

135 Surveys Collected

98%
want more
**open streets
events**

90%
support
**buffered
bike lanes**

96%
think improvements
make the street feel
**more safe
and inviting**

98%
support
making these
**improvements
permanent**



Top 3 Desired
Walking
Improvements

- Improved sidewalks
- Public space/parks
- Street lighting



Top 3 Desired
Bicycling
Improvements

- More bike lanes and bicycle parking
- Separated bike lanes
- Traffic enforcement

“The whole purpose of Village Make is to be interactive so people can actually walk the alley and envision what art murals would be like on the backs of buildings; how to activate a back patio of a restaurant when they only have front seating and expand and enhance its services so it connects with other industries and businesses.”

- Mayor Linda Evans



City of
LA QUINTA

**Demonstration Project
November 18, 2017**

Outcomes

- The La Quinta Art Alley will become a permanent feature of the city. Following Village Make, 3 alley-adjacent restaurants agreed to allow murals on the rear sides of their buildings.
- After a successful pop-up at Village Make, Casa Mendoza restaurant has submitted plans for a permanent rear patio.
- Improvements like the traffic circle and mid-block crossing have been included in the final design for permanent construction in 2019.



[#GoHumanSoCal](#)

GoHumanSoCal.org/VillageMakeLQ

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.



Village Make transformed La Quinta's streets into more enjoyable places for walking and bicycling. The event took place along Calle Tampico and throughout the Village, providing participants with the opportunity to experience planned and potential safety designs that improve access to and throughout the Village. Temporary interventions included buffered bike lanes, a repurposed alleyway, an artful traffic circle, additional seating, parklets, and a cut-through walking path.

Project Goals

SCAG, the City of La Quinta, and the project advisory committee implemented **Village Make** to raise local awareness around active and healthy transportation options, traffic safety, and potential and planned infrastructure improvements. The City used pop-up infrastructure to collect community feedback and facilitate project implementation.

- ✔ Promote walking and biking access to and within the Village with improved wayfinding features
- ✔ Showcase planned improvements supported by the City's \$6 million grant
- ✔ Promote planned safety improvements to new and seasoned bicyclists
- ✔ Activate the Village with an "open house" style event that highlights, celebrates, and promotes local businesses
- ✔ Integrate local artist community into plans for Village revitalization
- ✔ Prioritize health, environmental, and sustainability strategies
- ✔ Attract at least 800 participants

Demonstration Elements

1 Calle Tampico **2**

3 Main Street

4

5

Old Town Ln

Desert Club Dr

Linden Ln

Avenida la Fonda

Avenida Bermudas

Calle Estado

- Pop-Up Safety Demo
- Programming Hub
- Event Area
- Separated Bike Lanes
- Traffic Circle

2 Bicyclists enjoy a protected bicycle lane to experience how a physical barrier improves safety.

Community Participation

1,000 Attendance

124,917 Impressions

29% travel around their community by **Walking**

17% travel around their community by **Bicycle**

79% had never attended a **community meeting** about transportation

63% live in zip code 92253

56% 50 years or older

23% Hispanic/Latino

63% White

Advisory Committee

Community organizations and local businesses contributed to project planning through the Advisory Committee:

Coachella Valley Art Scene

Old Town Artisan Studios

Old Town La Quinta

Sm'Art Studio

Pedego Electric Bikes

Jule's Market

Riverside University Health System – Public Health

La Quinta Historical Society

Old Town Peddler

3 Local bands contributed to a festive atmosphere throughout the Village.

4 RUHS-Public Health showcased parklets as places to sit, rest and play.

4 This artful pedestrian cut-through path connects access across the Village.

5 Local artists repurposed and reinvigorated this alleyway as an artful access point to the Village.

4 Coachella Valley Art Scene showcased a traffic circle to improve traffic safety and beautify the intersection.

3 Go Human brought placemaking elements like rocking chairs to create more places to sit and rest.