



City of
RIVERSIDE
 Demonstration Project
 December 7, 2018

Illuminate Riverside made accessing the Festival of Lights from the Metrolink Station brighter, safer and more enjoyable. The project provided participants a safer walkway from the station to the Festival of Lights and featured temporary improvements including a curb extension, artistic crosswalks, a class III bike lane, a lighted tunnel, and wayfinding signage. The event featured free e-scooter rides and guided walking tours to experience the pop-up safety improvements.



Project Goals

The Southern California Association of Governments (SCAG), the City of Riverside, and the project community advisory committee demonstrated **Illuminate Riverside** to promote bicycle and pedestrian safety and raise awareness of potential infrastructure improvements. The project team gained feedback from the community to facilitate public involvement and plan for implementation.

- ✓ Attract 500 participants
- ✓ Gather community input on pedestrian and bicycle improvements within the Marketplace Transit Oriented Development (TOD) area by demonstrating improvements on Vine Street and Mission Inn Avenue
- ✓ Gain broader input and feedback on walking and biking in the community and learn where residents would like to see more active transportation infrastructure
- ✓ Complete at least 200 surveys to gain public input on the project
- ✓ Utilize the public feedback gained from the project to inform improvements and enhance walking and biking in the TOD area and around the Metrolink station
- ✓ Use the feedback gained from the event to help inform the development of a city-wide active transportation plan

Demonstration Elements



Attendees participate in guided walking tours to test out the safety improves along Vine St. and Mission Inn Avenue.

Community Participation

1,000 Attendees

109,600 Impressions

28%

travel around their community by Walking

18%

travel around their community by Bicycle

40%

live within the City of Riverside

41%

visit the City of Riverside once or twice a year

Advisory Committee

City of Riverside
University of California,
Riverside Recreation
Department
Riverside Transportation
Authority (RTA)

Riverside County
Transportation Commission
(RCTC)
Riverside University Health
System-Public Health
Inland Empire Biking Alliance

Metrolink
Consultant Team



2 A lighted tunnel illuminated the walkway from the Metrolink station to the Festival of Lights as a safety improvement.



3 High-visibility artistic crosswalks increased safety by improving pedestrian visibility



4 Participants tested out e-scooters along Vine St. provided by Bird and Lime.



5 Go Human stations encouraged participants to provide feedback on the demonstration.



6 Participants shared feedback on the demonstration elements at the feedback wall.



7 Wayfinding signs marked the route from the Riverside Metrolink Station to the Downtown center and helped to "debunk" the walking distance from the train station to the Downtown center.

Community Feedback

209 Surveys Collected

93%

want to see the bike share and e-scooter share as permanent features

100%

want to see the lighted tunnel as a permanent feature

80%

think it's "very important" to make it easier to walk and bike between where people live, work, and play

70%

the ability to walk and bike between their home and work influences their decision to change jobs or relocate



Top 3 Desired E-Scooter Improvements

- Discounts on rides
- Dedicated parking areas
- Trees and shade



Top 3 Desired Walking Improvements

- Sidewalk lighting
- Wider sidewalks
- Trees and shade



Top 3 Desired Bicycling Improvements

- More protected bike lanes
- More bike lanes overall
- Driver education

"We are going to take the information we learn from this project and put it into effect with striping, bike infrastructure, and sharrows to expand safe and active travel for people all across Riverside."

– Mayor Rusty Bailey, City of Riverside



Next Steps

- The City of Riverside will evaluate public feedback to consider implementing improvements around the Metrolink Station area and on Mission Inn Avenue.
- In partnership with the Riverside County Active Transportation Network, the City held walk and bike audits to further assess conditions around the station area to prioritize improvements.
- The City will continue their efforts to plan and implement active transportation infrastructure and efforts to improve safety for bicyclists and pedestrians on a broader scale through the development of a city-wide active transportation plan.



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[GoHumanSoCal.org/IlluminateRiverside](https://www.GoHumanSoCal.org/IlluminateRiverside)

This project was undertaken as part of the Southern California Association of Governments' *Go Human* Active Transportation Safety and Encouragement Campaign. *Go Human* is a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. SCAG hopes to create safer and healthier cities through education, advocacy, information sharing, and events that help residents re-envision their neighborhoods.