



# CicLAvia South LA

## South Los Angeles, CA

July 10, 2022



SCAG's *Go Human* program supported the CicLAvia South LA event with a demonstration of its Kit of Parts. The open streets event opened three miles of Western Avenue to people biking, walking and rolling. The Kit of Parts parklet brought additional seating and shade to community members and attendees.



## Event Goals

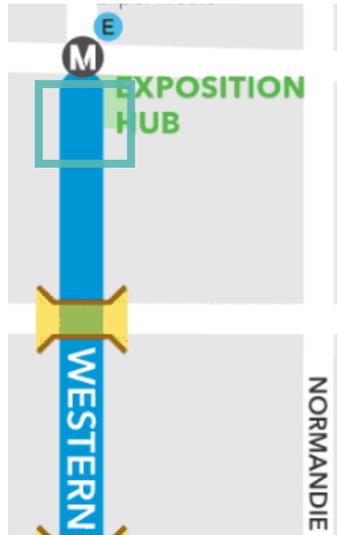
Working with CicLAvia, *Go Human* deployed the parklet as a high-visibility way to raise awareness of the program's ongoing goals and the resources available to community partners. Through the parklet demonstration, attendees were able to sit and rest alongside Western Avenue. At the same time, the vibrant design of the demonstration drew attention and started conversations around *Go Human's* Safety Pledge. The deployment's specific goals were:

- ✓ Promote awareness of the *Go Human* program and its resources, such as the Kit of Parts.
- ✓ Gather Safety Pledge signatures and raise campaign awareness.
- ✓ Gather new subscribers for the *Go Human* quarterly newsletter.

# Demonstration Elements



Parklet



Event Location

The Kit of Parts parklet (left) was deployed just south of the intersection of Exposition Blvd and Western Avenue, creating new public space at the northernmost entrance to the CicLAvia hub where visitors could sit under shaded tables.

Staff distributed more than 180 *Go Human*-branded bandanas and sunglasses to encourage attendees to sign the Safety Pledge or subscribe to the newsletter. Attendees posed with branded prop signs for photos and share them on social media, promoting their involvement with the program and the Safety Pledge.

## Results and Findings

Attendees were excited to see the parklet, and many were encouraged by the prospect of modeling new public spaces or similar street improvements in their own neighborhoods. Though the majority were unfamiliar with the *Go Human* program, the availability of photo props and swag gifts sparked conversations about the various program elements.

**By the numbers**

**10,000+** number of attendees

**70+** newsletter subscribers added

**200+** number of parklet visitors

**Go Human safety materials distributed:**

Approximately

- 40 bike lights
- 60 bike bells
- 150 sunglasses
- 30 bandanas



Attendees posed (center) with Go Human props, while many learned about the program's resources and signed up for the quarterly newsletter (at right).