



RE-IMAGINE DOWNTOWN

City of **ONTARIO** Demonstration Project August 8, 2018

Re-Imagine Downtown, Ontario's Walk, Bike 'n Roll Euclid Experiment, provided residents the opportunity to experience safety improvements that make Euclid Avenue more enjoyable to walk and bike. **Re-Imagine Downtown** offered participants the chance to test out temporary features including a protected bike lane, pedestrian bulb-outs, and a parklet with sidewalk seating and shade.

Project Goals

The Southern California Association of Governments (SCAG), the City of Ontario, Caltrans, and the project community advisory committee hosted **Re-Imagine Downtown** to promote bicycle and pedestrian safety and raise awareness of future infrastructure improvements. The project team gained feedback from the community to facilitate public involvement and plan for implementation.

- ✓ Attract 1,000-3,000 participants
- ✓ Survey at least 100 people to gain public input on the demonstrated separated bike lane and other infrastructure elements
- ✓ Gain broader input and feedback on walking and biking in the community and learn where residents would like to see more active transportation infrastructure
- ✓ Promote planned safety improvements to City residents and gain public feedback to facilitate the implementation process
- ✓ Prioritize healthy mobility options and sustainable transportation improvements in the City of Ontario.

Demonstration Elements



1 Kids safely test out the separated bike lane with free bike rentals and helmet fittings.

Community Feedback

229 Surveys Collected

100%

support the sidewalk extension/parklet

98%

support separated bike lanes

79%

support the pedestrian curb extensions

94%

want to see the separated bike lanes permanently installed

97%

think improvements make the street feel more safe and inviting



Top 3 Desired Walking Improvements

- Sidewalk lighting
- Maintained and clean sidewalks
- Trees and shade



Top 3 Desired Bicycling Improvements

- More protected bike lanes
- More bike lanes overall
- On street lighting
- Driver and bicyclist education

"This is great for our city and brings life back to downtown. We're looking at doing these types of improvements all over town, and this is just the starting spot."

– Mayor Paul Leon, City of Ontario



Next Steps

- The City of Ontario will evaluate public feedback to consider finalizing the designs for the improvements on Euclid Avenue as part of the City's Active Transportation Program.
- Caltrans District 8 will continue to work with the City on improvements to Euclid Avenue including finalizing traffic calming designs and investigate project alternatives through continued public outreach efforts.
- After the success at **Re-Imagine Downtown**, the City will continue efforts to improve safety for bicyclists and pedestrians on a broader scale.



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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.