Appendix H:
Social Equity: Engagement and Analysis

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Introduction

In order to make the San Diego region a better place for every person who lives, works, and travels here, the San Diego Association of Governments (SANDAG) has prioritized equity in San Diego Forward: The 2021 Regional Plan (2021 Regional Plan) more than ever before. Promising a system that is faster, fairer, and cleaner, the planning efforts intend to uplift people who have been historically faced with social injustice.

The San Diego region thrives because of its diversity. The region encompasses a wide variety of races, ethnicities, and cultural influences from around the world. Home to 17 tribal nations, the region's economy, history, and culture are deeply intertwined with tribal nations. Sharing proximity and a strong interdependence with Mexico, the region also benefits from a unique and vibrant cross-border culture. Even so, as in much of the United States, the region is working to heal scars from past social and racial injustices. This has become more pronounced than ever before with the world events of 2020, including global protests and demands for racial justice and the extreme losses, challenges, and inequities experienced during the COVID-19 pandemic.

Transportation projects have a significant effect on the quality of life for a region's residents by shaping access to jobs, education, housing, services, and recreational opportunities. Without proper planning and development, transportation systems can have a negative impact on the quality of life in communities. The construction of roads, freeways, and rail transit systems have historically placed health burdens on many low-income communities and communities of color. Transportation projects may physically divide communities, resulting in long-lasting social and economic costs.

Therefore, it is important to understand the impacts of transportation investments on our most vulnerable communities, including low-income communities and communities of color. To do this, SANDAG has prioritized the engagement and planning efforts with these communities through:

- Engagement of vulnerable and disenfranchised communities of the region in the planning and decision-making process through an innovative and collaborative effort with Community-Based Organizations (CBOs) and Collaboratives from around the San Diego region

- A data-driven and informed process to identify where disadvantaged communities are located in the region and to design the transportation network to provide connections to/from jobs that offers transportation options

- Improving methods for analyzing how the 2021 Regional Plan affects those populations to ensure that the plan not only meets federal and state equity mandates,

such as those laid out in Title VI of the Civil Rights Act of 1964, but also reflects and responds to the needs of the disadvantaged communities in the region as defined by people in those communities

SANDAG recognizes that the language and terms connected to equity and representation are evolving. The terms used throughout this Appendix are drawn from the data source they are taken from, including the Census and American Community Survey (ACS). They may not always represent current best practice, and may in fact be offensive, triggering, or erasing to some communities. SANDAG's use of these terms is done out of a need for consistency with data and information used in the Appendix and not to cause offense or harm. When a potentially outdated or offensive term is used in the document, the definition and source are provided as a footnote.

Legal Framework

Over the last several decades, federal law and guidance have been written to ensure that the spirit and intent of Title VI of the Civil Rights Act are incorporated into the guiding principles and missions of federal, state, and local public agencies. Title VI of the Civil Rights Act of 1964 states that:

"No person in the United States, shall, on the grounds of race, color or national origin be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program or activity receiving federal financial assistance."

In 1994, President Bill Clinton issued Executive Order 12898: Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, expanding social equity principles to cover low-income and "minority" groups.[1, 2] More recently, the focus has been extended to individuals with Limited English Proficiency (LEP) as well. Federal and state agencies have created guidance and implemented procedures to protect the interests of these various disadvantaged groups.[3]

While Title VI prohibits discrimination, the concept of implementing environmental justice is discussed in Executive Order 12898 as the process of *"identifying and addressing, as appropriate, disproportionately high and adverse human health or*

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[1] Census definition: "Minority" means a person who is: Black (having origins in any of the black racial groups of Africa); Hispanic (of Mexican, Puerto Rican, Cuban, Central or South American or other Spanish culture or origin, regardless of race); Asian American (having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands); or American Indian and Alaskan Native (having origins in any of the original people of North America and who maintains cultural identification through tribal affiliation or community recognition).

[2] The term "minority" is used when speaking of the data from the Census. In general terms, other references will be people of color; communities of color; or Black, Indigenous, and people of color.

[3] These documents include, but are not limited to: U.S. Department of Transportation Order on Environmental Justice (1998); Federal Highway Administration (FHWA)/Federal Transit Administration (FTA) Issue Memoranda on Implementing Title VI Requirements in Metropolitan and Statewide Planning (1999; 2007; 2012); Executive Order 13166 Improving Access to Services for Persons with Limited English Proficiency (2000); FTA Title VI Circular 4220.1A; and California's Environmental Justice Strategy Assembly Bill 1553 (Keely, 2001).

environmental effects of [a federal agency's] programs, policies, and activities on minority populations and low-income populations."[4] There are many definitions available for the concept of environmental justice and methods of implementation. The U.S. Department of Transportation's Order 5610.2, Federal Highway Administration's (FHWA) Order 6640.23, and Federal Transit Administration (FTA) Circulars 4702.1 and 4703.1 expand on Title VI and Executive Order 12898 and describe the process for incorporating environmental justice into their respective departments' programs, policies, and activities.

California Government Code Section 65040.12(e) defines environmental justice in the context of city and county general plans as the fair treatment of people of all races, cultures, incomes, and national origins with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies. In addition, Government Code Section 11135 states that no state agency, or agency funded by the state, shall deny full and equal access to benefits of, or be subjected to discrimination under, any program or activity on the basis of sex, race, color, religion, ancestry, national origin, ethnic group identification, age, mental disability, physical disability, medical condition, genetic information, marital status, or sexual orientation.

In the context of transportation planning, SANDAG follows the Caltrans environmental justice guidelines. Activities taken by a recipient of federal funding must ensure the fair treatment and meaningful involvement of all people regardless of race, color, national origin, or income with respect to the development, implementation, and enforcement of environmental laws, regulations, and policies.[5]

"Fair treatment" means that no group of people, including a racial, ethnic, or a socioeconomic group, should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal, and commercial operations or from the execution of federal, state, local, and tribal programs and policies.

"Meaningful involvement" means that:

- Potentially affected community residents have an appropriate opportunity to participate in decisions about a proposed activity that will affect their environment and/or health

- The public's contribution can influence the regulatory agency's decision

- The concerns of all participants involved will be considered in the decision-making process

- The decision-makers seek out and facilitate the involvement of those who are potentially affected

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[4]   Executive Order 12898, Section 1-101.
[5]   "Deskguide: Environmental Justice and Transportation Planning Investments," Caltrans, accessed March 2021.

California Assembly Bill 805 (Gonzalez Fletcher, 2017) (AB 805) amended Public Utilities Code Section 132360.1 to add subsection (c): "The regional comprehensive plan shall identify disadvantaged communities as designated pursuant to Section 39711 of the Health and Safety Code and include transportation strategies to reduce pollution exposure in these communities." Health and Safety Code Section 39711 requires the California Environmental Protection Agency to identify disadvantaged communities for investment opportunities from various state programs. These communities shall be identified based on geographic, socioeconomic, public health, and environmental hazard criteria, and may include, but are not limited to, either of the following: a) areas disproportionately affected by environmental pollution and other hazards that can lead to negative public health effects, exposure, or environmental degradation; b) areas with concentrations of people that are of low income, high unemployment, low levels of homeownership, high rent burden, sensitive populations, or low levels of educational attainment. To carry out this mandate, the California Office of Environmental Health Hazard Assessment (OEHHA) has developed a screening/mapping tool called the California Communities Environmental Health Screening Tool (CalEnviroScreen) to identify disproportionately impacted communities.

SANDAG Board Policy No. 025, which is titled Public Participation Plan (PPP), incorporates concepts from federal and state laws and guidance. The policy states that social equity and environmental justice are meant to ensure the meaningful involvement of low-income, minority, limited English speaking, disabled, senior, and other historically marginalized and underrepresented communities, and is a key component of SANDAG public participation activities. Board Policy No. 025 also states that social equity means ensuring that all people are treated fairly and are given equal opportunity to participate in the planning and decision-making process with an emphasis on ensuring that systemically marginalized and disadvantaged groups are not left behind.

Americans with Disabilities Act (ADA) and Senior Populations: In addition to the federal and state laws discussed above, SANDAG ensures its programs and projects comply with the federal ADA, which prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of life. Finally, although there is no law that specifically requires an equity analysis regarding seniors in the context of transportation planning, SANDAG and the CBOs analyze effects on the senior population as another disadvantaged group and apply social equity principles.

Legal Framework Summation: The objective when complying with federal Title VI and Executive Order 12898, state nondiscrimination laws, and Board Policy No. 025 is to ensure that SANDAG plans, policies, and actions do not result in a disproportionate effect for low-income populations or a disparate impact for minority populations. SANDAG has evaluated whether there are disproportionate effects or disparate impacts that will result from the 2021 Regional Plan by confirming equitable distribution of the 2021 Regional Plan's benefits and burdens such that minorities will not receive comparatively worse treatment when compared to non-minorities, and low-income populations will not receive comparatively worse treatment than non-low-income groups.

Engagement and Process

Everyone should be involved in shaping the future of their region. For many of us, it is difficult to get involved in regional planning because of our busy lives. For some of us, it is particularly hard because of additional barriers to involvement that include language, not understanding our rights, unfamiliarity with the process, and in some cases, being afraid to get involved.

Public Participation and Public Involvement Plans

SANDAG has two documents that guide this process: The Public Participation Plan (PPP) to highlight the participation approach for all of SANDAG's efforts, and 2021 Regional Plan's Public Involvement Plan (PIP) to highlight specific project tasks. The PIP is described in greater detail in Appendix G: Public Involvement Program.

SANDAG is committed to robust public participation and involvement in decision making regarding regional planning and transportation infrastructure. The SANDAG agency-wide PPP describes the process for communicating with and obtaining input from the public concerning agency programs, projects, and program funding. The guidelines and principles outlined in the PPP guide the agency's public outreach and involvement efforts for regional transportation projects; transit fare changes; smart growth, environmental, and other planning efforts; growth forecasts; Regional Transportation Plan; Sustainable Communities Strategy (SCS); Regional Transportation Improvement Program (RTIP); Overall Work Program (OWP); tribal consultation; and other mandated or Board initiatives. The current PPP was adopted by the SANDAG Board of Directors in February 2018. The PPP and Language Assistance Plan are available at sandag.org/ppp.

The PPP reflects the SANDAG commitment to public participation and involvement that includes all community members and stakeholders in the regional planning process. The PPP was developed in accordance with guidelines established by FHWA for metropolitan transportation planning (23 Code of Federal Regulations [CFR] §450.316), addresses nondiscrimination requirements related to Title VI of the Civil Rights Act, and reflects the principles of social equity and environmental justice. Included in the PPP are procedures, strategies, and outcomes associated with the ten requirements listed in 23 CFR §450.316. The PPP also incorporates FTA's guidance on Public Involvement Techniques for Transportation Decision-Making.

In turn, a specific PIP was created to support the development of the 2021 Regional Plan. The PIP outlines tactics and strategies to coordinate outreach, input, and communications efforts. Applicable portions of the PIP establish a process and outline specific activities for communicating with the public throughout the 2021 Regional Plan development process, per 23 CFR 450.316. The PIP created a variety of opportunities for individuals, organizations, agencies, and other stakeholders to provide meaningful input to help shape the 2021 Regional Plan. The overall SANDAG PPP provides guidelines for drafting the PIP (for complete details of the PIP, see Appendix G: Public Involvement Program).

The PIP provided a menu of engagement options for SANDAG to gather input on the various anticipated components of the 2021 Regional Plan, including sustainability and land use goals; priorities for transportation projects, programs, and services; transportation networks; infrastructure recommendations; funding alternatives; policies and programs; performance measures; techniques for meeting greenhouse gas emission targets; and other related issues. A tribal consultation plan was developed in parallel (see Appendix I: Tribal Consultation Process: Communication, Cooperation, and Coordination) to guide and emphasize engagement. The PIP included the establishment of a network of CBOs to support outreach and encourage the involvement of historically marginalized and underserved communities around the region.

Partnering with Collaboratives and Community-Based Organizations in Disadvantaged Communities

To help ensure that all communities were meaningfully involved in the development of the 2021 Regional Plan, SANDAG developed an innovative partnership program in its PIP with community collaboratives and CBOs in vulnerable areas around the region, drawing on their leadership and knowledge of their communities and providing resources to them to support their collaboration.

Collaboratives are made up of a variety of social institutions, including social service providers, ethnic associations, schools, churches, chambers of commerce, and other CBOs within an underserved and systemically marginalized identified community, including low-income communities and communities of color.

Community-Based Organizations are often non-profit service providers who work with the target populations in their community and are part of the community fabric, advocating for their needs. Often, their staff reflects the demographics of the communities they serve.

These groups, acting as forums for local institutions of all kinds, provide a culturally relevant structure for developing local protocols, crossing language barriers, and structuring meetings according to the needs of their communities. If their stakeholders make connections between their local concerns and regional planning efforts, they can begin to understand regional planning in a way that is relevant and meaningful to their communities.

SANDAG believes that trust-building is a crucial component of meaningful public involvement that can only be established when stakeholders have been engaged early and consistently in the process. The CBO Partners already have established this leverage with their constituents, and therefore can be highly instrumental in bridging the gap between SANDAG decision makers and historically underserved and systemically marginalized, underrepresented communities.

From the very beginning of the planning process for the 2021 Regional Plan, 13 CBOs[6] and Collaboratives from around the San Diego region were selected to partner with SANDAG to create a community-based network as part of the 2021 Regional Plan process. (Table H.1). The CBO Partners share several important qualities, including:

- A well-established and trusted role in their respective communities with a reputation for consistency and excellence in service

- Institutional capacity—the resources, staff, and time—to handle various outreach tasks such as survey distribution, community workshops, and other activities, in addition to their regular services

- A capacity to convene large groups of community members, especially low-income populations, minority populations, newcomers with limited fluency in English, youth, and senior populations, and catalyze significant public involvement from these groups

- Representation of the different geographic areas in the region as identified by CalEnviroScreen 3.0 (California's tool to map environmental and social vulnerability) in order to maximize the amount and variety of people reached

Table H.1: Community-Based Organization Partners

Community-Based Organization Partners	
Alliance for Regional Solutions	National Latino Research Center, CSU San Marcos
Barrio Logan College Institute (9/2017–11/2018)*	Nile Sisters Development Initiative
Casa Familiar	Olivewood Gardens Learning Center
Chula Vista Community Collaborative	Samahan Health
City Heights Community Development Corporation	Urban Collaborative Project
El Cajon Collaborative	Vista Community Clinic
Linda Vista Community Collaborative (Bayside Community Center)	

*Barrio Logan College Institute terminated their contract approximately a year and a half into the project stating "institutional capacity" as a limiting factor in their ability to continue the contract.

The map in Figure H.1 shows the geographic distribution of the selected CBO Partners and their areas of outreach focus. The CBO Partner Network was selected based on disadvantaged communities identified using CalEnviroScreen as a general reference for those experiencing both socioeconomic and environmental vulnerabilities. For a more detailed description of each CBO Partner, the communities they serve, and a summary of their outreach efforts, see Attachment 1: Community-Based Organization Outreach Summaries.

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[6] The CBO Partners were selected from a competitive request for proposals with a condition of geographic coverage to have representation from environmental justice communities throughout the region using the CalEnviroScreen tool to identify impacted communities. The contracts were developed to cover the entire regional planning process with contract amendments and revised scopes for each fiscal year. The awarded contracts were for $20,000 each per fiscal year through the approval of the 2021 Regional Plan.

Role of Community-Based Organizations Outreach Network

The CBO Partners began their work in the fall of 2017. This network of organizations from the region's most vulnerable communities formed the CBO Outreach Network and worked closely with SANDAG staff throughout the process. Regular meetings (at least once monthly) were held where participants learned about the process and the steps in the planning process, shared their insights as the planning process evolved, developed outreach strategies for engaging their communities, contributed to the social equity analysis, coordinated outreach in their communities, and brought their respective community's input into the process at key decision-making milestones. Their role in this process was fourfold:

Co-creation with the CBO Outreach Network: Throughout the planning process, SANDAG staff shared with the CBO Partner project managers each step of the planning process so that they could in turn make this long-range process understandable and meaningful to their community members. Project managers identified key moments in the process to articulate their issues, and advocate for their community members. Regional transportation planning is complex, so a significant amount of time and effort was dedicated to the CBO Partner project managers understanding what is involved in the development of a regional plan.

Social Equity Working Group: Executive-level staff from each CBO Partner formed a public working group. The Social Equity Working Group provided feedback and input at each step in the process, providing a social equity perspective on key elements of the 2021 Regional Plan and contributing to the Social Equity Analysis. This provided a public forum for other stakeholders to engage in a focused dialogue on social equity in the 2021 Regional Plan and related efforts, such as the Language Assistance Plan.

Figure H.1
Community Based Organization Partners

Socio-Economic/Environmental Vulnerability

Legend — Socio-Economic/Environmental Vulnerability:
- 91 - 100% (Highest Scores)
- 81 - 90%
- 71 - 80%
- 61 - 70%
- 51 - 60%
- 41 - 50%
- 31 - 40%
- 21 - 30%
- 11 - 20%
- 1 - 10% (Lowest Scores)
- High Pollution, Low Population

Source: CalEnviroScreen 3.0, January 2017

1 Vista Community Clinic
2 National Latino Research Center (CSUSM)
3 Alliance For Regional Solutions
4 City Heights CDC
5 Nile Sisters Development Initiative
6 El Cajon Collaborative
7 Linda Vista Collaborative (Bayside CC)
8 Urban Collaborative Project
9 Barrio Logan College Institute (2017/2018)
10 Samahan Health
11 Olivewood Gardens
12 Chula Vista Community Collaborative
13 Casa Familiar

Community Outreach/Engagement/Education: To engage their respective communities in the planning process from the very beginning, each CBO Partner utilized their community network and organizational structure to craft an outreach strategy appropriate to the needs and character of their community. In this way, the CBO Partners provided an ongoing forum for discussion on the development of the 2021 Regional Plan at each key milestone and were also able to educate their constituents on more general issues of the scale of planning and what relates to community/city/regional issues. Several CBOs were also able to connect their collaboration with San Diego County's Live Well San Diego efforts to create Resident Leadership Academies engaging the same residents to make the connection between their community quality of life issues and the larger regional system. In particular, these groups have focused on understanding the connections between public health and the built environment, including access to transportation. This capacity building effort is empowering residents to advocate for issues in their community and to the larger region.

Methodologies for Community-Based Outreach to Disadvantaged Communities: A key component of outreach was to develop context-specific methodologies that would help community members understand the elements of the 2021 Regional Plan in order to provide meaningful input. CBO staff, SANDAG staff, and communications consultants worked together to turn the technical/jargon-laden information being shared into

meaningful concepts that would be familiar to community members. Many CBO Partners absorbed the information and created innovative ideas for how to share it with their community members to make the dialogue meaningful. This included translation into multiple languages, interactive games, and activities. The CBO Outreach team pivoted to the challenge of COVID-19 in the midst of the development of the 2021 Regional Plan, responding with creativity and commitment.
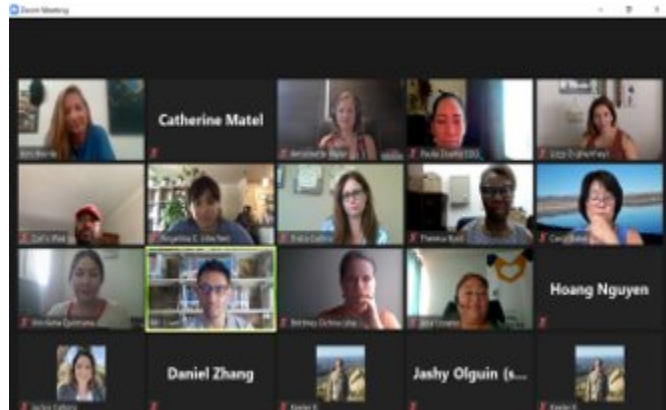
Demographics: Current and Future Conditions

Since the release of data from the 2010 census, San Diego officially became a "majority minority" county. This means that no single race or ethnic group comprises more than 50% of the region's total population. As the region continues to grow, its ethnic composition will continue to change. Figure H.2 displays the projected regionwide changes in population from 2016 to 2050 for six racial/ethnic groups: (1) Hispanic, (2) non-Hispanic White, (3) non-Hispanic Black, (4) non-Hispanic Asian, (5) non-Hispanic Two or More Races, and (6) non-Hispanic Other[7] according to SANDAG's Series 14 Regional Growth Forecast.

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[7] For the purposes of this analysis, the racial/ethnic group "non-Hispanic Other" includes non-Hispanic American Indian and Alaskan Natives, non-Hispanic Native Hawaiian and Pacific Islanders, and those non-Hispanic individuals reporting their race as "Other."

By 2050, the Hispanic population is expected to increase by more than 5%, while the non-Hispanic White population is expected to decline by less than 6%.[8]

By 2050, Hispanics are predicted to account for almost 40% of the total population. The percentage of population who is non-Hispanic White is expected to decline from 46% of the total population in 2016 to about 31% in 2050.[9] The non-Hispanic Asian population is expected to increase from about 11% to about 19%.[10] It is estimated that there will be virtually no change between 2016 and 2050 in the percentage of the following non-Hispanic race groups: Black, Hawaiian/Pacific Islander, Other, American Indian, and Two or More Races.

Figure H.2: San Diego Regional Population by Race and Ethnicity
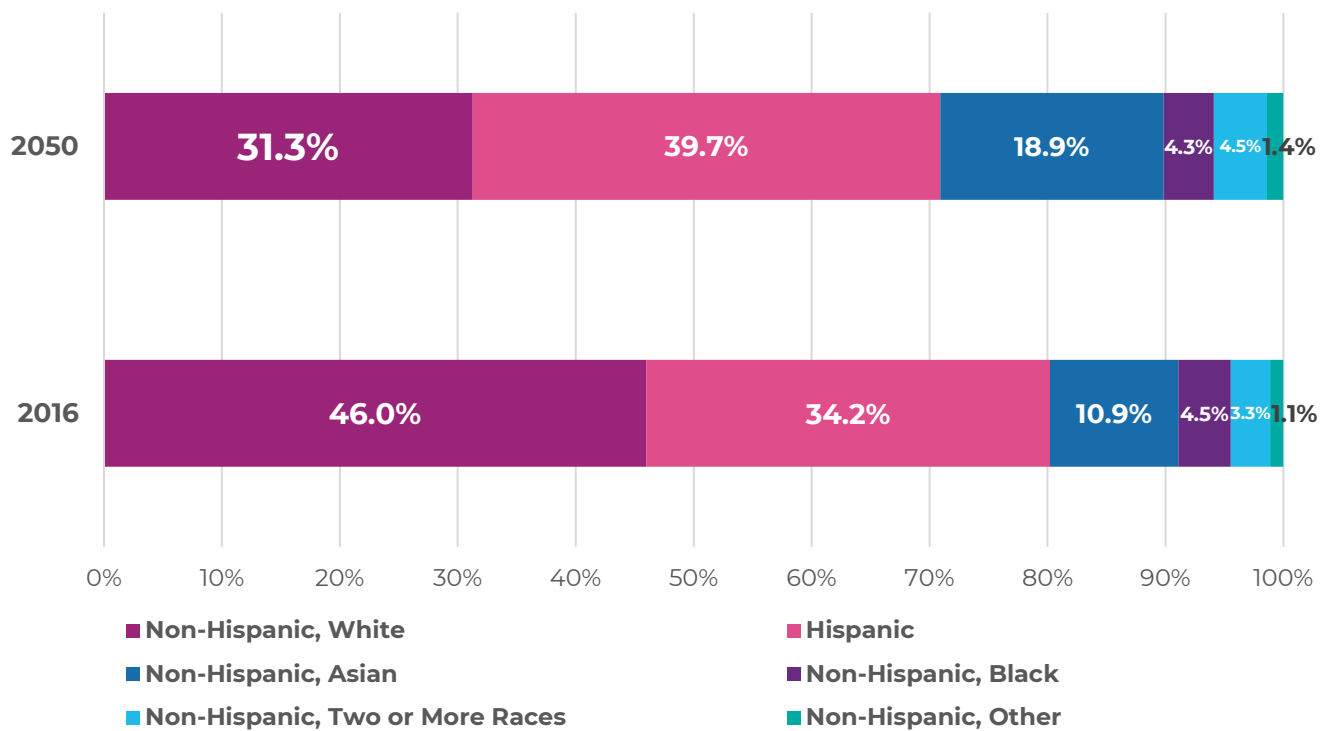
Source: SANDAG Series 14 Regional Growth Forecast

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8   SANDAG Series 14 Regional Growth Forecast.
9   SANDAG Series 14 Regional Growth Forecast.
10 SANDAG Series 14 Regional Growth Forecast.

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In addition to racial and ethnic changes, the region's population is forecast to age considerably by 2050 (see Figure H.3).[11] During the 34-year forecast period, the region's median age is expected to increase by more than four years—from 36.1 to 40.3—as the Baby Boomer and Generation X generations live longer than previous generations. During the forecast period, the number of residents between 65 and 84 years old is expected to more than double, and the number of residents 85 years old and above is expected to increase almost threefold. Twenty-nine percent (29%) of the region's population growth between 2016 and 2050 is expected to be in the oldest age group (85 and older). By 2050, over 20% of the region's population will be 65 and older, the same percentage that is seen today in the states with the oldest populations in the country—Maine and Florida.[12] Paying attention to this demographic's unique needs for transportation is critical. As the region continues to grow and evolve, transportation plans must adapt to support the needs of the region's changing population.

Figure H.3: San Diego Region Population by Age and Sex
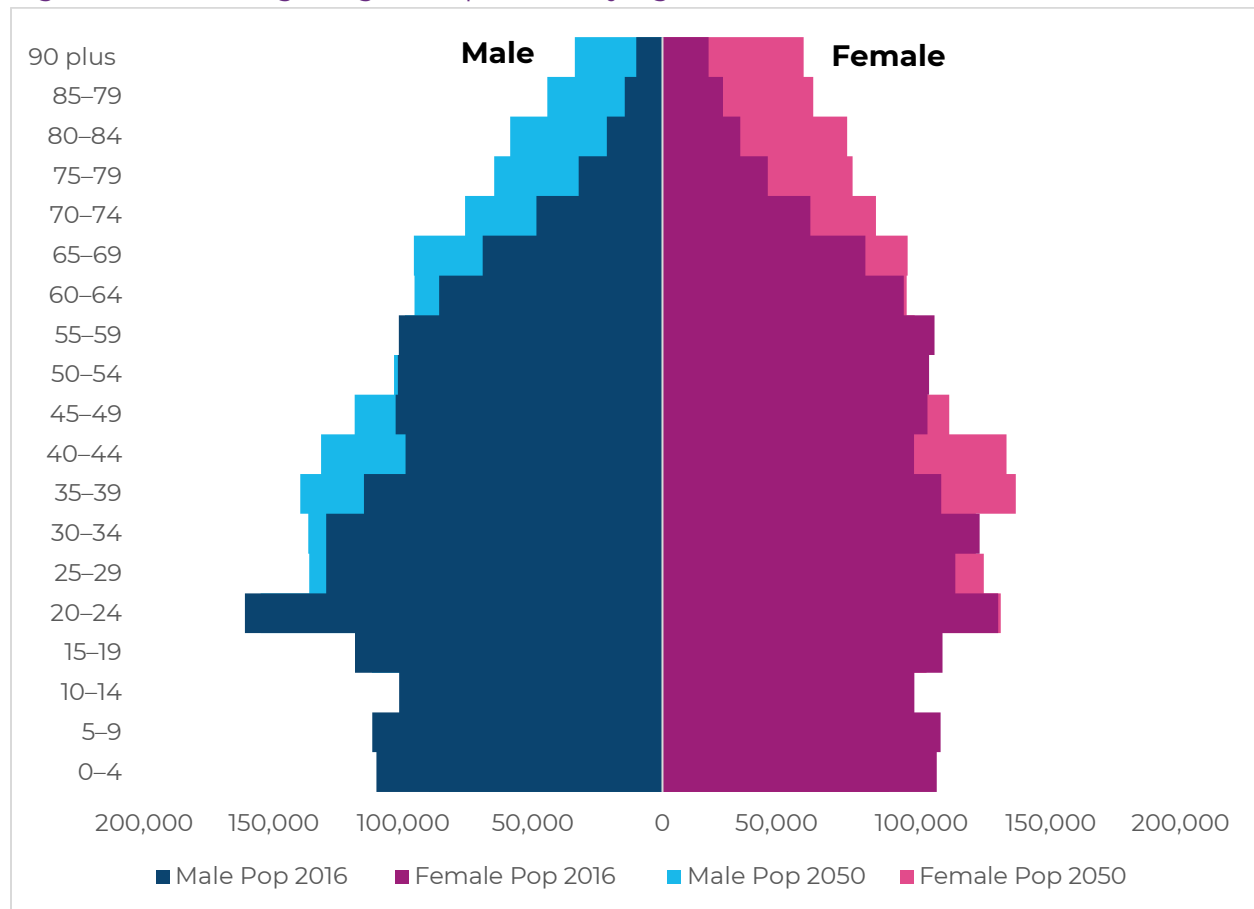
Source: SANDAG Series 14 Regional Growth Forecast

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[11]   These data reflect the population projections from the Department of Finance that were released in January 2020.

[12]   Christine L. Himes and Lillian Kilduff, "Which U.S. States Have the Oldest Populations?" Population Reference Bureau, March 16, 2019, prb.org/resources/which-us-states-are-the-oldest.

Identifying the San Diego Region's Disadvantaged Populations

The first step in the SANDAG social equity analysis was to identify the population groups who are vulnerable or disadvantaged. Pursuant to Title VI, Executive Order 12898 and the 1999 Department of Transportation Memorandum "Implementing Title VI Requirements in Metropolitan and State Planning," SANDAG must provide information on the effects of the 2021 Regional Plan on low-income and minority populations. SANDAG uses CalEnviroScreen, which is an index of environmental and social vulnerability, to identify disadvantaged communities and include transportation strategies that reduce pollution exposure in these communities. SANDAG is using both population-based methods and geographic areas for different aspects of the analysis.

Population-Based Methods for Modeling Performance Measures for Metropolitan Planning Organizations

A major shift in the ability of Metropolitan Planning Organizations (MPOs), such as SANDAG, to analyze the impacts to disadvantaged communities for a transportation network is the development of the Activity-Based Model (ABM), which analyzes traveler behavior at the household level. Previous modeling tools were based on geographic units, so it was possible for a sparsely populated area in East County that covered a large geography to show the entire geography as low income even if only three of the six households in it were low income. Conversely, there could be a cluster of low-income households in Vista, but if they represented less than 50% of the households in the geographic unit, the tract would not be counted as low income at all. With the ABM, traveler sociodemographic characteristics (such as age, race, ethnicity, and income) are modeled at the household level so that the information and planning efforts are more detailed.

After examining mapped data using both the previous indicators and various populations proposed for a social equity analysis, and with input from the social equity stakeholders, SANDAG selected three population groups that represent the disadvantaged populations that are analyzed in the transportation model: (1) minorities, (2) low-income populations, and (3) seniors. These are the same populations identified in the 2015 Regional Plan, and the team determined this approach would maintain consistency and allow for comparison between the 2015 and 2021 Regional Plans. Since the ABM simulates each individual traveler's travel choice (instead of groups of travelers), there is no need to have a threshold percentage for determining if a certain geographic area should be counted as "minority." It was, however, still necessary to select demographic thresholds for low-income and senior populations that were appropriate for the San Diego region. The threshold for seniors selected was 75 and older. This threshold came from a dialogue with social equity stakeholders regarding mobility and age, with the conclusion that at age 75, seniors may become transit dependent, but still mobile. For low-income populations, the threshold selected was populations with household income of less than 200% of the 2016 federal poverty level (FPL). The rationale to use less than 200% of the FPL was twofold. First, below 200% of the FPL reflects the higher cost of living in the San Diego region as compared to other areas of the state and nation that might choose 100% of FPL. Second, this indicator can be forecasted.[13]

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[13] 2018 SANDAG Board of Directors Report, Item 19: San Diego Forward: The 2019–2050 Regional Plan – Social Equity Analysis Framework and Approach, June 22, 2018.

Geographic-Based Methods for Developing Pollution-Reduction Strategies

The second method for identifying disadvantaged communities geographically for the 2021 Regional Plan was through a statewide vulnerability index to ensure that the 2021 Regional Plan would include pollution-reduction strategies benefitting those communities. As described above, OEHHA developed CalEnviroScreen, a screening/mapping tool for evaluating multiple pollutants and stressors in communities. The purpose of CalEnviroScreen is to identify the areas of the state that historically have faced multiple pollution burdens so programs and funding can be targeted appropriately toward improving the environmental health and economic vitality of the most impacted communities.

For this region, CalEnviroScreen shows that communities of color disproportionately reside in highly impacted communities, while whites are overrepresented in the least burdened communities. The maps for the region from CalEnviroScreen provide a picture of the communities in the region that currently have the highest pollution burdens (see Figure H.1). CalEnviroScreen is intended to provide a snapshot of existing conditions based on historical data, not to predict future conditions for disadvantaged communities. In addition, ACS data was used to create existing conditions maps depicting the specific socioeconomic indicators of vulnerability that cannot be forecasted. Some of these are also included in the CalEnviroScreen index.

Existing Conditions in Disadvantaged Communities in the Region

The process of defining disadvantaged communities (for the purpose of analyzing the impact of the transportation investments) used indicators that were possible to forecast to 2050, but it is also important to understand vulnerable communities in the region in terms of existing conditions. In workshops, to define the disadvantaged communities for the 2021 Regional Plan, participants proposed that some of the indicators of vulnerability that were not used for the purposes of the travel model and performance measures still be documented in order to provide a current snapshot of cumulative socioeconomic and population characteristics that make some communities more vulnerable than others.[14]

In the San Diego region, 9.8% of the civilian, non-institutionalized population is disabled. Disabilities in this context include serious difficulty with four basic areas of functioning: hearing, vision, cognition, and ambulation. While transportation needs vary from person to person, access to transportation and the fair distribution of resources is important for all people. Providing practical and accessible transportation options can ensure that the disabled population in the region can fulfill basic needs, such as the ability to access school, work, or doctor's appointments, or to visit and socialize with friends and family. This is especially important to the disabled population in the region, as these residents are more likely to be dependent on transit or specialized transportation programs.

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[14]   For the Existing Conditions in Disadvantaged Communities in the Region section of this appendix, all data are from the ACS 5-year estimates, 2015–2019 unless otherwise specified.

In the San Diego region, 6% of residents are unemployed and about 25% of the population is low income. "Low income" is defined as having an income that is less than 200% of the FPL. "Unemployment" is defined as the percentage of the population over age 16 that is in the labor force but unemployed. This excludes retirees, students, institutionalized persons, military personnel on active duty, and those who are not seeking employment. It is important to look at the regional variation in these measures, as they vary by neighborhood. Along with poverty and unemployment, measuring how much a household spends on monthly housing costs is an important indicator of a household's financial security. The ACS provides data on the percentage of a household's monthly income that is spent on rent or mortgage. In this appendix, this indicator is referred to as "housing cost burdened" and is used to assess how resilient a household is and what their ability might be to recover from economic setback.[15] In the region, about 42% of households are considered housing cost burdened.

"Households with zero vehicles available" is another measure that is taken from the ACS data. It measures the number of households that have no vehicles available, meaning that these households would be dependent on transit services for their transportation needs. About 5.7% of all households in the region have zero vehicles available, but of course, this varies from neighborhood to neighborhood around the region.

Educational attainment is another important indicator that can be used to understand the employment opportunities that are available to an individual. In many cases, a high school education is required for most employment, and not having a high school diploma can impact an individual's income and earnings. In the San Diego region, about 12% of all persons age 25 and older do not have a high school diploma.

Another indicator of a person's employment opportunities is their English language fluency. In the San Diego region, about 38% of households speak a language other than English in the home; of these, about 6% do not speak English very well. This is sometimes referred to as "linguistic isolation" and can also indicate a household's ability to understand and hear important information if there is an emergency in their area.

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[15] Sara Kimberlin, "Throughout the State Californians Pay More Than They Can Afford for Housing," California Budget & Policy Center, September 2017, calbudgetcenter.org/resources/throughout-the-state-californians-pay-more-than-they-can-afford-for-housing.

Maps showing the western two-thirds of the region illustrate each of these indicators, and profiles for each of the communities identified are described below with the following population characteristics:

- Figure H.4: Educational Attainment (Table B15003, ACS 5-year estimate, 2015–2019)

- Figure H.5: Linguistic Isolation (Table C16002, ACS 5-year estimate, 2015–2019)

- Figure H.6: Disability Status (Table B18101, ACS 5-year estimate, 2015–2019)

- Figure H.7: Housing Cost Burden (Table B25106, ACS 5-year estimate, 2015–2019)

- Figure H.8: Unemployment (Table B17005, ACS 5-year estimate, 2015–2019)

- Figure H.9: Zero Vehicle Households (Table B25045, ACS 5-year estimate, 2015–2019)

Figure H.4

Existing Conditions: Educational Attainment

Percent of the population over age 25 with less than a high school education

- 36% - 53%
- 26% - 35%
- 16% - 25%
- 6% - 15%
- 0% - 5%
- No Data

Source: U.S. Census Bureau, 2015-2019 5-Year American Community Survey
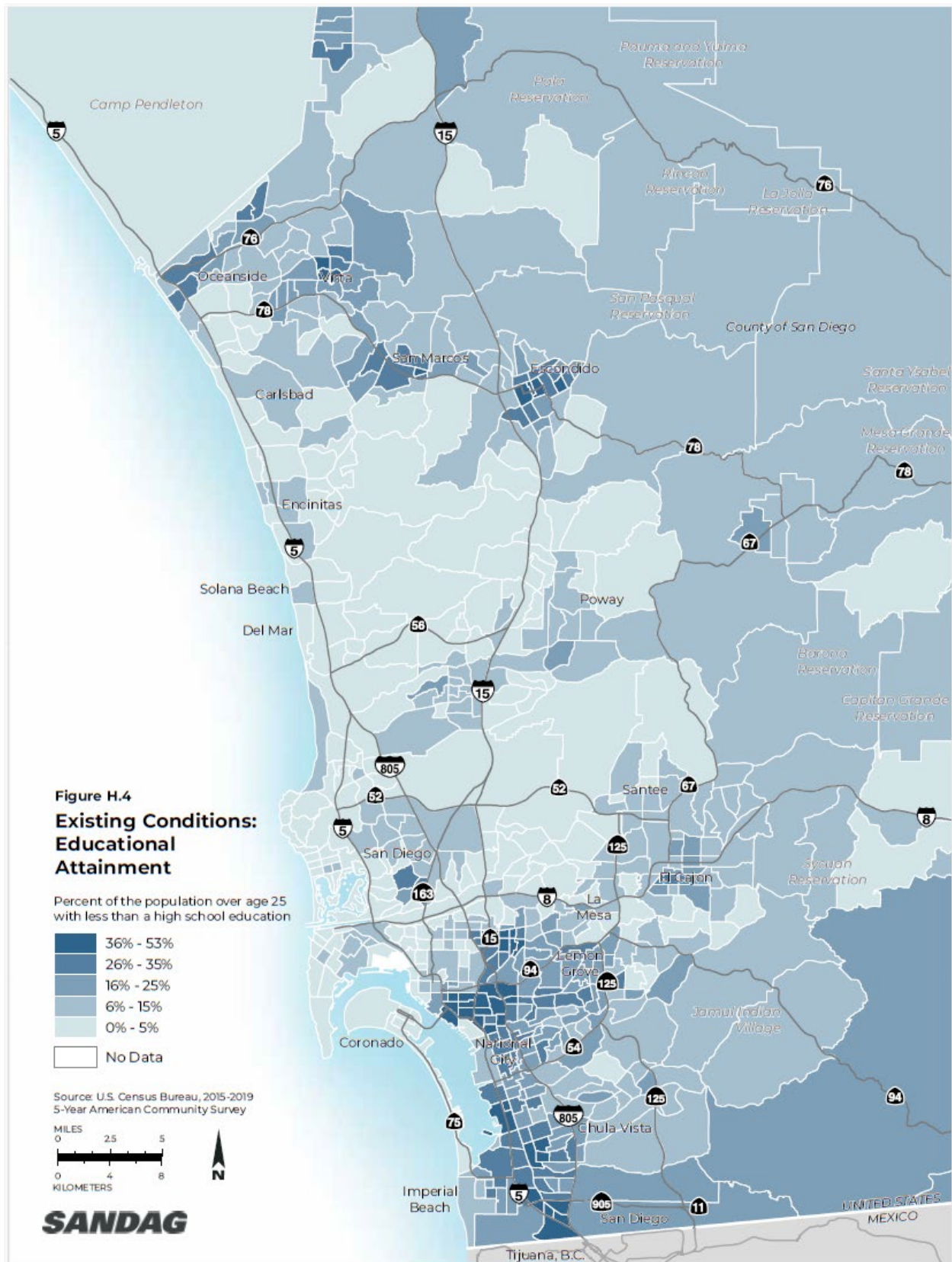
Figure H.5

Existing Conditions: Linguistic Isolation

Percentage of households in which no one age 14 and over speaks English "very well" or speaks English only

- 31% - 53%
- 21% - 30%
- 11% - 20%
- 6% - 10%
- 0% - 5%
- No Data

Source: U.S. Census Bureau, 2015-2019 5-Year American Community Survey
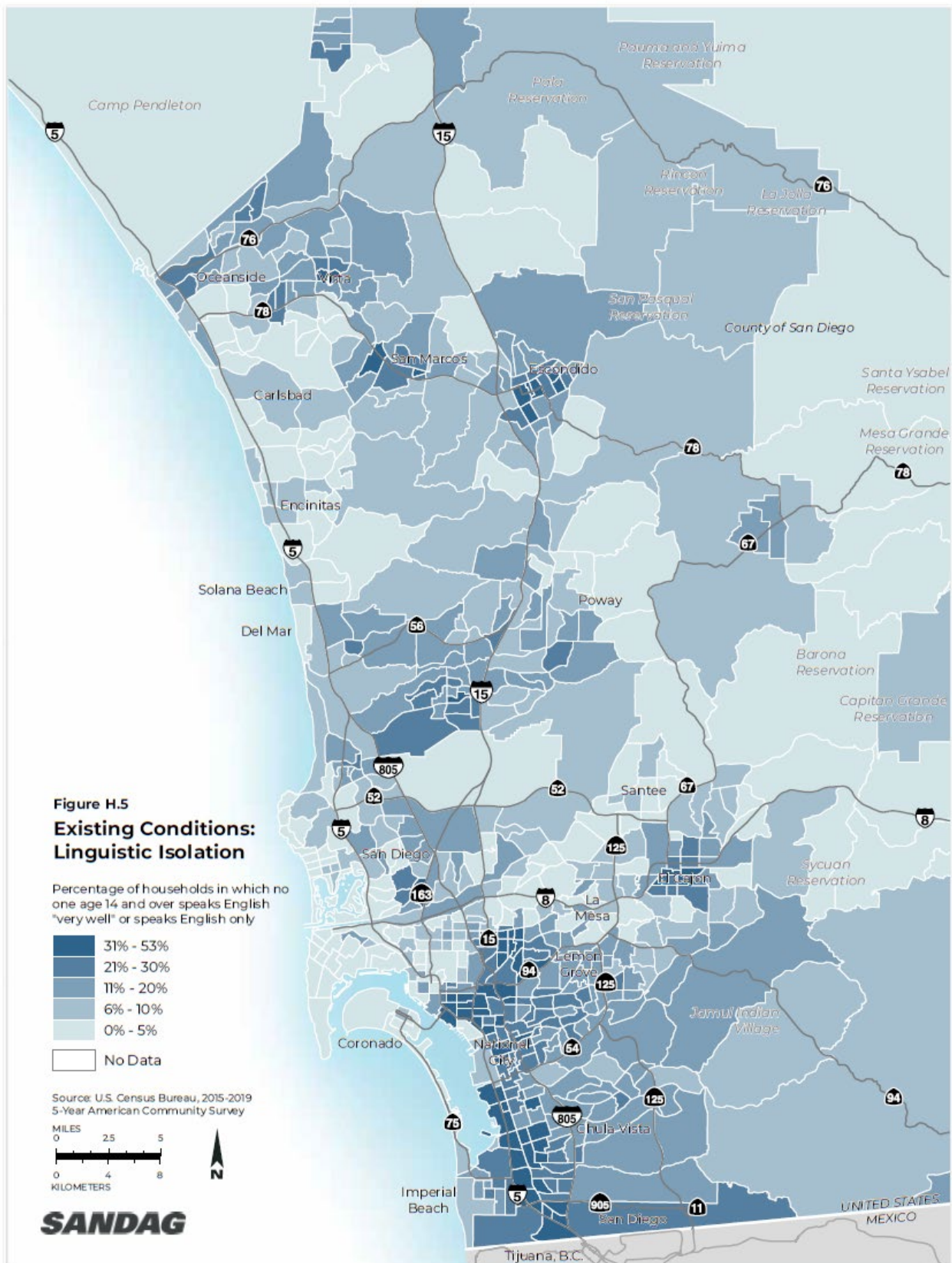
Figure H.6

Existing Conditions: Disability Status

Percent of the civilian non-institutionalized population with a disability

- 16% - 32%
- 13% - 15%
- 10% - 12%
- 7% - 9%
- 0% - 6%
- No Data

Source: U.S. Census Bureau, 2015-2019 5-Year American Community Survey

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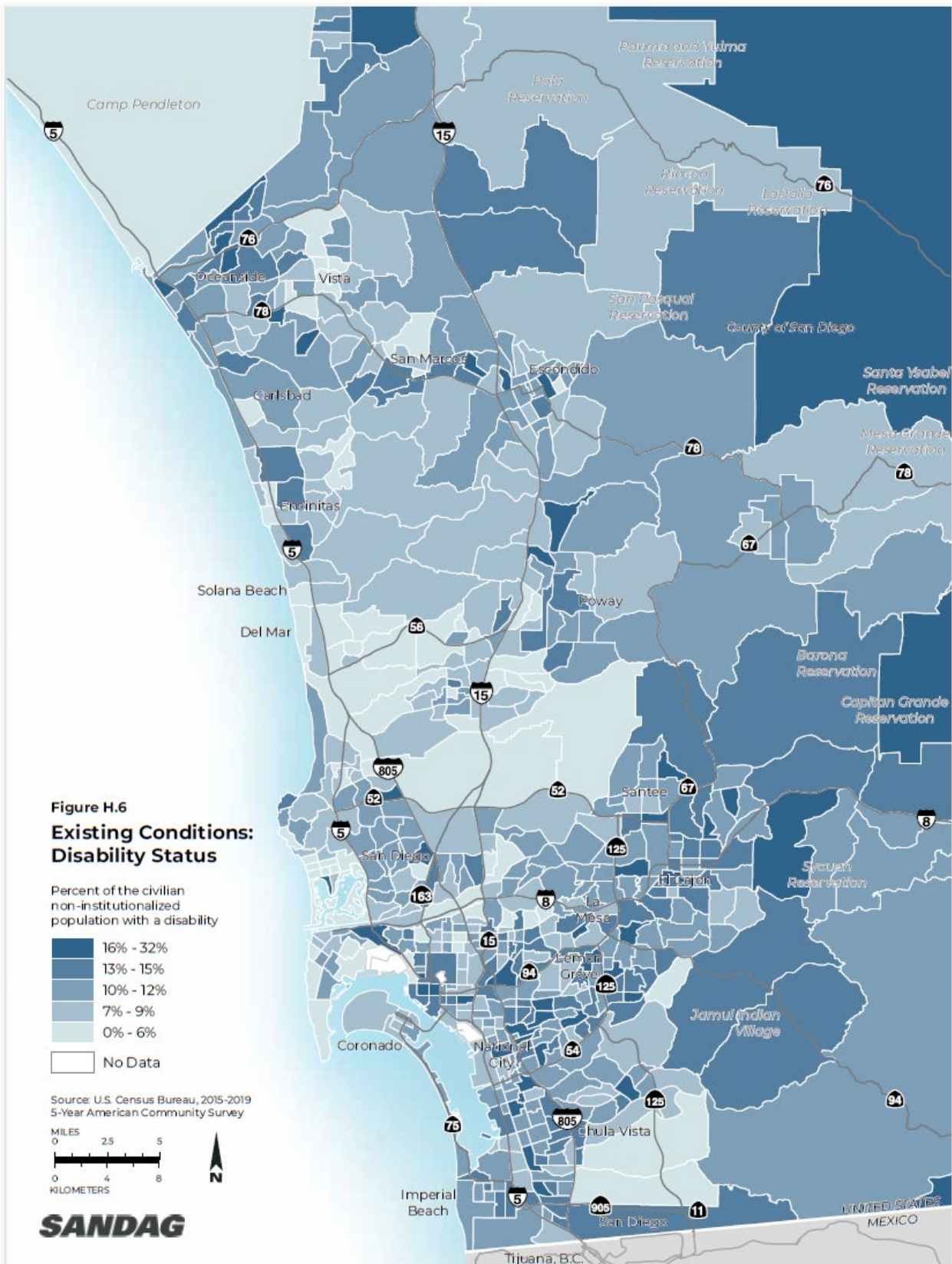
Figure H.7

Existing Conditions: Housing Cost Burdened

Percent of households that spend more than 30 percent of their monthly income on housing costs

- 61% - 100%
- 51% - 60%
- 41% - 50%
- 31% - 40%
- 18% - 30%
- No Data

Source: U.S. Census Bureau, 2015-2019 5-Year American Community Survey

MILES
0   2.5   5

KILOMETERS
0   4   8

N

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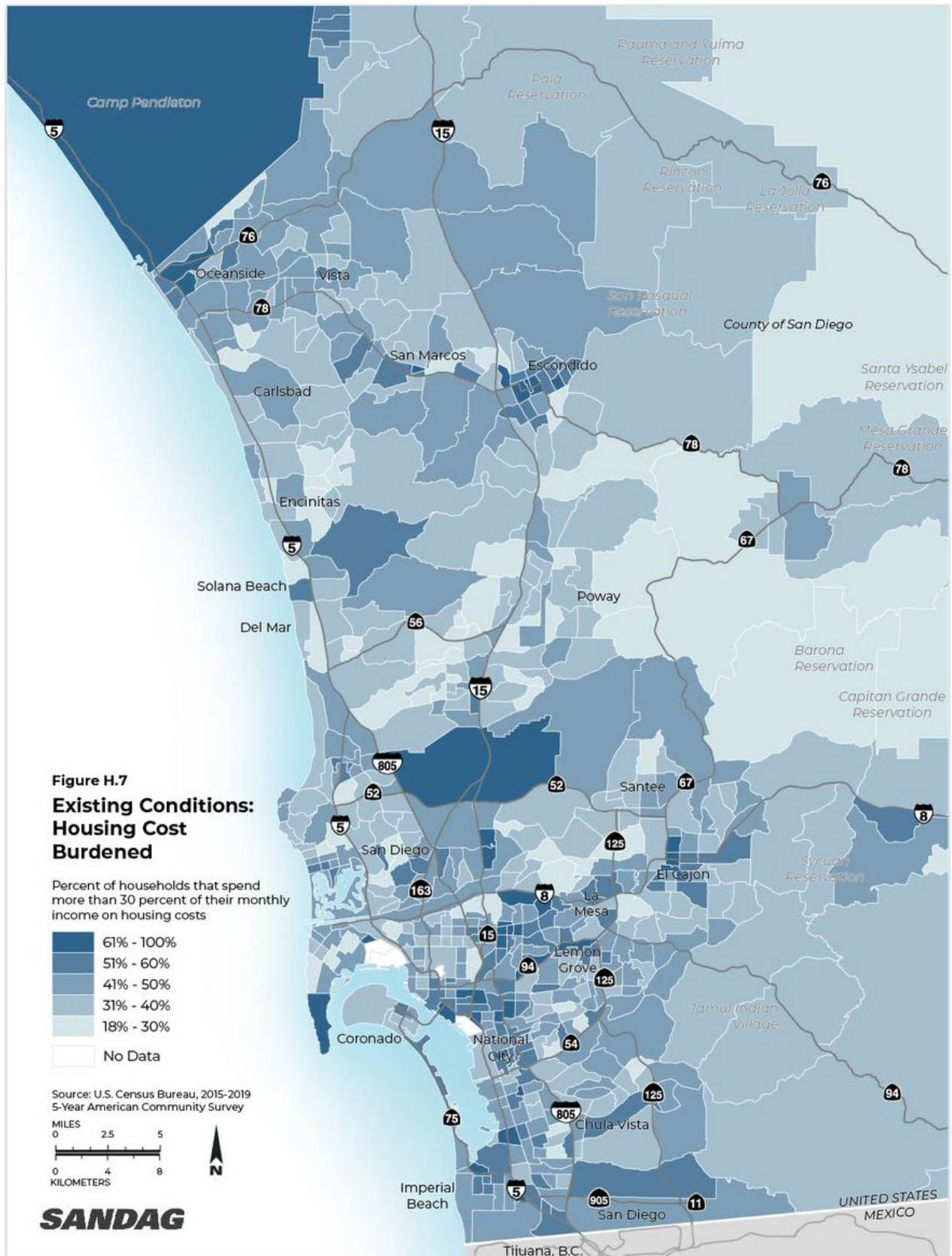
Figure H.8: Existing Conditions: Unemployment

Figure H.8

Existing Conditions: Unemployment

Percent of the population over the age of 16 that is unemployed and eligible for the labor force

- 13% – 21%
- 10% – 12%
- 7% – 9%
- 4% – 6%
- 0% – 3%
- No Data

Source: U.S. Census Bureau, 2015-2019 5-Year American Community Survey

MILES
0   2.5   5

0   4   8
KILOMETERS

N

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Figure H.9

**Existing Conditions:
Zero Vehicle
Households**

Percent of households with
no vehicle available

- 21% – 36%
- 11% – 20%
- 6% – 10%
- 3% – 5%
- 0% – 2%
- No Data

Source: U.S. Census Bureau, 2015-2019
5-Year American Community Survey

MILES
0   2.5   5

0   4   8
KILOMETERS

N

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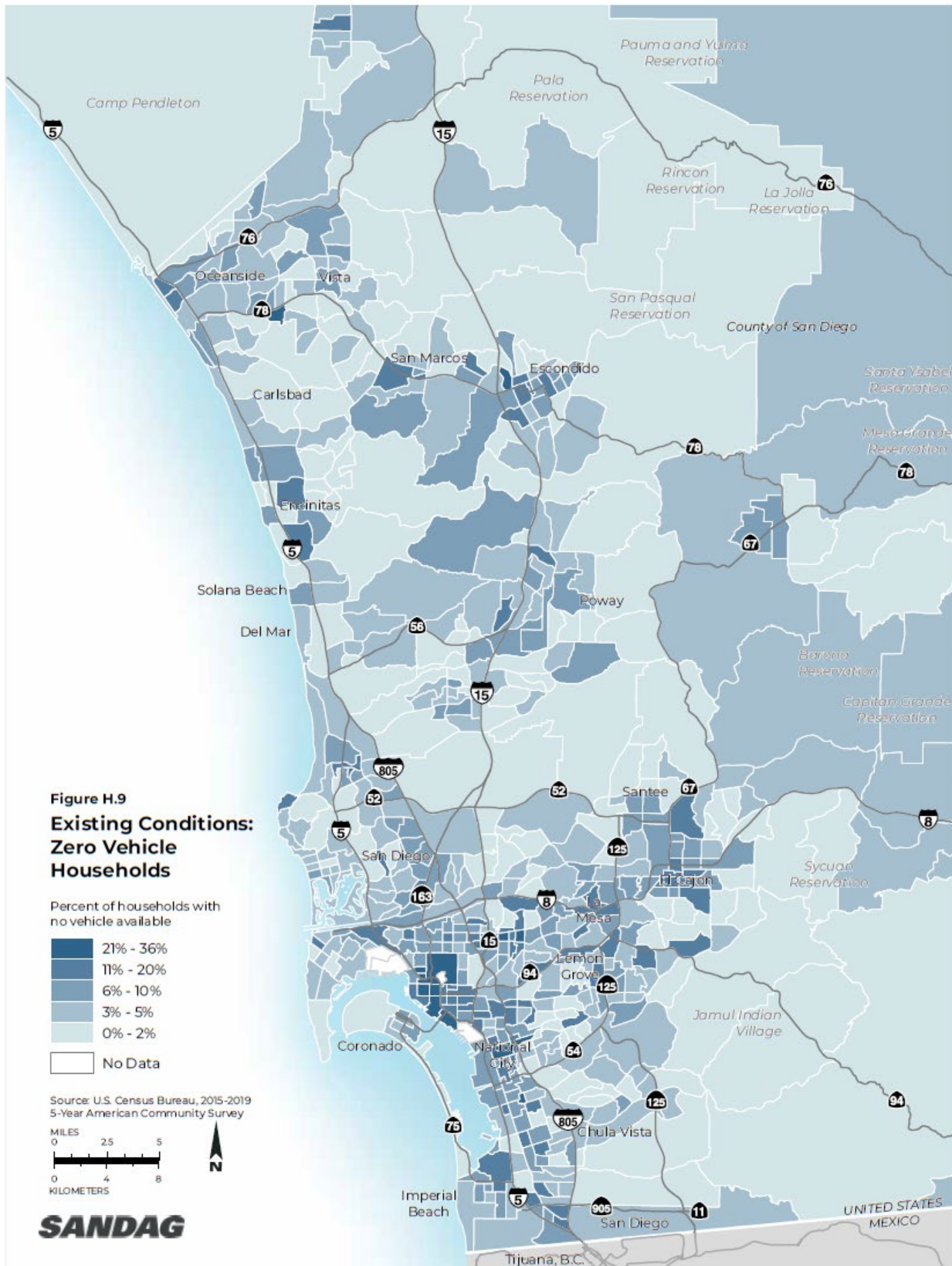
What follows is a snapshot of the key socioeconomic characteristics for the most disadvantaged communities in the region.[16] These communities were the focus of our most intense outreach and engagement through our partnership with CBOs in those communities.

City of San Diego: The City of San Diego is the most populous city in the region, with 1.38 million residents in 2016. There are several neighborhoods within the city with significant percentages of disadvantaged populations. These communities are diverse in terms of cultures and languages and are often underserved and lack access to infrastructure and economic opportunities. Descriptions of these communities from the 2019 vintage of SANDAG's Population and Housing Estimates and 2015–2019 ACS 5-year estimates are described below for the city neighborhoods of Barrio Logan, City Heights, Encanto, Linda Vista, San Ysidro, Skyline-Paradise Hills, and Southeastern San Diego.[17] Therefore these data represent an average of the time period between 2015 and 2019.

- **Barrio Logan:** Seventy-five percent (75%) of the population in this neighborhood is Hispanic, 13.4% non-Hispanic White, 6.2% non-Hispanic Black, 2.4% non-Hispanic Asian, and the remainder other non-Hispanic races. Fifty-eight percent (58%) of the residents are low income with an unemployment rate of 2%. About 64% of residents are housing cost burdened. Almost 37% of the adult population did not graduate from high school, and 25.6% of the residents do not speak English well. About 7% of the population is disabled and almost 24% of households do not have access to a vehicle.

- **City Heights:** Fifty-four percent (54%) of the population in this neighborhood is Hispanic, 16.2% non-Hispanic Asian, 13.9% non-Hispanic White, 12.3% non-Hispanic Black, and the remainder other non-Hispanic races. Almost 59% of the residents are low income with an unemployment rate of 8.3%. About 57% are housing cost burdened. Approximately 36% of the adult population did not graduate from high school, and 19.9% of the residents do not speak English well. Eleven percent (11%) of the population is disabled and 13.7% of households do not have access to a vehicle.

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[16] Community Planning Area boundaries were approximated using Census Tracts, and the data was summed from Census Tract–level ACS 2015–2019 5-year estimates.

[17] It should be noted that these statistics are not reflective of the impact that COVID-19 has had on these communities. For a complete discussion of the disproportionate impact of COVID-19 on low-income communities and communities of color, see sandag.org/uploads/publicationid/publicationid_4679_27578.pdf.

- **Encanto:** About 51% of the population in this neighborhood is Hispanic while 21.7% are non-Hispanic Black, followed by almost 14.7% non-Hispanic Asian and 8.6% non-Hispanic White. Almost 49% are housing cost burdened. Approximately 45% are low income with a 9.6% unemployment rate. Twenty-six percent (26%) of the adults did not finish high school, and 11.0% do not speak English well. Almost 12% of the population is disabled, and 7.5% of households do not have access to a vehicle.

- **Linda Vista:** Thirty-nine percent (39%) of the population in this neighborhood is White while 31.5% is Hispanic and 19.8% is non-Hispanic Asian. Five percent (5%) of residents are non-Hispanic Black, and the remainder are other non-Hispanic races. Almost 39% of residents are low income, and unemployment is 7.5%. More than 45% are housing cost burdened. Sixteen percent (16%) of the adult population did not finish high school, and 9.5% of households are isolated linguistically. Almost 9% of the population is disabled, and almost 7% of households do not have access to a vehicle.

- **San Ysidro:** Almost 91% of the population in this neighborhood (which is directly on the border with Mexico) is Hispanic. Of the remaining residents, 3.6% are non-Hispanic White, 2.3% non-Hispanic Asian, and 1.3% non-Hispanic Black, and the remainder are other non-Hispanic races. Approximately 56% of the residents are low income with an unemployment rate of 10.8%. Over 52% of households are housing cost burdened. Forty percent (40%) of those over 25 do not have a high school diploma, and 28.3% of households are isolated linguistically. Almost 11% of the population is disabled, and 10.5% of households do not have a vehicle available.

- **Skyline-Paradise Hills:** Almost 39% of the population in this neighborhood is Hispanic, while 27.7% are non-Hispanic Asian. Almost 15.4% of the population is non-Hispanic Black while 13.2% of the population is non-Hispanic White. The remainder of the population is of other non-Hispanic races. Twenty-nine percent (29%) of the population is low income with an unemployment rate of 9.1%. More than 41.5% of households are housing cost burdened. About 7.7% of households are isolated linguistically, and 19.1% of residents 25 and older did not finish high school. Almost 12% of the population is disabled, and 3.5% of households do not have access to a vehicle.

- **Southeastern San Diego:** Seventy-seven percent (77%) of the population in this neighborhood is Hispanic, while 9.4% is non-Hispanic Black. Only 7.3% of residents are non-Hispanic White, 3.5% are non-Hispanic Asian, and the remainder are other non-Hispanic races. Fifty-nine percent (59%) of the population is low income, and unemployment is 9.5%. More than 56% of households are housing cost burdened. Forty-one percent (41%) of the population 25 and older did not finish high school, and almost 19.3% of households are linguistically isolated. About 10% of the population is disabled, and about 10% of households do not have access to a vehicle.

City of Chula Vista: Fifty-seven percent (57%) of the population in this city is Hispanic. Almost 20% of residents are non-Hispanic White, 14.9% non-Hispanic Asian, 4.6% are non-Hispanic Black, and the remainder are other non-Hispanic races. Twenty-two percent (22%) of the population is low income with an unemployment rate of 9.0%. Almost 43% of households are housing cost burdened. About 17% of adults 25 and older did not finish high school, while 9.6% of households are linguistically isolated. Almost 10% of the population is disabled, and 4.7% of households do not have access to a vehicle.

City of Escondido: Almost 47% of the population of Escondido is Hispanic, while 39.6% is non-Hispanic White. Seven percent (7%) is non-Hispanic Asian and 2.7% is non-Hispanic Black. The remainder of residents are other non-Hispanic races. Thirty-seven percent (37%) of the population is low income, and unemployment is 4.7%. More than 48% of households are housing cost burdened. About 21% of the population 25 and older does not have a high school education, while almost 9.3% of households live in linguistic isolation. About 10.5% of the population is disabled, and more than 7.0% of households do not have access to a vehicle.

City of El Cajon: More than 54.6% of the population in the City of El Cajon is non-Hispanic White, while Hispanics make up almost 29.3%. Only 6.2% of the population is non-Hispanic Black, while the next-highest category is Other races, which could be due to the Chaldean immigrant population. Almost 5% of the population is non-Hispanic Asian. Thirty-seven percent (37%) of the population is low income, and the unemployment rate is 8.0%. Almost 49% of households are housing cost burdened. Almost 16% of the population 25 and older did not finish high school, and 12.0% of households live in linguistic isolation. More than 12.5% of the population is disabled, and over 9.2% of households do not have access to a vehicle.

City of National City: Hispanics make up almost 58% of the population in National City, while 19% are non-Hispanic Asian. Thirteen percent (13%) of the population is non-Hispanic White and 5.3% is non-Hispanic Black. The remainder of residents are other non-Hispanic races. Almost 45% of the population is low income, and unemployment is 6.6%. More than 49% of households are housing cost burdened. Approximately 25% of adults 25 and older did not graduate from high school, and almost 17% of households live in linguistic isolation. More than 13% of the population is disabled, and 11.2% of households do not have access to a vehicle.

City of Vista: Forty-five percent (45%) of the population in the City of Vista is Hispanic, while 42% are non-Hispanic White. Approximately 6% of residents are non-Hispanic Asian, 3.6% are non-Hispanic Black, and the remainder are other non-Hispanic races. The low-income Spanish-speaking population is in dense clusters in several areas of the city, mostly in the rural areas. Approximately 30% of the population is low income, and the unemployment rate is 4.5%. More than 44% of households are housing cost burdened. Approximately 21% of adults 25 and older do not have a high school diploma, and 4.6% of households live in linguistic isolation. Six-and-a-half percent (6.5%) of the population is disabled, and 3.2% of households do not have a vehicle available.

Community-Based Organization Mobility Needs Assessment

SANDAG worked closely with the network of CBOs to conduct a CBO mobility needs assessment (Attachment 2). The purpose of the needs assessment was to evaluate needs and opportunities for 2021 Regional Plan projects in historically underserved communities through a meaningful and representative community engagement process. The needs assessment is intended to provide a comprehensive evaluation of existing transportation services and assess opportunities for new transportation solutions that address the unique needs and diverse backgrounds of communities within the region.

The mobility needs assessment took a quantitative and qualitative analysis approach to better understand community demographics, existing transportation infrastructure, and services. A survey was developed jointly with the network of CBOs to solicit feedback from community members on their transportation experience. The survey was an opportunity to gain deeper insight into existing transportation options in the region, identify barriers to transportation access, and evaluate impacts of COVID-19 on use of and willingness to use a variety of transportation services. Survey instruments were available in multiple languages, including English, Spanish, Arabic, Tagalog, and Vietnamese. The network of CBOs used various methods to distribute the survey, including social media, newsletters, email distribution lists, food distribution events, and phone banks. The mobility needs assessment survey was a sample of convenience, and therefore, results are not weighted or statistically representative of the entire San Diego region.

The majority of responses were collected between November and December 2020. The survey collected more than 2,900 responses from a diverse group of community members. More than 73% of respondents identified as female, and almost 70% of respondents identified as people of color. Approximately 87% of respondents reported an annual household income that is less than the region's median household income of about $82,000 based on 2019 SANDAG Population and Housing estimates.

The mobility needs survey highlighted several opportunities that may inform future design and implementation of 2021 Regional Plan projects and pilots in historically underserved communities. Although the majority of respondents indicated that they have access to a working vehicle or a personal micromobility device, respondents did also indicate that they are not able to easily move around the region. This survey highlights opportunities to improve transportation options in these communities and provide a

compelling mobility option that works for community members of all backgrounds. For future services to be successful, new mobility solutions envisioned in the 2021 Regional Plan should consider options for those that do not have access to a smartphone, debit or credit card, or driver's license. Collaboration among public agencies, the private sector, and CBOs is critical to ensure that new mobility options are designed to address and respond to community needs.

Social Equity Analysis

Framework

The 2021 Regional Plan envisions a transportation system that is faster, fairer, and cleaner for every person in the region. In practice, this means creating a system where people have a variety of transportation options to choose from to get where they want to go. The transportation network presents a future where riding a bus or train is just as fast and convenient as driving a car and where walking, biking, and using mobility devices are safe and comfortable ways to get around. Technology connects and enhances the transportation system, giving people access to and information about their trips to make travel seamless.

To evaluate the performance of the 2021 Regional Plan, a series of performance measures were used, which are listed in Appendix T: Network Development and Performance. Through the process of developing the performance measures, a subset of measures was identified as a framework for the social equity analysis in which data would be produced comparing three vulnerable populations against their respective counterpart populations (minority versus non-minority,[18] low income versus non-low income, and senior versus non-senior). These measures include:

- **Fast** focuses on the transportation system by evaluating the transportation system for how accessible and safe it is for every person, no matter which mode of transportation they choose to use.

- **Fair** focuses on the "fairer" component of the transportation system by evaluating the level of access the system provides to each person in the region, connecting people to jobs, education, and activities.

- **Clean** focuses on the transportation system by considering the environmental and health impacts of the network and reducing greenhouse gas emissions.

Although Title VI prohibits only intentional discrimination, agency regulations such as those discussed above, which were adopted to implement Title VI, direct SANDAG to ensure that it does not engage in practices that have the effect of discriminating on the basis of race, color, or national origin. In some analysis work, statistics are used as a way to screen for such

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[18] It is important to acknowledge that the term "minority" for this section is used where it refers to the source data. Ultimately, we are trying to understand the relative benefits and burdens of the performance of the network on people of color, people with low incomes, and seniors.

unintentionally caused discriminatory impacts. The threshold percentage often used to screen for disparate impact or disproportionate effect is 20% due to the so-called "four-fifths" or "80%" rule, because it is only presumed that a case for disparate impact or disproportionate effect is created when there is a substantially different rate of impact for a particular group.[19] A rate that is different by more than 20 percentage points is regarded as substantial because it is statistically unlikely to occur on a random basis. Although this relatively stringent standard is only required when checking for disparities for minorities under Title VI, SANDAG also analyzed low-income and senior groups using this screening process.

The modeled results are presented for four years: 2016, 2025, 2035, and 2050. The 2016 year serves as the existing transportation network, and the performance outcomes reflect the function of the region's transportation system in a given year. Years 2025, 2035, and 2050 are significant phases in the 2021 Regional Plan when strategies are planned to be implemented. These phase years are included twice for each performance measure. They are included first for the No-Build Scenario. The No-Build Scenario includes projects that would be built in the region in absence of the 2021 Regional Plan because they are in progress or recently completed as described in Appendix T: Network Development and Performance. The second occurrence is with the revenue-constrained 2021 Regional Plan scenario as described in Appendix A: Transportation Projects, Programs, and Phasing. The differences in the performance between the No-Build Scenario and 2021 Regional Plan (Build) are the expected changes from the strategies included in the 2021 Regional Plan.

During the process of evaluating the 2021 Regional Plan network for each disadvantaged population and its respective non-disadvantaged population, the percent difference was calculated between the No-Build projections and 2021 Regional Plan for each phase (2025, 2035, and 2050) to determine how each group fared. As part of the analysis, the percentages of each disadvantaged population group were compared to its comparable non-disadvantaged population group to determine whether the percentage point difference between the groups is substantial enough to potentially qualify for further evaluation as a disparate impact or disproportionate effect. Anything above a 20-percentage-point difference would result in further analysis. The results in this appendix compare the No-Build to the 2021 Regional Plan network. Additional methodological information is provided in the section below titled "Results for Social Equity Performance Measures."

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[19] The U.S. Equal Employment Opportunity Commission, Department of Labor, and Department of Justice uses the four-fifths (or 80%) rule when enforcing disparate impact prohibitions in Title VI of the Civil Rights Act. See 29 CFR §1607.4(D). A selection rate for any race, sex, or ethnic group which is less than four-fifths (or 80%) of the rate for the group with the highest rate will generally be regarded by the federal enforcement agencies as evidence of adverse impact, while a greater than four-fifths rate will generally not be regarded by federal enforcement agencies as evidence of adverse impact.

Defining Performance Measures for Social Equity Analysis

As part of the social equity analysis process, CBO Partners and other interested stakeholders helped identify performance measures that could be analyzed from a social equity perspective. Input from affected communities was incorporated into the performance measures that were ultimately utilized.[20] The following set of performance measures were used for evaluating the comparative impact of the 2021 Regional Plan on social equity focus populations (low income/minorities/seniors) from the broader set of performance measures. Each measure is calculated separately for each set of disadvantaged population in relation to non-population. The measures used to analyze the performance of social equity efforts are defined as follows, we will discuss the resulting analysis in the next section:

Fast

There is one calculation used to analyze the equity focused performance measure that will help determine if the 2021 Regional Plan meets the equity goal of "Fast":

Number/Percentage of Population within 0.5 Mile of Rail and Rapid Transit

The transit network is divided into "tiers" indicating the level of service for each mode of transit. The total number of persons residing within zones whose centroid is within 0.5 miles of commuter rail (Tier 1), light rail (Tier 2), or Next Gen *Rapid* (Tier 3) is divided by the total number of persons in the region.

Fair

Four different sets of analysis were conducted to determine if the 2021 Regional Plan will meet the performance measure, "Fair": two involve access to opportunities (Employment Centers and Higher Education), Benefit–Cost Analysis, and Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs.

Access to Opportunities – Employment Centers

This measure looks at the percentage of the working-age population (18 years of age or older) who can access four sets of employment centers via transit. The transit travel time includes in-vehicle travel time, access and egress walk time to and from station to origin or destination, and transfer wait time. The measure is calculated for 30- and 45-minute a.m. peak-period travel times and for the population at the regionwide and Mobility Hubs geographies. Mobility Hubs are places of connectivity where different travel options—walking, biking, transit, and shared mobility—come together. They provide an integrated

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[20] "San Diego Forward: The Regional Plan; Social Equity Analysis Framework and Approach," SANDAG Board of Directors Report Item 19, June 22, 2018.

suite of mobility services, amenities, and supporting technologies to better connect high-frequency transit to an individual's origin and destination. A Mobility Hub can span one, two, or few miles to provide on-demand travel choice for short trips around a community.

The employment centers included in this measure are:

- **Tier 1** employment centers are areas with concentrations of more than 75,000 employees. Three employment centers are included in this tier: Sorrento Valley, Kearny Mesa, and Downtown San Diego.

- **Tier 2** employment centers are areas with concentration of 25,000 to 75,000 employees. Ten employment centers are included in this tier: Mission Valley, Carlsbad Palomar Airport, National City, San Marcos Civic Center, Escondido–Palomar, Hillcrest, El Cajon, Ocean Beach, West Bernardo, and La Mesa.

- **Tier 3** employment centers are areas with concentration of 15,000 to 25,000 employees. Fifteen employment centers are included in this tier: Miramar, Chula Vista Northwest, El Cajon–Gillespie Field, Scripps Poway, San Diego Airport, Vista Tech Park, University of San Diego, Scripps Ranch, Rancho Bernardo, Carroll Canyon, Chula Vista Southwest, Carlsbad State Beach, Carmel Valley, Escondido Centre City, and Pacific Beach.

- **Tier 4** employment centers are areas with concentration of 2,500 to 15,000 employees. Fifty-one employment centers are included in this tier from around the region.

Access to Opportunities – Higher Education

The measure is calculated similar to the method for employment centers, analyzing 30- and 45-minute a.m. peak-period travel times and for the population at the regionwide and Mobility Hubs geographies. Higher education includes public and private colleges, universities, community colleges, and vocational training centers.

Benefit–Cost Analysis

The benefit–cost analysis tool uses the output of the SANDAG activity-based travel model (discussed above) to monetize and aggregate the benefits of the 2021 Regional Plan. This analysis measures how much time and money drivers and transit riders will save, and how much safer, healthier, cleaner, and fairer our system becomes as the 2021 Regional Plan is implemented.

Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs

Out-of-pocket transportation costs include auto operating costs, cost of tolls, parking costs, taxi and transportation network company fares, and transit fares. Total percentage of income consumed by out-of-pocket transportation costs is calculated by summing up these costs at the household level and then dividing this number by total household income. The change in percentage of income consumed by out-of-pocket transportation costs is derived by comparing the 2021 Regional Plan expenditures to 2016 expenditures (2021 Regional Plan percentage of income minus 2016 percentage of income equals change in percentage of income).

Clean

In order to assess the 2021 Regional Plan's efforts to provide a "Clean" transportation network, SANDAG looked at three types of analysis: Percentage of Population with Access to Basic Needs *(Medical Facilities/Healthcare, Active Parks, and Retail)*, Average Particulate Matter$_{2.5}$ Exposure per Person, and the Percentage of Population within 0.25 Miles of a Bike Facility.

Percentage of Population with Access to Basic Needs

This measure looks at the percentage of population whose transit travel time is within 30 minutes midday to medical facilities and 15 minutes midday to parks and retail. Population values use the forecasted figures from SANDAG's Series 14 Regional Growth Forecast and SCS land use pattern. The sum of the population that can travel to a retail location within 15 minutes is divided by the total forecasted population. This process is repeated for access to parks. This measure is calculated for population regionwide and for population within Mobility Hubs. The transit travel time includes in-vehicle travel time, access and egress walk time to and from station to origin or destination, and transfer wait time. Modes included in this measure are walking, biking, accessing transit by walk or flexible fleet, and driving alone.

This process is repeated with populations that have 30-minute access to medical facilities. For access to medical facilities, the travel time is increased to account for medical facilities being more dispersed throughout the region. Transit accessed by walking or flexible fleet (like shuttles) and driving alone are the two modes included in this measure.

The following definitions were used for goods and services being accessed in this category as basic needs:

- **Medical Facilities/Healthcare** includes hospitals, community clinics, and medical offices (dentist or ophthalmologist). This definition does not consider emergency response times, but measures access to basic health services including hospitals, community clinics, and medical offices.

- **Active Parks** includes recreation areas and centers containing one or more of the following activities: tennis or basketball courts, baseball diamonds, soccer fields, or swings. Examples include Robb Field, Morley Field, Diamond Street Recreation Center, and Presidio Park. Smaller neighborhood parks with a high level of use are also included as active parks.

- **Retail** includes regional shopping centers, neighborhood shopping centers, specialty commercial, arterial commercial, automobile dealerships, other retail, and strip commercial.

Average Particulate Matter$_{2.5}$ Exposure per Person

The average particulate matter$_{2.5}$ (PM$_{2.5}$) (type of toxic air particulates that are 2.5 micrometers or smaller in diameter) exposure from on-road transportation sources per person, per day was calculated. To measure this, the transportation network is divided into segments called "links" (e.g., SR 76 from Melrose to I-5) that identify emission source locations. Roadway link level PM$_{2.5}$ emission is calculated by link-level vehicle miles traveled by speed bin by truck and non-truck vehicle class multiplies emission factors by corresponding speed bin and vehicle class from CT-EMFAC 2017. A speed bin is a speed category by 5 mph increments, from 5 mph to 70 mph. Likewise, the San Diego region is divided into 100×100-foot grid cells that serve as emission receptor or exposure locations. Average person PM$_{2.5}$ exposure is calculated by taking the total link emissions for PM$_{2.5}$ and calculating the total exposure at varying distances within a buffer of 1,000 feet of the link, decaying the total PM$_{2.5}$ exposure as distance increases. The sum of total PM$_{2.5}$ link emissions exposure is calculated for each grid cell. Then the average zonal PM$_{2.5}$ exposure is calculated across grid cells for each zone (approximately 23,000 zones, each about the size of a Census Block). Finally, the average PM$_{2.5}$ exposure is calculated across zones weighted by total forecasted population or disadvantaged populations of the region from the Series 14 Regional Growth Forecast and SCS land use pattern. This measure does not account for the wind dispersion factors when calculating the potential PM$_{2.5}$ emissions exposure, and it mainly serves as a screening tool to compare the potential disparity impact between disadvantaged populations and non-disadvantaged populations.

Percentage of Population within 0.25 Miles of a Bike Facility

This measures the total number of persons residing within zones whose centroid is within 0.25 miles of a Class I bike facility, Class II bike facility, cycletrack, or bike boulevard and is divided by the total number of persons in the region. This measure is calculated separately for each set of disadvantaged populations in relation to non-disadvantaged populations (low income/minority/seniors).

Baseline Mapping

To create a point of reference for analyzing how the distribution of transportation investments detailed in the 2021 Regional Plan may affect disadvantaged populations being modeled, a set of baseline maps was created to aid stakeholder discussions. Each map shows the 2050 population with the 2050 Plan Transit Network. Figure H.10 shows the 2050 low-income (less than 200% of the FPL) population. Figure H.11 shows the 2050 minority population. Figure H.12 shows the 2050 senior population, age 75 and older.

Figure H.10

2050 Transit Network and Low-Income Populations

— 2050 Transit Network

● 1 dot = 100 low-income people

Low income is defined as less than 200% of Federal Poverty Level

MILES
0   2.5   5

KILOMETERS
0   4   8

N

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Figure H.11: 2050 Transit Network and Minority Populations

Figure H.11

2050 Transit Network and Minority Populations

— 2050 Transit Network

• 1 dot = 100 minorities

MILES
0   2.5   5

KILOMETERS
0   4   8

N

SANDAG

Figure H.12: 2050 Transit Network and Senior Populations

Figure H.12

2050 Transit Network and Senior Populations

— 2050 Transit Network

Population Density

● 1 dot = 100 seniors

Seniors are defined as population age 75 plus

MILES
0   2.5   5

0   4   8
KILOMETERS

N

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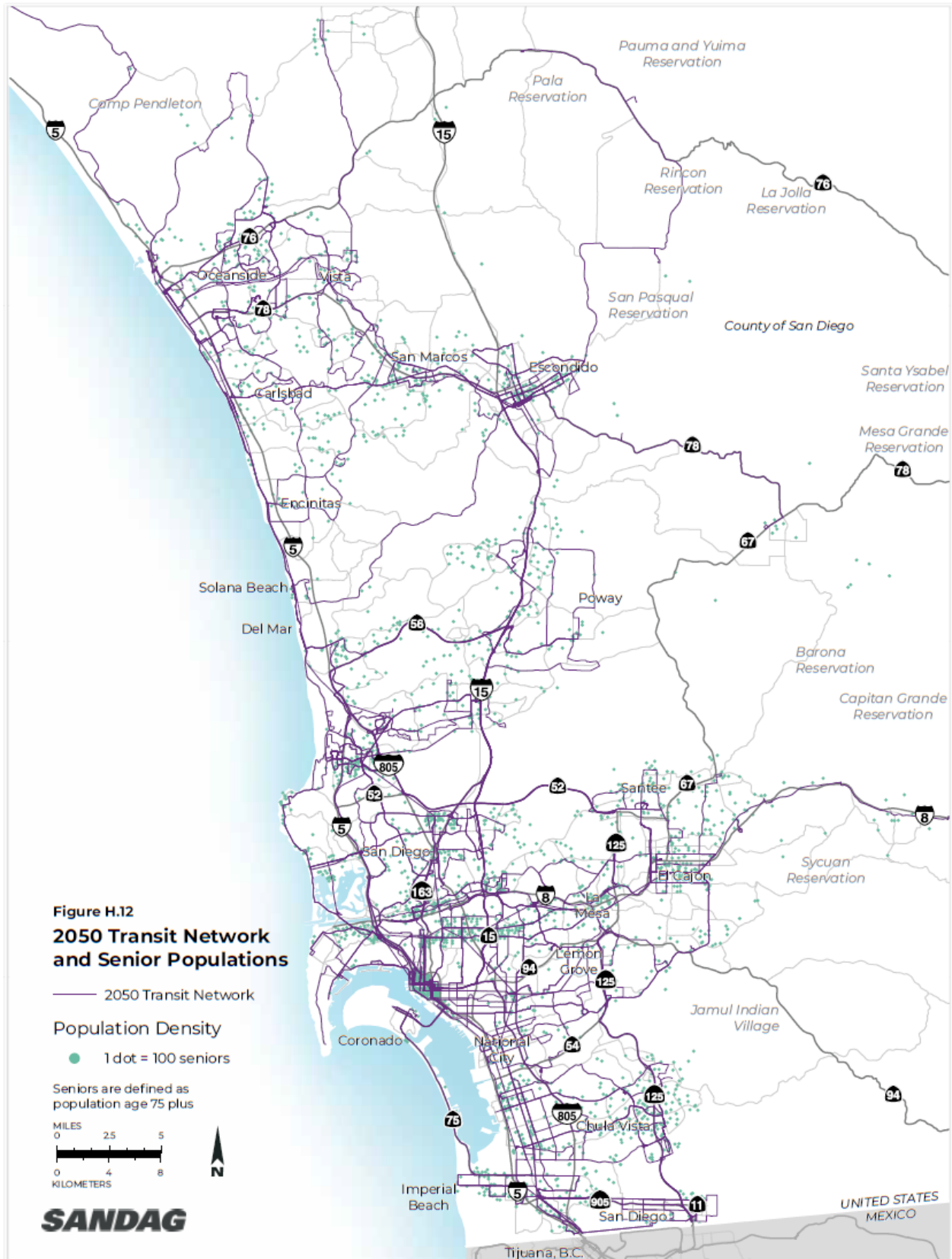
Results for Social Equity Performance Measures

An analysis of the 2021 Regional Plan network was conducted to determine whether the benefits and burdens of the projects would be equitably distributed between minority and non-minority populations and between low-income and non-low-income populations. In addition, a similar social equity analysis was done for seniors age 75 and older and non-seniors.

The social equity analysis determined that there are no statistically significant differences between the No-Build Scenario and the 2021 Regional Plan network for any of the disadvantaged populations. The summary of findings below is based on each of the social equity calculation tables shown for each performance measure. In most cases, there were some differences; however, no result approached the 20-percentage-point difference that SANDAG used as a threshold for determining potential disparate impact or disproportionate effect. Most social equity calculations were within 5 percentage points, and often, the benefit was to the disadvantaged population rather than the non-disadvantaged population.

Table H.2: Summary Results for the Social Equity Performance Measures

Summary Results for the Social Equity Performance Measures: Social Equity Calculations on All Metrics				
	Metrics	**Low Income**	**Minority**	**Seniors**
Fast	People within 0.5 miles of transit (by transit tier)	✔	✔	✔
Fair	Access to opportunities via transit:[21]			
	• Employment centers	✔	✔	**N/A**
	• Higher education	✔	✔	**N/A**
	Benefit–cost ratio	✔	✔	✔
	Transportation system use costs	✔	✔	✔
Clean	Access to basic needs:			
	• Medical/healthcare	✔	✔	✔
	• Active parks	✔	✔	✔
	• Retail	✔	✔	✔
	Average $PM_{2.5}$	✔	✔	✔
	People within 0.25 miles of bicycle facilities	✔	✔	✔

✔: No disparate impact/disproportionate adverse effect.

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[21] Seniors were not analyzed for either of the two "Access to Opportunities" (employment centers/higher education) performance measures, because data were very sparse.

The modeling results for the social equity performance indicators referenced above show that the 2021 Regional Plan improves conditions for disadvantaged populations significantly compared with the 2050 No-Build alternative. SANDAG conducted analyses of low-income, minority, and senior populations and modeled the impacts on these populations separately.

The following sections of the social equity analysis highlight disaggregated data of each performance measure to facilitate understanding the results. Included are summaries of the social equity calculation tables that correspond with their given performance measure. For some of these metrics, maps provide a graphic display of the performance of the 2050 Plan Network.

For each performance measure, the social equity calculation was conducted as follows:

Step 1: Percentage differences between the 2021 Regional Plan (Build) and the No-Build Scenario were calculated for each horizon year (2025, 2035, and 2050), respective disadvantaged and non-disadvantaged population, and measure.

Step 2: Figures for the disadvantaged populations were compared to the respective non-disadvantaged populations to determine the percentage point difference between the groups. When the social equity calculation returns a positive number, such as 1.0, it indicates that the disadvantaged population is projected to receive a larger benefit relative to the non-disadvantaged population over the phase years of the 2021 Regional Plan, with the *exception* of the change in percentage of income spent on out-of-pocket transportation costs and exposure to $PM_{2.5}$. Since these are burden measures, increase in value is an increased burden. For the rest, when the social equity calculation is a negative number, it indicates that the disadvantaged population is projected to receive less of a benefit than the non-disadvantaged population over the phase years of the 2021 Regional Plan. A social equity calculation of 0.0 would be parity; in other words, it would indicate that conditions for the two populations were improving at the same rate (see Figure H.13).

Step 3: Percentage differences of more than 20 points in the Step 2 social equity calculation would be considered a potential disparate impact or disproportionate effect. If a potential disparate impact or disproportionate effect had been found, SANDAG would have considered alternatives and mitigation that would reduce the impact/effect.

Figure H.13: Example Social Equity Calculation

Example Social Equity Calculation		
Percentage of Population within 15 Minutes of Access to Parks by Walk		
Demographics	**2050 No-Build (NB)**	**2050 Regional Plan (RP), Build**
Minority	54.7%	55.1%
Non-Minority	49.3%	50.0%
Step 1: Percentage Difference Minority = 2050RP–2050NB = 55.1%–54.7% = 0.4% Non-Minority = 2050RP–2050NB = 50.0%–49.3% = 0.7% Step 2: Percentage Point Difference between Pop/Non-Pop (Minority Percentage Difference–Non-Minority Percentage Difference) × 100 (0.4%–0.7%) × 100 = −0.3		

Access to Rail and Rapid Transit

Access to high-quality transit (commuter rail, light rail, or Next Gen *Rapid*) improves significantly for all disadvantaged populations in the 2021 Regional Plan (Build Scenario). For low-income populations, access to any transportation tier improves from 11.8% in the 2016 base year to 41.1% by 2050. For comparison, the projection for 2050 is 17.8% in the No-Build Scenario. For all social equity populations, access to high quality transit doubled from 2025 to 2050 (Table H.3). Low-income populations' benefit is greater than that of non-low-income populations, with a percentage point difference of 0.24 in 2025 and 3.88 in 2050. For minority populations, there is also a significant improvement in access to high-quality transit. In the base year of 2016, minority populations' access to high quality transit is 10.4%, which increases to 18.9% by 2025 and 36.1% in the horizon year of 2050. For comparison, projected access is only 15.5% in the No-Build Scenario by 2050. Compared to non-minority populations, minority populations show a difference of −0.32 percentage points in 2025 and 0.61 percentage points in 2050. This indicates that minority populations will benefit more relative to the non-minority population in the Build Scenario (see the map in Figure H.14 for details). For seniors, access to high-quality transit also improves significantly, going from 8.0% in the base year to 34.7% by the 2050 horizon year. For comparison, projected access in 2050 is 14.1% in the No-Build Scenario. There are slight differences between seniors and non-seniors over the life of the 2021 Regional Plan. Initially, the relative benefit is for non-seniors −0.22, but by 2050, the percentage point difference favors seniors (0.23).

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.3: Regionwide Access to Rail and *Rapid* Transit: Percentage of Population within 0.5 Miles of a Commuter Rail, Light Rail, or Next Gen *Rapid*

Regionwide Access to Rail and *Rapid* Transit: Percentage of Population within 0.5 Miles of a Commuter Rail, Light Rail, or Next Gen *Rapid*							
Demographics	**Base Year 2016**	**No-Build**			**Build**		
		2025	**2035**	**2050**	**2025**	**2035**	**2050**
Access to Any Tier (1–3)							
Low Income	11.8%	15.3%	17.3%	17.8%	21.2%	39.1%	41.1%
Non-Low Income	7.9%	10.5%	12.5%	13.4%	16.1%	30.5%	32.8%
Minorities	10.4%	13.4%	15.0%	15.5%	18.9%	34.2%	36.1%
Non-Minorities	7.6%	10.0%	12.0%	12.6%	15.9%	30.8%	32.6%
Senior	8.0%	10.6%	12.9%	14.1%	16.0%	31.6%	34.7%
Non-Senior	9.2%	12.0%	13.9%	14.6%	17.7%	33.0%	35.0%
Commuter Rail (Tier 1)							
Low Income	0.3%	0.5%	0.6%	0.6%	0.7%	3.7%	8.7%
Non-Low Income	0.5%	0.7%	0.8%	0.8%	0.9%	3.2%	6.5%
Minorities	0.3%	0.4%	0.6%	0.6%	0.6%	3.2%	7.0%
Non-Minorities	0.7%	0.8%	1.0%	1.1%	1.1%	3.6%	7.3%
Senior	0.5%	0.7%	0.9%	0.9%	1.0%	3.4%	7.2%
Non-Senior	0.5%	0.6%	0.7%	0.8%	0.8%	3.4%	7.1%
Light Rail (Tier 2)							
Low Income	6.1%	8.8%	10.6%	10.6%	9.2%	11.9%	14.9%
Non-Low Income	3.5%	5.3%	6.9%	7.1%	5.7%	8.0%	11.6%
Minorities	4.9%	6.8%	8.3%	8.2%	7.2%	9.2%	12.1%
Non-Minorities	3.7%	5.7%	7.4%	7.7%	6.2%	8.9%	13.4%
Senior	3.8%	5.7%	7.4%	7.8%	6.1%	8.6%	12.9%
Non-Senior	4.4%	6.4%	8.0%	8.0%	6.8%	9.1%	12.5%
Next Gen *Rapid* (Tier 3)							
Low Income	6.8%	8.9%	9.6%	10.1%	16.2%	35.6%	37.5%
Non-Low Income	5.2%	7.0%	7.7%	8.5%	13.4%	28.5%	30.6%
Minorities	6.3%	8.5%	9.0%	9.6%	15.1%	31.7%	33.4%
Non-Minorities	5.1%	6.3%	7.0%	7.4%	13.1%	28.7%	30.2%
Senior	5.2%	6.8%	7.9%	8.7%	13.3%	29.6%	32.3%
Non-Senior	5.8%	7.6%	8.3%	8.9%	14.3%	30.6%	32.4%

Table H.3.1: Social Equity Calculation: Regionwide Access to Commuter Rail, Light Rail, and Next Gen *Rapid* Transit

Social Equity Calculation: Regionwide Access to Commuter Rail, Light Rail, and Next Gen *Rapid* Transit: Percentage Point Difference: Build vs. No-Build			
Demographics	**2025**	**2035**	**2050**
Access to Any Tier (1–3)			
Low Income vs. Non-Low Income	0.24	3.67	3.88
Minorities vs. Non-Minorities	−0.32	0.38	0.61
Senior vs. Non-Senior	−0.22	−0.35	0.23
Commuter Rail (Tier 1)			
Low Income vs. Non-Low Income	−0.02	0.67	2.37
Minorities vs. Non-Minorities	−0.12	0.04	0.26
Senior vs. Non-Senior	0.05	−0.12	−0.01
Light Rail (Tier 2)			
Low Income vs. Non-Low Income	0	0.27	−0.21
Minorities vs. Non-Minorities	−0.15	−0.59	−1.73
Senior vs. Non-Senior	−0.09	0.06	0.62
Next Gen *Rapid* (Tier 3)			
Low Income vs. Non-Low Income	0.85	5.2	5.24
Minorities vs. Non-Minorities	−0.24	0.93	0.95
Senior vs. Non-Senior	−0.17	−0.66	0.14

Figure H.14

2050 Population within 0.5 miles of Rail and *Rapid* Transit

—— 2050 Transit Network

Population Density

1 dot represents 100 people within 0.5 miles

● Non-Minority Population

● Minority Population

MILES
0   2.5   5

KILOMETERS
0   4   8

N

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Access to Any Employment Center

Overall access to any employment center (within a 30- or 45-minute travel time via transit) for disadvantaged populations is relatively high in the base year of 2016 and increases in the Build Scenario more so than the No-Build Scenario (Table H.4). For low-income populations, access slightly increases in the No-Build Scenario, climbing from 86.9% in the 2016 base year to 88.3% by 2035, where it remains relatively the same through the 2050 horizon year. In the Build Scenario, access increases from 86.9% in 2016 to 88.0% by 2025 and continues to increase to 89.8% by 2050. This results in a −2.27 percentage point difference between the relative improvement of access for the low-income population relative to the non-low-income population by 2050. Although a negative social equity calculation, it is not significant (an indicator of 20 percentage point difference is the threshold for determining significance and is explained in the framework section); therefore, there is no disparate impact or disproportionate effect.

For minority populations, access in the 2016 base year is 84.9%. Under the conditions of the No-Build Scenario, access slightly decreases to 84.3% by 2025, increases slightly to 84.8% by 2035, and then decreases again to 83.7% by the horizon year of 2050. However, the access is higher in the Build Scenario. In 2025, access improves to 85.5%, increasing to 87.1% in 2035, and remains relatively the same at 87.4% in the horizon year of 2050. In terms of disparity, minority populations start with slightly more benefit than non-minorities, with a percentage point difference of 0.16, then continue to see greater benefit than non-minorities by 2050, with a difference of 0.81.

Impact of access to employment centers for the senior population, age 75 and older, was not analyzed as the majority of this group no longer work. To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.4: Regionwide Transit Access to Any Tier Employment Center

Demographics	Travel Time	Base Year 2016	No-Build			Build		
			2025	2035	2050	2025	2035	2050
Low Income	30 min	86.9%	87.4%	88.3%	88.1%	88.0%	89.4%	89.8%
	45 min	89.0%	89.6%	90.3%	90.1%	90.0%	91.3%	91.7%
Non-Low Income	30 min	77.8%	78.8%	80.3%	80.3%	80.1%	83.0%	84.2%
	45 min	79.0%	79.8%	81.2%	81.2%	80.9%	83.7%	85.1%
Minorities	30 min	84.9%	84.3%	84.8%	83.7%	85.5%	87.1%	87.4%
	45 min	86.1%	85.3%	85.7%	84.6%	86.3%	87.8%	88.2%
Non-Minorities	30 min	76.2%	77.3%	78.6%	79.0%	78.3%	80.9%	81.9%
	45 min	78.0%	79.0%	80.4%	80.9%	79.8%	82.4%	83.5%

Regionwide Transit Access to Any Tier Employment Center: Percentage of Population within 30 and 45 Minutes via Transit (a.m. Peak)

Table H.4.1: Social Equity Calculation: Regionwide Transit Access to Any Tier Employment Center

Social Equity Calculation: Regionwide Transit Access to Any Tier Employment Center: Percentage Point Difference: Build vs. No-Build

Demographics	Travel Time	2025	2035	2050
Low Income vs. Non-Low Income	30 min	−0.66	−1.60	−2.27
	45 min	−0.65	−1.52	−2.25
Minority vs. Non-Minority	30 min	0.16	0.02	0.81
	45 min	0.24	0.08	0.95

Transit Access Tier 1 and Tier 2 Employment Centers

Transit access to Tier 1 (Table H.5) and Tier 2 (Table H.6.) Employment Centers significantly improves over the phase years of the 2021 Regional Plan for low-income and minority populations. In Build Scenario, low-income access to Tier 1 employment centers in the 2050 Plan Network increases from 24.7% in the base year to 42.1% by 2050. Low-income access to employment centers will continue to improve through 2050 with 42.1% access (see map in Figure H.15). Relative access for low-income populations in the 2016 base year is higher than the non-low income, with 19.6%. The social equity calculation shows that the low-income population relative to non-low income is at 0.42 in 2025, and low income improves relative to non-low income through 2050 with a percentage point difference of 2.89. This indicates that access for low-income populations improves relative to the non-low-income population. For Tier 2, the same pattern holds, but with significantly higher access through the phase years (Figure H.16). Because the low-income population has more access in the base year at 55.2%, the relative improvement favored the non-low-income population. However, the social equity calculation was only –1.32, which, although negative, remains close to parity, indicating no disparate impact or disproportionate effect. Minority access to Tier 2 employment centers within 30 minutes increases from 50.6% in the base year to 61.6% for the 2050 Plan Network. The social equity calculation shows that minority access benefits relative to non-minority with a percentage point difference of 1.08.

Table H.5: Regionwide Transit Access to Tier 1 Employment Centers

Demographics	Travel Time	Base Year 2016	No-Build			Build		
			2025	2035	2050	2025	2035	2050
Low Income	30 min	24.7%	27.3%	29.8%	29.5%	29.2%	35.1%	42.1%
	45 min	43.7%	46.9%	49.3%	49.1%	50.1%	57.6%	63.8%
Non-Low Income	30 min	19.6%	21.8%	24.4%	24.1%	23.2%	29.7%	33.8%
	45 min	34.5%	37.6%	40.5%	40.4%	40.7%	49.7%	56.4%
Minorities	30 min	21.5%	23.5%	26.0%	25.1%	25.2%	30.8%	36.3%
	45 min	41.2%	43.7%	45.3%	43.7%	47.2%	53.6%	59.6%
Non-Minorities	30 min	20.7%	23.0%	25.6%	26.2%	24.6%	31.6%	35.1%
	45 min	33.4%	35.8%	38.9%	40.1%	38.5%	48.9%	55.5%

Caption: Regionwide Transit Access to Tier 1 Employment Centers: Percentage of Population within 30 and 45 Minutes via Transit

Table H.5.1: Social Equity Calculation: Regionwide Transit Access to Tier 1 Employment Centers

Social Equity Calculation: Regionwide Transit Access to Tier 1 Employment Centers: Percentage Point Difference Build vs. No-Build

Demographics	Travel Time	2025	2035	2050
Low Income vs. Non-Low Income	30 min	0.42	−0.03	2.89
	45 min	0.08	−0.91	−1.24
Minority vs. Non-Minority	30 min	0.08	−1.1	2.37
	45 min	0.72	−1.8	0.49

Table H.6: Regionwide Transit Access to Tier 2 Employment Centers

Regionwide Transit Access to Tier 2 Employment Centers: Percentage of Population within 30 and 45 Minutes via Transit								
Demographics	**Travel Time**	**Base Year**	**No-Build**			**Build**		
		2016	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	30 min	55.2%	56.9%	58.7%	58.8%	59.7%	64.7%	67.3%
	45 min	74.4%	75.1%	76.3%	75.9%	78.8%	83.7%	85.0%
Non-Low Income	30 min	43.4%	45.7%	47.5%	47.3%	48.5%	54.7%	57.1%
	45 min	64.0%	65.6%	67.1%	66.4%	69.5%	75.2%	77.9%
Minorities	30 min	50.6%	51.7%	53.0%	51.9%	54.4%	59.5%	61.6%
	45 min	71.9%	71.4%	72.0%	70.3%	75.3%	80.3%	81.4%
Non-Minorities	30 min	43.3%	45.1%	46.6%	46.8%	48.3%	54.1%	55.5%
	45 min	62.4%	64.0%	65.4%	65.5%	68.5%	74.2%	76.0%

Table H.6.1: Social Equity Calculation: Regionwide Transit Access to Tier 2 Employment Centers

Social Equity Calculation: Regionwide Transit Access to Tier 2 Employment Centers: Percentage Point Difference: Build vs. No-Build				
Demographics	**Travel Time**	**2025**	**2035**	**2050**
Low Income vs. Non-Low Income	30 min	−0.08	−1.19	−1.32
	45 min	−0.31	−0.63	−2.34
Minority vs. Non-Minority	30 min	−0.58	−1.01	1.08
	45 min	−1.01	−1.49	0.43

Figure H.15

2050 Population within 30 Minutes of Tier 1 Employment Centers via Transit

— 2050 Transit Network

☐ Tier 1 Employment Centers

Population Density

1 dot represents 100 people within 30 minutes

● Low-Income Population

● Non Low-Income Population

Low income is defined as less than 200% of Federal Poverty Level

MILES
0   2.5   5

0   4   8
KILOMETERS

N

SANDAG
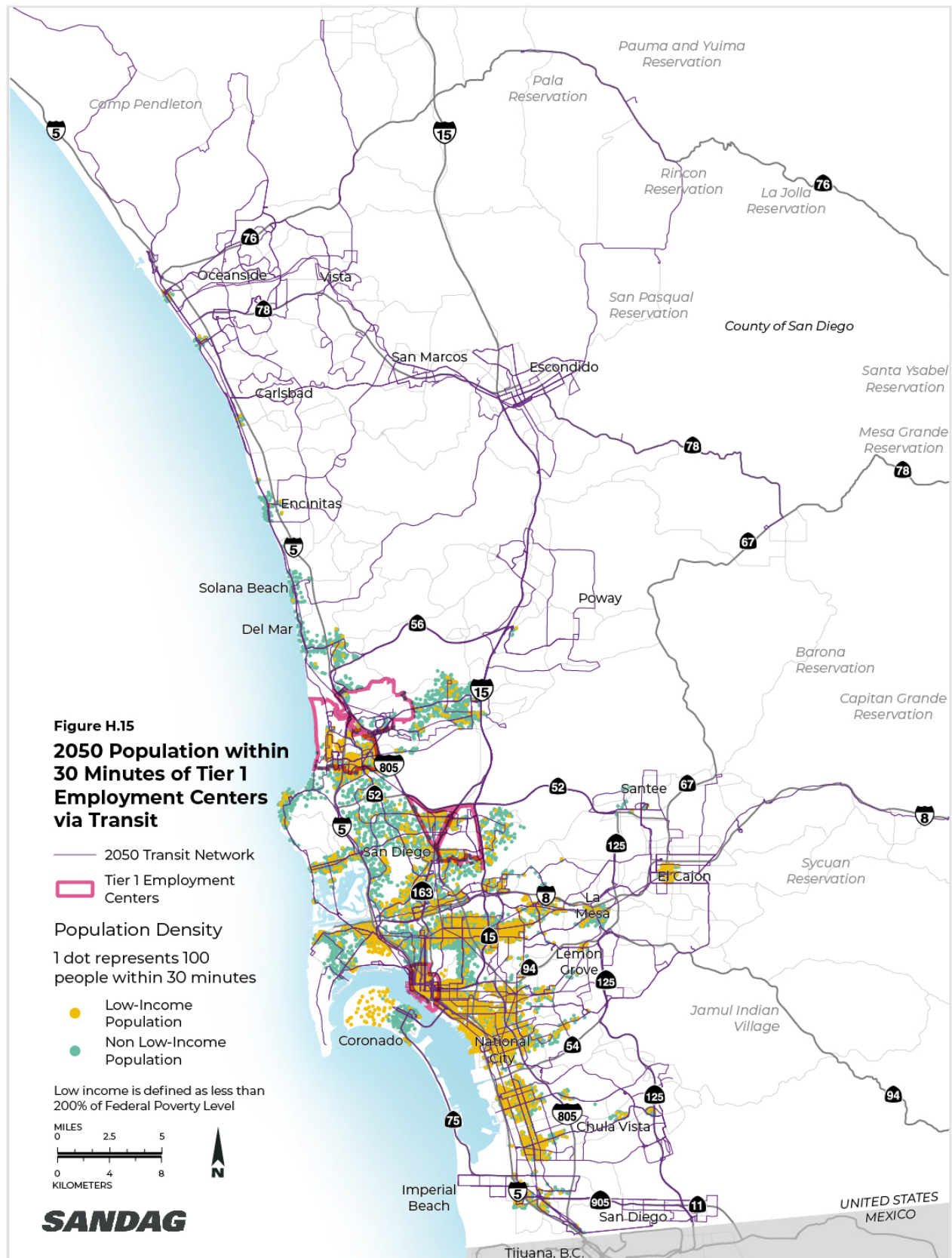
Figure H.16

2050 Population within 30 Minutes of Tier 2 Employment Centers via Transit

— 2050 Transit Network

▭ Tier 2 Employment Centers

Population Density

1 dot represents 100 people within 30 minutes

● Low-Income Population

● Non Low-Income Population

Low income is defined as less than 200% of Federal Poverty Level

MILES
0   2.5   5

KILOMETERS
0   4   8

N

SANDAG
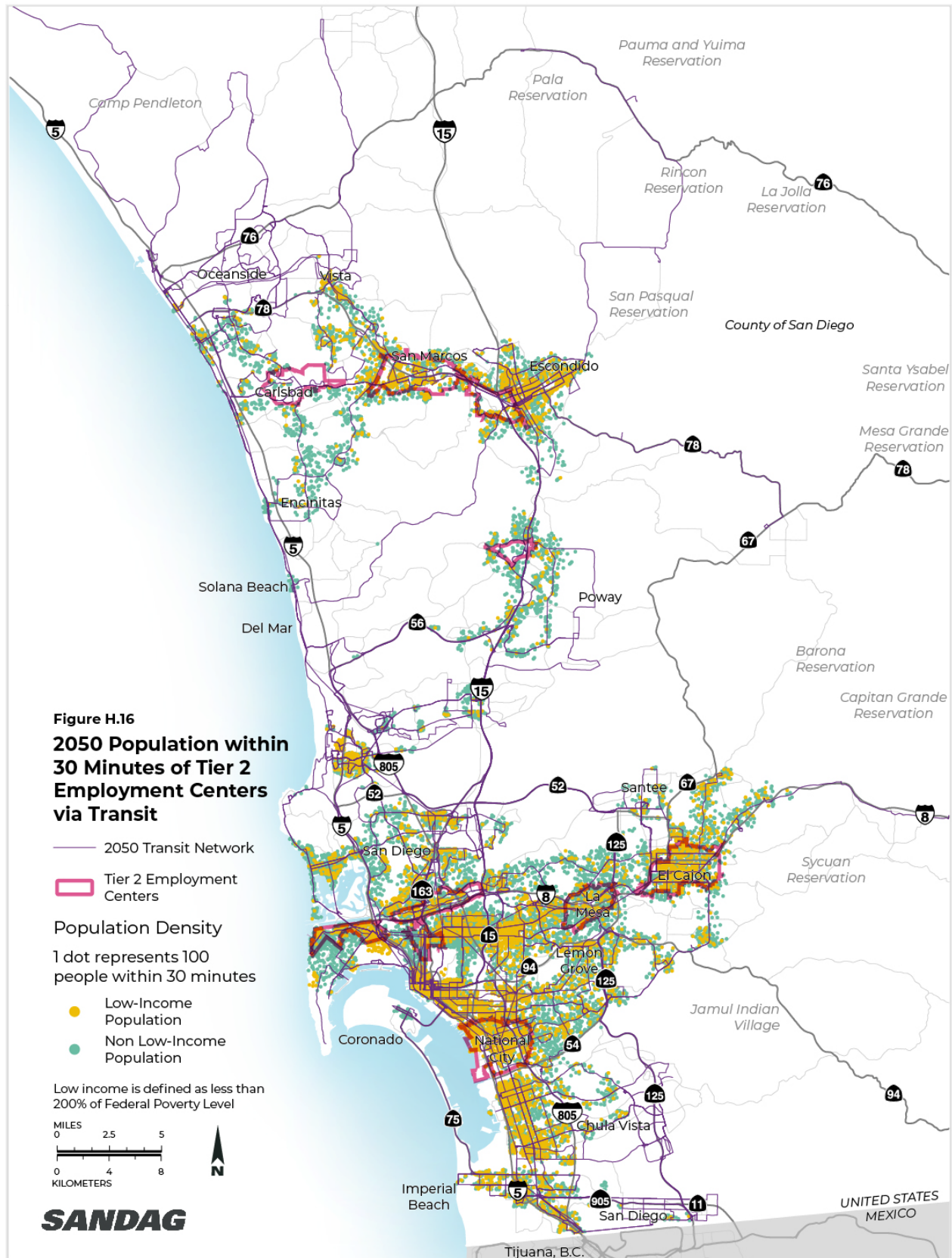
Access to Higher Education

Overall access to higher education for disadvantaged populations in the 2050 Plan Network begins relatively high, within 30 and 45 minutes of travel time, and improves (Table H.7). For access via transit within 30 minutes of travel time, the figures are lower. In the 2016 base year, 50.4% of low-income populations already had access to higher education via transit. For the No-Build Scenario, their access increases slightly. In the 2050 Plan Network, low-income transit access is projected to be 56.4% in 2025 and to increase to 62.7% by 2050 (see map in Figure H.17). The social equity calculation indicates that the low-income population improves slightly less relative to the non-low-income population, but is almost at parity, with a percentage point difference of –0.58.

For minority populations, the percentage with transit access within 30 minutes of higher education increases from 48.2% in the base year of 2016 to 57.7% for the 2050 Plan Network. The No-Build Scenario projects access increasing slightly to 49.2% by the horizon year 2050. This results in a 0.5 percentage point difference between minority and non-minority populations' access to higher education by 2050 under the conditions of the 2050 Plan Network. It should be noted that, as with most other transit access measures, low-income and minority populations start with significantly higher access in the 2016 base year than their respective non-disadvantaged populations and continue to achieve significantly higher access rates through the phase years.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.
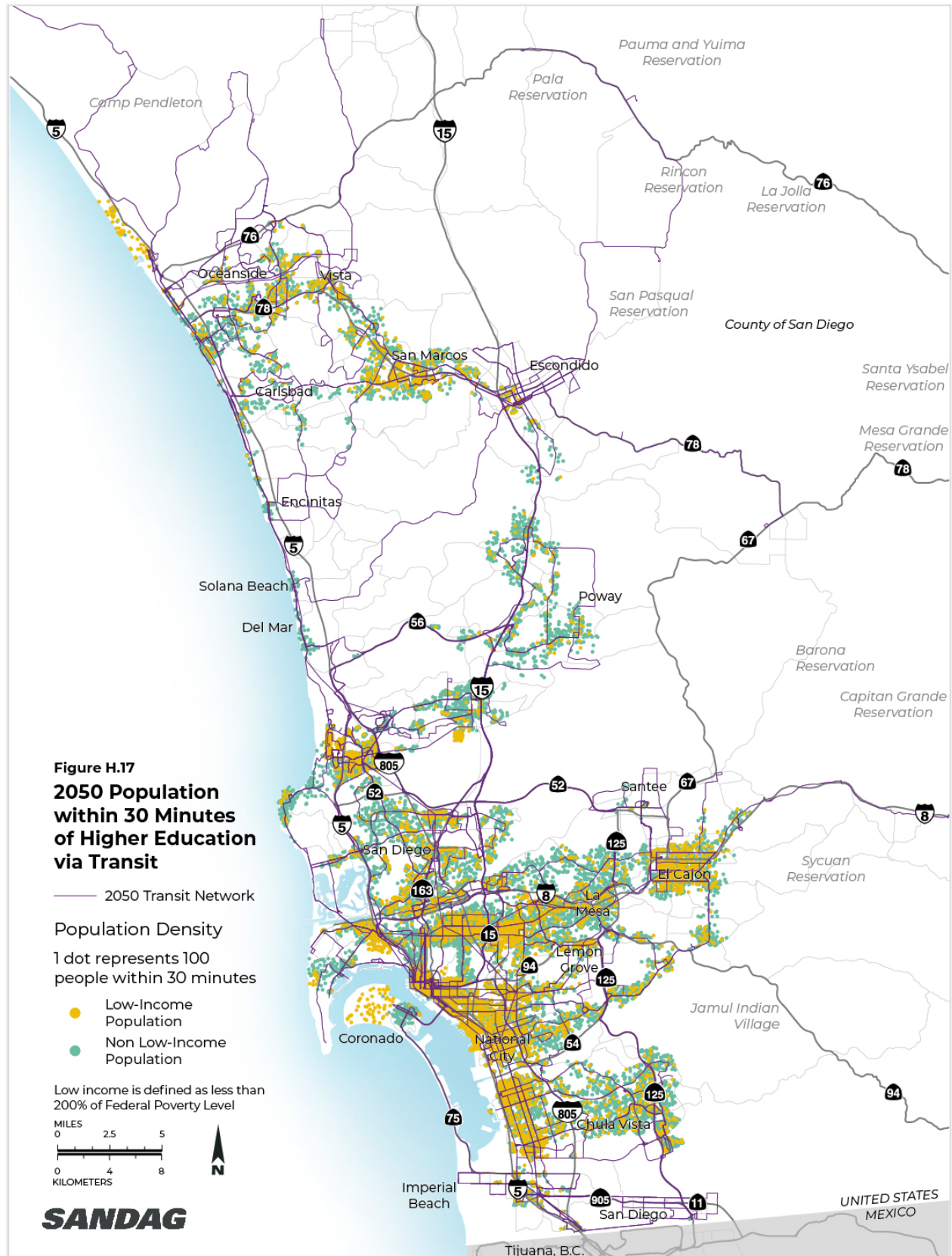
Table H.7: Regionwide Transit Access to Higher Education

Demographics	Travel Time	Base Year 2016	No-Build			Build		
			2025	2035	2050	2025	2030	2050
Low Income	30 min	50.4%	53.2%	54.5%	54.8%	56.4%	61.1%	62.7%
	45 min	74.9%	76.3%	76.8%	76.7%	80.0%	84.4%	85.7%
Non-Low Income	30 min	40.7%	43.1%	44.9%	44.7%	46.0%	51.5%	53.1%
	45 min	65.5%	66.8%	67.8%	67.9%	71.1%	76.3%	78.7%
Minorities	30 min	48.2%	49.8%	50.4%	49.2%	52.9%	56.8%	57.7%
	45 min	74.6%	74.3%	73.7%	72.5%	78.2%	81.2%	82.7%
Non-Minorities	30 min	39.2%	41.1%	42.7%	42.9%	43.9%	49.8%	50.9%
	45 min	62.3%	63.3%	64.7%	65.0%	67.7%	74.1%	75.5%

Table H.7.1: Social Equity Calculation: Regionwide Transit Access to Higher Education (30 and 45 Minutes)

Social Equity Calculation: Regionwide Transit Access to Higher Education (30 and 45 Minutes): Percentage Point Difference: Build vs. No-Build

Demographics	Travel Time	2025	2035	2050
Low Income vs. Non-Low Income	30 min	0.26	−0.02	−0.58
	45 min	−0.61	−0.86	−1.86
Minority vs. Non-Minority	30 min	0.30	−0.66	0.50
	45 min	−0.52	−1.86	−0.28

Figure H.17

2050 Population within 30 Minutes of Higher Education via Transit

—— 2050 Transit Network

Population Density

1 dot represents 100 people within 30 minutes

● Low-Income Population

● Non Low-Income Population

Low income is defined as less than 200% of Federal Poverty Level

MILES
0   2.5   5

0   4   8
KILOMETERS

N

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Benefit Analysis

Vulnerable populations will have increased mobility and better accessibility to transportation alternatives with the investments proposed in the 2021 Regional Plan network. A benefit–cost analysis tool developed for economic analysis uses the outputs from the SANDAG activity-based travel model to assess and monetize the benefits of the 2050 Plan versus a No-Build Scenario. However, the horizon year for the benefit–cost analysis tool is 2070, which allows the projects completed in 2050 to accrue benefits over the typical 20-year lifespan. This tool can also estimate benefits for subpopulations—such as minorities, low-income residents, and seniors—to gauge the relative effects of the 2021 Regional Plan on these disadvantaged populations.

The results of this analysis are presented in Table H.8. Over the time period analyzed (2016–2070), low-income (those earning less than 200% of the FPL) residents receive 34.7% of the benefits but are only 32% of the population in 2016. That is, low-income San Diegans receive an almost equal amount of the benefits from the proposed 2050 Plan Network investment. In contrast, minority populations made up 53.6% of the county population in 2016 and receive 68.6% of the benefits of the 2021 Regional Plan by 2070. For seniors (75 and over), they receive proportionally more of a benefit—seniors made up 5.8% of the population in 2016 and receive 7.5% of the benefits by 2070. For all disadvantaged populations, the share of the population is 68.1% and they receive 80.9% of the benefits of the 2021 Regional Plan. The benefit–cost analysis tool does account for forecasted changes in these populations over time.

Table H.8: Benefits to Disadvantaged Populations

Benefits to Disadvantaged Populations					
Population	Benefits to Disadvantaged Population	Benefits to Non-Disadvantaged Population	Total Benefits	Benefits to Disadvantaged as Percentage of Total (2070)	Disadvantaged as Share of Total Population (2016)
Low Income	$26,212	$49,362	$75,575	34.7%	32.0%
Minority	$51,829	$23,745	$75,575	68.6%	53.6%
Seniors	$5,706	$69,869	$75,575	7.5%	5.8%
Total	$61,148	$14,427	$75,575	80.9%	68.1%

*Not all benefit categories calculated by the benefit–cost analysis tool can be apportioned to specific sub-populations. Time-Savings for commercial vehicles, emissions benefits, safety benefits, reliability benefits, and operating benefits cannot be calculated by sub-populations and are excluded from this analysis. With those categories, total benefits are $75.1 billion.

**All values are in millions of $2020. Benefits calculated to 2070 horizon.

Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs

The change in percentage of income spent on out-of-pocket transportation costs stays relatively constant for all populations throughout the term of the 2021 Regional Plan (Table H.9). There is no significant gap in the percentage point differences for any of the disadvantaged groups over all phases of the 2021 Regional Plan. For minority populations, the percentage change in out-of-pocket transportation costs remains almost the same over the phase years of the Build Scenario, beginning at 2.4% in 2025 and ending the same in 2050, with a dip in 2035 to 2.0%. For low-income populations, the change in percentage of income consumed by out-of-pocket transportation costs decreases from 5.1% in 2025 to 4.4% in 2050 for the Build Scenario, while it increases for non-low-income populations. The percentage point differences for both minority (0.26) and low-income (0.29) populations are near parity in 2050; therefore, there is no disparate impact or disproportionate effect.

Table H.9: Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs

Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs						
Demographics	**No-Build**			**Build**		
	2025	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	2.2%	1.2%	0.9%	5.1%	4.6%	4.4%
Non-Low Income	0.2%	−0.1%	−0.2%	1.6%	2.1%	3.0%
Minority	0.5%	−0.4%	−0.9%	2.4%	2.0%	2.4%
Non-Minority	0.4%	−0.2%	−0.5%	2.2%	2.2%	2.6%
Senior	0.2%	−0.4%	−0.7%	1.9%	2.0%	2.5%
Non-Senior	0.7%	0.0%	−0.3%	2.5%	2.6%	2.9%

Table H.9.1: Social Equity Calculation: Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs

Social Equity Calculation: Change in Percentage of Income Consumed by Out-of-Pocket Transportation Costs: Percentage Point Difference: Build vs. No-Build			
Demographics	**2025**	**2035**	**2050**
Low Income vs. Non-Low Income	1.48	1.17	0.29
Minority vs. Non-Minority	0.19	0.21	0.26
Senior vs. Non-Senior	−0.26	−0.19	−0.05

Access to Basic Needs

Access to key amenities is critical for everyone. We rely on the transportation system to visit the doctor, exercise at the park, or do our shopping. Three indicators were selected for this measure of access to basic needs: percentage of population within 30 minutes of medical facilities, percentage of population within 15 minutes of parks, and percentage of population within 15 minutes of retail. Results in Tables H.10, H.11, and H.12 show that the 2021 Regional Plan's Build Scenario will substantially increase disadvantaged populations' access via transit across all three indicators. The focus of the narrative analysis is on the transit mode access to these key amenities, as drive alone was 100% for all populations (all persons driving alone can reach these destinations at the 15- or 30-minute markers). For parks and retail, walking and biking were included. State climate change goals are to shift from cars to alternative modes—including walking, biking, and transit—so these results are provided in the following section. The meaningful measure is transit access to key amenities, as this is the area where significant mode shift results are evident.

Medical Facilities: Transit access to healthcare is a very important indicator of social equity, especially for seniors who may lose the option of driving. Results are shown in Table H.10. For seniors, access to medical facilities via transit is 79.5% in 2016. The No-Build Scenario projects a slight increase to 81.5% by 2050. The Build Scenario projects improvements in access for seniors, starting with 79.8% in 2025 and increasing to 84.5% in 2050. In terms of disparity between senior and non-senior access, there are no significant changes in parity across all horizon years. For low-income populations, 87.1% have transit access to healthcare facilities as a baseline. The projected access in the No-Build Scenario increases to 88.2% by 2050. The Build Scenario provides greater benefit than the No-Build: in 2025, 88.2% have access, increasing to 89.8% by 2050. Non-low-income populations have more access relative to low-income populations through the phase years with a social equity calculation of −2.17. It does not meet the 20-percentage-point threshold, however. For minority populations, access via transit in the base year of 2016 is 85.3%. The No-Build Scenario projects that access actually drops to 83.8%. The Build Scenario eliminates the projected decrease, with access increasing from 85.5% in 2025 to 87.3% in 2050. The social equity calculation for minority access within 30 minutes shows a relative benefit, with a percentage point difference of 0.11 in 2025 and 0.93 in 2050.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.10: Percentage of Population Regionwide within 30 Minutes of Medical Facilities via Transit or Drive Alone

Percentage of Population Regionwide within 30 Minutes of Medical Facilities via Transit or Drive Alone								
Demographics	**Mode**	**Base Year**	**No-Build**			**Build**		
		2016	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	Transit	87.1%	87.7%	88.5%	88.2%	88.2%	89.4%	89.8%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non-Low Income	Transit	78.1%	78.7%	80.2%	80.2%	79.7%	82.5%	83.9%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Minority	Transit	85.3%	84.6%	84.9%	83.8%	85.5%	86.9%	87.3%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non-Minority	Transit	76.0%	77.1%	78.6%	79.0%	77.9%	80.5%	81.5%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Senior	Transit	79.5%	78.9%	80.4%	81.5%	79.8%	82.4%	84.5%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Non-Senior	Transit	81.1%	81.6%	82.7%	82.4%	82.4%	84.7%	85.6%
	Drive Alone	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Table H.10.1: Social Equity Calculation: Percentage of Population Regionwide within 30 Minutes of Medical Facilities

Social Equity Calculation: Percentage of Population Regionwide within 30 Minutes of Medical Facilities: Percentage Point Difference: Build vs. No-Build				
Demographics	**Mode**	**2025**	**2035**	**2050**
Low Income vs. Non-Low Income	Transit	−0.53	−1.36	−2.17
	Drive Alone	0	0	0
Minority vs. Non-Minority	Transit	0.11	0.01	0.93
	Drive Alone	0	0	0
Senior vs. Non-Senior	Transit	0	−0.04	−0.20
	Drive Alone	0	0	0

Parks: While disadvantaged populations' access to parks via bike rivals that of what is often seen for driving alone in the base year of 2016, access by transit is substantially lower across all populations (Table H.11). For instance, the percentage of low-income populations with transit access to parks in the 2016 base year is 46.0% For the No-Build Scenario, this increases to 46.4% in 2025 and to 48.0% in 2050. The Build Scenario projects improvement over the No-Build Scenario, with 49.2% having access in 2025 and 53.6% by 2050. The relative improvement in access benefits the low-income over non-low-income populations, with percentage point differences of 0.66 in 2025 and 1.40 in 2050. For minority populations, 44.7% have transit access to parks in the base year. The No-Build Scenario projects a slight decrease in 2050. The Build Scenario projects an improvement from 46.4% in 2025 to 47.4% in the 2050 horizon year. There are no significant differences between minority and non-minority populations, with percentage point differences of 0.35 in 2025 and −0.49 in 2050. All social equity calculations are almost at parity in terms of improvement in transit access; therefore, there is no disparate impact or disproportionate effect. Seniors' access to parks by transit in the base year is 36.6%. In the No-Build Scenario, that figure climbs to 36.8% by 2025, 39.0% by 2035, and then 40.4% by 2050. In the Build Scenario, access improves more substantively with the percentage in 2025 of 38.8%, almost equal to the 2035 figure in the No-Build Scenario. By the horizon year of 2050, seniors' access to parks by transit is 42.2%. In terms of disparity, seniors start with less benefit than non-seniors, with a percentage point difference of −0.39 and that difference increases by 2050 to −0.63.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.11: Percentage of Population Regionwide within 15 Minutes of Parks

Percentage of Population Regionwide within 15 Minutes of Parks: Access to Parks via Walk, Bike, or Transit								
Demographics	**Transit Mode**	**Base Year**	**No-Build**			**Build**		
		2016	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	Walk	52.6%	53.7%	54.4%	54.2%	54.2%	54.9%	55.1%
	Bike	94.0%	93.9%	94.0%	94.0%	95.0%	95.2%	95.6%
	Transit	46.0%	46.4%	47.8%	48.0%	49.2%	52.7%	53.6%
Non-Low Income	Walk	50.3%	51.7%	52.6%	52.6%	52.1%	52.7%	52.9%
	Bike	93.2%	93.6%	93.8%	93.9%	94.5%	95.1%	95.7%
	Transit	35.7%	36.5%	38.4%	38.4%	38.6%	41.6%	42.6%
Minority	Walk	55.2%	55.8%	55.8%	54.7%	56.2%	55.8%	55.1%
	Bike	95.8%	95.5%	95.2%	95.0%	96.2%	96.1%	96.3%
	Transit	44.7%	44.0%	44.4%	43.0%	46.4%	47.8%	47.4%
Non-Minority	Walk	46.2%	47.7%	48.7%	49.3%	48.0%	49.5%	50.0%
	Bike	90.9%	91.3%	91.6%	91.5%	92.6%	93.7%	94.2%
	Transit	32.5%	33.4%	35.6%	36.6%	35.6%	39.8%	41.4%
Senior	Walk	48.2%	50.4%	52.1%	53.2%	50.6%	52.5%	53.8%
	Bike	92.5%	92.7%	93.4%	94.0%	93.7%	95.0%	95.8%
	Transit	36.6%	36.8%	39.0%	40.4%	38.8%	42.2%	44.4%
Non-Senior	Walk	51.2%	52.5%	53.2%	53.0%	52.9%	53.4%	53.5%
	Bike	93.5%	93.8%	93.9%	93.9%	94.7%	95.2%	95.6%
	Transit	39.2%	39.7%	41.2%	41.0%	42.0%	45.0%	45.6%

Table H.11.1: Social Equity Calculation: Percentage of Population Regionwide within 15 Minutes of Parks

Social Equity Calculation: Percentage of Population Regionwide within 15 Minutes of Parks: Percentage Point Difference: Build vs. No-Build				
Demographics	**Transit Mode**	**2025**	**2035**	**2050**
Low Income vs. Non-Low Income	Walk	0.23	0.33	0.54
	Bike	0.26	−0.15	−0.27
	Transit	0.66	1.66	1.40
Minority vs. Non-Minority	Walk	0.13	−0.72	−0.2
	Bike	−0.46	−1.27	−1.38
	Transit	0.35	−0.83	−0.49
Senior vs. Non-Senior	Walk	−0.17	0.16	0.15
	Bike	0.03	0.34	0.15
	Transit	−0.39	−0.61	−0.63

Retail: Disadvantaged populations' access to retail within 15 minutes of travel in the base year 2016 substantially differs by mode (Table H.12). While access by walking and biking is relatively high, access by transit is relatively low. For example, when considering low-income populations, access to retail by bike is 96% in the base year of 2016. By transit, access is only 70.4%. Access in the No-Build Scenario increases to 73.2% by the 2050 horizon year, while the Build Scenario projects an even more significant increase of access: 76.0% of the low-income population is within 15 minutes of retail by transit in the horizon year of 2050. For minority populations, transit access in the baseline year of 2016 is slightly less than for low-income populations, with 66.1% having access. The No-Build Scenario projects an increase to 66.9% by 2035, but then a decrease to 65.1% in 2050. The Build Scenario sees significant improvements in projected access for minority populations. In 2025, access via transit is 67.6%, then increases to 69.8% in 2035 and slightly decreases to 69.7% the 2050 horizon year. In terms of disparity, minority populations start with slightly more benefit than non-minorities, with a percentage point difference of 0.53 in 2025, increasing to a greater benefit of 1.63 by 2050.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.12: Percentage of Population Regionwide within 15 Minutes of Retail

Percentage of Population Regionwide within 15 Minutes of Retail: Access by Walk, Bike, or Transit								
Demographics	**Transit Mode**	**Base Year**	**No-Build**			**Build**		
		2016	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	Walk	76.7%	79.3%	80.7%	81.7%	78.7%	80.5%	81.0%
	Bike	96.0%	96.6%	96.7%	96.9%	96.2%	96.7%	97.0%
	Transit	70.4%	71.6%	73.2%	73.2%	72.8%	75.5%	76.0%
Non-Low Income	Walk	65.4%	70.0%	72.2%	74.1%	68.6%	71.4%	72.5%
	Bike	95.4%	96.8%	96.9%	97.2%	96.3%	97.2%	97.7%
	Transit	55.6%	57.5%	60.0%	59.9%	59.1%	63.1%	64.3%
Minority	Walk	73.2%	75.9%	77.0%	77.8%	75.1%	76.6%	76.6%
	Bike	97.1%	97.7%	97.7%	97.8%	97.4%	97.9%	98.1%
	Transit	66.1%	65.9%	66.9%	65.1%	67.6%	69.8%	69.7%
Non-Minority	Walk	64.1%	68.5%	70.6%	72.3%	67.0%	69.8%	70.7%
	Bike	93.9%	95.5%	95.4%	95.8%	94.8%	95.8%	96.2%
	Transit	53.7%	56.0%	58.6%	59.6%	57.2%	61.3%	62.5%
Senior	Walk	67.0%	70.5%	72.8%	75.5%	68.9%	71.8%	73.8%
	Bike	95.0%	96.3%	96.5%	97.1%	95.8%	96.9%	97.6%
	Transit	57.7%	58.2%	60.9%	62.5%	59.5%	63.5%	65.9%
Non-Senior	Walk	69.1%	72.9%	74.8%	76.2%	71.8%	74.2%	74.9%
	Bike	95.6%	96.8%	96.9%	97.2%	96.3%	97.1%	97.5%
	Transit	60.5%	62.0%	64.0%	63.5%	63.5%	66.9%	67.6%

Table H.12.1: Social Equity Calculation: Percentage of Population Regionwide within 15 Minutes of Retail

Social Equity Calculation: Percentage of Population Regionwide within 15 Minutes of Retail: Percentage Point Difference: Build vs. No-Build				
Demographics	**Mode**	**2025**	**2035**	**2050**
Low Income vs. Non-Low Income	Walk	0.86	0.5	0.96
	Bike	0.07	−0.27	−0.27
	Transit	−0.48	−0.73	−1.63
Minority vs. Non-Minority	Walk	0.65	0.37	0.39
	Bike	0.34	−0.23	−0.07
	Transit	0.54	0.21	1.63
Senior vs. Non-Senior	Walk	−0.47	−0.49	−0.34
	Bike	−0.08	0.13	0.09
	Transit	−0.14	−0.23	−0.66

Access to Basic Needs from Mobility Hubs

Mobility Hubs are places of connectivity where different travel options—walking, biking, transit, and shared mobility—come together. They provide an integrated suite of mobility services, amenities, and supporting technologies to better connect high-frequency transit to an individual's origin or destination. A Mobility Hub can span one, two, or few miles to provide on-demand travel choice for short trips around a community. Transit access to key amenities for populations within Mobility Hubs for the 2050 Transit Network is significantly higher than regionwide (Figure H.18). Averaging access between the three key amenities, approximately 60% of low-income households, half of all seniors, and more than half of all minority residents would have access to Mobility Hub services and amenities by transit in 30 minutes or less. Table H.13 shows the transit access to key amenities for populations living within the Mobility Hub area. For medical facilities, access for all three populations is almost at saturation, with low-income access at 99% in the 2050 Plan Network. Retail access is high as well. Transit access to parks is slightly lower; 63.5% of the low-income population has transit access to parks in 15 minutes, which increases to 70.6% with the 2050 Build Scenario. The social equity calculation shows that low-income populations have relatively more access to parks, and that trend continues through 2050 Build. The percentage point differences for low-income populations' access to parks were all near parity, with social equity calculation at a 0.33 percentage point difference in 2025 and 1.75 in 2050. For low-income transit access to medical facilities, the percentage point differences were negative, but close to parity. Therefore, there was no disparate impact or disproportionate adverse effect.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.
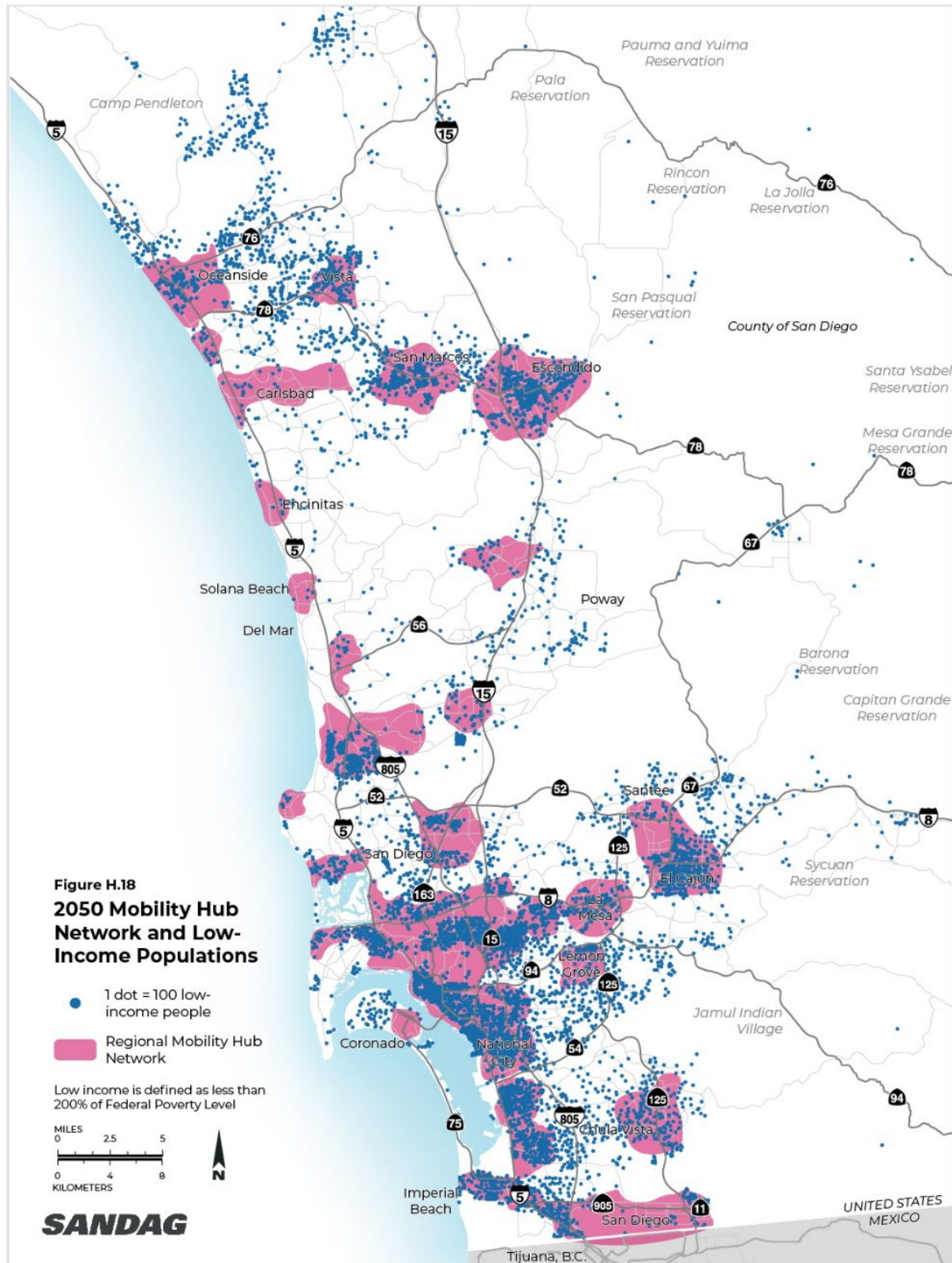
Table H.13: Mobility Hub Access to Basic Needs via Transit

	Base Year	No-Build			Build		
Mobility Hub Access to Basic Needs via Transit: **Transit Access to Medical Facilities (30 Minutes)** **and Parks and Retail (15 Minutes)**							
Demographics	**2016**	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Medical Facilities (30 Minutes)							
Low Income	97.9%	98.1%	98.4%	97.9%	98.2%	99.0%	99.0%
Non-Low Income	94.0%	94.8%	95.6%	94.6%	94.9%	97.3%	97.7%
Minorities	96.0%	96.2%	96.6%	95.5%	96.3%	97.9%	98.1%
Non-Minorities	94.9%	95.7%	96.4%	96.0%	95.8%	97.7%	98.1%
Senior	96.4%	95.9%	96.2%	95.8%	96.1%	97.8%	98.1%
Non-Senior	95.5%	96.0%	96.5%	95.6%	96.1%	97.8%	98.1%
Parks (15 Minutes)							
Low Income	63.5%	63.7%	64.2%	63.4%	67.0%	70.5%	70.6%
Non-Low Income	56.8%	57.4%	58.8%	57.6%	60.4%	62.6%	63.1%
Minorities	61.5%	61.6%	61.8%	59.7%	64.6%	65.6%	65.3%
Non-Minorities	56.2%	56.5%	58.3%	58.6%	59.6%	64.5%	65.9%
Senior	59.2%	59.2%	60.7%	60.5%	62.1%	64.8%	65.6%
Non-Senior	59.4%	59.7%	60.6%	59.3%	62.8%	65.3%	65.4%
Retail (15 Minutes)							
Low Income	89.8%	90.9%	91.1%	90.2%	91.5%	93.3%	93.4%
Non-Low Income	80.8%	82.6%	84.0%	82.0%	84.6%	87.6%	88.0%
Minorities	85.0%	85.7%	86.2%	83.7%	87.4%	89.4%	89.5%
Non-Minorities	83.2%	85.4%	86.7%	86.6%	86.6%	89.7%	90.3%
Senior	85.0%	85.1%	86.3%	85.4%	86.7%	89.4%	89.7%
Non-Senior	84.3%	85.7%	86.4%	84.4%	87.1%	89.5%	89.7%

Social Equity Calculation: Mobility Hub Access to Basic Needs via Transit: Percentage Point Difference: Build vs. No-Build			
Demographics	**Phase Years**		
	2025	**2035**	**2050**
Medical Facilities (30 Minutes)			
Low Income vs. Non-Low Income	−0.01	−1.11	−2.01
Minority vs. Non-Minority	−0.07	−0.06	0.58
Senior vs. Non-Senior	0.13	0.28	−0.21
Parks (15 Minutes)			
Low Income vs. Non-Low Income	0.33	2.44	1.75
Minority vs. Non-Minority	−0.17	−2.32	−1.76
Senior vs. Non-Senior	−0.21	−0.58	−1.07
Retail (15 Minutes)			
Low Income vs. Non-Low Income	−1.37	−1.41	−2.86
Minority vs. Non-Minority	0.48	0.15	2.02
Senior vs. Non-Senior	0.16	−0.03	−1.01

Figure H.18

2050 Mobility Hub Network and Low-Income Populations

- 1 dot = 100 low-income people
- Regional Mobility Hub Network

Low income is defined as less than 200% of Federal Poverty Level

MILES
0   2.5   5

0   4   8
KILOMETERS

N

SANDAG

These maps show generalized regional Mobility Hub boundaries for planning purposes and are not intended to be binding or precise. Mobility Hub boundaries are subject to refinement in close coordination with the affected jurisdiction(s).

Exposure to Particulate Matter$_{2.5}$

A review of the PM$_{2.5}$ emission data for all populations in Table H.14 shows a slight increase in pollution exposure in the 2021 Regional Plan, but less than the No-Build Scenario. However, comparing the disadvantaged populations to their respective non-disadvantaged populations, the social equity calculation in Table H.14.1 shows that the disadvantaged populations fair better. PM$_{2.5}$ exposure for low-income populations in the Build Scenario is 5.49 grams per person per day in 2025, a slight increase from 5.48 grams in the 2016 base year. In 2035, the average exposure increases slightly to 5.64 grams and by 2050, 5.77 grams. While exposure increases in the Build Scenario, it is less than the projected figure of 6.28 grams in 2050 in the No-Build Scenario. The percentage point difference for the Build Scenario for low income relative to non-low income benefits the low-income population, going from −0.09 in 2025 to −1.11 in 2035 and −1.7 in 2050. In terms of disparity, the low-income population will benefit from less of an exposure increase relative to the non-low-income population. For minority populations, exposure to PM$_{2.5}$ increases from 5.5 grams in the 2016 base year to 5.63 grams per day in the 2050 Build Scenario, while exposure would increase to 6.06 grams per day in the No-Build Scenario by 2050. In terms of disparity, minority populations are almost at parity in 2025 (−0.7) relative to non-minorities and will receive less exposure relative to non-minorities in 2035 (−2.94) but return to close to parity in 2050, with a social equity calculation of −0.78. For seniors, the exposure follows the same pattern as the low-income population, with slight increases in exposure from 2025 through 2050. Relative to seniors, non-seniors fare better by the 2050 Build with a social equity calculation of 0.47. However, this is almost parity which would be 0. The social equity analysis for PM$_{2.5}$ did not show any disparate impacts or disproportionate effects for disadvantaged populations in the region.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

Table H.14: Average Exposure to Particulate Matter$_{2.5}$

Average Exposure to Particulate Matter$_{2.5}$: Grams per Capita per Day							
Demographics	**Base Year**	**No-Build**			**Build**		
	2016	**2025**	**2035**	**2050**	**2025**	**2035**	**2050**
Low Income	5.48	5.48	6.01	6.28	5.49	5.64	5.77
Non-Low Income	4.96	4.92	5.43	5.69	4.94	5.16	5.33
Minority	5.5	5.41	5.88	6.06	5.41	5.5	5.63
Non-Minority	4.68	4.67	5.13	5.39	4.7	4.95	5.04
Senior	4.88	4.9	5.43	5.81	4.89	5.18	5.43
Non-Senior	5.14	5.1	5.61	5.85	5.12	5.31	5.45

Table H.14.1: Social Equity Calculation: Average Particulate Matter$_{2.5}$ [22]

Social Equity Calculation: Average Particulate Matter$_{2.5}$: Percentage Point Difference: Build vs. No-Build			
Demographics	2025	2035	2050
Low Income vs. Non-Low Income	−0.09	−1.11	−1.7
Minority vs. Non-Minority	−0.7	−2.94	−0.78
Senior vs. Non-Senior	−0.67	0.73	0.47

Access to Bike Facilities

As the Regional Bike Network for the 2021 Regional Plan is implemented, disadvantaged populations will have greater access to bike facilities (Table H.15). The percentage of people within a quarter mile of a bike facility for all disadvantaged populations improves compared to the No-Build Scenario projections and is comparable or better than the respective non-disadvantaged populations. For example, 73.0% of low-income populations will have access to a bike facility within a quarter of a mile in 2025, a figure that increases to 77.2% in 2035 and 82.5% by 2050. The No-Build Scenario access is 71.6% in 2025 and increases to 72.7% in 2050. The low-income population is expected to gain greater access relative to the non-low-income population by 2050; therefore, the difference is positive (greater benefit to low-income populations) in this performance measure. The same pattern exists for minority populations. For the Build Scenario, 74.7% of minorities had access to a bike facility in 2025, a figure that increases to 78.5% in 2035 and 82.9% in 2050, with minority populations deriving greater benefit than non-minorities in 2035 and 2050.

To understand how the social equity calculation was conducted, please refer to the Social Equity Analysis section and the example listed in Figure H.13.

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[22] Because the goal of this measure is to see decrease over time, the social equity calculation is reversed. A negative number means the disadvantaged population fairs better.

Table H.15: Regionwide Access to Bike Facilities (Class I and II, Cycletrack, or Bike Boulevard)

Regionwide Access to Bike Facilities: (Class I and II, Cycletrack, or Bike Boulevard): Percentage of Population within 0.25 Miles							
Demographics	Base Year	No-Build			Build		
	2016	2025	2035	2050	2025	2035	2050
Low Income	62.0%	71.6%	72.7%	72.7%	73.0%	77.2%	82.5%
Non-Low Income	66.3%	72.8%	73.3%	72.7%	73.5%	76.8%	81.2%
Minority	64.8%	73.7%	74.2%	73.6%	74.7%	78.5%	82.9%
Non-Minority	65.1%	70.7%	71.3%	71.0%	71.5%	74.5%	78.5%
Senior	63.9%	71.5%	72.7%	73.1%	72.2%	76.3%	81.5%
Non-Senior	65.0%	72.5%	73.1%	72.7%	73.5%	77.0%	81.5%

Table H.15.1: Social Equity Calculation: Regionwide Access to Bike Facilities (Class I and II, Cycletrack, or Bike Boulevard)

Social Equity Calculation: Regionwide Access to Bike Facilities (Class I and II, Cycletrack, or Bike Boulevard): Percentage Point Difference: Build vs. No-Build			
Demographics	2025	2035	2050
Low Income vs. Non-Low Income	0.59	0.99	1.28
Minority vs. Non-Minority	0.23	1.08	1.82
Senior vs. Non-Senior	−0.28	−0.29	−0.45

Assembly Bill 805 Strategies to Reduce Pollution Exposure in Disadvantaged Communities
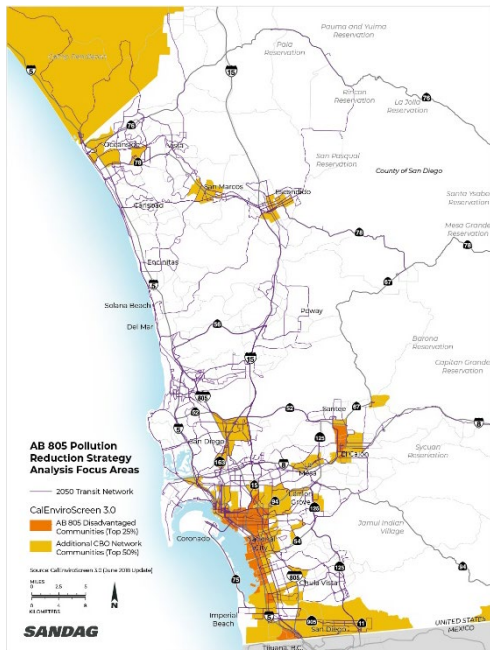
In accordance with California AB 805, SANDAG has identified the location of disadvantaged communities as designated pursuant to Section 39711 of the Health and Safety Code (Figure A2.1 of Appendix A, Attachment 2). As discussed previously, the OEHHA has developed a screening tool for designating these communities, called the California Communities Environmental Health Screening Tool, or CalEnviroScreen 3.0. This statewide tool evaluates multiple pollutants and stressors at the Census Tract level. SANDAG uses the data to identify the projects, strategies, and programs included in the Regional Plan that reduce pollution exposure for those affected communities.

The transportation and active transportation networks coupled together will alleviate air pollution burden on vulnerable communities by reducing pollution emissions and exposure in these communities and in the region as a whole. Local jurisdictions, such as the City of San Diego with its Climate Equity Index, are aligning with 2021 Regional Plan strategies to fund neighborhood-level projects.

The highest 25% is the threshold of environmental/socioeconomic vulnerability designated by the California Environmental Protection Agency for determining eligibility for the agency's grant programs.[23] A detailed list of the transportation strategies, including projects, policies, and programs, that reduce pollution exposure in these communities in the 2021 Regional Plan can be found in Appendix A, Attachment 2: California Assembly Bill 805 Strategies to Reduce Pollution Exposure in Disadvantaged Communities. While it should be noted that the 2021 Regional Plan includes network improvements for all modes of transportation and all of the projects are intended to work as a system to benefit mobility, congestion, and equity, some of the projects on their own would not necessarily reduce pollution exposure. Therefore, the project lists in Tables A2.1 and A2.2 of Appendix A, Attachment 2 include those transportation projects that either alone, or as they function within the transportation system, reduce pollution exposure. In addition to the project lists, the transportation and active transportation networks also will benefit from service enhancements, including grade separation and increased frequency for existing transit lines.

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[23] "Designation of Disadvantaged Communities Pursuant to Senate Bill 535 (De León)," California Environmental Protection Agency, April 2017, calepa.ca.gov/wp-content/uploads/sites/6/2017/04/SB-535-Designation-Final.pdf.

2021 Regional Plan policies and programs, when implemented in these communities, also can result in reducing exposure to pollution. How these policies and programs are implemented will have an important effect on reducing pollution exposure in disadvantaged communities in the region, and social equity is a key factor in developing methodologies for each of the policies and for determining funding distribution for grant programs. While some of these methodologies are yet to be developed, others are already being implemented, and SANDAG will reevaluate these in light of the Regional Social Equity Planning Framework and SANDAG's Commitment to Equity statement.

Process Improvement

The SANDAG Commitment to Equity Statement

Social equity has always been part of planning efforts, but with a heightened awareness of the importance of addressing equity issues and righting wrongs of the past, both in the San Diego region and throughout the nation, SANDAG has made equity a guiding principle.

In January of 2021, the SANDAG Board of Directors unanimously adopted the following Commitment to Equity Statement to address systemic racism in all its forms and establish a meaningful and relevant equity action plan that will guide SANDAG as it carries out its multifaceted functions.

> *We hold ourselves accountable to the communities we serve. We acknowledge we have much to learn and much to change; and we firmly uphold equity and inclusion for every person in the San Diego region. This includes historically underserved, systemically marginalized groups impacted by actions and inactions at all levels of our government and society.*

> *We have an obligation to eliminate disparities and ensure that safe, healthy, accessible, and inclusive opportunities are available to everyone. In 2021, SANDAG will develop an equity action plan that will inform how we plan, prioritize, fund, and build projects and programs; frame how we work with our communities; define how we recruit and develop our employees; guide our efforts to conduct unbiased research and interpret data; and set expectations for companies and stakeholders that work with us.*

> *We are committed to creating a San Diego region where every person who visits, works, and lives can thrive.*

Regional Social Equity Planning Framework

As a component of the agency's equity action plan, SANDAG has developed a Regional Social Equity Planning Framework. SANDAG is committed to prioritizing equity and inclusion as an organization and in our work serving the region. It starts with the 2021 Regional Plan, which, as an early action, has established a framework for how social equity will be approached, incorporated, and prioritized in all SANDAG plans, programs, and projects. Through this framework, SANDAG will partner to advance investments in communities that have been historically underserved and underrepresented—those who

have been systemically marginalized and impacted by actions and inactions at all levels of our government and society. This includes people with low incomes, people of color, people with disabilities, and people with LEP. SANDAG will take a collaborative approach to ensure that our investments uplift people, households, and communities to create a region where every person can engage, benefit, and thrive.

SANDAG partnered with CBOs, considered best practice research in equitable planning, and supplemented that with data collection and analysis. Through this process, five inter-reliant actions, which form the basis of the SANDAG Regional Social Equity Planning Framework, have been identified. To be successful, these five actions rely on learning continuously, forming collaborative partnerships, and recognizing that community members know best how they experience—and want to experience—our region.

Five Inter-Reliant Actions Form the SANDAG Social Equity Planning Framework
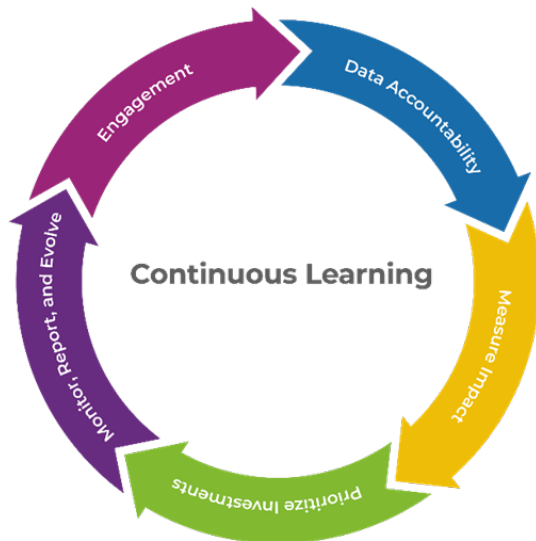
Engagement: Elevate engagement with people with low incomes, people of color, people with disabilities, and people with LEP. Establish timely and meaningful engagement practices early in the planning process through strategies that are respectful of each community's cultural context and their expertise in using the transportation system, ensuring that what we learn translates into solutions.

Data Accountability: Use data to drive and inform the planning process in conjunction with thoughtful and representative community engagement. Data is inherently biased, often perpetuating decisions that have long divided communities and resulted in inequitable access to opportunities. SANDAG will work from a perspective of human-centered design, dialogue, and partnership to identify those biases, account for them, correct for them, and, when feasible, collect new data to resolve these inadequacies.

Measure Impact: It is important to understand the benefits and trade-offs of our plans, programs, and projects to the communities they serve. Measure the impact by working closely with these communities to communicate and solicit feedback that informs the decision-making process.

Prioritize Investments: Based on the understanding we gain of community priorities and local, state, and federal goals and regulations, establish a new methodology to prioritize investments in plans, programs, and projects. What are projected benefits of people with low incomes, people of color, people with disabilities, or people with LEP? How can investments be prioritized to provide vulnerable populations with access to jobs, education, and healthcare?

Monitor, Report, and Evolve: Conduct ongoing monitoring and reporting to evaluate the actual benefits or negative impacts to vulnerable populations as plans, projects, and programs are implemented. Use the outcomes of this reporting to inform ongoing work and to learn from the process for the future.

Data and Sources

The information in this appendix relies upon a variety of sources, including the following:

- U.S. Census Bureau ACS, 2015–2019, 5-year estimates

- California Department of Finance Population Projections, series published January 2020

- SANDAG 2016 Population and Housing Estimates (2019 vintage)

- SANDAG 2050 Regional Growth Forecast – Series 14, SCS land use pattern

- Second-Generation SANDAG Activity-Based Model (ABM2+) Release v14.2.1

- OEHHA CalEnviroScreen 3.0

Since 1972, SANDAG has produced long-range forecasts of population, housing, and employment that are used as a resource by elected officials, planners, academics, and the general public. Among other applications, the Series 14 Regional Growth Forecast and its SCS land use pattern are used as the basis for the 2021 Regional Plan. In addition to population, jobs, and housing, the forecast also provides detailed information on race, ethnicity, and various socioeconomic indicators such as income. Part of the inputs to the ABM is a synthetic population, a representative population that looks like the real San Diego. A synthetic population is a table that has a record for every individual and household, with the individual's and the household's characteristics. The synthetic population characteristics are controlled to closely reproduce the Regional Growth Forecast scenario. The data, together with information from the ABM, forms the foundation for social equity analysis and provides the data used to identify and analyze disadvantaged populations. For more information on the Series 14 Regional Growth Forecast and the SCS land use pattern, see Appendix F: Regional Growth Forecast and SCS Land Use Pattern.

Wherever possible, SANDAG uses the smallest level of geographic detail available for analysis and mapping. As discussed above, with the ABM, social equity analysis can now be done at a disaggregate level: the individual and household. With ABM's powerful analytic capability, it is possible to determine at the household level not only which of the region's households qualify as "disadvantaged," but also how the members of that household travel to and from different activities during a typical day. For example, the ABM can tell us the number of households in the San Diego region that it projects are low income in addition to providing information on each household's location, socioeconomic detail, and travel behavior. For more information on the ABM, see Appendix S: Travel Demand Modeling Tools.

Attachments

Attachment 1: Community-Based Organization Outreach Summaries

Attachment 2: Community-Based Organization Mobility Needs Assessment Summary

Appendix H Attachment 1:

Community-Based Organization Outreach Summaries

Summary

Community Outreach Services

For 2021 Regional Plan

The Alliance for Regional Solutions

Service Area:

North County, San Diego

Part 1: Who are you?

1. **Mission/History**

   The Alliance for Regional Solutions (www.regionalsolutions.net) is not incorporated, but rather is a robust collaborative. The Alliance was founded in 2006, through the efforts of local government officials and non-profit leaders, to provide stability to and fund a winter shelter system for the homeless across North County. As a result, the Winter Shelter Network was created, including shelters in Carlsbad, Vista, Oceanside, Escondido, as well as a rotating shelter operated through the Interfaith Shelter Network.

   With this initial success, collaboration and cooperation among agencies increased across the region and The Alliance tackled additional related issues. The Alliance currently includes five collaborative working groups:
   - Bridge to Housing Committee (addressing sheltering and transitioning from temporary to permanent housing)
   - North County Food Policy Council (addressing food insecurity)
   - North County Case Manager's Network (addressing comprehensive case management, the most effective strategies, and support for social service case managers)
   - North County Works (addressing the need for employment, work education, training and readiness, and related employment case management)
   - Senior Action Alliance (addressing the needs of seniors)

   Jan. 2020 monthly meeting of the North County Food Policy Council, hosted at City of Oceanside city hall

2. Geographic Area/Audience

The Alliance includes over 70 nonprofit organizations throughout North County, eight North County cities (Carlsbad, Oceanside, Poway, San Marcos, Vista, Escondido, Encinitas, and Solana Beach), and the county. This is generally north of freeway 56. Our member organizations are very diverse, including educational entities, healthcare providers, social service agencies, government agencies, and philanthropic bodies; and they work with almost every community of concern, including low-income, minority, disabled, senior populations, those with limited English proficiency, and other under-represented groups, serving thousands of individuals and families dependent on this network of support. In the North County the predominant minority community is Hispanic, and many/most services are available in both English and Spanish.

Alliance for Regional Solutions membership geographic area

3. Community Served

Alliance agencies work with a broad cross-section of communities of concern, from youth to seniors; and with a broad range of services. Here is a member agency listing (from The Alliance's Web site):

Member Agencies

211 San Diego	Access Inc.	ACCESS to independence	aetna Better Health of California
Bella Mente Montessori Academy	BLUE STAR FAMILIES	BOYS & GIRLS CLUBS OF OCEANSIDE	Bread of LIFE Rescue Mission
BROTHER BENNO'S	CCSD California College San Diego	California Conservation Corps CCC	California State University San Marcos

Casa de Amparo	Catholic Charities Diocese of San Diego	Center for Community Solutions	Clean Slate Program
CHIP Community Health Improvement Partners	CHW Community HousingWorks	CRC Community Resource Center	DCS Deaf Community Services of San Diego, Inc.
DOR Department of Rehabilitation	Dreams for Change	EDD	Escondido Education COMPACT

Education to Career Network	ELDERHELP	Escondido Adult School	FACT
FEEDING SAN DIEGO	Foundation for Senior Care	The Foundation for Senior Wellbeing	Fraternity House, Inc.
GOT YOUR BACK SAN DIEGO	health RIGHT 360	HOPE through HOUSING Foundation	Interfaith community services

INTERFAITH SHELTER NETWORK	Jewish Family Service	KITCHENS FOR GOOD	Leap to Success
LWV League of Women Voters North County San Diego	MAAC	McAlister Institute	mhs Mental Health Systems
MiraCosta College Technology Career Institute	National Community CORE Renaissance	Oceanside Promise	Neighborhood Healthcare

NCHS where here for you	North County LGBTQ Resource Center	LifeLine Resilient Youth Strong Families Community Partners Self-Reliance	Operation HOPE North County
Public Authority	PACIFICSOUTHWEST Community Development Corporation	PALOMAR COLLEGE	Poway Adult School Live And learn.
PRODUCE GOOD	Rancho Santa Fe Foundation	San Diego Regional Task Force on the Homeless	ResCare Workforce Services

San Diego Food Bank			
SAN DIEGO HUNGER COALITION	SAN DIEGO WORKFORCE PARTNERSHIP	SAN DIEGO FOOD SYSTEM ALLIANCE	SAN DIEGO DREAM CENTER
SERVING SENIORS	UEI COLLEGE	Vista Adult School	VCC Vista Community Clinic

Alliance for Regional Solutions member leaders group picture

4. Partners

The Alliance, in the truest meaning of the word, partners with each of our member agencies/institutions to support their community work and advance their issues and efforts. In addition to providing coordination among and support to the above member agencies, The Alliance partners with the following:

Partnering with SANDAG on the Regional Transportation Plan update

SANDAG "5 Big Moves" Update

Transportation is key for our clients. Upcoming, the 5 Big Moves "network plan" will be released, and in the absence of public gatherings we need your best ideas for review and feedback to SANDAG – What does SANDAG need to hear from your clients and your agency? How can we get the word out?
- Please submit your ideas to MaryLynn, mmccorkle@regionalsolutions.net and Craig, AllianceSANDAG@gmail.com

SANDAG has improved the Web site for information about the "5 Big Moves": From the home page there are quick links to explanation of the 5 Big Moves, connection to the now-virtual Vision Lab, Webinars and panel presentations, how employment centers are defined for transportation access, a comment form (in English and Spanish); and all other things RTP.
- www.sdforward.com

The regional transportation plan Vision Lab has gone virtual! Get information and share your comments with SANDAG staff creating the regional transportation plan:
- https://www.sdforward.com/about-san-diego-forward/vision-lab

Your help is needed and appreciated. Help create transportation access for your clients!

The Alliance partners with North County Food Bank and others for annual "Thanksgiving in August" event to raise funds for holiday relief for underserved families

Part 2: San Diego Forward: A Bold New Transportation Vision in 5 Big Moves

1. **Audience**

   The Alliance for Regional Solutions is a robust collaborative of eight North County cities and 74 private nonprofit and governmental service agencies. Our work is conducted predominantly within the five collaborative working groups (above), meeting monthly as committees and continually communicating via email. Pre-COVID these committees met in person; since the COVID sequester orders we have met virtually online, successfully.

   With this understanding, know that our *ultimate* target audience for 5 Big Moves information is the comprehensive set of clientele and community groups served by all our member agencies, and this represents a very broad set of communities of concern. We have largely (not exclusively) relied on our member agencies to re-distribute information to their clientele, including straight information, process updates, requests for input and participation, and invitations to attend community workshops and complete surveys. Our 5 Big Moves outreach has been the same as our usual "target audience." In this sense, our "target audience" has been *both* these broad range communities of concern, and the staffs and leadership of our member service agencies.

   In North San Diego County the hugely predominant non-English-speaking constituency is Hispanic, such that, information has periodically been provided in Spanish as well as English; we rely on our member service agencies to provide this language translation.

From July 1, 2019 through June 30, 2020, we have undertaken 82 total outreach events and instruments, as detailed in our monthly Outreach Reports. (These reports are cumulative from the start of our CBO efforts, so the June 2020 Outreach Report provides information about all of these items.)

Our audience has not changed during the COVID sequestering. The nature of client contact of our membership service agencies has undoubtedly shifted, but their contact with clientele has remained.

Typical community working meeting with clientele and agency representatives

2. **Tactics/Techniques**

Our intent throughout has been to provide introductory information about the RTP update and 5 Big Moves initiative; ongoing updates as SANDAG's process has gone along; and to solicit input back to SANDAG during key points in the process. We have done this through

- ongoing presentations and updates at Alliance committee meetings;
- extensive email blasts (using both standing Alliance committee email lists, as well as additional email contact lists generated by our outreach activities);
- an open house event;
- a standing display (at a community library);
- by putting information on our Web site and Facebook account; and
- by conduct of workshops, both in-person prior to COVID and virtual since.

Meetings have mostly used prepared narratives; occasionally we have used one-on-one discussion, e.g. at workshops and the open house event. With the onset of COVID, committee meetings have been online rather than in person; and we've used ongoing email notices more frequently.

These approaches are not unique to Alliance operations addressing other community issues; but have been more frequent through our CBO partnership work. Regarding specific techniques and tactics, please see below, Education Materials.

Alliance Web page devoted to promoting 5 Big Moves
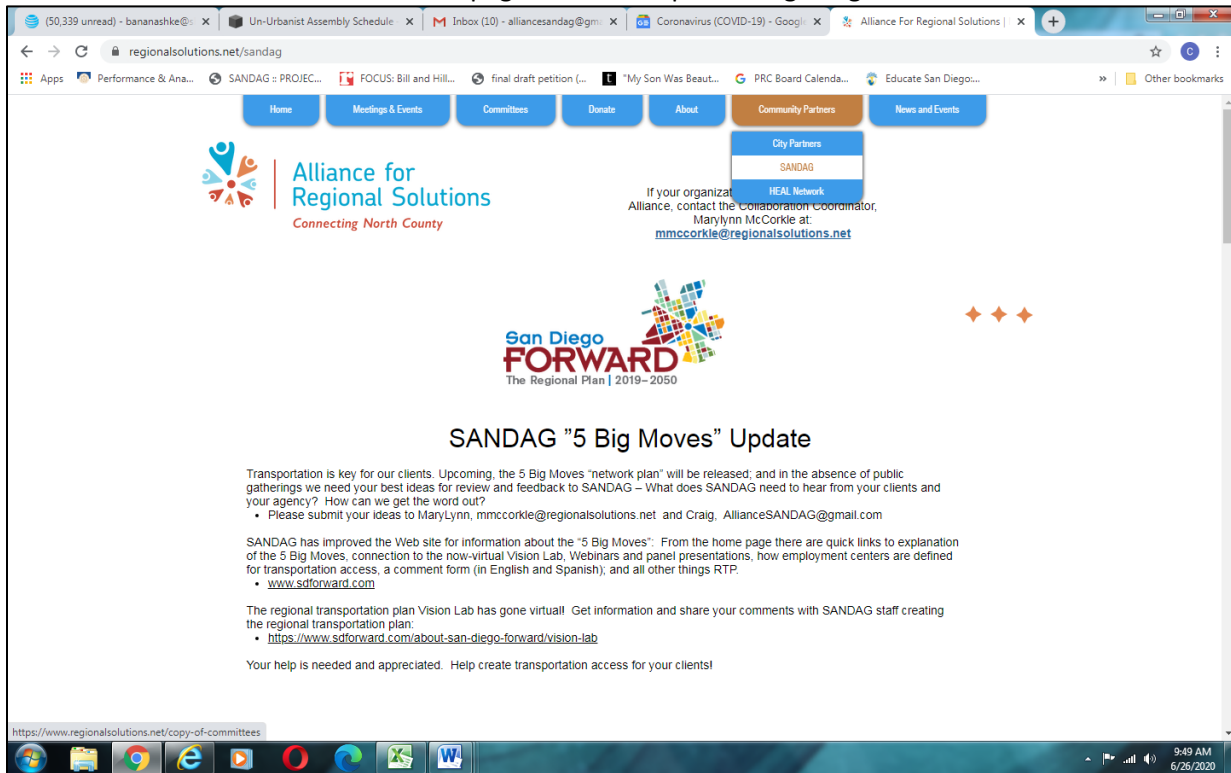
3. Educational Materials

Materials and tactics used include:
- Emails, including information in email bodies plus attachments (flyers, prepared solicitations, information pieces with graphics/maps) and Internet links e.g. to SDForward.com pages
- Oral presentations: at live meetings, with handouts; and at virtual meetings, with screen-shared documents/items
- Meetings with community interest groups (pre-COVID)
- Use of Alliance Web site, direct link on home page to 5 Big Moves information with hyperlinks to more information
- Use of Alliance Facebook page, with same
- Standup display (our "portable vision lab" workups) with multiple items, narrative and graphics
- A prepared PPT slide presentation with live narrative, "Introduction to 5 Big Moves" with narrative, pictures and graphs (used during two live Zoom virtual workshops; and to be prepared for online access at users' convenience)

Combination of SANDAG materials used directly, SANDAG materials edited/paraphrased, and materials crafted by Alliance staff (e.g. the PPT presentation).

June 1, 2020 ZOOM session "Introduction to the 5 Big Moves" – attendance, 21
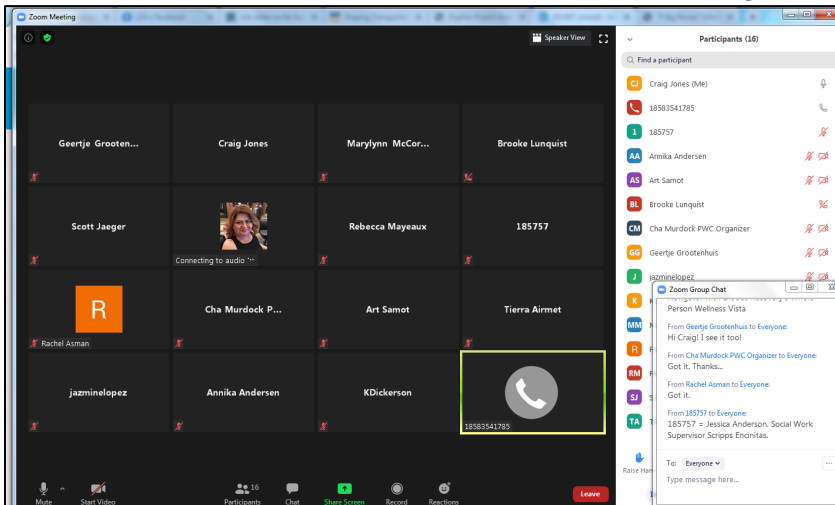
Mobile "Vision Portal" setup, Escondido Public Library, September 2019

Table display at San Marcos USD community open house, July 2019

4. Outcomes

Throughout this process, both community service agency representatives and clients have been excited about the prospect of a public transportation system that would truly be effective and efficient – making transportation access realistic for these communities of concern. Their concerns are about the speed of change, the need for better transportation access sooner than the decades-long implementation of a new RTP; and frequently they expressed the need for specific details of change, e.g. reinstatement of a specific bus route that had been deleted, or disability improvements at a specific transit stop.

5. Next Steps

The current RTP update process continues through this year and through the end of CY 2021, and of course The Alliance will continue to support SANDAG in this process; our efforts for this program will continue to with the types of strategies, tactics and materials noted above. As needed through this process we may adopt additional outreach/input methods in order to obtain underserved community feedback to SANDAG and to represent those interests.

Through the RTP/CBO process to date, significant discussion at CBO meetings has related to implementation of "flexible fleets" at the community level. There can be a substantial involvement by local CBOs to realize local "flexible fleet" transportation access to communities of concern. We have elucidated our own proposal, for local fleets of electrified vehicles, married to EV charging stations devoted to underserved populations. We have preliminary identified possible sources of funding to realize elements of such a program, including capital investments (EV charging stations and the electric vehicles themselves) and detailed project planning funding at the State level. SANDAG is to be a partner in upcoming EV charging station funding in the San Diego region with a 15% setaside for underserved communities, and this could be an initial start for this project. We (and all the CBOs) are now working on detailed "community mobility assessment" studies in partnership with SANDAG to establish justification for award of funding for these purposes. We intend to continue to support, and work with, SANDAG toward this work.

Part 3: Other Social Equity Outreach for Related Efforts

    1.   **Language Assistance Program**

The 2019 Language Assistance Plan (LAP) effort began shortly before the start of this reporing period, in May 2019, and our efforts stretched through June. We committed to conducting a community focus group session on June 17, which we did, in Spanish. Results, including attendance sheet and responses to SANDAG's provided session question/answer sheet, were provided back to SANDAG as part of the LAP update process. Attendees, all Spanish speakers, included North County community residents who both have used, and have not used, public transportation, for a rounded perspective.

    2.   **Federal Regional Transportation Plan**

While SANDAG has been able to obtain State time extensions for preparation and adoption of the RTP to satisfy State requirements, a federal deadline for an RTP update applied in 2019 in any case. To meet the federal deadline, SANDAG prepared a "federal RTP" for submittal and acceptance to the federal government, to maintain flow of federal transportation funding. The Alliance and fellow CBOs were involved in public notice and outreach for comments back to SANDAG. The Alliance's efforts started with early presentations and notices in July and August 2019, with four Alliance committee/quarterly meeting presentations (with handouts including URL links to SANDAG information and comment forms) and two email notices to the full Alliance distribution list and an additional list of addresses created through the RTP outreach program (again with links to SANDAG and the comment forms).

As the federal RTP process closed to final public input in October 2019, The Alliance provided comprehensive final notice and solicitation of comments through three email blasts to the same parties; these emails including:

    Alert of 2019 federal RTP comment period; how to comment; an Oct. 15 SANDAG Open House; an Oct. 18 SANDAG public hearing; and availability of a hard copy of the proposed federal RTP for public review at an Alliance/Interfaith Community Services office.

While feedback/comments throughout this process were directly back to SANDAG, such that we do not have a count of comments resulting directly from our efforts, we believe these efforts were successful and useful.

    3.   **Census 2020**

The Alliance has been engaged in Census outreach and information, in coordination with our North County colleages Vista Community Clinic and National Latino Research Center (which are contracted with United Way for North County Census work). In particular, we have agreed with NLRC to assist their Census work by acting as an additional link to their detailed Census outreach efforts for information/awareness of the Census and to prompt completion of the Census. We have created a prominent link on The Alliance's Web home page directly to Census information and how to complete it. We sponsored a presentation by the NLRC and Universidad Popular at The Alliance's May full quarterly meeting on Census outreach/completion. Continuing on into this calendar year, we will continue to assist NLRC with Census outreach. In all, in this reporting period, in addition to the above we have made Census presentations with screen-share at Alliance committee meetings; and provided four email blasts of Census information, links to NLRC resources, and how to complete the Census

Alliance Web pages devoted to Census promotion
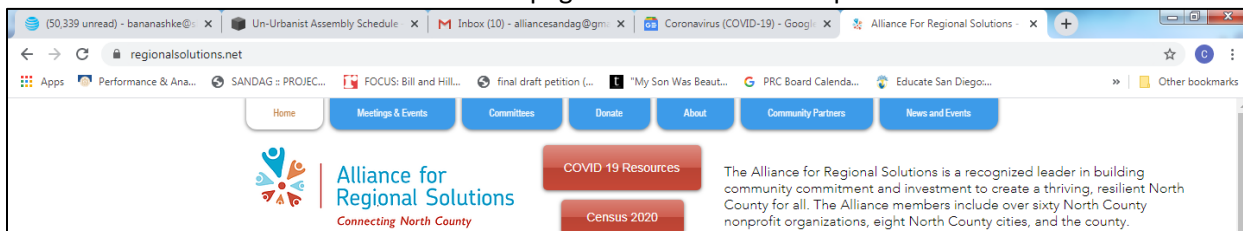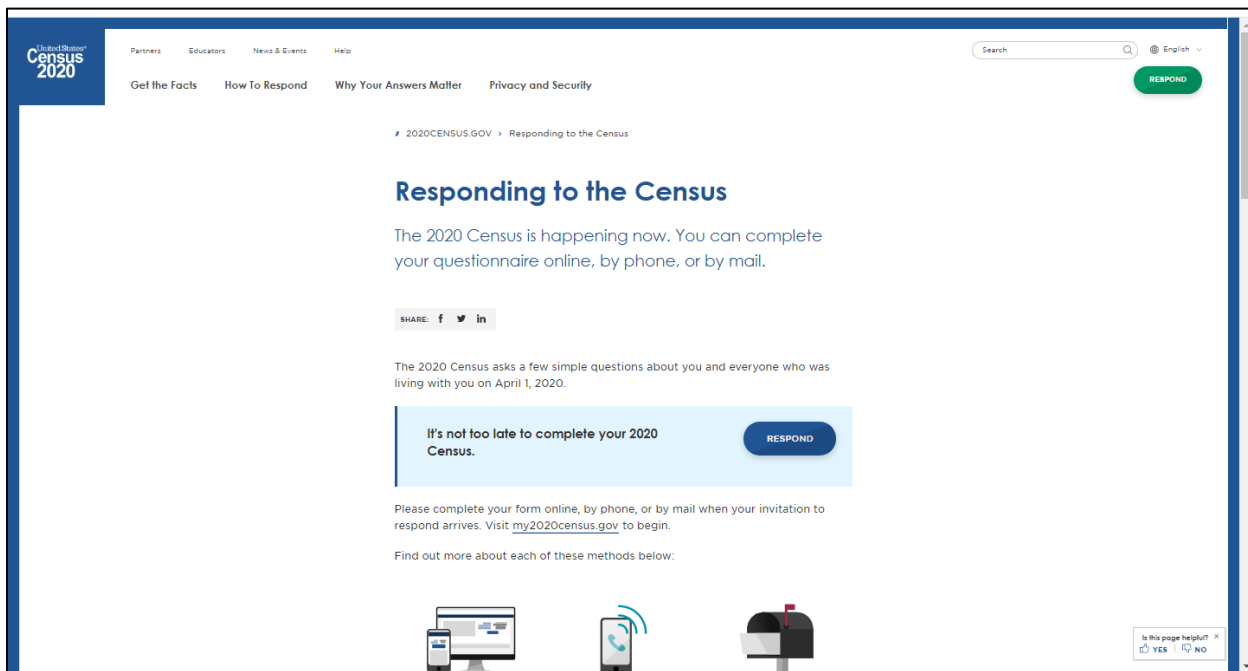
4. STEP Program Coordination and Discussion

California State's pilot STEP initiative (step@arb.ca.gov 916-440-8284) has tremendous potential to simultaneously promote advancement of non-carbon based transportation systems to combat climate change; and create effective transportation access for communities of concern. STEP is one of several grant funding sources that we in the San Diego region may grasp to plan and implement such capacity. This will meld with implementation of 5 Big Moves, particularly the Flexible Fleets component. Outlined above (Next Steps) is what is being proposed. STEP has two tracks: funding for planning studies, and funding for plan implementation.

Toward this end, The Alliance has proactively researched STEP application requirements and eligibility; participating in several State CARB Webinars and submitting comments, which helped CARB finalize its STEP regulations; and a June 30 pre-application teleconference. Through a series of email contacts with State staff we obtained clarification of both geographic area eligibility, and the status of SANDAG to be either a lead or partnering applicant.

In regular CBO meetings Alliance representatives have led discussion of these ideas. As this report is written, we continue to work on our North County "community mobility assessment," designed to have us be competitive for upcoming STEP application rounds. We will continue to work with our North County CBO partners toward a comprehensive North County STEP application.

5. Other Connected Efforts

* Coordinated Plan: Through this RTP update process there have been two Coordinated Plan update rounds, in 2018 and 2020. During the 2020 effort in the first two months of 2020, The Alliance

- Provided an early January email blast and two Alliance committee presentations on the Coordinated Plan, upcoming SANDAG workshops, and a February Alliance open house featuring review/comment on the Coordinated Plan
- Attended SANDAG's Feb. 23 public workshop in San Marcos and participated substantially in discussion
- Conducted a February 16 open house for 5 Big Moves update and review/comment on the Coordinated Plan
- Provided five February email communications with complete information on how to comment with attached comment forms
- Provided three Alliance meetings (May all-Alliance quarterly and two monthly committee meetings) presentations on the Coordinated Plan with comment form handouts

* SSTAC Solicitation: Among its standing committees, SANDAG maintains the Social Services Transportation Advisory Council (SSTAC). In May-June SANDAG provided notice of open memberships on SSTAC. As a community representative CBO for North County, The Alliance provided notice to North County seniors and disabled services agencies of these opportunities to join.

* Calif. CARB Clean Mobility Voucher grant: In addition to STEP (above) State CARB in 2020 provided a grant opportunity for "vouchers" for reimbursement of both planning work, and plan implementation, for   . While The Alliance was not in a position to submit its own application, we were more than happy to provide assistance to fellow CBO The Urban Collaborative Project (UCP) for a planning grant application. We participated at UCP's invitation in a CARB pre-application ZOOM teleconference; prepared several study area maps and graphics; and commented on draft application narratives. This 2020 application opportunity was first-come/first-served, requiring very quick submittal as the application allowance opened. We are very happy that UCP's application has been accepted and we look forward to their receiving this State reimbursement voucher grant.

* Additional community activism: One of The Alliance's CBO representatives also participates as a volunteer in community activism to address climate change and transportation equity, in the nonprofit SD350. This has evolved to help with a July 22 virtual community presentation by SANDAG hosted by SD350 on the 5 Big Moves initiative. This volunteer work also facilitated The Alliance's ability to create the two June virtual ZOOM workshops on the 5 Big Moves, noted above.

Part 4: Reflections and Next Steps
  1. *Lessons Learned*

   There has been great enthusiasm about the prospect of a vastly improved public transportation system, with even one of our Alliance committees forming an ad-hoc committee to voice support for the 5 Big Moves. With that, it has been challenging to sustain enthusiasm over the extended course of this RTP update process. We've learned that scheduling a community open house requires extensive advertising and marketing in order to be successful. Particularly useful during COVID sequestering has been our creation of a PPT which we presented virtually live after good marketing.

  2. **Community Issues**

   As noted, The Alliance for Regional Solutions is a collaborative of a very broad range of North County communities of concern. As such, we similarly represent a broad range of issues, short term and long-lived. These include, for both individuals and families,
- Homelessness and housing insecurity
- Unemployment/underemployment and employment training needs
- Food insecurity
- Seniors needs
- Undereducation
- Youth/transition-age youth issues
- Substance use/abuse issues
- Health issues/insecurity

and more. Among the needs of these communities, of course, is heavy dependence on public transportation; and the current reality that public transportation is too often inefficient, ineffective and cost-prohibitive for many crucial transportation needs of these communities. Continued proactive SANDAG work toward the "5 Big Moves" and its full implementation, will help. Particularly, note the above proposal to create localized "flexible fleets" for these communities' transportation access needs.

   The current COVID crisis has underscored and made visible the racial and economic inequities of our society, across a great number of issues. SANDAG data analysis can help illustrate injustice in our local justice system.

   Finally, we are well aware of the continuing and worsening climate change crisis; the potential of which for societal disruption, is illustrated by the below political cartoon. The negative impacts of climate change, locally and globally, will be worst on communities of concern. There is, obviously, a direct link between climate change solutions and this region's transportation system. SANDAG can help by becoming outspoken and proactive on the climate change issue, pushing for political change to address it aggressively.
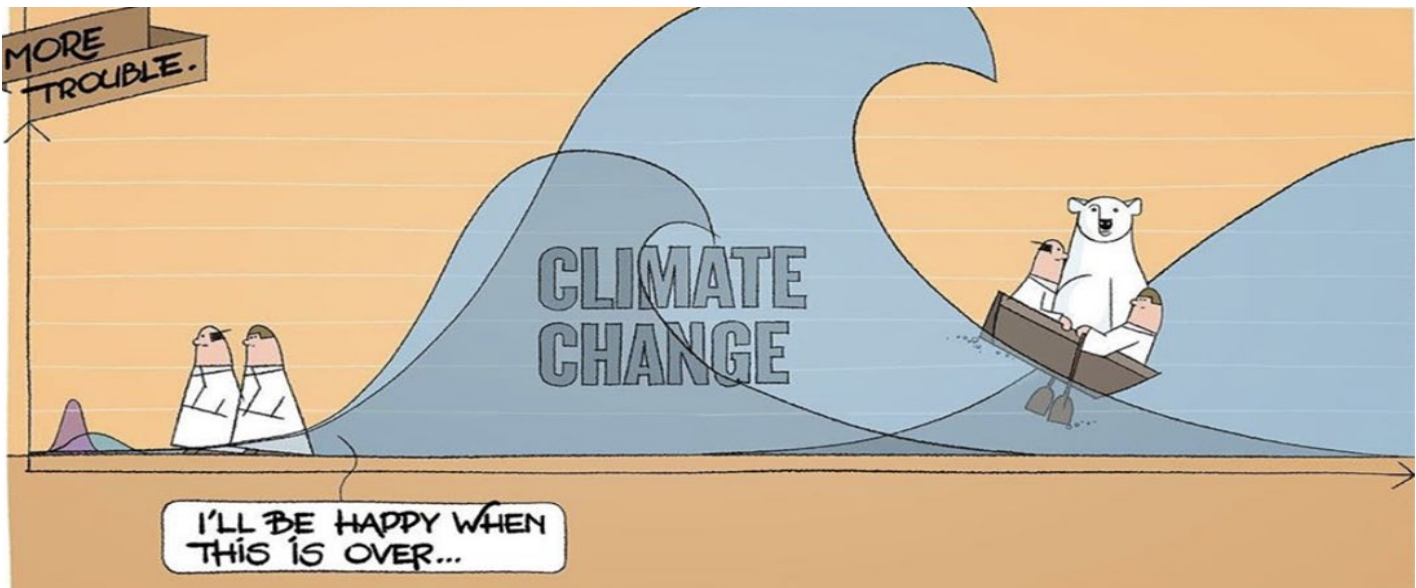
Summary

Community Outreach Services

For 2021 Regional Plan

Bayside Community Center

Service Area:

Linda Vista, San Diego

Part 1: Bayside Community Center Description

1. Background (Mission/History)

Bayside Community Center empowers our diverse community to improve its quality of life through services, education, and advocacy. Its vision is a city where every neighborhood has access to abundant resources that promote community connection and economic self-sufficiency, expands educational and cultural opportunities, and facilitates healthy living and general well-being. We believe that everyone, regardless of background or income, should have access to broad, social, cultural, and educational opportunities that enrich their lives.

In 1932, Bayside Settlement House began providing services to Italian and Portuguese fisherman and their families in the Little Italy area of San Diego. Now renamed Bayside Community Center, the agency has resided in the heart of the Linda Vista community since 1978. Since 2014, Bayside has brought an unprecedented amount in public and private investment into the Linda Vista neighborhood. This includes a state-of-the-art, 36,000-sq. ft. facility built in partnership with Thrive Public School in 2018, a facility that Bayside calls home.

For over 88 years, Bayside has provided services, advocacy, and education to the under-served community (e.g., immigrants, children, families, disabled individuals, English-language learners, seniors, etc.) who are limited by language, cultural understanding, isolation, and transportation barriers. Bayside encourages people to participate in programs and services that are designed to strengthen individual potential and build a healthy, active community. Such programs focus on social services, adult and youth education, community advocacy, and arts and culture. Activities include programs on healthy aging, adult learning, K-14 education, financial services, food security, cultural and environmental programs, and leadership development.

2. Geographic Area/Audience

Bayside is located in and serves Linda Vista, which lies within the City of San Diego and is split largely between Districts 2 and District 7, and a small portion of District 6, covering areas with zip codes 92108, 92110, and 92111. It is in North Central San Diego of the County of San Diego and often falls under the umbrella of Kearny Mesa. The neighborhood is bounded by Friars Rd. on the south, Morena Blvd. on the west, Tecolote Canyon on the north, and the 163-freeway on the east.

Bayside predominantly serves low-income, migrant, racially and ethnically diverse, women, children, and senior populations. An estimated half of Bayside's clients are Latinx and a third are Vietnamese. Linda Vista is an under-served urban neighborhood where more than two-thirds of its 33,461 residents are considered "low income," almost 50% of households in Linda Vista are "very low income," more than a quarter are "extremely low income," and 11% earn less than $15,000 per household. The Linda Vista population is comprised of White (40%), Hispanic (33%), Asian (18%), and Black (4%) residents, with almost an equal number of males (16,497) and females (16,964). Employment opportunities are mostly in entry-level and minimum wage occupations. More than 13% of the population is 65 years or above.

3. Community Served

Bayside's work spans the spectrum. On any given day, Bayside staff is providing one-on-one case management for the undocumented single mother seeking housing and food, while also advocating to City and County officials for policy change to address systemic injustices. Bayside works with everyone from the residents on

the ground to the public health officials to the police department to city and county officials, and beyond. Bayside hosts community meetings that include residents seeking to engage more in their community (e.g., Resident Leadership Academy, Linda Vista Collaborative), meetings that range in size from 10 to 30 attendees. Bayside also provides language accessibility for its meetings and promotional efforts in English, Spanish, and Vietnamese.

Bayside's executive leadership is intentional about cultivating a Board of Directors that reflects its diverse community. Currently, the Board consists of 25% Hispanic, 37.5% White, 25% Asian, and 12.5% Middle Eastern. The Board is multi-lingual with members fluent in Spanish, French, and/or Vietnamese. Members include the VP of Operations at the San Diego Food Bank, the President of San Diego Mesa College, the Founder and Director of Empower Charter School, and the owner of a small business in Linda Vista, among others.

4. Partners

Bayside is a convener in the neighborhood, thus regularly working across and connecting with systems, institutions, organizations, and residents to bring the community together. As the backbone for the Linda Vista Collaborative, a 25-year-public forum serving Linda Vista, Bayside coordinates a monthly meeting of 20-30 attendees including but not limited to representatives from health, security, education, faith, and nonprofit sectors. Each month features a guest speaker and a space for a roundtable share out by all attendees.

Bayside staff also offers Resident Leadership Academy courses annually (see right, hosted spring 2020), sits on several civic bodies and community groups, such as the Live Well North Central Physical Activity Subcommittee, the Linda Vista Planning Group, Linda Vista Town Council, and the Resident Leadership Academy Council. Bayside partners with the Medi-Cal Collaborative, San Diego Unified School District, San Diego County Office of Education, San Diego Food Bank, Jewish Family Service, United Way, Feeding San Diego, SANDAG, and Mesa College, among *many* other institutions and organizations.
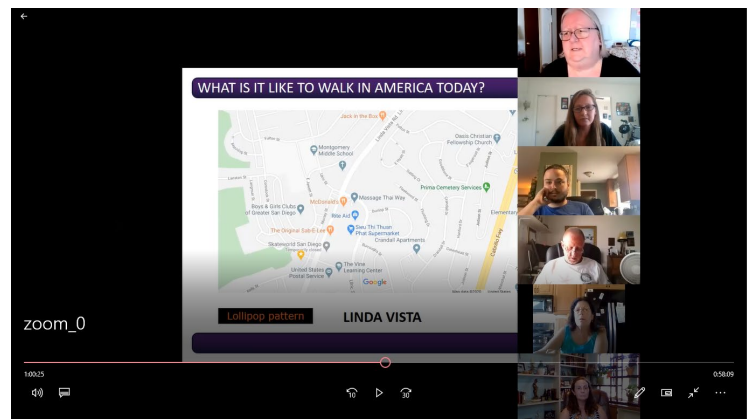
Part 2: Public Outreach Efforts for Regional Plan

1. **The Language Assistance Program Update** (*Summer 2019*)

Bayside participated in the CBO Outreach Team discussions to prepare materials and strategies for the LAP, and then successfully conducted an LAP Focus Group in June 2019 in Vietnamese at Bayside Community Center with ten (10) participants, one (1) facilitator, and one (1) note-taker. The results showed that 90% of attendees actively take public transit, 80% said more Vietnamese language assistance is needed on public transit, and all said that their inability to speak English "does affect" their use of public transit. Additionally, 0% had never used or heard of 511, only 20% knew of (but still never used) motorist service program, at least 60% had never used iCommute tools, and at least 80% do not understand how to use FasTrak. All materials for the LAP Focus Group were provided by SANDAG (handouts, pictures/images, forms), which was extremely helpful. Participants enjoyed the Focus Group.

2. **The Community Vision Portals** *(July – October 2019)*

Bayside Community Center used the Community Outreach Portal for the 5 Big Moves in two distinct manners. First, it was regularly on display in Bayside's front office at 2202 Comstock Street, San Diego, CA 92111, making it accessible to any client who enters. A space to leave public comments was available, along with info sheets and the hard copy of the RTP. Second, it was used at meetings and events. Events included six (6) Leadership Academy meetings, three (3) Linda Vista Collaborative meetings, and two (2) Senior Lunch workshops. Raffle items were made available to entice public comment during these meetings. All activities were conducted in English, Spanish, and/or Vietnamese.


Bayside received 38 public comments on the Community Outreach Portal, of which 10 comments were "Excited," another 8 were "Concerned," and the remaining 20 were "General Comment." The majority of comments were just general reflections, so it was hard to deem them as one or the other. Still, respondents were generally excited about the idea of flexible fleets, smaller buses/shuttles, Park & Ride lots, micro-mobility, mobility hubs, and concern for the environment. They were also generally concerned about the rise in technology outpacing under-served and LMI clients' capacity and ability to keep up; ADA compliance and inaccessibility of mobility hubs and smaller fleets/mobility to senior citizens; not enough bus shade and comfort for transit users as mobility hubs, bus stops, etc.; and not enough security at bus stops and trolley rides.

3. **The 2019 Federal Update** *(October – November 2019)*

Outreach was done to inform the community of the updates to and collect public comment on the 2019 Regional Plan, the 2020 Federal Regional Transportation Plan Update, the 5 Big Moves, and the San Diego Forward: 2021 Regional Plan. This included in-person discussions, special workshops, and share-outs at public meetings. The handouts on the Big 5 Moves and the Community Vision Portal were very helpful, as was the slides and videos that SANDAG made available. Outreach activities and events at which information regarding the above was collected throughout the month included:

- October 1, 2019: Senior Lunch Program (focus on Critical Connections), 15 attendees
- October 3, 2019: Leaders in Action meeting, 8 attendees
- October 16, 2019: Linda Vista Collaborative, 18 attendees attendees,
- October 18, 2019: Senior Lunch Program (focus on Federal RTP public comments), 12 attendees

The 5 Big Moves illustrations and concepts were key for all these outreach efforts to get the public's feedback on the future while also engaging them with RTP projects in the here and now. All activities were conducted in English, Spanish, and/or Vietnamese.
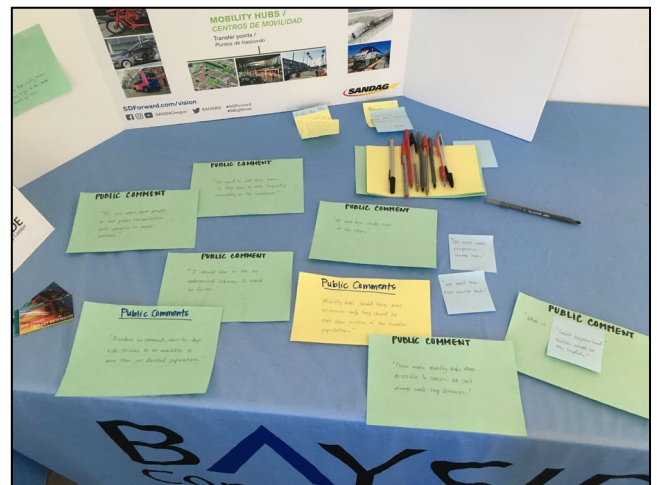
4. **The Coordinated Plan** *(January – February 2020)*

Bayside hosted two Coordinated Plan Focus Groups with pre-existing groups in February 2020. The first was hosted in Spanish with the Women's Savings Group with eleven (11) attendees (pictured below, left). The second was hosted in Vietnamese and English with the Leaders in Action with twelve (12) attendees (pictured below, right). Clients in both focus groups agreed that public transit should be cheaper or free, with a strong emphasis on serving the senior population. The groups' input varied, however, on accessibility and safety. Participants from the first focus group had mixed opinions on the functionality and accessibility of public transit and full consensus that they do not feel safe riding. The second focus group, however, almost unanimously said that public transit meets their needs, is accessible, and is safe. $5 gift cards were provided for all participants.

Bayside also collected Coordinated Plan surveys in English, Spanish, and Vietnamese at two different meetings (Senior Lunch program and the Linda Vista Collaborative), which brought in 34 surveys total. Bayside's delivery of the Coordinated Plan Focus Groups and surveys, as well as attendance, participation, and feedback, were perhaps more robust than any other deliverable this past year. We hypothesize that this is because outreach for the Regional Plan was on pause while the updates to the Regional Plan were underway, thus our constituents

were not feeling survey- and focus group-burnout. Rather, they were eager to engage in the New Year and share their input with fresh eyes and new ideas.

5. The Community Mobility Assessment *(April 2020 – Present)*

One (1) Bayside staff has participated in the Community Mobility Assessment as part of the CBO Outreach Team weekly meetings. This includes working with SANDAG staff to create and refine the Needs Assessment that will be available for CBOs to use, tailoring questions that community members can understand and respond to, identifying the Needs Assessment area that best suits each CBOs neighborhood, and collaborating with other Outreach Team members to share pertinent resources that can be useful for the Community Mobility Assessment. Pictured below, Bayside has identified an area. The blue border outlines the Linda Vista community planning area; the red area is a small portion of Fashion Valley that borders Linda Vista that will also be included because of it is home to the Green Line Trolley. Bayside seeks to include all residents in the identified area, but will focus its efforts particularly on the hard-to-count, low-income, racially and ethnically diverse, seniors, and children. Bayside will also tap local educational institutions and small busiensses to gain their perspectives, too.
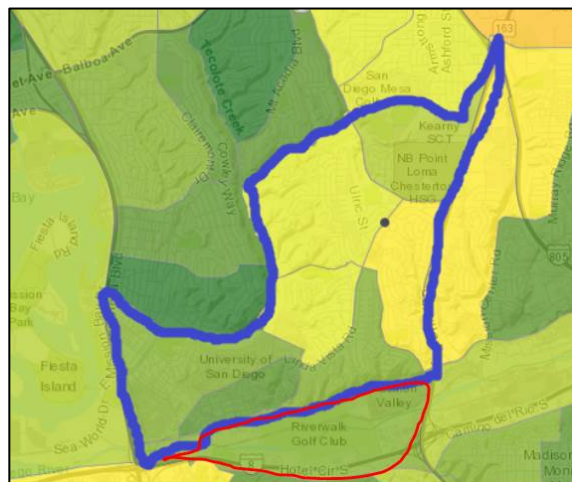
Part 3: Social Equity Outreach for Related Efforts

1. **Census 2020** *(March – June 2020)*

Bayside is a partnered CBO with the Count Me 2020 Coalition led by United Way of San Diego. As such, Bayside staff does daily, weekly, and monthly outreach to support community members as they file, and particularly the community members in Linda Vista who are hard-to-count. Bayside focuses its energy on reaching and supporting the following populations: low-income, Latinx, Vietnamese, migrants and refugees, seniors, youth, and individuals with below average broadband subscription.

Bayside's work on the 2020 Census includes social media blasts with information, and flier distribution and one-on-one check ins with clients as part of Bayside's food deliveries and distributions that occurred March through June an average of 5x per month. All food deliveries and distributions include giveaways of Count Me 2020 shirts, totes, and/or masks, as well as informational fliers. Bayside also incorporates 2020 Census updates and/or guest speakers into community meetings, such as the monthly Linda Vista Collaborative, Leadership Academy, and staff meetings. The outcome of all of these efforts is that all five of Linda Vista's census tracts have already surpassed their 2010 self-reporting rates as of mid-July 2020.

2. **STEP Program Discussion** *(October 2019 – Present)*

Two (2) Bayside staff have participated in the STEP Program discussions as part of the CBO Working Group and the CBO Outreach Team. This included discussions during which staff provided input to the STEP funding as the RFP was being developed, followed by discussions with the Outreach Team on how to apply for the funding and how to develop competitive applications for the two grant funding rounds. Bayside staff is crafting an application for the second round of STEP funding due August 31, 2020 that will complement the SANDAG CBO monthly funding in allowing Bayside to execute a successful Needs Assessment in Linda Vista. The outcome of the efforts will be a completed and submitted application to STEP for funding.

3. **Other Connected Efforts**

Bayside staff and empowered constituents support mobility equity in several other ways. For one, Bayside staff chairs the Traffic and Transportation Subcommittee for the Linda Vista Plannig Group, thereby elevating the local mobility needs and also addressing systemic mobility challenges from a civic body perspective. Bayside staff also has been attending and supporting as able the Vision Zero Initiative since 2015, as well as the City of San Diego's Social Equity Index Working Group since 2019. In October 2019, Bayside also supported California Clean Air Day with a bike helmet giveaway in partnership with Bike San Diego. More than 70 helmets were given to Linda Vista Elementary School students, a local Title I school (see left).

Part 4: Reflections and Next Steps

1. **Lessons Learned/Technique Suggestions**

Techniques that regularly work for Bayside in the Linda Vista community include but are not limited to:

- Conducting outreach and communication in any medium in Spanish, Vietnamese, and English, the predominant languages spoken in Linda Vista;
- Relying on word-of-mouth to promote events, share fliers, and educate the community, especially in a neighborhood as diverse as Linda Vista;
- Hosting SANDAG outreach/events in tandem with already-established or –scheduled events so that there is a guaranteed audience and participation (e.g., linking educational opportunities with food distributions, Linda Vista Collaborative, etc.);
- Maintaining strong relations with individual residents and with institutional partners, both of which support Bayside's efforts to do outreach in Linda Vista and to serve as the liaison between SANDAG and the community;
- Meeting residents where they are at for mobility advocacy, such as hosting a variety of info sessions, one-on-one educational opportunities, focus groups, online discussions, printed surveys, etc., as well as being intentional with language that they are able to comprehend both from a linguistic perspective (e.g., Spanish, Vietnamese) and from an academic or jargon perspective (i.e., making the material digestigble and relatable); and
- Utilizing incentives as much as possible to engage participants (e.g., gift cards, SANDAG swag).

It is also imperative to acknowledge the tremendous impact COVID-19 has had on all of Bayside's outreach efforts and community engagement, for better and for worse. We continue adapting to meet the needs of the residents while delivering our services, education, and advocacy efforts in modified, but still impactful and meaningful ways.

2. Community Issues

Community-identified challenges that are the most pressing have long been food security, housing, and education. Residents now also face unemployment, extreme economic hardships, and potentially fatal health concerns due to COVID-19. Bayside continues to address these issues as it does all community challenges: through a two-pronged approach. Bayside works with residents to solve their immediate needs (e.g., a client is hungry so they receive food distributions) while tackling the systemic barriers (e.g., addressing hunger through policy advocacy). Another example would be if a client has no means to get to their healthcare appointment, Bayside will provide a bus pass (immediate solution) while continuing to advocate for mobility equity for all San Diegans (systemic solution). SANDAG can support by continuing to invest in the CBOs who make up the CBO Network who are doing the work on the ground (short-term) while simultaneously serving as the liaison with SANDAG to incorporate and elevate residents' voices into regional planning (long-term). Invest in CBOs who have built the social capital with the community that is critical in shaping the future of our region.

Summary

Community Outreach Services

For 2021 Regional Plan

Casa Familiar, Inc.

Service Area:

San Ysidro, San Diego

Part 1: Who are you?
1. Mission/History
Explain your CBO's history. Include the established date, major events, and how its role has changed throughout time. Include pictures if possible.

Our Mission
The mission of Casa Familiar to allow the dignity, power, and worth within individuals and families to flourish by enhancing the quality of life through education, advocacy, service, programming, art and culture, housing, and community/economic development.

Our History
Casa Familiar *was founded in 1973 and is a 501(c)(3), community-based organization dedicated to serving residents in South San Diego County. Originally established in 1968 under the name* Trabajadores de la Raza*, Casa* has *grown and expanded its efforts from solely serving Spanish-speaking clients in San Ysidro to providing services and programs to all South San Diego residents. Early on,* Casa *recognized that its predominantly low-income clients have changing and varied needs.* Casa's *approach allows the agency to adapt to community needs through a multi-faceted program and funding strategy. This permits the sustaining of advocacy and community development at its core, while simultaneously examining and addressing community needs. Casa Familiar has been serving people in South San Diego for 48 years.*

Casa Familiar, Social Services Center 119 West Hall Ave. (foto. Eleazar Lopez)

2. Geographic Area/Audience

Explain the geographic area that your CBO is located in. What neighborhood is it in? What are the major landmarks it is surrounded by, any freeways? Who is your targeted audience? Is it a specific ethnic or racial group? Is it composed of multiple groups? What are the major languages spoken? What is the age demographic? Do the people have certain characteristics (income amounts, education levels, etc.)? Include pictures/maps if possible.
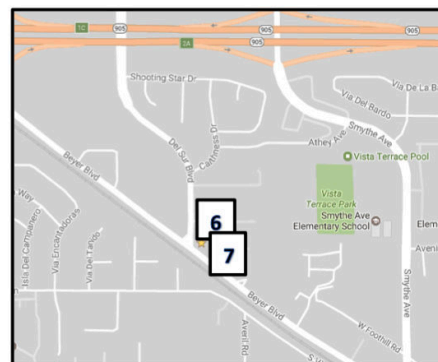
The identified target area for Casa Familiar is the San Ysidro Historic Village, an older urban community within the City & County of San Diego. The area is approximately 8 city blocks and has an estimated population of 5,510 residents. It has also recently been adopted as the San Ysidro Historic Village Specific Plan Area in the new community plan (2017).

The San Ysidro Historic Village Specific Plan Area includes the parcels abutting Beyer Boulevard to the north, Interstate 5 to the south, Interstate 805 to the east and Smythe Avenue to the west and is bisected by the Metropolitan Transit System (MTS) Blue Trolley Line which serves the area with the Beyer Boulevard Trolley Station. The Village provides convenient access to goods and services within a 10-15-minute walk. This is the "heart" of the community of San Ysidro in zip code 92173. The target area is included in census tract 100.13 (6073010013). San Ysidro is a majority (93%) Latino community, and has some of the lowest income census tracts in the City of San Diego.

San Ysidro has a population of almost 29,500 people, 93% of which are of Hispanic origin. 89% speak Spanish at home as their primary language. The San Ysidro Community has a somewhat younger population, with a median age of 27 years. In fact, 33% of the population in under 18 years old. Of those living in San Ysidro, 13,383 people were foreign born with Mexico being the primary country of origin. 94% of San Ysidro's immigrant population entered the US prior to 2010. 57% of these individuals have become citizens.

CASA FAMILIAR FACILITIES

1. The FRONT Gallery — 147 W. San Ysidro Blvd.
2. Living Rooms at the Border — 114 W. Hall Ave.
3. Social Services Center — 119 W. Hall Ave.
4. Civic Center — 212 W. PARK AVE.
5. Recreation & Fitness Center — 268 E. PARK AVE.
6. Villanueva — 1901 Del Sur Blvd., 2nd Floor
7. Youth Center — 3604 Beyer Blvd.

Casa Familiar facilities and area map.

3

3. Community Served

Does your CBO work with specific people in the community? School district? Public health officials? Policy officials? Who sits on your board? What is the average number of attendees during meetings? Who are the majority of these people? Do you cater to their needs (ie; language). Include pictures if possible.

As the leading non-profit organization directly in the border community of San Ysidro with a 40+ year history of advocacy, service provision, and community planning and development, Casa Familiar continuously seeks to foster support for community, social, and infrastructure equity.

All of Casa's programs and services are guided by its mission statement and result in their development as mechanisms for the strengthening of families and community. Today, Casa operates more than 30 programs ranging from social services to parent involvement to financial literacy and fitness/health. In addition to providing the traditional social services, Casa is involved in transitional housing, job development, community development, environmental initiatives related to border impacts, recreation, and arts and culture development.

Our most attended events are our scheduled festivals for each season which are usually attended by 300+ local residents. Casa Familiar implements the San Ysidro Sin Limites/Unlimited Workshops as a forum for grassroots community involvement to gain input on community visioning, policy, and decision-making that affect the San Ysidro community. Our workshops vary in size averaging 40 to 50 residents depending on the program.

Casa Familiar Board members
CHAIRMAN – Gustavo A. Bidart – Economic & Comm. Development Manager, Civic San Diego
CHAIRMAN – **Ciro G. Villa –** VP Commercial Banking, Torrey Pines Bank
PRESIDENT – Lisa Cuestas – Casa Familiar
SECRETARY – Jose Sarmiento – Bank of America Branch Manager
TREASURER – Anita Dharapuram VP Community Relations Officer at BBVA
Andrea Skorepa – Retired, Director Emeritus, Casa Familiar
Mario Aguilar-Founder – Mexi'Cayotl Indio Cultural Center & Retired Counselor, UCSD-EAOP
Irene Barajas – Girl Scout Troop #5912 Leader & Resident
David Szabo –District Manager, South Border Wells Fargo Bank

Teen center-skater kid group   *Hecho en casa festival Christmas time.*   *Sin-limites workshop.*

4. Partners
Who do you partner with? Is it other CBOs? School district? Clinics? Food banks? Include pictures if possible.

The Casa Familiar Promotora Group has a long-established relationship with the San Ysidro School District. Serving as liaisons for community outreach as well as members of the community parent groups. This group leads our outreach efforts for local initiatives related to community engagement. The relationship with the San Ysidro School District has been essential during the Covid-19 pandemic shutdown. After our established groups and digital platform meetings, the school district food drives have been essential to our outreach efforts during the shutdown as our only in-person service. Our partnership with San Ysidro Health has led to coordinated efforts with our coffee training program and outreach by providing our first location to serve the community of San Ysidro.

El K-fe youth training program.

San Ysidro school district Covid-19 food drive/ Census outreach efforts.

Part 2: San Diego Forward: A Bold New Transportation Vision in 5 Big Moves

1. **Audience**

Who was your target audience for the 5 Big Moves? Is it different that your usual target audience? How did you cater to their needs (ie; languages). How many workshops, presentations, events did you hold for this audience? Did your audience change during the COVID-19 pandemic? Include pictures if possible.

The geographic location of our community as well as the trans-border region exacerbates our transportation infrastructure. For the 5 Big Moves, we tried to identify the individuals within our community that can benefit directly from advancement in transportation development and options for the use of private vehicles. As well as members of the community that depend on public transportation. We reach out to our Resident Leadership Academy as well as our established Promotora program that have a network in our community, school districts, and community centers. Casa Familiar has an established relationship with two RLA groups in San Ysidro and Barrio Logan of approximately 12 members per group. We presented on four separate occasions to two groups this fiscal year. For our Promotora/ Zumba team, our team accessed the morning 40+ Zumba class twice and twice to our Sin Limites workshops of 30 to 40 attendees. After the stay at home order issued by the state in March, Casa Familiar closed its facilities and transitioned to online and phone outreach and services. Our 5 Big Moves outreach moved to digital outreach.

Sin Limites workshop

San Ysidro RLA meeting

Promotora Morning Zumba class

Digital meetings with San Ysidro RLA

2.   Tactics/Techniques

What were your tactics and techniques in regards to the 5 Big Moves? How is this different than what you would usually do? How did these change during the COVID-19 pandemic? Include pictures if possible.

Casa Familiar implements the San Ysidro Sin Limites/Unlimited Workshops as a forum for grassroots community involvement to gain input on community visioning and policy- and decision-making that affect the San Ysidro community. Our most consistent outreach effort workshop, Sin Limites, has allowed for an established interactive platform with our community.

5 Big Moves has helped the Casa CBO to be able to outline a basic explanation of the role that the SANDAG regional plans play in the community day to day. Once that was presented to the community, it was easier to present each of the 5BM moves in detail. SANDAG provided personalized maps for our region that allowed for conversations to advance regarding car travel and viable alternatives. With help of the participants, we mapped out people's daily commutes and areas of travel, which confirmed the maps' density of travel and tiers of employment. Finally, with the interactive boards, we imagined individuals' travel time now with the convenience of personal vehicle travel and how that would look with alternative modes of transportation.

The Covid-19 lockdown made initial interaction with our outreach efforts complicated. Our established Promotora programs helped establish the bridge between live meetings and digital platforms. Our RLA groups managed a series of walk-audits of our neighborhoods and with the lockdown we created a digital version with a live stream and interactive conversation via zoom. These live conversations on the streets helped to personalize the impact or limit of our established infrastructure.


Walk audit with RLA group

Interactive workshop with community members

3. Educational Materials

Did you use specific materials, flyers, videos? Were any of these materials provided by SANDAG? Were any ones that you made? Include pictures if possible.

Our team used - for the most part - material provided by SANDAG. We had individualized maps provided by SANDAG with the tiers of employment and private vehicle travel. We also used the foldable 5 Big Moves interactive boards, that helped with conversations and projections. We have also used the brochures for each of the 5 Big Moves. The last presentation on June 24th (post Covid-19 lockdown) was managed via Zoom and we used SDForward interactive maps of the community which allowed them to join and use them to see for themselves.
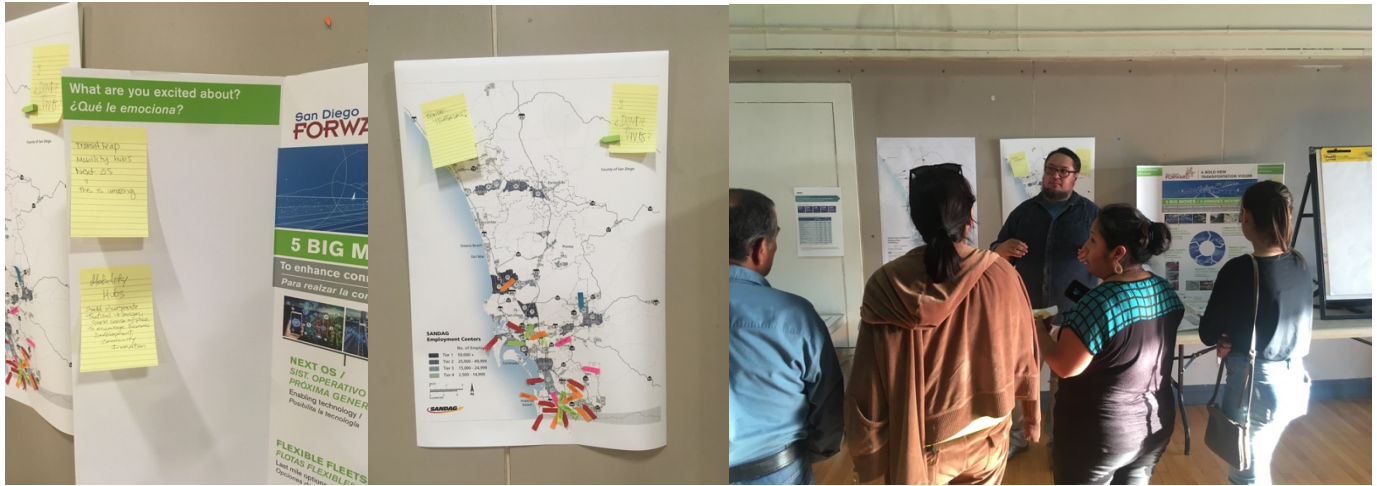
Materials at interactive Sin Limites workshop

4. Outcomes

What was your audience excited about? What were some of their concerns? Include pictures if possible.

The outcomes of our 5 Big Moves workshops and presentations led to further conversations about existing public transportation and all its shortfalls. Our community left with ideas about technology and possible impacts on transportation. The people of the San Ysidro community often do not understand how they fit into the implementation of ambitious transit projects.

In the post-Covid-19 pandemic lockdown it has been difficult to engage in the future of public transportation based on people's concerns about safety and health. In addition to people's existing mindset, the current pandemic adds makes it difficult to project the possibility of efficient and non-personalized vehicle transportation.

5. Next Steps

How will you continue to support SANDAG's projects? What will your outreach efforts include? Include pictures if possible.

We understnd that interactive workshops with community members have been the most productive sessions in recent months. Without being able to host in-person meetings, we are trying to get creative with our digital meetings. From breakout rooms to live surveys we are engaging in instant participation with our community members. Our brief in-person outreach consists of our bi-weekly food drive in partnership with the San Ysidro School District. In the brief moment while community members wait in their cars, we distribute SANDAG-provided brochures with information about the 5 Big Moves with limited interaction. Currently we are trying to get a little more creative and creating some level of interaction by preparing survey questions and responses from the community while they wait in their cars.

Part 3: Other Social Equity Outreach for Related Efforts
Explain what you did in detail for the following SANDAG projects. What was the outcome of your efforts? Include pictures if possible.

1. **Language Assistance Program**

   As mentioned in the introduction, San Ysidro has a population in which 89% speak Spanish at home as their primary language. Therefore, every presentation and workshop we have hosted has used information and material provided by SANDAG in Spanish. In January, we provided some LAP outreach for task 7.

SDForward material in Spanish for our Sin-Limites workshop

2. **Federal Regional Transportation Plan**

Our team presented a series of workshops in February regarding the Federal Regional transportation Plan:

-to Casa Familiar's 18-member San Ysidro RLA group an oral presentation regarding the 2020 regional transportation plan questionnaire, where the main concerns revolved around current security and safety of bus stations and access for disabled residents.

-to a 40+ Zumba class presentation, regarding the 2020 regional transportation plan questionnaire.

-at the February 27th Quarterly Casa Familiar community workshop Sin-Limites, an oral presentation and information booth explaining the 2020 regional transportation plan questionnaire to 32 community members.

February presentation and questionnaire by San Ysidro RLA group

3. Census 2020

Goal: Expand census outreach efforts to include more direct follow-up with outreach contacts and ACTIVATE them to complete the census.

Activities:

• Targeted Outreach with K-12, Seniors Housing and Southwestern College Schools - increase frequency and mode of outreach to parents, seniors, students and staff (focus on counseling and/ social service-related staff)

• Hustle Text Campaign - Expand current phone banking & robocalls to include regular reminders, info re: ways to get assistance including opening of census application site, census completion confirmation check-ins

• General CASA Phone Referral Follow-up - Currently staff who answer the general line refer individuals to Census phone line. We will now ask staff to collect cell number if Ok with text or call reminders/follow-up; staff will follow-up within a week to remind/confirm

• Application Centers - Based on public health directives and guidelines, Casa will soon open up a site in partnership with local school district to support their school registration efforts. Casa will also re-open their social services site for limited services. Staff will be instructed to assess for Census completion and assist people with application as needed.

• Emergency Food Distribution - In partnership with the SYSD, Casa will be providing support for the SYSD's food distribution efforts. Casa staff will ensure there is Census visibility at each distribution (i.e. banners, posters, t-shirts) and will encourage for people to engage in Census completion on their phones while they wait for distribution.

• Host Virtual Census Q&A - live call-in info Census info session to answer key questions and alleviate fears

10

• Create Community-relevant Video Content - Casa's Art & Culture Director is working with docents to create and share videos using the Census mural on Cypress Drive that was produced by artist Hector Villegas.

• Bulk Mail - Send out newsletter & reminder with application and assistance info. Targeting 60+ yr. old population.

Outcome:

The Covid-19 pandemic lockdown derailed some established Census outreach efforts. San Ysidro Census tracts where among the worst to respond in April. By June, our Promotora outreach team turned the tide on participation and outreach where a noticeable increase in response was reported.

Social media challenge, incentivizing people posting they completed the Census survey in April

San Ysidro School District food drive/ Census outreach June 2020

4. STEP Program Coordination and Discussion

The CBO outreach team has coordinated with their communities to select an area of impact to develop a Community Transportation Needs Assessment. The STEP pilot project that takes a community-based approach to overcoming barriers to clean transportation, that coincides with the 5BM flexible fleets initiative. As well as linking to the SANDAG Data surfer as a data tool, and how it specifically impacts our community.

We are currently reviewing and preparing comments on the survey we are preparing as a group towards the implementation in our communities. We intend to apply for the planning and capacity building grant to help identify community resident's transportation needs and prepare to implement clean transportation and supporting projects.

Part 4: Reflections and Next Steps

1. Lessons Learned

What were some of the techniques that worked for you? What did not work? Include pictures if possible.

What worked:
Techniques that have worked are workshops where we have correctly used visuals: graphics and renderings of 5BM projections. These illustrations help the community imagine the possibilities. Our in-person workshops had a dynamic and follow-up conversations, one of the many setbacks of the Covid-19 lockdown where our digital meetings lack participation.

What did not work:
One of the outreach efforts that did not gain much traction was the SANDAG translated videos of the 5BM. Where the team gained an understanding of each issue, the general public found It hard to understand the technicalities of the conversations and explanations. However, it did lead to conversations where we addressed the issues discussed.

2. Community Issues

What are some of the community issues your audience faces? How are you helping tackle some of those issues? How can SANDAG support you? Include pictures if possible.

Biggest issues for our community:
In General, the San Ysidro community has distrust for any large-scale planning efforts and promises. Stemming from the neglect of the San Ysidro border station and the constant neglect of the existing public transportation needs.
MTS budget shortfall, route cuts, and constant neglect of requests and needs. We have gained community interest in participating in hearings and workshops to articulate community needs.

We have made gains on Census outreach and participation, after a suppression effort was identified with misinformation has been circulation the most vulnerable areas of the community.

San Ysidro is classified as a "disadvantaged community" by CalEnviroScreen 3.0 under SB 535. As a US-Mexico border community, residents are regularly exposed to air pollution from sources in both countries. Three freeways cross the community. The proximity to the border crossing -- the busiest land Port of Entry (POE) in the Western Hemisphere -- has also raised concerns about air quality due to the extremely long vehicular waits. Each day as many as 120,000 vehicles and 60,000 pedestrians cross the POE and port reconfiguration and expansion is underway to accommodate a projected 87% increase in traffic by the year 2030. We have an air quality team that has partnered with the universities to conduct community-led air monitoring; a local resident steering committee and the California Air Resource Board guide the effort.

Housing shortage and affordability has always been an issue in the San Ysidro community. We continue to develop strategies and projects that intend to address this issue, as well as advocate to our local authority access to affordable housing in our area.

Covid-19 has had a major impact on an already vulnerable community. We have used our resources to guide our community from our telephone hotline which is dedicated to financial assistance, social services, and any available resource in this emergency. In regards to our outreach efforts, the pandemic has slowed out our momentum with advocating for visions of public transportation. The community is weary and concerned about the long term impact this emergency will have with those efforts. Casa Familiar stans committed to further the cause of clean alternative modes of transportation and promoting San Ysidro as not only compliant but an innovator in the cause for a clean air community.

Summary

Community Outreach Services

For 2021 Regional Plan

City Heights Community   Development

Corporation

Service Area:

City Heights, San Diego

Part 1: Who are you?

1. **Mission/History**

Resident leaders founded City Heights Community Development Corporation (CHCDC) in 1981, in order to engage and inspire community members to take part in the local and regional planning process. For the past 36 years, CHCDC has conducted community engagement throughout City Heights that is meaningful, multi-cultural, multi-lingual, educational, and locally-framed. City Heights CDC works with residents to enhance the quality of life through the creation of affordable housing and livable neighborhoods, fostering economic self-sufficiency, and stimulating investments. Programs that have been created to assist residents of City Heights include Affordable Housing, Resident Services, Economic Development, Transportation and Planning, Community Engagement, Neighborhood Enhancement, and Workforce Development. Together these services, and programs help City Heights residents overcome considerable disadvantages in housing, business, employment, health, education, and poverty.

2. **Geographic Area/Audience**

City Heights is home to nearly 100,000 residents, largely immigrants from Southeast Asia, East Africa, Mexico, and Central America. If City Heights was a stand-along jurisdiction, it would be the 8th largest city in the entire San Diego County. City Heights is located on the urban mesa of central San Diego in between the urban core freeways. I-805 sits on the easternmost section of the neighborhood, SR-94 on the south, and the SR-15 piercing through the center of the community. Within City Heights's 5-square mile area the population density in City Heights, is 5 times denser than the San Diego average, rivaling downtown San Diego. The Community is rich in culture, with over 45 languages spoken throughout homes and businesses. Despite significant multicultural assets, 82% of residents live below the federal poverty level compared to 15% in the City of San Diego, and 12% in the United States. The median income in City Heights is less than half that of the County at

City Heights CDC   2

large. City Heights' active transportation infrastructure is arguably the most deficient within the City, and despite incremental infrastructure improvements, the community still suffers from decades of infrastructure disinvestment. Despite great challenges, community, residents have advocated for community spaces including major landmarks such as Teralta Park, one of the only freeway cover-up parks in the state, and one of two in the nation. City Heights is also home to the Mid-City Centerline Rapid Transit Stations project, San Diego's first freeway-level transit stations along the SR-15 at University Avenue and El Cajon Boulevard. The project also constructed transit-only lanes within the existing median from just north of I-805 to just south of I-8. City Heights only has a few bike lanes and bike paths, but through the SANDAG Regional Bikeway Project, many street improvements are coming into fruition within the next 1-3 years, which will make walking and biking much safer.

3. **Community Served**

CHCDC primarily focuses on working with City Heights residents. The Transportation & Planning team works with residents to ensure they thrive in our City Heights neighborhood and we constantly engage community members to join our Built Environment Team (BET). City Heights CDC facilitates monthly BET meetings where 8-14 resident leaders receive land use, transportation planning, and mobility training; set strategic priorities, and work on local transportation advocacy initiatives that include letter writing, public testimony preparation, organizing, and community planning. With support, community members establish themselves as local leaders on mobility issues in City Heights. Most meetings are run in English and Spanish, however, we have facilitated up to 5 different languages (Vietnamese, Spanish, English, Somali, and Karen). Through community events, we invite new members to join and take part in transforming their community. As a CBO we also started an Eviction Prevention Program to ensure City Heights families can stay in their homes and continue being active members of their community. We are working with other coalitions and regional CBO's to fight the displacement of low-income members who also happen to be the transit-dependent riders. Our program's philosophy is that you shouldn't have to have a degree in planning to plan your community. The Transportation & Planning Program innovates the field of urban planning by implementing creative, accessible, and fun opportunities for everyday people to have a big impact on their community, city, and region.

4. **Partners**

During this past year, City Heights CDC partnered with various CBO's and local public agencies. Within our Transportation and Planning department, we partnered with Mid-City CAN, Environmental Health Coalition, San Diego 350, Center for Policy Initiatives, Circulate, Center for Community Solutions, Cesar Chavez Clubs, Outdoor Outreach, Groundworks, San Diego County Bicycle Coalition, Bikes del Pueblo, and Casa Familiar, just to name a few. We continue to foster a strong working relationship with the Academy of Information and Technology at Hoover High School. Within our other programs, we also have partnerships with many housing and affordable housing developers in the region and regional food banks. City Heights CDC is also actively involved in our local civic and planning groups. We have staff and BET members on our City Heights Area Planning Committee.

Part 2: Public Outreach Efforts for Regional Plan

1. **Language Assistance Program**

City Heights CDC held a LAP focus group in Vietnamese in June 2019 at our main offices in City Heights. We had a total of 12 participants and one facilitator. Our focus group showcased that 10 people out of the focus group rarely or never ride public transportation and only two people often travel by trolley or bus. Everyone in the focus group agreed that their ability to speak English impacts the use of these services in one way or another. The entire group agreed that Vietnamese riders need their language on the website, on fliers, on maps, and phone information. The group agreed that they would like SANDAG to expand their language support. No one from the group knew about the 511 phone system or web 511sd.com. However, they are now aware due to the meeting and even 2 people tried to access the 511 system during the meeting. No one from the focus group knew about iCommute. Everyone from the group wanted to know how they could use iCommute when they need transportation, such as help to get to community clinics or hospitals. The group has never spoken to a SANDAG representative. 1 person said he got a toll bill through the mail but did not pay attention to other mail about toll roads or FasTrak.

2. **Community Outreach Portal**

City Heights Community Development Corporation facilitated two events where we used the Community Outreach Portal. We set up our given displays at the Transit & Tacos Summer Block Party on 8/30/19, and the September Built Environment Team monthly resident meeting on 9/19/19 and the displays were set up at the Fair@44 community activation space in City Heights CHCDC set up the portal at events with varying levels of

engagement and received positive feedback and a proportionate amount of responses at each of the events. For instance, Transit & Tacos drew over 150 people, and we gathered over 50 comments on the portal. Our monthly resident meeting drew around 10 residents and we collected a few comments per resident but were able to maintain longer conversations with portal participants. It would be helpful to make it clearer what participants may have concerns with (ex. Is it asking if they are concerned with the 5 Big Moves, or the current transportation system?).

- **Excited Input Summary**

We gathered 24 excited comments. Most of these comments focused on enthusiasm for better transit speeds, safer streets for pedestrians and cyclists, reduced pollution, and a more accessible transportation system for younger people.

- **Concerned Input Summary**

We gathered 8 concerned comments. Many of the concerns about the 5 Big Moves were centered around the accessibility for senior citizens and individuals with disabilities who would access a high-tech transportation system. Some concerned comments focused on the current state of our transportation system, including concerns about the safety and cleanliness of trolleys, and a lack of safe last/first mile connections to transit stops.

3. Community Mobility Assessment

CH CDC remains engaged in the Community Mobility Assessment conversation as part of the CBO outreach team meetings. The study area will be the SR-15 Visions Project which is San Diego's first Complete Corridor. The area is home to California's first freeway cover park, the region's first-in-line BRT stations, and future home to the region's first diverter network as part of the Orange Ave Family-Friendly Street Project. These projects are the result of decades of community-led advocacy and organizing. The draft project area will be a rectangular area from Meade Ave to the north, Park De La Cruz Skateparks to the south, 38th St to the west, and Marlborough Ave to the east. The SR-15 runs right down the middle. City Heights CDC recently acquired several adjacent properties for affordable housing development.

Part 3: Social Equity Outreach for Related Efforts

5. Census 2020

City Heights CDC has promoted the 2020 Census at all our BET meetings and through our social media platforms. We've also had small discussions on the importance of getting counted for the 2020 census. Our BET members brought up important discussions about how some communities will have dire consequences if they aren't counted and we also brainstormed how to share the Census 2020 information with their peers, family and neighbors.

Part 4: Reflections and Next Steps

1. Lessons Learned

This past year City Heights CDC has continued to implement our outreach through various mediums.
- We emphasize the importance of calling community members on the phone when we conduct outreach. Our first initial contact via phone is then followed by emails, texts, and social media posts.

- Our online engagement is successful and we have honed the language accessibility by having our monolingual Spanish speakers be online with two devices to hear simultaneous interpretation and still be a part of the meeting.
- Giving out free swag has helped attract community members into our organization's projects and events.
- The creation of colorful and fun graphics has helped make our events visibly appealing on a flyer or poster. We also invest time in distributing these flyers at local businesses and community centers. This allows us to continue our relationship with said business or organization and also reaches other audiences.
- Implementation of visual graphics in our meetings, presentations, and workshops has also allowed our community members to stay engaged and has improved participation within our BET meetings.
- CH CDC has also seen great success with the cultural programming we incorporate to our large scale events like Transit and Tacos and CicloSDias.

2. **Community Issues**

Since the COVID-19 closure regulations were enacted in March of this year, many of our City Heights community members we're abruptly laid-off or furloughed overnight. CH CDC immediately responded by expanding our Eviction Prevention and Food Distribution programs within our organization. We provided daily/weekly food bags to our residents and neighboring community members. Our Eviction Prevention program distributed approximately $250,000 of rental assistance funds to 243 families, most of whom were City Heights residents but many also resided in the overall San Diego County. Specifically, within our BET group, we also had to troubleshoot a lack of access to technical devices that allowed online community engagement. We purchased several Chromebooks for some of our BET members to ensure they kept attending our monthly meetings and continue to engage with local and regional meetings, webinars, and training via online. CH CDC is closing the digital divide within our own group and accommodating language needs to continue our powerful community engagement in the face of a global

pandemic. We are excited to grow our community engagement skills into digital platforms and our staff is constantly attending training and webinars designed to teach and learn online engagement tools for our facilitation needs.

Summary

Community Outreach Services

For 2021 Regional Plan

Chula Vista Community Collaborative

Service Area:

Chula Vista, San Diego

Part 1: Who are you?

    1. **Mission/History**

The Chula Vista Community Collaborative (CVCC) as noted in its name, works to ensure collaboration among partners and stakeholders in Chula Vista. CVCC draws together all sectors of the local community to develop coordinated strategies and systems that protect the health, safety, and wellness of residents. The role of CVCC is to work with partner organization in Chula Vista and the South Bay to share information and resources that strengthen families and communities. CVCC elevates the needs and voice of the community and works to ensure seamless access to needed services. CVCC facilitates/co-facilitates various issue based coalitions to increase awareness and address local issues and trend that impact families.

CVCC started at Vista Square Elementary School. A community group known as the South Bay Human Services Council was working in the South Bay to look at how to integrate services. Both efforts were merged and gave birth to the Chula Vista Cluster Coordinating Council (now CVCC). The new Council began to meet to look at how to integrate wrap around services to meet the needs of families in Chula Vista. A community needs assessment was completed in January 1993; and as a result of the identified needs, the group submitted the first Healthy Start Planning Grant application. The first Vista Square Planning Grant meeting was held on August 4, 1993, and was attended by representatives from the Chula Vista Elementary School District, the Social Security Administration, the City of Chula Vista, South Bay Family YMCA, Episcopal Community Services Head Start, 4-H, and Red Cross. This group met monthly, as the Vista Square Healthy Start Steering Committee and began to plan with the community. Building on assets and determining strategies, the group (now Chula Vista Cluster Coordinating Council) wrote a successful Healthy Start Operational Grant in 1995. With Healthy Start funding and support from many partners, BEACON Family Resource Center was opened on Vista Square campus to support families by providing holistic integrated services. In 1997, the name changed to the Chula Vista Coordinating Council. For the next several years, five other schools wrote successful grants to open additional family resource centers, thus giving birth to our network of five Family Resource Centers (FRCs).

The CVCC acts as a platform from which to launch effective new initiatives to improve quality of life. The CVCC is the umbrella for a variety of programs and committees. The most notable infrastructure of the CVCC is the network of Family Resource Center that have been created and sustained through a collective effort. The CVCC has three objectives; 1) Collaborative Strategies to maximize the effectiveness of local organizations through collective planning and actions; 2) Community Wellness to enhance community capacity through increased awareness and education; and 3) Coordination of Services to the Community to identify, promote, advocate, and provide services that meet community needs.

CVCC works under the fiscal sponsorship of Chula Vista Elementary District (CVESD). All fiscal matters and internal control are handled by CVESD and meet stringent compliance. The FRCs are embedded in the community and have a reputation as "trusted messengers and advocates." CVCC will use the FRCs and other outreach programs to increase education and enhance participation. The FRCs provide a friendly and accessible locations to members of our community.

The CVCC currently operates five Family Resource Centers (FRCs), with each one providing a gateway to a full range of family-strengthening services. Services are available to all members of the community, regardless of their circumstances. A call, visit, or a referral from school to one of the FRCs is all that is needed is to connect to the resources and opportunities that exist in the community. Services are provided on site or through partner referrals.

<div align="center">"CVCC takes the labor out of Col<i>labor</i>ation!"</div>

Family Resource Centers

FRCs provide a safe, accessible place for families to connect with comprehensive, coordinated services that help them strengthen their families and become more self-reliant. Programs at each center are tailored to the resources and needs of the community they serve and focus on building on the strengths of each family and individuals. FRCs adhere to the Standards of Quality for Family Strengthening & Support.

Family Resource Centers:

- Offer a full range of family support services.

- Help families navigate systems and advocate for services

- Connect families to programs and resources that bet fit their needs

- Listen and support families in times of need.

- Strengthen and support families.

Beacon	New Directions Rice Elem	Rayo de Esperanza Otay Elem	Fair Winds	Open Door Palomar High School
Vista Square Elem	915 Fourth Ave	1653 Albany Ave	Loma Verde Elem	480 Palomar Ave
540 G St	Chula Vista, CA 91911	Chula Vista, CA 91911	1450 Loma Lane	Chula Vista, CA 91911
Chula Vista, CA 91910	(619) 691-5301	619) 425-4458	Chula Vista, CA 91911	619) 407-4840
(619) 422-9208			619) 420-0468	

With regards to main events, the CVCC continues to lead the Adelante Promotores Conference. The Conference continues to grow and has now reached capacity, having to turn away Promotoras this year. The

conference features informative keynote speakers and 18 workshops. With almost 250 participants representing over 50 organizations, the 2019 Adelante Promotores Conference was a great success.

Family Resource Center families have access to a Community Closet which provides emergency clothing for families in need. Families can select 2-3 complete outfits of gently used and new clothing. Our clothing is entirely donated by community members and our partners. Community Closet assisted 437 individuals with clothing needs last year.

The 8th Annual Santa Shop brought together our donors and partners to create holiday magic for families in need in Chula Vista. For December 2019, the CVCC partnered again with the Chula Vista Welfare Council to host the Santa Shop event on December 13th. Together, we assisted over 400 families, and over 1,000 children and youth were provided with holiday gifts/gift cards.

Adopt-a-Family: In December 2018 FRCs selected 12 families with tremendous needs who had been working to reach self-sufficiency. Families are adopted by our donors and received a food donation, gifts for their family and resources to continue their efforts to stabilize their families.

The CVCC continues as Co-Chair of the San Diego County Promotores Coalition (SDCPC), advancing the work of Promotores in San Diego County as well as working with agencies that utilize the Promotores model, in our mission to improve health outcomes for all. The SDCPC is thriving and is recognized as a center for collaboration around Promotores work.

In 2019 the Promotoras for Action for Community (PAC) Promotoras donated 545 hours towards community benefit projects. PAC organized two Parking Lot Sales to fundraise for their yearly activities. They made various donations to CVCC including Thanksgiving baskets and 48 backpacks filled with school supplies for FRC families in need. They also donated 200 pasta sauce cans to the annual Chula Vista Welfare Council food drive. Additionally, PAC participated in the CVCC December food-packing event where they helped organize hundreds of food baskets for families. For 2018-2019, PAC organized an Egg Hunt for FRC Families during Spring Break and hosted a fun-filled booth at Day of the Child. PAC also hosted an annual "Senior Social" event for the community where seniors enjoyed playing Bingo, great food, activities, and prizes.

Lastly, for nineteen years, Day Of The Child (DOTC) has linked families to a wide array of free and low cost well-being services offered by local community organizations, government agencies and health clinics. Today, DOTC is the most attended fair in the South Bay with over 5,000 attendees. In recognition of the importance of community wellness and engagement, Senator Ben Hueso, Assemblywoman Lorena Gonzales, Mayor Mary Salas Casillas, and Councilmembers McCann and Galvez, made welcome remarks and invited everyone to take advantage of the programs and services offered at DOTC. We thank everyone who participated and made the event a success. Unfortunately, we had to cancel our Day of the Child Fair scheduled for April 25, 2020 due to covid-19 social distancing guidelines.

2. Geographic Area/Audience

Due to their locations, the FRCs have become a "hub" of the community and allow us access to residents in regions such as those with crowded units, non-high school graduates, and those below 150% of poverty level. 98% of Families are low/very low income, 23% of families lack health insurance and 92% of families assisted

are Latino. CVCC's staffing reflects our community and are culturally and linguistically competent. CVCC serves the entire community; however due to our demographics; over 90% of our clients are Spanish speaking.

3. Community Served

In 2018-2019, CVCC served over 3,129 families, 9,335 unique individuals and among those 3,529 school district students, 27,662 different services provided. Through our Family Resource Center Community Closet programs we had 437 individuals clothed, provided 300 emergency food cards and 226 emergency family food boxes in 2018-2019. Worth noting is that 10% of families are homeless or in transitional housing.

4. Partners

CVCC works through its extensive partnership of working organizations to strengthen families in the South Bay. For 2018 – 2019, we grew our partners list from about 300 to 422, and increased our subscribers from 800 to 962. CVCC works closely and is represented by major stakeholders in our community including: School Districts, City of Chula Vista, County of SD, and various nonprofit agencies. Our FRC Outstation Partners include:

- County of San Diego
- Health and Human Service Agency
- CSA SD Fair Housing
- Episcopal Community Services
- Family Health Centers of San Diego South Bay Community Services

CVCC Steering Committee

Rosa Gracian, (past Allison Boyer), Deputy Director - Central & South Regions, Health & Human Services Agency, CoSD

Fabian Martines, Clinic Director, Family Health Centers of San Diego

Wendy Messina, Executive Director, South Bay Family YMCA

Kendra Brandstein, Director, San Diego Border Area Health Education Center and Scripps Mercy Hospital, Chula Vista

Gilbert Contreras, Principal Recreation Manager, City of Chula Vista

Alejandra Perez, External Affairs and Media Coordinator, San Ysidro Health

Maria Masis, Teen Program Coordinator, South Bay Family YMCA

Chris Vickers, Executive Director - Student Family and Community Services, CV Elem School District

Sonia Picos, Director - Student Support Services, Sweetwater Union High School District

Mauricio Torre, Department Director, South Bay Community Services

Part 2: San Diego Forward: A Bold New Transportation Vision in 5 Big Moves

1. **Audience**

The Chula Vista Community Collaborative partnered with more than 70 agencies in the South Bay area. Some of these partners include Community Health Workers (CHWs), *promotoras*, their families and other community members that are part of our five family resources centers (FRCs) who attended the CVESD and Sweetwater schools districts. Since June 2019, the CVCC has hosted more than 85 workshops that included presentations, focus groups, webinars and open house events, both in English and in Spanish.

During Covid-19 social distancing orders in effect since March 2020, the CVCC has had to cancel many scheduled events, presentations/education sessions and workshops, all of which have impacted our planning in the way we conduct outreach and provide support to our community. We have had to adapt and switch to more online activities; we started making presentations in Zoom and skype, thoroughly collecting email addresses from our clients, sending more emails through our listserv, and overall have received some good attendance/responses. Yet, not all community members have the necessary equipment (computers, laptops, tablets, smartphones) and even internet access with large/unlimited data plans to be able to join us remotely online. In particular for the senior population, these changes have been very challenging and still require more direct modes of communication, such as phone calls.

The 5 Big Moves presentation in our community

Members of our community learning with the big puzzle and the mix and match Sandag game

2. **Tactics/Techniques**

CVCC hosted introductory presentations through the year about the 5 Big Moves and the RTP. Every month we integrated Sandag information into our meetings with Power Point presentations, surveys and workshops. We invited people to our open houses and also in the vision lab of Sandag. In order to engage more people, we conducted raffles of prizes and incentives, which were very appreciated by our community and helped us keep them motived in the conversations until the very end.

During Covid-19, CVCC started sharing the 5 Big Moves and surveys in our social media, specifically Facebook, instagram and our own CVCC webpage.

3. *Educational Materials*

CVCC has been using a lot of Sandag materials for the outreach and presentation like videos in Spanish or with subtitles, CBO tool kit components like the trivia game, Mix and Match, the big map puzzle, handouts and flyers,

Sandag booth. In particular, kids activities and the community outreach portal have proven to be excellent tools that allow us to engage people during presentations and outreach.

Sandag booth in Day of the Child 2019

The Community Outreach Portal

4. Outcomes

Our community of Chula Vista expressed their excitement about the future of San Diego region with increased access to technology, rapid transportation, to be accessible for students, seniors and disabled community, on autonomous cars and new highway improvements. On the other hand, they are also concerned about

economy, unemployment, increases in rents and inaccessibility for many to own their own house, plus increased traffic and pollution levels.

5. Next Steps

CVCC will continue to support Sandag's projects with our South Bay community members through education, information and valuable feedback, with the RTP and the 5 Big Moves is our commitment to collaborate with the CBO's to make this happen. We have a very beautifull city with so many needs and as is still growing; the 5 Big Moves is the best way to approach it with teamwork. We agree that part of that teamwork spirit is the community assessment study which be the focus in the west of Chula Vista and partner with the STEP program.

Our strategy at this point of the covid-19 social distancing guidelines will be to continue the outreach to our community members virtually, with special emphasis on social media, zoom and skype meetings.

Part 3: Other Social Equity Outreach for Related Efforts
Explain what you did in detail for the following SANDAG projects. What was the outcome of your efforts?

1. Language Assistance Program

CVCC planed and coordinated a focus group for the Sandag LAP. Our target was the Spanish speaking community, who shared their personal experiences using some of the programs and services that Sandag offers. The group was very receptive and several participants shared their opinions in every day situations using those services. Some participants were not as familiar with the available programs yet were very curious and interested in learning about them, while others already knew about them yet were not using them. Members of the group also shared they will like to experience more education in Sandag programs like community forums, in- person workshops, and presentations at schools and libraries. To conclude, the focus group felt that all the services and programs are very well understandable in the Spanish language but they expressed that as some staff (particularly drivers) do not speak Spanish, it makes more difficult communication as you travel/use the transportation system.

Focus Group about the LAP with Promotoras Active for Community

2. Federal Regional Transportation Plan

CVCC participated in the public notice with outreach efforts to include Federal RTP providing comments back to Sandag. Our oral presentations included handouts and flyers about the Federal RTP at different meetings. Some feedback was made in person while other comments were made through the federal 2020 RTP webpage. CVCC emailed distribution efforts included links to the Sandag webpage and the Federal RTP for public comments within the period of July and August 2019. We also helped promote the openhouse on last August 2019 in the vision lab of Sandag, which members of our community attended in person and provided their input on the Federal RTP.

3. **Census 2020**

CVCC has been very active in the Census 2020 campaign in collaboration with United Way, the City of Chula Vista and Naleo. We have been providing train-the-trainers workshops to our Census Ambassadors to make sure all our South Bay community received accurate information on how to complete the Census 2020. Our first efforts started with the Santa Shop event December 2019, schools outreach activities, health fairs, community presentations "All about Census", to mention a few. CVCC Family Resource Centers (FRC) were also part of the Census local assistance center where we assisted our community helping fill out the census forms via internet or answering different kind of questions the public had.

Since mid-March 2020 it has been an overall challenge since the COVID-19 arrived to continue our efforts in Census outreach. CVCC started doing "wellness calls" for the HTC area making sure all families had completed the Census 2020, and were able to respond any questions related to the census. Social media channels like Facebook and Instangram play a significant role helping us to reach out to our communities, creating awareness as we promote the Census 2020 amidst different social distances activities.

Census Ambassadors completing their training "All about Census"

During the Covid-19 / "Monday's Masks and Census" helped us reach our community

4. **STEP Program Coordination and Discussion**

CVCC collaborated with the public comment period of the STEP project through the CARB draft document on March 2020 by email distribution with South Bay agencies and partners. We also participated in the Vision outreach feedback event on April 2020. CVCC submitted feedback from the CARB webinars as well.

We will continue to work in the South Bay area in the pre-application step process in conjunction with the CBO's to have a better understanding of the STEP project that will benefit us as community overall.

5. **Other Connected Efforts**

CVCC supported Sandag with The Coordinated Plan 2020 with outreach and different activities including email blast to our distribution list, oral presentations in our quarterly promotoras meetings, and providing feedback with the Coordinated plan survey in Spanish. CVCC submited reports for the plan to Sandag and included pictures.

Part 4: Reflections and Next Steps

    1. **Lessons Learned**

It has has been a good year, full of commitment, work and learning for the CVCC. We have been amazed about the tremendous job Sandag does and the great team of CBO's, about the outreach materials that Sandag provided as those were very useful. We have had a lot of fun with the trivia game and the mix and match game, while the gift cards and giveaways were very appreciated and helped us to keep the audience motivated at our community talks. On the other hand, the open house schedule for South Bay did not work very well because of the times selected.

 We are very thankfull for the patience and support of Sandag staff to make all these outreach activities, presentations, webinars possible for the brilliant future of San Diego County.

Learning with the Trivia Game
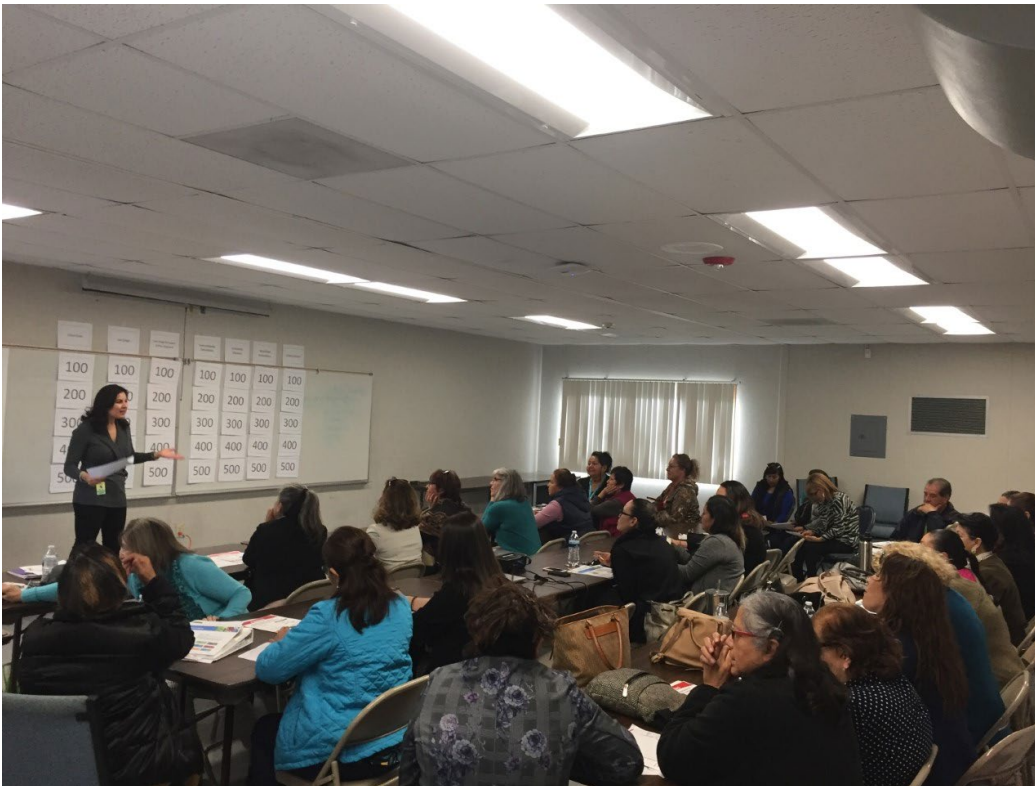
    2. **Community Issues**

The West side of Chula Vista is where our five family resource centers (FRCs) are located and we can attest the enormous needs experienced by our families served, such as housing deficit, homelessness, food and nutritional support assistance, mental health, legal aid advice, and a lack of education and adequate transportation.

In collaboration with other agencies, we have been able to support our community. Moreover, as the outstanding issue is still affordable housing, thus, we need to continue expressing our concerns about this

topic with the city and stakeholders. Transportation with the 5 Big Moves will help a lot; indeed is on our part in every community in San Diego to educate our people about the transportation programs that are available for everyone and every need. Lastly, that together we can make a difference in climate change affecting us for years to come.

Summary

Community Outreach Services

For 2021 Regional Plan

El Cajon Collaborative

Service Area:

El Cajon, San Diego

Part 1: El Cajon Collaborative Description

1. Background (Mission/History)

Formed in 1992, El Cajon Collaborative (ECC) is one of the oldest and most well-established community collaboratives in San Diego County. LH Avocado, Inc., a California 501(c) 3 nonprofit corporation, was formed for the sole purpose of supporting the ECC and serving as their fiscal agent. ECC has an established network of over seventy formal partner agencies, resulting in successful community outreach and engagement, gaining the trust of the residents of our diverse community. We are a catalyst for collective impact, reducing fragmentation, minimizing gaps in services and holding each other accountable to the highest quality service. Over time, the demographics and challenges of our families have changed with the influx of refugee populations, necessitating sensitivity to cultural and linguistic needs. We are prevention-focused, innovative and encourage institutional flexibility.

El Cajon Collaborative partners are public and private service providers, educational institutions (K-14), other community members (including business and faith communities), city and county government. With its diverse and broad base of support, ECC has been very successful in achieving its *mission to build relationships, leverage resources and promote best practices to enhance the quality of life for children, youth and families* in our community by leading initiatives and implementing programs.

ECC is governed by the LH Avocado Board of Directors. Two of our board members have served on our board for over 20 years. The board members are Executive Directors for other local nonprofit service agencies, community members and a representative from the Cajon Valley Union School District. Their knowledge of the needs of our low-income and underserved populations comes from experience. ECC is managed by a full-time staff person whose responsibilities are determined by the Board of Directors and a strategic focus plan by partner agencies and community members that is updated every 2 years.

*Collaborative Planning Meeting August 2019*

Collaborative Meeting January 2020

2. Geographic Area/Audience

The City of El Cajon is the largest of the four cities and numerous unincorporated communities collectively known as East County. The City is divided in half by Interstate 8 freeway and has 1 transit center and 2 trolley stops. El Cajon encompasses a land area of 14.48 sq. miles geographically, but more importantly the population of East County is the most diverse among the six geographically designated County Health and Human Services Agency (HHSA) service regions. According to the 2010 U.S. Census Bureau approximately one-third of El Cajon residents are foreign-born. In particular, the city has a large Iraqi immigrant population, consisting of both Arabs and Chaldean Catholics; both groups are among the largest such communities in the country. The estimate, 7,537 residents self-identify as Arabs (7.6%; mainly Iraqi), and 6,409 (6.4%) are Chaldean Catholic. In 2017 a spokesperson for the city of El Cajon estimated that 15,000 to 20,000 Chaldean Catholics live in the city. Since the Iraq War began, El Cajon is now home to the largest population of Iraq War refugees in the world and the second highest Chaldean population in the United States after Detroit. California led the nation in resettlement of Syrian refugees in fiscal 2016, taking in 1,450 immigrants. In 2019 Census estimates, Hispanic or Latino of any race were identified as 28.5% of the population.

In 2010 El Cajon had the highest poverty rate in San Diego County among adults, at 29.7%, and children, at 36.5%. After a recent report was released by *inewsource.org*, the census tract with the highest increase in poverty, in El Cajon, saw its poverty rate shoot from 1.3 percent in the 2006-10 period to 10.6 percent in 2011-15. The Center on Policy Initiatives (COPI) reported that one of every seven people living in the East County region of San Diego County – 14.1% of the population – lived in poverty during 2011-2015. The poverty rate varied across East County cities from 7.8% in Santee to 24.2% in El Cajon. A study done by the COPI in 2017 found that 33.8% of children in El Cajon lived in poverty. COPI Director Peter Brownell stated, "Growing up in poverty is an experience that has lasting impacts throughout a person's life--how far they get in school, their health during the course of their life, the impact on their (work) earnings."
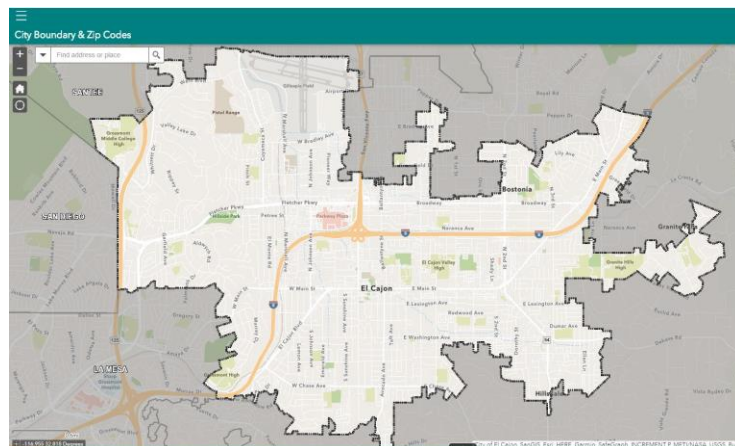
3. Community Served

The demographics that ECC focuses on are low-income families, newcomers, seniors, persons with disabilities and youth. ECC is the point of contact for health (mental & physical), family sustainability, and crisis needs referrals in the community. The Collaborative is partially sponsored by the Cajon Valley Union School District (CVUSD) to provide a web-based virtual family resource center and access point to city (local government) services, hospital and urgent care facilities, community health clinics and to SD County HHSA services (immunization, clinics, foster care, adoption, mental health and addiction/recovery and more) at www.elcajonresources.org. We also provide support to the school district with resource fairs, family education events and a family resource center at Little House.

The Collaborative hosts two work groups: Homeless Services and Community Health. Both work groups contain a combination of city staff, school district staff, community members, HHSA and social service agencies. In 2017, the Homeless Services Work Group was formed to address the needs of our homeless to improve access to vital resources and housing. We work closely with CVUSD and their McKinney-Vento families. ECC also chairs the Access to Services Work Group for the East Co. Homeless Task Force and maintains a resource-rich website for families experiencing homelessness at www.ecassist.org. The Community Health Work Group began in 2017 when ECC took the Core Group and redesigned the group to study data on El Cajon to identify the greatest needs, gaps in services and policies in the City of El Cajon to address wellness. This group also serves as the Wellness Council for CVUSD, and engages resident-led groups for transportation, health and safety workshops and classes.

ECC's Connecting Families Fall 2019

World Refugee Day- 2019

4. Partners

ECC's over 70 partner agencies include social services, healthcare providers, faith-based organizations, community members and government agencies. Each agency submits a formal Partnership Agreement with ECC. The Partnership Agreement provides opportunities for Partners to learn about key resources, services and activities available in East County and opens dialogue to partner with one another to provide services for their clients. Partners work with the Collaborative to facilitate consensus-based decision making and ensures equal opportunities for participation in all ECC activities. Partners also have opportunities to assist with strategic planning of ECC. Our monthly Council meetings have a regular attendance of 60-70 participants, and normally meet in the boardroom at CVUSD. The Collaborative is open to anyone who has a desire to leverage resources, advocate on behalf of the community to strengthen services, and create a safe, healthy city for residents to thrive.

ECC models the San Diego Live Well Initiative and serves on the Live Well East Region Leadership Team. HHSA recognized ECC with a Live Well Public Health Award in 2016. Ms. Lewis sits on the San Diego County Social Services Advisory Board and on the Board of Directors for Newcomers Support & Development. She also serves as a chair for the East County Homeless Task Force and East County Senior Service Providers. ECC is active with the San Diego Refugee Forum and just chaired a virtual World Refugee Day event this month with the group.

El Cajon Collaborative FY20

Part 2: Public Outreach Efforts for Regional Plan

1. The Language Assistance Program Update

The City of El Cajon is a truly diverse community with over 38 languages spoken. The most prominent languages are Arabic and Spanish. We chose to hold our CBO Focus Group for the Language Assistance Program in Arabic. On June 5, 2019 we had 20 families attend our Focus Group. Fifteen of them participated in the survey and all twenty were included in the discussion group. We discussed each of the different modes of public transportation and how they used the transit system. Many of them were unfamiliar with San Diego's public transit, although used transit frequently in their native countries. Most of the families had one car per household so often the women would walk the kids to school and shop at their local markets. None of them had explored San Diego and all that there is to offer. They expressed fear for their safety and the fear of getting lost and not having anyone to assist them in Arabic. We had an Arabic-speaking facilitator and an Arabic-speaking note taker. Both were from Iraq and had an instant rapport with the group. The facilitator and note taker were trained in advance by SANDAG staff and ECC staff were available to assist.

The group was interested in learning more about the programs that SANDAG and MTS offer. Many were unfamiliar with 5-1-1 freeway services and were excited to know that there was a service available for free. Another service that interested them was Rapid Transit. Some of the group expressed that buses were not fast enough and inconvenient for them to use to get to jobs. They felt that if there were more Rapid Bus Routes, they might use it to get to work. There were some with elderly parents and were eager to learn more about ACCESS and other SANDAG funded programs for their parents to get to medical appointments and shopping.

We decided that we would hold a transit training for those who were interested. ECC put together a transit training for the families including a few Spanish-speaking families. We trained them on how to get to the trolley station in El Cajon by bus. From the trolley station they learned how to plan their route and purchase passes. We had passes that were provided by HHSA that we used to visit Old Town. Once we were at Old Town, we had translators in both Spanish and Arabic that toured the park and they learned more about the history of San Diego. After a picnic lunch we headed back to El Cajon by trolley. They all agreed that

the system was easy to use, but it would be even better to have an app that they could access in Arabic or Spanish to purchase their tickets. Many committed to using the trolley in the future to take their families to explore their new city. SANDAG provided the materials and incentives for this focus group, along with the training for both the CBO and the facilitators. ECC worked with Barrio Logan College Institute to provide the families from their CVUSD after school program.

2. **The Community Vision Portals** *(July – October 2019)*

El Cajon Collaborative used their Vision Portals in a variety of ways. ECC is housed at Little House Family Resources, a collection of social service agencies that lease from LH Avocado, Inc., ECC's fiscal agency. We posted the Vision Portal at the house in the conference room so that meetings held at Little House had access to the Portal. It was up for 2 weeks, allowing time for several agencies to view the Portal. This was not the most successful way to get information back from the attendees due to the coming and going too quickly after the meeting.

We moved the Vision Portal to the El Cajon Library for a week to have community members view the boards. It was placed in the library atrium with Post-Its to leave comments. There were a few shared that included adding more bus lines, better lighting at the transit center and a safer transition from the Interstate 8 to the 67-freeway coming from the East.

ECC presented the Vision Portal at a Collaborative meeting and the 5 Big Moves. Meeting guests were encouraged to visit the Portal and leave comments. This proved to be the most successful because the guests were briefed about the Portal and how it shows the components of the 5 Big Moves and how it will tie together job centers throughout San Diego County. Many stopped at the Portal and asked more questions following the presentation. Many were excited to see how the Regional Plan progresses and wanted to learn more.

El Cajon Collaborative FY20

3. The 2019 Federal Update *(October – November 2019)*

The 2019 Federal Regional Transportation Plan was presented at ECC's Community Health Work Group meeting on October 15th. The group had been following along with the Transportation Plan and understood the reason to submit a Federal Plan before finalizing the 2021 Transportation Plan. We reviewed the process and some of the changes from the past plan.

At the October 2019 Collaborative Meeting, we also shared the 2019 Federal Plan as our monthly SANDAG updates. It was presented to the group as an interim plan until the 2021 Transportation Plan is completed. We reviewed the 5 Big Moves and how the new plan will bring transportation into 2050 while the 2019 plan updated some of the projects that had been completed and some of the others that were on schedule to be complete. There were 54 attendees at this meeting from agencies throughout East County. This was the same meeting that we presented the Vision Portal.

4. The Coordinated Plan *(January – February 2020)*

Lisa Madsen, SANDAG staff, along with Jane Clough, assisted us with the 2020 Coordinated Plan outreach. The Public Transit--Human Services Transportation Plan is a five-year implementation plan of public transit and specialized transportation concepts described in the Regional Plan. Our Working Group gathered information from our community on ways to improve public transit and specialized transportation options for seniors, low-income, and disabled individuals, and to discuss other issues pertinent to specialized transportation in the San Diego region.

ECC took the information to two groups to share the Coordinated Plan and to have them fill out the questionnaires. The first group was the East County Action Network for Aging and Independence

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Services. This group serves as the East County Advisory Board for seniors. ECC gave a presentation on the Coordinated Plan to the group of 21 participants, mostly seniors, and agencies that work with seniors. The event was held at the El Cajon Library on February 20, 2019. Some of the answers that came from the discussion and surveys included that transportation becomes an issue with their own vehicle due to traffic, parking and the cost of gas. For public transportation there were some concerns about the last mile if they used public transportation. A few expressed that ACCESS is not reliable to be there on time and that volunteer-driver programs have been successful, but assistance getting in and out of vehicles can be challenging. They also expressed concern that the volunteer programs are not assured of funding year after year. There was also concern about the lack of translation services on buses and that they tend not to use transit if they are unfamiliar with the system. This can lead to missing senior programs, meals and doctor appointments. The majority cited friends and family as their primary volunteer drivers. We did discuss possibilities with future technology with more trolley options, autonomous vehicle fleets, real-time ACCESS delivery, and people movers instead of cars.

The second group that we presented to, were the Collaborative partners at a meeting on February 4th. We had 56 partners participate at this event. The group completed the surveys before we had the discussion. They felt that many of their senior clients have difficulty accessing services and recreation because of a lack of transportation options. Obstacles such as language, disabilities, and time makes it almost impossible to use public transportation. Some of the obstacles were unpredictable wait times, and the length of the travel time. It is too difficult to carry many things while traveling by public transportation such as groceries. Safety was also a concern with many stating that there are too many homeless people surrounding the trolley stops. Many of the partners work with refugees and find that language, the feeling of safety and cost are the largest barriers to having people utilize public transportation.

Senior Transit Training—ECC and HHSA—Summer 2019

5. The Community Mobility Assessment *(April 2020 – Present)*

ECC's current project is working with SANDAG staff and CBO Partners to create a Community Mobility Assessment. This will b a part of the development of the 2021 Regional Plan: A Bold New Vision in 5 Big Moves. The purpose of the mobility assessment will be to: a) evaluate gaps and opportunities for the 5 Big Moves; b) identify need, preferences, and priorities of local residents through meaningful and representative community engagement; and c) enable the CBO Partner Network to leverage the needs assessment to pursue funding to implement the 5 Big Moves Infrastructure improvements or pilots in our neighborhoods. ECC has identified two census areas within El Cajon that are adjacent to Interstate 8 and near the transit center. Both areas are recognized as low-income, multilanguage, and food deserts. We will be studying the project area to identify gaps in services along with the needs of the residents. Some of the data that we will be collecting will be the community demographics, existing transportation amenities and services and the travel characteristics. Active transportation safety will be looked at as well with bike lanes, crosswalks and sidewalks. Another consideration will be evacuation routes and the accessibility to healthy, low-cost fresh fruits and vegetables. The assessment will be conducted with walking audits, surveys, a focus group and an outreach event. We will be completing the assessment by early fall. We are excited that this may lead to funding opportunities for some of the projects that have been identified by the city including widened sidewalks, multi-use housing, designated bike lanes and traffic-calming improvements.

ECC plans to conduct the surveys in English and Arabic. The walking assessment will concentrate on safety concerns around the El Cajon Transportation Center.

City of El Cajon Transportation Center

<center>**Part 3: Social Equity Outreach for Related Efforts**</center>

1. Census 2020 *(March – June 2020)*

ECC has been working with Census 2020 staff to put on presentations with groups that ECC works with. We presented to the East County Action Network for AIS on April 16th. East County Senior Service Providers had a presentation in late April. Census 2020 updates are given at each monthly partner meeting. Along with the presentations, ECC has two resource websites that we manage. Census 2020 information and phone numbers in numerous languages are posted on the homepage of each website that have reached over 2,600-4,500-page views each month. We are also reposting all SANDAG and Census 2020 Facebook posts on both El Cajon Collaborative and Mountain Empire Collaborative Facebook pages. These posts reach over 500 people each month. We are concentrating our efforts on reaching our newcomer and senior populations, which can be difficult during this pandemic.

2. STEP Program Discussion *(October 2019 – Present)*

ECC has participated in all STEP discussions over these past several months. We have attended the informational webinars to learn more about the program. While we have decided not to apply for STEP funding at this time, we are looking forward to using our mobility assessment to further projects in El Cajon and create safer streets and neighborhoods.

3. Other Connected Efforts

We have been working with CASA Neighborhoods to promote and enhance two local markets in El Cajon. Part of the project is to educate the public on healthy choices and to expand their fruits and vegetable selections. The second part is to enhance their outdoor space to make sure that they are accessible and inviting to the public. We are currently shopping for bicycle racks for the front of the stores as well as creating safe walking spaces by doing walking audits around the stores.

ECC is reconvening their Transportation Subcommittee for the Community Health Work Group. This virtual group will look at transportation in their neighborhoods, conduct walking audits and look at gaps in services. We have several high school students who are interested in participating and we want to bring in seniors for their perspective. This group works with Safe Routes to School for CVUSD and has conducted walk audits for the City of El Cajon Parks and Rec and HHSA.

The San Diego River Park Foundation has been working to create outdoor areas for recreation, active transportation and a healthy environment. This past year we participated in their community outreach for improvements to Forester Creek. We designed plans for park areas and bike lanes to be added around the area.

4. Community Issues

The community of El Cajon continues to face challenges every day. Our population of unsheltered continues to grow despite the work of several agencies and the City. This creates safety concerns from our business owners and residents. All our transit stations are in locations that are not well lit and in areas where the businesses are closed at night. El Cajon has some of the densest housing in the county, with many apartments aging and in need of renovation. Many of our newcomers and seniors are afraid to complain to management for the fear of being evicted. Housing availability is at an all-time low with rental rates going up all the time. The City of El Cajon has aging job centers and little industrial zones to develop larger businesses. Residents are often required to go outside of their community to find employment which makes transportation more difficult.

As we move into the future, multi-use development around transit would create a safer environment and allow for additional low-income housing. Transit centers are aging and in need of modernization which would also create safer environments. Housing and shelter continue to be at the top of the list to address our unsheltered neighbors. We look forward to continuing our relationship with SANDAG to meet the needs of our community and assist our residents as they continue to age well.

Communication is key to keeping our community members informed and involved in decision-making. We have found that many of our newcomers are interested in participating in developing a community where they feel safe and valued. El Cajon Collaborative is interested in bringing together agencies, school districts, local government, health and human services and providers to listen to the residents so that we have a coordinated plan and continue to collaborate to bring services to El Cajon.

Part 4: Reflections and Next Steps

1. Lessons Learned/Technique Suggestions

During this quarantine, it has become increasingly more difficult to reach community members. Many of our seniors and non-English speaking newcomers do not understand how to use technology for meetings or forums. We have found the Facebook Live works in many cases, but it is more difficult to get their reactions to information that we are sharing. We have found that more agencies are attending virtual meetings and are enjoying them. When we polled our group, half of the group stated that they would continue with virtual meetings, even after the pandemic is over. It will be interesting to explore new and innovative ways to reach the community with more virtual events and visual aids. We were becoming so reliant on the paper handouts, that may change moving forward. I think that videos share concepts and renderings make the concepts seem real. It helps to have a picture to show at presentations.

SANDAG has done a wonderful job of ensuring that the CBOs have all the information that they need to outreach to the community. The staff have been more than generous with their time to make sure that we are educated and informed before we bring the message to the public.

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I personally enjoyed the focus groups and the transit trainings. It is fun to watch our seniors and newcomers discover public transit and how it can open new adventures for them. While they have concerns about getting to jobs, schools and medical appointments, it is equally important for them to have a connection to the region where they live and the social connection to make it fun.
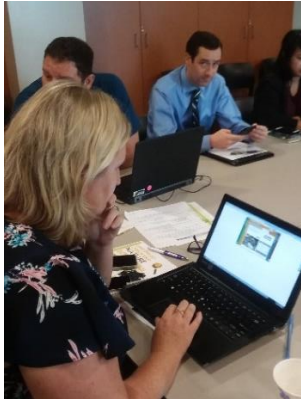
SANDAG Survey Online

Census 2020 ECC's Connecting Families-Oct. 2019

ECC's World of Wellness Resource Fair 2020

ECC/UPAC Joint Community Planning Meeting

ECC Little House Senior Refugee Gardeners

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El Cajon Collaborative FY20

Summary

Community Outreach Services

For 2021 Regional Plan

National Latino Research Center

Service Area:

North County, San Diego

Part 1: National Latino Research Center (NLRC) Description

1. Organizational Background (Mission/History)

The National Latino Research Center (NLRC) at California State University San Marcos (CSUSM) was founded in 1998 with the mission of promoting research, training, and the exchange of information related to Latino communities and underserved populations in the United States. NLRC conducts research and training in the areas of education equity, civic engagement, cultural competency, health disparities, environmental justice, public policy, and community empowerment.

Specializing in applied participatory action research (PAR), NLRC brings together key stakeholders from the community, government, nonprofit sector, and private industry to identify solutions and develop strategies to address local and regional challenges. NLRC assists agencies and organizations by developing community needs assessments, researching best practices, building organizational capacity, mapping community assets, facilitating strategic planning, developing policy and advocacy initiatives, researching and documenting demographic shifts, creating databases and information management systems, and assisting with grant proposals.

Popular education and intergenerational learning are the center of NLRC's community engagement. With Universidad Popular (People's University) as our partnering organization, we aim to increase civic engagement in the border region for children, youth, adults, parents, and elders. Our community research and education are guided by the Community Cultural Wealth model, a strength-based framework that highlights the importance of beliefs and practices originating from the family and culture (Yosso, 2005). The Community Cultural Wealth model amplifies the community capital existing in Latino and immigrant communities in the border region. We collaborate with community residents and community leaders to activate the six forms of community capital (aspirational, linguistic, familial, social, navigational, and resistant) to address concerns and identify solutions to ongoing structural and systemic issues affecting

Community Cultural Wealth Model

individuals and families. NLRC and Universidad Popular have created well-trained community leaders who are experts in civic engagement along with hundreds of community members who have graduated from the classes and are active within their own social networks.
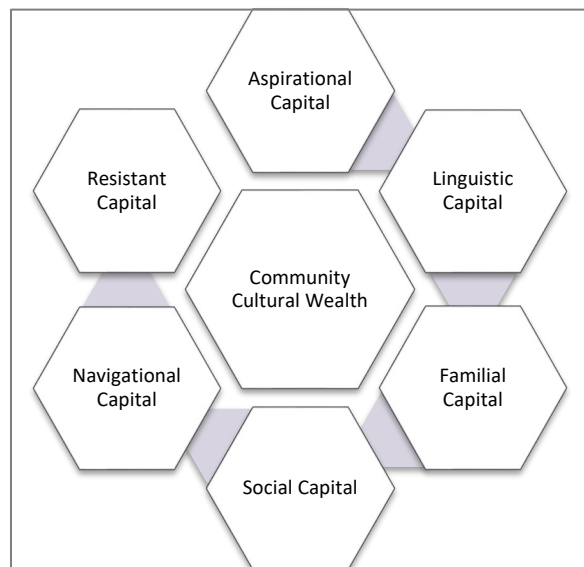
2. Geographic Area/Audience

Though physically located on the CSUSM campus in San Marcos, California, NLRC's research projects have a larger reach in terms of geography and populations served. NLRC contributes to local, regional, state, national, and binational initiatives addressing social concerns affecting the most vulnerable and underserved populations in the U.S.-Mexico border region. NLRC conducts community-based research and outreach in North San Diego County, a region located 30 miles north of the City of San Diego that comprises suburban cities along the 78-Corridor (Escondido, San Marcos, Vista, Oceanside) and unincorporated rural communities along the 76-Corridor (Fallbrook, Pala, Pauma Valley, Valley Center). The North County region's population is almost 750,000, 38 percent are Latinos, most of which are of Mexican origin (90 percent) (U.S. Census Bureau, 2018 American Community Survey 5-Year Estimate).

3. Community Served

NLRC serves traditionally excluded communities along the U.S.-Mexico border comprising Spanish speakers, immigrants, Latino youth, parents, and elders, low-income families. NLRC and Universidad Popular collaborate in the development of educational materials and implementation of community-based projects with an approximate reach of 1,100 households. Currently, NLRC and UP coordinate the Homie UP Youth Empowerment Program (YEP) serving 121 Latino families, Pauma Valley Food Distribution serving over 200 families in rural North County, Cultivando Sabiduría providing weekly classes to more than 50 Latino elders, Cultivando Liderazgo providing weekly classes for about 200 residents, and Count Me 2020 Census Outreach Project reaching hard-to-count communities in North County.

4. Partners

NLRC's approach is fundamentally collaborative. Over the course of two decades, NLRC has maintained strong partnerships with many stakeholders including community-based groups and organizations (Universidad Popular, Alianza Comunitaria, Poder Popular, Pillars of the Community, Comité Cívico del Valle, Latinos y Latinas en Acción, Feeding San Diego); coalitions (Count Me 2020 Coalition, San Diego Immigrant Rights Consortium, Farmworker Care Coalition, Alliance for Regional Solutions, Healthy Cities, Healthy Residents Coalition); service providers (Vista Community Clinic, North County Health Services, North County Lifeline); agencies (San Diego Registrar of Voters, County of San Diego, SANDAG; California Complete Count); school districts (Escondido Union, San Marcos Unified, Vista Unified), colleges and universities (Palomar College, MiraCosta College, CSUSM); funders (The California Endowment, San Diego Grantmakers); and local city councilmembers, state and national elected officials.

Part 2: Public Outreach Efforts for Regional Plan

1. **Language Assistance Program**

In Spring 2019, NLRC and Universidad Popular collaborated with SANDAG to update SANDAG's Language Assistance Plan to better understand the experiences and opinions of persons who speak limited English who may access transportation programs and services in San Diego County. NLRC participated in SANDAG's planning meeting on May 16 and focus group training on May 23 to prepare for the community engagement process. NLRC's contribution to the process included assigning NLRC staff to moderate the focus group in Spanish, revising focus groups materials in Spanish, recruiting focus group participants, scheduling and hosting the focus group session, and compiling focus group responses into a summary report.


UP leaders participate in LAP focus group.

NLRC and UP conducted one focus group session with 12 Universidad Popular *líderes* on Tuesday, June 4, 2019. The session was conducted in Spanish during one of Universidad Popular's evening classes at Centro UP (1234 N. Santa Fe Avenue, Vista, CA 92083). Focus group participants shared their experiences using transit and transportation infrastructure in the region. Although most do not use public transit, participants felt that more resources are needed to help Spanish-speaking residents navigate transportation services. Several participants mentioned that in years past they often found themselves lost and unable to get to their destination because the information in buses or trains was only available in Spanish. Others shared that it is very beneficial to hire and train bilingual transportation workers to assist Spanish-speaking riders. Overall, the focus group session was helpful in engaging in collective discussions about the use of public transportation in North County.

2. **The Community Vision Portals** *(July – October 2019)*

NLRC has supported the 5 Big Moves and the new vision for the region through ongoing participation in CBO meetings, SANDAG webinars, and through community engagement with residents. In September 2019, NLRC and UP hosted five community events to display the Community Vision Lab Portal during Universidad Popular classes reaching 260 community residents. We displayed the vision portal during Cultivando Liderazgo classes in Escondido and Vista, Cultivando Dignidad, and Homie UP Youth Empowerment Program both in Vista.

NLRC prepared materials and identified dates to host community events to display Vision Lab poster board during Universidad Popular classes. NLRC reviewed information and resources provided by SANDAG to tailor materials for Spanish-speaking, immigrant communities in North San Diego County. NLRC and UP conducted educational presentations to educate the community about SANDAG, transportation and housing needs, and the 5 Big Moves. At the end of the session, we asked participants to view the portal and share their experiences and opinions about transportation on the vision portal. UP students were very committed and excited to learn about transportation, the regional plan, and the new regional vision.
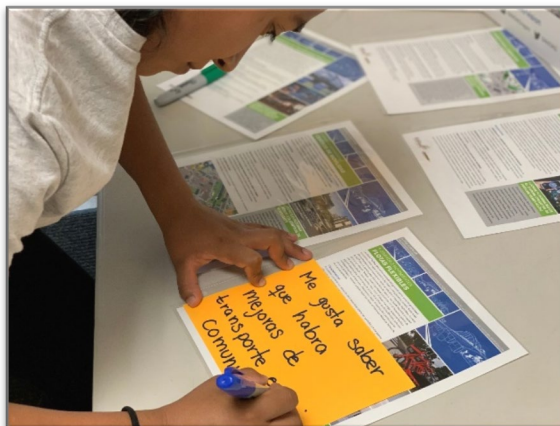
UP student shares comments for Vision Lab Portal in Escondido.

42 Universidad Popular students, including youth, parents, and elders, provided their comments about the new vision. Of the 42 total comments, 12 shared positive feedback about the new vision. Participants were very excited about the prospect of new technology in transportation infrastructure. They feel it is a necessary change in the right direction. The new vision will make transportation easier to use; and save time and money.

Comment Highlights:
- *I like knowing there will be improvement to transportation in my community.*
- *I'm very excited to have new technology because it will make transportation easier to use.*
- *I am excited about mobility hubs!*

We also received 30 comments expressing concerns about the environment, increase in transit fares for buses and trains, safety in stations, growing traffic congestions on roads and freeways, the lack of frequency of bus and train routes, lack of access to transit information in languages other than English, and the presence of immigration enforcement in public transit.

UP student shares comments for Vision Lab Portal in Escondido.

Comment Highlights:
- *I am concerned that immigration enforcement continues to patrol bus stations.*
- *We need more days in which public transit is free, at least for youth and elders.*
- *We do not need more cars on the road.*

- *I am not in favor in increase of bus/train fares.*
- *Sidewalks should be wider and safer to use.*

The Community Vision Portal was very helpful to begin discussions about the role of residents in informing local government about the needs in local communities. It is a great tool for disseminating information about new and upcoming projects and plans. More maps of North County, more visuals, and interactive tools are recommendations provided by the community, specifically depicting how the new vision will redefine and impact North County San Diego.

Vision Lab Portal displayed in Universidad Popular Class in Vista.

In addition to the Community Vision Portal, we facilitated ongoing discussions with partners to bring information about the 5 Big Moves. NLRC staff and Universidad Popular students and community leaders participated in several activities in preparation for the 5 Big Moves Vision Lab.

- On June 4, 2019, NLRC discussed the 5 Big Moves and distribute SANDAG printed materials during Universidad Popular class in Vista.

- On June 11, 2019, NLRC staff and Universidad Popular students and leaders attended the San Marcos city council meeting and submitted public comment in support of the 5 Big Moves presentation conducted by SANDAG.

- On June 21, 2019, NLRC facilitated a brief discussion about the 5 Big Moves during the Farmworker CARE Coalition monthly meeting. The coalition is formed of organizations and community leaders working with agricultural workers and families in North San Diego County. Members expressed interest in inviting SANDAG to conduct a presentation during upcoming coalition meeting. Thus, SANDAG conducted a presentation about the 5 Big Moves on Friday, July 19 at Centro UP. The meeting was well attended; about 25 community organization representatives learned about the new vision, some for the first time.

3. **The 2019 Federal Update** *(October – November 2019)*

NLRC and Universidad Popular students and community leaders participated in outreach and education activities to gather public comments for the 2019 Federal Regional Transportation

Plan. NLRC and UP conducted three community sessions during Universidad Popular evening classes at the House of Prayer in Escondido and Centro Universidad Popular in Vista in October 2019 with 200 UP students. We collected 80 responses from Universidad Popular students using the 2019 RTP Comment Card. NLRC staff collected, translated from Spanish to English, and entered all comment card responses onto the SDFoward.com online comment tool.

4. The Coordinated Plan *(January – February 2020)*

SANDAG facilitated the public comment period for the Coordinated Public Transit-Human Services Transportation Plan, a five-year plan to implement public transit services developed in the Regional Plan. In February 2020, NLRC conducted seven community conversations with Universidad Popular students to discuss the 2020 Coordinated Plan and document the experiences of elders, youth, and low-income, Spanish-speaking and bilingual families. NLRC and UP gathered 106 surveys from CSUSM students, Cultivando Liderazgo classes in Escondido, Pauma Valley, and Vista, UP Líderes Committee, elders in Cultivando Sabiduría class, and youth from Homie UP YEP.

5. The Community Mobility Assessment *(April 2020 – Present)*

Since Spring 2020, NLRC participates in ongoing discussions to design, prepare, and implement a mobility needs assessment coordinated by SANDAG to support the 5 Big Moves. On May 28, NLRC participated in a workshop to review data collection tools and identify project study areas. potential service area. In June, NLRC participated in a workshop to discuss the research and outreach plan. The workshop supported the discussion to evaluate gaps and opportunities and enable CBO's to leverage resources for future funding. The needs assessment project will include goals and objectives, geographic areas of focus, development of resident surveys, outreach events, and a summary report. The group is moving forward to prepare the research design and tentatively conduct resident surveys in Fall 2020. NLRC plans to collaborate with North County partners to conduct resident surveys and host community outreach events to reach Latino, Spanish speaking communities.

Part 3: Other Social Equity Outreach for Related Efforts

1. Census 2020 *(March – June 2020)*

NLRC is a founding member of Count Me 2020, a coalition of over 100 community organizations and civic groups formed in 2019 to ensure a complete and accurate Census count in San Diego and Imperial Counties. NLRC received funding from United Way of San Diego County to conduct outreach and education in HTC communities in North San Diego County. NLRC hosts monthly regional meetings to facilitate resources, coordinate outreach, and increase awareness about Census 2020 among local governments, community organizations, and residents. Although NLRC's census outreach and education began in Spring 2019, this report focuses on activities conducted in March – June 2020: 86 activities reached almost 75,500 residents. Outreach activities included training community leaders and youth to become trusted messengers, "neighbors calling neighbors" efforts to communicate with community residents through the phone during the COVID-19 pandemic, Census PDI phone banking, distribution of outreach materials during

Census outreach at food distribution in Vista.

essential services such as food distributions, text message alerts, census memes on social media platforms (Facebook and Instagram), and radio and TV interviews in English and Spanish.

2. STEP Program Coordination and Discussion *(October 2019 - Present)*
SANDAG's CBO group discuss the California Air Resource Board (CARB)'s Sustainable Transportation Equity Project (STEP) as a new funding opportunity to implement a transportation equity pilot project to assess communities' transportation needs and increase equity in underserved communities in California. NLRC is in communication with Alliance for Regional Solutions and Vista Community Clinic to collaborate on a proposal for communities in North County.

3. Other Connected Efforts
NLRC and UP include environmental justice lessons into UP curriculum to prepare residents to engage in Climate Action Plan processes taking place across North County, and to develop environmental maps of their communities.

Part 4: Reflections and Next Steps

1. Lessons Learned/Technique Suggestions

The unique expertise and knowledge of NLRC staff facilitates meaningful community outreach and education. NLRC's staff is trained in popular education pedagogy, participatory action research methodology, ethical research practices, and CLAS (Culturally and Linguistically Appropriate Services). NLRC staff is bilingual, multicultural, positioned to facilitate a bridge between the university and the community. NLRC utilizes culturally and linguistic responsive strategies and methodologies to coordinate education, resources, and engagement of traditionally marginalized community residents to address community infrastructure concerns and solutions in the region.

NLRC adapts outreach and educational materials to meet the needs of community residents.
NLRC tailors SANDAG materials for Spanish-speaking, immigrant communities in North San Diego County. All community events and classes are held in Spanish using a popular education model to encourage participation from residents who have limited literacy levels. NLRC and UP also utilize an intergenerational approach that welcomes the individual, the family, and the community to learn together. Universidad Popular provides a community center in the heart of Vista to bring together community residents. NLRC and UP also work to find local spaces in churches, libraries, and

Universidad Popular class in Vista.

community centers in Fallbrook, Pauma Valley, Valley Center, San Marcos, and Escondido to meet community residents where they live.

PAR methods are important in the documentation of community needs. Using research methods such as survey collection, focus groups, and interviews, we engage with historically marginalized and excluded community members in meaningful community conversations and *pláticas* to share community concerns and find collective solutions.

Ongoing local collaboration facilitates systemic changes in the region. NLRC collaborates with local coalitions and community partners to educate and engage residents in the development of community-based projects to address public transportation issues in North County.

2. Community Issues

North San Diego County Latino and immigrant communities are confronted with significant challenges that impact their social, economic, health, and educational wellbeing. NLRC and UP work with approximately 500 families on an ongoing basis. Through SANDAG's community input processes over the last year, we have documented many of the issues that community residents continue to experience in transportation infrastructure. For example, youth participants in Homie UP YEP are concerned that there are not enough public spaces for youth to engage in outdoors activities, and the streets they frequently use as school-home routes are not safe for walking, skateboarding, or biking. Elders have expressed that they often share rides with friends and family to run errands, attend clinic appointments, or buy groceries. They wished there were more services dedicated to assisting elders who are Spanish speakers. In general, one of the main concerns that community residents have expressed in almost every community conversation we have conducted is the presence of immigration enforcement officers in public transportation stations and inside buses and Sprinter.

Most HTC communities in North San Diego County are in a prolonged state of socio-economic vulnerability. The COVID-19 pandemic not only intensified our challenges to engage with the community but has affected immensely the lives and livelihood of community residents who have lost employment, are experiencing significant reductions on their family income, need more affordable childcare options, and are more at risk of COVID-19 exposure due to working in jobs considered essential services. Understanding these needs, NLRC collaborates with partners to provide community members with resources and information about unemployment benefit applications, pandemic economic relief funds, immigration resources, technology services for students and families, among other social needs.

NLRC has the capacity to continue to conduct outreach in North County through virtual format and phone banking efforts. We conduct weekly check-in calls with UP students and conduct ongoing Zoom meetings with community leaders to maintain the momentum. SANDAG can support our virtual outreach and educational activities by engaging community members on social media platforms such as Facebook and Instagram, creating videos and information in Spanish specific to the North County region shared on social media posts, hosting Facebook Live or Instagram Live events, and developing scripts for phone banking.

Summary

Community Outreach Services

For 2021 Regional Plan

Nile Sisters Development Initiative

Service Area:

City Heights, San Diego

Part 1: Nile Sisters Development Initiative Description *(This section should be 1 – 1.5 pages long)*

1. **Background (Mission/History)**

Organizational Background (ie; structure, mission statement, services provided). Include the established date, major events, and how its role has changed throughout time. Include pictures if possible.

Since its inception in 2001, NSDI (Nile Sisters Development Initiative) has served refugees, immigrants, and other vulnerable populations in the San Diego region. The mission of the NSDI is to educate, support, and offer training to refugee and immigrant women and their families to help them overcome barriers to social and economic self-reliance. We seek to establish a well-integrated, productive, and vital refugee/immigrant community. Throughout its history, NSDI has provided supportive services such as emergency relief, family advocacy and education, and employment facilitation.

2. **Geographic Area/Audience**

Explain the geographic area that your CBO is located in. (ie; What neighborhood is it in? What are the major landmarks it is surrounded by, any freeways? Who is your targeted audience? Is it a specific ethnic or racial group? Is it composed of multiple groups? What are the major languages spoken? What is the age demographic? Do the people have certain characteristics (income amounts, education levels, etc.?) Include pictures/maps if possible.

NSDI physical offices are located at 5532 El Cajon Blvd., Suites 1 – 6, San Diego, CA 92115. Our offices are nestled in the City Heights/El Cerrito neighborhood in Central San Diego, neighboring San Diego State University. In addition to our direct services in the City of San Diego, NSDI services impact different populations in neighboring cities in East County, including the City of Lemon Grove, City of La Mesa, City of El Cajon, and Spring Valley. Additionally, NSDI also provides advocacy services in the City of Oceanside, in the North Coastal region. Our primary populations predominantly hail from the Republic of Haiti and the DRC (Democratic Republic of Congo), though NSDI serves individuals and families from over 23 countries spanning most continents. Languages most commonly spoken aside from English by those we help are; Arabic, Swahili, and Haitian Creole. Generally, we serve the Head of Households in the 35-45 age range, with 69% of services to women. Most services impact households with children aged five and younger. Further, most adults who seek our services contend with LEP (Limited English Proficiency), and most youth and young adults have experienced disrupted education from their countries of origin. They are generally categorized as ELL (English Language Learner.)

3. Community Served

Does your CBO work with specific people in the community? (ie; School district? Public health officials? Policy officials? Who sits on your board? What is the average number of attendees during meetings? Who are the majority of these people? Do you cater to their needs (ie; language).) Include pictures if possible.

NSDI engages the San Diego Unified School District, various faith-based organizations, public health officials, as well as the City Councils of the City of Lemon Grove, and the City of Oceanside. Our Board of Directors consists of seven (7) members, including local leaders, entrepreneurs, and former refugees. NSDI is a designated Live Well San Diego partner and adheres to culturally and linguistically appropriate practices. Our meetings and workshops are conducted in English, as well as other languages requested by participants. Our provision of direct services spans several ZIP codes in the San Diego region, including 92105, 92115, 92104, and 92102.

4. Partners

Please describe partnership swith organizations that you regularly work with. If you are a collaborative, provide a descrption of the collaborative structures and partners. (ie; Is it other CBOs? Collaboratives? Local Organizations? School district? Clinics? Food banks?)

NSDI collaborates with several organizations through MIND (Matters Involving Neuro-Disorders), a community-driven, cross-sector consortium consisting of 29 local and statewide entities, seeking to address mental and behavioral health issues, as well as socioeconomic disparities afflicting refugee and ethnic communities. Additionally, NSDI regularly works with the San Diego Unified School District, regional faith-based organizations, and other local ECBOs (Ethnic Community-based Organizations).

Part 2: Public Outreach Efforts for Regional Plan *(No Page Limit)*

1. **The Language Assistance Program Update**

Describe your focus group efforts in regard to the Language Assistance Program.

NSDI, in partnership with NSD (Newcomers Support and Development), hosted two (2) focus groups and provided language assistance for Arabic and Haitian Creole during the discussions in Central and East regions. With support from NSD, the entities provided translated materials in Arabic to engage the Arabic speaking community in El Cajon City.

2. **The Community Vision Portals** *(July – October 2019)*

Describe your outreach for the vision using the community portals.

Outreach was conducted through attending several community events in Central and East Regions to promote the 5 Big Moves championed by SANDAG. During the tabling events and community workshops, NSDI and its partner provided relevant information on the 5 Big Moves and sought to gain feedback on gaps in their areas.

3. **The 2019 Federal Update** *(October – November 2019)*

Describe your outreach for the 2019 Federal Update.

NSDI promoted Rideshare Week from September 26 to October 3, 2019 and submitted comments on the Federal TRP via SDforward.com. NSDI submitted comments Friday, October 18, 2019 and Monday, October 21, 2019 regarding the 2019 Federal Regional Transportation Plan (RTP).

4. The Coordinated Plan *(January – February 2020)*

*Describe your outreach for The Coordinate Plan.*

Displayed materials were set up for community residents to view during (2) food bank distribution sessions at the NSDI office. Following the food distribution sessions, NSDI participated at (2) events in Lemon Grove, where attendees completed outreach questionnaires. Lemon Grove attendees noted the tool was lengthly, and they preferred a shorter version. Some surveys were incomplete due to time-consuming nature.

5. The Community Mobility Assessment *(April 2020 – Present)*

Describe your status of participation in the Community Mobility Assessment.

Utilizing the CalEnviro Screen data map, NSDI elected to focus our efforts in the City of Lemon Grove. Lemon Grove is in the top 25% of regions disproportionately burdened by, and vulnerable to, multiple sources of pollution. In an effort to reduce duplicate efforts, NSDI specifically chose three census tracts within the city. NSDI plans to conduct the Mobility Needs Assessment once the final tool is available. Currently, NSDI has begun communications with City Council members and is beginning preparations or assessment distribution.
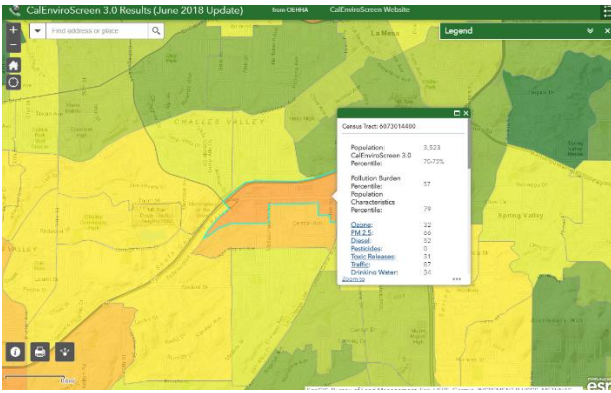
Part 3: Social Equity Outreach for Related Efforts *(This section should be 1 page long)*
Explain what you did in detail for the following SANDAG projects. What was the outcome of your efforts? Include pictures if possible.

1. **Census 2020** *(March – June 2020)*
Due to COVID-19, community engagement efforts were performed virtually through social media posts, polls, and informational links addressing myths and answering general how-to knowledge. Phone calls and texts were sent to families that have utilized NSDI services prior to COVID-19 social distancing restrictions. Moreover, blogs were written and posted to the NSDI website to provide further access to education and general how-to knowledge about the 2020 Census. Clients that visit in person for our vocational training program received an informational flyer marking how to access and complete their 2020 census. Most importantly, communicating the extension of the time frame to access the self-reporting method..

2. **STEP Program Discussion** *(October 2019 – Present)*

NSDI has supported the STEP program discussion through it's attendance to weekly meetings hosted by the SANDAG CBO outreach group and working through adopting a mobility needs assessment tool required by the STEP funding..

3. **Other Connected Efforts**
If applicable, describe any other work that your organization is doing that contributes to mobility equity connecting to the regional level.

NSDI began the planning phase of engaging faith-based partners in a town hall. Creating a town hall aims to communicate the importance of census outreach, completion, and the effects of lack of representation. Additionally, weave in information on transportation equity and how the census can help direct financial resources to improve transportation through SANDAG's regional plan. NSDI has also attended several webinars connected to other community partners' efforts and lent expertise in creating ways to engage during the time of COVID, and how COVID has impacted the transportation in San Diego.

Part 4: Reflections and Next Steps

1. *Lessons Learned/Technique Suggestions*

What were some of the techniques that worked for you? What did not work? Include pictures if possible.

This project is the first time SANDAG was introduced to the primary populations that NSDI and NSD serve. Many individuals were not familiar with this decision-making body, and their scope of services, despite SANDAG decisions impacting their transportation, housing, etc. A lesson learned has proven to be engaging SANDAG in the community beyond the needs of the funded initiative so that the community can become more familiar with SANDAG. There is interest in civic participation, but it will need more outreach and engagement with SANDAG. The residents seemed familiar with concepts and willing to learn more. Still, it was their first time receiving most of the information. The focus was centered on predetermined topics during the focus group, tabling, etc., that there was no authentic and engaging discussion. Some general feedback through the fiscal year that many people didn't know about services in existence such as ride-sharing and carpooling, the abundance of resources for seniors, vouchers for transportation, etc. Residents also noticed many of the shared scooters appearing overnight but didn't know how and why they arrived in their neighborhoods.

People were most receptive to learn about the call box along the freeways, often unaware of the emergency phones and if they work. They were also happy to know SANDAG has their languages. Most of NSDI clients are still in the rudimentary stages on their understanding of U.S. systems, so any information they receive, especially from SANDAG, is well received. The main takeaway is people are receptive to SANDAG approaching their communities and are ready to learn more

Community Issues

What are some of the community issues your audience faces? How are you helping tackle some of those issues? How can SANDAG support you? What are some thoughts to engage this community as the dialogue continues? Include pictures if possible.

With shelter in place, the digital divide became our challenge. Many families are ill-equipped to handle going virtual (lack of internet service, no computer in the home, etc.). The stark reality is COVID-19 exacerbated our demographic's lack of connectivity and critical needs such as food, employment, and mental health services. With the focus shifted to these essential needs, transportation equity takes a backseat for attention.

We have worked to ensure our clients have access to groceries and made our vocational training more accessible. During this time, we have begun focusing on collaborating with our faith-based partners to deliver a town hall that faith-based partners can share with those reaching out for more community resources. This town hall will provide information on Census 2020 and how representation can lead to funding a more equitable transit system in San Diego.

Summary

Community Outreach Services

For 2021 Regional Plan

Olivewood Gardens and Learning Center

Service Area:

National City, San Diego

Part 1: Olivewood Gardens and Learning Center

1. **Background (Mission/History)**

The mission of Olivewood Gardens and Learning Center is to inspire youth and adults to be healthy and active citizens through organic gardening , environmental stewardship, and nutrition education. Olivewood has been serving the community since 2010 with the goal to build a healthy community and ecosystem within National City and San Diego's South Region. We began by providing outdoor education experiences to local youth, and have evolved to offer a suite of programs focusing on nutrition, healthy cooking, environmental stewardship, urban agriculture, food security, transportation, job skills, leadership development, and more. We have received more than 100,000 visits from children and their families to our indoor/outdoor classroom.

2. **Geographic Area/Audience**

Olivewood is located in National City in the southern region of San Diego County, bordering the City of Chula Vista in the south, delimited by the Sweetwater River, and the City of San Diego in the north. The City is circumvented by Interstate Freeway 5 and Freeway 805 (north/south bound), and Interstate Freeway 54 (east/west bound). The Westside of the City is mixed-use industrial and residential. The City has limited access to healthy food resources. The coastal area of the City is the Port of San Diego jurisdiction, which manages high volumes of cargo ships. The Navy operates facilities and shipyards on the coastline. The unincorporated area of Lincoln Acres is within the limits of the city.
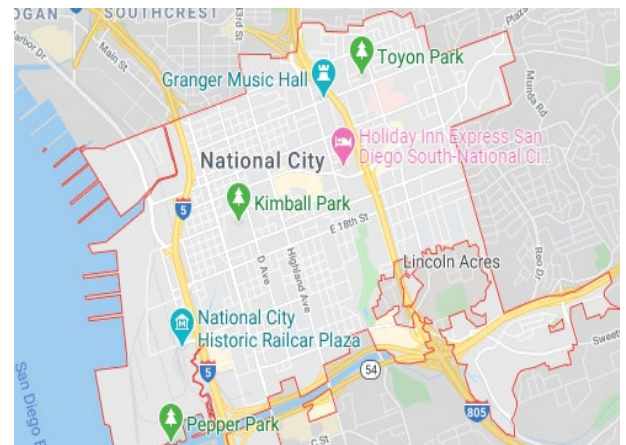
The community is low-to-median income with a median income of $46,032 (pre-COVID). 74% percent of residents 25+ have a high school education or higher and 15% have a Bachelor's degree or higher. The majority of National City residents are Latinx/Hispanic, 64%, with a large community of Spanish and Tagalog speaking immigrants and first generationers from Mexico and the Philippines. National City's residents are highly impacted by poor air quality and high numbers of chronic disease related to the built environment.

3. **Community Served**

Does your CBO work with specific people in the community? (ie; School district? Public health officials? Policy officials? Who sits on your board? Who are the majority of these people? Do you cater to their needs (ie; language).) Include pictures if possible.

Olivewood Gardens focuses services on the youth and adults of National City. We offer programs for all ages, including elementary school youth, high school students, parents, families, and teachers. Through work with SANDAG, Olivewood engages Kitchenistas (graduates of Cooking for Salud® adult nutrition education program), students, and seniors. Average program size varies by program and ranges between 15-30/class. Currently, our weekly Kitchenista Zoom meetings average 25-30 attendees. There are more than 250 Kitchenistas (majority adult women); they are community members, mothers, grandmothers, mother/daughter pairs, mother/son pairs, wife/husband pairs, and seniors. We provide programming in Spanish and English, and are committed to inclusion.

Olivewood's diverse staff consists of experts in program development, community advocacy, community building, farming, facilities management, social justice, and overall a sense of commitment and passion for the community we serve. Of our 15 staff members, five are Kitchenistas. The Board of Directors is composed of food justice advocates, food systems experts, former restaurateurs, physicians, education leaders, and an Olivewood Kitchenista, who bring critical expertise to our work.

4. **Partners**

Olivewood has dozens of local partners. These are some with the highest levels of collaboration, as well as connection to the SANDAG project.

- National School District: Olivewood offers field trips, curriculum, and more to the local schools.
- Sweetwater Union High School (SUHI): Olivewood collaborates with SUHI to support their school garden and to recruit students for internships and community service.
- Samahan Health - CBO partner: Olivewood collaborates on outreach events and opportunities
- Circulate San Diego: Olivewood collaborates on outreach events and opportunities
- Environmental Health Coalition: Olivewood collaborates on local policies outreach and was formerly contracted to support the Healthy Cities, Healthy Residents Program
- The City of National City, Mundo Gardens, and Community Housing Works (CHW): Olivewood is the fiscal agent for Mundo Gardens, a local organization that will operate a community garden on City land in collaboration with CHW.
- San Diego Food Systems Alliance: Olivewood is on the Leadership Council, a member of the Healthy Food Access Working Group, and currently supporting outreach efforts related to the Food Vision 2030.

Part 2: Public Outreach Efforts for Regional Plan

1. **The Language Assistance Program Update**

Olivewood coordinated a focus group of 13 participants, focusing on Kitchenistas and Kitchenista family members, to discuss language barriers and information on SANDAG services. The focus group was done in Spanish and incentives were provided for participation. One of the participants served as note taker and Rocina Lizarraga, Project Coordinator, served as moderator. Materials, notes, and a final report were sent to SANDAG. The participants became more aware about the role and projects of SANDAG.

2. **The Community Vision Portals** *(July – October 2019)*

Olivewood has utilized focus groups, social media, and chat groups to engage our community around the SANDAG Vision. During the second half of 2019, we hosted monthly community meetings on topics like: city events, food distributions, free legal aid workshops, infrastructure, and SANDAG topics related to the Regional Plan 2021. We hosted a technology training, educational workshops with family engagement activities, input opportunities for seniors, and disseminated a feedback survey.

Additionally, we collaborated on a large outreach event done in partnership with the Environmental Health Coalition through the Healthy Cities, Healthy Residents program. Olivewood provided SANDAG Regional Plan informational materials and activities - including the Bold Visions board, region puzzles, stickers, and maps - at an outdoor community engagement event aimed at bringing awareness around safe streets and traffic calming infrastructure. The event was set up next to Kimball Elementary and engaged over 100 residents, including students and families from the school.

3. **The 2019 Federal Update** *(October – November 2019)*

SANDAG announced a plan for advanced completion of the 2020 Federal RTP to a 2019 Federal RTP in order to avoid the risk of losing significant funding. Olivewood shared about the 2019 Federal Update during a focus group designed to highlight the 5 Big Moves. Additionally, Olivewood presented at a local San Diego Community Housing Works senior center. While well received, our audiences did not feel prepared to provide any input to the accelerated update.

4. **The Coordinated Plan** *(January – February 2020)*

Describe your outreach for The Coordinated Plan.

The CBO network assisted this effort by disseminating surveys to collect input on public transit and specialized transportation improvement options for seniors, low-income, and disabled individuals. We shared these surveys at the Kitchenista monthly meeting and in another small Kitchenista focus group, and discussed other issues pertinent to specialized transportation in the San Diego region. Within the discussion groups, questions were raised related to fare increases, route frequencies, driver customer service, anti-discrimination measures, and amenities. There was also a discussion of the convenience of using personal transportation vs public and how it is more convenient regarding fuel cost, time, and travel destination. All of the group agreed that private transportation is less costly and more convenient due to time constraints during traffic peak times.

The surveys were simple for participants to complete and were sent to coordinator Lisa Madsen, HHSA Public Transportation Specialist on the SANDAG Team.

5. **The Community Mobility Assessment** *(April 2020 – Present)*

During COVID-19, outreach has become limited to virtual platforms. Towards the beginning of quarantine, we needed to train all the engaged participants Zoom and Google Meets to be able to maintain momentum and keep the core leadership group engaged. Our entire community is being impacted by a number of additional factors including mental health needs, food insecurity, loss of jobs, and family concerns. We had to cancel five in-person community events that were meant for outreach on the community mobility information and assessment techniques. Regardless, we have moved all outreach to virtual focus groups with Kitchenistas and information sharing through our social media platforms.
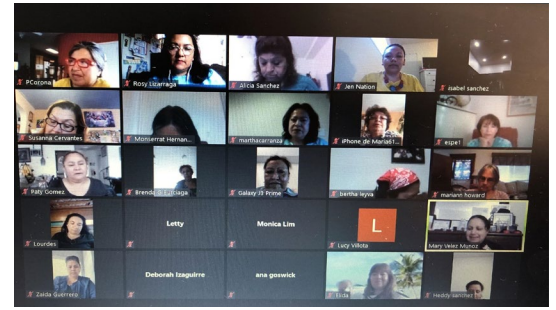
We have identified an area for our mobility needs assessment that will look at the transitway along Sweetwater River, connectivity points, and have extended our area to reach Kimball Park, at the request of SANDAG. We have engaged the Kitchenistas in conversations about this area - including access and use issues - and have a core group prepared to support outreach efforts. Through outreach efforts to the City and City subcontractors, we are learning more about local City projects, including the TODO project, and how we might support a potential extension to those projects. We are in the midst of planning feedback-seeking activities and are excited about the project.

Part 3: Social Equity Outreach for Related Efforts

   1. **Census 2020** *(March – June 2020)*

The Census 2020 was presented to Kitchenistas several times via Zoom meetings with guest speakers from Chula Vista Collaborative, The City of National City, Mayor Alejandra Sotelo-Solis, and the Environmental Health Coalition. Information and troubleshooting was shared multiple times through Olivewood's social media platforms and Kitchenista WhatsApp, Facebook messenger group chats. Q&A were discussed to clear any concerns about the Census 2020 campaign. Additionally, Olivewood shared Census flyers in produce bags at our weekly produce stand during the summer.

We will continue to raise awareness and spread the word about the Census to ensure our community is counted.

   2. **STEP Program Discussion** *(October 2019 – Present)*

When the project was first presented as a possible funding opportunity, Olivewood did not feel prepared or to have the capacity to seek to apply. Upon further evaluation and partnership development, as well as the changing circumstances with COVID-19, we decided to complete a request for technical assistance to have a preliminary call to further assess feasibility of submitting an application.

We just completed a preliminary call with the STEP Technical Assistance team to discuss a possible Planning and Implementation Grant. After speaking with the TA team, we were notified that the City of National City had just submitted interest in applying for an Implementation grant. We are on standby to see if there is an opportunity for Olivewood to collaborate on that project. We will not submit an application if the City plans to.

   3. **Other Connected Efforts**

Homefront to Waterfront: Olivewood has supported input gathering for the National City Homefront to Waterfront project by distributing surveys through social media. Additionally, Olivewood included this as a discussion topic at Kitchenista virtual meetings to gather additional input.

Traffic Oriented Development Overlay (TODO Project): Olivewood collaborated with the City Lead Deputy Engineer on the TODO Project to plan a virtual presentation for Kitchenistas to share about the project and answer questions and concerns. The presentation was very well received and we are exploring opportunities to partner further.

Part 4: Reflections and Next Steps

1. **Lessons Learned/Technique Suggestions**

We find that a holistic approach to outreach is best. Our programs often include a food-related incentive and an opportunity for connection, alongside education related to the Regional Transit Plan and other topics. For our community, technology is a barrier to feedback, and so much of the feedback we gather is either through paper surveys and virtual (currently) or in-person focus groups, rather than online surveys. Our work is relational, and it is important that community members feel honored and respected, and that they truly understand the importance and value of what is being asked. Language, particularly technical language, has also been a barrier for providing input.

2. **Community Issues**

Our community has high levels of unemployment, food insecurity, and COVID-19 cases. National City has one of the highest rates of COVID-19 in the County and Latinx/Hispanic residents account for over 60% of cases in San Diego. Additionally, our community is impacted by the digital divide and rates of technology literacy are low in adult populations. Olivewood is addressing our community needs in a few different ways:

- Weekly produce stand serving 60-70 families and meal distribution serving 20-25 families
- Weekly Zoom meetings with Kitchensitas to support mental health, overall wellness, financial literacy, technology literacy, and to provide information about local resources and opportunities
- Weekly Zoom meetings with high school intern alumni to support community connectedness, healthy eating, urban agriculture, financial literacy, and job readiness
- Olivewood Kitchenista walking club
- In the development stages of a Wellness Campaign for the entire City to include virtual classes, outdoor family activities, and community clean-ups

SANDAG can support Olivewood and our community by ensuring that outreach materials and information is available in English, Spanish, and Tagalog; flexibility as we navigate these ever-changing circumstances, data that we can leverage for funding requests, and technical assistance on project completion related to our community needs assessment area.

As we continue to engage our community, we will continue to offer a well-rounded suite of services, and will draw connections between the various subjects and sectors we focus on and collaborate with. Our goal is a healthy community - this encompasses healthy eating and access to food, it also includes active transportation, access to travel, economic security, clean air, and more. It is essential that we continue to draw these parallels, as we believe a coordinated, holistic approach is the best way to create change.

Summary

Community Outreach Services

For 2021 Regional Plan

**Operation Samahan, Inc. DBA Samahan
Health Centers**

Service Area:

National City, San Diego

Part 1: OPERATION SAMAHAN, INC DBA SAMAHAN HEALTH CENTERS Description

1. **Background (Mission/History)**

OPERATION SAMAHAN, INC. DBA SAMAHAN HEALTH CENTERS is a federally funded health center that was founded by the Filipino community in 1973. Its overall mission is to provide a comprehensive, quality, accessible and culturally appropriate health care services among low-income and uninsured individuals and families in San Diego. What started as a volunteer community service among community leaders turned into a community health center. Today over 90% of Samahan's patients are racial and/or ethnic minorities, including 51% Asian and 48% Hispanic/Latino. Almost 45% of its patients are best served in a language other than English, and over 93% live at or below the 200% Fedetal Poverty Level. Currently, Samahan serves more than 14,000 patients a year with over 55,000 visits in six locations in North Central and South San Diego offering primary care, behavioral health and dental care programs and services.

2. **Geographic Area/Audience**

Samahan's geographic area lies in National City (ZCTA 91950). The whole region is bordered by the community of Paradise Hills (ZCt 92139) City of San Diego in the North and Northeast; Southeast is the unincorporated city of Bonita; and South is the City of Chula Vista (ZCTA 91910) across the Sweetwater River. Interestingly, within the eastern side of the city is an unincorporated city of Lincoln Acres where Samahan Clinic's schoolbased health center is situated. The whole city can be accessed by I-5, I-805, and CA-54. National City is 15 minutes away from the US-Mexico border and is the busiest binational community in the county.

National City is composed largely of racial/ethnic minority groups. Its 62,639 population consists largely of Hispanic/Latinos (64%) and Filipinos/Asians (19%). Almost 45% are low-income; a third are uninsured ; and almost half speak a language other than English. Almost a third of the adult population of the community suffer from hypertension, obesity and diabetes. The existing Coronavirus-19 pandemic identifies National City as one of the cities with the highest pandemic cases in San Diego county.

3. **Community Served**

Samahan Health Centers works very closely with the school districts, non-profit and faith-based organizations, National City Council, and small business owners. We also collaborate with the healthcare industry where we have partnerships with the hospitals, small private clinics, and Federally Qualified Health Centers. Our board members consist largely of community leaders in National City and Chula Vista. More specifically, our board membership consists of a representative from the migrant population; a homeless advocate; retired nurses, and those serving the healthcare industry. Majority of our board members are Filipinos/Asians, followed by Hispanics/Latinos: a profile that is highly representative of the community that we serve.

4. **Partners**

Our partnerships as a whole consist of the following: Health Center Partners (a network of Federally Qualified Health Centers in San Diego); School districts (National City Elementary School District, Sweetwater High Unified School district); Collaboratives (National City Collaborative, Chula Vista Collaborative, Mira Mesa Stakeholders, Filipino American Collaborative, National City Chamber of Commerce); Community-based organizations (Olivewood Garden, The Filipino Press, Kalusugan/Kalakasan, Lao American Coalition); and Faith-based (The Promise Church).

Part 2: Public Outreach Efforts for Regional Plan
  1. **The Language Assistance Program Update**

Samahan Health Centers was assigned to and conducted a focus group among the Asian/ Chinese community to determine SANDAG's effective reach among the Asian/ Chinese community. Consisting of nine participants, the focus group highly reiterated the need for SANDAG information in Chinese. Many expressed their lack of awareness on: SANDAG and its long-term projects; access to 511 and/or iCommute; and other transportation platforms that are available for them. Their suggestions included the following: SANDAG to reach out to the Chinese community leaders to provide workshops in Chinese senior centers, community centers, churches/temples on SANDAG transportation programs; mail information about 511 and iCommute as well as the 5 Big Moves in Chinese; publicize SANDAG and its projects in their local community newspapers. The focus group was led by Antonio Salang and facilitated by Grace Chiu.

  2. **The Community Vision Portals** *(July – October 2019)*

Samahan has been using the community portals as a resource to help our community understand the complex issues and mulit-layered projects behind the Big 5 Moves. It has made resources for the outreach highly accessible to the community that we serve while gaining insights on some of the best practices employed by our community partners. Resources such as 2019 Regional Plan Fact Sheet and Vision Goals and Policy Objectives Sheets were useful and widely disseminated to our community which were made accessible at these community vision portals.

  3. **The 2019 Federal Update** *(October – November 2019)*

On October 3rd, 2019 Samahan attended the launch of the 2019 Federal Update. As a result, Samahan Health Centers conducted mini-forums with Samahan patients to explain the Big 5 Moves updates which solicited positive responses from the participants. The participants were most excited about the expansion plans and felt that it would open up huge opportunities for the public to travel across cities and communities efficiently and seamlessly.

To share these updates, Samahan gave a brief presentation at the National City Collaborative meeting by the Samahan staff to the rest of the community-based organization and invited them to join in the remaining webinar series and the previous webinars to find out more about the 2021 Regional Plan. In addition, Samahan has initiated conversations with Sweetwater High Unified District through Angelica Benitez, School District's Resource Teacher, on how to incorporate the UN Sustainable Development Global goals and SANDAG's 5 Big Moves in the district's overall curriculum and/or presentations. Finally, Samahan has incorporated environmental health education such as air pollution and active transportation during community events and health fairs. Samahan staff also organized a Back-to-School fair in front for the Sweet Water High School. A SANDAG transportation booth was also available which talked about air quality, active transportation and the 5 Big Moves.

  4. **The Coordinated Plan** *(January – February 2020)*

Samahan has continued to engage the community on The Coordinated Plan in community health fairs by staging a transportation booth that allows community members to have a glimpse of The Coordinated Plan. We also distributed flyers and other information on SANDAG's Coordinated Plan during community events.

5. **The Community Mobility Assessment** *(April 2020 – Present)*

Samahan has been engaging its community members to assess the city's overall mobility profile by organizing community-driven and fun activities with National City's community residents and students since early last year. In July, 2019, Samahan organized a National City Bike Tour with the local high school and Olivewood Gardens where the group used available bicycle and pedestrian lanes with their bicycles and electric scooters to go around the city. Along the way, the group stopped at every park to assess the ease of use, travel time and safety of the routes. At the end, the group reflected on how the 2021 Regional Transportation Plan can aid to the observed experience. In addition, Samahan participated in the Park Life core team meeting and provided information about the 2021 Regional Transportation Plan. Pedestrian safety and walkability to mobility hubs were discussed as well as ideas of utilizing certain parks such as Kimball Park as a Mobility hub. Finally, in collaboration with Olivewood Gardens, Samahan was able to engage Vice Mayor Mona Rios, who is also MTS executive board member, towards an initial conversation to actualize findings from the assessment while promoting the Big 5 Plan Moves.

Samahan is currently reviewing the survey on community mobility assessment and is discussing ways how to implement and integrate these surveys to our patients who are also residents of National City. Unfortunately, we missed the deadline to apply for funding to support this project due to the clinic's unawareness of the grant's sudden deadline closure. Please see pictures uploaded.

Part 3: Social Equity Outreach for Related Efforts

1. **Census 2020** *(March – June 2020)*
Lorna de los Santos, Samahan's Outreach Coordinator, has been actively involved in promoting Census 2020 through the following key activities: (1) serving as one of the panelists in Census 2020 virtual community forum in National City; (2) Samahan food drive projects; (3) promotion through the ethnic media; (4) participation in community events and health fairs before the pandemic; (5) in-service- on Census 2020 among Samahan staff and patients; and (6) securing a mini-grant from United Way to support her Census 2020 outreach efforts. Please see pictures and calendar of events;

2. **STEP Program Discussion** *(October 2019 – Present)*
Samahan is committed to participate in SANDAG's STEP program. In preparation for the STEP funding opportunity due August 31st, Fe Seligman has been in conversation with Riley O'Brien with Estelano Associates in securing Estelano's technical assistance on how to properly approach this project. Consequently, a meeting with Miha Tomita from California Walks! was scheduled to create deeper conversations regarding our plans for this program. Samahan will be applying for a capacity building planning grant in two zip code areas: 91950 (City of National City) and 92139 (Paradise Hills). Both are low-income neighborhoods that are under the jurisdiction of two political bodies: City of National City and City of San Diego, respectively.

3. **Other Connected Efforts**
As a health center, our efforts are focused in helping our patients gain access to transportation for timely care. Our current situation with the pandemic has made it doubly challenging to do so. Our patients have expressed fear using public buses. Hit hardest are our senior population patients, who are highly vulnerable to the virus, and highly reliant on public transportation and/or ride from family, friends and relatives. We are currently in conversation with many of our community and political leaders how we can create bus routes dedicated to and customized for seniors.

Part 4: Reflections and Next Steps

1. *Lessons Learned/Technique Suggestions*

Lessons learned:

- The visual lab or community vision portal as a clearinghouse for the CBO leaders and community is extremely valuable. Creating a portal or a hub that enables a team to generate, evaluate, use community resources is essential in sustaining multi-layered projects and programs.
- Community engagement is an ongoing relationship-building process. Ideas and concepts evolve from people with common values and interests who come together to build on bigger concepts and vision for others.
- Ideas are shaped and sharpened when ongoing communications and dialogues are fostered. We are extremely grateful for the opportunity to be heard and for SANDAG's commitment to hear from the community viewpoints that are uniquely their own.
- Visibility is essential to create a movement. Suprisingly, many of our community members have not heard of SANDAG and the great projects that they do. The CBO's involvement in the planning process is a creative effort to fill in that gap.

2. **Community Issues**

The following are issues that our audience faces:

- The Covid-19 pandemic has created fear and at times paranoia in using public transportation. Questions commonly asked are: How safe are the buses? How safe is it for me to take public transporation with my baby and toddlers?
- No safe public toilets close to a bus stop; many who use the bus stops may have traveled from several places and will need space to relieve themselves.
- Bus routes for seniors are at times untimely (behind schedule); highly inaccessible (seniors will need to ask someone to drive them to the bus stop which is about five miles from where they live); and do not take them directly to their destination (which is anbout 3-5 miles away from the bus stop).
- Bike lanes are not safe; those are shared with buses and cars.
- Language at times becomes a barrier. Some of our community members are fearful of taking public buses because they would not know how to communicate with the bus driver how to get to their destination if and when they missed it.

Summary

Community Outreach Services

For 2021 Regional Plan

The Urban Collaborative Project

Service Area:

Southeast San Diego

Part 1: The Urban Collaborative Projest Description

1. Background (Mission/History)

The Urban Collaborative Project (formed in 2013) is an inclusive effort through Community outreach, by neighborhoods, Town Councils and other neighborhood stakeholders to make safety, civic engagement, health and beautification, a neighborhood practice, making our communities more vibrant, informed and connected. All premised on the belief that vibrant neighborhoods are critical to the overall success of our City.

Major areas of focus for us is Community Trauma and Resilience which includes Trauma informed Policies, K-12 school support, Healthy Food access, Community infrastructure/Placemaking, Family Support and enhancement, Resident Leadership Training, and inter-organizational Action Teams.

Through our continued Self Healing Community model, we have begun to have our community identify indicators, prioritize them and begin working on solutions through working together and measuring our progress.

In the last 6 months we have seen numerous beautification projects in neighborhoods, we have seen a reduction in crime in neighborhoods,(50% in one particularly troubled area) began relationships with commercial property owners and have already seen an increase in resident participation.

Due largely to the belief that Transportation in general is a Civil Right we have begun adding the Transportation sector as an area of interest to underserved communities such as ours. Because it is vital to each resident and family our Board of Directors thought it would be an appropriate element to add to our services and resources offered to our Community.'

Geographic Area/Audience

Our Geographic area of activity includes zip codes 92102,92113, 92114, 92139, and portions of 92115. These zip codes represent a community that suffers from long term systematic lack of services and resources.

The 5 largest ethnic groups in **San Diego** City (**Southeast**/Encanto & Skyline), are White (Hispanic) (31.1%), Asian (Non-Hispanic) (18.8%), Some Other Race (Hispanic) (18.4%), Black or African American (Non-Hispanic) (14.3%), and White (Non-Hispanic) (9.75%).

The age breakdown is as follows which represent a growing number of Youth appear to be the largest growing age group and the seniors are representing a smaller portion of the population, (<10 years **16%:** 25-34 years **18%:** 55-64 years **9%** 65+ years **8%)**

2. Geographic Area/Audience

Neighborhoods includes Valencia Park, Skyline Hills, Paradisce Hills,Broadway Heights, Alta Vista, Chollas Neighborhood, Webster Communities, Emerald Hills, Jamacha,Encanto Community, Rosemount Neighborhoods, Lincoln Park,. Our offices are located in the Webster Community however our service areas includes all the communities listed above.

Major Landmarks includes Educational Cultural Complex, Imperial Ave.mile of Art,, Plaza of Excellence, (located in Lincoln Park) and is bordered by MLK Freeway, I-94 to the North, I805 to the West and the Eastern Section of our area contains major thoroughfares which includes Imperial Ave. and Logan Avenues.

Our Targed audiences consists of numerous ethnicities including Latinos African Americans, , youth, low incme and a community that experiences high disparities in Health, Education, Safety and Economics.

Our ethnic breakdown is as follows: White (Hispanic) (31.1%), Asian (Non-Hispanic) (18.8%), Some Other Race (Hispanic) (18.4%), Black or African American (Non-Hispanic) (14.3%), and White (Non-Hispanic) (9.75%).

The major languages include English, Spanish, variety of African dialects and a substantial Asians that speak Taglog, Thai, and Vienamese..

Southeast San Diego is a community of hard working proud diverse community that has and is currently undergoing a shift of the population from beign considered a "Black" Community toward a Latino centrix community. This change has been pretty seamless.

The Urban Collaborative Project
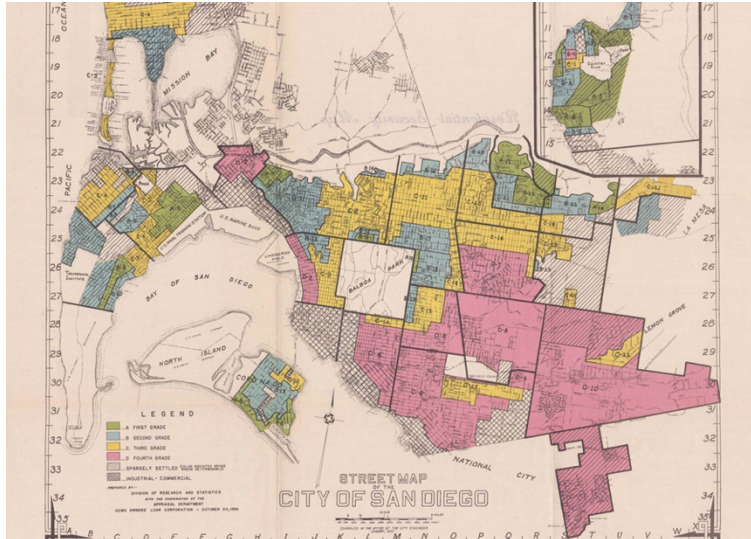
More importantly, these areas are located in a "Redlining Zone" that was established decades ago yet the same disparities and systematic racism exists to this day.

The areas in "red" are considered "hot" areas that were considered dangerous thus experienced . poor education funding, low financial investment ,low service and resource levels, (from the City of San Diego as well as the County of San Diego).

3.Community Served

The Urban Collaborative project utilizes a model named the "Self healing Community" model which includes Action Teams consisting of residents, stakeholders, subject matter experts to address our Community efforts.

Our efforts serves all resident in CD-4 including communities such as Valencia Park, Skyline Hills, Paradise Hills, Lincoln Park, Chollas View, Emerald Hills, Webster, Oak Park and numerous other neighborhoods. The total population of this area is approximately 166,000 residents. We include youth groups, Kiwanis Clubs, HHSA, local High Schools, select churches, and seniors as we continue to educate residents on the importance of an equitable, effective Transportation syste, for all residents, Latino, Asian, African Americans and Caucasian residents as well. Our local action team meetings usually consist of 10-15 people attending the working group where our larger workshops have had over 50 people in attendance.

4. Partners

Since our inception in 2013, The Urban Collaborative Project has developed excellent relationships with:

County of San Diego, HHSA, (Live Well partner), Unified School District, Circulate SD, Vision Zero, SANDAG, SDPD and numerous other local organizations such as the Chollas

Valley Planning Group, San Ysidro Health Care, Cox Cable, CD4, Paradise Hills Planning Group, SE Kiwanis Clubs, SD Public Library, SD Foundation

Part 2: Public Outreach Efforts for Regional Plan

1. The Language Assistance Program Update

In Canvassing our area we determined there has been an Asian population within our Community that has not been "at the table" addressing Transportation needs for the Asian and Filipino Youth and seniors within our Community. We partnered with local API leaders and were able to reach out on two separate. Events reaching out to the Filipino population. We had two workshops/focus Groups one at the House of the Phillipines located in Balboa Park and a separate event held at Samaran facility located in National City. The residents were primarily from the Paradise Hills Community , located in CD4.

2. The Community Vision Portals *(July – October 2019)*

In order to reach more "walk-ins" we utilized our Malcolm X library as a "pop-up" location for our efforts to reach youth and seniors by setting up a kiosk in the lobby of the library. Heavy foot traffic and offered an opportunity for residents to provide feedback on the Regional Plan and the 5 big moves designed to service our communities in a more effective and more equitable mode of local and regional transportation.

We were on site for approx. 4 hours and enjoyed a continuous stream of interested residents ranging from teens to seniors. There was huge interest in the 5 big moves as well as indicating they want funds improving neighborhood infrastructure rather than freeway improvements.

3. The 2019 Federal Update *(October – November 2019)*

While SANDAG has been able to obtain State time extensions for preparation and adoption of the RTP to satisfy State requirements, a federal deadline for an RTP update applied in 2019 in any case. To meet the federal deadline, SANDAG prepared a "federal RTP" for submittal and acceptance to the federal government, to maintain flow of federal transportation funding. The Urban Collaborative Project and fellow CBOs were involved in public notice and outreach for comments back to SANDAG. Our efforts started with early presentations and notices at Libraries, and joining outdoor events with other NPO's in mid 2019, with 3 UCP Action Teams.

As the federal RTP process closed to final public input in October 2019, The Urban Collaborative Project provided comprehensive final notice and solicitation of comments through email blasts to the same parties; these emails including:
Federal RTP comment period; how to comment; an Oct. 15 SANDAG Open House; an Oct. 18 SANDAG public hearing; and availability of a hard copy of the proposed federal RTP for public review.

4. The Coordinated Plan *(January – February 2020)*

As we moved forward with the The Coordinated Plan we joined City Heights as Hasan (SANDAG CEO) explained the 5 Big Moves and how these moves will begin the process of making mass transit a viable alternative to automobiles. We are currently working with groups in our community to bring this presentation to SESD through Social media and virtual on-line meetings with appropriate groups in our Community. We set up our Portal at the Malcolm X Library lobby area for two complete days. We were set up in the Lobby and had a pretty good flow of traffic, the Head Librarian recommended we arrive mid afternoon since that is when most of the foot traffic arrives. Important to coordinate with flow of traffic of participants at the Library.

- ▪ The Boards were very helpful in collecting and displaying comments and concepts of much of our Transportation material. The Boards can also be effective in larger venues but we may need to have a couple of more to accommodate the volume of people. Highly interactive.
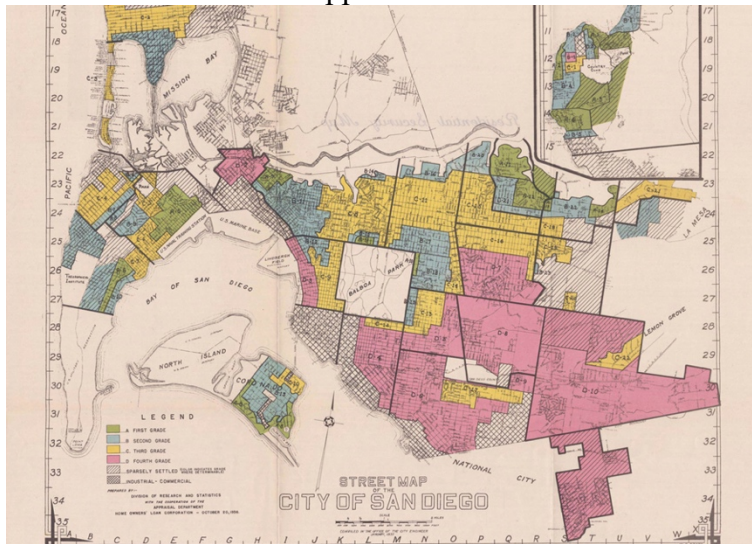- ▪ Number of total comments received under this category: 20
- ▪ Summary of "excited" comment highlights:
- • Loved the idea of local spending vs highway(s).
- • Good impression of the new CEO
- ▪ Number of total comments received under this category Summary of "concerned" comment highlights:
- • Reduced fair for Mass Transit
- • More frequent and discounted price for students.
- • More design improvements for our most dangerous intersections

5. The Community Mobility Assessment *(April 2020 – Present).*

The Urban Collaborative Project applied for the Clean Community Mobility Grant through the State of California, and we are assessing Community input in census tracts within our community that fit into the Cal Enviro screen requirements.

We worked with Greenlining Institute located in Oakland Calif as well as , Craig Jones from Allianct in North County and we created a team to assist in including Eric Henson (CD4 rep) and Rosa O from SAY SD both residents ouf our community. The purpose being to capture the disparities located in the most underserved portions of our Community and to begin addressing the Transportation and Health disparities in SE San Diego.

We have submitted our application and continue to work with SANDG on developing an inhouse Mobility Assessment for SANDAG to utilize as we implement the 5 Big Moves. Sprcifically targeting the Mobility options for the last mile which would provide transportation for residents from their home to the nearest Network connection to the Transportation network in our neighborhoods.

We have decided to start within our census tracts in the redlining area created in San Diego since the 1930's and 40's which outlined the "most dangerous" areas within our City as areas of systematic disinvestment in Transportation, infrastructure, lower city and county priorities.

Not surprisingly those systematic racist policies designed to idis-nvest in these census tracts are the same boundaries today as they were created back over 70 years ago.

Part 3: Social Equity Outreach for Related Efforts

1. **Census 2020** *(March – June 2020)*

Included social media outreach efforts utilizing the census Info, technique and activity to reach our targeted population within our census tracts. Utilizing the infrastructure set in place with organizations that are focused on the Census count and process we are able to provide

Transportation in general and the Regional Plan and the Big 5 moves specifically on the advantage from a Climate perspective information to the same population. We were able to join the Census2020 effort and provide Transportation information to their targeted population that includes underserved communities and residents.

2. **STEP Program Discussion** *(October 2019 – Present)*
Researched and applied for STEP grants through the State of Calif. Sought assistance for completion of Grant application from Craig Jones, from No Count Alliance and Jane Clough and staff. Submitted application, awaiting response. Used data from SANDAG and Greenlining Institute in Oakland Calif. Using our Redlining map that represented disinvestment boundaries of communities in our City.

As a group our CBO's met and decided we all need to create and submit a Mobility Community Assessment for our respective areas as it relates to the 5 big moves and our Regional Plan.

3. **Other Connected Efforts:**

Residential Leadership Academy: Our Resident Leadership Academy involved youth from our Community n a 9-10 week training program to inform our youth in the importance of Transportation networks culminating in a CIP, (Community Improvement Project.
and the goal is to develop a Community Improvement Project located along a Transit corridor within our Community. They agreed on a Gathering Place adjacent to the Trolley line located on Imperial Avenue,(92114). Through this 10 week training program we instruct the participants in working within the systems of transportation, and alternative modes of transportation and the involvement in the Transportation equity efforts within our neighborhoods.
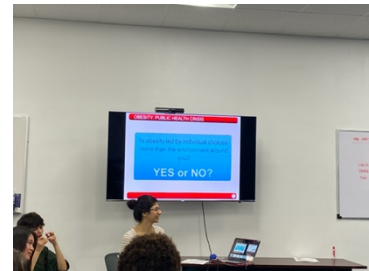
2018-2019 Transportation Workshop:

Our Community has been struggling for decades to increase the awareness of "Transportation Equity" among our Community residents. Our social disparities are so broad there seems to be a priority on Safety, Education and Economic disparities and not as involved in the Transportation Equity issue. Through workshops such as these and continued marketing and information sharing we are "moving the needle" by including the younger population to this conversation. This effort resulted in our first transportation workshop which including SANDAG, MTS Board members/President, Caltrans and our community groups and organizations encouraging our resident to share our transportation needs focused more on local projects in our communitites rather than relying on Freeway improvements .

Our first event was well attended and gave the Transportation entities an opportunity to listen to our community's needs and to share with our residents their respective visions and project status. The event was held in the early evening at the Skyline Library. Our goal is to have an annual Transportation Workshop in our communities to improve the communications between our community and the many Transportation related entities within the City and County.

There were approximately 67 residents from our community that attended. We had over 30 minutes of questions and discussions with our residents and were able to capture contact information from the residents and began our Transportation Action Team which helps develop our Transportation Team that remains focused on our Transportation needs. One of our effors was to ensure the traffic configuration for Euclid and Hiway 94 off ramps was altered to improve safety. This area was a very dangerous areas for traffic exiting 94 to Euclid avenues North and South. Our role was to track the progress as the project moved through the internal funding and planning process. Our goal is to have this second workshop to occur this year with the hopes of making this event an annual one.

Bike to Art:

Each year for the last two years we have served as a fiscal agent to a youth oriented bike event for our kids addressing safety, and the importance of utilizing family events to highlight the importance of utilizing alternative transportation in our families and communities. The event has been well attended and has grown each year throuth the I-Commute Grant (through SANDAG) awarded each year.The program is designed to highlight Bicycle safety, rules and encourages families to take bike rides more often….as a family. The Art component is a very important aspect of this event since it too highlights transportation related art and the artistic talents of our youth. There are usually at least 200-300 participants, families and spectators each year at the event held in Barrio Logan.

Although we have enjoyed funding through I-Commute the event has grown to becoming more self sustaining and will continue with funding from other non profits with grants and donations from the community.


Part 4: Reflections and Next Steps

1. **Lessons Learned/Technique Suggestions**

Because of the COVID-19 we all were forced to change our Outreach techniques from in person, small groups and Focus Groups to conducting outreach through social media which includes Zoom meetings, posting and soliciting input through other social media efforts including FB, (5,000 followers), Instagram, (1,609 followers).

Prior to the Corvid-19 event we have learned our community needs more information and a better understanding of how transportation is a civil right for all residents and especially in developing an equitable transportation system that lifts up all residents not just a portion of our residents.

2. Community Issues
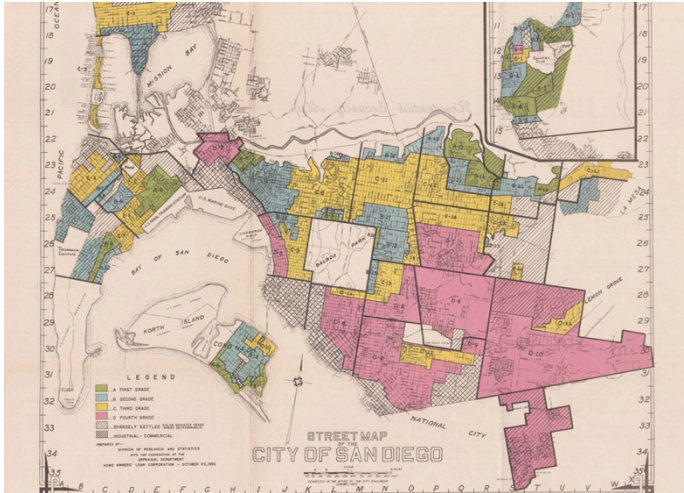
Primariy we continue to educate and provide simple instructions and information to help our community become more aware of our Transportation needs, importance of our Transportation disparities. Which includes more funding for streets and a better Mass Transit system to major work groups within our Region.

SANDAG can assist our Community and other underrepresented communities by focusing more on the Redlining boundaries established well before 1940. These shift in prioirities will do much to allow these communities to "catch up" with other communities in San Diego that have been enjoying appropriate and timely improvements in their communities including infrastructure, road improvements, complete streets implementation (universally), road diets and other safety improvements in some of the most dangerous intersections inour community.

Summary

Community Outreach Services

For 2021 Regional Plan

Vista Community Clinic

Service Area:

Oceanside, San Diego

Part 1: Vista Community Clinic Description

1. **Background - Mission/History** *(i.e; history, structure, mission statement, services provided):*

Welcoming. Trustworthy. Innovative. Caring. These qualities have defined Vista Community Clinic (VCC) since it first opened in the basement of a local animal shelter in 1972. VCC quickly became the health care safety net for the area's poor and uninsured by giving them access to the high quality health services that they needed and deserved. Today VCC is recognized as a key regional health provider with nine state-of-the-art clinics in North San Diego, Riverside and Orange counties, treating more than 69,000 patients each year. VCC's mission is to advance community health and hope by providing access to premier health services and education for those who need it most. VCC's Health Promotion Center (HPC) is one of the largest community clinic outreach and education programs in San Diego County, reaching over 100,000 people each year on a variety of topics including migrant health, resident leadership and advocacy, parent and child health, substance use prevention, youth development, tobacco control, and HIV prevention. SANDAG Outreach efforts are housed within HPC.

2. **Geographic Area/Audience** *(to be reached for SANDAG outreach.)*

The Crown Heights neighborhood has been working for decades to combat gang violence linked to the 'Center Street' gang.

Vista Community Clinic has 5 clinics in North San Diego County, three in Oceanside and two in Vista. Two Oceanside locations are only a few blocks away from the Crown Heights Neighborhood, a neighborhood that VCC has chosen to prioritize for SANDAG Community-Based Outreach. The Crown Heights neighborhood is located west of Interstate 5 and south of Oceanside High school. Over half (56%) of the residents are Spanish speakers and most of them do not own a home. Affordable housing is a big problem in the community; in many instances two or three families have to live in one apartment to share the cost of the rent because one family cannot afford to pay. Because the neighborhood is located just over a mile from the beach, the neighborhood is at risk of gentrification. Residents are experiencing apartment owners renovating their properties and increasing the rent. Therefore, many residents have moved out of the neighborhood since they cannot afford to stay.

Another characteristic of this community is that many residents walk or use public transportation to move around. Families walk to local grocery stores and the public library on a daily basis. Many children do not own a computer, so they go to the public library and neighborhood resource center to use a computer and do homework.

3. Community Served

As a non-profit organization, Vista Community Clinic is governed b y a board of directors of thirteen members with expertise from established careers in the legal, corporate, health care, education and government areas. Both VCC's CEO and Chief Health Promotion Officer are bilingual, as are many of VCC's staff. VCC's Health Promotion Center conducts community outreach and education throughout North San Diego County, with an emphasis in the cities of Oceanside and Vista and a focus on those facing barriers including language (primarily Spanish-speaking), income, education, or legal status. HPC programs recognize the impacts of social determinants of health and understand making healthy choices isn't only a matter of educating community members. Programs work as a committed and collaborative partner with many other sectors including school districts, local policy offices, law enforcement, and the County's Health and Human Services Agency to impact public health policies at the local, regional, state and national levels.

VCC participates in numerous health fairs and community events; this one held at Crown Heights Resource Center.

4. Partners

VCC leadership and staff play an active role in many collaboratives serving North County, including the County's Live Well Leadership Team, Alliance for Regional Solutions, Farmworker Care Coalition, and the North Coastal Prevention Coalition. In addition, we partner with food banks to be able to assist the community to cover some of its basic need. In partnership with the City of Oceanside, we hosts weekly food and diaper distributions at three community centers in Oceanside (Crown Heights, Cesar Chavez, and Libby Lake Resource Centers), as well as additional community settings in Vista.

Part 2: Public Outreach Efforts for Regional Plan
1. The Language Assistance Program Update

Staff used a variety of strategies to engage the community to participate in the focus group. Residents were recruited through community events, meetings, and phone calls. Staff contacted over 40 community residents via phone and carefully explained to them what a focus group was and the intentions of the focus group. All participants received a $10 dollar gift card for participating and also food was provided. Incentives always help; many families after work have to cover personal obligations such as cooking dinner, so food is always a good incentive. Only one focus group was conducted for 2 hours with 12 residents of the Crown Heights Neighborhood in Oceanside. All participants were women and ranged in age from 17-65 years of age. Because all participants felt more comfortable to speak in their native language, the focus group was conducted in Spanish. All participants were eager to participate and everyone had an opportunity to share their experiences and knowledge.

Most of the focus group participants use public transportation as a mode to move around. Some participants expressed they have not experienced any problems when they use public transportation. There are booklets in Spanish that guide them to use public transportation. These participants also mentioned they have received help from drivers. Although some drivers do not Speak Spanish they are willing to help, so bus users sometimes communicate with them with hand gestures and body language; however, there are some drivers that are not friendly; this discouraged residents from using public transit. In fact, some participants stated they had avoided using public transportation because of their English barriers and because drivers are not friendly. In conclusion, all participants agreed the transit system needs to provide more resources in Spanish, including bilingual drivers and staff, bus frequency, maps routes with information in Spanish, maps routes with information in Spanish at bus stops, more information in Spanish about public transit services, shade and trash cans at bus stops, as well as public phones and light. Participants feel very unsafe at some bus stops and transit enters. Furthermore, participants mentioned they prefer to use the Sprinter over buses because it is cleaner, comfortable and affordable. Sprinter users have had a good experience riding the train, so more Sprinter routes would help them to cover more of their transportation needs.

All participants were not familiar with ICommute and Fast track services, and only three participants said they knew about 511; however, they do not know about the services it provides. Focus group participants suggest to promote these services in Spanish among the Latino Community, so that the community can start using them.

2. **The Community Vision Portals** *(July – October 2019)*

Crown Heights residents participating in the 5 Big Moves presentation where the Community Vision Portal was displayed.

Staff took every opportunity to educate the community about the 5 Big Moves. The vision board was a good tool to start the conversation on the regional plan. Some residents started asking questions as soon as they saw the board. They were curious about it. Some of them mentioned they did not know anything about the 5 Big Moves because they work in the evenings, so they have no time to participate in community meetings; however, they participate in community events. Therefore, staff started taking the board to community meetings and events. Three events were exclusively devoted to displaying the Community Vision Board: on September 30, 2019

Community presentation on 5 Big Moves in September 2019.

during a 5 Big Moves presentation; on October 21, 2019 during an RTP and 5 Big Moves presentation; and on December 18, 2019 during La Posada Event. Over 150 people were able to see the board, ask questions and provide input. The board was a good tool to explain the 5 Big Moves concept, and was well received by partipants. Residents shared they are excited about the new plan, and they believe this plan will accommodate most of their transportation needs. Residents have seen many improvements on major freeways, but claim that these changes do not help them, "They help drivers." It is time to focus on projects that will benefit members of the community that rely on the public transportation system. Many students cannot afford to buy and maintain a vehicle, so they use the bus to get to their local high schools and use the Sprinter to go to local colleges and universities. The new approach gives them hope. However, residents are concerned about the lack of frequency of current transportation system. The 5 Big Moves is a long-term project and residents are concerned about their needs in the present time. They are afraid that these projects will not be completed and want SANDAG to prioritize and speed up the public transportation projects. Many residents rely solely on public transportation to get around but believe it is currently inefficient. It takes some residents about 6 hours to get to and from a medical appointment. One resident commented that some of the poorest cities around the world have a better public transportation system than San Diego. Some concerns in regards to the 5 Big Moves are**:**

- **Technology**: it will benefit the younger community, but maybe a hindrance to the senior community. Many middle aged people still struggle to use smartphones, so the implementation of technology in public transportation settings might negatively impact those less technologically savvy.
- **Parking:** it largely impacts underserved communities; there are many parking regulations in apartment complexes where more underserved communities live. This is less of a concern for individuals who own homes and can park their cars in their garages or driveways.
- **Parking in downtown San Diego is too expensive**. Since there is not reliable transportation, affordable parking is needed.

3. The 2019 Federal Update *(October – November 2019)*

A presentation on the Federal Regional Transportation Plan was conducted in Crown Heights to 26 residents. At the presentation, 24 comments were collected. Most comments reflected the lack of public transportation in local communities in North County.

Some residents have to walk several miles before they get to their final destination. Some struggle on a daily basis because schools do not provide transportation and there are no bus routes to take their children to the school. Some parents have to pay to their neighbors to transport them and their children to the school.

Presentation on Federal RTP and 5 Big Moves.

In addition, the community was impacted because bus routes 313, 318, 323, and 347 were discontinued. As a result, many community residents have to walk to get to work.

4. The Coordinated Plan *(January – February 2020)*

Describe your outreach for The Coordinate Plan.

One focus group in Spanish with 9 residents of the Crown Heights neighborhood in Oceanside was conducted on the Coordinated Plan on February 5, 2020. All participants were female and aged range from 17-65. For this particular focus group, residents from other Oceanside neighborhoods and cities like San Marcos and Escondido were invited to participate. Staff have been using phone calls as a way to personally invite residents to participate in activities. This is the technique that has provided better results in recruiting residents. Most of the participants have used public transportation for many years; some have used it for over 10, 30 and 40 years. Focus group findings show that many of the participants have experienced very uncomfortable situations while riding the public bus. For instance, some participants who are over 55 years of age shared that the bus drivers have asked them to show their ID when they use their Discounted Fare Card. Drivers want to verify their age. They have done the same to some students. Other participants mentioned that drivers take off as soon as the riders get on the bus which does not allow some seniors with limited mobility to take their seat before the bus starts moving. Some bus drivers do not wait for riders although they can see them waving their arms and running to catch the bus. "If you miss the bus, you have to wait 1 hour for the next one. It is especially hard during winter and summer; some days are too cold, too hot, or raining." Other participants expressed they feel that some bus drivers are biased towards certain ethnic groups. Some bus drivers do not allow Latinos to bring coffee on the bus, but allow other groups to do so. "We know we are not supposed to have any kind of food or drinks on the bus, but when we see some drivers allow certain people to bring food/drinks we feel it is okay for us to do so, but we get told to throw it

out." These bus riders not only have to be exposed to the above situations but also they have to use 2 or 3 buses before they get to their final destination. In addition, some have to walk about 40 minutes to get to their final destination.

In regards to paratransit services, only one participant has used the services because she works as a caregiver. They avoid using the services because paratransit usually takes 5 hours to take them to their final destination. It picks up several clients, so it has to make several stops; it is so difficult for a 90 year old to be on the paratransit for several hours. "This program needs improvements." "Paratransit does not cover our needs." Lately, they use Uber, Lyft, or the bus to go to doctor's appointments. All agree more bilingual/bicultural bus drivers are needed as well as to improve the paratransit services in order to cover community needs.

5. **The Community Mobility Assessment** *(April 2020 – Present) Describe your status of participation in the Community Mobility Assessment.*

VCC has participated in 5 meetings hosted by SANDAG to discuss Community Mobility Assessment and has chosen the Crown Heights and Eastside Neighborhoods to conduct the mobility community assessment. VCC has met with SANDAG staff virtually to discuss the target area to conduct the Community Mobility Assessment and is awaiting the survey tool and more direction from SANDAG to proceed.

Part 3: Social Equity Outreach for Related Efforts

1. **Census 2020** *(March – June 2020)*
- Vista Community Clinic (VCC) is continuing to do Census outreach during these times. It has included Census education with all of its food and diaper distribution efforts. In addition, VCC has moved a lot of our outreach to social media based platforms. Using various program pages we have been able to partner with our own programs, and target messaging to the populations they serve, which include: youth, parents, and our migrant communities.
- A highlight and unique way we also got our Census messaging out is by doing community chalk art. We know people are taking short walks in their neighborhood as a way to stay active, and taking advantage of our captive audience, we took our messages out to the streets (or sidewalks).
- We have been able to reach 1200 people through our social media efforts and 900 through food and diaper distribution.

2. **STEP Program Discussion** *(October 2019 – Present)*

VCC is in communication with the two other North County CBO partners (Alliance for Regional Solutions and the National Latino Research Center at CSUSM) to explore the possibility of these three organizations partnering to submit a join application to received STEP funds. ARS has assumed the lead role in this effort due to both their expertise, as well as the broader area of the region the cover for SANDAG outreach.

3. Other Connected Efforts

VICINITY MAP AND AREA OF IMPROVEMENTS BEING REQUESTED

Resident Leadership Academy graduation and presentation of Community Improvement Projects to Oceanside Mayor.

Staff conducted a Resident Leadership Academy (RLA) training for Crown Heights residents in 2018, and ten residents completed the ten session program. An outcome of this effort was the development of six Community Improvement Projects (CIP) that were presented to Oceanside Mayor Peter Weiss at their graduation ceremony. The CIP's included stop signs, bike lanes, pedestrian crosswalks, a roundabout, shade structures over a playground at the resource center and neighborhood park, and a recreational area adjacent to the Oceanside Senior Center. Residents developed the projects with the intention to improve the walkability of their neighborhood, so that children and families can continue walking without risking their lives. Many Crown Heights residents, including children, walk on a daily basis to local grocery stores, to school, to the Boys and Girls Club, to the public library to have access to a computer to do homework, and to the transit center to get the bus or Sprinter. Mayor Weiss helped connect residents with various City staff and departments, and their efforts continue. In October 2019, residents had the opportunity to meet with the Deputy City Manager who saw a potential on these projects. In February 2020, residents and the Deputy City Manager met again; at this meeting, the Deputy City Manager announced that the city was going to start working on pedestrian cross-walks and stops signs in June. To date, four stops signs have been installed. Due to COVID-19, residents and the Deputy Manager have not been able to schedule a meeting, but there are plans to contact the City Manager to schedule a meeting so that residents and CBO staff can discuss other projects and ask for support in regards to Community Mobility Assessment.

Part 4: Reflections and Next Steps

*1.* **Lessons Learned/Technique Suggestions**

Crown Heights Resource Fair, July 2019.

VCC conducted several presentation to keep the community updated on the regional plan. In addition, updates were provided on a monthly basis during Crown Heights Neighborhood Association community meetings. Community events like Día del Niño and la Posada events hosted by VCC in Crown Heights were also good venues to educate the community on the 5 Big Moves. Visuals like maps, puzzles, and the community vision portal display were good tools to engage the community in the conversation. Residents learned while enjoying doing activities. Animated videos about regional planning developed by SANDAG also helped the community learn about regional planning in general. The community was engaged at one point, but got disconnected when SANDAG had to delay the process due to the adoption of the new transportation approach and also COVID-19 was a factor. March and April were the worst months to approach the community. Many residents lost their jobs because of the pandemic, so regional planning was not a priority for the community. Fortunately, the community was able to connect again in May and overall they are very positive about the 5 Big Moves concept.

2. **Community Issues**
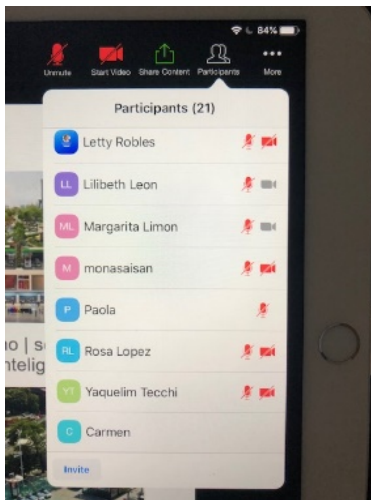
Screen shot of participants during May Zoom session on 5 Big Moves.

The Latino Community is one of the most impacted during COVID-19. Many community members lost their jobs and did not qualify to receive any benefits. It was very hard to keep the community engaged knowing that residents have other priorities. In May, staff scheduled a virtual meeting to continue updating the community on the regional planning. Many community residents do not have a computer, or know how to use Zoom. Staff taught the residents via telephone how to use the Zoom app on their phones in order for them to participate in their first virtual meeting. Over 21 individuals participated in two virtual meetings to talk about the 5 Big Moves. SANDAG is using technology as a way for the communty to get involved; however, some communities still struggle with limited access to technolgy. This needs to be taken into consideration, otherwise underserved communities will not be able to participate in the decision making process.

Appendix H Attachment 2:

Community-Based Organization Mobility Needs Assessment Summary

Appendix H Attachment 2: Community-Based Organization Mobility Needs Assessment Summary

Overview

SANDAG worked closely with the network of community-based organizations to conduct a community-based mobility needs assessment. The purpose of the needs assessment is to evaluate needs, priorities, and opportunities for 2021 Regional Plan projects in historically underserved communities through a meaningful and representative community engagement process. The needs assessment is intended to provide a comprehensive evaluation of existing transportation services and assess opportunities for new transportation solutions that address the unique needs and diverse backgrounds of communities within the region.

The mobility needs assessment took a quantitative and qualitative analysis approach to better understand community demographics, existing transportation infrastructure, and services. A survey was developed jointly with the network of community-based organizations to solicit feedback from community members on their transportation experience. The survey was an opportunity to gain deeper insight into existing transportation options in the region, identify barriers to transportation access, and evaluate impacts of COVID-19 on use and willingness to use a variety of transportation services. The survey was developed and distributed via SurveyMonkey. Instruments were available in multiple languages, including English, Spanish, Arabic, Tagalog, and Vietnamese. The network of organizations used various methods to distribute the survey, including social media, newsletters, email distribution lists, food distribution events, and phone banks. The mobility needs assessment survey was a sample of convenience. The results of the survey reflected in this appendix are not weighted or statistically representative of the entire San Diego region. The majority of responses were collected between November and December 2020.

Survey Respondent Demographics

The survey collected more than 2,900 responses from a diverse group of community members. The majority of respondents identified as female (73%) and black, indigenous, or people of color (BIPOC) (69%). Approximately 87% of respondents reported an annual household income that is less than the region's median household income of about $82,000 based on 2019 SANDAG Population and Housing estimates. More than 45% of respondents reported being full- or part-time employed; 5% reported being students; and 40% reported being either unemployed, retired, or not working.

Table H2.1: Demographics of Survey Respondents

Demographics of Survey Respondents		
	Number of Respondents	**Percentage of Respondents**
Gender		
Male	488	23.80%
Female	1,512	73.80%
Non-binary	4	0.20%
Prefer not to answer	41	2.00%
Other	4	0.20%
Ethnicity		
American Indian or Alaska Native	45	2.10%
Asian	127	5.80%
Black or African American	143	6.60%
White	643	29.50%
Latinx/Latino/Latina/Hispanic	1,044	47.90%
Middle Eastern	35	1.60%
Native Hawaiian or other Pacific Islander	19	0.90%
South Asian	13	0.60%
Other	109	5.00%
Income		
Less than $24,999	952	50.10%
$25,000–$34,999	313	16.50%
$35,000–$49,999	172	9.00%
$50,000–$64,999	131	6.90%
$65,000–$79,999	96	5.00%
$80,000 or more	237	12.50%
Employment		
Full-time employed	687	30.80%
Part-time employed	353	15.80%
Full-time student	78	3.50%
Part-time student	50	2.20%
Unemployed and not seeking employment	93	4.20%
Unemployed and seeking employment	258	11.60%
Retired	163	7.30%
Not working	372	16.70%
Other	175	7.90%

Travel Experiences and Access to Transportation

When asked to indicate their ease of traveling throughout the region, more than 63% of respondents indicated that it is generally easy for them to get to where they need to go (Figure H2.1). While it is certainly notable that the majority of respondents indicated that they could travel to their destinations with ease, approximately one-third of respondents indicated that they do not agree or are neutral. This shows that there are opportunities to improve the transportation experience for many respondents.

Figure H2.1: Ease of Travel

It is generally easy for me to get to where I need to go:
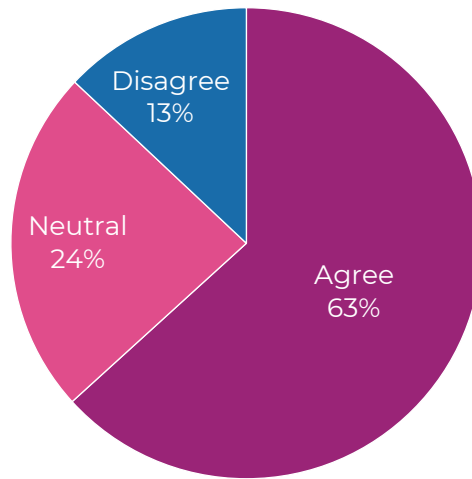
More than 80% of respondents indicated having access to a personal vehicle, although just over half of the respondents reported having access to a personal micromobility device such as a bike, scooter, or skateboard (Table H2.2). This highlights the opportunities for Flexible Fleets to provide an affordable option for those who do not own a vehicle and help reduce the reliance on owning a personal vehicle to move around. Shared micromobility services such as bikeshare, scootershare, and other rideables may also provide a healthy and sustainable transportation option for respondents who do not currently have access to bike or scooter.

Table H2.2: Access to Transportation Vehicles

| Access to Transportation Vehicles		
	Yes	**No**
Access to personal vehicles	2,473 (84%)	454 (16%)
Access to one or more bikes, scooters, or skateboards	1,159 (58%)	1,146 (42%)

Transportation Planning Considerations

There are many factors that may influence access to transportation beyond ownership of a personal vehicle or micromobility device. These could include physical or developmental impairments that may make it difficult for someone to travel or use a service, difficulties accessing technologies that many new mobility services rely on, challenges with payment, or concerns about safety.

Forty-five percent (45%) of respondents indicated that they have a medical condition that makes it difficult to travel. This is mostly reflected in respondent's difficulties to walk, take transit, and bike. Transportation solutions should be designed using a community-focused approach to ensure vehicles and services address user needs and are accessible for all to use.

Figure H2.2: Medical Conditions May Impact Travel

Please let us know if you have a medical condition that makes it more difficult to:
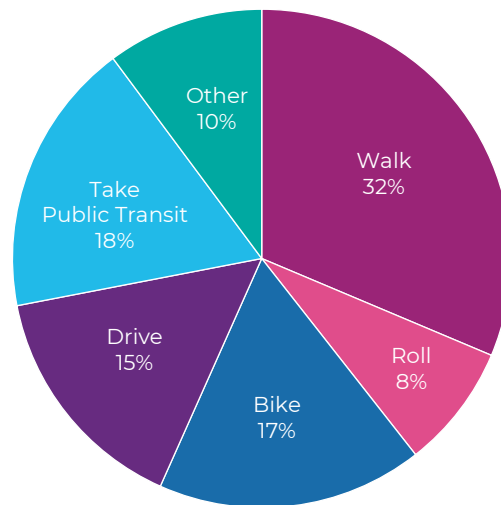
Transportation technology has evolved rapidly in the past decade and enabled the rise of app-enabled mobility services that can be reserved on demand using a smartphone application. Many of these new mobility services, however, require users to own a smartphone and have an active bank account and driver's license to access the service. These service models may exacerbate existing disparities regarding access to technology and information. Of the technologies listed in Table H2.3, respondents indicated that they most regularly use a smartphone, followed by home internet. With regard to access to traditional payment options, the majority of respondents indicated that they most regularly use credit and/or debit cards and cash (Table H2.4). Food vouchers and/or food stamps and prepaid cash cards are also regularly used by hundreds of respondents. This highlights the need for mobility services and programs to provide alternative payment options to ensure affordable and equitable access.

Table H2.3: Technologies Used Regularly

Technologies Used Regularly		
	Number of Respondents	Percentage of Respondents
Smartphone	2,026	77.3%
Home internet	1,651	63.0%
Phone data plan	897	34.2%
Cell phone (not a smartphone)	583	22.2%
I do not use any of these technologies regularly	52	2.0%

Table H2.4: Payment Options Used Regularly

Payment Options Used Regularly		
	Number of Respondents	Percentage of Respondents
Cash	1,719	66.7%
Credit and/or debit card	1,804	70.0%
Prepaid cash card	142	5.5%
Food voucher and/or food stamps	560	21.7%

Access to New Mobility Solutions

New mobility services provided by Flexible Fleets can provide new, alternative ways of traveling that reduce the reliance on owning a car to move around. The vast majority of respondents are not familiar with new mobility options like electric vehicles, carshare, bikeshare, and scootershare. The transportation options that survey respondents were most familiar with were on-demand ridehailing services and carsharing. This is likely due to their widespread adoption and use throughout the entire region, whereas services like bikeshare, scootershare, and on-demand shuttles have been piloted and deployed in the more urban areas of the region. Developing local ordinances, permit programs, and partnerships with mobility providers can help ensure services are deployed equitably throughout the region in support of mobility and social equity goals.
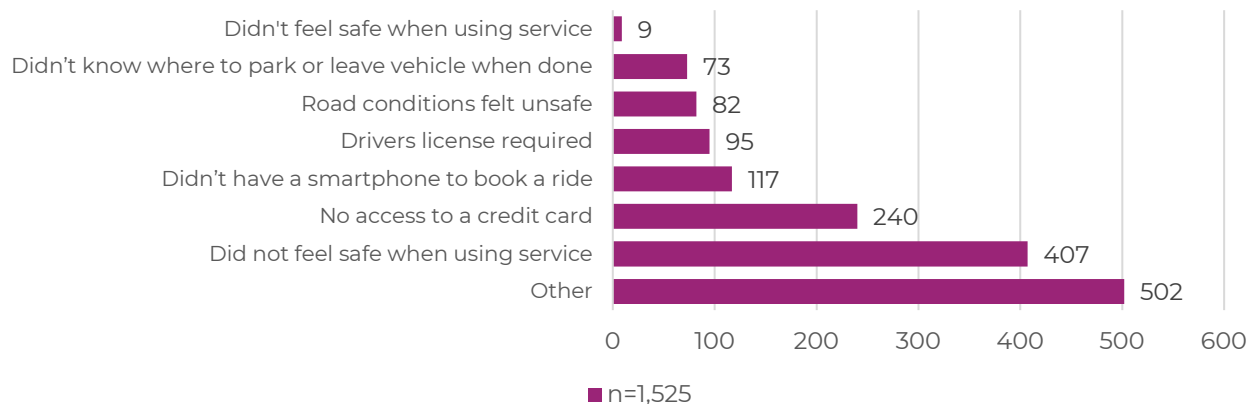
Familiarity with New Mobility Services

	Not Familiar	Somewhat Familiar	Very Familiar
Electric cars	46.9%	35.8%	16.0%
Carshare (e.g., Zipcar)	69.0%	21.2%	7.7%
Bikeshare	77.9%	13.7%	5.9%
Scootershare (e.g., Bird, Lime)	72.6%	16.4%	8.9%
E-bikes	73.1%	17.9%	6.2%
On-demand ridehailing (e.g., Uber, Lyft)	38.0%	32.0%	28.1%
Neighborhood shuttles (microtransit)	73.5%	18.8%	5.6%
Automated vehicles	66.9%	17.5%	12.0%

As discussed earlier, there are many barriers that may impact the ability to adopt or use these technology-based mobility services. Of the respondents that had used the above-named mobility services, many faced challenges using the mobility services due to a lack of a smartphone, driver's license, and/or credit card. Other challenges faced by respondents included difficulties hailing a vehicle, difficulties finding a micromobility device in their community, or feeling unsafe using these services.

Figure H2.3: Challenges with New Mobility Services

Have you experienced any challenges while trying to use any of the services above?

Challenge	Count
Didn't feel safe when using service	9
Didn't know where to park or leave vehicle when done	73
Road conditions felt unsafe	82
Drivers license required	95
Didn't have a smartphone to book a ride	117
No access to a credit card	240
Did not feel safe when using service	407
Other	502

n=1,525

Finally, it is important to note the impact that COVID-19 has had on respondent travel preferences and opinions. While the long-term impact of the COVID-19 pandemic on our travel remains unknown, the survey revealed respondent hesitations with readily using shared mobility services including transit and on-demand rideshare. Concerns with using shared mobility services are mostly related to passenger safety, comfort, and cleanliness of vehicles. Future mobility services will need to integrate amenities and features to ensure riders feel safe and comfortable when traveling.

Figure H2.4: Traveling Post-COVID-19

Once social distancing measures are lifted, do you have any of the following concerns with using public transportation or rideshare? (Check all that apply.)
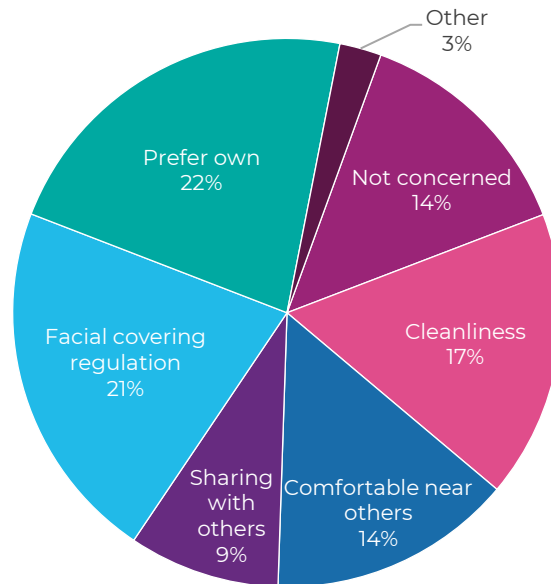
Key Takeaways

The mobility needs survey highlighted several opportunities that may inform future development or design of 2021 Regional Plan projects and pilots in historically underserved communities. Although the majority of respondents indicated that they have access to a working vehicle or a personal micromobility device, several respondents indicated that they are not able to easily move around the region. This survey highlights opportunities to improve transportation options in these communities and provide a compelling mobility option that works for community members of all backgrounds. Many barriers to new mobility options exist. For future services to be successful, new mobility solutions should consider options for those who do not have access to a smartphone, debit or credit card, or driver's license. Additionally, public outreach and marketing will be critical to ensure community members are aware of and familiar with these services. Collaboration among public agencies, the private sector, and community-based organizations is critical to ensure that new mobility options are designed to address and respond to community needs.