

## Transportation Needs Assessment for Pajaro



*Figure 1: Pajaro Community Outreach Event*

### **Clean Mobility Options Voucher Pilot Program (CMO)**

Submitted on November 10, 2021

Prepared by: The LEAP Institute

“CMO is part of California Climate Investments ([CCI](#)), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.”



# Transportation Needs Assessment for Pajaro

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## Transportation Needs Assessment for Pajaro

### Acknowledgements

The LEAP Institute and the Shared-Use Mobility Center would like to thank the following organizations for their contribution to the Community Transportation Needs Assessment process in all project areas:

#### Pajaro Advisory

- Luis A. Alejo, Supervisor, Monterey County (Chair of Transportation Agency)
- Felipe Hernandez, Trustee, Cabrillo College
- Father Victor Prado, Our Lady of the Assumptions Church, We consulted with the father and collaborated to engage community on church premises.

#### Pajaro Ground Support:

- Felipe Hernandez, Trustee, Cabrillo College

Of course, none of this would be possible without the residents of all project areas. We would especially like to thank community members who took the time to provide input, conducted outreach, and completed the transportation needs assessment.

Thank you to the California Air Resources Board (CARB) for providing essential funding toward clean transportation investments in vulnerable communities through the California Climate Investments program, and CALSTART for their invaluable assistance.

# Transportation Needs Assessment for Pajaro

## Executive Summary

### Project Sites:

- **Pajaro**, a low-income community where residents are disadvantaged due to background factors such as poverty, linguistic isolation, and education.

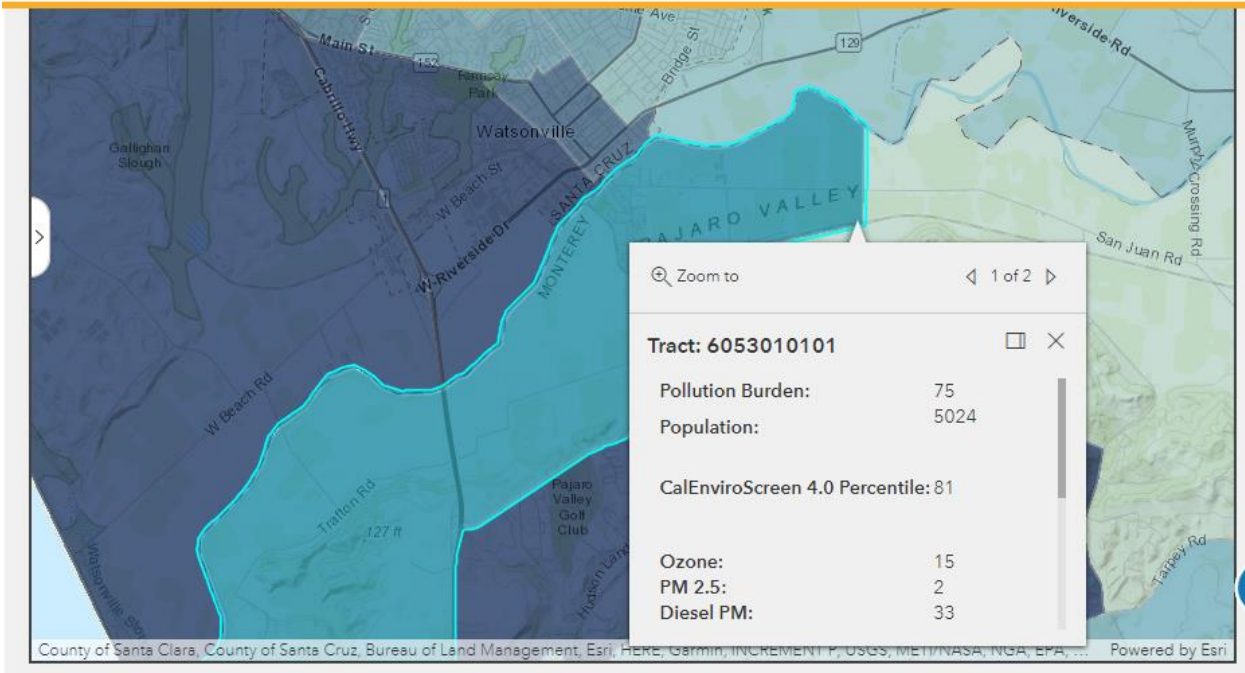
### Project Goals and Objectives:

- Increasing access for low-income residents and disadvantaged communities to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily essential needs.
- Providing tailored clean mobility options to address resident needs identified through a community transportation needs assessment and meet equity goals.
- Reducing greenhouse gases and criteria pollutants from the combination of reduced vehicle trips and use of electric vehicles rather than internal combustion engine vehicles.
- Reducing private vehicle ownership and vehicle miles traveled (VMT).
- Reducing transportation costs for residents.
- Informing cities and developers of best practices for right-sized parking and mobility options for affordable housing developments.

The Transportation Needs Assessment is a Community Mobility Options (CMO) project by the nonprofit organization The Latino Equity Advocacy and Policy Institute (The LEAP Institute) addressing the needs for clean forms of transportation in vulnerable communities throughout California. The LEAP Institute received \$50,000 per county totaling \$150,000 from California Air Resources Board (CARB), a California government-centered agency for clean air, to design and implement a plan to improve transportation options in the three disadvantaged communities of Pajaro. The project provides access to new, clean mobility options including an electric vehicle car sharing program and a mix of additional mobility options based on residents' needs, such as transit passes, bike sharing, and e-scooter sharing. The project increases access to economic opportunity, medical facilities, schools, parks, grocery stores, and other daily needs, while also working to reduce vehicle trips and greenhouse gases to meet the state's broader climate goals. The CMO's Transportation Needs Assessment is funded by California Climate Investments (CCI), a statewide initiative that puts billions of Cap-And-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment—particularly in disadvantaged communities.

The Cal EnviroScreen index for Pajaro is in the 81 percentiles with a pollution burden rate of 75. Of the pollutants, diesel particulate matter is the highest at 33% signifying the large amount of truck traffic transporting goods on San Juan and Salinas Roads making these routes less safe especially during commute hours.

# Transportation Needs Assessment for Pajaro



# **Transportation Needs Assessment for Pajaro**

## **Introduction**

The Latino Equity Advocacy & Policy Institute (The LEAP Institute) is a 501 (c) 3 nonprofit corporation and is the sole responsible applicant for this grant. Rey León is the Chief Executive Officer and has been authorized by the Board of Directors to file and execute these applications on behalf of The LEAP Institute. The LEAP Institute is a Latino-Valley based environmental justice community institution in Fresno, California. Its mission is to engage Valley communities to increase social justice awareness, strengthen grassroots leadership and empower Latinos, farmworkers, immigrants and youth to achieve environmental, sustainable justice while improving community health.

The LEAP Institute, formerly known as Valley LEAP, was initiated in 2008, incorporated in 2017 and obtained non-profit status in 2018. The LEAP Institute is the pioneer of the Green Raiteros rural ridesharing program in the San Joaquin Valley. The program provides a few services including a volunteer ride-share service with cost-effective transportation to underserved farmworker communities. It increases access to public health, education and economic empowerment while reducing air pollution and greenhouse gasses by using electric vehicles.

This program has been in effect since 2018.

# Transportation Needs Assessment for Pajaro

## Project Background

### Previous Studies & Plans for Pajaro Transportation

The Active Transportation Plan for Monterey County was commissioned by the Transportation Agency for Monterey County (TAMC) in 2018.<sup>1</sup> The purpose of this plan was to update the 2011 Bicycle and Pedestrian Master Plan. It also identified additional gaps from the master plan and will be used to pursue funding for these projects. This plan identified some Class I Bike Paths (separate from the road) and Class II Bike Lanes (painted strip to the right of mixed vehicle flow lanes) around the Pajaro River trails. There is currently only one bike lane within the Pajaro community.

An Electric Vehicle Infrastructure Plan for the Monterey Bay Area was commissioned by the Association of Monterey Bay Area Governments in August 2013.<sup>2</sup> This plan was developed to help identify the location of potential charge stations in the Monterey Bay area. This plan also sought to identify what other requirements would need to be in place to meet that demand. At the time of the study, Pajaro was not included as a potential site for a charger.

The Monterey Salinas Transit (MST)<sup>3</sup> offers the following mobility services:

- ADA Paratransit –provides accessible transportation to persons with physical and/or cognitive disabilities who are not able to use the scheduled buses independently. These services are provided within a three-quarter-mile corridor on either side of the regular bus route. The areas outside of MST’s ADA service area has an additional surcharge.
- Taxi Vouchers –these vouchers are offered to persons with disabilities, seniors, or veterans. The recipient must be 65 years or older to receive the voucher. These services are not offered in the Pajaro Community. Special Medical Trips -provides special medical trips from Salinas to San Jose and Palo Alto hospitals and medical facilities; and from Salinas to San Francisco hospitals four days per month. These trips leave the Salinas Transit Center at 9:00 AM and leaves San Jose or San Francisco Area at 3:00 PM. They pick up passengers from designated stops in Kings City, Greenfield, Soledad, and Gonzales if requested prior to the 9:00 AM departure from Salinas Transit Center.

These services are not readily accessible to residents of Pajaro. They will have to find additional transportation to connect them to any of these services. Of all the many plans available through Monterey County, The Transportation Agency for Monterey County, the Association of Monterey Bay Area Governments, there have been no indications of recent assessments done within the Pajaro community. The few times that Pajaro was mentioned, it was to address a connecting corridor, or bicycle lanes that were not intended for the community.

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<sup>1</sup> <https://www.tamcmonterey.org/wp-content/uploads/2018/07/2018-Monterey-County-Active-Transportation-Plan.pdf>

<sup>2</sup>

<https://ambag.org/sites/default/files/documents/Electric%20Vehicle%20Infrastructure%20for%20the%20Monterey%20Bay%20AreaFNL%20DELIVERABL.pdf>

<sup>3</sup> <https://www.mstmobility.org/download/library/publications-general/special-medical-trips-63.pdf>

## **Transportation Needs Assessment for Pajaro**

The LEAP Institute will conduct a Transportation Needs Assessment to identify the needs and transportation gaps in the Pajaro community and to increase residents' awareness on clean transportation, mobility options, and resources that are available to them.

## Transportation Needs Assessment for Pajaro

### Project Team

The project team consists of The LEAP Institute, CCI, and CMO, a public interest organization focused on equitable shared mobility. CCI provides project administration and budgetary oversight whereas The LEAP Institute leads project design and implementation. CMO helped develop the needs assessment survey, conducted the analysis of the survey results, and will assist with the vendor selection process for car sharing and additional mobility services.

**Rey León, LEAP Executive Director:** Rey León has a 27 year track record as a Valley activist and organizer. He has been active in co-founding numerous partnerships to advance social justice and community self-determination in the eight-county region of the San Joaquin Valley. He has successfully advanced air quality public policy, environmental justice and community engagement on environmental health issues. Mr. León is co-founder of the Central Valley Air Quality Coalition and an Honorary Life-time member. He is serving his second term as Mayor of the City of Huron, where he won re-election by receiving 95% of the vote. Mr. León has been organizing in the Valley for farmworker public health, environmental, climate and economic justice since 1994 and for the past fifteen years has been advocating and successfully building coalitions, community capacity, advancing public policy; placement of the first PM 2.5 air quality monitor on the West Side of the Valley in 2006, systems change; developing the first ever environmental justice strategy and committees for both the San Joaquin Valley Air Pollution Control District and the Fresno County Council of Governments before 2010. He is the founder and Executive Officer of The Latino Equity Advocacy & Policy Institute (The LEAP Institute). Through the LEAP Institute, Rey continues to organize with the grassroots agencies and other partners to promote sustainable development, clean energy alternatives, green jobs and reduction of pollution GHGs in concentrated clusters of poverty in the central San Joaquin Valley). Additionally, the LEAP manages the Kings County environmental violations reporting system and network (aka. Kings IVAN) with the community and a myriad of agencies from all levels of government. Resulting achievements include leadership development of farm workers, community cleanups, further research and pollution mitigation. Mr. León, through LEAP, successfully works with Valley communities to achieve environmental and climate justice.

**Russell Teall, LEAP Chief Development Officer:** Russell Teall is the President of Biodico Renewables, LLC, a company which he founded as a special purpose vehicle for developing, commercializing and raising capital for distributed renewable energy systems for charging EVs. Under Teall's leadership the Biodico family of companies began in 1992 and successfully patented biorefinery production techniques for a wide variety of feedstocks. Beginning with laboratory-scale demonstrations, these technologies eventually led to full-scale commercial operations in California, Nevada, Colorado, Texas, and Australia. These plants utilized Teall's patented process with capacities of 3-20 million gallons per year and produced biodiesel predominantly from recycled fryer oils, with the capability of using a wide variety of other feedstocks, including crude vegetable oils and animal fats. The Biodico family of companies are continuing to actively develop improvements to the biofuel and renewable energy platform. The most recent generation of equipment brings automation and telemetry to on-site renewable energy production as part of an integrated self-sustaining system, utilizing biodiesel production, anaerobic digestion, solar, wind and energy storage.

## Transportation Needs Assessment for Pajaro

### Community Transportation Needs Assessments

Prior to implementing car sharing and mobility hubs services, the project team led a community transportation needs assessment process (“needs assessment”) to understand residents’ current travel behavior and identify their transportation resources, needs, gaps in transit and challenges. The LEAP Institute method of operation with communities is always about learning what the community has, appreciates and what they need or want. It is important to begin where the local community finds itself in and learn from them to understand the community dynamics. This is a critical first step in identifying barriers, opportunities, and solutions best suited to meet the unique needs of residents in each community. The needs assessment also explored residents’ interest in each potential clean mobility option (e.g., bike sharing, e-scooters transit passes) to determine which to prioritize for each site.

The needs assessment was designed to:

- Understand residents’ current transportation habits, needs, and wants.
- Understand challenges faced by residents in accessing and utilizing various mobility options for themselves and their family.
- Gauge residents’ current knowledge and interest in learning about clean mobility and using new shared mobility options.
- Understand the demographic profile of the residents. (100% Latino, mostly farmworker families, seniors)
- Collect baseline data to measure progress on project goals, e.g., access to destinations, mode shift, and car ownership.

Conducting a needs assessment is a valuable first step to empower residents to start carving out how investments can be used to provide them the transportation solutions they require for their communities. This is a key lesson for pilot project design, and an approach that can be modeled in other communities that want to increase access to clean transportation and mobility options.

#### Project Areas: Pajaro

The Pajaro community needs a community transportation needs assessment to assist them in identifying their transportation needs and evaluating gaps that will help in planning for future clean mobility projects. The LEAP Institute will focus on the lack of infrastructure and clean mobility transportation needs. It will address the concerns that are vital to the disadvantaged community where farmworkers are not given sufficient attention due to their level of poverty, linguistic isolation, education, and cultural background. Some of these concerns include the length of time waiting for public transportation service; the distance they must travel to medical appointments, healthy fresh food proximity, and affordable access to jobs, quality education, and overall lack of safety when it comes to accessing public transportation. The LEAP Institute will engage community effectively to create awareness on the different modes of transportation, including the clean energy and innovative mobility options to collaborate with local resident participants in developing the best fit solutions.

The LEAP Institute has reviewed other local and regional transportation plans conducted in Monterey County. These plans have served to highlight the lack of infrastructure and plans to

## **Transportation Needs Assessment for Pajaro**

address the transportation and other health concerns in this impoverished community. As stated by the Greenlining Institute's Mobility Equity Framework "Decades of local, regional, and state transportation plans and investments in California have not adequately responded to the mobility needs of low-income communities of color, reinforcing unequal land-use patterns and contributing to disproportionate health and economic impacts."

Pajaro is a disadvantaged community. According to the CalEnviroScreen 3.0 it scores in the 85<sup>th</sup> percentile. It is disproportionately impacted by pesticide and impaired drinking water. They also lack adequate transportation infrastructure and affordable clean transportation options. The available transit system is not efficient enough to give these residents better access to jobs, education, recreation, medical care, and healthy foods. The mobility transit does not offer curbside service. This includes the ADA para transit, taxi voucher service, and special medical trips serving the elderly and disabled population. The residents in Pajaro community must get transportation to take them to the designated transit stops for them to use these services. A transportation needs assessment will help to identify these needs and will also help to educate the community about clean mobility resources available to them.

The indigenous population is 88 percent Hispanic per the CalEnviroScreen 3.0 of 2018. They are historically excluded from participating in community and transportation planning events due to lack of education and sophistication in these issues.

### **Purpose of the Report**

The Plan's purpose is to increase transportation safety by proposing implementable, environmentally sustainable, and context-sensitive solutions to identify and amend barriers to transportation for community members. The goals of this Plan are to:

- Promote multi - modal mobility at both the regional and neighborhood scales.
- Equitably increase bicyclist and pedestrian safety
- Promote shared mobility and transit use.
- Improve communication between transit agencies, stakeholders, and community members and organizations;
- Enhance public health and environmental justice; And
- Decrease greenhouse gas emissions.

# Transportation Needs Assessment for Pajaro

## Methods Timeline

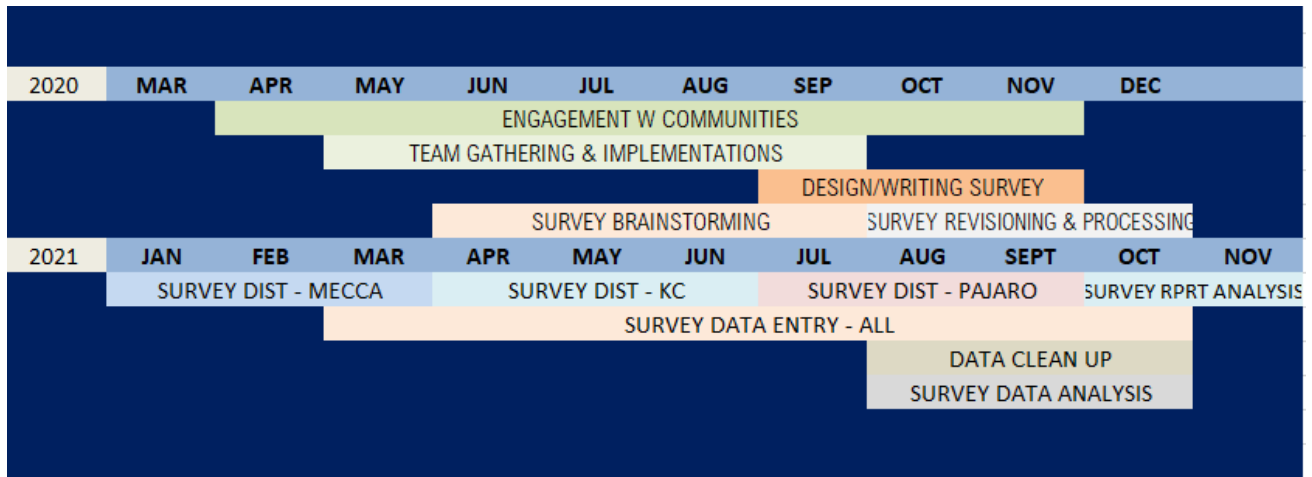


Figure 2: Timeline

The overall timeline of when the activities conducted were established across a one-year gap. The initial process consisted of engagement with the communities of Pajaro. From there, survey brainstorming was in order to be able to conduct the best survey questions needed to gather the information which is required to proceed with the analysis expansion to the said areas. After the brainstorming has been accomplished and decided, designing, and writing the survey along with implementing the survey into Alchemer for further analysis once the data was collected. Throughout the first half of the year, a team was set forth and established for survey distribution and collection in all intended areas. For the second half of the year, data entry proceeded; along with entering the survey results and analyzation for further and final interpretations.

### Transportation Access Data Analysis - Selecting Indicators

Many accessibility indicators were used and implemented into the survey to measure the current transportations that are accessible to the community. Some factors include of access to medical care facilities, pharmacies, social services, groceries and shopping, community meetings, school functions<sup>4</sup>, and to attend schools, colleges, and universities. Reliability of the current transportations in use was also in question to measure how safe and reliable it is.

The survey asked if they currently have transportation to a certain destination, and how long it currently takes for them to reach their destination. Accessibility options determine affordability. The reason for these indicators specifically is to determine how accessible the community is to get to important destinations currently and how long it takes them to get to each of the different sites. These indicators were thoroughly thought out by the LEAP Institute to access deeper information on the community for more accurate data on measuring their current accessibilities to the mentioned sites.

<sup>4</sup> Community Advisory members thought that community and school functions were essential to include.

## **Transportation Needs Assessment for Pajaro**

### **Transportation Access Data Analysis - Resident Survey Development**

The LEAP Institute conducted a transportation needs assessment survey. The intention was to determine the community's needs regarding their current travel behavior and preference for future transportation enhancements and projects. The survey was developed by pointing out certain features that were necessary to learn how the community is currently moving around and the most frequent essential destinations. The residential survey consists of questions that is focused on current transportation methods that they currently have or use and what areas are lacking. The survey questions were meant to get a thorough analysis of what percentage is having trouble with transportation needs and to have a better understanding of their needs in the community. Also, certain questions were asked to better understand the knowledge of the community and determine where certain allocations are currently used. Familiarity of transportation resources and access is taken into account as well.

The survey questions were planned for the resident survey with the intention of developing specific data and responses and with methods of getting personal input from the survey respondents themselves. The questions were selected and published based on the fact that they would produce specific outputs and results needed in order to determine transportation challenges to assess how best to proceed with further developments in the community.

The survey was changed and altered to specify the needs of the community of Pajaro. The majority of the population is Spanish speaking, but a strong sector of our effort is P'urhpecha speaking with Spanish as a second language. The survey was offered in Spanish and P'urhepecha, translated from the original survey language of English.

The residential surveys were administered with different methods involving house to house and store to store physical approach, in addition to phone calls to those engaged while tabling in the commercial area. The reason that these options were selected is to ensure quality data and to get a more personal approach in order to build reputable results from the community. During the early part of 2021, challenges to engage people in person due to the delicate nature with the Corona-19 virus causing fear. Using posters with QR-codes was extremely ineffective. It took some time before the public was ready to be engage. What was of tremendous assistance was our distribution of KN-95 face masks and sanitizer. In Pajaro, we used Food Maxx gift cards that worked just as well with values between \$10 to \$20. Originally, we were entertaining a more localized system working with the neighborhood stores, but time became of the essence. The same for the Food Maxx in Watsonville for Pajaro. The pandemic had an impact in all of our projects. The key was to have a consistent presence with locals that were familiar to the community.

### **Transportation Access Data Analysis - Data and Survey Distribution and Collection**

The data process was collected through the means of surveys. The data was collected through personal means such as door to door and store to store, as well as calling on the phone those that we had engaged while tabling. This method is more reliable since it allows for more accurate data obtained from primary sources. The collection of the surveys spanned across multiple

## **Transportation Needs Assessment for Pajaro**

months, giving time for surveys from each site in Pajaro to be inputted accurately and analyzed. An existing source utility known as Alchemer was used for the process of obtaining and creating the survey questions that were available for distribution across the communities.

The collection was conducted across a couple months for the time frame. This allowed for the process of survey gathering to be done accurately and efficiently for the data to be obtained. The process of collecting the data itself through the means of surveys was an interactive process in the means that the survey questions did not change, therefore it was a repeated process in trying to obtain data.

The surveys were collected by means of phone calls and face to face contact. This was decided as the best method for the collection of responses from the residents of Pajaro, because it would be the most reliable way to obtain the information and be the most convenient for them. All surveys were done within the communities of Pajaro, which was the population sample for the data collected. It was best to focus on a specific group and community, instead of collecting from a wider population so that more accurate and specific data could be obtained. Residents from the outskirts of Pajaro also participated. These were individuals from other unincorporated communities surrounding Pajaro. Relevant because they resided within the area and were of the same demographic. A goal for each site was set to be achieved during distribution. Each site in Pajaro yielded a response rate of 90% or higher, with each goal for surveys obtained at each site being obtained and accomplished.

Incentives for the surveys were provided to ensure and reward the community for cooperating for data collecting purposes. The incentive to complete a survey was a \$10-to-\$20-dollar Food 4 Less or Food Maxx gift card. Incentives were distributed by giving out the cards to the survey respondent or the codes on the back of the visa gift. Gift cards were handed to participants on the spot and others were mailed. In order to keep track of the distribution, the code of the gift cards was written on the surveys themselves.

The surveys were administered to accommodate the residents of Pajaro. The language majority in these communities is Spanish, therefore the survey languages were translated to Spanish for the convenience of the community.

### **Community Engagement**

Farmworker communities have been disproportionately impacted by Covid 19 for several reasons. They are now identified as ‘essential’ workers, but have been a critical part of agriculture and society. In all agricultural regions, farmworkers continued to be transported in vans and busses and continued to commute together in personal vehicles. None of the vehicles used have standard air filtration systems to mitigate potential impacts of infection. It is a known fact that quality medical care is not as accessible and immigrant farm workers rarely have health care plans. A farmworker does not receive health insurance as a benefit from their employer. Additionally, farmworker housing conditions pose another concern and risk factor for potential transmission and spread of the Covid 19 within the farmworker community (<https://www.farmworkerjustice.org/>).

## **Transportation Needs Assessment for Pajaro**

The pandemic took a toll on farmworker communities throughout the state of California. Our advisors on the ground strongly recommended that we not have events where the potential would exist of infections occurring and potential deaths. We took this advice seriously and approached all of our community engagement from door to door and store to store. We partnered with the Catholic Church in Pajaro, presented on the survey and purpose of project after three services, tabled outside of church after four services, engaged hundreds of church attendees, went door to door and tabled in front of the main community market and laundromat, in addition to visiting families where they lived in trailer parks and apartment complexes. At all sites we provided personal protection equipment, masks and sanitizer to respondents and anyone else who asked. The LEAP Institute took all safety measures available to protect the health of staff and community members during all activities.


The situation called for a guerrilla style approach that was direct with household representatives, parents, grandparents, or other adult household residents. The ideal was to have a community gathering where we would provide food, prizes, entertainment and potentially a charrette style activity to list and prioritize community needs for qualitative data acquisition. We couldn't have it during the time period, but we intend to pursue something with the leaders that continue to work with us.

Bilingual posters, flyers and brochures were distributed before and during the surveys. We initially made use of the QR code to have an instant link to the online survey. We didn't have high hopes in it working because this level of technological engagement has not worked in previous activities with this population either. The best way to do it was going to be on the ground, in person to make contact and/or complete the survey. The following were methods of engagement:

- Tabled at Our Lady of the Assumptions Church, LEAP team met with Father Victor Prado at least three times so that he understood our efforts were to ultimately improve the quality of life of farmworker families in his congregation. The pastor allowed us to present after each service to inform on our effort and importance of survey and allowed us to table outside on church grounds. We provided PPE, information, engaged hundreds of community members, filled out surveys and signed up 80 others who preferred to do survey later, most of which did not complete the survey or were available at time of call. Originally, we were looking into the church's conference space but covid concerns made it unappealing and so we resorted to all on the ground.
- Tabled in front of the Pajaro Food Center. The table with information flyers and PPE was the base as we handed out masks and sanitizers to encourage survey completion from shoppers and those at the laundromat across the parking lot. Short of having a community forum, this vibrant activity served well to engage families on a Sunday afternoon, which is a common day when families do their weeks grocery shopping.
- Door to door was also implemented. This has been a more common way of engagement for LEAP during Covid. A mechanism we have used to create awareness on the pandemic, vaccines and testing in other parts of the state. Most receptive were residents form multi-family complexes.

## Transportation Needs Assessment for Pajaro


Have you found yourself without transportation to an important medical appointment, work, school, or groceries?  
Let's work together to change that!



The LEAP Institute is conducting a Clean Mobility Options (CMO) Transportation Needs Assessment. We want to hear about your transportation preferences and challenges to help us improve mobility options in

# PAJARO

Scan the QR code to go directly to the survey or visit: <https://bit.ly/LEAP-Pajaro>  
The survey takes 20 minutes to complete.  
For questions call (831) 707- 4392



CMO is part of California Climate Investments (CCI), a statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment — particularly in disadvantaged communities.







Figure 3: English Brochures, Flyers & Posters with QR Code

## Transportation Needs Assessment for Pajaro


¿Te has encontrado sin transporte a una cita médica importante, al trabajo, a la escuela o para hacer la compra?  
¡Trabajemos juntos para cambiar eso!



El Instituto LEAP está llevando a cabo una Evaluación de Necesidades de Transporte de Opciones de Movilidad Limpia (CMO). Queremos conocer tus preferencias y retos de transporte para ayudarnos a mejorar las opciones de movilidad en

# PAJARO

Escanea el código QR para ir directamente a la encuesta, visita el enlace, o llámanos:  
<https://bit.ly/LEAP-Mecca-Es>  
La encuesta tarda 20 minutos en completar.  
Si tienes preguntas llámanos al (559) 964-7802



CMO es parte de California Climate Investments (CCI), una iniciativa estatal que pone miles de millones de dólares de "Cap-and-Trade" a trabajar para reducir las emisiones de gases de efecto invernadero, fortalecer la economía y mejorar la salud pública y el medio ambiente, especialmente en las comunidades de bajos recursos.




Figure 4: Spanish Brochures, Flyers & Posters with QR Code

## Transportation Needs Assessment for Pajaro

### Pajaro

In the community of Pajaro, a total of 88 surveys were conducted. Utilizing the Our Lady of the Assumption church partnership, outdoor community engagement was possible. It was a Sunday (August 15) and many of the community members were in attendance. This method facilitated the distribution of information to a large crowd and allowed for direct community engagement. Facemasks and social distancing were still utilized by both the LEAP Institute and the participants. The LEAP Institute used a centralized booth near the exit to the church, in addition to two separate canvassing teams consisting of two individuals each. The stationary booth served as a hub for the LEAP Institute where the collateral (facemasks and hand sanitizers) was kept. This collateral was distributed to the residents, whether they participated in the survey or not. The residents encouraged other members of their community to engage with The LEAP Institute and support the effort to improve transportation methods within their community.



*Figure 5: Pajaro/Watsonville Peace & Unity March*

The LEAP Institute executive director accompanied Supervisor Luis Alejo and Board Trustee Felipe Hernandez at an annual event where we were able to make contact with Maria Elena De La Garza, Executive Director of the Community Action Board of Santa Cruz County and Board Trustee Maria Orozco. They both shared interest in working with LEAP in the future.

Photo of the survey sites are shown on the following pages.

## Transportation Needs Assessment for Pajaro



Figure 6: Pajaro Laundry Survey

## Transportation Needs Assessment for Pajaro

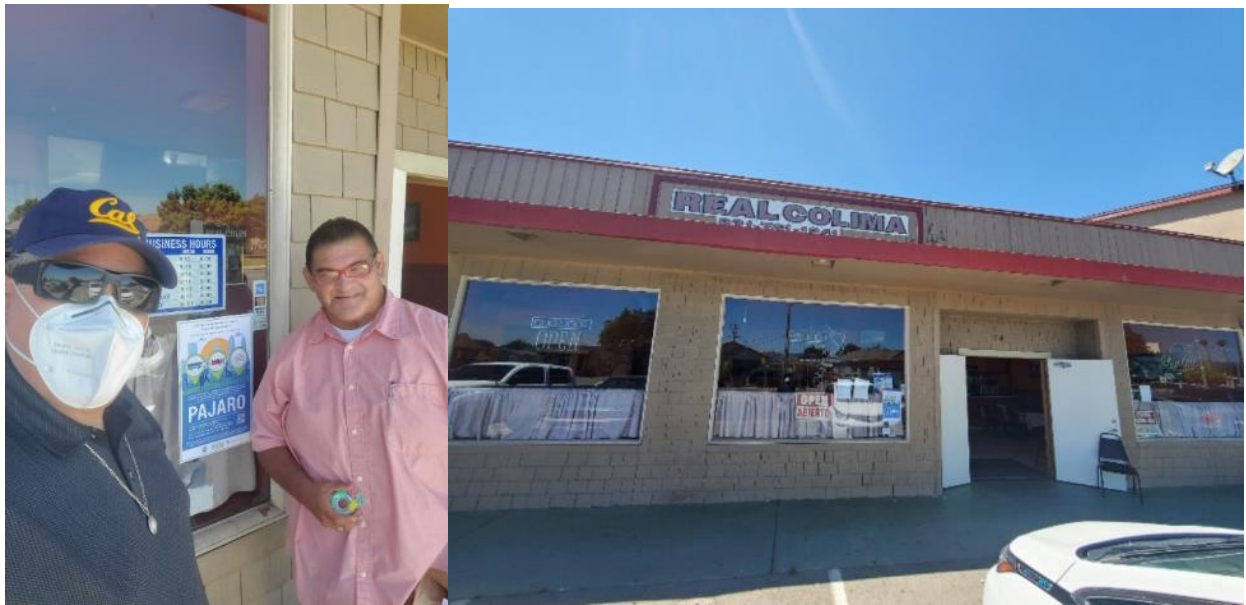


Figure 7: Pajaro Food Market Center Survey

## Transportation Needs Assessment for Pajaro



*Figure 8: Pajaro Liquor Store & Adjacent Fruit Stand Survey*



*Figure 9: Pajaro Restaurant Survey*

## Transportation Needs Assessment for Pajaro



*Figure 10: Pajaro Tienda Survey*



*Figure 11: Pajaro Catholic Church Survey*

### Data Entry

Feedback and comment qualitative data are being stored in two different forms of storage, both digital and physical. Alchemer is an online tool being utilized by the organization to create, distribute, and store data gathered by means of either quantitative or qualitative answers from a set of specified populations. Another form of storage is having hard physical copies at the organization's disposal. Storing the data in Alchemer was a conscious decision by the LEAP

## **Transportation Needs Assessment for Pajaro**

Institute based on the way data is displayed and visualized. Alchemer specializes in developing charts and diagrams to better represent and showcase data better than other data processing software.

Certain data, such as qualitative data is difficult, or sometimes impossible to bring about and visualize the use of mathematical charts and diagrams that work well with quantitative variables. A process of data extraction was used to simply correct or better visualize the data in a different manner than what Alchemer was able to produce.

A certain characteristic with this data was the knowledge of knowing that the population sample was bilingual, meaning a translation of qualitative data was more than necessary. With all translation, data will need to be changed from one language to another and certain keywords or phrases will be transformed partially skewing the data to a certain extent to make it viable for the language needed.

Existing transportation systems are limited within the community of Pajaro, ranging from the only options of owning a car and riding the bus as their only options. From the data that has been observed, it is likely that not many people have access to the current options because they do not have enough funds to purchase their own vehicle. The public transportation is unreliable as it takes too long to arrive and does not take them to the destination which is needed.

According to the population of Pajaro from the data gathered, they have many needs for attaining reliable transportation. Many have medical needs, which is that they need to pick up medicine from the pharmacy, arrive at their medical appointments on time, and it is a difficult with the current transportation that is available now in Pajaro. While the public transportation system may work to get you from point A to point B, it doesn't help you arrive on time when you are feeling ill and must walk to bus stop and possibly need to take more than one bus to arrive to a destination that leaves resident blocks from destination long before the appointment begins. Other needs which have surfaced are needs for grocery shopping and errands, in addition to dropping off and picking up children from schools.

### **Data Cleaning**

All resident survey responses that were received were legitimate responses. The LEAP Institute made sure that the data received was legitimate by conducting the surveys in person and face to face. This process eliminates unknown factors, while ensuring secure and discrete data. While the surveys were coming in, we waited for a specific time to input and process them. The reason for this method was to be able to thoroughly collect all the data in a physical version and to meet our specified goal of attained surveys. After the collection is complete, we count them and make sure we have met the quota, then begin to input them into the system for analysis to make sure that we have the required population sample before beginning the process of analyzing the data.

The process of data cleaning within the surveys was done by the LEAP Institute as a whole. Everyone in the LEAP Institute had a helping hand in mining the data by physically gathering the data in a face to face manner with the population, counting surveys to make sure the quota for the surveys received was met, as well as inputting the surveys into the system to be analyzed

## **Transportation Needs Assessment for Pajaro**

while highlighting every individual survey that has been inputted to prevent duplications within the data itself.

The population sample maintained a boundary of only surveying people that were of age to legally obtain a driver's license or older. Any themes that felt as unproductive or contradicting were addressed by allowing an option on the survey for people to be able to choose "none of the above" or also allow for multiple inputs if they felt more than one answer met their criteria. For handwritten inputs that were illegible or not understandable, they were highlighted and given a second evaluation by another member in order to make sure every survey provided the best data possible for the analysis.

The LEAP Institute performed additional data cleansing and double checking of responses to make sure the data is valid and as accurate as it can be. From these methods, and double checking of the responses, the information that was needed was obtained.

### **Data Analysis**

The LEAP Institute carried the analysis of the survey results through the online utility website known as Alchemer, and as well as Excel for specific needs. Qualitative data such as comments and other handwritten answers were further reviewed after input in order to utilize the results and find common themes amongst the population (e.g., many surveyors commented how they are looking forward to the new form of transportation to be able to get to where they need to go.)

All the data after input was analyzed by the specialized data analyst appointed by The LEAP Institute to get the best understanding of the data and to complete a thorough analysis on the results.

# Transportation Needs Assessment for Pajaro

## Results

### Demographics: Pajaro

The survey population for the residents of Pajaro was a controlled population focused only on respondents who are of legal age to obtain a license or older. Most of the community have not obtained a license to drive at a rate of 55%, while 45% of the community said they do have a license. Approximately 92% of the population in Pajaro are of Hispanic heritage. Over 80% have a high school education or less, with Hispanics having the lowest high school graduation rate and 36% of Pajaro residents have less than a 9<sup>th</sup> grade education. 84.67% of Pajaro residents speak Spanish, 11% speak only English<sup>5</sup>.

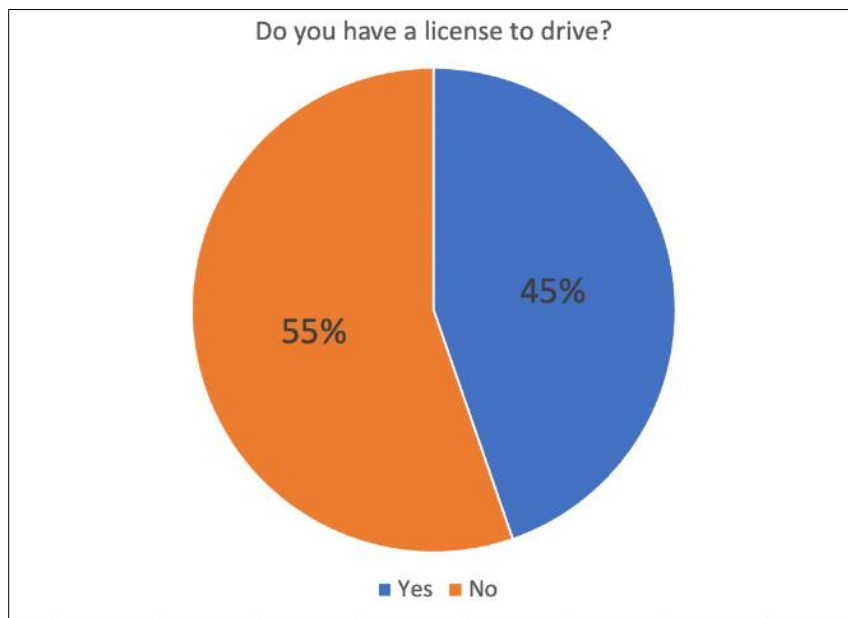


Figure 12: Pajaro License to Drive

The community of Pajaro utilizes cars as their major transportation of choice. Most household in Pajaro owns at least 2 or more cars with a 49% respondent rate. The rest of the community that owns 1 car or less is closely 52%. Survey respondents that did not own a car were asked to further their reasoning as to why, in order to understand more clearly from their own perspective and situations. 15% responded that they did not own a car, with reasons being “I can access everything I need without a car”, “I can’t afford gas or insurance”, “Parking is expensive”, “I can’t afford to purchase and/or repair a car”, “I don’t have a license”, as well as an option labeled “other” which allows for survey respondents to share their own interpretation of why they cannot own a car. The most impactful reasonings as to why they do not own a car are because they do not have a license, or they cannot afford to pay for gas or insurance.

<sup>5</sup> <https://data.census.gov/cedsci/table?tid=ACSST5Y2019.S1601&g=1600000US0655044>

## Transportation Needs Assessment for Pajaro

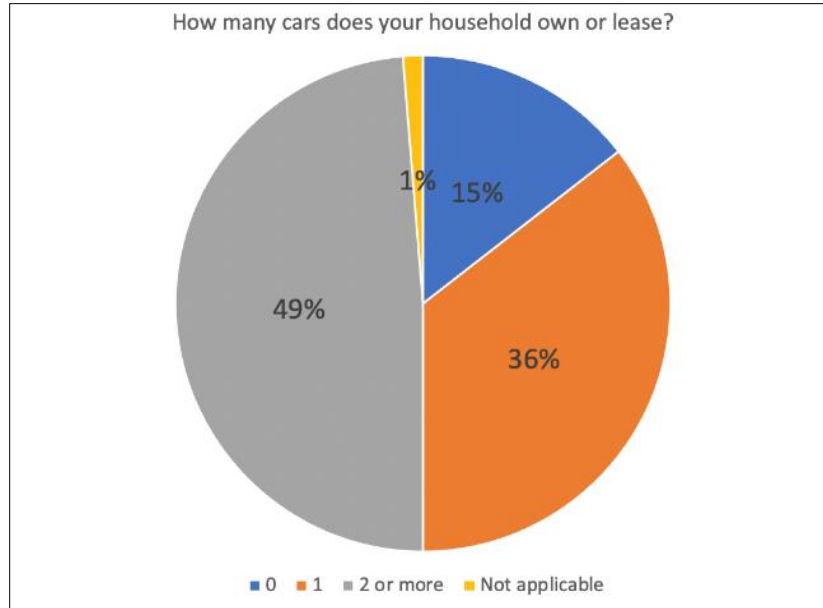


Figure 13: Pajaro Vehicle Ownership

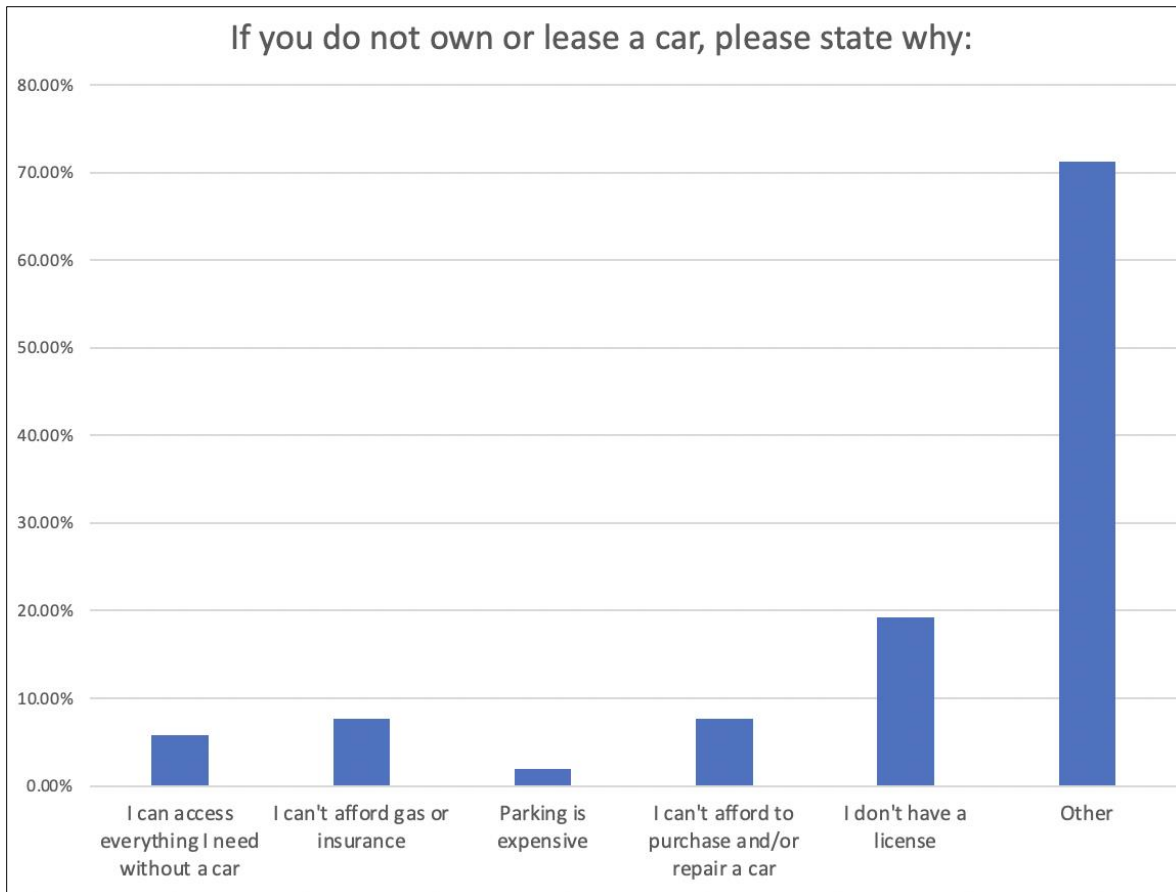


Figure 14: Pajaro Reasons for Not Owning Vehicle

# Transportation Needs Assessment for Pajaro

## Current Transportation Behavior and Preferred Transportation Benefits: Pajaro

The community of Pajaro was followed up with a survey question that indicated if it is generally easy for them to commute to where it is that they need to get to. With the current transportation they currently utilize, majority being cars, 75% claimed that it is easy for them to get around, while 25% of the survey respondents had trouble getting around the community of Pajaro.

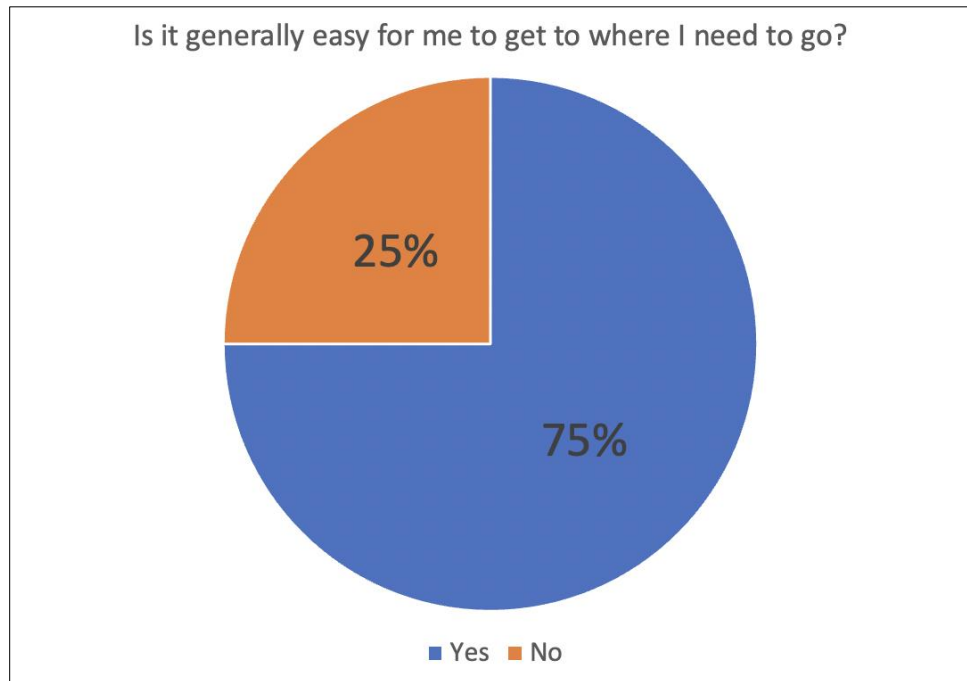


Figure 15: Pajaro Ease of Getting Places

## Alternative Transportation Methods: Pajaro

Alternative Transportation methods consist of ways to travel other than their own personal cars. This includes the bus, informal ride share programs, bicycles, scooters, or using Lyft and Uber in wealthier communities. Survey respondents in the community of Pajaro were asked questions pertaining to what different kinds of transportation methods they currently utilize and have implemented in their communities. One survey question focused on if they currently own and use bicycles. The majority of Survey respondents' (58%) claimed that they do not own a bicycle. Close to a quarter, 23%, owned at least one bicycle, and 19% said they own at least two bicycles. Close to half (42%) had bicycles. A follow up survey question was established to provide insight in reasonings as to why they may not own a bicycle at all. Reasons as to why they may not own any bicycles were that "it seems unsafe," "It's uncomfortable," "I can't afford to buy one," "I don't know how to ride," "Not applicable," as well as an option for "other," which allows for user input to describe their own particular situations as to why they cannot of do not own a bicycle, or troubles which they may be concerned about regarding possession of a bicycle.

## Transportation Needs Assessment for Pajaro

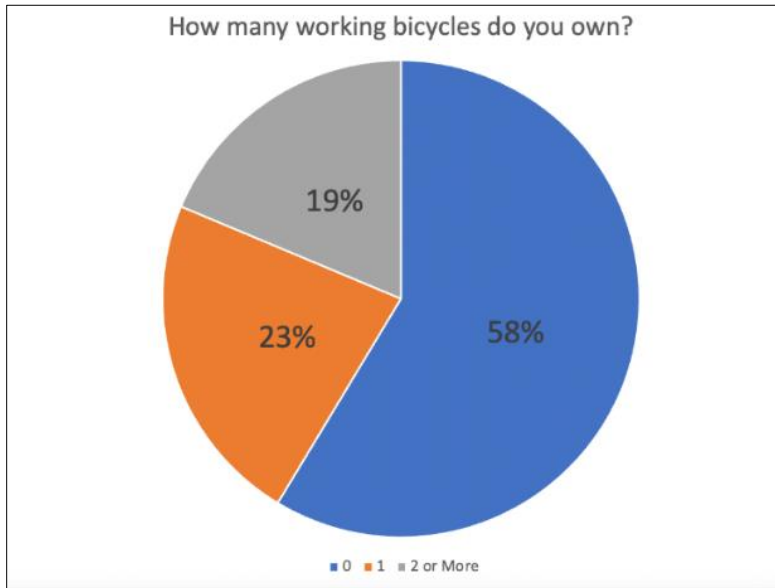


Figure 16: Pajaro Bicycle Ownership

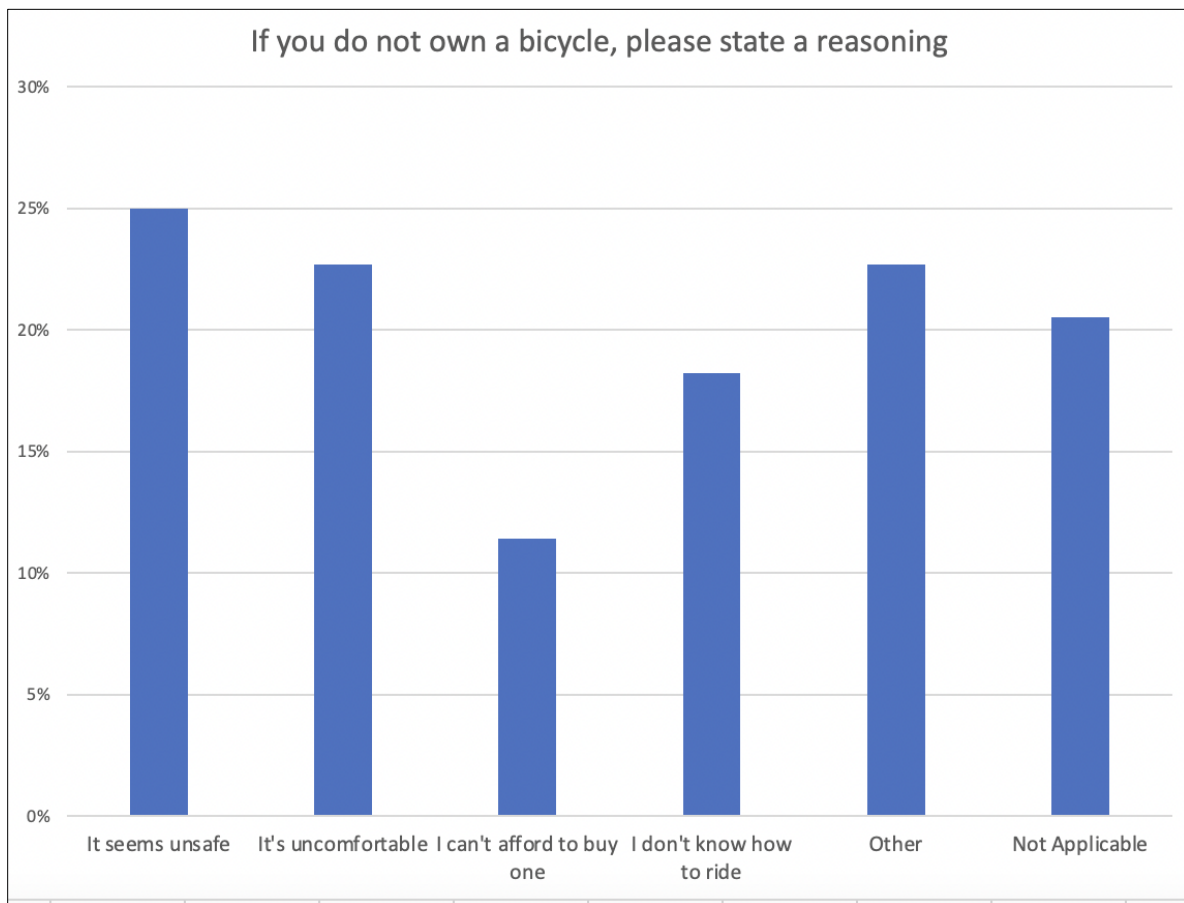
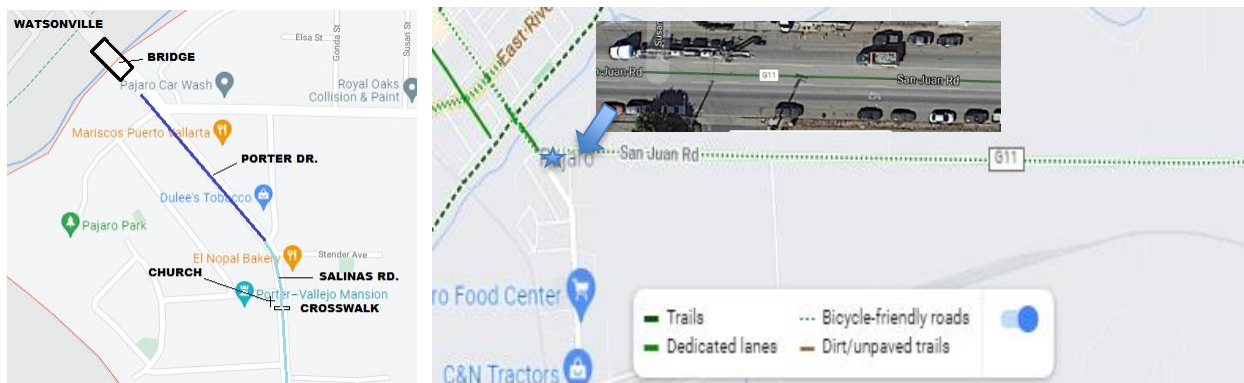


Figure 17: Pajaro Reasons for Not Owning a Bicycle

## Transportation Needs Assessment for Pajaro

The community of Pajaro’s major method of transportation is through the use of public transportation. A survey question was conducted acknowledging if they utilize public transportation which they have currently, which to 53% of the survey respondents answered that they do not use public transportation regularly; and 43% claimed that they do utilize public transportation, and 4% said this survey question did not apply to them. For those that said “no,” a deeper analysis was conducted to understand the reasoning behind why they do not use public transportation. While wait time is the main factor, with 42.1% of the respondents, more reasons were cited claiming that there were no stops next to where they lived or it doesn’t take them to where they need to go. Another reason cited is that public transportation does not arrive on time or often enough.



*Figure 18.1: The figure on the left identifies a dangerous route in Pajaro, Porter Dr./Salinas Rd. Figure on the left identifies where the bike lanes exist in Pajaro. The dotted green line stemming from star to the right is on San Juan Rd., a “bicycle safe road”. Observing a snap shot of road with moderate traffic shows a different picture not pointing to a safe bike route.*

Most of the females surveyed shared that they were not used to riding bicycles and or felt unsafe riding a bike in their community. This is very understandable because the majority of the urbanized sector of Pajaro is trespassed by Porter Dr. which turns into Salinas Road south bound as it exits Pajaro. This is also the only route to enter Watsonville to attend to errands. Most needs for Pajaro residents are in Watsonville. Traffic crossing the bridge from Watsonville slingshots on a curve where Porter (Figure 17.1) becomes Salinas and poses great danger for pedestrians and bicyclists. In front of Our Lady Assumption Church there is a crosswalk with signage, complete with pedestrian controlled lighting. While this infrastructure intends to make it safer to cross, traffic approaches at an intimidating velocity. A class 4 bike lane would be in order to provide safety and encourage bike riding. During the period when the team was surveying there were very few bicyclists.

## Transportation Needs Assessment for Pajaro



Figure 17.2: Salinas Road cross walk in front of Our Lady of the Assumptions Church in Pajaro. Notice space but no bike lanes

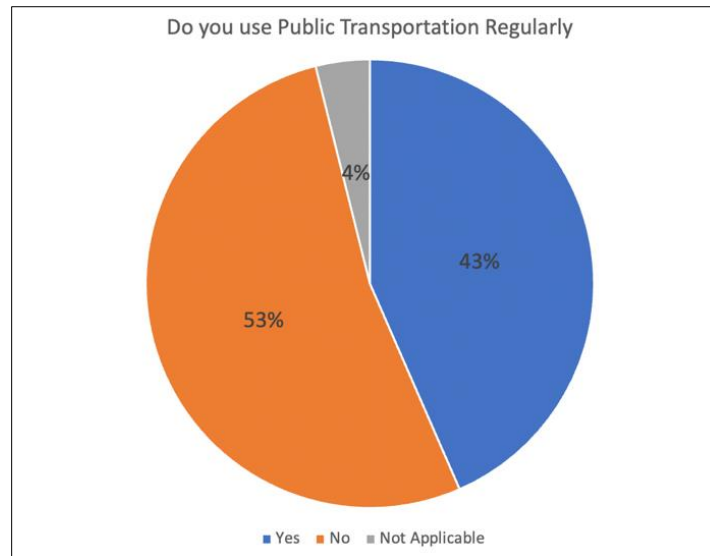


Figure 19: Pajaro Public Transportation

## Transportation Needs Assessment for Pajaro

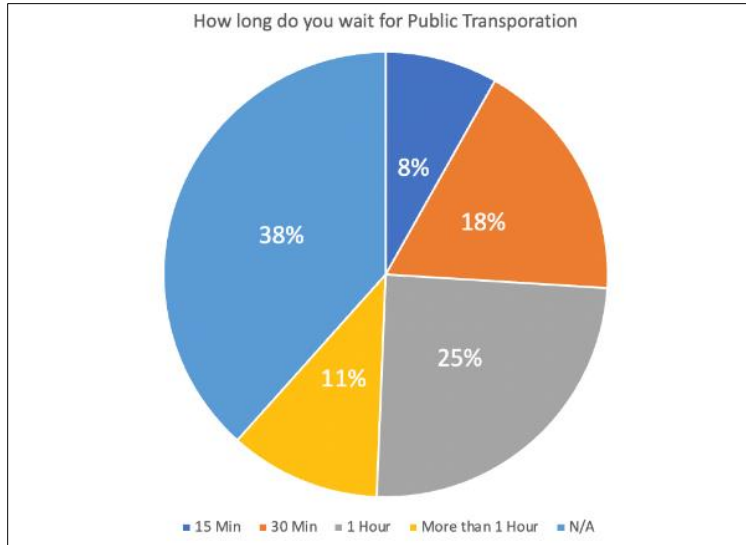


Figure 20: Pajaro Wait for Public Transportation

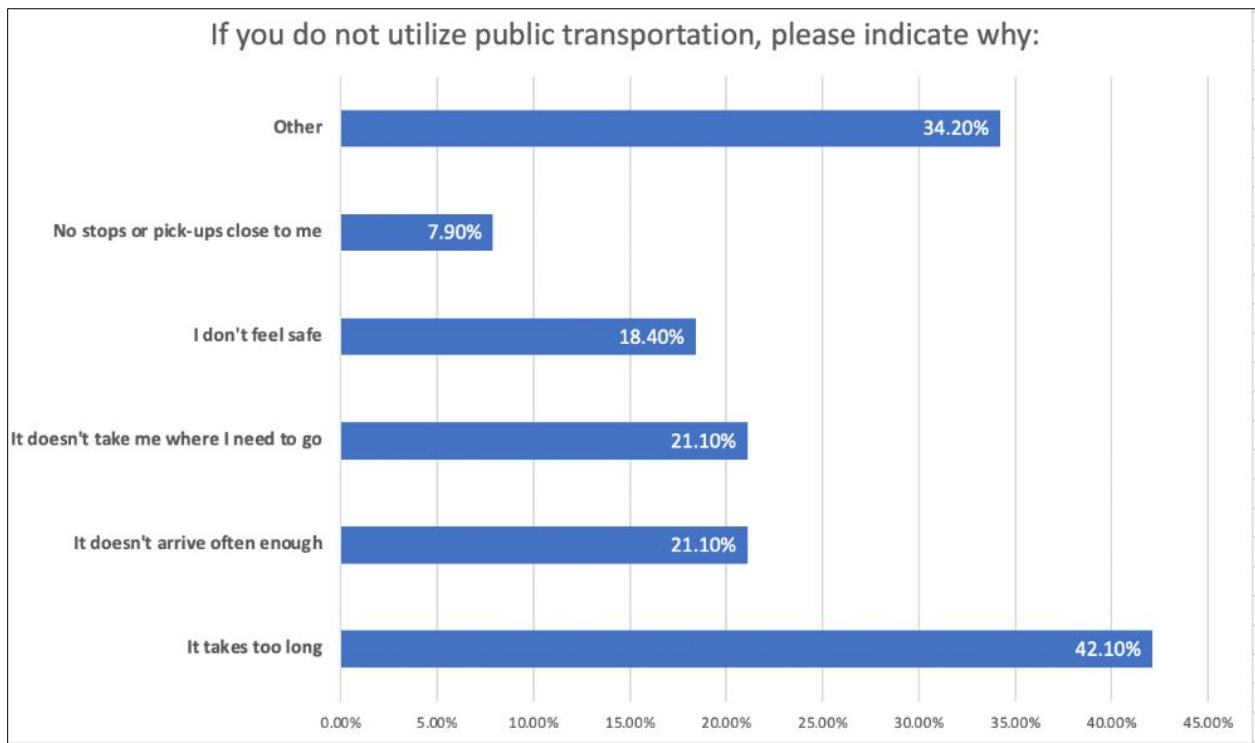


Figure 21: Pajaro Reasons for Not Using Public Transportation

### Familiarity with New Shared Mobility Options and Interest in Modes: Pajaro

Survey respondents were asked questions to inscribe their potential familiarity with ride share programs that are currently available for utilization. The survey question asked survey respondents of Pajaro to determine whether they are “Very Familiar, Familiar, Moderately

## Transportation Needs Assessment for Pajaro

Familiar, Something Familiar, or not Familiar” with the shared mobility options that were presented. It was brought to light that most of the survey respondents in the community of Pajaro are not familiar, and are not aware with the current transportation methods that are available.

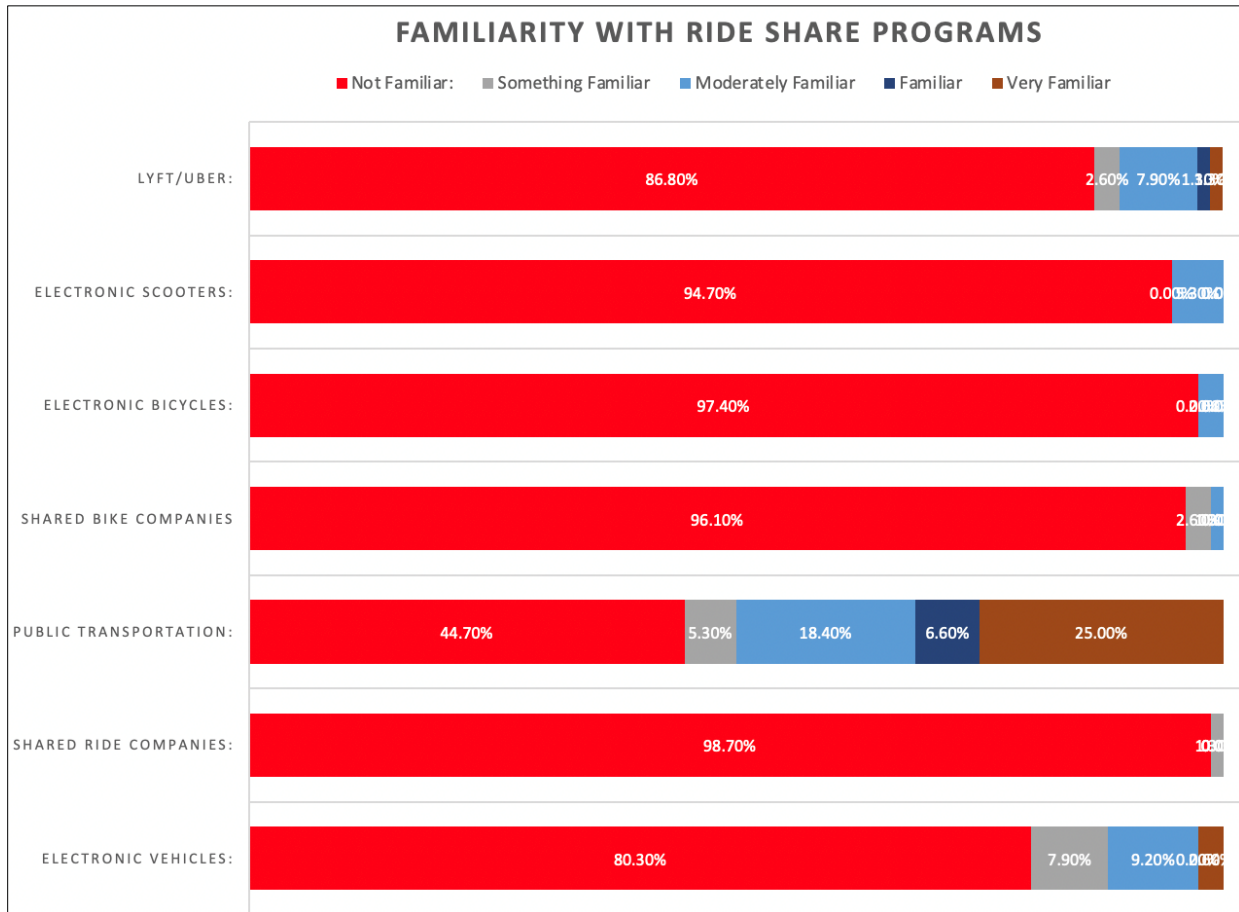
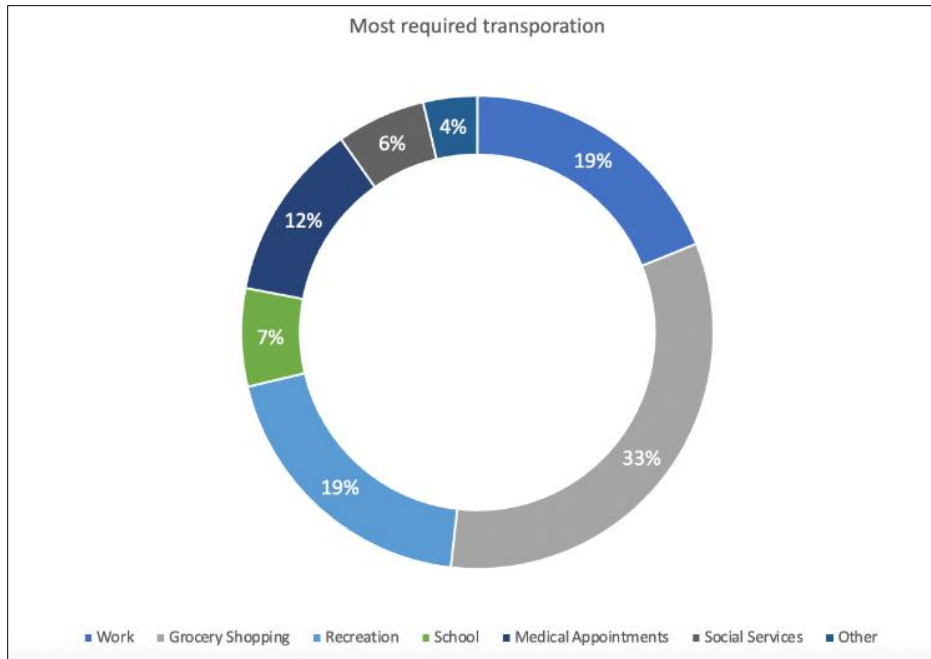


Figure 22: Pajaro Ride Share Familiarity

Spanning across all of the ride-share mobility options, there is an average of at least 90% non-familiarity with any of the ride share programs. This is mainly due to the fact that they do not have the experience in these programs, the alternatives are not affordable, or have not yet been familiarized with other opportunities of transportation that should be accessible by the community and residents of Pajaro.

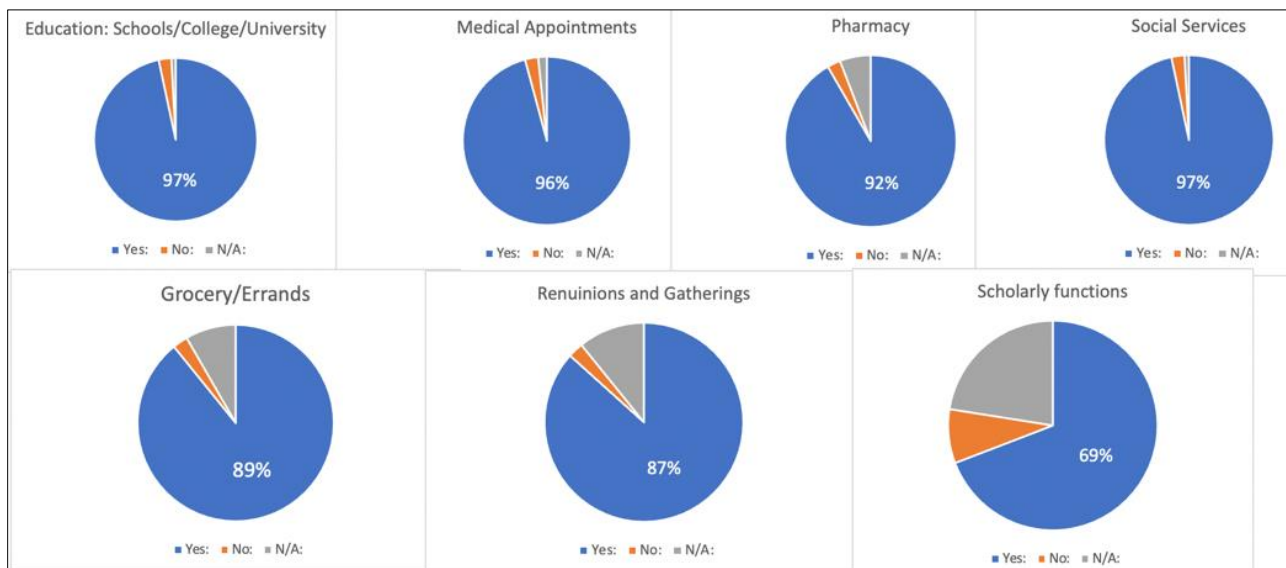
According to the data, if the residents had a better understanding of what transportation methods they could have at their disposal, they would utilize it for things which are currently a difficult task for some who live in Pajaro. The majority of the survey respondents would like reliable transportation for everyday tasks like being able to go buy groceries and run errands, with 33% of the respondents. Others would use it to get to and from work with 19%, while many need it to get to their medical appointments and arrive on time.

## Transportation Needs Assessment for Pajaro



*Figure 23: Pajaro Most Required Transportation*

Pajaro has brought to light from the survey questions detailing where they would frequent the most if having the shared mobility transportation at their disposal. It shows that on average of above 90% that the community of Pajaro is in need of shared mobility transportation programs, and will utilize it to access destinations such as “pharmacy,” “schools/college/university,” “medical appointments”, “scholarly functions”, “social services”, “frocery/errands”, and “reunions and gatherings”. To further this analysis, another survey question was conducted asking the surveyed residents if they would utilize a free microbus, or one with low fees, if it was available for them to take to common destinations and it resulted in a majority agreeing that it would be useful with a majority result of over 90%.



*Figure 24: Pajaro Destinations*

## Transportation Needs Assessment for Pajaro

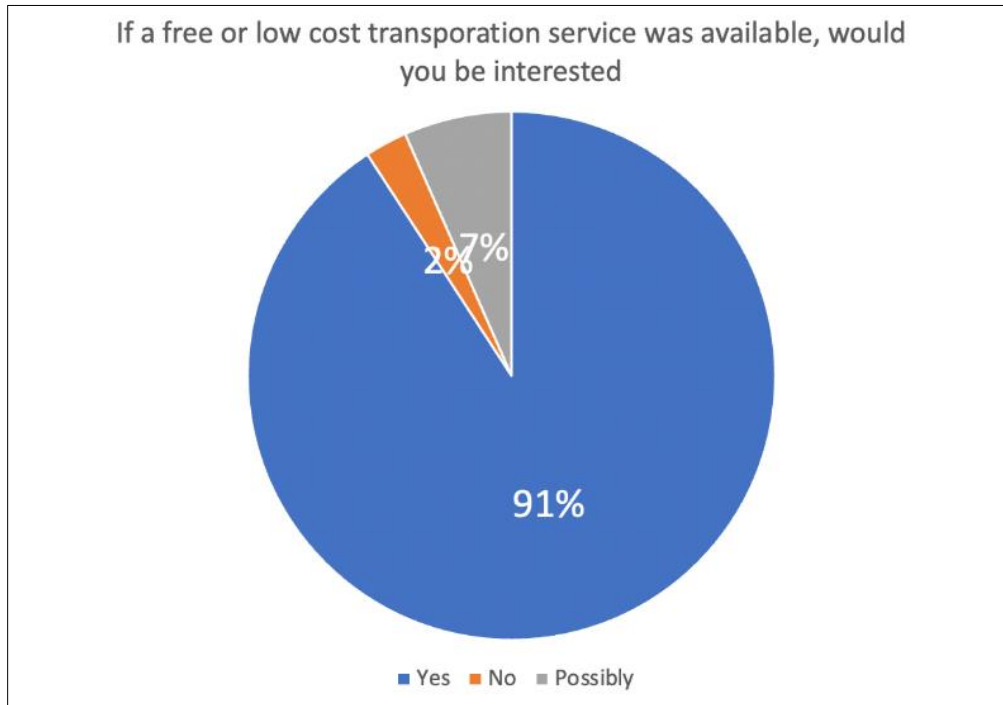


Figure 25: Pajaro Inexpensive Transportation

## Transportation Needs Assessment for Pajaro

### Limitations

Due to certain circumstances of the survey questionnaire and limited use of alternative methods for gathering data, this research and analysis was utilizing mainly qualitative research methods of data mining. Because of this, certain data could not be transformed into quantitative percentages for reporting and conducting accurate analysis. Since the data relied heavily on survey respondents, we were limited to the sample size of the community and were faced with a restraint that represented a certain percentage of the whole community.

During the data gathering process, certain limitations that were confronted was when residents of the community would decline or did not wish to participate in the survey. This situation narrows the community sample population for analysis, which increases the discrepancy and accuracy for quantitative data percentage to be implemented to represent that specific community.

Time restraint was a factor when conducting thorough analysis and data gathering. Due to recent pandemic situations with COVID 19, postponing survey conducts were necessary and important for the health of the community, and the LEAP Institute staff. This affected many things and pushed back the amount of research which could have been conducted otherwise. Because of this time restraint, gathering data and surveying residents of the communities came with difficulties and uneasiness of being approached for a survey questionnaire. This affected not only the time management, but as well as the sample size of the community.

The canvassing process in the Pajaro brought about similar limitations and difficulties. The residents of these areas showed distrust during the surveying process and would often question what the trade-off was for their willingness to participate. These closed-knit communities are often suspicious of outsiders which complicates the relationship. Even with the offer of free hand sanitizers and facemasks as collateral, they were still hesitant to engage.

Additionally, the timing may have contributed to the limitations. There was the worry and fear of Covid 19. The pandemic was still occurring when the surveys were conducted. This made it difficult to actively engage the public in larger groups. One-on-one interactions were favored to decrease the probability of contracting the virus and to follow the FDA and California government's mandates regarding the pandemic and social distancing.

When canvassing, there was limited internet access. Phones and tablets were used at first to conduct the surveys. The hotspot or internet carrier would drop in the surveying process which resulted in having to input the answers again. This prolonged the survey and created a sense of dissatisfaction with the process.

## Transportation Needs Assessment for Pajaro

### Discussion & Solutions

#### Key Findings from Needs Assessment Results

What are the underlying causes of mobility gaps and challenges in the project area?

- Communities engaged are, for the most part, geographically and linguistically isolated. Public transit, even when available, has gaps and becomes insufficient for many, especially ADA and seniors. In Pajaro, the bus did not provide them access to their destinations. Residents were unfamiliar with transportation network companies and the extent of ridesharing was limited to riding with family, friends or colleagues. Moms and elders shared their lack of interest in sharing bicycles or e-bikes but showed interest in e-tricycles that they could use to go to market with their children and without the concern of needing to balance a bike on the road near large vehicles.

What factors could contribute to successful transportation options in the project area?

- Green Raiteros (GR), the pioneering EV rural ridesharing program grown from the old practice used by farmworkers in Huron, California, has proved very successful. Apart from bridging the gap in access to essential appointments such as medical, social service and covid testing and vaccination, it has been evolving and upgrading to also empower the workforce from isolated communities to training sites to build skills and advance upward socio-economic mobility. Most recently, GR has added a program with 7-seater Tesla Y's that will transport students to college and universities as well as an enrichment and wellness component for the whole family with weekend trips to coastal parks, sponsored by California State Parks and supported by Save the Redwoods League. Farmworker families do not have the resources, awareness, or the transportation to enjoy the green emeralds our state has to offer. Simultaneously, locals are employed, gain professional experience, and can ascend into other opportunities. All the while, families become familiarized with electric vehicles that do not pollute their breathing air or contribute to the climate crisis.

What actions could be taken to enhance clean mobility in the community? How did you identify and prioritize these actions?

- Electric transportation not fossil fuel transport. The technology exists and is becoming more accessible, both the EV's and the infrastructure. The LEAP Institute has worked with numerous EV charger installation companies to encourage and advance EV infrastructure in farmworker regions in Pajaro. The idea of riding in a quiet, comfortable, smart vehicle with features to make the trip safer and healthy for all is capturing the imagination and interest of residents in all communities. "Pues, si no contamina, mejor" [Well, if it doesn't pollute, better] shared an elder. The farmworker, Latino and P'urhepecha communities have one strong bond that connects them all apart from many customs, some traditional foods and most frequently common language of Spanish and that is a communal likeness of support. The raitero (raitero from the Spanglish word 'raite' or ride. A raitero is both the driver and the rider) concept of ridesharing and ride

## **Transportation Needs Assessment for Pajaro**

hailing has been around long before Uber or Lyft in these communities. Before it was sexy but due to historical racism such as redlining by financial institutions and other mechanisms of undermining wealth creation and economic advancement, this concept, practice, and business opportunity was suppressed. Economic opportunities for economic upward mobility are limited in these communities and many times constricts the potential of the next generation. These are the same communities that are overlooked and underinvested in when it comes to infrastructure, amenities but always disproportionately impacted with more polluted air and contaminated water. These communities are the ones bearing the worst impacts from the climate crisis, a man-made problem not of their own device.

What is the transportation planning process like in your community? Who is/are the lead entity and who has been traditionally involved or excluded from transportation planning?

- Priority community residents are left out, especially if they are not English speakers residing in more well-to-do areas where more amenities are developed. It becomes worse for those that only speak Spanish and it only becomes more challenging for communities that speak Spanish as a second language. This applies also to indigenous farmworker communities from other parts of 'Mesoamerica' such as the state of Oaxaca and Guatemala where they speak multiple native languages and reside in all the areas where we have implemented the assessment tool.

What populations in the community have been traditionally underrepresented?

- Established and migrant farmworker families living in low-income rural communities that lack the infrastructure to uplift quality of life. The models of clean mobility that LEAP has already implemented provides an ideal option for farmworker rural communities. Still today, we have witnessed municipal governments hire consultants that capture .01% of the population's opinions on their needs, wants and transportation gaps with most of that meager number hailing from upper income or middle-class sectors of the society. CMO TNA is a great model to engage the working class, on the ground, to intimately acquire a colorful picture of what exists, what doesn't and what is not working to bridge the gaps.

# Transportation Needs Assessment for Pajaro

## Lessons Learned from the Needs Assessment Process

### #1 – People are over surveyed

Survey fatigue is real & many community members experienced this. In the community of Pajaro especially which suffers from various environmental injustices, this population is continuously turned to for information on these issues. Our onsite project partners advised us of this which led us to take a different approach as to how we can engage community.

### #2 – Research infrastructure. Invest on these tools.

When the LEAP Institute was on site in the community of Pajaro, weak internet connection hindered our ability to conduct surveys dramatically. As we move forward with our door-to-door strategy we quickly realized that a stable internet connection was crucial to conducting the survey via smart tablet. But we improvised and printed out surveys. Not as cost effective or less labor intensive due to the need of then inputting data into Alchemer system later, but it was a solid method to capture data.

### #3 – A more developed survey equals an easier conducting process

The survey that was developed was fairly long. It would take an average of 12 minutes to complete. As the survey was conducted, we realized that some questions could have been shortened or combined to receive the same insights and results with less questions. Also, perhaps it would be of good measure to have community institutions to regularly check the pulse of their patrons on transportation challenges. More primary data to pull from for future surveying in communities.

### #4 – Stay on your feet, be creative with talking points

One of the challenges faced was that community members were unfamiliar with some of the alternative transportation methods so they would quickly lose interest. During training, the LEAP team came up with multiple talking points that engaged residents on issues that mattered to them. For example, when mentioning bike or scooter share, we cited those that are found at the beach. Good majority then captured the concept of the program we were trying to highlight. Most of the time, families would share unfamiliarity with electric vehicles, but recognized the bad air quality around them. We found these points to draw the community in.

### #5 – In Retrospect – Recommendations

It would be good to have one or two questions early on to gauge air quality or respiratory illnesses such as asthma to create stronger connection of the intent of why Clean Mobility Options are of greater interest in California. At times, we had the virtue of showing off one of the LEAP electric vehicles. One mother of a multi-unit dwelling took interest and wanted to learn more about the incentives, we provided a phone number to an EV navigator (agency that helps residents learn and access incentives).

## Transportation Needs Assessment for Pajaro

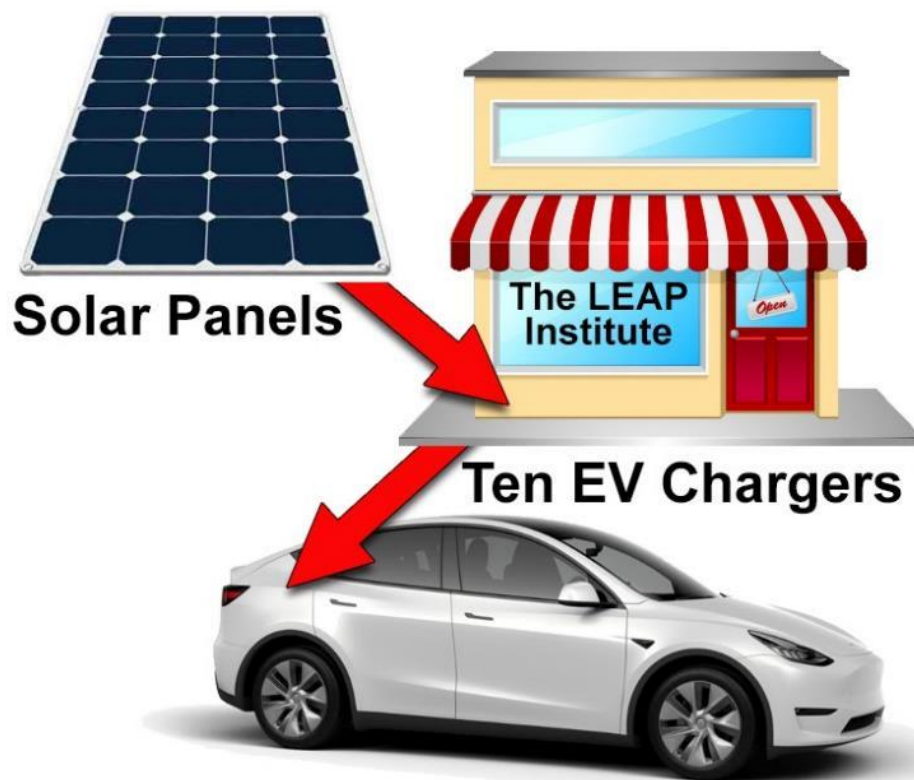
### Conclusion

Communities engaged are, for the most part, geographically and linguistically isolated, Pajaro was no different. Public transit, even when available, has gaps and becomes insufficient for many, especially ADA and seniors. While systems and information exist online to provide a more accessible transit system, the downfall is that the technological aptitude is absent.

Recommendation: include question and or activity in outreach and survey completion process be a set of basic trainings for residents to be savvy in maneuvering online public transit resources. In Pajaro, many felt that the bus did not provide them access to their destinations. This an interest takes when it appears that a healthy bus system exists connecting Pajaro and Watsonville locations. One resident mentioned his disillusionment with the transit system after witnessing a physical altercation on the bus. Whether this becomes a stereotype of the public transit system is unknown because we heard it from at least one individual, but such an incident can have a negative impact in a community with a strong word-of-mouth network, traditional for farmworker Latino communities. Residents were unfamiliar with transportation network companies and the extent of ridesharing was limited to riding with family, friends or colleagues. Moms and elders shared their lack of interest in sharing bicycles or e-bikes but showed interest in e-tricycles (e-trikes) that they could use to go to market with their children and without the concern of needing to balance a bike on the road near large vehicles. While e-trikes are not popular yet, it is a vehicle that The LEAP Institute would like to see become adopted and popular with the large micro mobility companies. We have heard from residents in Pajaro and other communities in the state that have a healthier appetite for that sort of vehicle.

Green Raiteros and Green Cruisers (e-trikes concept), passenger EVs and electric micromobility for first and last mile, and within 3 miles of the locations.

## Transportation Needs Assessment for Pajaro



*Figure 26: EVs Powered by On-site Renewable Energy*

Green Raiteros (GR), the pioneering EV rural ridesharing program grown from the old practice used by farmworkers in Huron, California, has proved very successful. Apart from bridging the gap in access to essential appointments such as medical, social service and covid testing and vaccination, it has been evolving and upgrading to also empower the workforce from isolated communities to training sites to build skills and advance upward socio-economic mobility. Most recently, GR has added a program with 7 seater Tesla Y's that will transport students to college and universities as well as an enrichment and wellness component for the whole family with weekend trips to coastal parks, sponsored by California State Parks and supported by Save the Redwoods League. Farmworker families do not have the resources, awareness or the transportation to enjoy the green emeralds our state has to offer. Simultaneously, locals are employed, gain professional experience and can ascend into other opportunities. All the while, families become familiarized with electric vehicles that do not pollute their breathing air or contribute to the climate crisis.

Green Cruisers is an extension of GR using electric tricycles or e-trikes. Studies show that most riders are older white males, and we believe we can change that with e-trikes. In our interviews with Latina moms and elderly retired farmworkers we found that tricycles are more attractive to them because they feel they are safer than bicycles. The added benefit of being able to transport children and groceries takes it over the top. Small businesses in other communities shared the interest of using e-trikes for delivery as well.

## Transportation Needs Assessment for Pajaro



*Figure 27: Vendor e-Trike*

Electric transportation not fossil fuel transport. The technology exists and is becoming more accessible, both the EV's and the infrastructure. The LEAP Institute has worked with numerous EV charger installation companies to encourage and advance EV infrastructure in farmworker regions in Pajaro. The idea of riding in a quiet, comfortable, smart vehicle with features to make the trip safer and healthy for all is definitely capturing the imagination and interest of residents in all communities. “Pues, si no contamina, mejor” [Well, if it doesn't pollute, better] shared an elder. The farmworker, Latino and P'urhepecha communities have one strong bond that connects them all apart from many customs, some traditional foods and most frequently common language of Spanish and that is a communal likeness of support. The raitero (raitero from the Spanglish word 'raite' or ride. A raitero is both the driver and the rider) concept of ride-sharing and ride hailing has been around long before Uber or Lyft in these communities. Before it was sexy but due to historical racism such as redlining by financial institutions and other mechanisms of undermining wealth creation and economic advancement, this concept, practice and business opportunity was suppressed. Economic opportunities for economic upward mobility are limited in these communities and many times constricts the potential of the next generation. These are the same communities that are overlooked and underinvested in when it comes to infrastructure, amenities but always disproportionately impacted with more polluted air and contaminated water. These communities too are the ones bearing the worst impacts from the climate crisis, a man-made problem not of their own device.

Priority populations need transportation to get to non-emergency medical appointments, social services, apprenticeship programs, work, school, shopping and enrichment. Traditional transportation systems are useful but fall short in meeting all the essential needs of the families with the least.

Docking/charging station with solar awnings to also serve as clean energy emergency islands to provide a pedestrian refuge under the shade, charge personal devices, access WiFi and receive alerts when air is too contaminated, or a dust storm is approaching. These scenarios are unfortunate real ones, particularly in the San Joaquin and Coachella Valley's. Traditional transportation systems are slow and don't go to where people want to go. That is the reason

## Transportation Needs Assessment for Pajaro

Uber and Lyft are popular in wealthier communities. Priority community residents are left out, especially if they are not English speakers residing in more well-to-do areas where more amenities are developed. It becomes worse for those that only speak Spanish and it only becomes more challenging for communities that speak Spanish as a second language like the P'urhepecha families in the Eastern Coachella Valley. This applies also to indigenous farmworker communities from other parts of 'mesoamerica' such as the state of Oaxaca and Guatemala where they speak multiple native languages and reside in all the areas where we have implemented the assessment tool.



*Figure 28: Solar Docking/Charging Station for Electric Micromobility*

Established and migrant farmworker families living in low income rural communities that lack the infrastructure to uplift quality of life. The models of clean mobility that LEAP has already implemented provides an ideal option for farmworker rural communities throughout the state because they were born from the same people and descendants that have grown up witnessing the challenges and fighting for the resources, that for generations, went face first into brick walls. Still today, we have witnessed municipal governments hire consultants that capture .01% of the population's opinions on their needs, wants and transportation gaps with the majority of that meager number hailing from upper income or middle-class sectors of the society. CMO TNA is a great model to engage the working class, on the ground, to intimately acquire a colorful picture of what exists, what doesn't and what is not working to bridge the gaps.

Not only affluent families have interest in having amenities that work, but are efficient and effective in covering the needs of the most essential things in life. Working families also have the aspiration of experiencing public resources that they can count on and live a more comfortable life when they have leisure and are not entrenched in the farm fields of our rich state that feed the nation. To some extent and at times exaggerated by few, farmworkers nod almost facetiously as to being fed a pipe dream. The unfortunate fact of the absence of investments in their humble communities have all but concreted a perception of how society is in our Golden state. We know it can be different and lean on the energy and comprehension of the agencies to

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lead innovation for equity and demystify. Door to doctor and door to store is obviously one of the preferred services residents in all communities showed favor for. Using micromobility to bridge the gaps and what we call, nano-mobility (e-trikes, e-bikes, e-scooters) to get to the bridge for those able to do so, if not to make the short trips to local market while pedaling in some necessary exercise. Lighting is also an important matter in these communities. Many times, it is too costly for the utility to install new infrastructure to illuminate dark neighborhoods or streets. LEAP innovations have evolved around the need's farmworker community's demand. As such, the LEAP Smart Light (LSL) is what we will be installing in one of the communities already (Huron, CA). These LSLs are LED lighting with solar, storage and charging for personal devices and nano-mobility. LSL's also can be accompanied with WiFi capacity (another huge need in low-income communities), DYLOS air quality monitors and other safety elements.