

Community Feedback



83 Attendees Engaged

- 85%** said curb extensions made them feel safer when walking/biking
- 91%** said artistic crosswalks made them feel safer when walking/biking
- 79%** said parklets made them feel safer when walking/biking
- 80%** would like to see curb extensions permanently installed
- 96%** would like to see artistic crosswalks permanently installed
- 84%** would like to see parklets permanently installed



Next Steps

- Use the support gained from the Go Human Demonstration to plan for more pedestrian and bike infrastructure in the City of Pasadena.
- Leverage event documentation materials to continue educating residents, employers/employees, and visitors about walking and biking safety and encouraging them to walk and bike more.
- Capitalize on the community support received to seek grant funding opportunities for more active transportation programming and infrastructure projects.

#GoHumanSoCal GoHumanSoCal.org

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.



Saturday, April 23, 2022
Fair Oaks Avenue and Valley Street | Next to Central Park



Activate Fair Oaks

In partnership with *Go Human*, the City of Pasadena invites you to experience temporary safety improvements at *Activate Fair Oaks* on Saturday, April 23!

The City will temporarily transform the intersection of *Fair Oaks Avenue & Valley Street* with an artistic crosswalk, curb extensions, and a parklet for the day. The event will be held next to the Jackalope Arts Fair in Central Park, which will feature a variety of fun activities.

Swing by *Activate Fair Oaks* to participate in this unique one-day installation!



City of PASADENA

April 23, 2022

Pasadena's *Go Human* demonstration showcased infrastructure treatments such as an artistic crosswalk, a parklet, and curb extensions. The event used SCAG's Kit of Parts, a set of portable, lightweight, and easy-to-install demonstration elements to exhibit street improvements that promote safety and active mobility. The demonstration took place adjacent to the Jackalope Arts Fair in Central Park.



Introduction

This summarizes the SCAG Go Human activation that took place on Saturday, April 23rd in Pasadena. The activation used the SCAG Kit of Parts, a set of modular, plastic materials that were assembled to demonstrate street improvements that promote safety and active mobility. The report includes the following components:

- Event overview
- Event activities
- Community participation
- Community feedback
- Next steps
- Photo documentation

Community Participation

>83 Attendees

81%

have never attended a community meeting hosted to discuss transportation topics

39%

walked to the event

45%

arrived via a family/personal vehicle

8%

traveled to the event by biking

Event Collaborators

Activate Fair Oaks was a collaboration between the City of Pasadena, the Southern Association of Governments (SCAG), the California Office of Traffic Safety, and many others who participated in the Community Advisory Committee (CAC), where they provided guidance on the event implementation and logistics.

Demonstration Elements

Pasadena's Go Human demonstration showcased three demonstration elements.



1 An artistic crosswalk was installed on the north leg of Fair Oaks Avenue and Valley Street.



2 A parklet was installed on the north leg of Fair Oaks Avenue and Valley Street, north of the crosswalk.



3 Two curb extensions were installed on either side of the crosswalk on the north leg of Fair Oaks Avenue and Valley Street.