



Rail to River Active Transportation Corridor – Segment B

Station 6: Community-Based Organization Overview

Metro's Equity Platform



Listen and learn. As part of the partnership process, Metro will **convene Roundtable meetings** to incorporate **Community-Based Organization feedback on outreach strategy and materials**

Build trust. Establishing trust with communities based on the current relationships throughout the corridor. Our charge is to **explain the purpose of this project in a very clear, open, and accessible manner**

Develop partnerships. **Partnerships** with **Community-Based Organizations** are a critical **gateway to reaching vulnerable populations.** To ensure that Metro has ample **reach throughout the corridor,** our team will enlist community organizations that are respected and trusted within each of the communities

CBO Partner Responsibilities



- > Participate in CBO roundtable meetings
- > Provide recommendations for strengthening and/or supporting suggested engagement methods
- > Help the project establish more equitable engagement and involve a greater number of community members
- > Conduct outreach within the communities your organization serves as indicated in your scope of work
- > Provide proper documentation of outreach conducted (as indicated in scope of work and invoice instructions)
- > Engage in active communication with the project team
- > Resources to be provided by the outreach team to support your outreach










CBO Partnership Goals



- > Establish a ***consistent and equitable approach*** to partnering with CBOs
- > Ensure ***greater outcomes in public participation***
- > ***Reach additional communities and stakeholders*** not captured within the project database
- > ***Provide project information to equity-focused communities (EFC) and other areas*** served by CBO partners, while being part of the process by providing feedback and receiving updates
- > ***Cultivate trust with the community***
- > ***Foster positive relationships with active CBOs***

Notification Activities

-  Flyer Distribution
-  Door-to-door notices
-  Eblasts/e-newsletters
-  Notification Toolkit
-  SMS text
-  Social media posts
-  Website/Other Announcements

Engagement Activities

-  Event information booths
-  Pop-up outreach booths
-  Transit-intercepts
-  Business Corridor Outreach
-  School Outreach
-  Other outreach efforts

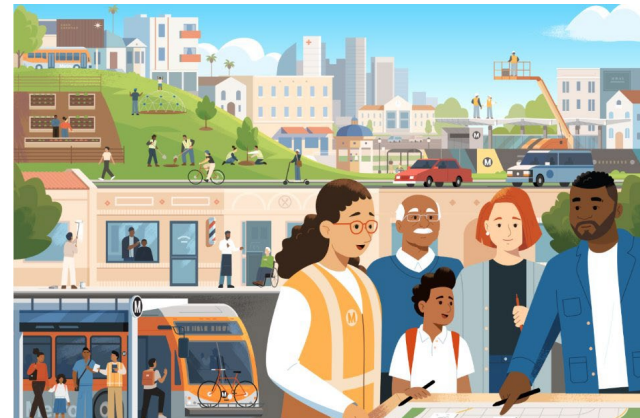


CBO Partnerships

ALL operating within Equity Focus Communities in the project area



1. Advanced Healthcare Administration
2. Alma Family Services
3. BikeLA
4. Breathe Southern California
5. Designated Exceptional Services for Independence (DESI)
6. Florence-Firestone Community Organization (FFCO)
7. SELA Bicycle Center
8. Southeast Community Development Corporation (SCDC)
9. Southeast Rio Vista YMCA
10. Streets Are For Everyone (SAFE)



INFORMATION FOR DISCUSSION PURPOSES ONLY – SUBJECT TO CHANGE

CBO Engagement Activities – Digital/Flyer Canvassing



> **CBOs are tasked with posting collateral materials onto their organization's:**

- Social media (Facebook, Instagram, X, etc.) (10 CBOs)
- E-blast/Newsletter (10 CBOs)
- Website Calendar (10 CBOs)



> **5 CBOs have been tasked with both business and residential flyer drops:**

- 130 business counter drops within entire project area
- 250 residences in Maywood

CBO Engagement Activities - Pop Ups/Transit Intercepts



- > **6 CBOs are tasked with sharing collateral materials at pop up events**
 - 2 in Huntington Park
 - 2 in Bell
 - 2 in Maywood
 - 1 in Walnut Park



- > **6 CBOs are tasked with sharing collateral materials at the following 7 high-traffic stations:**
 - Rail: A Line Slauson Station and Florence Station
 - Bus:
 - Gage / Heliotrope
 - Florence / Salt Lake
 - Atlantic / Slauson
 - Pacific / Santa Fe
 - Pacific Blvd (H.P.) - 4 bus stations

Get Involved!



Get informed!



Sign-up for updates



metro.net/r2rb



Join us!



Community Meetings

In-person, virtual



Information Booths

Local community events



Pop-ups at activity centers

Transit stations/stops, markets, other



Comment



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