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.
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.
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.