



Go Human Demonstration Projects | 2017

Southern California Association of Governments



Acknowledgments

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Municipal Partners

City of Anaheim
City of Brea
City of Cudahy
City of Garden Grove
City of Long Beach
City of Rancho Cucamonga
City of Rialto
City of Riverside
City of Santa Ana
City of Yorba Linda
OC Parks | County of Orange

Funding Partners

California Department of Transportation | Caltrans
Mobile Source Air Pollution Reduction Review Committee | MSRC
Office of Traffic Safety | OTS
Southern California Association of Governments | SCAG

Consultant Team

Alta Planning + Design
The Street Plans Collaborative
Katherine Padilla and Associates
Streetfilms

Go Human Steering Committee

County of Orange Health Care Agency
County of San Bernardino Department of Public Health
County of Ventura Department of Public Health
Imperial County
Imperial County Department of Public Health
Imperial County Transportation Commission
Los Angeles County Department of Public Health
Los Angeles County Department of Transportation
Los Angeles County Metropolitan Transportation Authority | Metro
Orange County Transportation Commission
Public Health Alliance
Riverside County Transportation Commission
Riverside University Health System – Public Health
San Bernardino County Transportation Authority
Ventura County Transportation Commission

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Riverside Artswalk
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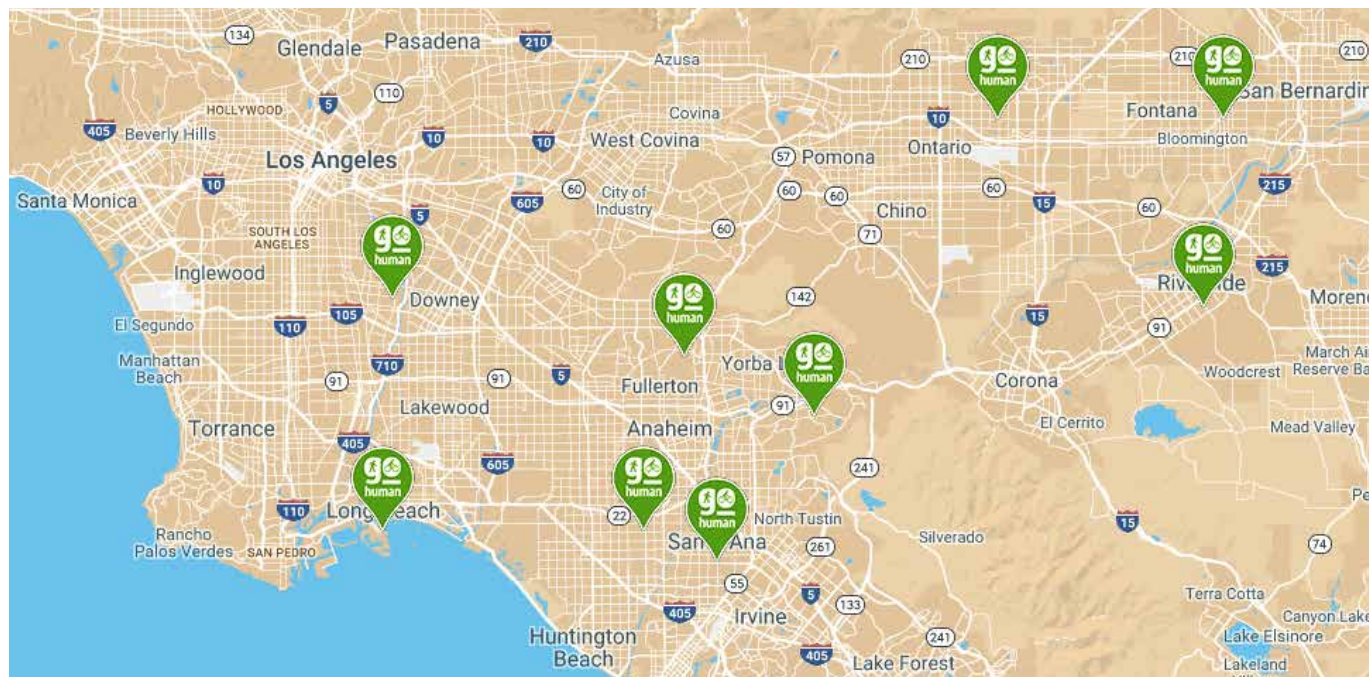
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1. GO HUMAN SNAPSHOT

Go Human is an Active Transportation Safety and Encouragement Campaign of the Southern California Association of Governments (SCAG). As a community outreach and advertising campaign, *Go Human's* goal is to reduce traffic collisions in Southern California and encourage people to walk and bike more. SCAG hopes to create safer and healthier cities through education, advocacy, information sharing, and demonstrations that help residents re-envision their neighborhoods. These objectives align with SCAG's adopted 2016 Regional Transportation Plan Sustainable Communities Strategy (RTP/SCS) of greater mobility, sustainable growth, and greenhouse gas reductions.

In the spirit of the 2016 RTP/SCS and funding partner's goals to grow access to walking, biking, and taking transit, and improve air quality in the region, SCAG and its partners implemented nine *Go Human* events between October 2016 and June 2017 across four counties (Los Angeles, Orange, Riverside, and San Bernardino). These events helped raise local awareness around active and healthy transportation options, traffic safety, and potential infrastructure improvements. The demonstration elements showcased how communities can deploy a variety of events and pop-up infrastructure to accelerate and facilitate project implementation.



Go Human Demonstration Project locations in 2016-2017

Event Types

Each project was designed to support the goals of the host agency and the community, ranging from demonstrations of complete street concepts to open streets events. During the second round of events, the *Go Human* team delivered the following:

4	Complete Streets Demonstrations with Programming	Cudahy
		Rialto
		Riverside
		OC Parks County of Orange
3	Open Streets Events with Demonstration Elements	Garden Grove
		Long Beach
		Rancho Cucamonga
2	Programming Events	Brea
		Santa Ana

Exposing Communities to Active Transportation

One of SCAG's goals is to promote walking, biking, and taking transit by increasing awareness and local-level outreach for permanent safety improvements. Through a variety of media outlets, including Facebook, OC Register, La Opinion, The Wave, and iHeart Radio, these events reached over 800,000 Southern Californians, encouraging them to attend these events and walk and bike more in their communities.

834,936

Print and digital media impressions across all events

123,000
attended

73
local partners
actively participating in demonstrations

115
volunteers

892
people completed the
Go Human Challenge

783
people provided
feedback

15,725
event flyers
were distributed in local communities

Facilitating Permanent Change

Although these tactical urbanism events were temporary in nature, they helped foster permanent change by building community support, garnering feedback, and giving residents and local leaders an opportunity to physically experience planned changes. These events accomplished the following.

- **Long Beach:** Provided an opportunity for outreach to increase community awareness of upcoming Bicycle Boulevard implementation along Myrtle Avenue.
- **Cudahy:** Allowed City and community members to experience a proposed and funded separated bikeway along Atlantic Boulevard, along with possible traffic calming elements on neighborhood streets.
- **Garden Grove:** Allowed the City and community to experience new bikeways along West Street, in advance of the planned buildout of a roadway reconfiguration and buffered bicycle lanes on that street. The demonstration also provided the first example of the "Neighborhood Greenway" concept as proposed in the City's recently adopted Active Streets Plan.
- **Rialto:** Through the one-week pilot bike lane, the City was provided the opportunity to evaluate their planned and funded network of downtown bikeway connections to the Metrolink Station prior to implementation. The demonstration also provided the Public Works department with training on installation of the future bike lanes.
- **Rancho Cucamonga:** Allowed the City to test the viability of an annual open streets program, as well as several pedestrian and bicycle infrastructure treatments that are under consideration across the community.
- **Riverside:** The three-week pilot pedestrian scramble crosswalk at Mission Inn Avenue and Market Street permitted the City to review the performance of the treatment and gain support from the community to make a permanent change.
- **Anaheim/Yorba Linda:** The demonstration parking-protected bike lanes along Fairmont Connector - a key gap closure project as part of the OC Loop regional trail network - showed OC Parks and local agency staff how the planned bikeway might look and function.



2.

Events

Activate Uptown

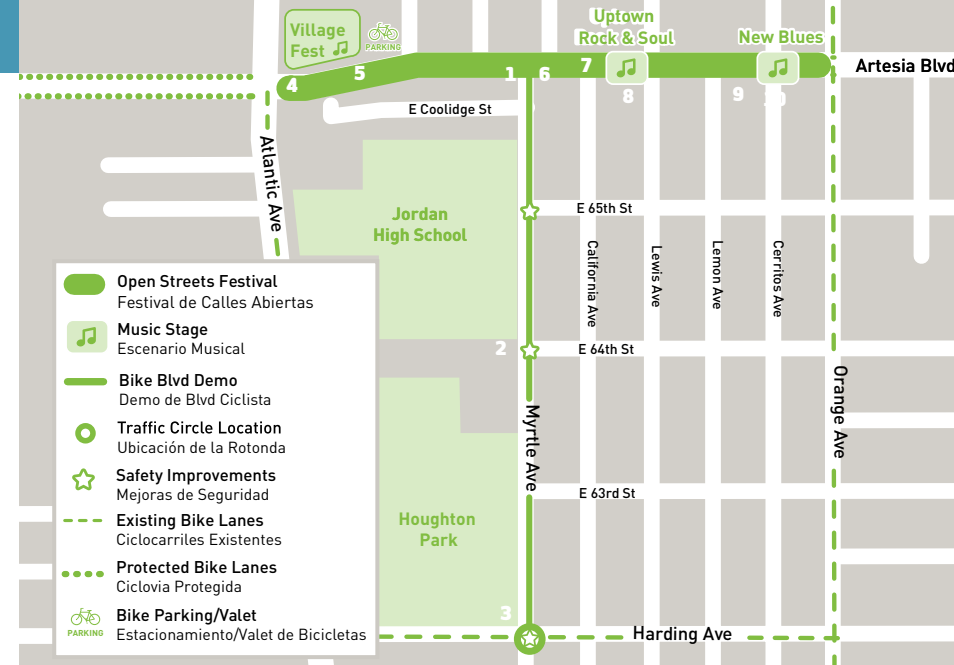
October 1, 2016



Long Beach

7,000-15,000 Attendance

Activate Uptown opened up the busy Long Beach streets of Myrtle Avenue and Artesia Boulevard to invite residents to preview street improvements intended to make walking and biking in the community safer and more enjoyable. The event included live music, a live mural installation, a youth basketball tournament, food, raffles, and more.



82
Surveys Collected

92%
support
Separated
Bike Lanes

90%
support
Crosswalk
Improvements

69%
support
Traffic Circles

Long Beach participants expressed an interest in additional street lighting, improved sidewalks, and tree shade to improve the walking experience. We also learned that adding protected bike lanes (like the ones on Artesia Boulevard) and increased traffic enforcement will encourage people to bike more.

Event Partners

- Frontier Real Estate Investments
- Kaiser Permanente
- Long Beach Bike Share
- Uptown Long Beach Business District
- California Endowment
- Healthy Active Streets



Activate Uptown's pop-up traffic circle at Myrtle Avenue and Harding Street.



Long Beach conducting outreach for the city's Bicycle Master Plan update at Activate Uptown.



Residents providing input on the proposed improvements along Myrtle Avenue and Artesia Boulevard.

Cudahy en Marcha

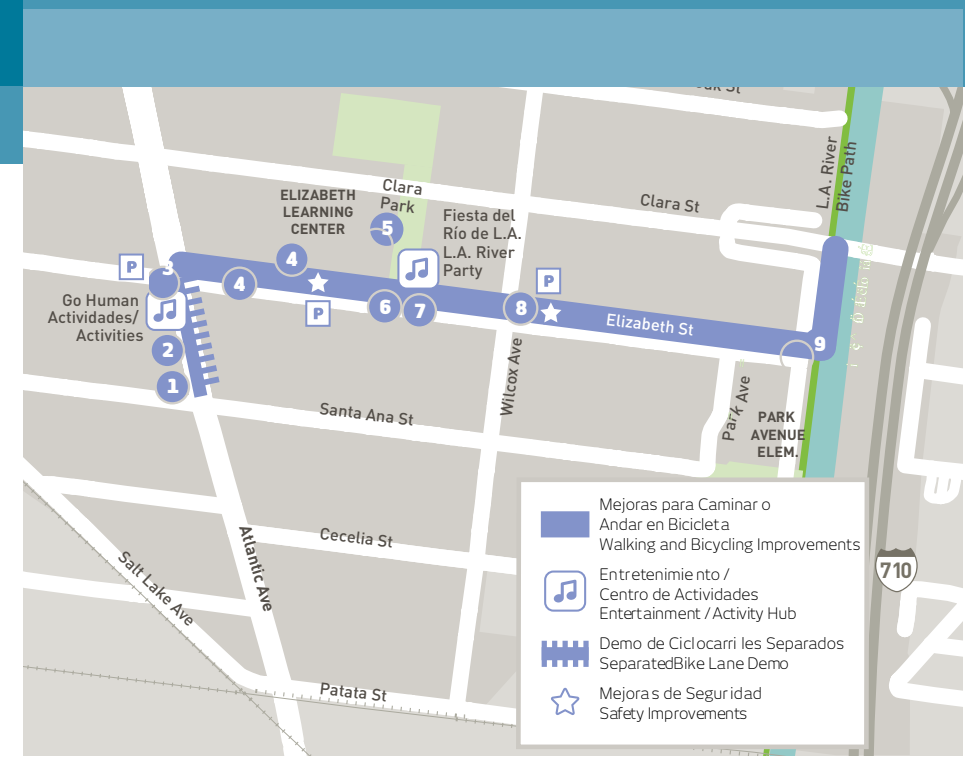
December 3, 2016



Cudahy

700-1000 Attendance

Cudahy en Marcha offered community members a one-day complete streets experience to reimagine Atlantic Boulevard and Elizabeth Street. Pop-up separated bike lanes lined a segment of Atlantic Boulevard, while Elizabeth Street featured a traffic circle demonstration, temporary green-backed shared-lane markings "sharrows", and parklets.



139
Surveys Collected

95%
support
Separated
Bike Lanes

95%
support
Crosswalk
Improvements

90%
support
Neighborhood
Sharrows

Cudahy residents expressed an interest in improved sidewalks, additional street lighting, and better public safety as key efforts to improve the walking experience. Driver education was also identified as a main strategy to improve the bicycling experience, as well as additional bike lanes and separated bike lanes.

Event Partners

- Supervisor Hilda Solis
- State Senator Ricardo Lara
- First 5 LA
- LA Conservation Corps
- Cudahy en Marcha
- El Maestro Bike Shop
- Woodcraft Rangers



Families try out the protected bike lane demonstration along Atlantic Avenue.



A bulbout was added to an existing mid-block crosswalk on Elizabeth Street to enhance pedestrian safety.



Spray chalk stencils were used to enhance existing crosswalks along the demonstration.

Re:Imagine Garden Grove

April 1, 2017



Garden Grove

10,000 - 15,000 Attendance

Re:Imagine Garden Grove gave community members an opportunity to reimagine Garden Grove Boulevard, 9th Street, Acacia Parkway, and other neighborhood streets in a one-day complete streets experience. On the day of the event, pop-up separated bike lanes lined West Street; 9th Street showcased a bike route; and College Avenue, Dorada Avenue, and Morgan Lane featured a Neighborhood Greenway. Residents enjoyed access to free loaner bicycles, lounging in temporary parklets, and vivid art displays throughout the routes.



Participants going through the Go Human Challenge area, exploring the pop-up improvements.



Children using the enhanced crosswalk on Acacia Parkway.



Go Human participants learned about a newly proposed neighborhood greenway along Garden Grove Blvd.

190
Surveys Collected

92%
support
Separated
Bike Lanes

91%
support
Crosswalk
Improvements

85%
support
Neighborhood
Sharrows

Participants of the *Go Human* Challenge identified improved sidewalks, more open streets events, and more public spaces as opportunities to enhance the pedestrian experience in Garden Grove. They also identified bike lanes, separated bike lanes, and more **Re:Imagine Garden Grove** events to raise awareness about bike improvements throughout the city.

Event Partners

- Garden Grove Community Foundation
- Southwest Carpenters Training Fund
- Republic Services
- Kaiser Permanente
- University of California, Irvine
- Coastline Community College
- Concorde Community College

Right on Rialto!

April 19, 2017

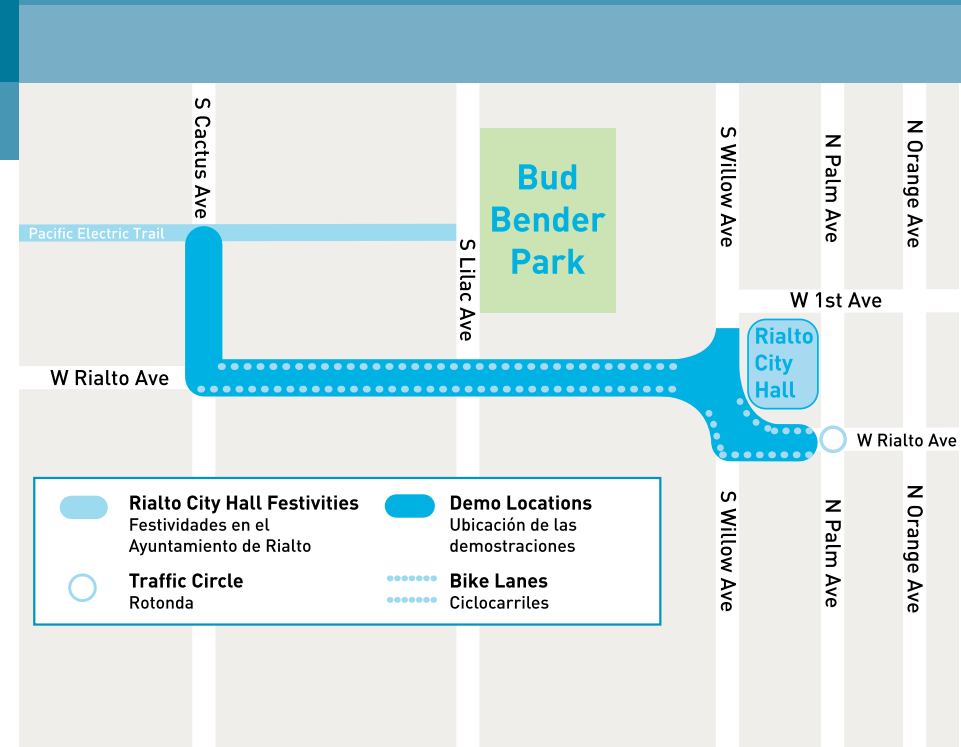


Rialto

1,400 - 1,500 Attendance



event kicked-off a week-long safety demonstration that gave residents the opportunity to try out the pop-up bike lanes along Rialto Avenue after the festival. Approximately 500 community members participated in the Right on Rialto! evening event and 900 students participated during the Earth to Table morning event.



70 Surveys Collected

96% support Separated Bike Lanes

91% support Crosswalk Improvements

77% support Traffic Circles

Rialto residents want to see more street lighting and improved sidewalks to make walking safer. Many participants also expressed a desire to reduce vehicle speeds in the city to make walking and biking easier. In addition to more bike lanes in Rialto, participants would like to see increased traffic enforcement and bike rides to encourage more biking in the community.

- Event Partners**
- Healthy Rialto
 - Rialto Unified School District
 - SBCTA
 - Enhancing Forward Action
 - Vibe Fitness
 - Team Rise Above



Rialto students contribute to the feedback wall, providing comments about the pop-up improvements.



Students went through an obstacle course to learn how to be seen on a bicycle and bike safely around vehicles.



Hundreds of students experienced safer, more beautiful streets, including artistic crosswalks.

Open Streets RC

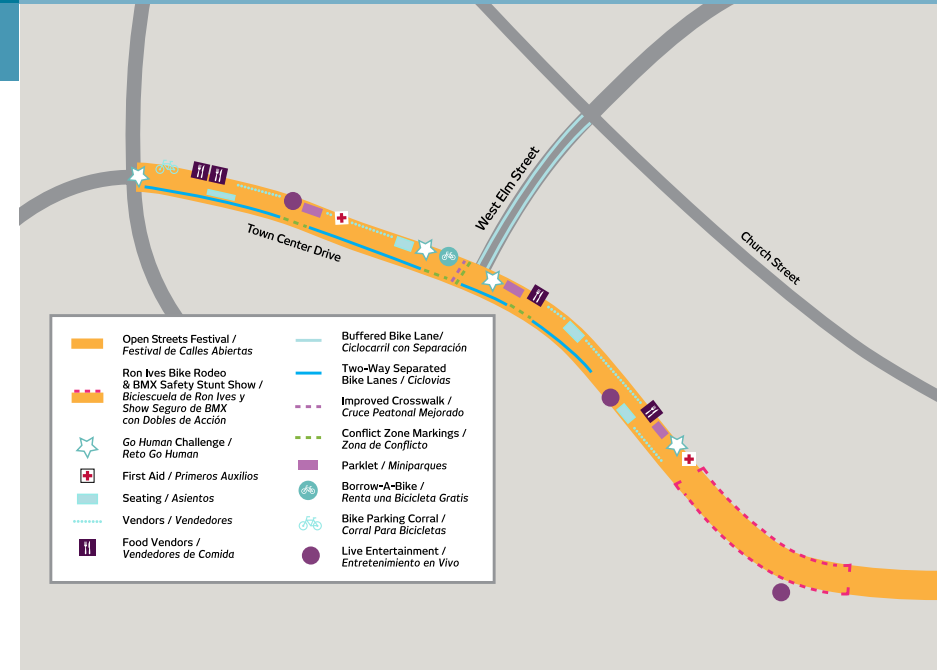
May 13, 2017



Rancho Cucamonga

2,500 - 3,000 Attendance

Open Streets RC featured food trucks, live entertainment, a bicycle rodeo, free bike rentals, giveaways, a BMX safety stunt show, and family activities. Residents tried out a temporary buffered bike lane, safer intersections, bike corrals, green conflict zones, and parklets along Town Center Drive between Terra Vista Parkway and Spruce Avenue.



148
Surveys Collected

90%
support
Separated Bike Lanes

88%
support
Buffered Bike Lanes

81%
support
Parklets

Rancho Cucamonga residents expressed an interest in more open streets events to demonstrate pop-up demonstrations as well as improved sidewalks to improve the walking experience. Trees and shade are also identified as improvements that could encourage more walking in the community, while separated bike lanes would enhance biking opportunities in the city.

Event Partners

- Healthy Rancho Cucamonga
- San Bernardino County Sheriff
- SBCTA



San Bernardino County Sheriff's participate in a helmet-fitting for children.



Families utilizing Go Human's bike loaner program to experiences the pop-up demonstrations.



Children playing in a pop-up parklet along Town Center Drive.

Experience The Tracks at Brea

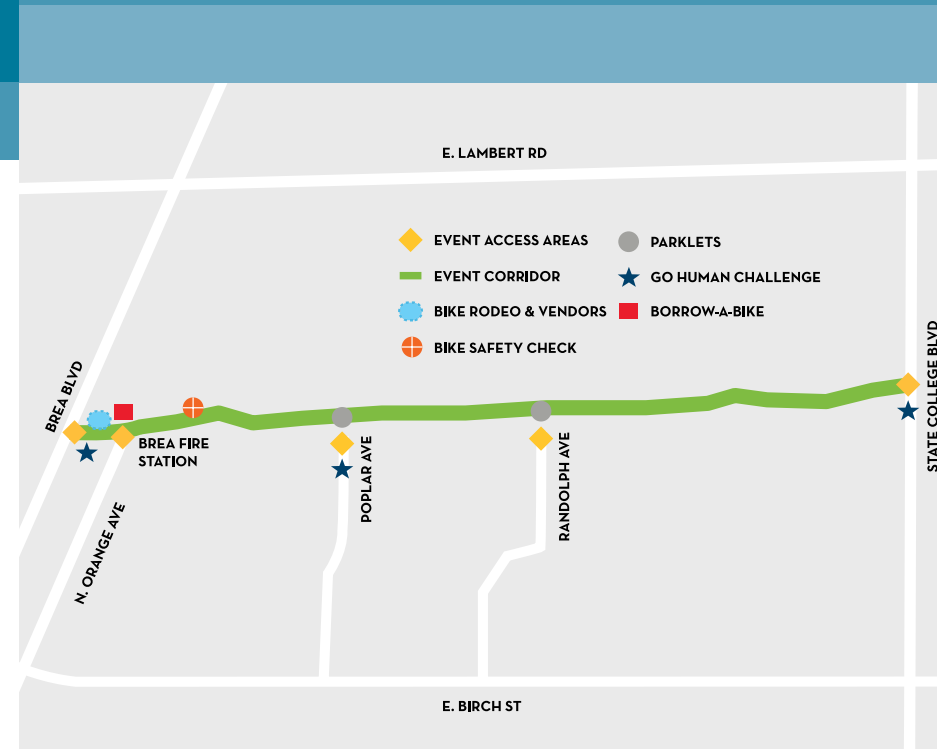
May 27, 2017



Brea

400 - 500 Attendance

Experience the Tracks at Brea gave community members an opportunity to explore Segment 3 of The Tracks at Brea by showcasing the newly opened trail segment and demonstrating potential trail amenities. On the day of the event, pop-up parklets displayed improved seating and shade elements at both Poplar Avenue and Randolph Avenue. Residents enjoyed access to free loaner bicycles, lounging in temporary parklets, and a bike rodeo for kids.



Programming was added at the Poplar Ave. entrance to welcome local residents to the event.



Brea staff showing upcoming phases to the Tracks project, extending the trail in the city.



Go Human passport station encourages people to traverse the new path.

108
Surveys Collected

76%
support
Wayfinding

74%
support
Bike Parking

70%
support
Seating and
Placemaking

Brea residents were excited about the future phases that completes the citywide Tracks project. While the project is seen as a backbone for biking and walking, the community expressed desire to see additional bike lanes including separated bike lanes. The city also received input about additional lighting along the project, increasing safety in the Tracks during darker hours of the day.

Event Partners

- Jamba Juice
- Sprouts Market
- Two Wheeler Dealer Bikes
- Big 5

Riverside Artswalk

June 1, 2017



Riverside

2,000 - 4,000 Attendance

The **Riverside Artswalk** Go Human event gave community members an opportunity explore pop-up pedestrian improvements during the City's monthly downtown Artswalk. A pop-up plaza displayed improved seating and shade elements at the Chinese Pavilion, pedestrian bulb-outs and an artistic crosswalk at the intersection of Mission Inn Avenue and Orange Street,

RIVERSIDE ARTSWALK



along with two pedestrian scrambles allowing diagonal crossings where Mission Inn Avenue intersects Lemon and Market Streets. The Mission Inn Avenue/Market Street scramble crossing was a pilot demonstration that remained in place for three weeks.



152
Comments

100%
support
Plaza
Improvements

93%
support
Pedestrian
Scramble

88%
support
Art Crosswalks

Riverside Artswalk participants showed a strong interest in additional bike lanes as well as better public safety. About half of the respondents requested more street lighting for safety and believe improved sidewalks can enhance the pedestrian experience in Riverside. Bicyclist and driver education and organized group ride were identified as a way to increase biking opportunities for the community.

Event Partners

- Riverside Arts Council
- Riverside University Public Health
- Kaiser Permanente



A pop-up curb extension was on display to shorten a pedestrian's intersection crossing.



Riverside residents provided input on the curb extensions and pop-up plaza.



Kids participated in the Go Human Challenge, learning about public health and how to live more active lifestyles.

Connect the Loop

June 10, 2017



Orange County
Anaheim
Yorba Linda

300 - 400 Attendance

Connect the Loop gave community members an opportunity to explore bicycle and pedestrian improvements that will eventually close a key gap in the OC Loop trail network. Connect the Loop showcased pop-up parking protected bike lanes along Fairmont Connector and an improved shared-use path along Fairmount Boulevard. Residents enjoyed access to free loaner bicycles and a bike rodeo for kids.



67
Surveys Collected

94%
support
Parking Protected
Bike Lane

92%
support
Shared-use Path

89%
support
Wayfinding
Signage

Connect the Loop participants expressed a desire for more trees and shading along the proposed connector. Street lighting was identified as another safety improvement, particularly for use during the evening hours. To enhance the biking experience, there is a strong desire to include additional bike lanes and separated bike lanes to connect to the OC Loop, as well as driver education to reduce conflicts between people who bike and drive.

Event Partners

- OC Health Care Agency
- County Supervisor Todd Spitzer
- OCTA



Participants learning about the various improvements proposed to Connect the Loop between Yorba Linda and Anaheim.



Families were able to try out the parking-projected bike lane along Fairmont Connector to Yorba Regional Park.



Children signing up for the Go Human Challenge and getting ready for a bike rodeo.

Cinco de Mayo Festival

May 6 and 7, 2017



Santa Ana

100,000 - 120,000 Attendance

The **Cinco de Mayo Festival**, an annual community event in Santa Ana, was held on May 6 and 7, 2017. As part of the existing event, the *Go Human* team partnered with national and local organizations to create a *Go Human* event area within the Cinco de Mayo Festival. This area included a bike rodeo, demonstration parklet, *Go Human* booth and Challenge activities, and partner booths.



Children playing with wooden blocks in the pop-up parklet.



Children going through a bike safety workshop to learn the rules of the road.



Pop-up display showcases safety tips for biking.



Children are learning how to properly fit a helmet to ensure safety while riding a bike.

This event allowed *Go Human* and their partners to provide safety education and support for bicycling and walking in the community.

Event Partners

- Alliance for a Healthy Orange County | AHOC
- American Automobile Association | AAA
- California Highway Patrol | CHP
- Orange County Partners to Improve Community Health | OC-PICH
- Safe Moves



AAA partners with *Go Human* to provide goodies and safety information for all users of the road.



A *Go Human* Challenge spoke card that includes safety information and tips on the back.



3.

GO HUMAN REFERENCE GUIDE

Call for Projects

The Southern California Association of Governments (SCAG) put out a call for projects for jurisdictions seeking support to implement one of four project types:

1. Complete streets demonstration
2. Open streets event
3. Safe routes to school interventions
4. First and last mile demonstrations

SCAG received applications from agencies in four counties (Los Angeles, Riverside, San Bernardino, and Orange) and moved forward with nine projects.

The projects were selected based on the following criteria:

- Proposed project's alignment with the overall *Go Human* goals and vision
- Appropriate mix of the four event types
- Geographic diversity
- Evidence of local support for the project

Based on these criteria, *Go Human* implemented the following projects:

- Long Beach: Activate Uptown
- Cudahy: Cudahy en Marcha
- Rialto: Right on Rialto!
- Santa Ana: Cinco de Mayo Festival
- Garden Grove: Re:Imagine Garden Grove
- Rancho Cucamonga: Open Streets RC
- Brea: Experience the Tracks at Brea
- Riverside: Riverside Artswalk
- OC Parks | Orange County: Connect the Loop

The above events represent the most highly ranked proposals from the original call for projects, and are considered part of Phase Two of the *Go Human* tactical urbanism events. SCAG has developed a strategy to fund additional projects in subsequent phases, with Phase Three events happening in 2018.

Community Advisory Committees

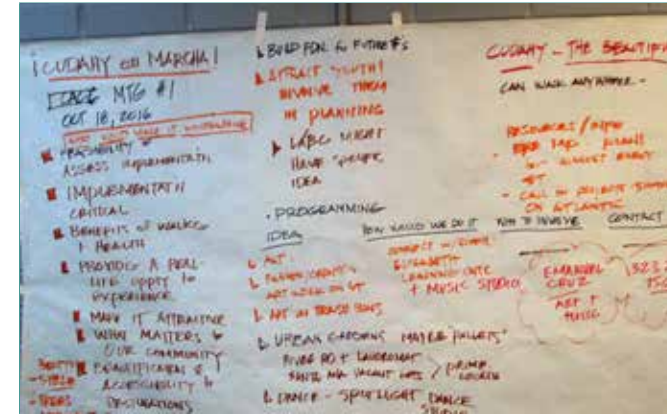
Community Advisory Committees (CAC) played an essential role in developing most of the *Go Human* events in Phase Two. CACs were formed, when appropriate and desired by the partner agency, to help connect the *Go Human* event to the community's long-term vision for specific projects that would create more walkable and bikeable streets.

Involving both city and community stakeholders in defining project goals ensures local ownership of the project and builds a networks of resources to achieve success. Depending on the project location and type, CAC member and champions included: business districts/ chambers of commerce, community health and social service organizations, ethnic and cultural support organizations, arts and culture groups, neighborhood associations, and walking and bicycling advocates.



Spreading the Word

To assist with communication and social media, and local project branding



Gathering Information

To help track down locally available borrowed/donated/low-cost materials, identify local staging areas, etc.



Helping Install

To assist with design, construction, and build-out of the project's physical elements



Building Community

To recruit volunteers

Key roles for civic groups/organizations within the CAC include (with support/leadership from Consultant team):

Demonstration Elements

Complete Streets Elements



Bike Lanes

Bike lanes, protected bike lanes, and parking-protected bike lanes are built using stanchions, bright delineators, banners, and stenciling.



Signage and Frames

Signs serve as an educational or wayfinding tool alongside the demonstration components. They are typically multilingual, briefly describing the functions and benefits.



Temporary Street Furniture

Seating and placemaking elements create places to rest and play in. They also help create *Go Human* Challenge locations and booths.



Parking Day-style Parklets

Additional parklet materials include synthetic turf, umbrellas, and temporary planters to create a defined space for relaxing and having fun.



Bicycles

Additional adult and children's bicycles allow for a more robust borrow-a-bike program that provides additional access for participants to experience the complete streets demonstration elements.



Repairs and Maintenance

The Los Angeles Conservation Corps provided repairs and other maintenance of Phase One materials, including chairs and feedback elements, and painted newly acquired furniture.

Engagement Elements



Feedback Wall and Kiosks

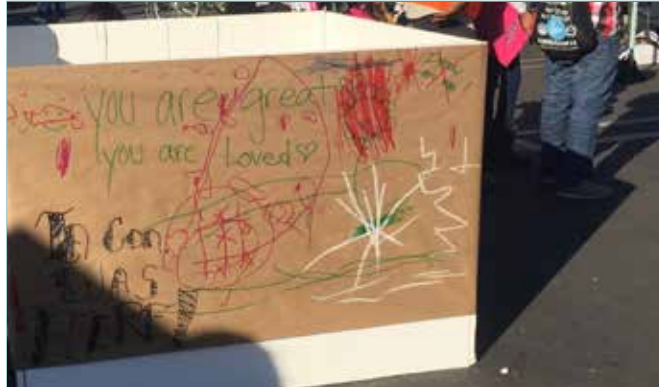
Built by the Los Angeles Conservation Corps, the feedback wall and kiosks provide opportunities for the community to vote and share feedback on the demonstration elements, represented by customized graphics. People place sticky notes with their comments under each element.



Branded Pop-up Tabling and Tents

Go Human branded tents increase the visibility and branding of the *Go Human* campaign. Tents are used to indicate *Go Human* Challenge locations and for the borrow-a-bike program.

Passive Activities



Art Walls

The Los Angeles Conservation Corps built three art walls. The walls create space for community activities such as drawing and opportunities to provide feedback, and can be used to display infrastructure maps, plans, and documents.



Games

Giant Jenga and cornhole offer passive activities for families to enjoy during the events. They also help to activate parklets.

Demonstration Build Supplies



MUTCD-Compliant Stencils

Many cities request that complete streets demonstration elements follow the Manual on Uniform Traffic Control Devices (MUTCD) standards. MUTCD-compliant stencils were created and used to create sharrows and mark bike lanes.



Chalk Line Markers

Six spray chalk line markers were purchased to increase team efficiency in implementing striping changes on city streets.



Pedestrian Signal Heads

Pedestrian signal heads are placed on the diagonal approaches as part of pedestrian scrambles to ensure safe crossings.

Elements Provided by Partners



Trees and Vegetation

Rialto, Rancho Cucamonga, and OC Parks vegetation to enhance their demonstration events. Working with the public works departments and/or local nurseries, these local agency partners were able to secure donated plants for the day of the event.



Traffic control devices

Traffic control, provided by partnering cities, includes the use of cones and barricades as deemed necessary by city staff. These devices support traffic calming during demonstration installation and provide a safe place for staff and volunteers to work on the street during the buildout of demonstrations.

Go Human Challenge

SCAG revamped the event passport program into the improved *Go Human Challenge*. The goals of the *Go Human Challenge* include:

- Provide an opportunity to educate participants on bicycle and pedestrian safety and health, and the benefits of active transportation
- Provide an opportunity for participants to learn about showcased complete streets demonstrations
- Encourage participants to move through the event site and demonstrations through a fun program
- Increase the *Go Human* brand in local communities

To meet these goals, SCAG developed event-specific programs that described each of the event demonstration elements. The team picked locations along the event route that encouraged participants to experience each of the complete streets demonstrations on their quest to complete the *Go Human Challenge* stations. Each challenge offered an activity, such as making a custom pledge button, spinning the trivia wheel, mixing and matching health facts game, or providing feedback on the demonstration elements. Visitors who stopped at each challenge station and participated in the *Go Human* activity received a stamp in their *Go Human* passport. Each challenge was incentivized with both an immediate incentive (buttons, spoke cards, reflective bandanas, etc.) and upon completing all challenges, an entry into a grand prize drawing.

Saturday, Oct 1, 2016
Sábado 1ero de octubre de 2016
10 a.m. – 4 p.m.

activate UPTOWN LONG BEACH

Presented by the City of Long Beach and Go Human
Presentado por la ciudad de Long Beach y Go Human

Challenge Activities



Champion for Change

Participants make a pledge to walk, bike, skate, or roll more often for short trips, in an effort to reduce vehicle miles traveled. Visitors show their support by making a custom button that they take home.



Go Human Guru

Participants learn about safety tips and statistics through trivia. Based on the color of the card the wheel lands on, the participant is asked a question related to pedestrian and bicycle safety, health, or the environment.



Mover and Shaker

This station uses the Feedback Wall to get input on the different types of design elements showcased during the event. The wall displays custom graphics where participants add comments under the image to indicate support for each element and can write on the note to share ideas.



Safety Star

Participants learn about safety hazards, tips, and rules of the road for people bicycling, walking, and driving and write down safety tips in their program.



Active Ace

Participants learn the health benefits of physical activity, including walking and bicycling.

Go Human Challenge Outcomes

City	Number of Passport Stops	Number of Challenge Participants**	Incentives (to visit each Challenge location)*	Grand Prize(s)*
Long Beach	3	51	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Aquarium Passes Bike share passes
Cudahy	3	37	<ul style="list-style-type: none"> GH branded LED Bracelets Bike Bell Bike chain bracelet 	<ul style="list-style-type: none"> 3 Adult Bikes Scooter Longboard
Garden Grove	3	-	<ul style="list-style-type: none"> GH branded reflective band GH branded bike bell Custom button 	<ul style="list-style-type: none"> Adult Bike Bike Art Flowers
Rialto	3	-	<ul style="list-style-type: none"> Custom button Safety spoke cards GH branded LED Bracelets 	<ul style="list-style-type: none"> Scooter
Santa Ana	3	373	<ul style="list-style-type: none"> Incentives were provided by the supporting organizations at each of their booths 	<ul style="list-style-type: none"> Kids Bike
Rancho Cucamonga	4	241	<ul style="list-style-type: none"> Custom button Safety spoke cards GH branded bandana GH branded reflective band 	<ul style="list-style-type: none"> 2 Adult Bikes Fitbit
Brea	3	60	<ul style="list-style-type: none"> Custom button Safety spoke cards GH branded reflective band 	<ul style="list-style-type: none"> Kids Bike
Riverside	3	104	<ul style="list-style-type: none"> GH branded LED bracelet GH branded bandana Safety spoke cards 	<ul style="list-style-type: none"> Fitbit Tickets to Fox Theater or Municipal Auditorium
OC Parks	3	32	<ul style="list-style-type: none"> GH branded bike bell Safety spoke cards Custom button 	<ul style="list-style-type: none"> 2 Adult Bikes

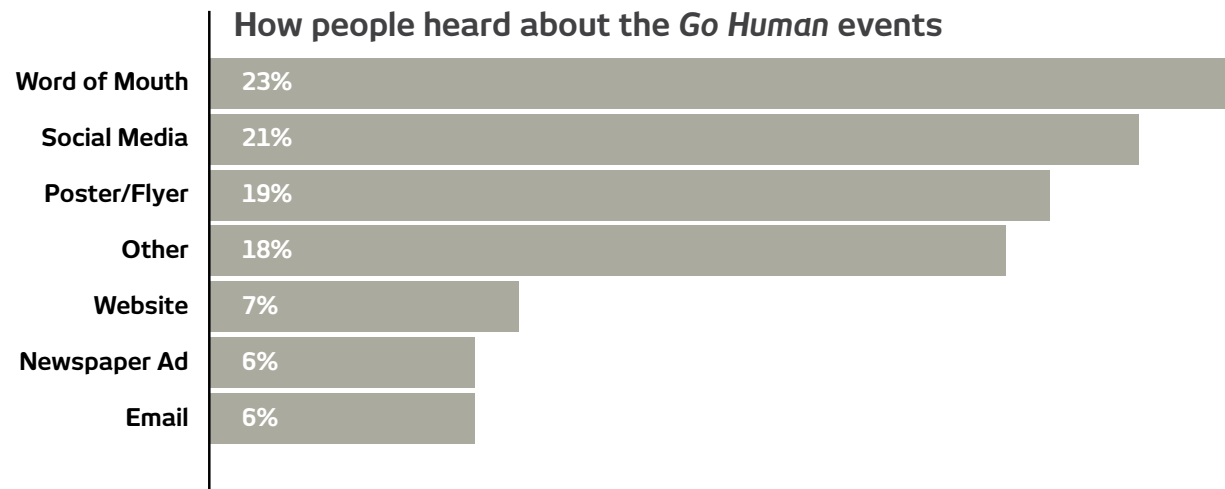
*Many prizes were secured through donations by the Community Advisory Committees.

**Dash indicates that data is not available.

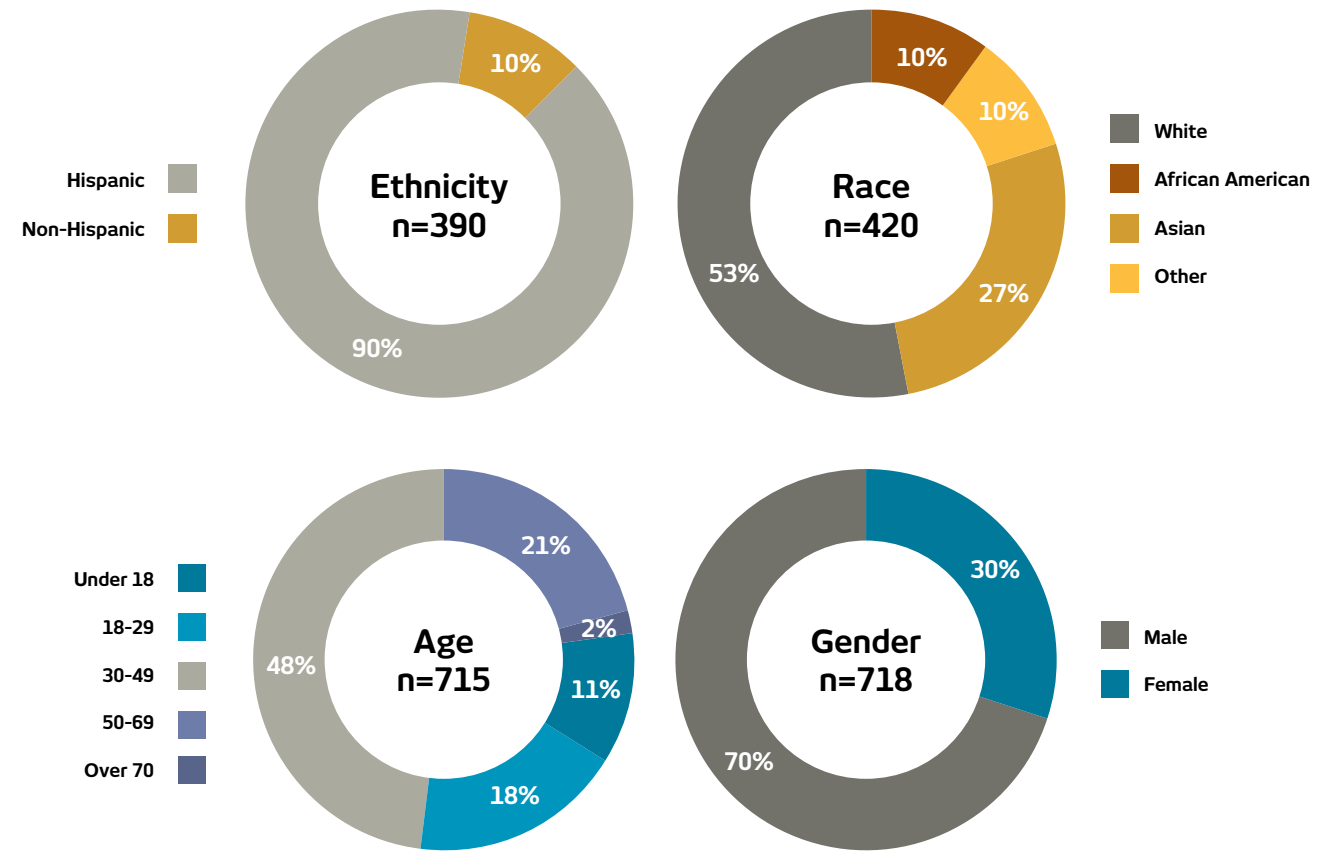
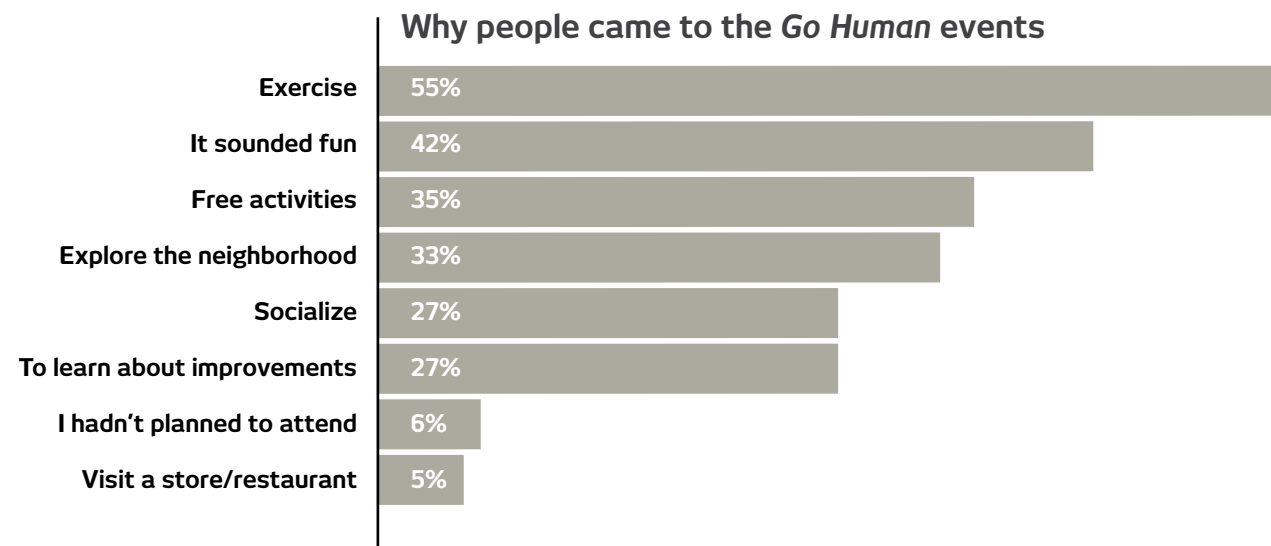
4.
SURVEY RESULTS

Demographics and Outreach

The graph below summarizes responses to the survey question "How did you hear about today's event?" from across the event series. The "other" option includes a large percentage of people who happened upon the event accidentally or received other forms of communications from local groups or organizations.



The below graphs summarize the reasons for attending the events. This analysis represents the responses that were collected across all the events.



Long Beach

Overall, the majority of respondents were supportive of making the temporary street improvements permanent.

Fast Facts

71%
of respondents support
crosswalk improvements

72%
of respondents support
separated bike lanes

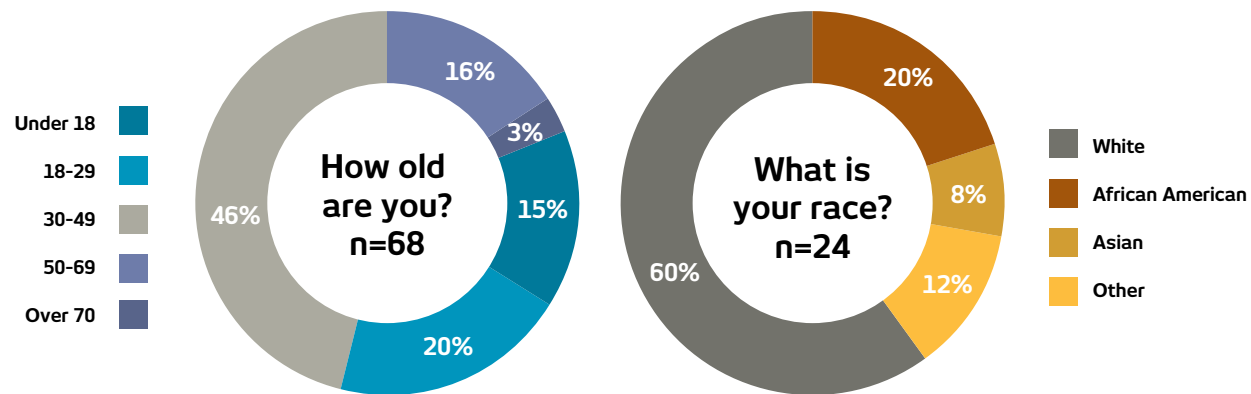
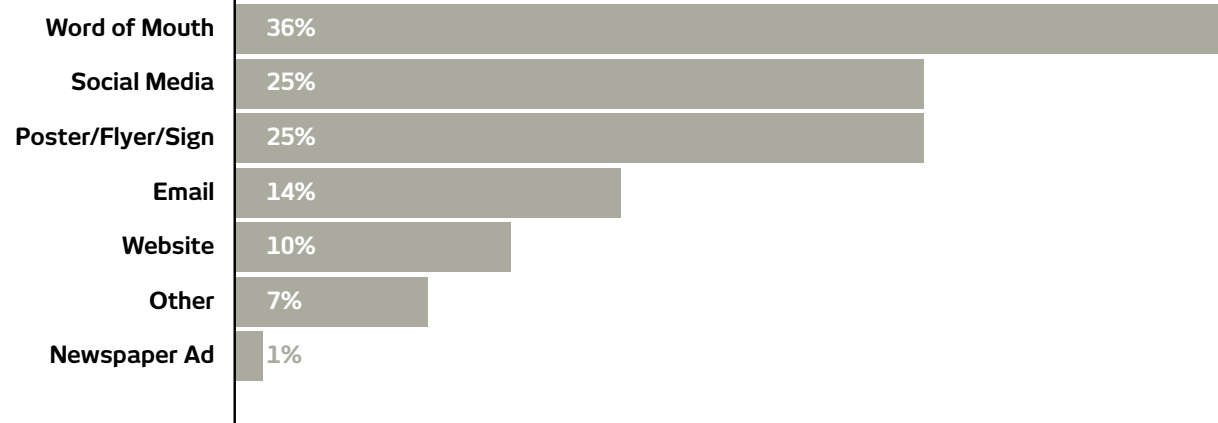
65%
of respondents support
parklets

53%
of respondents support
traffic circles

56%
of respondents think
improved sidewalks
would make their neighborhood more walkable

58%
of respondents think
protected bike lanes
would make their neighborhood better
for bicycling

How did you hear about today's event? n=69



Cudahy

Participants completed 131 surveys that generally show support for the permanent implementation of the temporary installations.

Fast Facts

95%
of respondents support both
**separated bike lanes and
crosswalk**

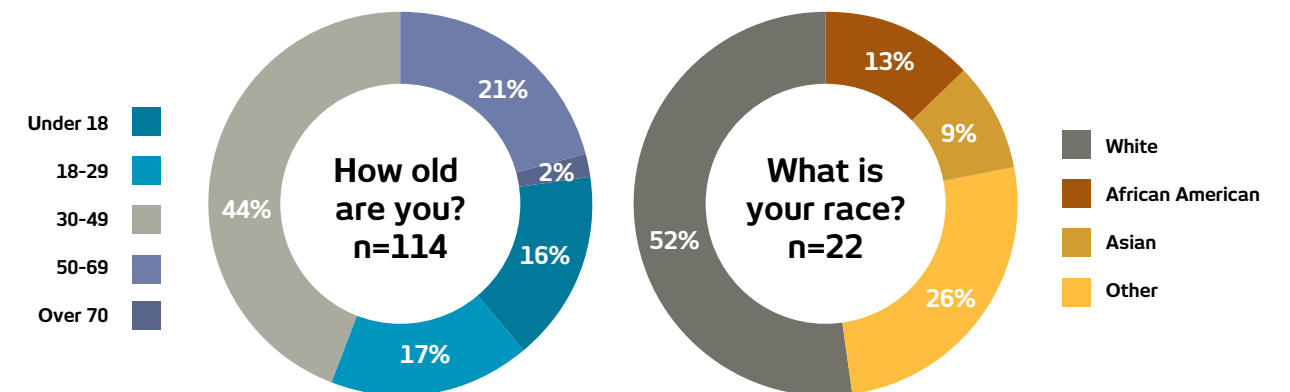
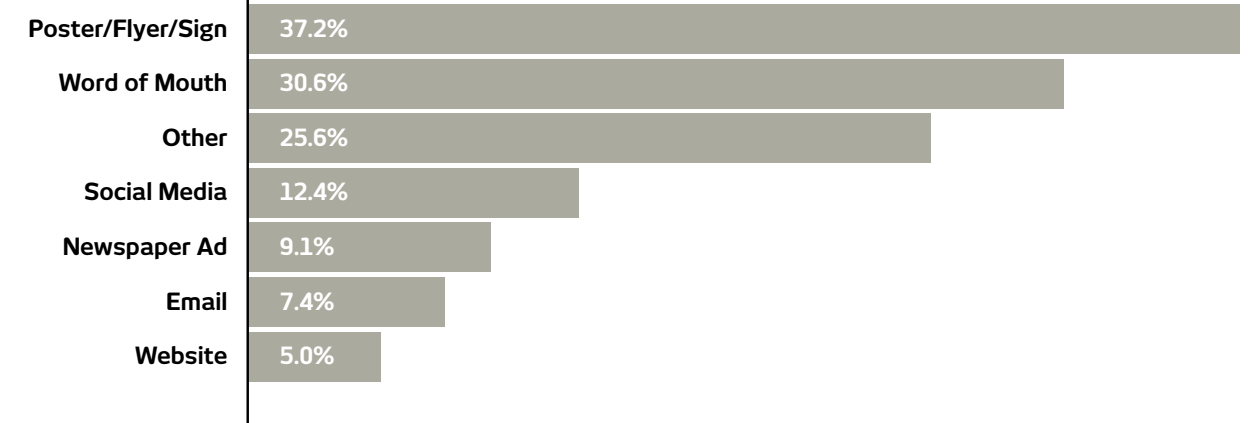
90%
of respondents support
**neighborhood street
sharrows**

81%
of respondents support
parklets

65%
of respondents think
improved sidewalks
would make their neighborhood more walkable

60%
of respondents think
more bike lanes
would make their neighborhood better for bicycling

How did you hear about today's event? n=154



Garden Grove

Participants completed 175 surveys that show support for the permanent installation of the temporary improvements.

Fast Facts

91%

of respondents support **bike lanes**

92%

of respondents support **crosswalk improvements**

85%

of respondents support **neighborhood greenways**

81%

of respondents support **Parklets**

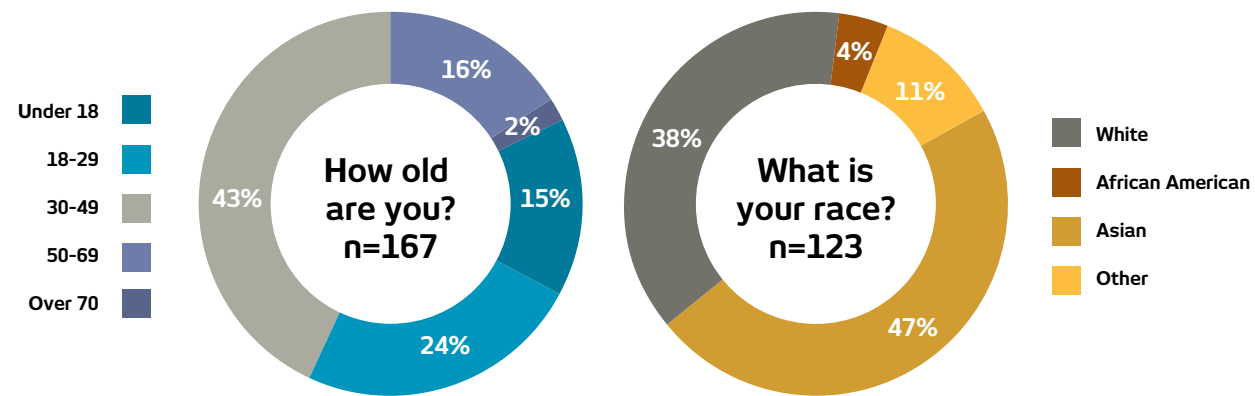
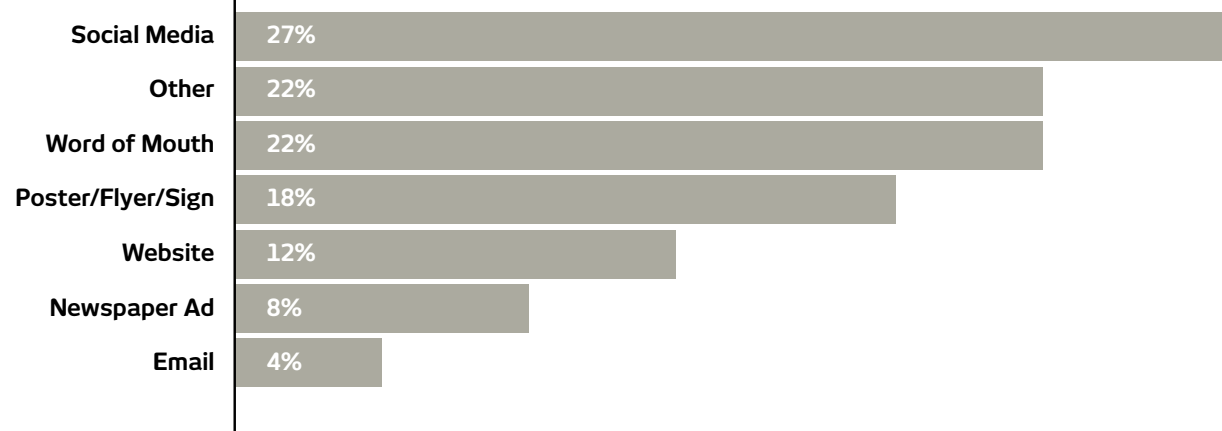
61%

of respondents think **improved sidewalks** would make their neighborhood more walkable

63%

of respondents think **improved sidewalks** would make their neighborhood more walkable

How did you hear about today's event? n=172



Rialto

The 55 residents that filled out the survey were almost overwhelmingly supportive of making these temporary street installations permanent.

Fast Facts

96%

of respondents support **art crosswalks**

77%

of respondents support **traffic circles**

53%

of respondents think **street lighting** would make their neighborhood more walkable

74%

of respondents think **more bike lanes** would make their neighborhood better for bicycling

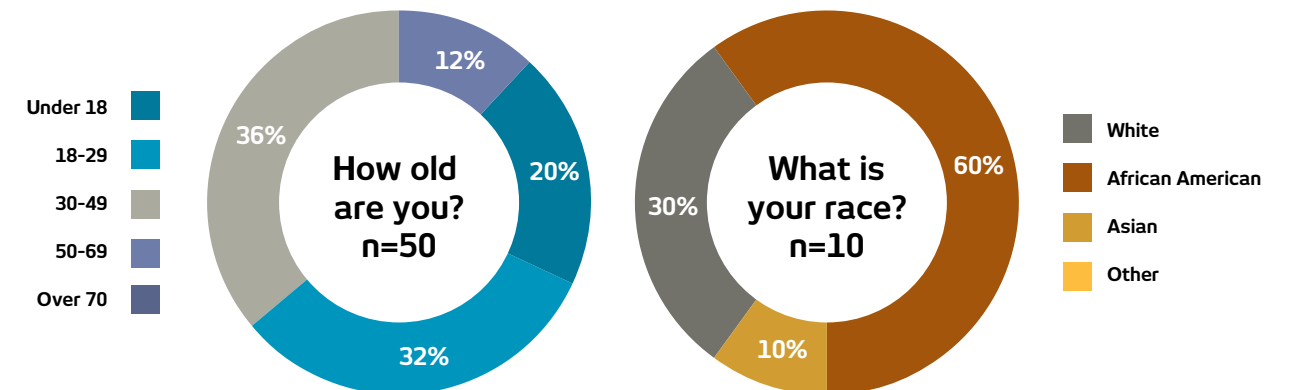
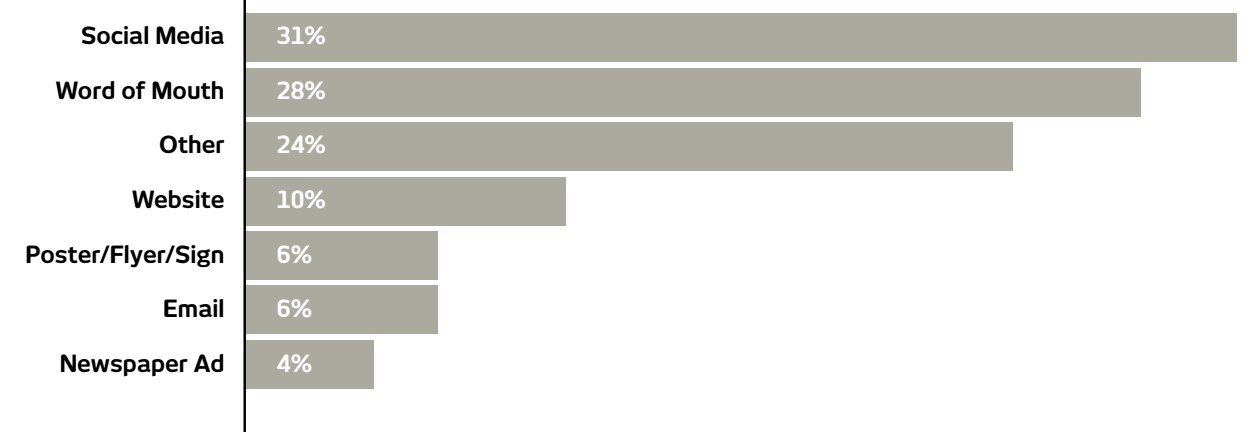
91%

of respondents support **bike lanes**

58%

of respondents think **improved sidewalks** would make their neighborhood more walkable

How did you hear about today's event? n=51



Brea

The event generated 108 completed surveys that show a range of supportive support for the permanent installation of the temporary improvements.

Fast Facts

87%
of respondents support **drinking fountains** along The Track

76%
of respondents support **wayfinding** along The Tracks

74%
of respondents support **bike parking** along The Tracks

70%
of respondents support **seating elements** as a permanent change along The Tracks

95%
respondents would use **The Tracks at night** if it were illuminated

69%
respondents said **exercise** was their main reason for participating in the event

Rancho Cucamonga

During the community event, 148 residents filled out the survey. The results were almost overwhelmingly supportive of making the temporary street installations permanent.

Fast Facts

90%
of respondents support **separated bike lanes**

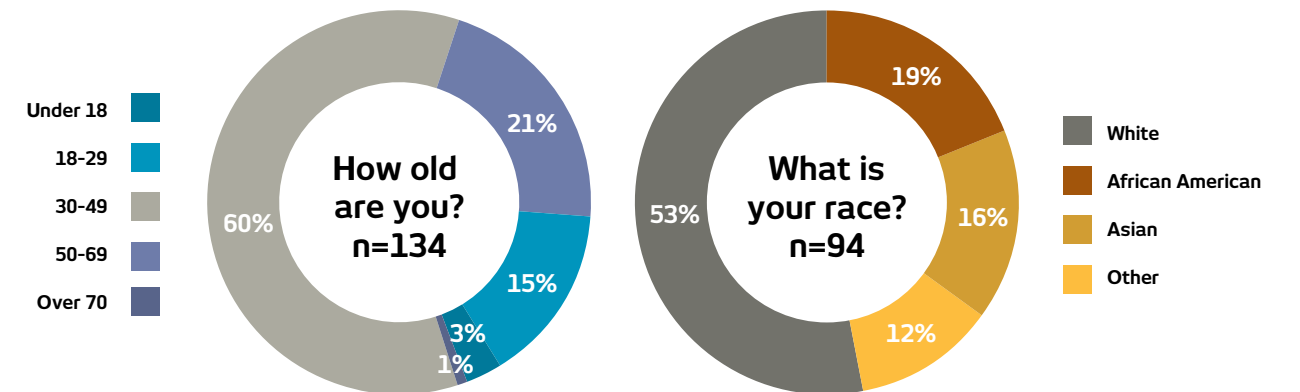
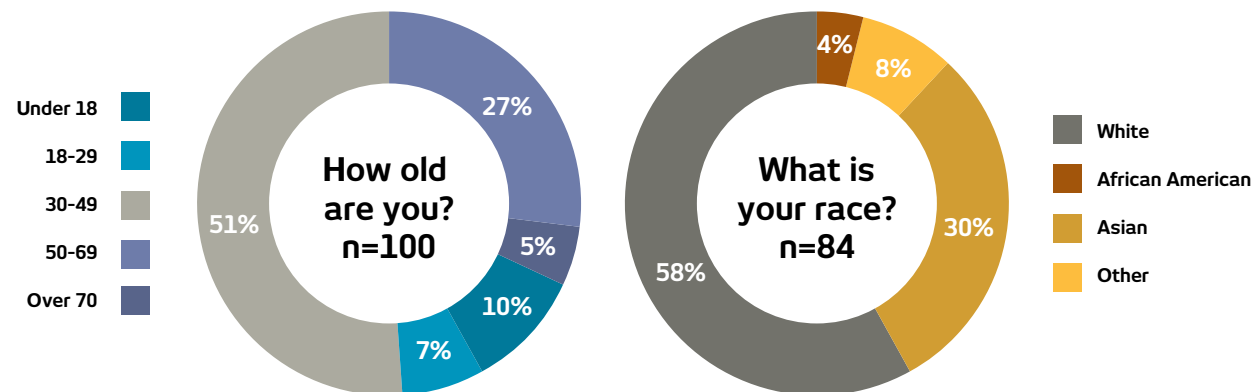
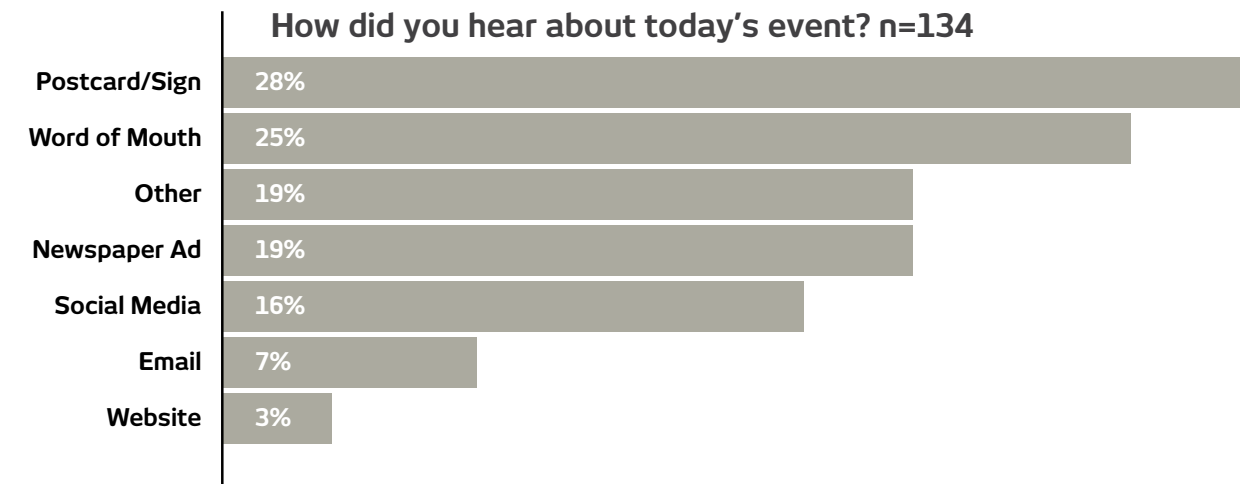
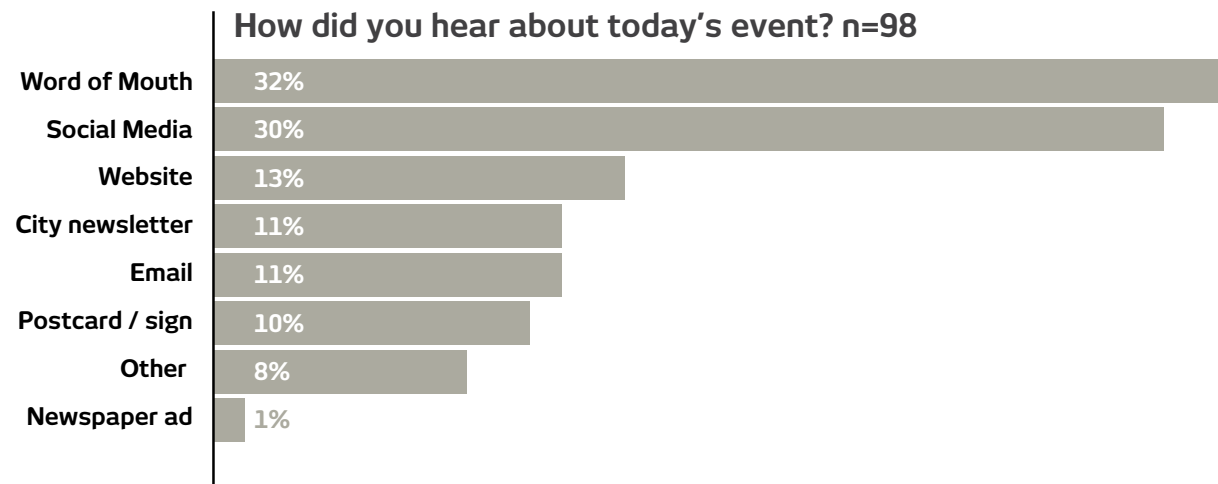
77%
of respondents support **green conflict markings**

53%
of respondents think **improved sidewalks** would make their neighborhood more walkable

51%
of respondents support **trees and shade**

81%
of respondents support **Parklets**

90%
of respondents think **Open Streets RC** should become an annual event



Riverside

The community event saw 17 completed surveys that show a range of support for the permanent installation of the temporary improvements.

Fast Facts

100%
of respondents support
plazas

88%
of respondents arrived to the event
by automobile

88%
of respondents support
neighborhood greenways

31%
of respondents attended the event
to learn about the
potential improvements

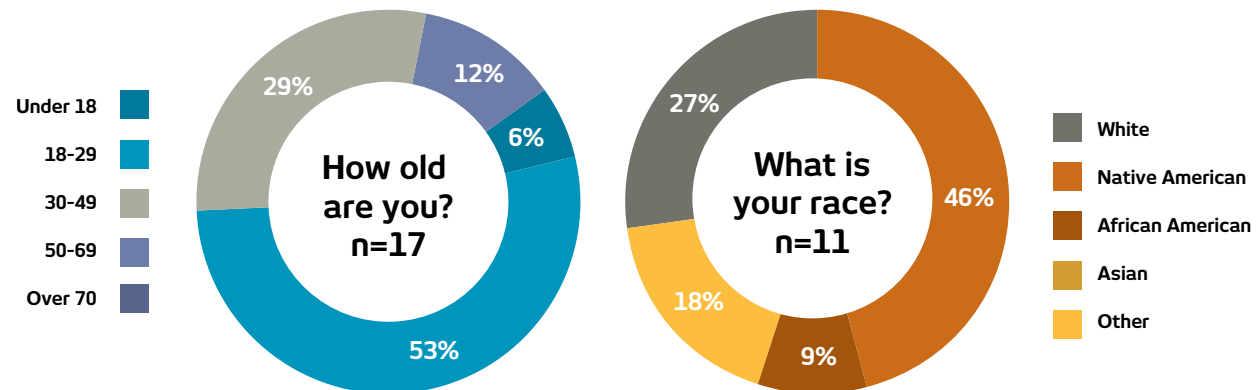
93%
of respondents support
pedestrian scramble
crossings

Feedback Wall

In conjunction with the survey, participants were asked to leave feedback on the pop-up installations they saw during the event. This activity was part of the *Go Human* Challenge – participants were asked to leave a comment that corresponds to the pop-up infrastructure demonstrations they had experienced.

The Feedback Wall collected 152 individual comments, with all of them being positive and a majority of them in support of the proposed improvements.

- "Love the new crosswalk diagonals"
- "Keep the curb extensions. Cars cutting corner seems to be the biggest issue"
- "Love Riverside being art and pedestrian friendly"
- "Too cool! Wish this was in my neighborhood"
- "Love the seating area and new crosswalks"
- "Plazas are great for community building"
- "The new crosswalk scrambles are so cool"
- "Love more benches and shade"
- "Great idea 100%"
- "Love this idea. Hope it comes to life"



OC Loop

The event generated 67 completed surveys that show a range of supportive comments for the permanent installation of the temporary improvements.

Fast Facts

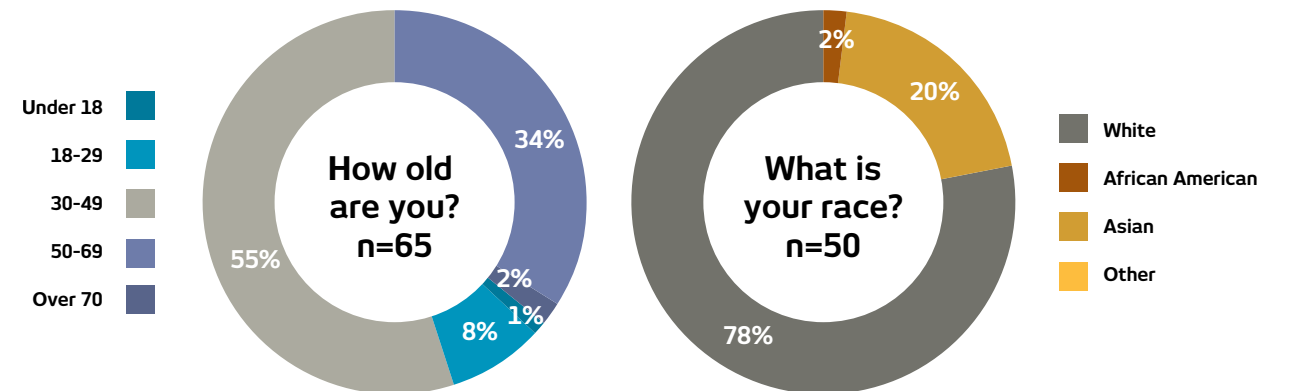
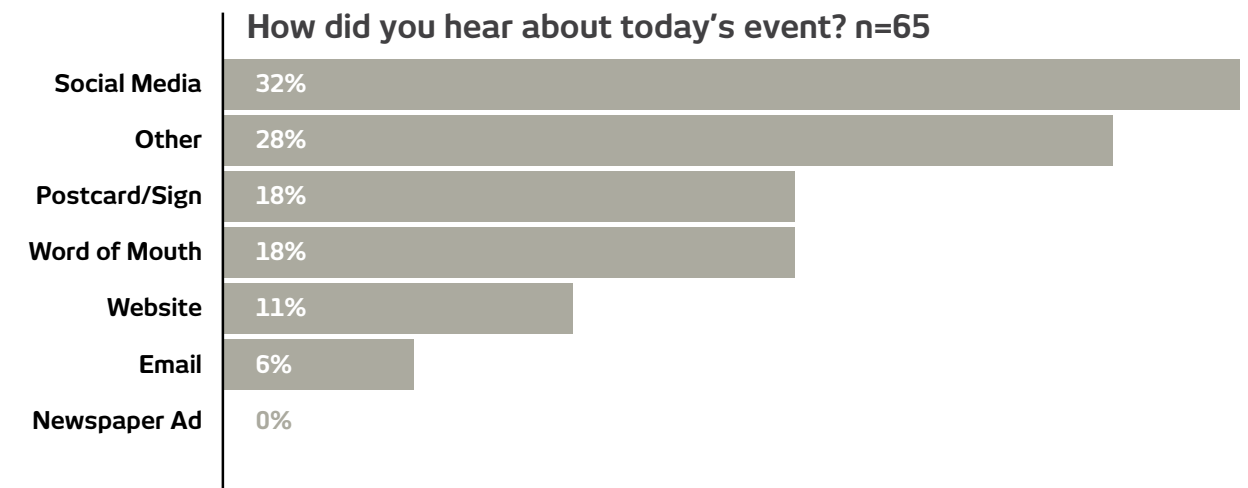
94%
of respondents support
parking protected bike lanes

92%
of respondents support
shared-use paths

45%
of respondents arrived to the event by
bicycling or walking

58%
of respondents said their main reason
for participating in the event was because
it sounded fun

89%
of respondents support
bicycle or pedestrian
wayfinding signage





5.

Lessons Learned

Go Human Tactical Urbanism Phase Two events offered a unique opportunity to learn which program elements work well and those that need improvement. The following section highlights observations and feedback from the consultant team, partnering cities, and SCAG.

Event Logistics, Planning, and Timeline

Clearly Define Expectations, Roles, and Responsibilities

A pre-event workshop for grantees can:

- Emphasize *Go Human* kit and grant limitations.
- Clarify roles and responsibilities, set expectations early to align program goals.
- Provide partners with an overview of the *Go Human* Challenge (Passport Program) and other potential programming activities, explaining programming parameters based on funder restrictions.

Right-Sizing Events and Demonstrations

Early conversations with the grantees should include setting roles and expectations to align with the goals of the *Go Human* program and available staffing capacity across all parties. Clearly communicating staffing and resource needs, and the need for substantial planning time, would help cities set appropriate event expectations and better align their event scopes with staff and material resources.

Event Planning Timeline

It is ideal to have at least thirteen (13) weeks to plan a successful event. An event timeline and organization chart should be developed that can relay the importance of picking a date and starting the planning process well in advance. This will help partners understand the processes and need for coordination among city staff, partners, and public noticing that is necessary to create a successful event.

- Coordinate with agency staff, between departments, and jurisdictions.
- Identify and coordinate Community Advisory Committee members that can participate in a meaningful way.
- Conduct pre-event outreach, marketing, and public noticing to ensure community participation.
- Approach local businesses for in-kind sponsorships and material donations.

Marketing, Branding, and Communications

All key marketing staff for each partner community should attend the event kick-off meeting and early planning meetings, including city public information officers, communications staff, or graphic designers. These individuals could then inform the SCAG team on the internal processes/timelines for advertising and assist in promoting the events locally.

Upon reviewing the survey results across the Phase Two events, it is recommended that outreach efforts and funding be focused on community-level outreach, such as geo-coded social media and door-to-door outreach versus print and radio ads.

Go Human Challenge

Go Human Challenge is a successful program for moving participants throughout events and demonstration elements. The *Go Human* Challenge program could be more impactful with the following adjustments:

- Tailor content to be more “kid-friendly.” Most Challenge participants are young kids or adults with children, and some of the activities were too difficult for children to do on their own.
- The placement of Challenge stations is important to their success. Having stations close enough that families can walk between them is key. Having them located near multiple demonstration elements allows facilitators to point to and speak directly to what participants are seeing that day.

Community Advisory Committees and Outreach

While many of the local partners excelled at recruiting various departments and city staff, regional partners such as local advocacy organizations were often left out of the process. Building relationships with local advocacy organizations will further connect the *Go Human* events to the community’s long-term vision for specific projects that will create more walkable and bikeable streets. Having these established groups bring their existing networks to the event planning process and day-of implementation will build stronger support for future improvements while providing volunteers who are invested in making the event a success.

Additionally, identifying regional corporate volunteers and sponsors throughout the series, such as Ikea, FedEx, and Under Armour, would allow the consultant team to work with one point of contact to coordinate corporate volunteer opportunities, which would be more efficient than coordinating individuals separately.

Conclusion

Phase Two of SCAG’s Tactical Urbanism series produced a wide variety of demonstrations and events that moved the partner communities towards the *Go Human* campaign’s goals of improving roadway safety, reducing greenhouse gas emissions, improving public health, and changing the reputation of the Southern California region. SCAG, partner agencies, and community members will continue to find value in demonstration events that showcase pending or potential infrastructure improvements. In addition to utilizing the experiences documented in this report, all entities involved in future *Go Human* events should continue collecting and responding to community input and objective data to ensure that the activities move everyone closer to the ultimate goal of improving the quality of life for all Southern Californians.