First/ Last Mile Temporary Demonstrations

Toolbox Tuesday

April 10, 2018

Stephen Patchan, Program Manager I
Active Transportation and Special Programs
What are Temporary Demonstrations

Short term action that triggers a long term change.

- Tactical Urbanism
- Pop Ups
Why Use Temporary Demonstrations

- Test innovative concepts in real time with real conditions
- Build stakeholder support
- Maximize outreach
- Increase active transportation interest and champions
Why Use Temporary Demonstrations

- Most Importantly...
Best Practices

- Involve the community from day 1
- Don’t skimp on the outreach
- Push the design envelope
Best Practices

- Piggy back on established community events
- Program activities to attract participants (i.e. families)
- Press conference with Elected Officials, Community Leaders
How To Use Temporary Demonstrations

- Community Planning Outreach
- Project Planning Outreach
- Preliminary Project Design
- Project Preconstruction
Budget

- $50k to $200k
- 70-85% Labor
- 15-30% Materials, marketing and programming
- Donations and sponsorships
Event Development

- City Staff
  - Planners
  - Engineers
  - Special Events
  - Parks/Rec
  - Communications
  - Public Safety
Event Development

- Advisory Committee
  - Community NGOs
  - Schools
  - Chamber of Commerce
  - Residents
  - Large Scale Employers
Event Development

- Site Plan
- Event Plan
- Ad Plan
Event Development

- **Timeline**
  - Kick off with City staff meeting 4-6 months out
  - Develop Branding and Commence Advisory Committee meetings 4 months out
  - Outreach 2 months out
  - Initiate Advertising 4-6 weeks out
Installation Elements
Installation Elements
Installation Elements
Programming
Saturday, Oct 1, 2016
Sábado, 1 de octubre de 2016
10 a.m.–4 p.m.

Enjoy the new Uptown!

Take this opportunity at Activate Uptown to share your feedback and vision for walking and biking improvements. Your input will help shape the future of our streets in North Long Beach!

Event Hours: 10 a.m.–4 p.m.
Free bike valet will be available.

For more information, please call Kate Board, City of Long Beach Mobility Officer at 562-373-4818.

¡Disfruta del nuevo Uptown!

Aproveche esta oportunidad que Activate Uptown le da para compartir su conocimiento y su visión sobre sus mejoras para caminar y andar en bicicleta. Su opinión ayudará a definir el futuro de nuestras calles en North Long Beach.

Horario del festival: 10 a.m.–4 p.m.
Habrá valet parking para bicicletas gratuito.

Para más información llame al 562-373-4818.

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

GoHumanSeCi.org/ActivateUptown  03/12/2018  07:00 PM
Survey and Feedback Methods
Go Human
Kit of Parts
at CicLAvia
What is [GoHuman](GoHumanSoCal.org)

**Advertising Campaign**

**Open Streets & Demo Projects**

**Partnerships & Co-Branding**

**Material Distribution**
Cudahy en Marcha
If we have the logo from this event to use here, that might look nice.
Lindsey Bircher, 3/13/2018
Activate Uptown - Long Beach
Open Streets RC - Rancho Cucamonga
Artswalk- Riverside
Costa Mesa Event

Saturday, April 21, 2018
Sábado, Abril 21, 2018
12 p.m. - 4 p.m. | Costa Mesa

Explore Merrimac transforms Merrimac Way into a place that is more enjoyable to walk, bike, skate and roll. Check out pop-up features on Merrimac Way including protected bike lanes, artsy crosswalks, and sidewalk seating on bike or on foot. Meet us at Explore Merrimac for FREE family-friendly activities, games, prizes and more!

Explore Merrimac transforma la calle de Merrimac Way en un lugar más agradable para caminar, andar en bicicleta y patinar. Ven en bicicleta o a pie y descubre las instalaciones temporales en Merrimac Way, incluyendo ciclovías protegidas, cruces peatonales con un toque artístico y asientos a lo largo de la acera. ¡Acompáñanos en Explore Merrimac y disfruta de las actividades GRATUITAS, juegos, premios y mucho más para toda la familia!

Facebook: @GoHumanSoCal
GoHumanSoCal.org/ExploreMerrimac
Open Streets & Demonstration Projects

- Arrow Highway (SGV) (10/19-10/21/18)
- Buena Park
- Costa Mesa (4/21/18)
- Culver City (September 2018)
- El Monte
- La Canada (10/6/18)
- La Quinta (11/18/17)
- Lake Elsinore (10/27/18)
- Ontario (8/8/18)
- San Jacinto (9/29/18)
- South El Monte
- Walnut Park (6/16/18)
- West Covina (July 2018)
- Chino (9/22/18)
Upcoming Funding Opportunities

- ATP call for projects May 16, 2018
- SCAG Sustainability Planning Grant September 2018
Questions?