

Equitable Engagement

October 19, 2021



Toolbox Tuesday



www.scag.ca.gov



The workshop duration will be 1.5 hours.

Upon arrival, all participant lines will be muted. You can unmute yourself if you wish to speak during the Q&A.

At the end of each presentation, there will be a Q & A. If you have a question, please type it into the chat box.

SCAG is providing closed captioning at this meeting. If you would like to activate or hide that feature, click the “Live Transcript” button along the bottom menu and choose “Show Subtitle” or “Hide Subtitle.”

SCAG will e-mail a short evaluation survey and materials to all registrants after the workshop.

SCAG Recent Equitable Engagement Efforts



**RACIAL EQUITY
EARLY ACTION PLAN**



PUBLIC PARTICIPATION PLAN

**COMMUNITY SAFETY
AMBASSADOR
TRAINING PROGRAM
TOOLKIT**

**PROGRAMA DE
ENTRENAMIENTO PARA
EMBAJADORES DE LA
SEGURIDAD COMUNITARIA
CAJA DE HERRAMIENTAS**



2020-2021

Sustainable Communities Program

CALL 4: CIVIC ENGAGEMENT, EQUITY & ENVIRONMENTAL JUSTICE

#PedestrianSafetyMonth





Interpretation services available!



SCAG offers free interpretation services for Toolbox Tuesdays (and other SCAG events)

When registering, indicate your interest in **interpretation services** and your **preferred language**.

Interpretation services are guaranteed with **72-hour advance notice**.

Agenda



- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1. Welcome & Logistics | 1:00 – 1:10pm |
| <ul style="list-style-type: none">• Dorothy Le Suchkova, SCAG• Alina Borja, SCAG | |
| 2. SJCOG Equitable Engagement Strategies | 1:10 – 1:22pm |
| <ul style="list-style-type: none">• Christine Corrales, San Joaquin Council of Governments | |
| 3. Tools for Equitable Engagement | 1:22 – 1:35pm |
| <ul style="list-style-type: none">• Jenny Yu, KOA | |
| 4. Breakout Session #1 | 1:35 – 1:50pm |
| 5. Breath Break | 1:50 – 1:55pm |
| 6. Safe Routes to School | 1:55 – 2:15pm |
| <ul style="list-style-type: none">• Yoliviviana Sanchez, Imperial County Public Health• Brenda Buzane, Imperial County Office of Education | |
| 7. Breakout Session #2 | 2:15 – 2:28pm |
| 8. Closing | 2:28 – 2:30pm |
| <ul style="list-style-type: none">• Dorothy Le Suchkova, SCAG | |

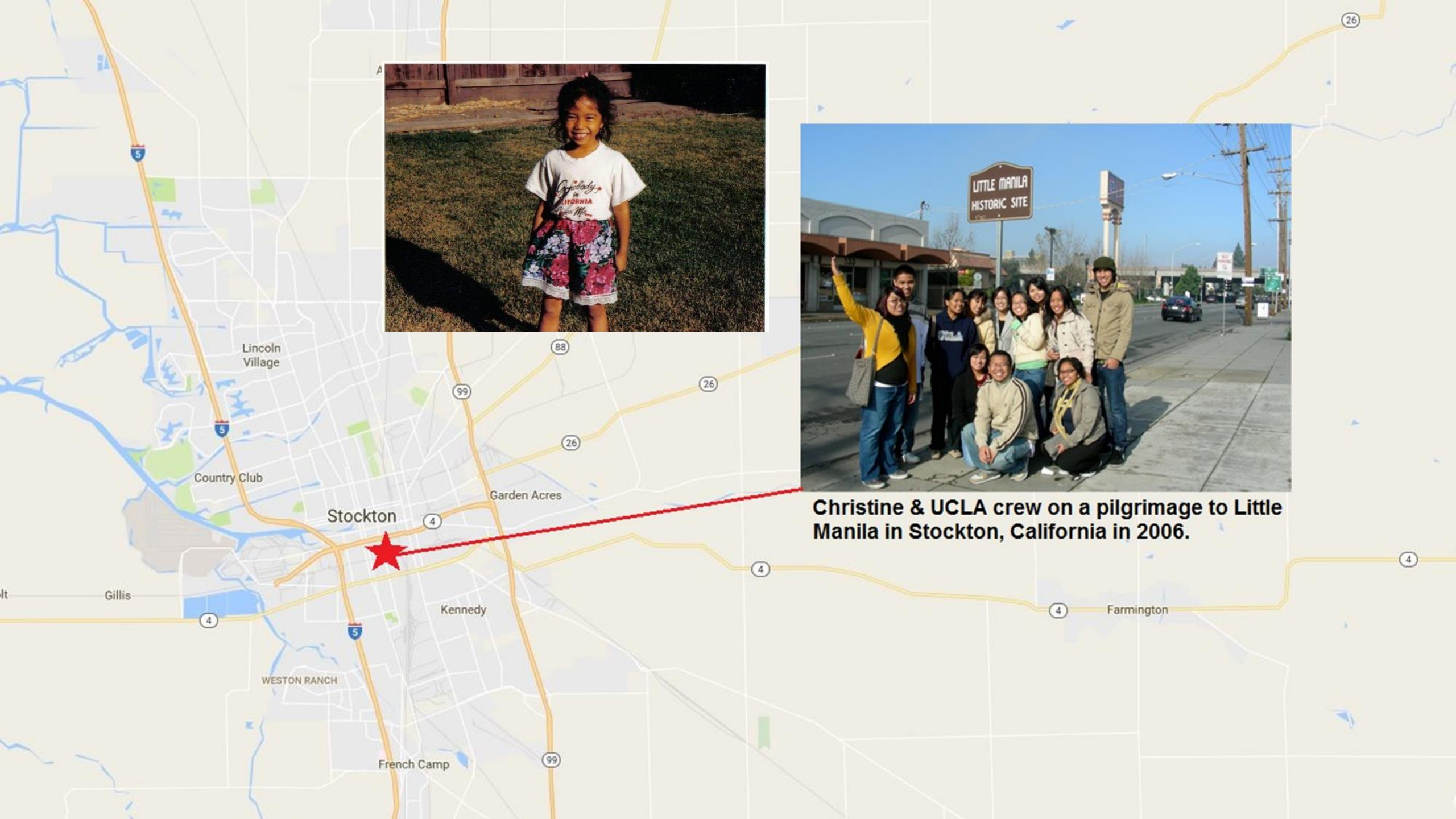
Toolbox Tuesday: Equitable Engagement



Christine Corrales | Senior Regional Planner
San Joaquin Council of Governments
corrales@sjcog.org



Christine & UCLA crew on a pilgrimage to Little Manila in Stockton, California in 2006.



Plan & Prepare for Equitable Engagement

1

Collect or
review
baseline data

2

Identify goals

3

Research best
practices

4

Align agency
resources



SJCOG Equitable Engagement Strategies

Early and ongoing consultation and engagement

Go to community

Partnerships and mini-grants

Offer online/virtual engagement opportunities

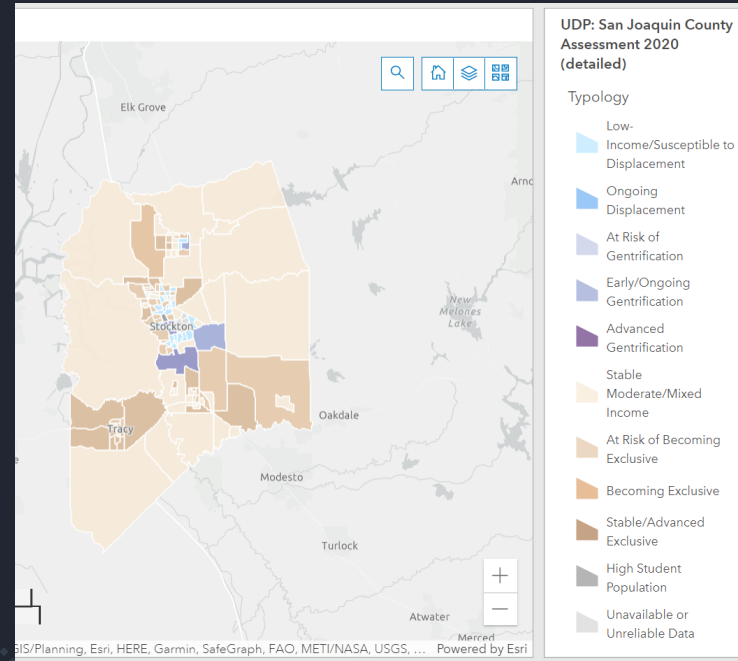
Provide incentives





The EZ Way to Plan, Pay and Ride

Find EZHub on the Vamos Mobility app



Planning and Implementation for Equitable Outcomes

- Vamos/EZ Hub App: Improved transit access and safety
- Displacement Study: Expanded local and regional data analysis
- Stockton Mobility Collective: Increased mobility in DACs



Contact Info:

Christine Corrales

Senior Regional Planner

San Joaquin Council of Governments

corrales@sjcog.org



October 19, 2021

Toolbox Tuesday: Tools for Equitable Engagement | SCAG

Jenny Yu, AICP



What is Equitable Engagement?

Some Definitions:

“An equitable, inclusive community engagement approach to public decisions ensures that the people most affected and most marginalized, especially those who have been historically left out of these conversations (eg, low-income people, returning citizens, communities of color, recent immigrants, speakers of English as a second language), have a say in the decisions that affect their lives.”

- *ChangeLab Solutions*

“Equitable engagement is a combination of processes that support the participation of people of color, immigrant and refugee communities, and low-income people in neighborhood groups’ outreach and public engagement processes.”

- *Seattle Neighborhoods*



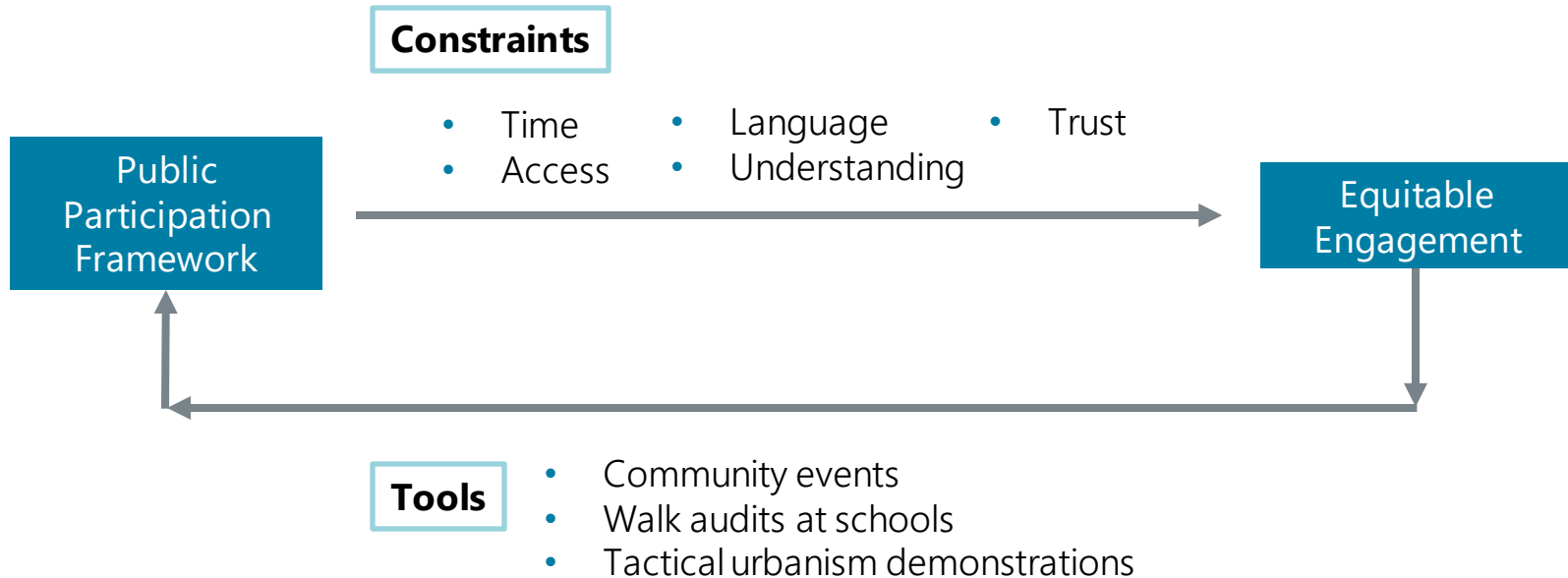
Public Participation Framework

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2018. All rights reserved. 20181112_v1

Towards Equitable Engagement



San Bernardino Active Transportation Plan



Community Events

San Bernardino Active Transportation Plan



Community Events

Ontario Active Transportation Plan



Walk Audits



Ontario Active Transportation Plan



Walk Audits

Go Human Activation in El Monte



Pop-up Safety Demonstrations

Go Human Activation in El Monte



Pop-up Safety Demonstrations

Lessons Learned



Collaborate with trusted community leaders



Go to the communities that you want to reach



Do your homework before an outreach event



Be flexible, humble, and sincere

Contact Info

Jenny Yu | jyu@koacorp.com



Breakout Sessions



- Share expertise & experience
- 10 minutes
- 2 guiding questions
- Speaker will join as participants
- Staff will hop through breakout rooms
- Share-back in the chat; one volunteer to report out verbally
- Take space/make space

Active Transportation Program

Safe Route To School

Project Specialist: Brenda Buzane
Imperial County Office of Education
Student Well-Being Department

Yoliviviana Sanchez
Health Program Coordinator
Imperial County Public Health Department



Outline of Topics

- Background
- School Activities
- Collaboration
- Next Steps



Background



Collaboration Efforts



Law Enforcement, City Staff, Bicycle Club, Youth Club such as, AmeriCorps and Law Enforcement Explorers.

Collaboration Efforts 2021

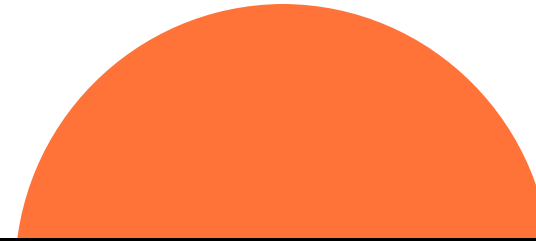


Safe Route to School Activities

School Activities

- Walk/Drone Audits
- Examining school drop off and pick up sites.
- Conduct parent surveys about walking and biking to and from school.
- October and/or May are national "Walk and bike-to-School Day" events.
- Bicycle Rodeos

Westmorland Drone Audit



Heber Walk Audit



https://icoek12-my.sharepoint.com/:v/g/personal/brenda_buzane_icoe_org/EVa-IPZwL_1NqRafjoU3idUBIT02-4n83JMOfdxAaYzqOg?e=zDcgMA

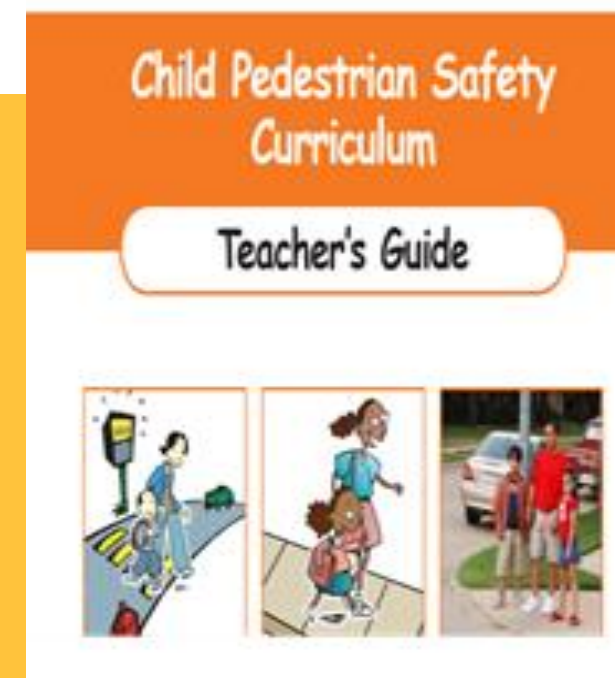
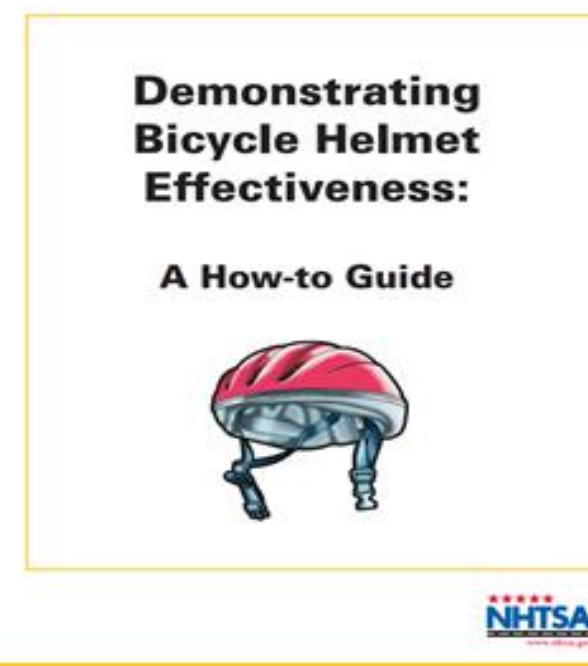
Student Curriculum

National Highway Traffic Safety Administration

- Walking and Bicycling Safely Near Traffic
- Crossing Streets and Intersections Safely
- Parking lot and Bus Safety
- Bicycle and Helmet Safety
- Health and Environment

The students will be able to:

- Explain reasons we walk to places and identify common places to walk
- Define and use appropriate pedestrian safety vocabulary
- Recognize and demonstrate safe practices near traffic.
- Describe key concepts of safe riding
- Understand gas emission effects/pollution



School Activities

Educational Sessions

- Teacher/Parent presentation with educational material
- Student curriculum:
- Two sessions of 40-45 min
- Virtual or In-person sessions



“Coming together is a beginning. Keeping together is progress. Working together is success.” -Henry Ford.



Next Steps

- Implement SRTS Program.
- Update the School Wellness with the SRTS curriculums.
- Addressing Attendance through Sat Routes to School.



