

Strengthening Partnerships:

A 2022 Peer Exchange Series for former CPBST sites

Relationship Building for Temporary Demonstrations and Quick-Build Projects

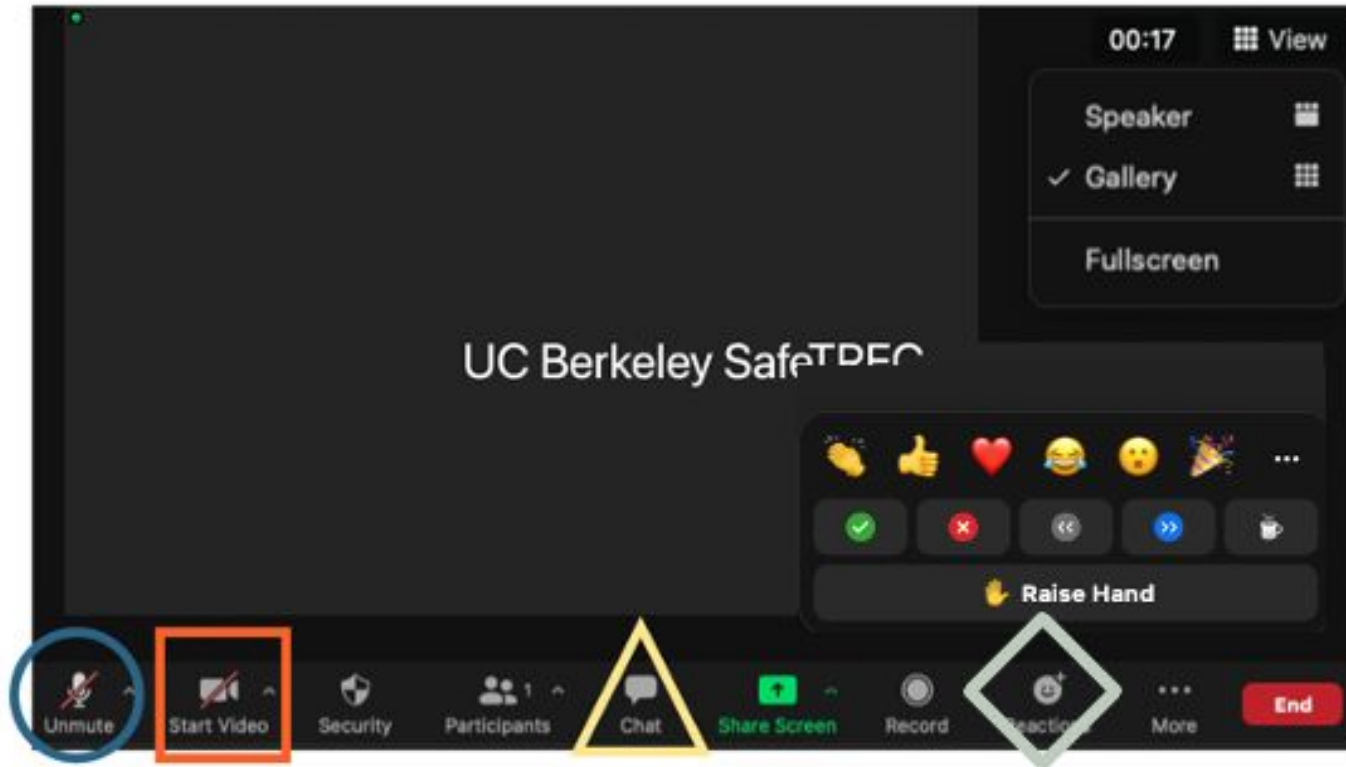
March 29, 2022

<https://safetrec.berkeley.edu/programs/cpbst>

Welcome & Housekeeping

- ▶ Please **mute** your audio/phone when you are not speaking to minimize background noise
- ▶ Feel free to enter questions or comments in the **chat**
- ▶ Please have your **camera on** when you're speaking
- ▶ **Be present** throughout the session - multitasking during the session disrupts your learning and can also deprive others who could benefit from your engagement
- ▶ All slides will be emailed to everyone registered for today's peer exchange
- ▶ Think of something later? Email cpbst@berkeley.edu

Zoom Logistics



Agenda

- ▶ Welcoming Remarks & Housekeeping
- ▶ Introductions
- ▶ Overview of Relationship Building for Temporary Demonstrations and Quick-Build Projects
- ▶ Discussion
- ▶ Wrap Up

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Introductions

What's the most important thing you want to get out of this peer exchange?

Purpose of Peer Exchange

- ▶ Distinguish the difference between a quick-build and temporary demonstration.
- ▶ Share our tips and tricks on how to build relationships with city and/or county decision makers.
- ▶ Share our experiences working with decision makers to implement temporary demonstrations and quick-build projects.
- ▶ Network with one another to build inter-community relationships to help create a support system as everyone continues to implement their CPBST recommendations and other projects.

What is a Temporary Demonstration Project?

- A project that installs short-term safety enhancements that allow community residents to experience and give feedback on a project before it is permanently installed.
- They differ from quick-build projects because they are installed before a decision is made by the local government body.
- They provide a way to test out potential projects before voting on making them permanent.



Temporary roundabout and bulbouts in Costa Mesa
https://youtu.be/RrrNvy_Olj8

Why use a Temporary Demonstration Project?

- To test out a potential project or infrastructure element.
- To provide residents a tangible way to experience the potential changes.
- To gather community feedback on a project or infrastructure element before permanently installing it.



Pop-up bike lanes on Portola Drive, Santa Cruz

What is a Quick-Build Project?

- A semi-permanent project that can be implemented quickly to prioritize the safety of those using the street.
- Oftentimes, they are intended to test improvements and can undergo changes after installation to make them more impactful.
- They can be completed with as little as paint and posts, but can include concrete and other more permanent elements.
- They can be planned rapidly and installed roughly within a year of the start of planning.



Quick-Build Project in Oakland

Why use a Quick-Build Project?

- To create impactful, money-saving safety projects.
- Quick-builds are a tool that can improve the safety of a street for a margin of what a full project would cost.
- They can also be used as a way to test out a project or new infrastructure element before committing to it fully.



Quick-Build Project in San Francisco

***Relationships are the building
blocks for all community
organizing, you create relationships
through one-on-ones.***

How to build relationships with decision makers

- ▶ Know who to target to win your project.
 - *Who has the power to make it happen?*
 - *Who funds the project?*
- ▶ Learn who your decision maker is, do your research.
- ▶ Identify their self interest and how to use that to advocate for the project more effectively.

How to build relationships with decision makers

- ▶ Meet with your decision maker to demonstrate the support behind the project.
 - *Make it as easy for them to give you what you want.*
 - **End the meeting with your ask.**
- ▶ Maintain and deepen your relationship after the project, building trust takes time.

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General Discussion

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Upcoming Peer Exchange Sessions

Active Transportation Planning in Unincorporated Communities

Tuesday, April 12 from 2-3:30pm

Register at: <https://bit.ly/PEunincorporated>

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Thank you!

cpbst@berkeley.edu