



CHAPTER 2:

# planning process

**IN THIS CHAPTER:**

- 1. Project Management Team**
- 2. Technical Advisory Committee**
- 3. Community & Public Involvement**
- 4. Public Art-Related Outreach & Engagement**

Community input was an essential component of the planning process, and **Chapter 2** describes the process of developing public participation practices with guidance from the Project Management Team and Technical Advisory Committee. Outreach events and activities were planned to seek diverse input across the entire Morongo Basin region. The Plan also conducted public art-related outreach and engagement to seek feedback on potential creative placemaking elements. The input provided during the outreach process informs the analysis and recommendations completed as part of the Plan.

## 2.1 PROJECT MANAGEMENT TEAM

In addition to the consultant team, the Morongo Basin Active Transportation Plan was guided by a Project Management Team (PMT) made of staff representatives from SCAG, San Bernardino County, City of Twentynine Palms, and Town of Yucca Valley. As a regional effort, the PMT provided direction based on varying jurisdictional needs, perspectives, and experience. Monthly PMT meetings were held throughout the Plan development process to track the status of all project efforts, from outreach and data analysis to potential countermeasures and final recommendations.



## 2.2 TECHNICAL ADVISORY COMMITTEE

While the PMT offered jurisdictional guidance on the Plan, a Technical Advisory Committee (TAC) was also formed to include major stakeholders, advocates, and other community members in the overall development of the Plan. The Morongo Basin Active Transportation Plan TAC included partners from the California Department of Transportation (Caltrans), California Highway Patrol (CHP), Safe Routes to School National Partnership, Inland Empire Bike Alliance (IEBA), Mojave Desert Land Trust (MDLT), Morongo Basin Healthcare District (MBHD), Joshua Tree Chamber of Commerce, Copper Mountain College, Morongo Unified School District (MUSD), Marine Corps, National Park Service (NPS), SCAG, San Bernardino County, City of Twentynine Palms, Town of Yucca Valley, and other interested stakeholders. TAC meetings were held on a bi-monthly basis and provided a way for members to offer input and feedback through multiple stages of the project.



## 2.3. COMMUNITY & PUBLIC INVOLVEMENT

In collaboration with the Project Management Team (PMT), a branding strategy was developed, utilizing the region's color palette to create both a recognizable and representative logo for the project.

With an established identity for the project, project staff then developed additional communication tools (e.g. email, phone number, MailChimp email service, social media accounts) to disseminate information and news throughout the development of the Plan. This included posting reminder notifications for all outreach activities, coordinating logistics, utilizing cross-promotional capabilities through social media with project partners and organizations, and more. The Project Team ensured inclusivity and considered equity across every component of the outreach process through bilingual content and materials and the presence of bilingual staff at every event.

This section summarizes the community outreach and engagement process that occurred during the development of the Morongo Basin Active Transportation Plan.







## COMMUNITY MEETINGS & EVENTS

As a part of the community engagement process, the Project Team coordinated outreach efforts at four community events to allow students, residents, and community members an opportunity to provide input and talk to the Team about the City's Active Transportation efforts.

### Health & Community Resource Fairs

*Twentynine Palms – October 14th, 2017 | Yucca Valley – May 12th, 2018*

The Project Team organized a booth at both the Health & Community Resource Fairs in Twentynine Palms and Yucca Valley. Hosted by the Morongo Basin Health District (MBHD), the Fairs are held in partnership with local government and community organizations to provide free health screenings, activities, and access to local and regional resources. For the Morongo Basin Active Transportation Plan, the two events provided an opportunity for project staff to engage with the local community and discuss how active transportation infrastructure can help – amongst other benefits – improve public health and enhance recreational opportunities. In addition to collecting input through surveys, the project booth included large maps, project information and materials, a kids' coloring corner, and a pop-up gallery of kids' active transportation-related coloring sheets done during the event.

The Team received over 90 completed surveys and engaged with over 120 participants between both Fairs.



## Municipal Advisory Committee (MAC) Meeting

*November 13th, 2017*

In November 2017, project staff introduced the Morongo Basin Active Transportation Plan at the Morongo Basin Municipal Advisory Committee's (MAC) monthly meeting and facilitated a discussion with participants on what it could mean for their community. Around 20 residents, advocates, and other members from areas like Morongo Valley and Landers helped pinpoint specific locations for active transportation improvements and voiced concerns relevant to their own communities. MAC meetings, inclusive of 8-10 community representatives, are an important "forum for the unincorporated areas of Morongo Basin to learn about and comment on issues relevant to the San Bernardino County Board of Supervisors". Through discussions at this meeting, the Project Team worked with the PMT to expand the Morongo Basin project boundaries to include additional unincorporated communities in the region.







## Water Education Day

March 25th, 2018

Hosted by the Joshua Basin Water District, Water Education Day served as a fun and informational event for the Morongo Basin community by promoting conservation and environmental sustainability - an important part of Complete Streets and active transportation, particularly in the Morongo Basin region.

The Project Team organized a booth at this event to conduct surveys and engage with local participants on active transportation needs and challenges within their communities. Project-branded bike water bottles, sponsored by Third District Supervisor, James Ramos, were given away to event participants when they filled out a project survey. Project staff collected over 45 surveys and engaged with around 60 individuals that day.





## Park2Park Bike Ride

*April 28th, 2018*

The Park 2 Park Bike Ride is an annual partnership effort between the City of Twentynine Palms, Joshua Tree National Park (JTNP) and Marine Corps Air Ground Combat Center Twentynine Palms to provide a scenic cycling event from Knott's Sky Park in Twentynine Palms to Key's View in JTNP and back. As part of the 3rd annual Park 2 Park, project staff rode alongside community members for the entire 52-mile route to evaluate existing conditions from Twentynine Palms to Joshua Tree. This year, the event featured a family fun ride for the first time to encourage families and non-recreational cyclists to participate in a shorter 7.5-mile ride. Project staff set up a pop-up cycle track on Hatch Road, at the start of the route, to demonstrate the impact that a protected bike lane facility can have on the safety of bicyclists along a high-speed roadway. On the day of the Park 2 Park Bike Ride, the event had over 80 registrations with almost 30 family bike riders.

At Knott's Sky Park, community organizations also organized post-ride activities. The Project Team hosted a booth to gather surveys and engage with participants about regional and local active transportation improvements. Other activities included a bicycle rodeo put together by California Highway Patrol (CHP) and booths from the Morongo Basin Healthcare District and National Park Service.

**“With the help of [the Morongo Basin Active Transportation Plan], we can link the entire Morongo Basin with trails -- whether it be hiking, walking, riding bikes and so forth, we want to be able to get through the Morongo Basin.”**

**Randy Council**

**Community Services Director (City of Twentynine Palms)  
Morongo Basin Active Transportation Plan (TAC Member)**



## WALKING SAFETY ASSESSMENTS

As part of the Morongo Basin Active Transportation Plan, the Project Team also focused on how to make the region a safer place for parents and children to walk and bike to school.

To complement the already ongoing **Safe Routes to School (SRTS)** efforts from the San Bernardino County Transportation Authority (SBCTA), Walking Safety Assessments (WSA) were conducted at the nine schools in the Morongo Basin region that were not included in SBCTA's SRTS Phase 1 and 2 Plans. As part of these Plans, SBCTA already identified improvements for the other seven schools within the Morongo Unified School District (MUSD) through similar assessments.

The goal of a WSA is to walk with parents and the community members most familiar with the school area and pinpoint safety concerns that present barriers for students walking and/or biking to school. Specifically for middle and high schools, the Project Team organized workshop activities with the students themselves. With support from MUSD Superintendent Tom Baumgarten, the Project Team worked with principals from all nine schools to schedule WSAs that occurred in February and March 2018.

A WSA, sometimes referred to as a walk audit, is an opportunity for the Project Team to engage directly with each school community. It allows the team to not only hear concerns and input directly from parents, school staff, students, and other community members, but to also experience it in person from the perspective of WSA participants. The WSAs enable school community members to contribute to the SRTS improvement process by sharing their experiences. Residents and community members know the school zone and area better than anyone, making their participation, involvement, and contribution incredibly valuable to the Plan.





Throughout the months of February and March 2018, the Project Team conducted a WSA at each of the nine schools where participants provided comments, concerns, and improvement ideas. The Project Team also observed either morning arrival or afternoon dismissal activities at and surrounding each school site to identify infrastructure or behavior challenges that may be addressed through recommendations in this Plan.

**A list of the nine schools and the day in which each WSA took place can be found on the following page.**

Conditions within the Morongo Basin region present some challenges to the safety of parents and children walking and biking to school. Although pedestrian infrastructure is generally more built out around school areas, issues highlighted during WSAs included high traffic speeds, low-visibility or faded crosswalks, and other barriers to safe pedestrian crossings. School-specific observations and feedback are detailed in the Chapter 6 Local Projects factsheets.

## WSA Objectives

- Experience the surrounding area as a pedestrian and/or bicyclist alongside members of the school community
- Evaluate the safety and quality of the pedestrian and bicycle experiences near schools and within the community
- Identify opportunities for a safer and more walkable and bikeable environment within the school community
- Identify areas of concern that do not allow for a walkable and bikable environment to exist near schools of interest and within the community
- Allow members of the community to provide valuable feedback and identify opportunities for improvement
- Propose recommendations and improvements based on the community's feedback and the Project Team's technical expertise, knowledge, and judgment.

## WSA Process

1. Pre-WSA field observations: Before each WSA begins, the Project Team conducts field observations of the school and surrounding area to identify potential areas of concerns
2. Briefing Workshop: WSA participants are given a brief presentation to orient them with the project and are provided with instructions for the WSA
3. WSA: Participants and the Project Team split into small teams, and walk around the vicinity of the school to areas of concerns
4. Debriefing workshops: Back in the classroom, the Project Team discusses observations and potential solutions with participants



The Project Team coordinated with school principals and/or designated SRTS Liaisons to schedule each school's WSA. Flyers created for each school's scheduled WSAs were then sent to principals for electronic distribution. To further promote each WSA, the Team worked with each school to send out reminders through email blasts, automated phone calls, social media posts, and other outlets.

1. Condor Elementary School | Monday, February 26th \*
2. Black Rock High School | Tuesday, February 27th
3. La Contenta Middle School | Tuesday, February 27th
4. Twentynine Palms Junior High | Wednesday, February 28th
5. Morongo Valley Elementary School | Monday, March 12th
6. Friendly Hills Elementary School | Monday, March 12th
7. Yucca Mesa Elementary School | Tuesday, March 13th
8. Twentynine Palms High School | Tuesday, March 13th
9. Landers Elementary School | Wednesday, March 14th

\* NOTE: Condor Elementary School is located within the Marine Corps Air Ground Combat Center Base (MCAGCC). As such, only individuals who were able to obtain sponsorship through the MCAGCC attended the WSA.



The flyer features the Morongo Basin ATP logo at the top left. The main title is "Upcoming Walking Safety Assessments!!" in bold green text. Below this, a green banner contains the text: "The Morongo Basin ATP Walking Safety Assessments (WSAs) are just around the corner! Our project staff will be hosting them at nine (9) specific Morongo Unified School District (MUSD) schools (see below). We hope to see you there!"

A second paragraph explains the goal: "The goal of a WSA is to walk with parents and the community members most familiar with the school area and pinpoint safety concerns that present barriers for students walking and/or biking to school. Specifically for middle and high schools, the Morongo Basin ATP Team will be organizing workshop activities with the students themselves. Mark your calendars for the upcoming workshops!"

A "SCHEDULE" section with a calendar icon lists the following events:

<b>Condor ES *</b> February 26th @ 8:45am - 10am <small>* Condor Elementary School is located within the Marine Corps Air Ground Combat Center Base (MCAGCC). As such, only individuals who can obtain sponsorship through the MCAGCC can attend the WSA.</small>	<b>Morongo Valley ES</b> March 12th @ 9am - 10:30am
<b>Black Rock HS</b> February 27th @ 8:38am - 9:22am	<b>Friendly Hills ES</b> March 12th @ 2pm - 3:20pm
<b>La Contenta MS</b> February 27th @ 12pm - 1:30pm	<b>Yucca Mesa ES</b> March 13th @ 9:15am - 10:30am
<b>Twentynine Palms Junior HS</b> February 28th @ 12:20pm - 1:50pm	<b>Twentynine Palms HS</b> March 13th @ 12:56pm - 1:53pm
	<b>Landers ES</b> March 14th @ 9:15am - 10:30am

The bottom of the flyer shows a photograph of people walking in a parking lot with a green footprint graphic overlaid on the right side.

Figure 2.3.1. Walking Safety Assessment Flyer







## PROJECT SURVEY

During the community outreach and engagement process, project staff developed and utilized a project survey to gather data on existing conditions, travel behaviors, and locations for improvement from the Morongo Basin community. In particular, the survey asked responders questions regarding their perception of safety for pedestrians and cyclists, reasons why they do or do not walk or bike, opinions on potential improvements, and current active transportation behaviors. Physical surveys were administered at all project-wide events and the online survey URL was broadcasted across social media, emailed to the project's stakeholder database and all Morongo Basin Active Transportation Plan schools, and handed out on project flyers at all art-focused events. A total of 420 surveys were collected as part of this project effort.

**The results of the project survey are included in Chapter 3's discussion on existing active transportation use and infrastructure and in Appendix E.**





## ONLINE WEBMAP

While the project survey collected data through general questions on existing conditions and travel behaviors, the Project Team also developed an online mapping tool to gather more location-specific feedback. While project-related outreach events were both broad and inclusive, the online project survey and online mapping tool provided a method to reach an even broader community base and allow those who were unable to attend events to provide their input and contribution to the project. A QR code and URL link was included on every event flyer, project material, and school WSA flyer.

The GIS-based application allowed individuals to pinpoint specific locations of concern and record a comment and/or photo. Multiple comments from the public were logged through the application over the project duration. The geospatially-linked feedback provided specific locations for evaluation and development of appropriate mitigation measures.

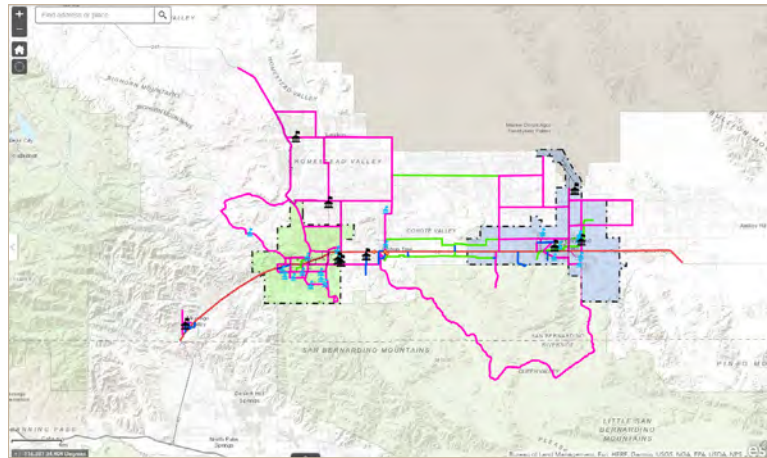


Figure 2.3.2. Project Web Application Image

## 2.4. PUBLIC ART-RELATED OUTREACH & ENGAGEMENT

The Morongo Basin is a unique place with a thriving local artistic community that includes artists and artisans ranging from lifelong learners to internationally known Guggenheim Fellows. It also hosts numerous cultural and arts organizations, which organize a variety of arts, dance, theatre, and music events and festivals that serve local residents and tourists alike throughout the year. The extreme environment is celebrated by the community and often plays a central role in the creative work taking place in the area. This distinct culture has resulted in an extraordinarily rich artistic environment which faces sudden challenges in the midst of rapid growth as more people relocate to this affordable Southern California region. Additionally, the Joshua Tree National Park has seen a rapid increase in visitors, drawing over 2.8 million visitors in 2017, a increase of nearly 340,000 from the year before.

To meet the needs of this growing area, increased infrastructure has emerged as a priority, including transportation and related amenities such as shade structures, bike lanes, sidewalks and lighting. Local artists provide a rich pool of talent to pull from in meeting the region's challenges with creative solutions. As part of the Plan, public-art related outreach and engagement was conducted to discover opportunities for the inclusion of creative placemaking in future projects and programming.





## OUTREACH ACTIVITIES

As part of the public art component associated with this Plan, the Project Team looked to local community groups and cultural events as potential resources for obtaining community feedback and input. In addition, the team discussed how the inclusion of local artists might provide the project with varied visibility and therefore greater feedback to the project.

The Project Team took two different approaches to the Plan's public art-related outreach. The first was to develop opportunities for local artists to be included in developing artworks associated with the goals of the project. A Request for Qualifications (RFQ) was issued to identify a local artist who could create a "zine" that illustrated walking and bicycling safety tips for students; and an artist who could create temporary wayfinding sculptures based on community artworks obtained through outreach activities.

The second element to the public art-related outreach included identifying and attending existing events in the community to discuss the team's cultural asset mapping efforts, conduct project surveys, and provide an overview of the Plan's goals and objectives. The Project Team engaged in conversations related to perceived

safety issues and desired amenities to help promote active transportation efforts. These events included the Twentynine Palms Soap Box Derby and Car Show, Copper Mountain Mesa Community Center, and Arts Connection Annual Conference at Copper Mountain College.

*The San Bernardino County Cultural Asset Map*, launched in 2015, continues to expand through conversations with the community and was used during this Plan's public art-related outreach activities. It is a living, interactive document that provides an overview of the existing cultural landscape within San Bernardino County. The map categories include: associations, institutions, outdoor sites, businesses, performing and visual arts groups and individual, festivals/events.

The process of identifying assets is achieved through staff research, crowdsourcing and community surveys. The accessibility of this information allows local civic and non-profit leaders to identify potential partnerships, encouraging the creation of new relationships and opportunities.

**"Understanding the significant local assets and networks are a building block of community development, and extending that knowledge to arts and culture is vital. Identifying existing local cultural and creative assets can feed into a number of cultural-based revitalization efforts, from regional cultural plans to small cultural districts."**

**The Scenic Route |  
Transportation for America**

## COMMUNITY FEEDBACK

As part of the initial step to the project's public art-related outreach, the Project Team utilized the Morongo Basin Active Transportation Plan Facebook page to engage the public on potential public art infrastructure ideas for the Plan. This included posting images of sample artist-designed amenities like shade structures, lighting elements, artistic crosswalks, benches, bike racks, protected bike lanes, signage, and artworks integrated into roundabouts. These images were printed into a flip book and also used as references when the Project Team engaged with community members at outreach events.

During outreach events, the team used large-scale maps of the region to identify areas of concern. The community expressed pedestrian and bicyclist safety concerns on SR-62 as it continues to be increasingly used as an active transportation corridor. During the time of the outreach activities, there had been several traffic collisions on SR-62 near some of the notable cultural attractions. Numerous people mentioned the lack of safe pedestrian crossings near

Highway 62 Gallery and have vocally requested the County and Caltrans that new crosswalks be installed at the intersection of SR-62 and Sunset Road near the Natural Sisters Cafe.

Through the project's public art-related outreach events, social media activity, and survey results, the community identified three main areas where local artists could contribute to the goals of the Plan.

- Artist-designed Enhanced Visual Crosswalks
- Artist-designed Amenities for Shade and Seating
- Artistically Enhanced Protected Bike Lanes / Paths

**For more information on these elements or artistic enhancements, see Chapter 4's Creative Placemaking and Programming section.**





## SAFE ROUTES TO SCHOOL ZINE

Local artist Matt Adams was selected for the creation of the Morongo Basin Active Transportation Plan Zine. The Zine, conceived as a youth-oriented visual and educational tool, promotes walking and bicycling safety within the region. Matt, a longtime resident of Yucca Valley, has produced several music festival and band posters as part of his professional illustration resume. His playful depictions of the unique flora, fauna and geography of the region made him the ideal local artist for this project.

Building upon Matt's artistic abilities and innately creative ideas, he participated in two Walking Safety Assessments (WSAs) to develop initial concepts for the Zine. These concepts were then translated into a series of sketches and text by Matt to form the basis of the Zine. To ensure that the project remained age-appropriate and depicted accurate existing conditions and ideal improvements as a part of this Plan, the Zine was reviewed by both the Project Team, PMT, and TAC throughout the development process. The final Zine was published online (available through Arts Connection's website and the project's Facebook page) and printed for distribution by the Project Team and artist. Matt Adams participated in WSAs at Twentynine Palms and Yucca Valley Junior High Schools.

**Click the URL below to see the full Morongo Basin Active Transportation Plan Zine by Matt Adams:**

[https://issuu.com/me1022/docs/morongo\\_basin\\_active\\_transportation](https://issuu.com/me1022/docs/morongo_basin_active_transportation)



**Matt J. Adams** is an illustrator who has been hand drawing comics, logos, posters, and album covers for the last 15 years. He works and lives in Yucca Valley, CA with artistic ties to Los Angeles and San Francisco, where he used to reside. Matt worked alongside professional cartoonist and fine artist William Wray as an artist assistant for more than five years, learning valuable drawing and coloring techniques. He also attended the Laguna College of Art and Design for two years as well as learning various art skills and mediums at OCC, PCC and Laney College.

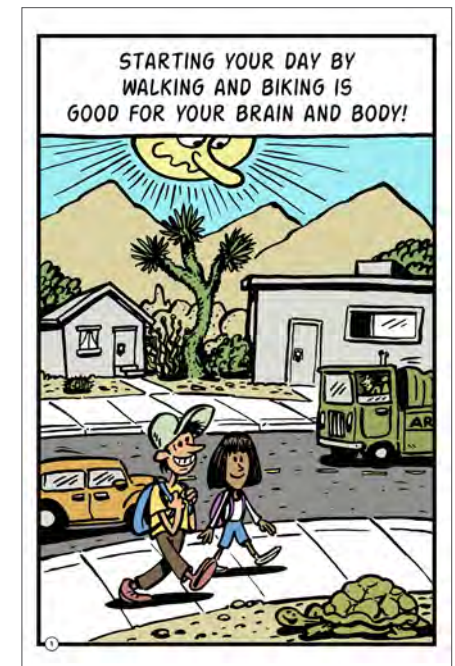
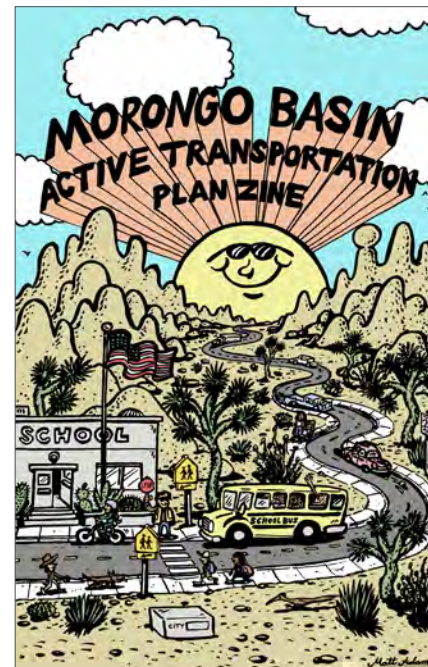


Figure 2.4.1. Morongo Basin Active Transportation Zine (Cover & 1st page). Illustrated by Matt Adams

## TEMPORARY WAYFINDING SCULPTURES

Local artist Joanna Keane Lopez was selected for the design and fabrication of the temporary wayfinding sculptures. This project included the artist developing a community engagement activity that would utilize participant artwork as a part of the wayfinding sculptures and provide time for in-depth engagement about key destinations, safety concerns, and types of public art they might like to see integrated into the Plan. Joanna is a recent resident to Yucca Valley and after having completed her Bachelor of Fine Arts (BFA) degree in Studio Arts at the University of New Mexico. Her 2017 project with T.I.M.E. (Temporary Installations Made for the Environment), was selected as one of the Projects for the Year by Americans for the Arts at their 2018 Public Art in Times of Change conference. With her experience with community and public art, Joanna was a great asset to the project's public art-related outreach.

The design of the wayfinding sculptures was inspired by vernacular roadside signage often constructed and placed by community members in rural areas. Joanna drew from her knowledge of the area, destinations on the Cultural Asset Map, and outreach input for the signs. She conducted four (4) community engagement activities at the Joshua Tree Music Festival, Joshua Tree Farmers Market, Sky Village Outdoor Marketplace, Second Saturday Night Gallery Openings. In Summer of 2018, Joanna installed the two temporary wayfinding sculptures at the following locations:

- Corner of Park Boulevard and SR-62 in Joshua Tree
- Near the 'Welcome to Twentynine Palms' sign on SR-62

Each sign designated a place and the distance from that point to the destination itself.



**Joanna Keane Lopez** is an artist, designer and builder who works with large-scale installation and public art. Originally from Albuquerque, New Mexico, she graduated with a BFA in Studio Art and a second major in Spanish from the University of New Mexico, and now lives in the Morongo Valley. Joanna is a grant recipient of the Fulcrum Fund of The Andy Warhol Foundation for the Visual Arts and the Andrew W. Mellon Foundation and is an alumnus of Land Arts of the American West program.



Image 2.4.2. Temporary Wayfinding Sculpture. Designed by Joanna Keane Lopez







