



# TABLE OF CONTENTS

PROGRAM OVERVIEW.....	1
COUNTY HIGHLIGHTS.....	12
IMPERIAL COUNTY.....	13
SAN BERNARDINO COUNTY.....	26
VENTURA COUNTY.....	46
CONCLUSION.....	57
ACKNOWLEDGMENTS.....	61
APPENDICES.....	65



# PROGRAM OVERVIEW



# PROGRAM OVERVIEW



The Community Safety Ambassador Training Program (Ambassador Program) was a joint project of SCAG, its Go Human program, and California Walks (Project Team).

Launched in 2021, the Ambassador Program served Imperial, San Bernardino, and Ventura counties, which were identified by the Project Team as communities of need with reduced capacity to access regional programs and funding cycles.

The Ambassador Program was designed to be a virtual community engagement and leadership development opportunity for community members. It provided education and resources through a series of trainings, workshops, and activations focused on walking and biking safety.

## Ambassador Program goals:

- Create informed, thoughtful, and empowered community Ambassadors to serve as safety champions for walking and rolling in their community
- Increase capacity to improve walking and biking access and safety in each community
- Strengthen collaboration with local community spaces and leaders
- Help make these counties safer and more pleasant places to navigate on foot or on wheels.

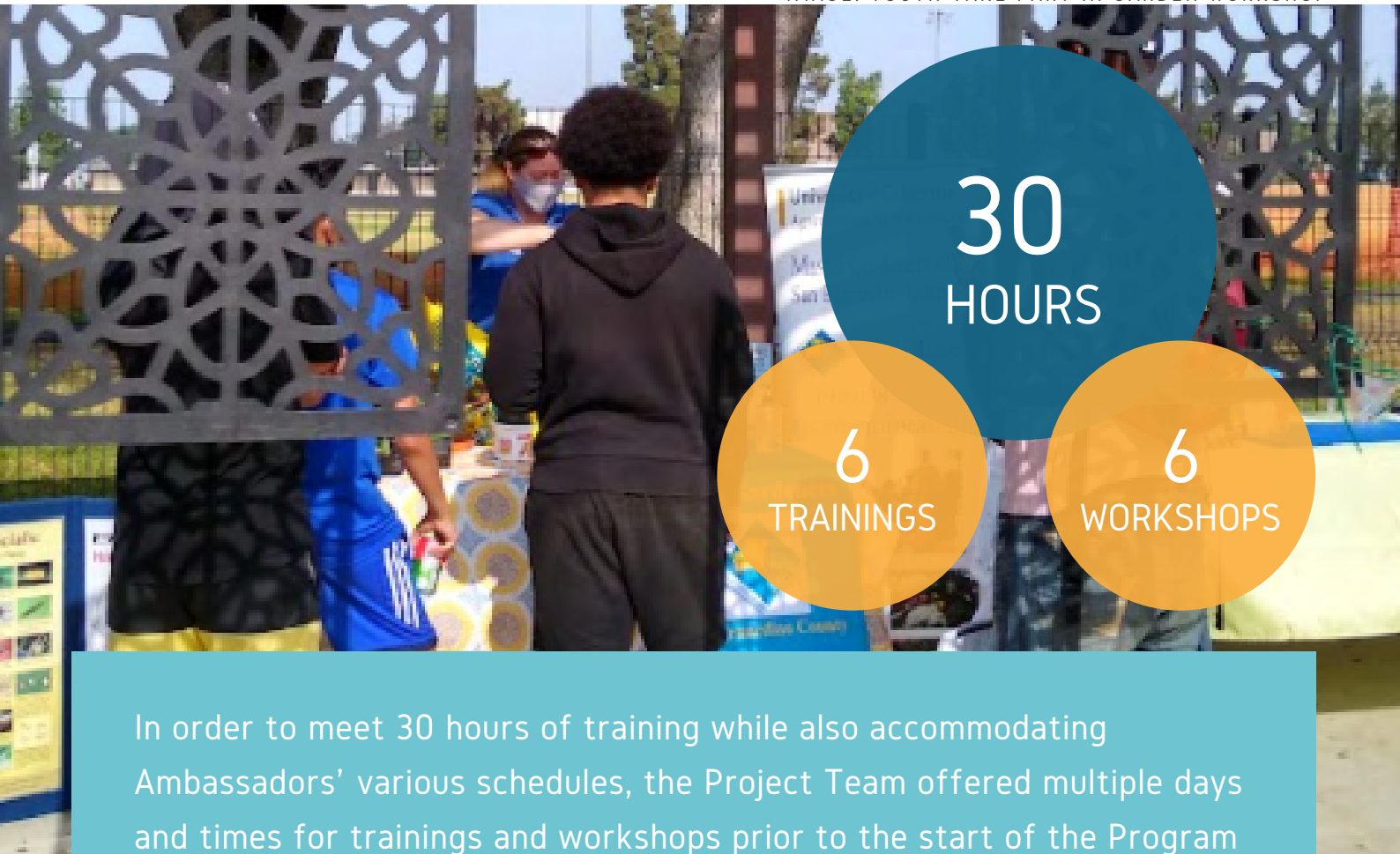


# PROGRAM OVERVIEW

## TRAININGS + WORKSHOPS

The Program ran from May through September 2021. Ambassadors were each compensated upon completing the Program, which included attending training and workshop sessions, as well as completing a meaningful activation in their community.

IMAGE: YOUTH TAKE PART IN GARDEN WORKSHOP



In order to meet 30 hours of training while also accommodating Ambassadors' various schedules, the Project Team offered multiple days and times for trainings and workshops prior to the start of the Program so Ambassadors had options and could plan in advance. Training and workshop sessions were designed to build on and complement each other.

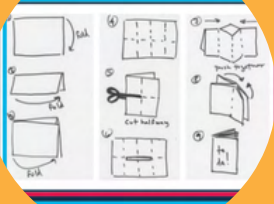
# PROGRAM OVERVIEW

## TRAININGS + WORKSHOPS

### INTEREST POLLS ENCUESTAS DE INTERÉS



- TRAINING + LISTENING SESSION 1: Ambassadors shared local expertise in listening sessions.
  - WORKSHOP 1: Safe System Framework and Active Transportation 101
  - WORKSHOP 2: Safe System Framework and Active Transportation 101



- TRAINING 2 - COMMUNITY CONTEXT: Ambassadors shared local expertise via virtual walk and bike assessments.
  - WORKSHOP 3: Sharing Community Resources and Programs
  - WORKSHOP 4: Turning Data into Stories

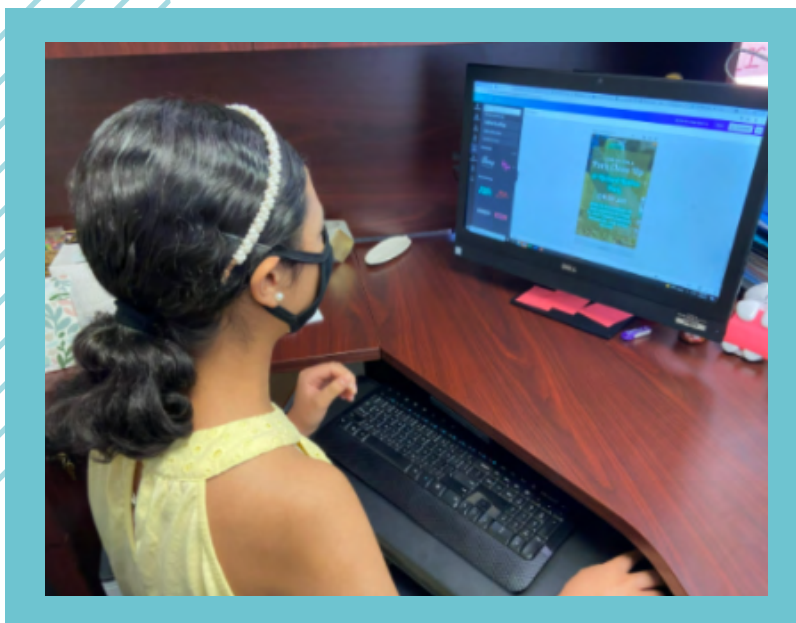


IMAGE: YOUTH USING COMPUTER TO CREATE AND SHARE IMAGES

# PROGRAM OVERVIEW

## TRAININGS + WORKSHOPS



- TRAINING 3 - VISIONING SAFE SYSTEMS: Ambassadors learned more about the Safe System Framework.
  - WORKSHOP 5: Safety, Identity, and Movement in Public Space
  - WORKSHOP 6: Safety, Identity, and Movement in Public Space

### COLLAGE-MAKING ACTIVITY COLLAGE COMUNITARIO



- TRAINING 4 - ADVOCACY SKILLSHARE: Ambassadors learn advocacy concepts and strategies to improve traffic safety.
  - WORKSHOP 7: Amplifying Community Voices
  - WORKSHOP 8: Engaging Indigenous Communities

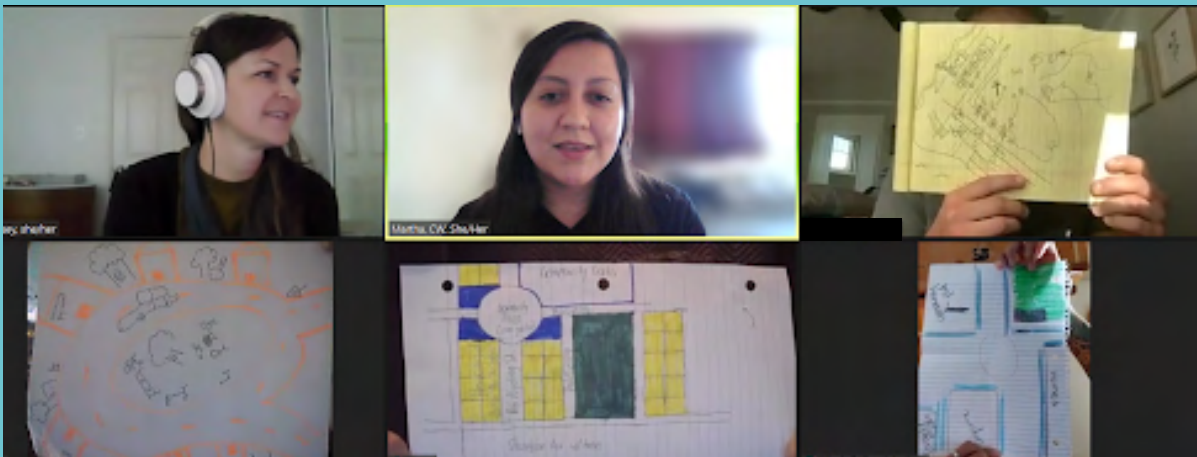


IMAGE: SCREENSHOT OF VISIONING ACTIVITY WITH EXAMPLES BEING SHOWN BY PARTICIPANTS

# PROGRAM OVERVIEW

## TRAININGS + WORKSHOPS

DECISION-MAKING BODIES  
ÓRGANOS DE TOMA DE DECISIONES  
You! ¡Usted!



- TRAINING 5 - ENGAGING POWER: Ambassadors learn about active transportation from government partners.
  - WORKSHOP 9: Funding Projects
  - WORKSHOP 10: Community Stories in Engaging Power

Creating The Change



- TRAINING 6 - COMMUNITY POWER: Ambassadors review Program concepts and share ongoing commitments to community safety.
  - WORKSHOP 11: Ambassador Showcase I
  - WORKSHOP 12: Ambassador Showcase II



IMAGE: SCREENSHOT FROM AMBASSADOR SHOWCASE

# PROGRAM OVERVIEW

## ACCESSIBILITY + SUPPORT

The Project Team aimed to ensure that Ambassador participation and accessibility was prioritized throughout the Program.

### INTERPRETATION

Spanish interpretation was provided at training and workshop sessions, and breakout sessions were organized and facilitated with language needs in mind.

### VISUALS

The Project Team created slide decks with accessibility in mind. They used minimal text, large font size, colors, graphics, and photos to create engaging visuals, such as the one below from Training 3.



IMAGE: SCREENSHOT OF SLIDE FROM TRAINING 3



# PROGRAM OVERVIEW

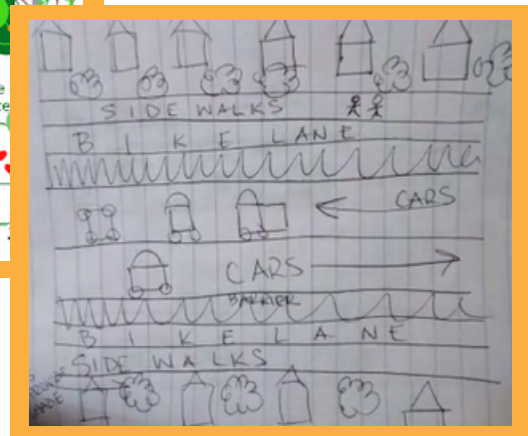
## ACCESSIBILITY + SUPPORT

### INTERACTIVE ACTIVITIES

The Project Team used interactive activities to improve understanding of concepts and creatively engage participants. They used videos, graphics, memes, and other visuals in place of text, in addition to virtual interactive tools such as Google Jamboards and Zoom Whiteboards.



IMAGES: WHITEBOARD VISIONING ACTIVITY (ABOVE)  
AMBASSADOR VISIONING DRAWING (RIGHT)



### TECH SUPPORT

The Project Team checked in directly with Ambassadors that seemed to have poor internet connection and provided additional tools such as Wi-Fi extenders and printouts.

# PROGRAM OVERVIEW

ACCESSIBILITY + SUPPORT

## VIRTUAL SKILLS

Facilitators regularly encouraged Ambassadors to participate and build their virtual meeting skills by using the various Zoom functions, especially during breakouts and group discussions. For many Ambassadors it was their first time working with Zoom and other virtual learning platforms.

## CO-FACILITATION

A portion of the Program curriculum gave opportunities for Ambassadors to inform and co-facilitate group discussions. For example:

- Ambassadors facilitated their own one-on-one and small group discussions to foster connections and expand on content material.
- Polls and surveys were used to gauge Ambassadors' interests in potential topics and inform curriculum development; below are sample poll results.

45%  
INTERESTED  
IN WALKING  
SAFETY

33%  
INTERESTED  
IN FUNDING

33%  
REQUESTED  
SLIDE  
PRINTOUTS

31%  
LEARN BEST  
WATCHING  
VIDEOS

16%  
REQUESTED  
LANGUAGE  
SUPPORT

SAMPLE AMBASSADOR POLL RESULTS.

# PROGRAM OVERVIEW

## ACCESSIBILITY + SUPPORT

Outside of trainings and workshops, the Project Team supported Ambassadors through email, text, and phone calls, depending on their preference. Weekly informational emails with training materials and other resources were sent out to all Ambassadors.



IMAGE: COACH FROM EL SOL AND TEAM R.O.O.T.

## COACHING

Ambassadors were also assigned a California Walks coach to support them in planning their activations. Ambassadors in San Bernardino and Imperial were also supported by local partners that were subcontracted through the grant. These added opportunities for connection created strong bonds between Ambassadors and the Project Team, despite what was assumed to be a limited virtual setting during the COVID-19 pandemic and social distancing precautions.



# COUNTY HIGHLIGHTS



# IMPERIAL COUNTY

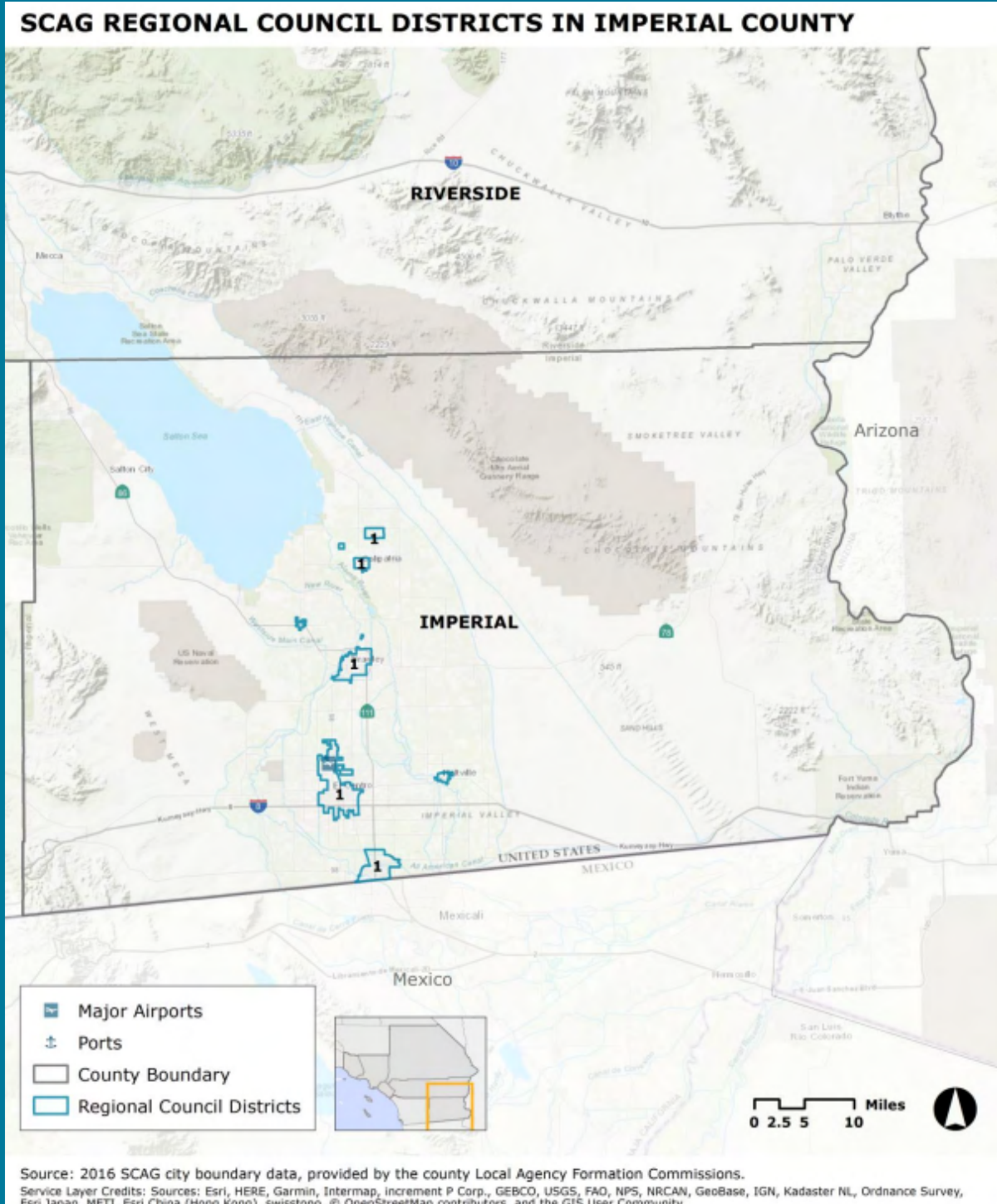


IMAGE: COUNTY MAP FROM SCAG LOCAL PROFILES

# IMPERIAL COUNTY

## COUNTY HIGHLIGHTS

Imperial County is located in the southeast corner of the SCAG region on Kumeyaay, Cahuilla, and Cocopah Land.

It is the least populated county in the region at roughly 190,600 people or about 1% of the total population. Imperial County consists of seven cities and about 20% of the population lives in the Unincorporated Area.

The overall demographics of the county are over 80% Latine, 11% Non-Latine White, and other ethnicities comprising less than 5% of the population.

1%

OF TOTAL POPULATION IN SCAG REGION

20%

LIVE IN UNINCORPORATED AREA OF COUNTY

7

INCORPORATED CITIES

# IMPERIAL COUNTY

## AMBASSADOR HIGHLIGHTS

The Imperial County Cohort included five Ambassadors that successfully completed the program.

All Imperial Ambassadors were Hispanic and tended to skew younger in terms of age (under 40). One Ambassador was affiliated with an organization called B.E.S.T. Step Forward, which focuses on disability justice and services, and another with LABICI (Laboratorio de Invención para la Ciudad, or Laboratory for City Innovation).

2

CALEXICO  
AMBASSADORS

1

BRAWLEY  
AMBASSADOR

1

CALIPATRIA  
AMBASSADOR

1

EL CENTRO  
AMBASSADOR

# IMPERIAL COUNTY

## ACTIVATION HIGHLIGHTS

Ambassadors in Imperial County produced 12 out of 40 total activations.

Imperial activations included a range of activities, such as:

- Sharing safety and encouragement messaging on social media
- Conducting walk and biking assessments
- Analyzing crash data
- Walking and biking safety and encouragement events
- Capacity strengthening through local collaboration

The following pages provide a brief summary of each Imperial Activation.

12  
ACTIVATIONS

500+  
REACHED

# IMPERIAL COUNTY ACTIVATIONS

## Safe Routes to Parks 1

- Calexico Ambassador
- Location: Westmorland
- Date: 7/13/21
- Reach: 80
- Conducted a walk assessment to park and shared safety messaging on social media.

Take a walk and use this checklist to rate your neighborhood's walkability.

**How walkable is your community?**

Name of walk: Westmorland Park Rating Scale: 1 2 3 4  
no/very few problems many problems some problems good

**3. Do you have room to walk?**

Some problems:  
 Sidewalks or paths started and stopped  
 Sidewalks were broken or cracked  
 Sidewalks were blocked with poles, signs, shrubbery, dumpsters, etc.  
 No sidewalks, paths, or shoulders  
 Too much traffic  
 Something else: poor crosswalk

Locations of problems:  
 (circle one) 5 6  
crossing the street towards the park

**4. Was it easy to follow safety rules? Could you and your child...**

Yes  No Cross at crosswalks or walkways and be seen by drivers.  
 Yes  No Strip and look left, right again before crossing.  
 Yes  No Walk on sidewalks or paths where there are no sidewalks or paths.  
 Yes  No Cross with the light!

Locations of problems: \_\_\_\_\_

Rating: (circle one)  
 1 2 3 **4** 5 6

**5. Was your walk pleasant?**

Some problems:  
 Road was too wide  
 Traffic signals made us wait too long or did not give us enough time to cross  
 Needed striped crosswalks or traffic signals  
 Parked cars blocked our view of traffic  
 Trees or plants blocked our view of traffic  
 Needed curb ramps or ramps needed repair  
 Something else \_\_\_\_\_

Yes  Some unpleasant things:  
 Needed more grass, flowers, trees, etc.  
 Scary dogs  
 Scary people  
 Not well lighted  
 Dirty, lots of litter or trash  
 Dirty air due to automobiles  
 Something else \_\_\_\_\_

Locations of problems: \_\_\_\_\_

Rating: (circle one)  
 1 2 3 **4** 5 6

## Safe Routes to Parks 2

- Calexico Ambassador
- Location: Calexico
- Date: 7/29 - 8/6/21
- Reach: 80
- Conducted a walk assessment to park and shared safety messaging on social media.



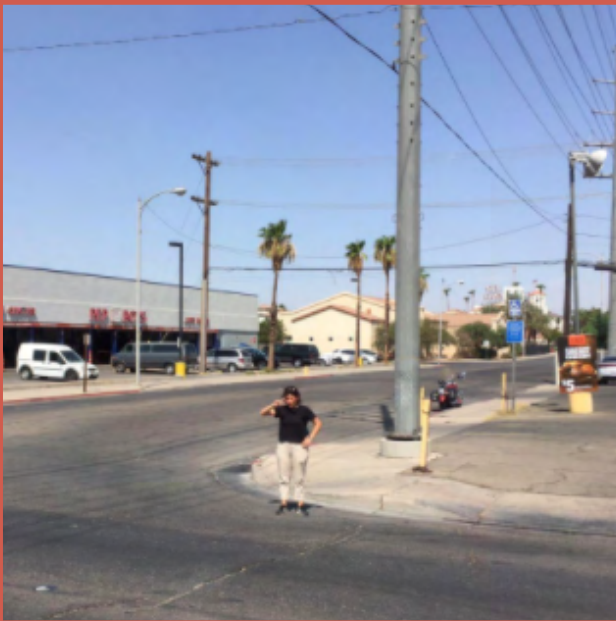




# IMPERIAL COUNTY ACTIVATIONS

## Walk Assessment

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: 8/9/21
- Reach: 4
- Conducted walk assessment in downtown Calexico.



## Capacity Strengthening Meeting

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: 8/10/21
- Reach: 10
- Met with local organization, Calexico Needs Change, to find ways to collaborate.





# IMPERIAL COUNTY ACTIVATIONS

## Safety Training Day

- Brawley Ambassdor
- Location: Calipatria
- Date: 8/21/21
- Reach: 15
- Conducted training for children focused on walking and biking safety and shared responsibility of all road users.



## Walk to School Day

- Brawley Ambassdor
- Location: Calipatria
- Date: 8/23/21
- Reach: 10
- Met with children at Calipatria Park and walked with them to local schools.



# IMPERIAL COUNTY ACTIVATIONS



## Pop-Up Crosswalk Planning

- Calexico + El Centro Ambassadors
- Location: Calexico
- Date: August 2021 (ongoing)
- Reach: 35
- Ongoing coordination and outreach to implement pop-up crosswalk.



## Bike to School Day

- Brawley Ambassador
- Location: Calipatria
- Date: 8/27/21
- Reach: 10
- Met children at Calipatria Park, fitted them with helmets, and escorted them on bikes to school.

# IMPERIAL COUNTY ACTIVATIONS



## Safety Training Certificaion Day

- Brawley Ambassador
- Location: Calipatria
- Date: 8/28/21
- Reach: 10
- Conducted safety survey with children and handed out certificates of completion.



## Bike Assessment

- El Centro Ambassdor
- Location: El Centro
- Date: 8/17/21
- Reach: 75
- Conducted bike infrastructure assessment and shared findings via photovoice on social media.



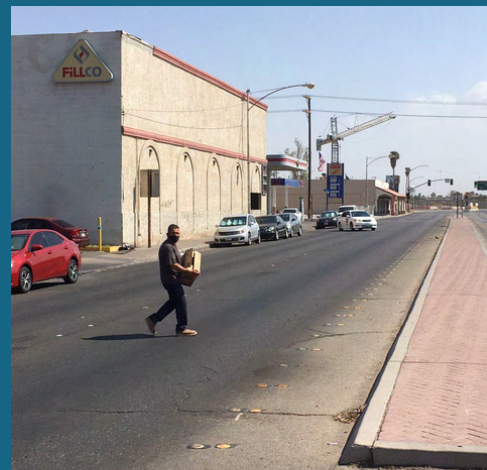
# IMPERIAL COUNTY

## COUNTY THEMES

This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that Imperial Ambassadors shared throughout the Program.

### SAFE CROSSINGS ON SR 111

- State Route 111 / Imperial Ave is a wide road with heavy traffic, including large trucks and goods movement
- Has long stretches with no crossings
- People forced to cross at places that are unsafe
- Needs more, safer crossings



IMAGES: PEDESTRIANS CROSSING MIDBLOCK DURING WALKING ASSESSMENT

# IMPERIAL COUNTY

## COUNTY THEMES

### PEDESTRIAN INFRASTRUCTURE

- More shade is needed
- More pedestrian lighting is needed
- Sidewalks need to be better maintained, widened, and added where they are missing
- Crosswalks need to be better maintained, visible, and added where they are missing
- ADA curb ramps need to be added where they are missing



IMAGE: CRACKED SIDEWALK



IMAGE: CROSSWALK WITH NO RAMP

# IMPERIAL COUNTY

## COUNTY THEMES

### BIKE LANES + CONNECTIVITY

- More high-quality bike lanes are needed
- Bike lane network and connectivity needs to better serve bicycle commuters within and between communities



IMAGES: BICYCLE LANES FROM AMBASSADOR BIKE ASSESSMENT

# SAN BERNARDINO COUNTY

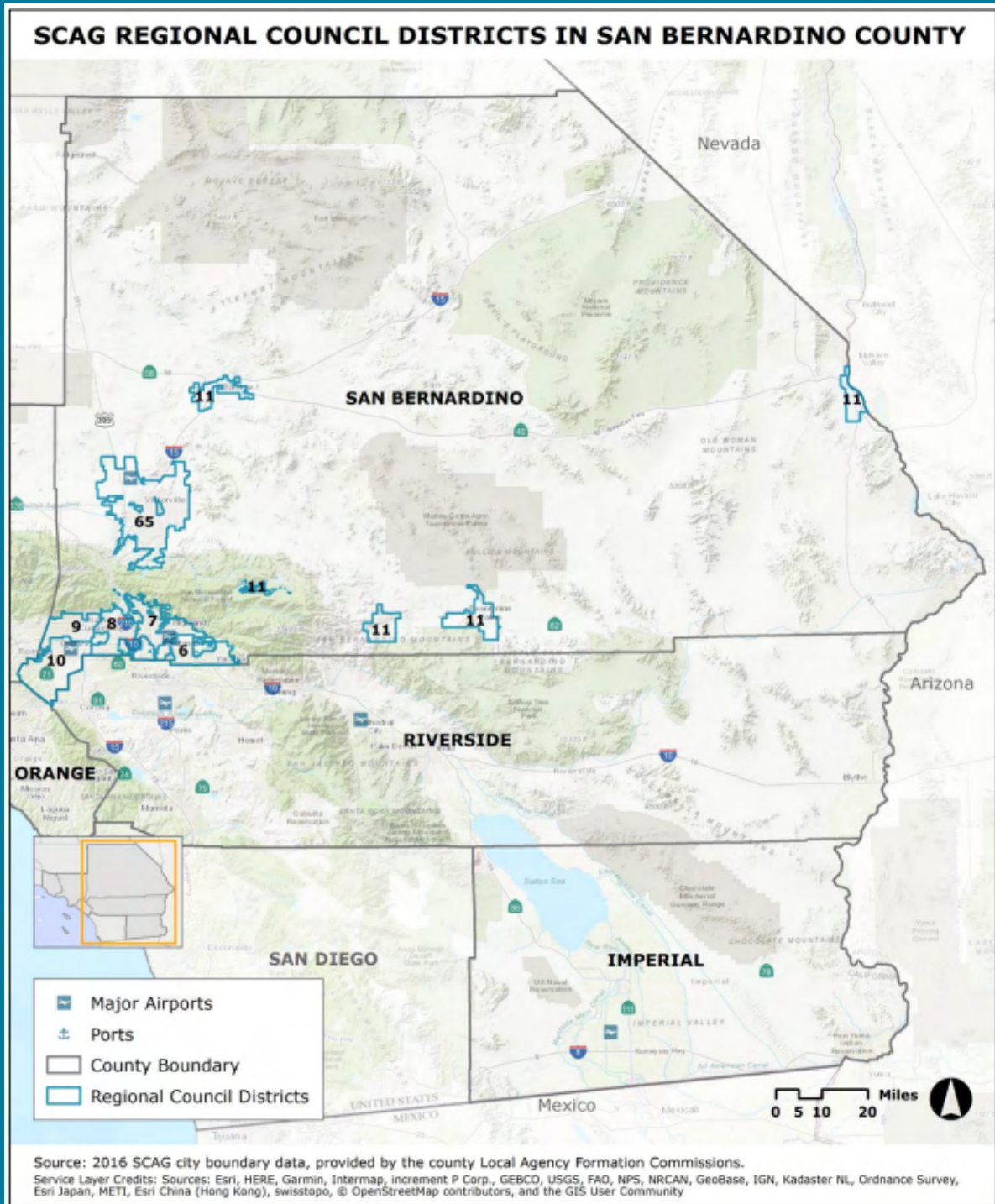


IMAGE: COUNTY MAP FROM SCAG LOCAL PROFILES



# SAN BERNARDINO COUNTY

## COUNTY HIGHLIGHTS

San Bernardino County is the largest county not just in the SCAG region, but the contiguous United States area. It is on Serrano, Cahuilla and Tongva Land.

San Bernardino County is home to over 2 million people, about 15% of which reside in the unincorporated area. The County comprises 24 incorporated cities.

The demographics of the county are about 52% Latine, 29% non-Latine White, 8% non-Latine Black, 7% non-Latine Asian, and other ethnicities comprising the remaining population.

2

MILLION  
PEOPLE  
RESIDE IN SAN  
BERNARDINO  
COUNTY

15%

LIVE IN  
UNINCORPORATED  
AREA OF COUNTY

24

INCORPORATED  
CITIES



# SAN BERNARDINO COUNTY

## AMBASSADOR HIGHLIGHTS

The San Bernardino County cohort was the largest in the Program with a total of 34 participants. Ambassadors resided in various communities across the county.

This diverse Ambassador cohort consisted of youth (14-18), adults, and older adults with varying levels of involvement in their communities. Ambassadors were affiliated with a few local organizations including Healthy Rancho Cucamonga, Caramel Connections Foundation, and ROOT (Revive Our Old Town, Victorville).



IMAGE: PARTICIPANTS ATTEND GARDEN WORKSHOP

# SAN BERNARDINO COUNTY

## AMBASSADOR HIGHLIGHTS

7

RANCHO CUCAMONGA  
AMBASSADORS

3

GRAND TERRACE  
AMBASSADORS

6

UNINCORPORATED  
COMMUNITY OF  
MUSCOY  
AMBASSADORS

2

CITY OF SAN  
BERNARDINO  
AMBASSADORS

5

VICTORVILLE  
AMBASSADORS

2

UPLAND  
AMBASSADORS

4

FONTANA  
AMBASSADORS

1

LOMA LINDA  
AMBASSADOR

3

COLTON  
AMBASSADORS

1

ONTARIO  
AMBASSADOR

# SAN BERNARDINO COUNTY

## ACTIVATION HIGHLIGHTS

Ambassadors in San Bernardino organized and completed 20 out of 40 total activations.

San Bernardino activations included a range of activities, such as:

- Walking and biking safety assessments
- Creating and sharing safety messaging in person and on social media
- Collaborating with Program peers and local organizations to create a health and wellness community event

The following pages provide a brief summary of each San Bernardino Activation.

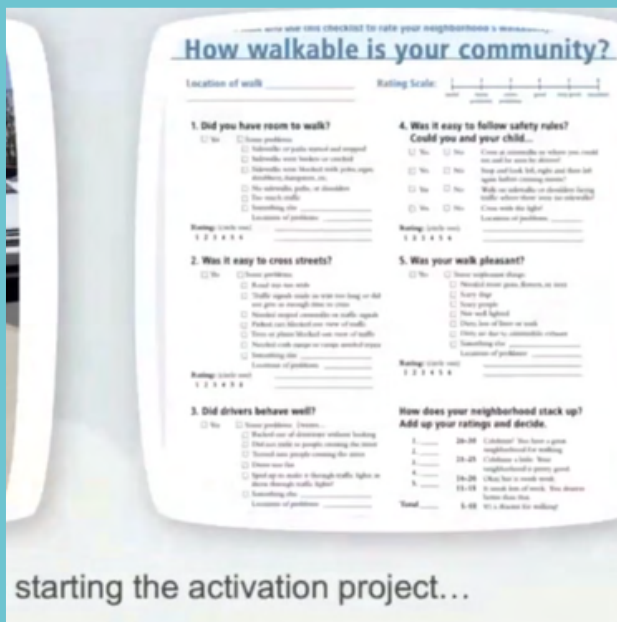
20  
ACTIVATIONS

5,300+  
REACHED

# SAN BERNARDINO COUNTY ACTIVATIONS

## Walking Assessments Phase 1

- Muscoy Mouseketeer Ambassador Team
- Location: Vermont Elementary
- Date: 6/21/21
- Reach: 30
- Conducted group walking assessments in Muscoy.



## 2-Day Safety Message Shareout

- Muscoy Mouseketeer Ambassador Team
- Location: Vermont Elementary
- Date: 6/22 - 6/25/21
- Reach: 600+
- Held Safety messaging event series for Vermont Elementary in Muscoy in Spanish and English.



# SAN BERNARDINO COUNTY ACTIVATIONS



## Community Surveys

- Rancho Cucamonga Ambassador
- Location: Los Amigos Parque
- Date: 7/9/21
- Reach: 50
- Worked with Equipo de Amigos Campiones and Healthy Rancho Cucamonga to gather data for community capacity strengthening.



## Safety Messaging with Realty Group

- Rancho Cucamonga Ambassador
- Location: Rancho Cucamonga
- Date: June 2021
- Reach: 200
- Worked with a realty group to develop & distribute street safety messaging on lawn signs.



# SAN BERNARDINO COUNTY ACTIVATIONS



## Mindfulness Walk


- Ontario Ambassadors
- Location: Seeds of Joy Garden
- Date: 7/24/21
- Reach: 150
- Collaborated with other ambassadors & community organizations to host a capacity strengthening mindfulness walk.



## Education Material Distribution at Farmers Market

- Rialto Ambassador
- Location: Rialto Farmers Market
- Date: 7/14/21
- Reach: 20
- Distributed educational material at Rialto's Farmers Market event and signed up four people for a prospective walking group.


# SAN BERNARDINO COUNTY ACTIVATIONS



**COME AND TAKE  
A WALKING TOUR  
WITH US**

**DOWNTOWN VICTORVILLE  
MEET AT METTIAS'  
ROUTE 66 BILLIARD'S  
15500 7TH ST.  
VICTORVILLE**

**WED. JULY 21ST  
5:00PM – 6:30PM**



**WE WILL BE TOURING  
OLDTOWN FROM  
7TH ST. TO FORREST AVE. TO  
HESPERIA RD. TO "D" ST.  
THEN BACK UP 4TH ST.**

## Victorville Walking Tour

- Victorville Ambassadors
- Location: Victorville
- Date: J7/21/21
- Reach: 1
- Held a community walking tour in Old Town Victorville.

## Walking Assessment + Park Clean-Up

- Grand Terrace Ambassadors
- Location: Grand Terrace
- Date: 7/24/21
- Reach: 6
- Youth led safety messaging production, assessment, and capacity strengthening park clean up.



# SAN BERNARDINO COUNTY ACTIVATIONS



## Capacity Strengthening Meetings

- Victorville Ambassador
- Location: Victorville
- Date: July 2021
- Reach: 5
- Capacity strengthening meeting with Team ROOT to increase reach and eventually engage CalTrans regarding improvements to 395 corridor.

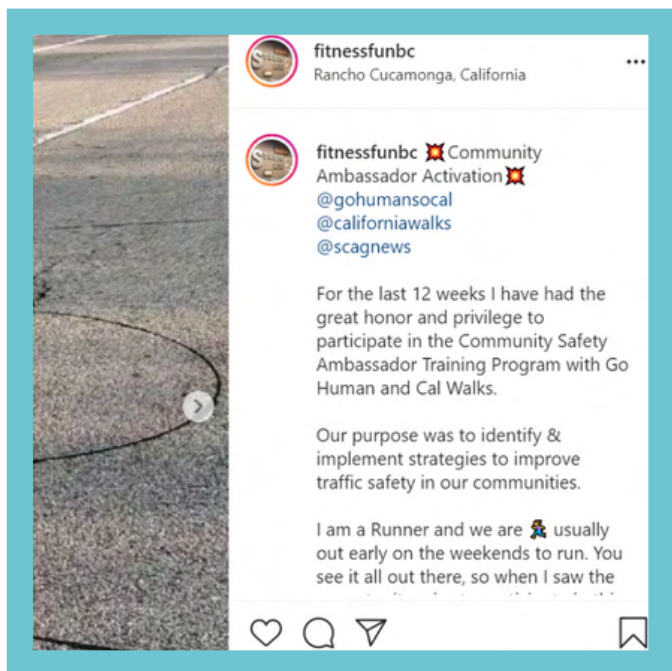


## Engaging Legislative Representative

- Fontana Ambassador
- Location: Virtual
- Date: August 2021
- Reach: 2
- Called legislative official, pitched proposal regarding legislative bills that impact their community and environmental justice.



# SAN BERNARDINO COUNTY ACTIVATIONS



## Video Voice on IG Live

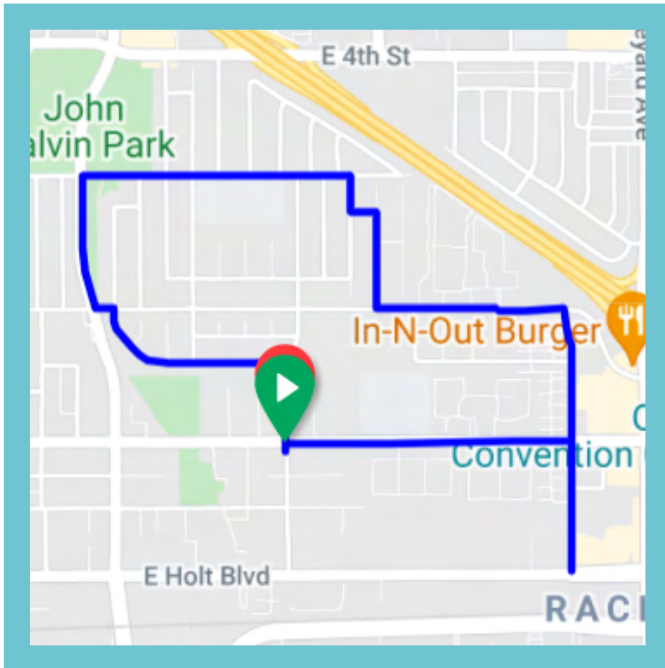
- Rancho Cucamonga Ambassador
- Location: Virtual
- Date: 8/11/21
- Reach: 100
- Created video voice on popular Instagram fitness account to highlight safety concerns on trail in Rancho Cucamonga.



## Biking Assessment

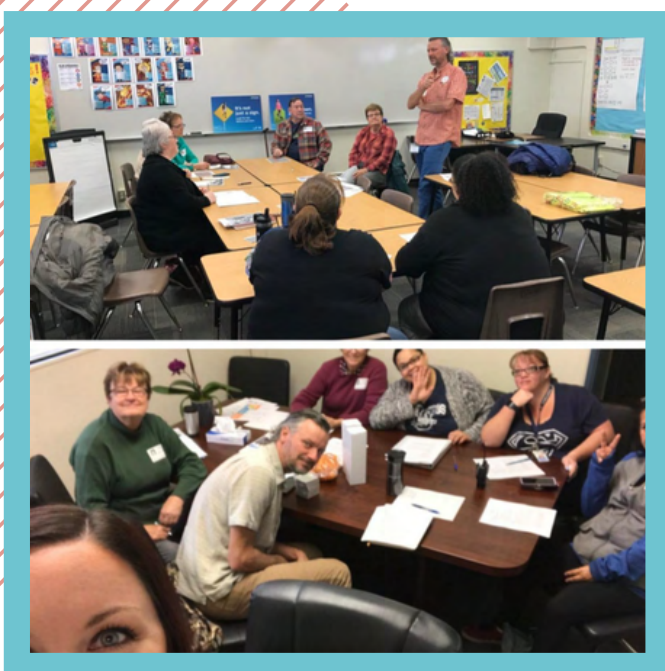
- Fontana Ambassador
- Location: Fontana
- Date: 7/31/21
- Reach: 250
- Conducted a community bike assessment to highlight infrastructure and other mobility issues in Fontana.

# SAN BERNARDINO COUNTY ACTIVATIONS



## Photo Voice

- Ontario Ambassador
- Location: Virtual
- Date: 8/4/21
- Reach: 2
- Created a photo voice for a walking route in Ontario.



## Walkability Initiative + Safety Messaging

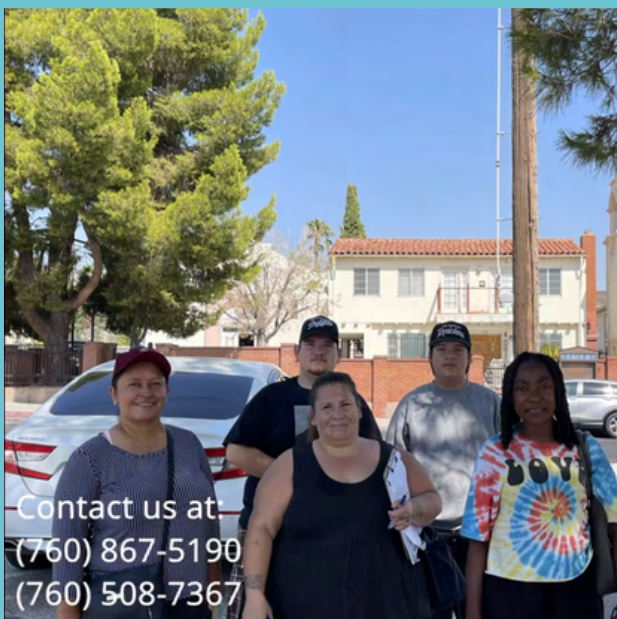
- Muscupiabe Ambassador
- Location: Muscupiabe
- Date: 8/14 - 8/15/21
- Reach: 1000+
- Created and distributed newsletter with safety messaging to the Muscupiabe community emphasizing traffic and pedestrian safety.

# SAN BERNARDINO COUNTY ACTIVATIONS



## Walk / Bike Assessment + Safety Messaging

- Rancho Cucamonga Ambassador
- Location: Rancho Cucamonga
- Date: 8/13 - 8/31/21
- Reach: 200
- Conducted walk assessment near an elementary school and distributed GoHuman safety messaging lawn signs in their community.



## Victorville Walking Tour II

- Victorville Ambassadors
- Location: Victorville
- Date: 8/20/21
- Reach: 25
- Collaborated with El Sol NEC to carry out a capacity strengthening walking tour of Old Town Victorville.



# SAN BERNARDINO COUNTY ACTIVATIONS



## Bike Tour + Assessments

- Grand Terrace Ambassadors
- Location: Grand Terrace
- Date: 8/28- 9/12/21
- Reach: 15
- Coordinated a bike ride to learn about history through art after doing more assessments as capacity building.



## Phase 2 Assessments + Safety Messaging

- Muscoy Mouseketeer Ambassador Team
- Location: Muscoy
- Date: August 2021 (ongoing)
- Reach: 600
- Continued messaging & assessments to strengthen capacity for continued support for Muscoy sidewalks.

# SAN BERNARDINO COUNTY ACTIVATIONS



## Telemundo Interview

- Muscoy Mouseketeer Ambassador Team
- Location: Virtual
- Date: 7/23/21 + 8/3/21
- Reach: 2000+
- Attended the American Rescue Plan Act of 2021 Roundtable & talked about traffic safety for Telemundo interview.



## Slow Your Roll Messaging

- Victorville Ambassadors
- Location: Virtual
- Date: June 2021 (ongoing)
- Reach: 50
- Created original traffic safety messaging flyer to share with community; inspired other Ambassadors to create their own safety messaging.



# SAN BERNARDINO COUNTY

## COUNTY THEMES

This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that San Bernardino Ambassadors shared throughout the Program.

### PEDESTRIAN INFRASTRUCTURE

- Ambassadors in Fontana, Ontario, Rancho Cucamonga, and Victorville conducted walking and biking assessments and found that their communities need:
  - More pedestrian lighting
  - More, better, and well-maintained sidewalks
  - More high-visibility crosswalks
  - More traffic lights and signage

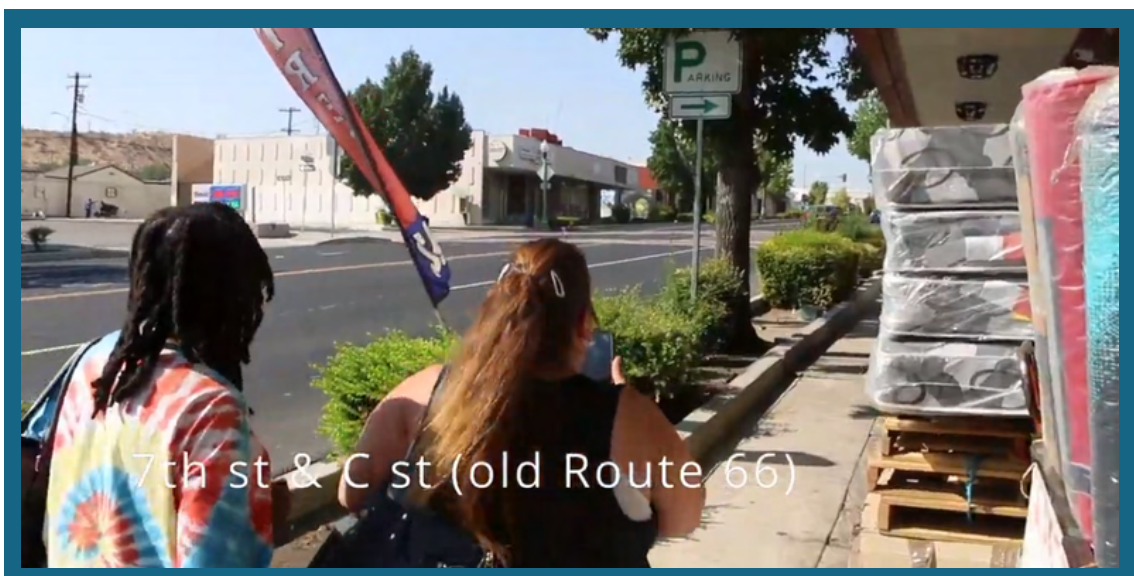


IMAGE: AMBASSADORS CONDUCTING WALKING ASSESSMENT IN VICTORVILLE

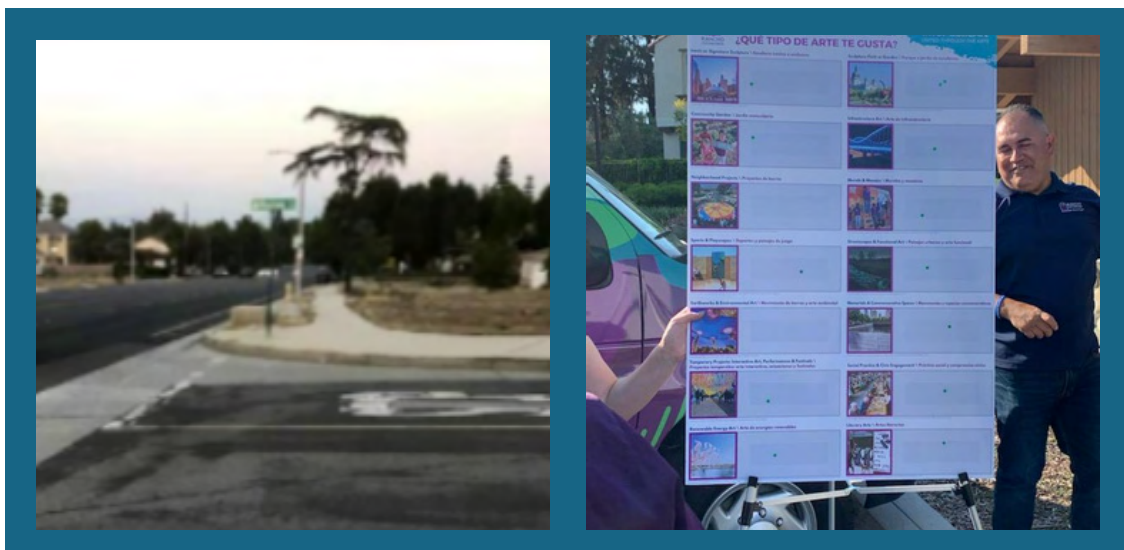
# SAN BERNARDINO COUNTY

## COUNTY THEMES

### GREEN + ACCESSIBLE INFRASTRUCTURE

- More sustainable and green infrastructure is needed and wanted
- Design that accommodates mobility needs of all community members, including older adults and children
- More curb ramps and other accessibility infrastructure for people with disabilities

Ambassadors plan to continue engaging decision-makers about securing more funding for sidewalk improvements and other infrastructure changes.



IMAGES: CROSSWALK WITH NO MARKINGS OR RAMPS (LEFT)  
INTERACTIVE SURVEY ON EASEL REGARDING ART (RIGHT)

# SAN BERNARDINO COUNTY

## COUNTY THEMES

### SCHOOL SAFETY

Assessments conducted along school routes highlighted the need for:

- Reduced motorist speeds
- Better pedestrian visibility
- Designated drop-off and pick-up areas in school zones to reduce traffic and unsafe driving



IMAGES: SCHOOL PARENT ATTACHES DECAL TO WINDSHIELD (LEFT), AMBASSADOR DOODLE SUPPORTING SAFE WALKING AND BIKING TO SCHOOL (RIGHT)

# SAN BERNARDINO COUNTY

## COUNTY THEMES

### SPEED + MOTORIST BEHAVIOR

Ambassadors in Grand Terrace, Rancho Cucamonga, and Muscoy focused on safety messaging to:

- Bring awareness to high speeds and the need to slow down
- Encourage motorists to be mindful of their behavior on the road

These Ambassadors also voiced their desire to promote walking and biking, especially among youth, but that their safety concerns need to be addressed first.



IMAGES: RANCHO CUCAMONGA SIDEWALK WITH ART (LEFT)  
GROUP PICTURE OF GRAND TERRACE TEAM AT PARK (RIGHT)



# SAN BERNARDINO COUNTY

## COUNTY THEMES

### SAFETY MESSAGING

Similarly, these same Ambassadors noted that their communities need:

- More signage on speed limits and safe speeds
- More signage about presence of children, especially near schools
- Signage that is linguistically and culturally relevant
- Signage that is eye-catching (i.e., incorporates pop culture references similar to the successful Disney-themed messaging activation)



IMAGES: INTERACTIVE SURVEY MAP ON EASEL (LEFT)  
SAFETY MESSAGING BEING SHARED OUT BY AMBASSADOR (RIGHT)



# VENTURA COUNTY



IMAGE: COUNTY MAP FROM SCAG LOCAL PROFILES

# VENTURA COUNTY

## COUNTY HIGHLIGHTS

Ventura County is in the northwest corner of the SCAG region on Chumash Land.

It has a population of roughly 850,000, with slightly over 10% of residents in the Unincorporated area. The county is made up of 10 incorporated cities, the largest being Oxnard at over 200,000 and the smallest being Ojai with less 8,000 people.

The demographics of the county are approximately 42% Latine, 46% non-Latine White, 7% non-Latine Asian, and other remaining communities under 2% of the population.

10%

LIVE IN UNINCORPORATED AREA OF COUNTY

10

INCORPORATED CITIES



IMAGE: INTERSECTION IN VENTURA

# VENTURA COUNTY

## AMBASSADOR HIGHLIGHTS

The Ventura cohort comprised the second largest group in the Ambassador Program with 10 community members.

The Ventura cohort consisted of one youth (under 18 years) and adults (aged 18-65). Ambassadors were affiliated with Mixteco Indigena Organizing Project/Proyecto Mixteco Indigena (MICOP), Bike Ventura, Sespe Bicycle Collective of Fillmore, Moorpark School District, Oxnard Community Garden, and Central Coast Alliance United for Sustainable Economy (CAUSE)

- 3 CITY OF VENTURA AMBASSADORS
- 2 OXNARD AMBASSADORS
- 2 MOORPARK AMBASSADORS
- 2 THOUSAND OAKS AMBASSADORS
- 1 FILLMORE AMBASSADOR

# VENTURA COUNTY

## ACTIVATION HIGHLIGHTS

Ventura Ambassadors organized and completed  
8 out of 40 total activations.

Imperial activations included a range  
of activities, such as:

- Bike rodeos
- Bike safety classes
- Walking and biking assessments
- Pop-up crosswalk
- Safety messaging in person and on social media
- Small business collaboration
- Flyer-making events

The following pages provide a brief  
summary of each Ventura Activation.

8

ACTIVATIONS

680+

REACHED



# VENTURA COUNTY ACTIVATIONS



## Bike Safety Education Classes

- Fillmore Ambassador
- Location: Fillmore
- Date: 6/5/21
- Reach: 50
- Worked with BikeVentura to host a bike safety course.



## Bike Rodeo

- Fillmore Ambassador
- Location: Fillmore
- Date: 6/19/21
- Reach: 100
- Worked with BikeVentura to host a bike rodeo.



# VENTURA COUNTY ACTIVATIONS



## Community Walking Survey

- Oxnard Ambassadors
- Location: Virtual
- Date: 6/4/21
- Reach: 50
- Worked together to conduct a survey about the Santa Maria trail.



## Social Media Safety Messaging

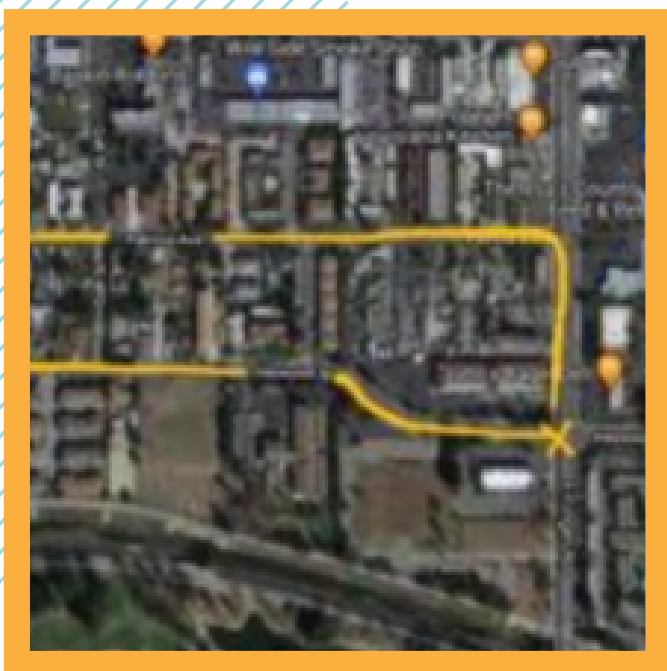
- Thousand Oaks Ambassador
- Location: Virtual
- Date: 6/19/21
- Reach: 50
- Shared GoHuman safety messaging on social media.

# VENTURA COUNTY ACTIVATIONS



## Pop-Up Crosswalk

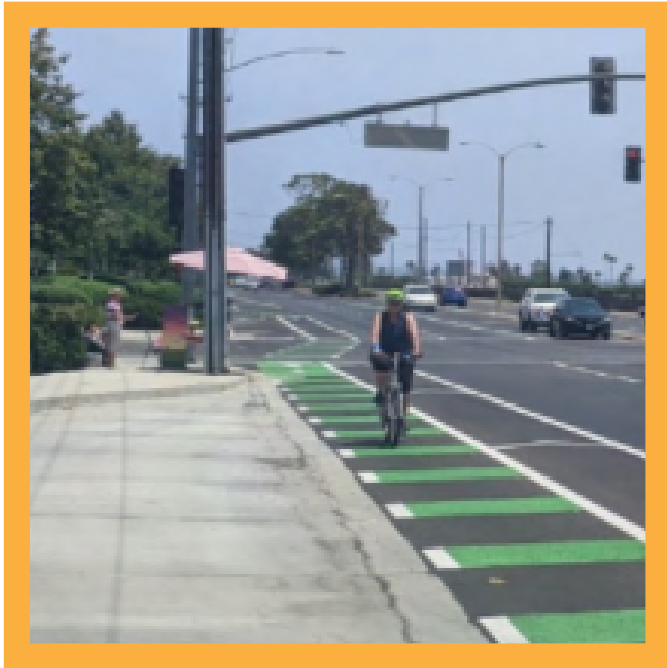
- Moorpark Ambassadors
- Location: Moorpark
- Date: 8/14/21
- Reach: 50+
- Used GoHuman Kit of Parts to install a temporary art crosswalk in Moorpark and surveyed residents about their receptivity.



## Walking Assessment with Neighbors

- Simi Valley Ambassador
- Location: Simi Valley
- Date: August 2021 (ongoing)
- Reach: 175
- Coordinated the outreach and implementation of a community walking assessment with neighbors.

# VENTURA COUNTY ACTIVATIONS



## Camarillo Bike Survey

- Camarillo Ambassador
- Location: Camarillo
- Date: 8/31/21
- Reach: 6
- Coordinated community bike ride and performed a bicycle infrastructure assessment in Camarillo.



## Biking and Walking Flyers

- Oxnard Ambassador
- Location: Virtual
- Date: July 2021 (ongoing)
- Reach: 15 +
- Capacity strengthening event with Key Club to make digital walking and biking safety messaging flyers.

# VENTURA COUNTY

## COUNTY THEMES

This section provides a snapshot of the primary safety concerns, interests, and ideas for safety solutions that Ventura Ambassadors shared throughout the Program.

### BICYCLE INFRASTRUCTURE

Most Ventura Ambassadors had a background in bicycle safety and this shone through in their activations by:

- Incorporating bike safety classes prior to bike rodeos
- Reviewing safety tips before bike assessments
- Recognizing the lack of bicycle paths and other bike infrastructure in their neighborhoods

Ambassadors intend to continue with these and similar efforts in their communities, and shared the need for funding to support them in doing so.



IMAGES: CYCLIST RIDING IN TRAFFIC (LEFT)  
BIKE SAFETY CLASS CONDUCTED BY AMBASSADOR (RIGHT)

# VENTURA COUNTY

## COUNTY THEMES

### PEDESTRIAN INFRASTRUCTURE

With tools they gathered from training sessions, Ambassadors coordinated several walking assessments and posted flyers on social media to gather concerned community members to take notice of structural needs on their streets. Ambassadors noted the need for improved pedestrian infrastructure across the county, such as:

- High-visibility crosswalks
- Stop signs
- Pedestrian-scale lighting



IMAGES: VISIONING DRAWING BY AMBASSADOR (LEFT)  
AWARENESS WALK IMAGE SHARED BY AMBASSADOR (RIGHT)



# VENTURA COUNTY

## COUNTY THEMES

### COMMUNITY COLLABORATION

The Ventura Ambassadors were passionate about the well-being of their communities and had already done a great deal of coalition-building before the start of the Program. Ambassadors shared that by strengthening community partnerships and continuing collaboration, they will be able to better support the community by amplifying their voices, concerns, and solutions.



IMAGES: BIKE SAFETY CLASS PARTICIPANT LOOKING CLOSELY AT BICYCLE DRIVETRAIN (LEFT), GROUP PICTURE OF AMBASSADOR AND RIDE PARTICIPANTS (RIGHT)

# CONCLUSION



# CONCLUSION

The Project Team learned many lessons during the Ambassador Program. Ambassadors repeatedly expressed the importance and relevance of the Program to their communities via check-ins, polls, and a final survey, as well as unsolicited reflections sent personally to the Project Team. Their feedback is a reflection of the strength of the relationships built between them and the facilitating organizations as well as the structure of the Program itself.

“I liked getting to meet like-minded people who [have] a similar vision for their cities. I was able to learn from others’ experiences. The presentations were great [...] I loved the breakout sessions the most which gave us time to reflect on what we were learning. I’m finishing this program with tools that will help me towards creating safer communities.”

“I have also learned about new approaches I could possibly take, new ways to engage with my community, and best ways to communicate with my community. I liked most being able to interact with other community leaders, hearing their testimonies of things they have done and what [they] plan to do next.”



IMAGE: GROUP PICTURE OF MINDFULNESS WALK PARTICIPANTS AND AMBASSADORS

# CONCLUSION

Ambassadors also overwhelmingly expressed that they felt the Program expanded their knowledge, understanding, and analysis of traffic safety, mobility justice, and community power, and helped them develop useful skills as a community leader and advocates.

"It has enlightened me in ways never knew. By introducing community activist[s] from different counties, cities, backgrounds, cultures, & physical abilities (Cola Boyy comes to mind). And, by informing me about the environmental injustice & historical facts of redlining and displacement of minority communities for the safety of most non-minorities. Therefore, allowing these communities to fall into disarray by forcing people to move further away from employment opportunities & some into over crowded overpriced living arrangements. And, in those cases by not providing adequate public transportation outlets for these areas."



IMAGE: AMBASSADOR RIDING BICYCLE



# CONCLUSION

Throughout the Program, Ambassadors shared their appreciation for the curriculum concepts and materials, the opportunity to influence and engage with the educational content, and the ability to connect with other local champions through the interactive nature of the cohort model. Upon reflecting on what it means to be a community leader, many Ambassadors spoke to the spirit of the Ambassador Program.

"To me being being a community leader means using your platform / power to uplift and empower others by doing the work needed and working in unison with others."

"This program should be advertised as so much more, because it is so much more. Thank you, very eye-opening."



IMAGE: GRAND TERRACE AMBASSADORS PREPARING FOR ASSESSMENT AT PARK

# ACKNOWLEDGMENTS



# ACKNOWLEDGMENTS

## AMBASSADORS

Thank you to the Ambassadors for your weekly presence and commitment. The Program would not have been possible without you.



IMAGES: "YEARBOOK" SIGNING ACTIVITY

# ACKNOWLEDGMENTS

## CONTRIBUTING PARTNERS, AGENCIES, AND ORGANIZATIONS

Thank you to the community-based organizations, interpreters, translators, agencies and others who supported this program.

### INTERPRETATION AND TRANSLATION SUPPORT

- Key Translations International (KTI): Gloria Leonard, Marlene Gomez
- Monica Curiel

### LOCAL COMMUNITY BASED ORGANIZATION PARTNERS

- Best STEP Forward (BSF) in Imperial County
- Center for Community Action and Environmental Justice (CCA EJ) in San Bernardino County
- El Sol Neighborhood Educational Center (El Sol) in San Bernardino County

### AGENCY AND ORGANIZATION PRESENTERS

- Robert Amparano, Councilmember, City of Imperial
- Mark Baza, Executive Director, Imperial County Transportation Committee
- Brian Chong, Assistant to the City Manager/Public Information Officer, City of Moorpark
- Mark Friis, Safe Routes to School Coordinator, San Bernardino County Department of Public Health
- Josh Lee, Chief of Planning, San Bernardino County Transportation Authority
- Heather Miller, Program Manager, Ventura County Transportation Commission
- Rio Oxas, Co-Visionary, Race. Ancestors. Health. Outdoors. Knowledge (RAHOK)
- Aaron Paley, President, Community Arts Resources (CARS); Co-Founder, CicLAvia
- Lucas Zucker and the Central Coast Alliance United for a Sustainable Economy (CAUSE) in Ventura County



# ACKNOWLEDGMENTS

## ABOUT CALIFORNIA WALKS

California Walks built the Ambassador Program off their work in Orange County through the 2016 Active Transportation Leadership Program (ATLP), which was inspired after a previous program developed by Santa Ana Active Streets.

California Walks is the statewide voice for pedestrian safety and healthy, walkable communities for people of all ages and abilities. California Walks partners with state agencies, organizations, and communities to establish and strengthen policies and practices that support pedestrian safety and healthy, walkable communities. California Walks works to expand and strengthen a network of community organizations working for pedestrian safety and community walkability through equity, engagement, education, advocacy and collaboration. Visit [calwalks.org](http://calwalks.org) for more.

## ABOUT SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS

The Southern California Association of Governments (SCAG) is the nation's largest metropolitan planning organization (MPO), representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to encourage a more sustainable Southern California. Visit [scag.ca.gov](http://scag.ca.gov) for more.

## ABOUT GO HUMAN

Go Human, a project of SCAG, is a community engagement program with the goals of reducing traffic collisions in Southern California. Go Human aims to create safer and healthier communities through education, advocacy, information sharing and strategies that help residents re-envision their neighborhoods. Visit [scag.ca.gov/go-human](http://scag.ca.gov/go-human) for more.

FUNDING FOR THIS PROGRAM WAS PROVIDED BY A GRANT FROM THE CALIFORNIA OFFICE OF TRAFFIC SAFETY (OTS), THROUGH THE NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA).

# APPENDICES



# APPENDIX 1

## COMMUNITY AGREEMENTS

1. Respect name and pronouns.

2. Be aware of time.

3. No one knows everything, together we know a lot.

4. Respect new ideas.

5. One mic, one voice at a time.

6. Welcome multiple viewpoints.

7. Call in, not out.

8. Take space, make space.

# APPENDIX 1

## COMMUNITY AGREEMENTS

9. Acknowledge privilege and harm.

10. Move at the speed of trust.

11. Have a growth mindset.

12. What is said in here, stays in here.

13. Practice collective self-care.

14. Non-hierarchical relationships.

NOTE: DESIGN AS PROTEST WAS THE INSPIRATION AND SOURCE FOR AGREEMENTS 9-14 AS REFERENCED BY SCAG.  
DESIGN AS PROTEST COLLECTIVE: [HTTPS://WWW.DAPCOLLECTIVE.COM/](https://www.dapcollective.com/)



# APPENDIX 2

## ASSET MAPS

Imperial County

San Bernardino County

Ventura County

# IMPERIAL COUNTY ASSET MAP

Katy Santillan, Ivy Respite

Brawley City Council, Councilmembers

Donnie Wharton, Brawley City Councilmember

Sam Couchman, Brawley City Council

Chris Velasco, Public Works

Natasha Saucedo, City of Calipatria

People/Gente

Organizations/Organizaciones

Institutions/Instituciones

My Community  
Imperial

Best Step Forward, Nonprofit

Cattle Call Park, Annual Bike Rodeo

Cattle Call Park, Soap Box Derby

San Deigo Regional Center

IV Velo Club, Brian McNeece

Labici, Calexico/Mexicali

Mi Calexico, Angel Esparza promotes cultural event

Calexico Needs Change

Myron D. Twitter School

Brawley Unified High School

Caltrans

Calexico Brewery, connected to the  
community

Public Works

Bujwah Sidewinder Skate Park

Finish Line Bike Shop

# SAN BERNARDINO COUNTY ASSET MAP





# VENTURA COUNTY ASSET MAP

## Farmer's Market/Farmers

Local Artists

Mixteco Community

School Community: Employees,  
custodians, teachers, coaches

Moorpark District 4 Rep. Antonio Castro

Christian Gonzaga, Local Activist

Willie Lubka, Buen Vecino Founder

Julie Diaz Martinez, Local Activist

Belen Contreras, Local Activist

## People/Gente

Headwinds Bake Club Baker, Ambassador  
Dan

Derek Towers, City of Ventura-Public Works

Ruth Luevanos, Simi Valley City Council

Ky Spangler, Moorpark City Clerk

Cassandra Douglas, Newbury Park+ Simi  
Valley

Juan Miguel, Simi Valley Coach/Activist

## Organizations/Organizaciones

AC Garden

Tri-Counties

MICOP

Churches

Bike Ventura Hub

In Lakesh

Cause

Fillmore Lions Club

Buen Vecino

LULAC Simi Valley

Conejo Valley Pride

One Step a la Vez

Sespe Bicycle Collective of Fillmore

Women United for a Change

Big Brothers, Big Sisters

Simi Valley Boys and Girls Club

Girl Scouts of Ventura Co.

Westside Community Development Corporation

## Institutions/Instituciones

South Oxnard Library

Albert H. Soliz Library

MICOP-Radio Indigena

Radio Bilingue

Camarillo Public Library

Camarillo City Council

Ventura City Council

Port Hueneme City College

Moorpark College

Clinicas de Camino Real

Simi Institute for Careers

and Education

Pathfinder, Simi Valley

Ruben Castro Charity

Fillmore Gazette

1047, Rico Mambo in the

Morning Radio

Oxnard Public Library

PATCH Newspaper



My Community  
Ventura

Ventura College

Goldcoast Transit

CSUN

Fillmore Library

Acorn Newspaper

Regional Occupational Program

First Five

Catholic Charities

KCLU Thousand Oaks Radio

Free Clinic of Simi Valley

Explorer Volunteer Program,

Moorpark PD

Ventura County Stay Newspaper