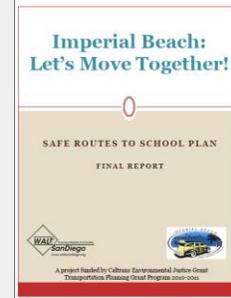




Let's Move Together

City of Imperial Beach

Environmental Justice
FY 10-11 Grant Cycle
District 11
Grant Award Amount: \$100,000



Project Summary:

The project has identified hazards and addressed pedestrian improvements in Imperial Beach that will increase safety and enable students and parents to walk and bike to school. The project was carried out by engaging and empowering low-income, minority residents that use the local streets and transportation services. The project also resulted in improving access to transit, jobs, housing, commercial areas, reducing traffic congestion, and enhancing the environment.

Community Outreach

- WalkSanDiego used many outreach methods to engage parents and stakeholders in order to develop the needed public participation. These included: flyers, phone calls, emails, posters, marquee announcements, and phone calls through the school's automated calling system.
- WalkSanDiego facilitated 8 meetings to update stakeholder participants and to receive input and direction from them.

Environmental Justice Community Outreach:

- Flyers, surveys, and workshops were provided in both English and Spanish.
- Workshops and walk audits were held at different schools within the area to open availability to more residents.

Project Outcome

- Promotion and awareness of pedestrian/bicycling safety and physical activity, reversal of the "no bike to school" policy.
- Through the coalitions made, several walkability work plans were created for City of Imperial Beach's schools.
- The project also included Safe Routes to School Reports.
- Several events were staged as part of this project including Walk to School Day and Bike to School Day.

Successes & Next Steps

- An interagency coalition was formed and continues to work together on issues identified by parents. They will continue to meet to discuss: current City projects, issues geographically around schools, and potential funding opportunities to collaborate and apply for grant funds.
- The products of this project, including the work plans for the individual schools and the Safe Routes to School Reports, have shown the deficiencies within the current infrastructure. With these new tools, the School District, the City of Imperial Beach, and the stakeholders have newfound motivation to collaborate and formulate a plan to improve the issues.