



City of LONG BEACH

August 20-22, 2021

In partnership with the 10th Annual Uptown Jazz Festival, the City of Long Beach and SCAG's *Go Human* program held **Activate Artesia Blvd** to offer community members a unique experience to re-imagine Artesia Boulevard. The event opened up Artesia between Atlantic and Lewis to allow residents to test out and provide feedback on future street safety improvements that make the community safer and more enjoyable to walk and bike.

Event Goals

The Southern California Association of Governments (SCAG), the City of Long Beach, and the Steering Committee implemented **Activate Artesia Blvd** as part of a larger effort to improve mobility, placemaking, and economic opportunity in North Long Beach. Residents tested out and shared their feedback on curb extensions, high visibility crosswalks and a parklet. These potential improvements are being considered as part of the Artesia Great Boulevard project and other initiatives around the city. The following event objectives were identified during the planning process:

- ✓ Demonstrate potential bicycle and pedestrian improvements being considered on Artesia Boulevard.
- ✓ Encourage community feedback on the demonstration elements to help inform the design of the final project.
- ✓ Build off of existing community events to increase attendance and participation from the surrounding community.
- ✓ Utilize the demonstration project to mimic the dimensions of the planned project to gain meaningful feedback and get a real sense of the proposed project.

Demonstration Elements



A high visibility crosswalk with curb extensions, and green bike lane conflict striping on Olive Avenue allowed pedestrians and bicyclists to experience a low-stress way to walk and roll to the event.

Community Participation

250

estimated event attendees

72

total
completed
surveys

5

completed
surveys in
Spanish

64%

of attendees surveyed live in Long Beach

66%

have never attended a community meeting hosted by the City to discuss transportation

65%

travel around their community using multi-modal options

71%

traveled to the event using active transportation (e.g., walking, bicycling, riding scooters)

Steering Committee

To organize this event, a project committee was convened that included the following agencies and organizations:

- Long Beach Transit
- Long Beach Public Works
- Local Neighborhood Associations
- Southern California Association of Governments (SCAG)
- GHD Transportation ("Artesia Great Boulevard" Project Consultants)
- Long Beach Office of Special Events and Filming
- Office of Vice-Mayor Rex Richardson



The parklet replaced on-street parking with expanded public space for eating, resting, and playing.



By tightening intersection curb radii, curb extensions enhance safety by encouraging slower vehicle turning speeds and creating shorter crossings for people walking.



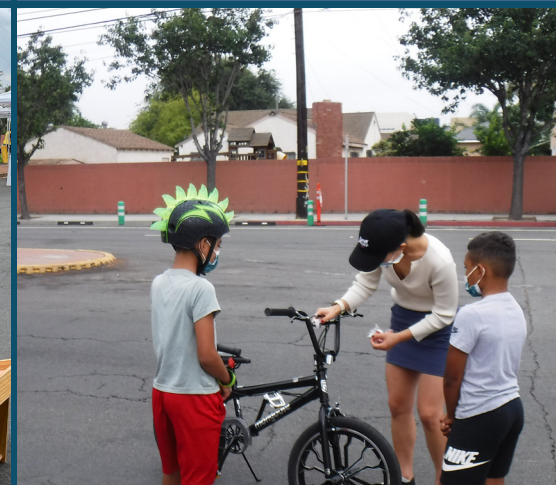
Participants shared support for demonstrated elements through engagement activities and surveys.



Green bike lane conflict striping and protected islands made it safer for bicyclists to cross intersections.



The Go Human activities invited participants to learn about the temporary improvements and the benefits of active transportation.



Community members were invited to bring their bicycles to the open street event to try out the temporary safety improvements.

Community Feedback

Of the surveys collected:

92%

support
bulb-outs/curb extensions

80%

support the parklet

97%

support
high visibility crosswalks

90%

said the temporary
improvements inspired them
to walk or bike more

86%

think the temporary
improvements made the
street feel safer and more
inviting



Top 3 desired walking improvements

- Well maintained and clean sidewalks
- Sidewalk lighting
- Vibrant things to see and do



Top 3 things preventing walking and biking

- Concerns about driver behavior
- Concerns about crime
- Destinations are too far to walk or bike

Key Comments

"More shading for walks"

"The speed limit needs to be lowered [alongside the safety] improvement in order to feel safer"

"Slower speeds"

Next Steps

- Use the momentum from **Activate Artesia Blvd** to continue to increase awareness of walking, biking, and rolling in the community and leverage support for walking and rolling improvements in Long Beach.
- Utilize the community feedback received at the event to inform the design and implementation of the Artesia Great Boulevard project.
- Complete additional public outreach activities and identify grants and other funding opportunities to build permanent safety improvements.



#GoHumanSoCal

scag.ca.gov/go-human

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.