



City of  
**INDIO**

**October 30, 2021**



The City of Indio and SCAG's Go Human program held **Indio's Streets are Treats**, a Halloween-themed pop-up safety demonstration. The event transformed Downtown Indio at Miles Avenue and Smurr Street with temporary street safety improvements to provide an opportunity for residents to experience and provide feedback on improvements that make it safer and more enjoyable to walk, bike, and roll in their community.



# Project Goals

The City of Indio, the Southern California Association of Governments (SCAG), and the Community Advisory Committee implemented Indio's Streets are Treats as part of a larger effort to improve safety, economic opportunity, and support the City's existing mobility plans. The following goals and objectives were identified during the planning process:

## Goals:

- Align with the City's Complete Streets and Safe Routes to School Plans by showcasing potential improvements from the Plans
- Demonstrate the potential for re-envisioning downtown as a walkable place for people and a focal point for Indio
- Exhibit strategies for future implementation of other transportation initiatives (i.e., CV Link, transit hub, Arts and Music Line)

## Objectives:

- Connect and include the City's arts community
- Connect with and include youth and families
- Engage a minimum of 150 community members in the demonstration project

# Demonstration Elements



The event showcased four pop-up demonstration elements: parklets, artistic crosswalks, curb extension, and a separated bike lane. In addition to the pop-up safety demonstrations, the event included interactive activities such as a scavenger hunt, an artistic mural display, a student art showcase, and other family-friendly games and activities. (Photo) A family enjoying the artistic crosswalk created by Raices Cultura.

# Community Participation

**1,000+** Attendees

**35%**

heard about the event through social media

**75%**

have never attended a community meeting hosted to discuss transportation topics

**15%**

travel around their community by walking

**11%**

traveled to the event using active transportation

## Event Collaborators

Indio's Streets are Treats is a collaboration between the City of Indio, the Southern Association of Governments (SCAG), Alianza Coachella Valley, Raices Cultura, Indio Food Park, Desert Sands Unified School District, and many others participated in the Community Advisory Committee (CAC), where they provided guidance on the event implementation and logistics.



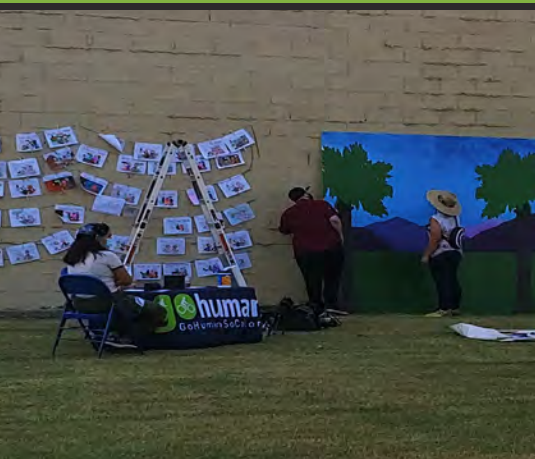
**1** A parklet transforms a traditional parking spot or sidewalk area into a space for resting, playing, and other activities.



**2** Separated bike lanes offer a physical separation between motorists and bicyclists



**3** Curb extensions create shorter crossings for pedestrians and increase visibility to motorists.



**4** Artistic mural display and a student artwork showcase.



**5** Participants shared feedback for the demonstration elements through surveys and engagement activities.



**6** Wayfinding stencils offered directional signage throughout the event. The stencils were located on the sidewalks in both sides of Miles Avenue, Townsend Avenue, & Smurr Street.

# Community Feedback

116 Surveys Collected

91%

supported making the demonstration elements permanent and shared that the elements made them feel safer walking/biking

43%

reported heat/weather is the biggest challenge to walking & biking in Indio

55%

expressed interest in having more bike lanes on the road

36%

reported not having enough places or infrastructure to walk or bike



## Top 3 Desired Walking Improvements

- Sidewalk lighting (50%)
- Wider sidewalks (42%)
- More trees/ shade (39%)



## Top 3 Desired Bicycling Improvements

- More bike lanes on the road (55%)
- More bike lanes protected from vehicles (48%)
- Bicycle parking/amenities (32%)

*“This event will transform our streets into a safer and more enjoyable place for the community.”*  
- Council Member Elaine Holmes



## Next Steps

- Use the support gained from **Indio's Streets are Treats** to plan for more pedestrian and bike infrastructure in the City of Indio.
- Leverage event materials such as participant feedback, photos, and videos to continue educating the community and promote active transportation.
- Utilize the positive community support to seek grant funding opportunities for more active transportation programming and infrastructure projects.



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.