

# The Tripping Point: Advocacy Summit for Completing Streets in Los Angeles

Saturday, June 10th, 2017

PUENTE Learning Center, Boyle Heights, LA



*Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration, American Heart Association and AARP California.*

# Schedule

**9:00AM** Check-in, breakfast, and registration

**9:30AM** Introduction and welcome **Jessica Meaney, Executive Director, Investing in Place**

**9:40AM** Community Member Story **Cleo Ray, Mar Vista**

**9:45AM** Keynote Speaker #1 **Barbara Romero, Deputy Mayor, Office of Mayor Eric Garcetti**

**10:00AM** Community Member Story **Vanessa May, Lake View Terrace**

**10:05AM** Keynote Speaker #2 **City of Los Angeles Councilmember Nury Martinez**

**10:20AM** Working Effectively with the City **Seleta Reynolds, General Manager, LADOT**

**10:50AM - 12:00PM** Breakout session #1

- A. How to get a bus shelter, sidewalk repaired, and crosswalk in your neighborhood
- B. Communicating with your decision makers: Grow confidence in your advocacy
- C. Hands-on walk audit: A practical tool to assess your walking environment & engage allies

**12:05PM - 12:40PM** Lunch

**12:40PM - 1:50PM** Breakout session #2

- A. Urban forestry: Growing a healthy street tree canopy for all
- B. Complete Streets are Green Streets
- C. Organizing for change: The power of relationships

**2:00PM** Closing Remarks and Next Steps

10:50- 12:00pm		Session Description
<b>A - Room 252</b>	<p><b>How to get a bus shelter, sidewalk repaired, and a crosswalk in your neighborhood</b></p> <p>Jessica Meaney (Investing in Place), OUTFRONT/Decaux, and City of Los Angeles</p>	<p>Join City of LA staff from Bureau of Engineering, Department of Transportation, Mayor Eric Garcetti's office, and OUTFRONT/Decaux for a session on how to get your sidewalk fixed, get a bus shelter installed or cleaned, request a crosswalk and more. This breakout session will feature brief presentations and then q&amp;a and is intended to give participants a understanding who to contact and how the process works for improving our sidewalks, bus stops and crosswalks.</p>
<b>B - Room 262</b>	<p><b>Communicating with your Decision Makers: Grow confidence in your advocacy</b></p> <p>Rudy Espinoza and Azusena Favela (Leadership for Urban Renewal, LURN)</p>	<p>Feeling like you don't know where to start when it comes to speaking up for your community's needs? Join us to help you break the stigma around public participation and grow your confidence in advocating for you and and your community. Your voice is your power. Take your advocacy a step further and learn to navigate the system and bring your issues to light.</p>
<b>C - Main Space</b>	<p><b>Hands-On Walk Audit: A Practical Tool to Assess Your Walking Environment &amp; Engage Allies</b></p> <p>Deborah Murphy and Emilia Crotty (Los Angeles Walks)</p>	<p>Join Los Angeles Walks to learn how to conduct a Walk Audit in your community. This breakout session will explore how we identify specific barriers, strengths, and observed behaviors on our city streets and sidewalks, allowing us to clearly state what impedes, enhances, and challenges the safety of people walking in our neighborhoods. Participants will leave with a tool to help you advocate for safer streets in your neighborhoods.</p>

12:40-1:50pm		Session Description
A - Room 252	<p><b>Urban forestry: Growing a Healthy Street Tree Canopy For All</b></p> <p>Jenny Binstock, Tree People and Rachel Malarich, Koreatown Youth and Community Center</p>	<p>Join TreePeople, Koreatown Youth and Community Center, and urban forestry advocates from our communities to better understand how we advocate for street trees! This breakout session will explore how we prevent trees from being needlessly removed, identify opportunities to advocate with the City of LA for preserving trees, learn more about how the City manages our urban forest, and create a shared platform supporting our urban forest.</p>
B - Room 262	<p><b>Complete Streets are Green Streets</b></p> <p>Max Podemski (Pacoima Beautiful), Enrique Huerta (From Lot to Spot) and Fernando Cazares (Trust for Public Land)</p>	<p>The focus of complete streets is often on safety, but what about creating pleasant places where people want to be? Green infrastructure is a key strategy in doing this through making streets that have ample shade, inviting landscaping, and other amenities. With an unprecedented amount of funds being invested at the state and local level, green infrastructure is also powerful tool for creating safer streets. This session will introduce you to the basic concepts behind green infrastructure as well as tools that will help you implement it in your community. During this session you will participate in an interactive exercise to create your very own urban greening plan.</p>
C - Main Space	<p><b>Organizing for Change: The Power of Relationships</b></p> <p>America Aceves (Proyecto Pastoral)</p>	<p>Join America Aceves, community organizer at Proyecto Pastoral, to learn how to organize in your community around pedestrian safety issues. Learn about various organizing strategies and tools, such as One-on-One's, and develop your personal story in order to engage others.</p>

# Keynote Speakers

## **Barbara Romero, Deputy Mayor of Los Angeles**

A native Angelena born and raised in East Los Angeles and Boyle Heights, Barbara Romero was appointed Deputy Mayor of City Services by Los Angeles Mayor Eric Garcetti in March 2015. In this role, she oversees the work of fifteen departments, including those directing billions of dollars in public investment, such as Public Works, Transportation, Recreation and Parks, and Water and Power. On a day-to-day basis, she steers the implementation of key mayoral priorities that are resulting in progress toward immigration protection, purposeful aging, revitalization of the Los Angeles River, and safer, cleaner streets. A lifelong Los Angeles Dodgers fan, Romero lives in the San Fernando Valley with her son.



## **Councilmember Nury Martinez, Los Angeles 6th District**

As the Councilwoman for the sixth district, Councilwoman Martinez is the champion of bringing the basic services of city government to the often-underserved communities she represents. She's focused on the day-to-day issues of fixing sidewalks and roads to cleaning up trash, debris and bulky items on neighborhood streets. She works tirelessly to ensure the families in the district have safe neighborhoods where they live and their children play.

As the Executive Director of Pacoima Beautiful, Councilwoman Martinez brought together competing interests to create economic opportunity with an eye towards environmental sustainability. Councilwoman Martinez is a graduate of San Fernando High School and California State University at Northridge. She and her husband Gerry live in Sun Valley with their daughter, Isabelle.



## **Seleta Reynolds, General Manager, Department of Transportation, City of Los Angeles**

Seleta Reynolds has over 17 years of transportation experience throughout the United States in both the public and private sectors. Prior to her current position, Seleta was a leader in the San Francisco Municipal Transportation Agency's Livable Streets section, coordinating streets projects citywide.





## Meet Your Community Members

### Vanessa May, Lake View Terrace

Vanessa May is a longtime off-and-on resident of Lake View Terrace. She is involved with the Foothill Trails District Neighborhood Council and the Lake View Terrace Improvement Association. She has learned the importance of trying to bring the neighbor back to the 'hood and engaging with local government, law enforcement and social service organizations for the good of the commUNITY.



### Cleo Ray, Mar Vista

Cleo Ray has been a resident of Los Angeles for many years and has been an advocate for more than 20 years. She's a member of the Disability Organizing Network, and a senior member of the Advocacy Action Group of the Westside Center for Independent Living. A graduate of "Leadership Through Advocacy" a C.A.L.I.F. training program for the community with disabilities, Cleo became a member of the Willits v Los Angeles class action lawsuit in 2010. Cleo is an appointed member of the City of Los Angeles Pedestrian Advisory Committee representing City Council District 11, and is also passionate in her advocacy for the homeless.



## Meet Your Presenters

### America Aceves, Proyecto Pastoral

America Aceves was born and raised in San Diego. America is an experienced bilingual community organizer having worked at Inner City Law Center, Collective S.P.A.C.E., and Housing Long Beach. She is currently Proyecto Pastoral's full-time community organizer overseeing the Comunidad en Movimiento (CEM) initiative.



### Azusena Favela, Leadership for Urban Renewal (LURN)

Azusena Favela is the Director of Programs and Operations. A native South Central LA resident, Azusena has led asset-building programs at New Economics for Women, community organizing and economic development efforts at CD Tech.. In particular, she helps grow LURN's advocacy and economic development initiatives to serve more families and entrepreneurs in communities like South LA, Boyle Heights and MacArthur Park.



## **Carter Rubin, Office of Los Angeles Mayor Eric Garcetti**

As a member of Los Angeles Mayor Eric Garcetti's team, Carter serves as Senior Program Manager on the Great Streets Initiative, which seeks to create vibrant community places along Los Angeles' commercial corridors. As a resident of Santa Monica, Carter has served as an appointed member of the Santa Monica Planning and Housing Commissions. From 2010 to 2013, Carter served on the board of the Southern California Streets Initiative, the non-profit organization that locally funds and supports Streetsblog L.A., a daily news source connecting people to information about sustainable transportation and livable communities.



## **Deborah Murphy, Los Angeles Walks**

Deborah Murphy Urban Design + Planning, Principal  
Los Angeles Walks, Founder & Executive Director

Deborah serves as an Urban Design/Planning and Grant Preparation consultant to cities and non-profits in the Los Angeles region and has facilitated the successful award of over \$128 million in grant funds for pedestrian/bicycle/transit improvements and new parks/open space.

Deborah is widely recognized for her leadership and vision in community consensus building, comprehensive city and active transportation planning, streetscape design and pedestrian safety issues. In her efforts to make Los Angeles more walkable, she founded the leading pedestrian advocacy organization in Los Angeles, Los Angeles Walks; is the Chair of the City of Los Angeles Pedestrian Advisory Committee; a member of the Vision Zero Alliance; a board member of the Streetsblog Los Angeles; and former member of the Green LA Coalition Living Streets Initiative.



## **Emilia Crotty, Los Angeles Walks**

Emilia is the Policy & Program Manager at Los Angeles Walks. She moved to Los Angeles in 2015 after 16 years in New York City, where she earned a BA from New York University and a master's degree in community health education from CUNY School of Public Health.

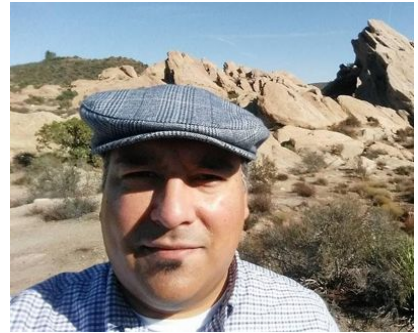
A longtime bike rider, Emilia started Bike New York's bicycle education program, which established community bike hubs throughout NYC featuring free public classes, after school programs, and summer camps that provide thousands of New Yorkers with basic bike skills. She worked for three years launching Citi Bike, the nation's largest bike sharing system, and served for five years on her community board. Emilia's dog Chewy introduced her to the joy of walking, which she now



works to make safer for all Angelenos.

## Enrique Huerta, From Lot to Spot

As a Community Organizer, Enrique's central goal is to get to know the needs of underserved and park poor communities. He fosters strong relationships to create and maintain successful green space projects throughout Southeast Los Angeles County and empowers residents to shape their community. Enrique conducts community engagement for one of the largest vacant lots in Los Angeles County – the 19-mile stretch of the Lower Los Angeles River.



## Fernando Cazares, TRUST For Public Land

Fernando Cázares is reluctant to call himself an environmentalist in the traditional sense. As Senior Manager of The Trust for Public Land's ["Climate Smart Cities" program](#), and working for the Natural Resources Defense Council before that, he has been professionally involved in environmental organizations for almost four years now. But he is acutely aware that his entry into environmental activism wasn't prefaced by an educational background in environmental conservation. Rather, his involvement in the environmental movement comes from an organic approach of community organizing.



## Francois Nion, OUTFRONT/Decaux

Francois manages innovative citywide street furniture P3 programs in the following cities: Los Angeles, San Francisco and Vancouver. After working with both JCDecaux NA and the Joint Venture Outfront/Decaux, and living in Los Angeles for the last 15 years, Francois's focus and expertise is on the evolution of street amenities and services. Specifically, in expanding such services from a physical world to a digital place all while taking into consideration the complex street and sidewalk social fabric.



## Jenny Binstock, TreePeople

Jenny Binstock is TreePeople's Policy and Campaigns Specialist where she works to make LA a more climate-resilient region. Her work is focused on supporting community-based and policy-level strategies for cooling and greening our neighborhoods, and augmenting our local water supply through stormwater capture and green infrastructure projects. Jenny has worked for over a decade in advocacy and academia on environmental, social justice, and global health and development issues.





## **Jessica Meaney, Investing in Place**

Jessica Meaney is the Founder and Executive Director of Investing in Place, an organization committed to transportation investments that strengthens communities. She is a transportation advocate who has been living car free in Los Angeles for over 20 years, primarily relying on Metro buses to get around in the LA Region. This personal experience using transit led her to work in the field in transportation policy – ultimately to create Investing in Place to address what she saw as an unmet need for an organization that prioritized the needs and focused on improving the experience (safety, reliability) of mobility for those without access to a private vehicle.



## **Julie Sauter, Deputy City Engineer, City of Los Angeles**

Julie Sauter is the Deputy City Engineer for the City of Los Angeles, Bureau of Engineering. As a member of the Department of Public Works, Bureau of Engineering's executive team, Ms. Sauter is leading the City's newly formed \$1.4 Billion Safe Sidewalks LA program. In step with Mayor Garcetti's priority of "Getting Back to Basics" this landmark program embraces a long-term and comprehensive approach to fixing our City's sidewalks.



Ms. Sauter's 24-year professional career includes both public and private sector experience comprising of municipal facilities, water and transportation sectors.

## **Max Podemski, Pacoima Beautiful**

Max Podemski is the Planning Director at Pacoima Beautiful, a member-based environmental health and justice nonprofit working in the Northeast San Fernando Valley where he has led the organization's efforts to improve mobility and open space. Mr. Podemski co-authored the Pacoima Wash Vision Plan, a plan that has been incorporated into official planning documents for the City of Los Angeles and the first park along the Wash is set to open in the coming year. Mr. Podemski also serves on the cities Pedestrian Advisory Committee as the representative for Council District 6.



## **Melissa Hernandez, OUTFRONT/Decaux**

Melissa joined the OUTFRONT/DECAUX team back in 2015. As a life-long Angeleno and public transportation user of over 20+ years with a divergent public sector background, she understands the need for public spaces and transit amenities that encourage public transportation, heighten streetscapes while integrating community needs. Melissa serves as a liaison with city departments, local community organizations and sub-contractors, to ensure that service levels are met daily. In her spare time, she enjoys riding her bike around town, finding



new coffee shops, and a good bowl of ramen.

## **Nat Gale, Department of Transportation, City of Los Angeles**

Nat Gale works for the Los Angeles Department of Transportation as the Director for Vision Zero, coordinating LADOT's involvement in the citywide campaign to eliminate traffic deaths by 2025. Nat's team focuses on policy, programs, and design that prioritizes the safety of the most vulnerable users on our streets. Previously, he worked in Mayor Eric Garcetti's administration leading the Great Streets Initiative, a place-based community development program aimed at improving quality of life, health, and safety for Los Angeles neighborhoods. He is an avid urbanist, dedicated transit-user, and a proud pedestrian.



## **Rachel Murich, Koreatown Youth Community Center**

Rachel Malarich has been working in urban forestry in the LA area for the past ten years, educating and engaging residents and helping communities across Los Angeles County plant and care for trees in their neighborhood streets, schools and parks. The past several years she has been engaging more deeply on urban forestry policy issues facing the city, particularly through the City of Los Angeles' Community Forestry Advisory Committee (CFAC). She is the Environmental Services Manager at Koreatown Youth and Community Center, the Council District 2 representative for CFAC, an ISA Certified Arborist and the former Director of Forestry at TreePeople.



## **Rudy Espinoza, Leadership for Urban Renewal (LURN)**

Rudy Espinoza is the Executive Director of Leadership for Urban Renewal Network (LURN), a community development organization designing innovations to responsibly revitalize low-income, urban areas. At LURN, he leads their advocacy efforts in support of the working poor and their micro-finance initiatives that support micro-entrepreneurs.

