

# **BUILDING TRUST BEYOND THE PROJECT:** **Community Partnerships for Active Transportation**

**Presented by**

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**ROXY RIVAS, PACOIMA BEAUTIFUL**





# Grounding in Place

## KEY THEMES IN THE NORTHEAST SFV



Extreme Heat



Lack of Shade/Trees



Unsafe Crossings

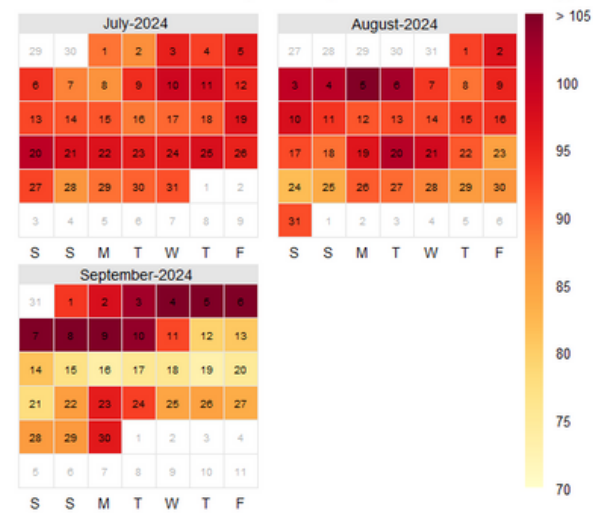


Poor Sidewalk Conditions



Poor Air Pollution + Industrial Land Use

Calendar Plot of Max Temperature (Pacoima & Panorama City)



Calendar plot showing the daily maximum temperature in Pacoima/Panorama City during Summer 2024. Darker colors mean that temperatures were higher.

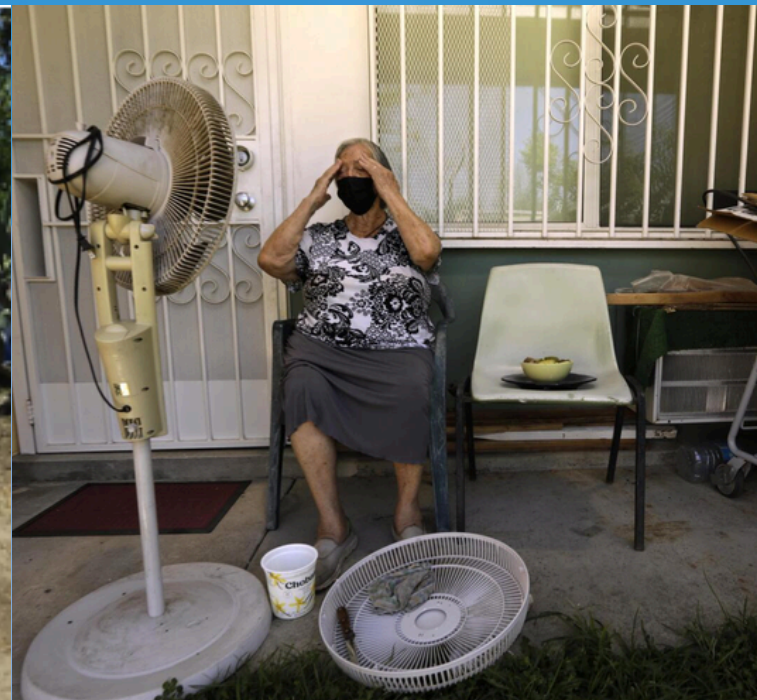
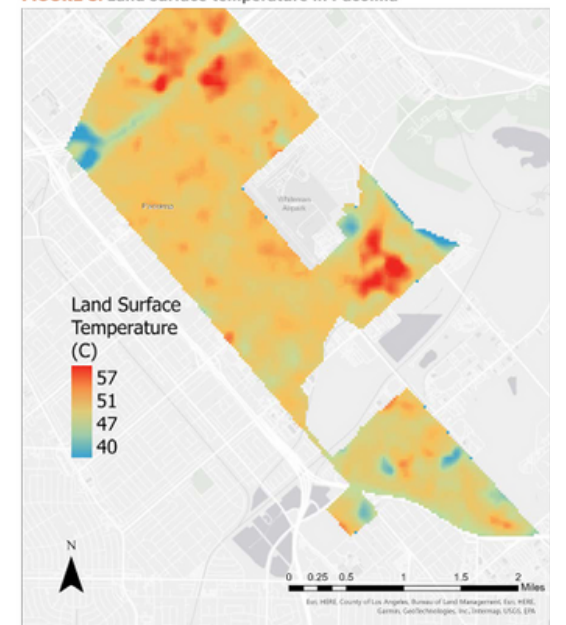


FIGURE 5: Land surface temperature in Pacoima





# The Challenge



## Approaching engagement as outreach, not partnership

Extractive outreach can lead to community fatigue and also a sense of limited decision-making power.

## Initial conversations with LA Metro and Pacoima Beautiful

We knew our process needed to look different and be more engaging.







Metro®



Pacoima  
Beautiful

# Our Approach

## ***PARTNERSHIP WITH AGENCIES***

- Building trust through shared ownership, transparency, and long-term collaboration.
- CBO as a bridge-builder and co-designer "Co-creation, not just consultation."
- Trust | Transparency | Shared Decision-Making | Accountability

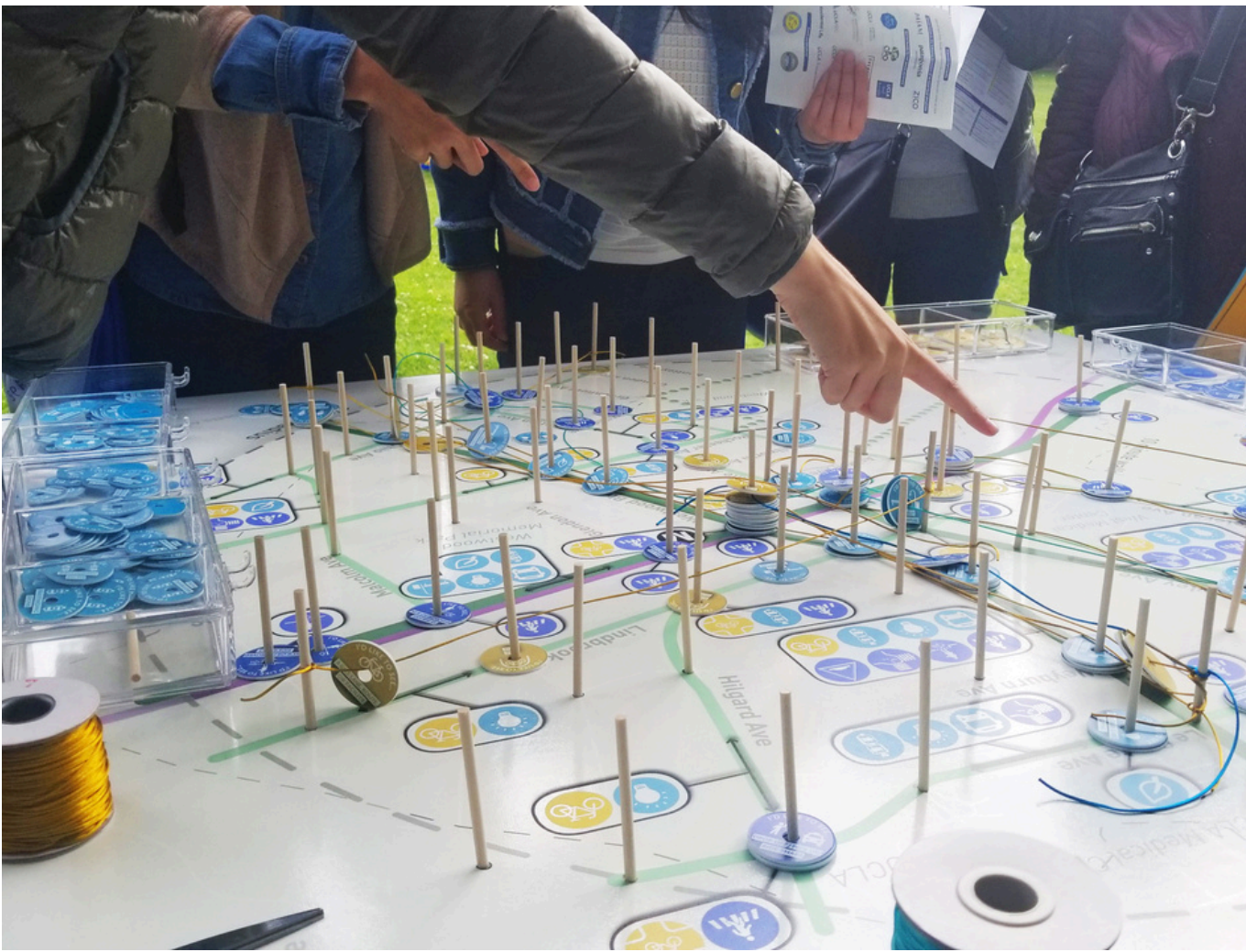




# Engagement in Action

- Methods: Participatory Mapping, art-based engagement, language accessibility, trusted messengers
- Meeting people where they are — literally and culturally.
- Youth & promotores leading outreach and facilitation
- Workshops held in trusted community spaces — not just boardrooms
- Turning feedback into design — not just documentation







# Closing & Reflection

*Co-creation → shared power*

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*Engagement → ownership*

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*Projects → partnerships that last*

