

03

PUBLIC OUTREACH AND STAKEHOLDER COLLABORATION



Public outreach and engagement were integral to the development of the Coachella Valley Community Connectors Plan. Community knowledge and local experience helped identify where connections were most needed, barriers to walking and bicycling, and important destinations for residents. Community input, technical analysis, and coordination with local agencies and Tribal governments collectively informed refinement of the Community Connectors network and the identification of Early Action Projects.

Engagement occurred in three rounds. Round 1 (January - March 2025) focused on identifying community needs and preferences for potential Connector routes and facilities. Round 2 (April - October 2025) gathered feedback on the draft Connector network, evaluation criteria, and the criteria used to select Early Action Projects among all the Community Connectors. Round 3 (November 2025 - May 2026) presented conceptual engineering and gathered additional input to inform the final Plan.

Engagement Timeline

1

ROUND 1: JAN – MAR 2025

Identifying community needs and preferences for potential Connector routes and facilities.

Part 1: Prioritization Survey Question

The CV Link Community Connectors Project is developing a process to help determine how the individual Community Connector projects should be prioritized. This process will evaluate several factors for each individual project.

(Provide either your email OR phone number – no need to fill out both)

Email (Part 1 of 2 for raffle entry):

Phone Number (Part 1 of 2 for raffle entry):

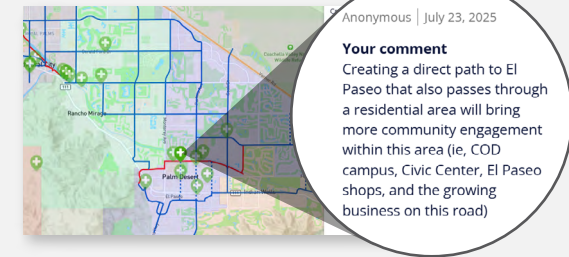
Please help shape the process by ranking the factors below that are most important to you.

Online Survey

2

ROUND 2: APR – OCT 2025

Gathered feedback on the draft Connector network, evaluation criteria, and Early Action Project identification approach.



Interactive Mapping Tool

3

ROUND 3: NOV 2025 – MAY 2026

Presented conceptual engineering and gathered additional input to inform the final Plan.



Virtual Workshop Presentation Slide

To provide multiple ways to participate, the outreach program combined digital and in-person engagement, community-based organization (CBO) partnerships, stakeholder and agency coordination, and direct outreach. Engagement tools included interactive mapping activities, surveys, pop-up events, a virtual community meeting, stakeholder meetings, canvassing, direct mail, email notifications, and bilingual informational materials.

Detailed outreach materials and summaries are provided in Appendix B.

COLLATERAL, EDUCATIONAL MATERIALS, AND PROJECT WEBPAGE

English- and Spanish-language educational and promotional materials were distributed throughout the project to build awareness, explain the Community Connectors planning process, and support participation. Materials included fact sheets, FAQs, flyers, display boards, door hangers, outreach toolkits, a postcard mailer, and project webpage content.

More than 23,000 bilingual postcards were mailed to residences and businesses in Thermal, Mecca, and Desert Hot Springs to expand awareness in communities with large Spanish-speaking populations and to provide a non-digital outreach method. Project email blasts were initially distributed to approximately 815 contacts, increasing to 1,032 contacts by the end of the project.



Round 1 English and Spanish Postcard

Round 2 English and Spanish Poster

COMMUNITY-BASED ORGANIZATION PARTNERSHIPS

The Coachella Valley Housing Coalition (CVHC) and Alianza Coachella Valley (Alianza) were engaged as trusted community partners to reach residents who may face barriers to online or agency-led engagement. During Round 1, CVHC and Alianza canvassed properties, homes, and businesses, with Alianza also conducting phone outreach. These efforts extended the project's reach beyond digital communications and provided residents with direct access to project information through trusted community organizations.



2,989

Homes and Businesses reached



1,322

Calls completed



English and Spanish Door Hangers



Posters posted at one of the canvassed properties

INTERACTIVE OUTREACH TOOLS

Two rounds of interactive engagement were conducted at key stages of the project. Round 1 focused on identifying important destinations, travel patterns, and gaps or barriers in the walking and bicycling network. Round 2 focused on how proposed Community Connectors should be evaluated and providing feedback on proposed Early Action Project identification criteria.

Round 1: Key Destination Mapping Tool

From February through April 2025, participants used an interactive map and survey to identify destinations they regularly accessed and provide comments about CV Link and potential Community Connectors. The activity received 158 location-based comments from 46 participants and 14 general comments.

Feedback identified highly trafficked schools, shopping areas, parks, and other key destinations, along with safety concerns, gaps in bicycle and pedestrian facilities, and missing connections between neighborhoods, community destinations, and CV Link. Participants also identified gaps in regional bicycling connectivity in Desert Hot Springs, Rancho Mirage, and Indian Wells, contributing to the identification and evaluation of potential Connector alignments in those areas. Comments from the Mecca-Oasis area highlighted a desire for improved connections to CV Link, contributing to the development of a Community Connector linking these communities with the future southern extension of CV Link.

These findings provided community-level context for the development and refinement of the preliminary Community Connector network and reinforced several of the network planning principles described in **Chapter 4**, including Network Connectivity, Supporting Everyday Active Transportation, Serving Demand, and Providing Safety and Comfort.

“

The Senior Center in Thermal would benefit from a community connector to CV Link.

“

I need to get across Tahquitz Golf Course to the east entrance of De Muth Park.

Also a safe, reliable route southwest toward Palm Desert and Indian Wells.

Love the new CV Link hub right in my backyard.

“

I go to school everyday at College of the Desert. I would like to see the Jackson Street route connect to here.

Some comments from the Round 1
Interactive Mapping Tool

Round 2: Corridor Priorities Mapping Tool

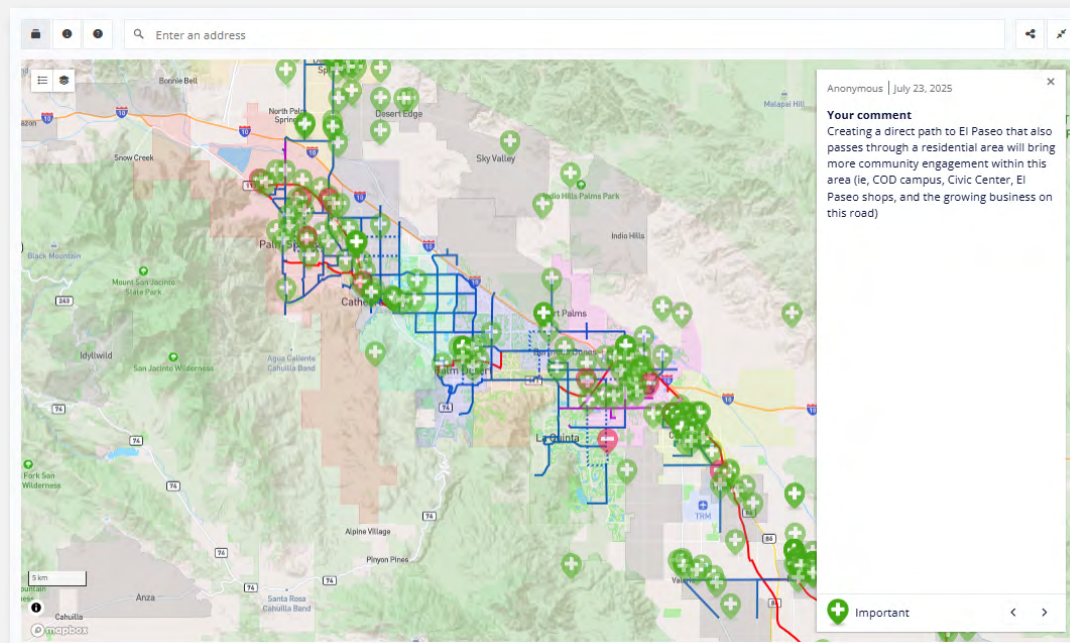
From July 3 through August 1, 2025, participants used a second interactive activity to provide input on how proposed Community Connectors should be evaluated and potential Early Action Project identification criteria. Participants identified the three most valued criteria and indicated which proposed Connector alignments they considered most important. The activity received 416 responses about the criteria, 215 location-based comments, and 99 general comments.

The three criteria which received the highest preference were:

- ▶ Number of jobs within 0.25-mile of the Connector
- ▶ Number of residents within 0.25-mile of the Connector
- ▶ Safety based on pedestrian and bicycle collision history

These measures were incorporated into the Early Action Project identification criteria described in **Chapter 6**. Location-based feedback also emphasized connections to CV Link and other trails, safer routes and crossings, improved access to neighborhoods and key destinations, recreational opportunities, and support for alternative transportation options. The feedback was considered alongside technical analysis, agency and Tribal input, feasibility, and local priorities.

Online Survey Question and Ranking Activity



Round 2 Interactive Mapping Tool

POP-UP EVENTS

In-person engagement was conducted at established community events (“pop-up” events) across the Coachella Valley to meet residents where they are already gathered and provide an immediate opportunity to learn about the project and participate. Each pop-up event included project exhibits and informational materials. Technology stations with laptops were also available during applicable outreach rounds, allowing participants needing assistance or those without access to technology at home to complete the digital mapping activities.

Round 1



FEB
22
2025

**Black History Month
Town Fair**
Palm Springs

63
participant
interactions

FEB
23
2025

**Riverside County Fair &
National Date Festival**
Indio

130
participant
interactions



Black History Month Town Fair Pop-Up

Round 2



MAY
21
2025

Ride of Silence
Palm Springs

50
participant
interactions

JULY
3
2025

**Coachella Independence
Day Celebration**
Coachella

20
participant
interactions

JULY
4
2025

**Indio Independence
Day Bash**
Indio

110
participant
interactions



Coachella Independence Day Celebration Pop-Up



Indio Independence Day Bash Pop-Up

**The Indio Independence Day Bash pop-up was conducted primarily as part of the CVAG Regional Vehicle Miles Traveled (VMT) Study outreach effort; however, information about the CV Link Community Connectors project was also shared with attendees.*

VIRTUAL PUBLIC MEETINGS

A virtual public meeting was held on January 21, 2026, to present and gather feedback on the preliminary list of Early Action Community Connector Projects. Participants included members of the public and representatives from local agencies, businesses, and CBOs.

Polls conducted during the meeting indicated that the project's proposed goals aligned significantly with community preferences, with 95% of respondents indicating that the focus on pedestrian and bicycle safety, non-vehicular access, and connections to everyday destinations aligned well or very well with what mattered to them. Participants also expressed strong interest in seven preliminary Early Action Projects and further identified wayfinding, shade and trees, access to recreational and culturally significant destinations, and safer roadway crossings as important considerations.

Connectors serving Palm Springs, Indio, and Coachella generated particularly strong interest during the meeting, consistent with earlier engagement that identified these communities as important to regional bicycling connectivity.

CVLCC Goal and Objectives

Why These Connectors Matter

-  • Better connections make it easier to reach jobs, schools, parks, and daily needs
-  • Safer walking and biking options give people more ways to get around
-  • Strong local connections help neighborhoods feel healthier and more connected

CVLINK
COMMUNITY CONNECTORS

6

Poll #2

This project focuses on improving pedestrian and bicycle safety, non-vehicular access, and more direct connections to everyday destinations. How well does this align with what matters to you?

- Very well
- Well
- Somewhat
- Not at all

Are there any additional factors we should keep in mind as this project moves forward? (Open Ended Response)

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Virtual Workshop Presentation Slides

TARGETED STAKEHOLDER MEETINGS

Six targeted stakeholder meetings were held with city and Tribal governments, regional and county agencies, CBOs, and school districts to solicit local knowledge and review iterations of the Community Connector network. Early discussions identified planned development, transportation initiatives, community destinations, school access needs, and other local conditions that could affect potential Connector alignments.

Stakeholder Meetings Held

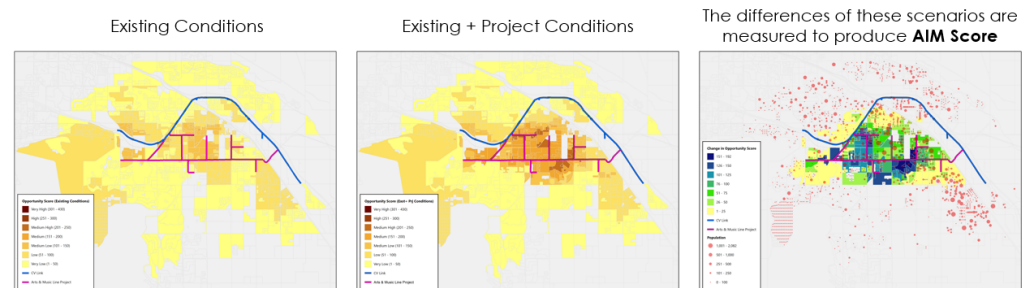
#1 FEB 5 2025	Agency & Tribal Stakeholders	#4 JUL 1 2025	Agency Stakeholders - Joint meeting with CVAG Regional VMT Study
#2 FEB 10 2025	CBO & School Stakeholders	#5 JUL 16 2025	CBO & School Stakeholders
#3 APR 24 2025	Tribal Stakeholders	#6 DEC 18 2025	Agency & Tribal Stakeholders

As the project progressed, stakeholder discussions focused on Early Action Project identification, feasibility, readiness, consistency with local priorities, and potential implementation timing. School representatives also emphasized recognizing schools as both community destinations and employment centers.

Two additional briefings with CVAG leadership provided further review of existing conditions, draft alignments, Early Action Project identification criteria, and consistency with local bicycle networks.

Accessibility Improvement Measure (AIM) (continued)

- Opportunity Score is measured from all census block origins within 3 miles of project in existing & existing + project scenarios



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Stakeholder Meeting Presentation Slide

COMMUNITY ENGAGEMENT'S INFLUENCE ON THE PLAN

Coachella Valley residents identified bicycling safety (particularly the need for more safety at bike path/roadway crossings), facility condition and maintenance in places they ride, and the desire for more connections to certain types of destinations like schools, parks, and commercial districts as issues of concern to them at various public engagement touchpoints held for the Community Connectors Plan. These informed the network planning principles which in turn guided network development, as further discussed in **Chapter 4**.

The public also shared more geographically focused feedback that was instrumental in the development of the Community Connectors network. At all the various engagement activities held, participants indicated areas within the region underserved by regional bicycling connectivity. At multiple activities, they raised the issue of CV Link's existing gaps and the need to extend it to communities north of Interstate 10 and around the Salton Sea, again influencing the network planning principles and highlighting the opportunity to leverage the Community Connector network to extend the reach of CV Link into these communities.



Ride of Silence in Palm Springs Pop-Up



Riverside County Fair & National Date Festival Pop-Up