



# Equipment & Skills Essential for Promotores Securing LA City/County Safe Street Contracts

**Organization:**

Los Angeles Walks

**Project Name:**

Equipment & Skills Essential for Promotores Securing LA City/County Safe Street Contracts

**Reach:**

180

**Award Amount:**

\$14,480



● Los Angeles, Los Angeles County



*The following report was written by Los Angeles Walks about Equipment & Skills Essential for Promotores Securing LA City/County Safe Street Contracts*

## Overview

Through the support of the *Go Human* Mini-Grant, we were able to train, supply and compensate our safe street promotores on two major transportation contracts with LADWP and LA Metro. We were able to purchase important supplies (i.e.: digital tools, workshop materials, handouts, etc.) for promotores to successfully execute these contracts. The Mini-Grant also supported training to make sure promotores understood the contracts, the deliverables, and the contract subjects and outreach content.

During the term of this grant (May to August 2022), we've had tremendous progress with our contract with LADWP, where our promotores are hired to recruit local small businesses to adopt e-bikes for deliveries and to leverage the fact that Wilmington has one of LA's best and most connected bike lane networks. During our weekly meetings with promotores, we devoted four of those meetings to discuss equipment and training needs. With the support of purchased equipment we also held a contracts training workshops in May, 2022. At this training, we brought together Wilmington and San Pedro promotores and our partner the LA County Bike Coalition to do training on the benefits of e-bikes and how to recruit local businesses. So far through this contract we hired eight promotores, recruited 28 businesses (Wilmington, San Pedro, and Harbor City), and disbursed \$14,000 in contract payments.

As for our LA Metro contract, we unfortunately had a late start due to delays by the agency, beginning just a week ago. The goal of this contract is to engage the neighborhoods around Union Station to better design Alameda Street for pedestrian access, a project we hope to contract our promotores. With the support of the *Go Human* Mini-Grant, we were able to begin early onboarding on the contract through one-on-one coffee meetings: discussing upcoming contract deliverables and promotores role in meeting said deliverables. We anticipate more progress in the coming months and for us to leverage the equipment and training utilized in the LADWP contact for this contract.



## Lessons Learned

Through this project we learned one major lesson, which is that community needs are always evolving and changing, especially for communities on the frontline of health, economic, and infrastructure injustice. Be it COVID, inflation, or increased stress due to the heatwave, depending on who and when you ask, the needs of a community can drastically change. The same applies to our promotores, whose equipment and training needs are always evolving. And so in our conversations we were mindful of not only focusing on the outcomes: a set list of supplies and training topics that will help prepare and give confidence to our promotores. We also honored the process: having multiple engagements with promotores on discussing needs, being open to leveraging local network of item vendors and trainers, and being flexible with our final list of supplies and training topics.

And perhaps that is why our promotores model is so successful: the needs and priority of our promotores become natural needs and priorities of Los Angeles Walks and our innovative Safe Street Promotor Educator program.



**Los Angeles Walks**  
@LosAngelesWalks

Safe, walkable streets is more than infrastructure, it's about power 🙌: our safe street #promotores are community-based certified paid consultants w/ the cultural & language skills essential for transportation contracts. Who better an expert of our streets than those living it?

**Safe Street Promotor Educators**  
**IMPACT REPORT**

**Contractor:**  
LA Department of Water & Power & LA County Bike Coalition

**Contract Goal:**  
Small Business E-Bike Pilot Program  
To solicit local businesses to adopt e-bikes for deliveries with the option to eventually purchase.

**Contract Impact:**

<b>\$14,000</b>	<b>8</b>	<b>28+</b>
Payments to promotores for contracted work	Number of safe street promotores hired.	Businesses recruited (as of August 2022)

*"Just because they tell me no, it gives me more momentum. If three doors close, we have to move on."  
- Promotora Maria S.*

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Southern California Association of Governments and 9 others