personal lives: members are better able to support home-schooling and are pursuing professional development through online courses (i.e.: English language). These past three months have solidified their groups’ social media and communications infrastructure, which will be invaluable for the remaining training and their safe street campaigns.

Lessons Learned

Technology and language go hand in hand. When discussing technology solutions, they must also consider onboarding for non-English speakers. For tools like Zoom, Facebook Live, Instagram Stories, and Google Suite, it was important for their promotoras to build training to support participants in onboarding. This took a bit more time and resource than they had anticipated.

All politics is local, and often unseen. A good community organizer is someone who intimately knows the community, the players, and niche issues unseen by outsiders. Pre-pandemic, there were opportunities to catch up on gossip and community news. However, with social distancing, these chances are rarer. To create this space, LAW include open discussions in their webinars, encourage sharing personal updates in their WhatsApp group, and hold frequent one-on-one chats/conversations.

Take advantage of home distractions. Interruptions by children, spotty wifi, or background noise is common in the digital meetings. And so, they make sure their meetings are easy to both engage and disengage. They've employed strategies such as writing out participant comments live during the webinar, sharing recordings, and dropping off physical copies. They're also exploring programming to engage children so that they participate along with their parents. Finally, LAW always acknowledge things will get messy and to ask the parents to lean into that messiness so as to encourage patience and appreciation for all participants.



LOS ANGELES WALKS
les invita al

Chat Comunitario

Tema: Protestas y Las Vidas Negras Importan (BLM)

Miercoles, 8 de Julio
2pm - 3:30PM

Conectese por ZOOM

Meeting ID: 203 753 1486
Contraseña: 2020

The poster features a yellow background with a teal box for the chat title and an orange box for the date and time. At the bottom, there is a colorful illustration of a diverse group of people holding signs and a megaphone.



Paylocity
<https://access.paylocity.com>

Gracias!

Thank you!

LOS ANGELES WALKS **best start**
— WILMINGTON —

Proximo Taller:

Miercoles /Wednesday
Agosto /August 26, 2020

Módulo 1: Caminando con Propósito
Module 1: Walking 101

Horario/ Time: ___ 9 - 11AM ___

Zoom:

Meeting ID: 949 4696 8718

Passcode: 2020

Dial by your location: +1 669 900 9128 US (San Jose)

Como comunicarse:

Facebook: Wilmington Calles Seguras, Familias Sanas
<https://www.facebook.com/WilmingtonCallesSeguras>

Para registrarse por favor usen este enlace hasta Agosto 12: <http://bit.ly/WilmingtonCallesSeguras>

Awardee	Move LA
Project	Engage South LA Residents on Transportation Issues & Provide Internet Access
Reach/Delivery	200
Grant Amount	\$8,500
County	Los Angeles
Community	
Project Category	Safety Engagement
Program Objective	Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Created three “Super Wifi” Bus locations, granting internet access to numerous people and creating a pop up hotspot

Project Synopsis & Key Outcomes:

The “Super WiFi” Bus Pilot program launched in late August with the goal of creating a “pop up” hotspot for residents to use free WiFi, to encourage use of alternatives to cars, and engage South LA residents on public infrastructure*.

As part of this project, Move LA worked with some incredible partners including the LA Department of Transportation, the Office of Mayor Eric Garcetti, the South LA Transit Empowerment Zone (SLATE-Z), Vermont Slauson Economic Development Corporation (VSEDC), the Housing Authority of LA (HACLA), and the LA Public Library (LAPL).

The first challenge they faced was technological. LADOT used Griffith Park Parkline buses, currently sitting unused in a lot due to COVID-19, and equipment donated on loan from Verizon to retrofit four buses. Grant funds were used to pay for technical consulting services and Federal CARES Act funds was utilized to pay for the operations of the bus from the operators to maintenance. The range for the internet service is omni-directional for up to 300 feet (line of site) and can accommodate 20 people at a time.

Move LA’s biggest challenge was finding locations where they could provide the service in a socially distanced and climate-controlled space that didn’t require a car and had electricity, tables, and chairs. They were able to provide the service at three locations.

1. VSEDC’ August 25-28 from 1-5pm

VSEDC is adjacent to the proposed Slauson Active Transportation Project and Move LA developed a survey for participants to fill out to gain public feedback. Despite distributing flyer over several days in the neighborhood and promoting via email and social media networks, they got few live participants.

** Broadband access in South LA is relatively low to other regions in the County and public/private free WiFi access points (libraries, Starbucks, etc.) are closed due to COVID-19. In addition, South LA residents do not feel safe using alternatives to single passenger vehicles due to historic inequities in infrastructure and excessive policing.*

2. LAPL Vermont Square Branch; August 31, September 2 and 4 from 11:30AM-1:30pm

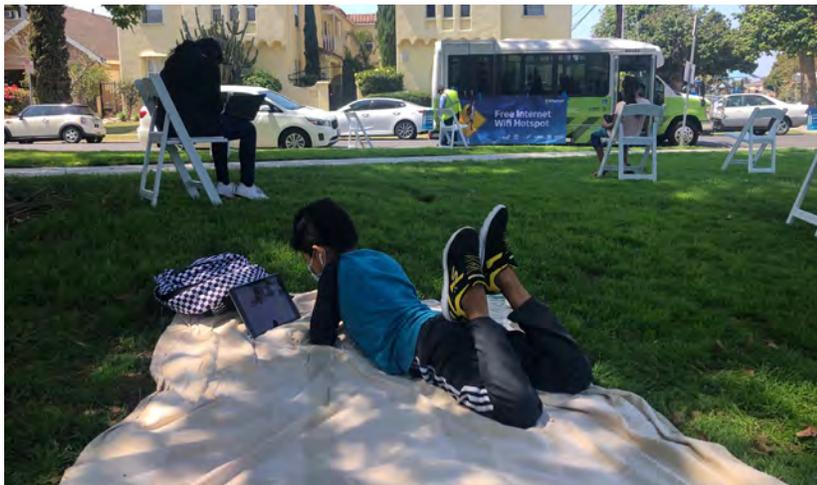
The bus provided free WiFi in a large park adjacent to the local library in a space with significant space and shade. Move LA also canvassed and had principals of local schools to distribute the flyer in both English and Spanish. This site had better attendance and the Branch Library provided ample chairs and tables, although most people enjoyed using the internet while sitting on the grass.

3. Nickerson Gardens Public Housing; August 31 to September 11 from 8:30am to 2pm

Approximately 40-50 students who reside at 'the Nick' attended school classes during the day using the WiFi; programmatic staff helped administer the program and keep students socially distant.

The 'Go Human' graphics, lawn signs, and banners were very helpful for directing people, branding, and education. The City's volunteer corps helped immensely with targeted outreach; they also distributed info on taking the census. However, the need to social distance and not talk directly with residents/users limited Move LA's ability to connect enough survey data.

They learned that the need is dire but the opportunities to provide WiFi are limited; partnering with local libraries, parks, nonprofits, and public housing is critical. The potential as a program to provide rapid, temporary deployment of WiFi and give public agencies a flexible outreach option on public infrastructure, especially in hard to reach populations, is great.



Internet WiFi GRATIS
Para Residentes del Sur de Los Angeles
Martes 25 de Agosto - Miércoles 26 de Agosto - Jueves 27 de Agosto - Viernes 28 de Agosto
2pm – 5pm
Ubicación: Estacionamiento VSEDC, 1130 W Slauson Avenue, LA



Busque el letrero "Go Human" y el autobús LADOT WiFi. → 

Los voluntarios podrán ayudar a conectarse a "FREE LACity WiFi"



Awardee	Pacoima Beautiful
Project	Northeast Valley Transportation Resiliency Plan
Reach/Delivery	Not Listed
Grant Amount	\$9,995
County	Los Angeles
Community	Northeast San Fernando Valley
Project Category	Planning
Program Objective	Educate communities on safe practices.; Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Engaging over 600 community members with a 20-question survey
- Production of a community-friendly report including map of all local transportation systems introducing the need for transportation advocacy in the Northeast San Fernando Valley

Project Synopsis & Key Outcomes:

Through the Transportation Resiliency Plan Pacoima Beautiful were able to create a platform for residents of the Northeast San Fernando Valley to assess and discuss the state of transportation in the community. Their project engaged over 600 community members with a 20-question survey. The age range of participants went from 13 – 75 years. Their outreach team was able to engage the full age spectrum of community members. They made a conscious effort to utilize community-accessible language. One of the biggest challenges they’ve noticed is the language used when engaging community. They must remember that most people are not trained urban planners. Nonetheless there is a great deal of value in the community’s expertise on their streets and transportation systems. This data will be able to give them a real sense to the state of transportation in our community.

Their survey sought to understand which systems of transportation are most heavily used by Northeast Valley residents and assess interest in improvements to said systems. Their survey found that the vast majority of participants utilize public transportation to move locally and regionally. Survey-participants identified Metro bus as the system of transportation that they used most often. The second highest system used was Metrolink. Recommendations identified for improvements of bus lines include increased service, more bus shelters, more family friendly buses, and increase bicycle racks on buses.

As a part of the Transportation Resiliency Plan, they also assessed data collected through Pacoima Beautiful’s Bus Shelter Blitz through which they spoke with bus riders to identify stops that are in dire need of bus shelters. This data emphasized the need for sheltered bus stops in Valley communities especially with increasingly hot summer months. They learned that improved bus stops are key to improving bus experiences for transit riders.

A challenge that arose early on during the survey collection was the realization of the digital divide that exists in their community. Specifically, the digital divide among ages. While most young people were easily engaged via social media, they were not engaging adults and older residents. They pivoted to focusing more on phone banking to engage on the survey. Fortunately, the survey was easy to share via text which facilitated their ability to walk through questions with survey-participants that needed the support. They will focus more of their social media outreach for the map distribution.

This project has provided important insight into usage and needed improvements of their transportation system. They are synthesizing our survey analysis and report into a community-friendly format that will include a map of all local transportation systems. We will distribute the map document both digitally and in printed copy as an introduction to the need for transportation advocacy in the Northeast San Fernando Valley.

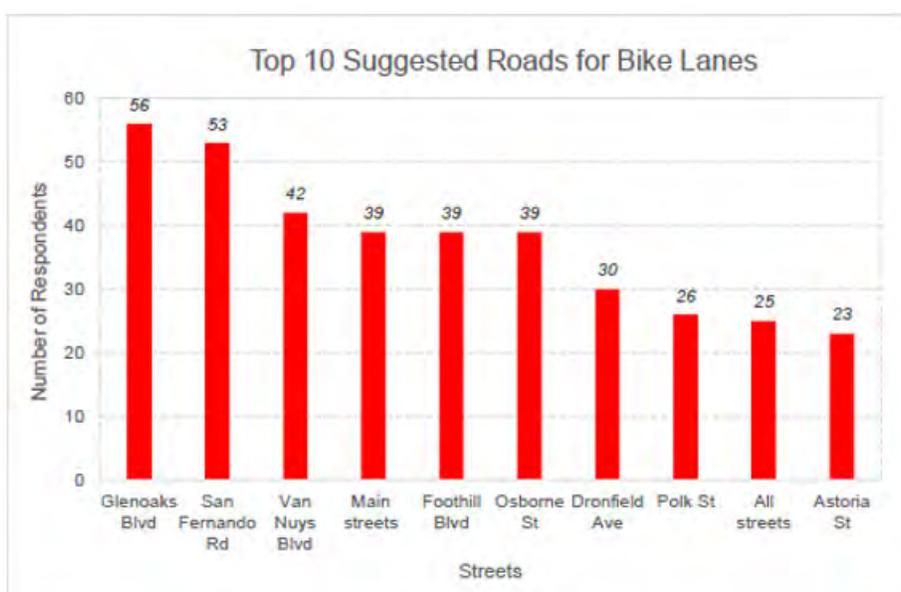


Figure 2: Top 10 Suggested Roads for Bike Lanes

Bus Shelter Blitz

In a separate survey, individuals were surveyed on questions relating to potential bus shelters in nine specific locations—each are listed below in Figure 11.

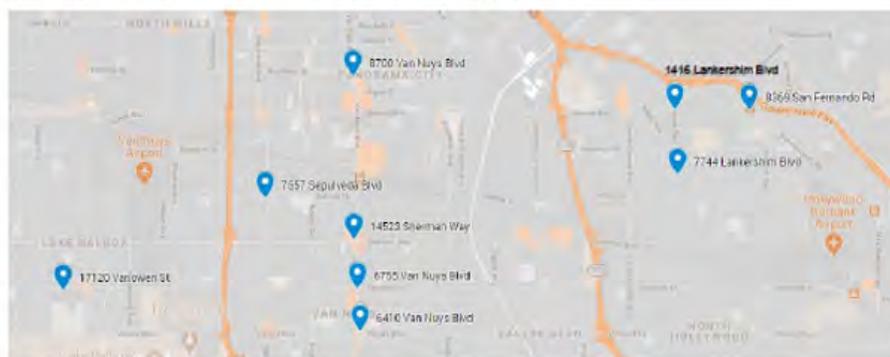


Figure 11: Map of Potential Bus Shelter Sites

Awardee	People for Mobility Justice/Community Partners
Project	Biking in the Time of COVID
Reach/Delivery	250
Grant Amount	\$9,995
County	Los Angeles
Community	Los Angeles
Project Category	Safety Education
Program Objective	Educate communities on safe practices.

Key Accomplishments:

- Hosted 2x webinars, with a combined total of 53 participants, on bike safety and cultural issues
- Supported Yolanda Davis-Overstreet in her webinar due to the passing of Dijon Kizzee

Project Synopsis & Key Outcomes:

Overview:

Over the course of two months, People for Mobility Justice (PMJ) hosted a series of culturally relevant bicycle education classes and discussions. The series was titled “Biking in the time of COVID.” Their goal was to engage with local and vulnerable community members in Los Angeles County who suffer from the highest number of traffic collisions. Due to COVID-19, many of their community members are also being disproportionately impacted by infections, traffic-related injuries, transportation inequities, lack of access to bicycle safety education. PMJ saw biking education as an important tool to inform community members during this time.

Reach & Impact:

On August 14, PMJ hosted their first webinar in our series titled: “Bike 101 & Know Your Rights.” They had an intimate group of 20 participants where they went over rules and laws when biking on the street, ABC quick check, route planning, gave information on local bike shops and co-ops, as well as what to do if you are ever in a situation where you get stopped by the police while on your bike.

On August 27th, PMJ hosted our second webinar series titled: “Biking & Black Led Uprisings.” We hosted a panel discussion with our Bicycle Education Manager, Lena Williams, founder of Ride On Bike Co-Op, Ade Neff and founder of Date with the Night Bike Collective, Pauletta Pierce where they discussed the current political climate, Black Lives Matter and COVID precautions to take when attending a protest or rally on your bike. They had a group of 33 participants throughout the discussion.

On September 5th PMJ had planned to host their third and final webinar titled “Basic Bike Mechanics” where they were going to discuss how to fix-a-flat on your bike, however due to passing of Dijon Kizzee, a 29 year old Black man who was murdered by LASD while biking PMJ this created community and organizational constraints. PMJ shifted the funds to assist Yolanda Davis-Overstreet in her webinar, “Co-Creating Pedestrian & COVID-19 Safety Practices in Communities of Color.” They assisted in outreach as well as covered speaker and facilitation costs. The webinar had a total of 30 participants.

Lessons Learned & Key Take-Aways:

- Conducting bicycle education virtually is difficult so it is important to find ways to continue to engage participants i.e. pictures, videos, questions etc.
- Important to host events in multiple languages. PMJ is looking to host Spanish or other language classes in the future
- Is it important to discuss the intersections of Mobility Justice and Bicycle Education
- Find ways to give free helmets, bicycle lights and/or PPE to give out to participants, even if classes are virtual
- Continue to seek funding to host similar classes and discussions



Awardee	Public Matters
Project	University Park Slow Jams
Reach/Delivery	150
Grant Amount	\$6,500
County	Los Angeles
Community	USC
Project Category	Popular Education
Program Objective	Identify emerging safety issues in local communities.

Key Accomplishments:

- Covered three zoom workshops for USC Kid Watch families to share about traffic safety in their neighborhood, and introduced safety issues
- Garnered contributions to a UPSJ Collective Digital Map
- Drew 108 participants and engaged 6 USC Ambassadors

Project Synopsis & Key Outcomes:

Project Outcome & Impact:

Through a series of three Zoom workshops conducted in both Spanish and English, University Park Slow Jams (UPSJ) convened space for local USC Kid Watch families to share and document their observations and lived experience of traffic safety in the neighborhood with Public Matters, USC Price faculty and students, and Los Angeles Walks, laying a solid foundation for a collaboration that will expand through the 2020-21 Academic Year. Via presentations, polls, Breakout Room conversations, and an analog/digital mapping & story-gathering activity, participants:

- Were introduced to pedestrian advocacy and people-friendly streets;
- Examined, shared, and validated their experiences with their neighbors;
- Recognized their roles as neighborhood experts;
- And connected the issue of traffic safety with Kid Watch’s broader public safety agenda.

Participants’ contributions live on a UPSJ Collective Digital Map, an evolving repository of data, observations, and stories that will deepen and grow over time (speedy zones, unsafe turning, crashes, near-misses, and more).

The UPSJ conversations revealed the quiet struggles of everyday traffic violence embedded in traffic infrastructure and policies. The project gave participants space to acknowledge the normalization of traffic violence in their neighborhood while identifying specific problem areas. Some got angry. Some expressed the need to organize and mobilize. There are folks who are fired up. They recognize, as Lilia Garcia does, “the power multiple voices have when it comes to making change.”

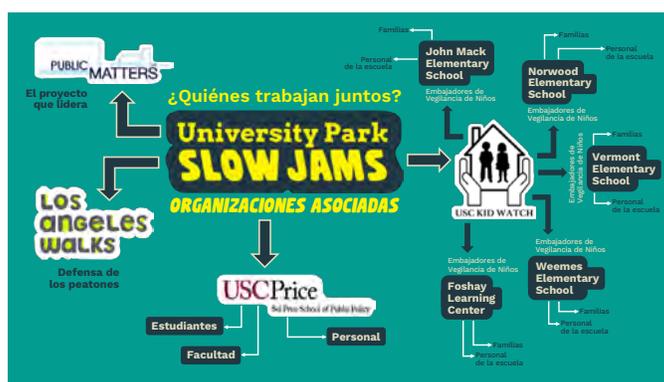
Project Reach

UPSJ focused on developing grassroots leadership and building capacity for local self-determination. It engaged 6 USC Kid Watch Ambassadors in the process of informing and shaping the workshop series, and positioning them to lead and facilitate Breakout Room conversations. Between them,

they boast a cumulative 161 years of neighborhood expertise. The Ambassadors connected UPSJ to families affiliated with Foshay Learning Center, John Mack Elementary School, Norwood Elementary School, Vermont Elementary School, and Lencia Weemes Elementary School. Despite the challenges of digital access and the specter of Zoom fatigue and remote schooling, the three workshops drew 30, 40, and 38 participants respectively - consistent attendance over multiple engagements. The parents also recruited their kids to participate. According to USC Kid Watch, the average Member household has 4-5 people. Moreover, Public Matters promoted UPSJ's burgeoning pedestrian advocates via social media to its 1000 followers.

Lessons Learned:

1. Community members are experts. Follow their lead. Participants' time and experience in the neighborhood range from 6 months to over 50 years.
2. Diverse engagement strategies are effective. Digital access varies and can impact participation. A hybrid strategy combining virtual spaces with small group discussion and an analog mapping activity was fun and productive. Context is important. Numerous industrial, commercial and residential forces shape street safety in the University Park area.
3. Stories behind data points matter, for building public awareness and for guiding policy changes.
4. Community voices want opportunities to be heard. Participants desire opportunities to vocalize frustrations and feel solidarity.



Awardee	Rose Park Neighborhood Association
Project	Street Safe - Pedestrian EcoSystem
Reach/Delivery	300
Grant Amount	\$6,500
County	Los Angeles
Community	Rose Park
Project Category	Safety Education
Program Objective	Increase access to safe routes for vulnerable street users.

Key Accomplishments:

- Reached 34 individuals in two zoom workshops, 14 individuals volunteered to install a chalk art exhibit, and nearly 100 completed the on-line survey
- Reached and engaged hundreds of people via social media
- Distributed safety vests at three affordable senior housing buildings

Project Synopsis & Key Outcomes:

Overview

This project started with the assumption that living in/around high-risk corridors in Long Beach has emotional and behavioral effects. If this assumption was correct, then with the use of artists RPNA would develop a way to translate these findings to improve public safety and street use. They used the terms Pedestrian Friendly EcoSystem and Safe Street Roadmap. These concepts have garnered requests to participate in larger city actions, presentation to the Health and Human Services Commission in Long Beach, and support for visually enhanced intersections with street art. Through the survey and the interactive workshop it is apparent that the following are critical goals: fewer cars on all routes, speed enforcement at or preferably below current limits, re-imagine bus stops for respite and neighborhood building and much greater usability of the neighborhood’s alley network for play, pedestrian walking, and green opportunities.

Reach

RPNA reached 34 individuals in two zoom workshops, 14 individuals volunteered to install a chalk art exhibit, and nearly 100 completed the on-line survey.

- Survey posts on Facebook= reached 200 people w/ 15 engagements with almost 100 survey respondents
- Facebook post announcing SCAG mini grant w/ link to RPNA.org for upcoming street actions = reached 115 people w/ 47 people engaged with the post
- Envisioning Safe Streets post highlighting chalk art action on Facebook - 70 people reached w/ 7 engagements; Chalk Art post on Instagram w/ 20 likes
- Pedestrian Mobility Zoom Workshop for Older Adults = 95 people reached w/ 9 engagements.
- Demonstration video posts on Facebook = 50 people reached w/ 3 engagements

Impact

It is clear through the on-line survey and follow-up workshops that those that participated are ready and willing to re-think the street space. They are collectively and with consensus identified as increasingly narrow sidewalks in increasing types of users e.g. skateboards, e-scooters etc. have created a challenging at best and often an impassable place that pedestrians are to use.

Reflecting these findings via e-news and social media has created immediate and unsolicited opportunities to rethink and revise their street space towards an EcoSystem. Their pedestrian mobility training materials [PowerPoint in English/Spanish, Two street videos] have been requested by two neighborhood associations. Due to COVID and older adult lack of internet RPNA elected to purchase small number of safety vests to distribute to their three affordable senior buildings. They've been asked to present to LB's Health and Human Services Commission and participate in regional action based on their "on-the-street" approach. Their findings will be used on-going in their clean air work, and their street art actions to voice their current lived experience.

Lessons Learned

Despite COVID and the extended heat wave, residents within Rose Park and in adjacent neighborhoods were extremely interested in expressing the sense of vulnerability and willingness to step up and participate in solutions. The lesson learned is that there are people ready and willing to be called on to work with SCAG and other governing bodies to make major improvements in street use priorities.

By allowing respondents weeks, not just a few days, to take the survey the results shifted from a 'status quo' to a 'let's think about this differently'. The lesson learned is to build easy and approachable surveys as part of further Street/Safe engagement.

The continuing lesson is that the 'users', i.e. residents are the best source of lived experience when planning for optimum street use and safety.



Awardee	Trust South LA
Project	Leveraging Emergency Meal Distribution Services to with Education/ Engagement Related to Social Distancing Protocols for Transit, Biking & Walking
Reach/Delivery	4,000
Grant Amount	\$9,995
County	Los Angeles
Community	South LA
Project Category	Safety Education
Program Objective	Increase access to safe routes for vulnerable street users.

Key Accomplishments:

- Created public information and safety brochure for distribution in their neighborhood
- Reached 5,484 people via outreach through brochure, email, and text

Project Synopsis & Key Outcomes:

The information drive project (brochure) enabled Trust South LA to consolidate Covid-19 related public information in one easy to read material that allows their neighborhood to have access to important information that they needed to stay safe and informed; like Covid-19 Safety Tips, Street Safety, UI Resources (for those who lost jobs/income) and Covid-19 Testing Sites around TRUST South LA. This also provides awareness to their members and non-members who are utilizing public transport to have simple guidelines on how to stay safe. The project also addresses communities who have no access to emails or media.

To increase their reach, they also distributed the brochures to the neighborhood and during their slow streets visits.

As of September 3, 2020, they were able to reach 5,484 people (members and non-members of Trust South LA) mostly adults/parents by disseminating the brochures they made (English and Spanish) in person and by sending digital copy via mass text and mail chimp. They also posted it on our website. They are still doing the distribution of the brochures during their free meal distributions every Monday and Thursday at their office.

The screenshot shows the 'text-em-all' web application interface. At the top, there is a navigation bar with 'HOME', 'CREATE BROADCAST', 'CONVERSATIONS', 'CONTACTS', and 'MESSAGE LIBRARY'. The user is logged in as 'GABRIELA'. The main content area is titled 'Summary' and includes several action buttons: 'EDIT', 'CANCEL', 'ADD A RECIPIENT', and 'DUPLICATE BROADCAST'. Below these buttons, the broadcast details are displayed: 'scag brochure', created on Sep 3, 2020 at 4:16 PM, starting on Sep 3, 2020 at 5:00 PM, and starting in 40 minutes and 41 seconds. The broadcast ID is 11777782, the type is Text, the start date is Sep 3, 2020 at 5:00 PM, and the text number is (844) 567-2724. A circular progress indicator shows '0% SENT' and '321 Incomplete 100%'. The text message content is: 'Check out TRUST South LA's Covid-19 Safety Tips! Included are general tips, resources, and testing sites! https://www.dropbox.com/s/8brh5ahv42mgvt2/TRUST_corona_safety_brochure_F.pdf?dl=0'. A 'SAVE MESSAGE AS TEMPLATE' button is located at the bottom of the message preview. On the left side, there is a 'Text Results' sidebar with a list of categories: All Texts (321), Delivered, Failed, Invalid, Incomplete (321), Opted Out, and Replied.

The screenshot shows the 'COVID-19 UPDATES' webpage for TRUST South LA. The page features a navigation menu with 'ABOUT', 'RESOURCES', 'PRESS', 'BLOG', 'CALENDAR', 'SUPPORT', 'COVID-19 UPDATES', and 'CONTACT'. The main heading is 'COVID-19 UPDATES'. Below the heading, there is a paragraph: 'Here you can find links to important resources during this pandemic. We are all in this together.' This is followed by a list of resources:

- **COVID19 Brochures** Includes Safety Tips, How you can protect yourself and your Community. You can also find here resources for those who lost their jobs and COVID19 testing sites.
- **SoCal Gas CARE Program** that gives eligible customers a 20% discount on their monthly natural gas bill. https://www.socialgas.com/sites/default/files/1443739496426/N19ED029A_IG-CARE_Self-Cert_App_Eng_FNL_FILL.pdf
- **LOS ANGELES – Mayor Garcetti today announced the launch of the Angeleno Card** – a program that provides financial assistance to COVID-impacted households in the city. The no-fee debit cards will provide amounts ranging from \$750-\$1500, regardless of immigration status. Qualified applicants annual income must fall below the federal poverty level prior to the COVID-19 crisis, and they must have fallen into deeper economic hardship as a result of the crisis. <https://hcidla.lacity.org/family-source-centers>
- **Use this time to complete you Census form. We all need to be counted to make sure our community receives the necessary funding!** <https://2020census.gov/>
- **SAJE's Norent link for renters to draft automatic letters to property owners.** <https://www.norent.org/en/>
- **LADWP bill discount programs:** <https://www.ladwp.com/ladwp/faces/ladwp/residential/r-fa-discount/rates>
- **City of LA Tenant Protections. No evictions should be taking place now.** <https://hcidla2.lacity.org/covid-19-renter-protections>
- **Emergency Rental Assistance Subsidy Program** was created by LA City Council President Nury Martinez, the City Council and HCIDLA, with the

Awardee	Untokening
Project	Transformative Talks: COVID-19 and Community Resilience
Reach/Delivery	700
Grant Amount	\$8,350
County	Los Angeles
Community	
Project Category	Popular education
Program Objective	Envision safety improvements to regional transportation infrastructure that prioritizes vulnerable street users.

Key Accomplishments:

- Convened virtual series facilitated by Untokening and Pueblo Planning centered the voices of community members and co-created a vision for mobility justice in a COVID-19 world. The space was created for Black, Indigenous, People of Color
- Engaged hundreds of individuals through panel discussions, serving as a model for equity work in this area

Project Synopsis & Key Outcomes:

This virtual convening series facilitated by Untokening and Pueblo Planning centered the voices of community members and co-created a vision for mobility justice in a COVID-19 world. The space was created for Black, Indigenous, People of Color (BIPOC) community leaders, advocates, and practitioners and engaged dozens to hundreds of individuals through Zoom and Facebook Live. The insights and strategies shared during the participatory panel discussions were documented and shared as a resource to the broader planning community. This convening serves as a model for equity work in this arena; BIPOC and other marginalized communities should be centered in planning and policy decisions so they best serve the entire community.

Collectively, participants articulated clear strategies and paths to accountability for mobility justice issues: Open Streets planning must include and reflect the needs of BIPOC communities who are simply in danger by accessing public spaces, integrate the needs of those who are not able-bodied and the unhoused, and continuously answer the question, “Open for Whom?” when making planning decisions.

Planning processes must acknowledge and address how various systemic injustices are piling up against our BIPOC communities: racist, police brutality, environmental injustices and air pollution in our neighborhoods, transportation cuts affecting the safety of essential workers going to work, transit policies that pit transit workers against riders, disproportionate impacts of COVID-19, and investments in policing on transit rather than in transit itself. Transit workers and riders are often from the Black and Brown communities who have been hit the hardest by COVID-19. Essential workers such as delivery workers allow large populations of the U.S. to remain safe and work and shop from home.

What are the ways elected officials and leaders can meaningfully communicate the imperative role essential workers play in our society? How can we ensure we are not sacrificing essential workers’ lives but protecting and uplifting them? In the realm of transportation, transit workers must be

protected with proper Personal Protective Equipment (PPE) and policies must be implemented that value their life (such as paid sick leave when contracting COVID-19, staggering shifts to avoid overcrowding, etc.). Like all planning processes, their voices must be centered in decision-making and they must have safe opportunities to participate.

COVID-19 is a new public health crisis that translates into specific institutional and racist challenges for the BIPOC community such as working and traveling safely as an essential worker. The issue of police brutality and the need to defund the police is not new—BIPOC communities have been demanding change for decades. As we move forward to address the plethora of systemic issues BIPOC and other marginalized communities face, we must begin to decenter mainstream narratives (such as the focus on policing) in order to make room for creative, alternative solutions and methods of accountability. In doing this work, we must counteract colonial thinking, and remember our connection to the earth and our collective humanity.

For many Black, Indigenous, People of Color (BIPOC), who work in the transportation sector, we have no choice but to continue to tie together the personal, political, and professional aspect of our lives. There is such a huge impact from COVID-19 on people of color and many of us are inundated with illness and death and do not have the time or space to grieve. As a result, other priorities take precedence and our perspectives are more nuanced and our work is centered around how that impacts people who are marginalized. Holding this truth, the community wove the personal, political, and professional when reflecting upon each of these mobility issues.



COVID-19, Uprisings, & Mobility Justice



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About

COVID-19, Uprisings, & Mobility Justice
2020 Transformative Talks Series
Co-Produced by: The Untokening and Pueblo Planning
Funding Provided by: SCAG Go Human

From Stories to Strategies

The Untokening, in collaboration with Pueblo Planning, started convening a virtual conversation in April to share our concerns and visions for mobility justice in a COVID-19 world. We facilitated this virtual space where people could come together to share ideas and highlight community-based narratives and strategies; the goal was to create a healing space for Black, Indigenous, People of Color (BIPOC) community leaders, advocates, and practitioners engaged in mobility justice. Using Zoom and Facebook Live, we hosted engaging participatory panel discussions with facilitators and participants from across the country.

Participatory Panel Format
The team aimed to create a dialogue among participants rather than provide one-way knowledge sharing from speakers. To that end, we created a model where “facilitators” planned discussion questions and remarks and then invited attendees to join the panel as speakers. All the facilitators were BIPOC practitioners. For each session we had at least one facilitator who was at the frontline of the impacts of mobility injustices, ranging from an Amazon employee to a racial justice activist on the ground in Minneapolis.

For the first 30 minutes, facilitators shared their analysis on the issue and helped lay the foundation for the conversation. For the next hour, they posed thoughtful questions to the webinar attendees; participants were then able to become panelists themselves sharing their responses, reflections, and strategies to questions being posed in the discussion. Key insights and strategies from each participatory panel discussion was documented and shared as a resource to the broader planning, policy, and advocacy community.

4 COVID-19 Uprisings & Mobility Justice

Awardee	Walk 'n Rollers
Project	Safe Travels: Bike Safety Videos for Kids
Reach/Delivery	Not Listed
Grant Amount	\$7,500
County	Los Angeles
Community	
Project Category	Safety Education
Program Objective	Educate communities on safe practices

Key Accomplishments:

- Produce three Safe Travels videos for posting on Youtube and digital promotion
- Garnered cross promotion from other community groups, extending reach
- Initial garnered almost one thousand views, with many more projected

Project Synopsis & Key Outcomes:

WnR were able to complete all three projected Safe Travels videos within the allotted times. All are currently on their YouTube channel and available for viewing and sharing. With close to a thousand views, and only three weeks of promotion, they are pleased with the initial launch of their series. They expect that as the videos get shared in their networks and beyond that the videos could eventually reach thousands of views for each video.

Project Reach

Each video was launched through their online newsletter lists and promoted online through FaceBook, Twitter and Instagram. Their general outreach totals over 4,000 individuals and another 1,000 targeted to Los Angeles Unified and Culver City School Districts, as well as principles and school contacts throughout the region, including a specific Safe Routes to School practitioners list. In addition, the videos were shared across a large network through support from their community partners: LA Bicycle Coalition and Bikerowave Co-Op. Several organizations retweeted and shared their posts extending the reach far beyond the project scope. For example, LA Parent Magazine, LA Walks, Colorado DOT, NY Safe Routes to School and area law enforcement agencies shared WnR's links and posts.

Project Impact

Impact is difficult to measure given the short time period. Equally challenging is how many kids have seen them. They are assuming that many of the views were by parents watching with their children or teachers sharing it with a class. Therefore each recorded view could conceivably translate into 3 to 30 actual viewers. Consequently, they won't know how behavior may have changed for months or even longer. However, they do know that the videos were received positively and shared regularly by students, cycling advocates and safe routes to school practitioners.

To help with impact, they also developed corresponding activity worksheets for each video. These were created to encourage easy inclusion in daily school lessons by faculty to further spread the

reach of the video series. They anticipate that the videos will continued to be shared helping the series become a leading resources for kids and families to learn about street safety. They are working with several local governments to add the video series to their websites as resources for their Safe Routes to School Programs.

Lessons Learned

Although Walk 'n Rollers had previously produced videos using an outside resource, this was their first time producing a series in-house. Lessons learned revolved around time, capacity and budget. Perhaps the biggest lesson learned was to develop a comprehensive marketing and outreach strategy to correspond with each video. Adding coverage on the student crew, the making of the films and taking better advantage of local events would have resulted in a more successful launch. Additionally, allowing more tie for planning and production of the series would have helped streamline resources. They will continue to promote and use their network and resources to get more views for the video series.



Awardee	Yolanda-Davis Overstreet Consulting
Project	Co-creating Pedestrian & COVID Safety Practices in Communities of Color: at the intersection of advocacy for essential worker, youth-cent
Reach/Delivery	Not Listed
Grant Amount	\$7,500

Key Accomplishments:

- Provided intentional webinars fostering safety for over 900+ students of neighboring schools
- Exposed community leaders to school groups, aligning insights and concerns in the community

Project Synopsis & Key Outcomes:

This project came together in such an intentional way per tapping into the pedestrian and COVID-19 safety issues around the participating school-centered spaces. During these most uncertain days, what was made clear during this process, is that the power of collective dialogue on the common grounds we all reside on – is when humanity can be at its best. Setting the platform to emphasize that our youth’s safety should always be our priority, this webinar was able to foster a space with two high ranking administrators who work within opposing learning institutions philosophies of existence – a Charter School, and a LAUSD Elementary School. Yolanda-Davis Overstreet were able to format a webinar experience in such a way, that there was no space for the bureaucracy battles, but instead a inclusionary approach that offered vast grounds for their human lived experiences as leaders of neighboring schools – in which they both sought to provide a school-centered space to foster safety for their 900+ students.

Through the regenerative construct of this intentional webinar, their community-based leaders were also able to meet each school where they stood. They were able to offer more aligned insights per the schools needs and concerns around next steps pertaining to restructuring their neighborhoods to work more equitably for Black and Brown Lives. The observations and insights aimed to be – inclusive to pedestrian safety needs as it relates to the various modes of transportation and recreation. The dialogue that took place were unscripted and real – and for sure demonstrated transitioning moments in which the human experience was being elevated to organically reframe how “they could envision and co- create” pedestrian safety moving forward from the outdoors to inside the classroom, and even aspiring to be engaged in the policy-making conference rooms of City Hall.

Key take-aways from their team, schools, and COB panelists:

- Principal perspectives were so incredibly critical. The consideration of not only the students but considering the transportation modes of all staff that arrive before students – this can help shape the considerations of the entire school community.
- The school districts need to be more sensitive to the needs that school administrators are expressing. The need for a crossing signal, designated crosswalk, crossing guard and other safety improvements are critical as preventative measures for fatal or near fatal collisions.
- The school district should take a proactive role in protecting children prior to their arrival to school and at dismissal.
- This topic was relevant, per thinking about how children return to school safely is critical. We know if safety improvements are not made, black and brown children and lower communities would be adversely affected.

Final Report

Go Human Mini Grant Project

Prepared by Yolanda Davis-Overstreet

Co-creating Pedestrian & COVID
Safety Practices in Communities of Color
Saturday, September 5, 2020 - 10:00am-12:30pm



PMJ Stats & Responses per Social Media Outreach

