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CycleSafe HEALTHTrust
Not All Lanes are Equal: Equity in Transportation Planning
These are the change makers.
In Our Hands Strategy

- **Community Engagement** by Creating Alternative Systems
- **Uplift Community Power**
- **Community Building** Through Leadership Development
- **Community Action** by Challenging Existing Systems

Equitable and Sustainable Communities
Our Unique Approach

Promotor Model
At Somos, our initiatives are advanced by trained community leaders, what we call Promotores (peer-educators).

Popular Education
Popular education is based on the lived experience of those participating in the learning and incorporates nontraditional methods of learning.

Community Engagement
- Shifting power back to the hands of people living in community to lead solutions and develop best practices in literacy

Community Bldg
- Mutual Support
- Collective Identity
- Skill Building
- Issue Analysis
- Vision

Community ACTION!
- Changes in policy, practices and norms

People Directly Targeted
People Impacted
By Activating the Leadership of the Neighborhood

We Engage.
Community Engagement

- Check your Privilege
- Build Trust through Clear Expectations
- Support a Sense of Belonging
- Recognize Leadership and Celebrate Legacy
By Activating the Leadership of the Neighborhood

We Build.
Community Building

Leadership Development

Mutual Support

Sustainable Decision Making
By Activating the Leadership of the Neighborhood

We Act.
Collective Action

Action Committees

Redefining Systems

Community Partnerships
THE Impact:
Mission
Somos Mayfair supports children, organizes families and connects neighbors to uplift the dreams, power, and leadership of community and address systemic inequities
Thank you!
INFUSING OUR WORK WITH EQUITY

2018 Silicon Valley Bike Summit
Megan Wooley-Ousdahl, Toole Design Group
How do we want to improve quality of life for Oaklanders? Transportation can serve as a barrier or a bridge, connecting or disconnecting Oaklanders from jobs, education, and better health. To understand whether this plan succeeds in being a bridge, OakDOT has identified the following outcome-based expectations for the plan:

- Barriers to biking
- Level of traffic stress
- Access to amenities within a given travel time
- Collisions
- Level of anxiety about aggressive drivers
- Unfair targeting by police or street violence
- Gentrification/displacement
- Housing & transportation costs
- Plan addresses needs
- Trust in government
Major barriers to biking for people of color

For people of color in Oakland, barriers mostly track to the city-wide averages. Those listed here stood out more than 10%.
Who is being stopped most often?

While just 9% of Oakland’s population, black men represent 62% of the people stopped by OPD while biking in the last two years.
Relative costs and benefits of TDG engagement strategies

**Creative Outreach**
- Pop-up tabling at community events
- Temporary demonstrations or installation projects
- Hands-on charrettes
- Interactive, informative games
- Walk audits and Walkshops
- Targeted listening sessions
- Translated Materials

**Online Outreach**
- Project websites
- Online surveying
- Interactive crowd-sourcing maps
- Social media posts and targeted ads

**Traditional Outreach**
- Community workshops and open houses
- Stakeholder & project steering committee meetings
- In-person or intercept surveying
- Neighborhood organization meetings

<table>
<thead>
<tr>
<th>Costs</th>
<th>Benefits</th>
<th>Reaching special communities</th>
<th>Depth of engagement</th>
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<td>Low</td>
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<td>High</td>
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<tr>
<td>Med</td>
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</tr>
<tr>
<td>High</td>
<td></td>
<td>Low</td>
<td>Low</td>
</tr>
</tbody>
</table>
Elements of a Cycle Track

- Sidewalk
- Sidewalk Buffer
- Bike Lanes: Two-way cycle tracks can allow passing
- Street Buffer
- Parking/Street
RENDERING RESOURCES

These organizations urge planners to envision more inclusive projects by offering rendering figures of all genders, races, and abilities—largely for free.

NONSCANDINAVIA (nonscandinavia.com) was created by Columbia University Graduate School of Architecture, Planning, and Preservation students to improve rendering representation. The open-source collection affirmations like statistically modified outputs (PNG) that comply with fair-use laws.

Architecture People is a no-frills, searchable image library with a variety of characters doing a variety of things. At architecturepeople.com, purchase the entire pack of high-resolution PNG files for commercial use or download a free individual image (right) for educational projects.

Das Panette Architecture (daspanette.com/people.png) is a Puerto Rico-based architecture firm with a collection of free online tools, including diverse outputs in PNG and PSD formats.

CutoutLife offers free figures and a tagging system organized by the image’s country of origin.

Users can also submit characters for inclusion at cutoutlife.com.

JUST NOT THE SAME

Diasnotthesame.us serves up its collection of outputs (right) with a manifesto: “This is part of an effort to reveal the true modes and actions that are at play in the world around us, to reclaim digital and visual space as a multi-colored manifestation of reality and thereby place a diversity of faces, bodies, and individuals at the forefront of our collective imagined future.” While low-resolution versions are provided for free, five different high-quality packages grouped by origin location are also available for purchase, starting at $10.
Tokyo, Japan
Social movements oriented toward streets and mobility prioritize planning models and political advocacy without addressing communities' disillusionment with and distrust of government systems. This often results in the use of colonial, oppressive or inaccessible language, and designs and ideas that export Eurocentric “best practices” rather than responding to local needs.
Let’s continue the conversation

Megan Wooley-Ousdahl
mwoole@tooledesign.com
Outreach for the Countywide Bicycle Plan

Lauren Ledbetter, Senior Transportation Planner, VTA
Lauren.ledbetter@vta.org

Silicon Valley Bicycle Coalition Annual Summit
August 22, 2018
Our vision:
Santa Clara County is served by a countywide bicycle network that is safe, convenient, and connected, enabling people of all ages and abilities to easily bike to work, school, shopping, transit, and elsewhere.
Outreach Equity-Related Goals

Gather input from:

- “Interested but concerned” bicyclist
- Lower income households
- Minority communities
- People with Limited English Proficiency

- Grant funding: disadvantaged communities
- 2/3 of the outreach focused on East San Jose & South County
- MTC’s Communities of Concern
How We got the Word Out: Flyers, Mailers, Email, Social Media
How We got the Word Out: Announcements, Spoke Cards, Radio
How We got the Word Out: Roving Exhibit with Takeaways
How We Listened: Public Workshops

- San Jose, Gilroy, Cupertino
- Interactive maps
- Kids table
- Food (dinner!)
- Bike parking
- Spanish materials & fluent presenters
- ADA accommodations available
- 87 attendees total
How We Listened: Online Interactive Map & Survey

- Spanish/English
- 800 comments

View comments at:
- http://bikeplanmap.vta.org/
How We Listened: Booths, Speaking Engagements

- Viva CalleSJ
- Silicon Valley Bikes! Festival
- Berryessa Art & Wine
- Bikes on Main (Cupertino)
- Turning Wheels for Kids (Gilroy)
- Palo Alto, Sunnyvale, Gilroy, Los Altos BPACs
- Trails Summit
- Save Our Trails Annual Meeting
- Almaden Cycle Touring Club Member Meeting
- TransForm Lets Get Moving Summit
- Over 700 attendees
How We Listened: Hands-On Brainstorming
Where We Went: Geographic Distribution of Outreach Activities

- Reached 700+ people
What We Heard

- Safety concerns = big barrier
- Crossings = big issue
- Gaps = strong deterrents
- Network connections = essential

- Low-stress bikeways
- Better infrastructure
- More frequent maintenance
- Bikes on buses & trains
- Secure bicycle parking everywhere
How We Used It

- Identify Cross-County Bicycle Corridors
- Focused on all ages bicycle infrastructure
- Added new education & encouragement activities
- Modified policies
- Prioritized projects

- Shared location-specific comments with city staff.
- Shared the public review draft plan in March 2018.
  - Over 450 comments
  - Final plan modified to address comments
Race & Ethnicity of People Who Provided Comments through Traditional Means

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White</td>
<td>70%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>15%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>6%</td>
</tr>
<tr>
<td>African American</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
</tbody>
</table>

Does not include information from community events, which were more diverse:

- Viva CalleSJ – 125 people
- Silicon Valley Bikes! Festival – 200 people
- Berryessa Art and Wine Festival – 100 people
- Turning Wheels for Kids, Gilroy – 50 people

475 participants
Self-Reported Comfort with Bicycling Varied by Outreach Activity

- **Booths, Speaking**: 9% Strong & Fearless, 22% Interested but Concerned, 43% Enthused & Confident, 26% Don't Bike
- **Public Meetings**: 1% Strong & Fearless, 21% Interested but Concerned, 46% Enthused & Confident, 31% Don't Bike
- **Online/Text**: 2% Strong & Fearless, 5% Interested but Concerned, 37% Enthused & Confident, 54% Don't Bike
Takeaways

- Meaningful engagement requires significant staff time & costs. (20-30% of budget)
- Public meetings attract passionate advocates
- Community events broaden the perspective
- Measure what you want to evaluate
- Public input is valuable – share it, use it as a starting point when developing projects!
Plan Vision

By 2040, people in California of all ages, abilities, and incomes can safely, conveniently, and comfortably walk and bicycle for their transportation needs.
Social Equity
Invest in resources in communities that are most dependent on active transportation and transit

Strategies

Community Support
- Outreach
- Technical Assistance

Equity Lens
- Social Equity applies to all actions in the Plan

Access to Funding
- Funding prioritization
S1: Safer Streets & Crossings
Address safety of vulnerable users in roadway design and operations

- Reduce barriers that highways create
- Identify and prioritize highway crossings that negatively impact disadvantaged communities

Partnerships: Caltrans districts partner with communities to remove barriers to active transportation
City of Oakland’s 14th Street Bikeway
- East-west connection across I-980
- Funded by the Active Transportation Program
Safer Streets & Crossings

Caltrans Bicycle Safety Monitoring (Pilot) Program

• Bicycle Road Safety Audits (RSA) - multidisciplinary teams
• Recommend bicycle safety countermeasures (i.e. separated bikeways, improved crossings)

El Camino Real, Redwood City
Caltrans District 4 Bike Plan

- Identifies bicycle needs and prioritizes improvements on the State network
- Guides future investments by Caltrans and partner agencies
- Living document

S1.1: Develop equity-focused plans at the district level to proactively identify opportunities for safer highway crossings

www.dot.ca.gov/d4/bikeplan
Permeability

- Frequency and availability of low-stress crossings within ¼, ½, or 1 mile
- Highway barriers: rated as “poor low-stress connectivity”
- 68% of disadvantaged communities are in or within ½ mile of a highway barrier

Railroad Avenue - State Route 4, Pittsburg

www.dot.ca.gov/d4/bikeplan
District 4 Bike Plan Outreach

- Technical Advisory Committee
- Online mapping survey
- Focus groups
- Workshops (2 rounds)
- Webinar
- Local bicycle advisory committees
- Online project commenting tool

Round 2 community workshop in West Oakland
Online Survey

Map-based questions:
• Where you ride
• Where you would like to ride
• Existing barriers to bicycling
• Locations to suggest improvements
• Examples of well-designed facilities

By the numbers:
• 4,721 visitors
• 3,498 respondents
• 20,157 “pins” on the map

www.dot.ca.gov/d4/bikeplan
Focus Groups

Partnered with Community-based Organizations:

- Rich City Rides, Richmond
- Cycles of Change, Oakland
- Peninsula Conflict Resolution Center, East Palo Alto
- Bike Concord, Concord
- Sonoma County Bicycle Coalition, Santa Rosa
- First Community Housing, San Jose
Focus Groups

Main Criteria
• Bicycle rider (at least once a year)
• Low-income community member
• Person of color
• Ages 12 and older
• Dependent on walking and biking

Other characteristics:
• Limited English Proficient
• Homeless
• SRO residents
• Youth
• Developmental disabilities
Focus Group Participant Profile

Race or ethnic identification
- African American: 27%
- Asian: 7%
- Caucasian: 14%
- Hispanic or Latino: 47%
- Pacific Islander: 3%
- Native American: 3%
- Other (please specify): 1%

Age group
- 18-25: 20%
- 26-36: 17%
- 36-45: 28%
- 46-55: 19%
- 56-65: 13%
- 66+: 1%
- Prefer not to say: 1%

Annual household income
- Under $15,000: 36%
- $15,000 - $24,000: 12%
- $25,000 - $34,000: 14%
- $35,000 - $49,000: 14%
- $50,000 - $74,000: 3%
- $75,000 - $99,000: 7%
- Prefer not to say: 14%
Focus Group Findings

Main Reasons for Biking

- Increased mobility
- Economical
- Reliable
- Convenient for short trips
- Health
- Family friendly
- Social connections

State Route 84 Niles Canyon Stroll & Roll

www.dot.ca.gov/d4/bikeplan
Focus Group Findings

Barriers to Bicycling

- Dangerous road conditions
- Unsafe intersections
- Conflicts with drivers
- Highways are barriers
- Bike theft
- Lack of bike storage
- Topography
- Climate
- Police

www.dot.ca.gov/d4/bikeplan
Focus Group Findings

Priority Improvements

- Dedicated bike lanes
- Expand bike network and improve connectivity
- Amenities (e.g., repair stations)
- Safe bike storage
- Education of drivers and cyclists
- Bike-friendly transit options
- Community bike events

Bay Trail at Central Avenue and Rydin Road/I-580 ramp intersection
Project Prioritization

Factors:
- demand
- supply
- safety
- public input
- cost
- project quality

Top Tier
- High Demand
- High Need
- Equity/Local Priority

Mid Tier
- Medium Demand
- Medium Need
- Equity/Local Priority

Low Tier
- Lower Demand
- Lower Need
- Equity/Local Priority

www.dot.ca.gov/d4/bikeplan
# Equity in Project Prioritization

- MTC Communities of Concern
- CalEnviroScreen 3.0

<table>
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<tr>
<th>Score</th>
<th>Corridor Projects</th>
<th>Crossing Projects</th>
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<tbody>
<tr>
<td>1</td>
<td>Over 2/3</td>
<td>Inside</td>
</tr>
<tr>
<td>2</td>
<td>Over 1/3</td>
<td>Within ½ mile</td>
</tr>
<tr>
<td>3</td>
<td>Adjacent-touches</td>
<td>Within 2 miles</td>
</tr>
<tr>
<td>4</td>
<td>Does not touch</td>
<td>More than 2 miles</td>
</tr>
</tbody>
</table>

www.dot.ca.gov/d4/bikeplan
I-80 Central Ave Project

- Improve I-80 undercrossing in the City of Richmond
- Identified in local plans and studies
- Connection to the Bay Trail and nearby BART station

www.dot.ca.gov/d4/transplanning/i-80central.html
I-80 Central Ave Project Outreach

- Stakeholder input on outreach plan
- Traditional community workshop
- Pop-up events
- Intercept at community events

www.dot.ca.gov/d4/transplanning/i-80central.html
Thank you.

Sergio Ruiz
District 4 Pedestrian & Bicycle Coordinator / Branch Chief
sergio.ruiz@dot.ca.gov
Not All Lanes are Equal: Equity in Transportation Planning
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From the Ground Up: How to be an Advocate
Inclusive Storytelling in Transportation Advocacy

Chris J Johnson – Walk San Jose/California Walks
What does “inclusiveness” mean in storytelling?

ALL People who ride bikes see their identities and values reflected in your work.

People who don’t care about bikes understand how your work relates to and can advance their goals.
Self Evaluation

What is your organization’s comfort level with inclusive communication and storytelling?

We’re Pros

We have a formal plan for EID

We’re still trying to figure out how it applies to us

Not Relevant
Why do we even need to talk about “inclusive” storytelling and not just “storytelling”?
Rate of increase in cycling among older adults 4 TIMES the national average.
Equity & Inclusion
Policies, plans, programs

Representation
Recruitment, transformation

Storytelling
Engagement and education
Why does storytelling matter to your work?
The Hero’s Journey
Teacher/Mentor
Allies
Instruments
I have to save the princess and destroy the Death Star.

Understand who the heroes of the story are.

Center them in the story and images.

I have to pay my bookie.
Storytelling
Rule Number 1:
Storytelling
Rule Number 1:

Understand who the heroes of the story are.

Center them in the story and images.

I'm homeless and carless and the bus doesn't run early enough to get me to work on time.

Parking on campus is SO EXPENSIVE, but my classes are too far apart to walk between periods.

I want to reduce my carbon footprint and get to know my neighborhood better.

Our daughter can't get to her best friend's house without a ride!
Understand your role.

When you know who the hero of the story is, its easier to understand how you fit in the story.
Good stories aren’t about saving the heroes, or protecting them.

They’re about transformation, empowerment and realizing potential.
Don’t speak for folks who aren’t in the room, seek them out and amplify their voices.

Lived experience *is* expertise
The better you tell your story

the more help you’ll have telling it.
Gilroy, CA

- Santa Clara County
- Caltrain and VTA
- Gavilan Community College
- 55,000 pop. (2017 fastest growing City in County)
- 34 miles of bike facilities, 10 miles added in 2019
Safe Routes to School
Downtown Bike Racks
Bike Share
HWY 152/1\textsuperscript{st} St Striping
BMX Track
Community
Thank You
#GilroyBPAC @hoseman16
Valley Palms Unidos Campaign for Pedestrian Safety

Rosa Alvarado, Youth Representative, Valley Palms Unidos

Aundraya Martinez, Probation Community Worker, Neighborhood Safety/Services Unit, Santa Clara County Juvenile Probation Department
From the Ground Up: How to be an Advocate
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