



Go Human Tactical Urbanism Events: Phase One

Southern California Association of Governments

Acknowledgments

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SCAG collaborated with a number of entities to plan, coordinate, and implement the first year of *Go Human* Tactical urbanism events. These collaborators contributed their time, expertise, resources, and—in some cases—funding to make these events possible. SCAG would like to thank the following partners for their efforts:

Municipal Partners

- City of El Centro
- City of Fontana
- City of Los Angeles, Office of Mayor Eric Garcetti
- City of Palm Desert
- City of Westminster

Community-Based and Non-Profit Partners

- CicLAvia
- Inland Empire Biking Alliance
- Multi-Cultural Communities for Mobility
- Calo Youth Build
- From Lot to Spot
- I Heart Watts

Regional Partners and Funders

- California Department of Transportation (Caltrans)
- City of Los Angeles, Council District 15
- Los Angeles County Metropolitan Transportation Authority (Metro)
- Mobile Source Air Pollution Reduction Review Committee (MSRC)
- Orange County Transportation Authority (OCTA)
- Riverside Health Department
- San Bernardino Associated Governments (SANBAG)
- SunLine Transit Agency

Consultant Team

- Community Arts Resources (CARS)
- Designed by Colleen
- Estolano LeSar Perez Advisors (ELP Advisors)
- Investing in Place
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- Shirley Medina, Riverside County Transportation Commission
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- Steve DeGeorge, Ventura County Transportation Commission

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Photo by Lluvia Higuera

Go Human

Tactical Urbanism

Snapshot

Goals & Vision

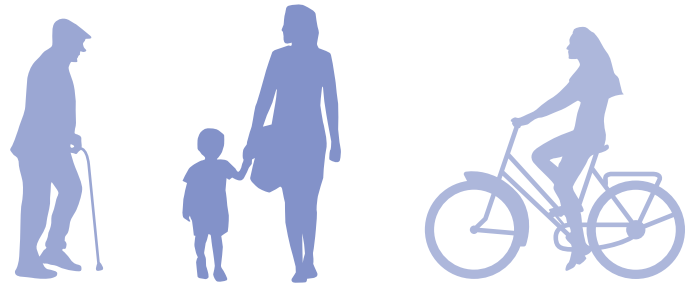
This project was undertaken as part of the Southern California Association of Governments' wider *Go Human* Active Transportation and Safety Encouragement Campaign. *Go Human* is a community outreach and advertising campaign with the goals of reducing traffic collisions in Southern California and encouraging people to walk and bike more. We hope to create safer and healthier cities through education, advocacy, information sharing and events that help residents re-envision their neighborhoods.

The tactical urbanism events were intended to support local governments throughout the six-county SCAG region. *Go Human* provided technical assistance and resources to government partners so that cities could transform local streets through temporary improvements, demonstrations, and other activities. These activities were aimed at raising awareness around active transportation and safety issues, as well as providing an opportunity to test complete streets concepts.



Photo by Aaron Paley

Outcomes



In the first round of tactical urbanism events, SCAG and its partners implemented six projects in five counties throughout the region. These events helped raise local awareness, showcased how communities can deploy a variety of events to achieve their unique goals, and provided an opportunity to use temporary interventions to bring about permanent change.

Bringing Attention to Active Transportation Issues

A primary goal of the *Go Human* campaign is to raise awareness about issues related traffic safety and active transportation. These events reached millions of Southern Californians, encouraging them to take advantage of opportunities to walk and bike in their communities and reimagine their neighborhoods.

3.2M

Total media impressions across all events

El Centro: **560K** | Los Angeles: **195K**

Palm Desert: **145K** | Westminster: **950K**

Fontana: **1.4M**

Delivered a Variety of Event Types

Each project was designed to meet the community's specific needs, ranging from demonstration of complete streets elements, hosting open streets events, and facilitating first and last mile interventions. During the first round of events, the *Go Human* team achieved the following:

5

Complete streets demonstrations

El Centro | Fontana | Los Angeles
Palm Desert | Westminster

2

Open street events

Fontana | Palm Desert

1

First and last mile intervention

CicLAvia—Southeast Cities

Temporary Events Facilitating Permanent Changes

Although these tactical urbanism events were temporary in nature, they helped foster permanent change by building community support, garnering feedback from residents, and giving residents and local leaders an opportunity to test drive planned changes. These events accomplished the following during Phase One:

- Helped fast-track implementation of Palm Desert's complete streets plan
- Gained public support for planned complete streets improvements in El Centro, Los Angeles, and Westminster
- Provided first and last mile community input for Metro's first/last mile planning efforts along the Blue Line during Southeast Cities CicLAvia

Demonstrating Community Support

At each of the events, participants were encouraged to provide feedback on the specific event components, temporary interventions, overall effectiveness of the event, and proposed City plans. Overall, there was overwhelming support for the better bicycle and pedestrian infrastructure. (For more information see **Appendix G**)

Existing Transportation Habits

82% of survey respondents used automobiles to get around their communities.

64% of survey respondents relied on multiple modes of transportation to travel within their communities, demonstrating that complete streets improvements would benefit many.



Community input

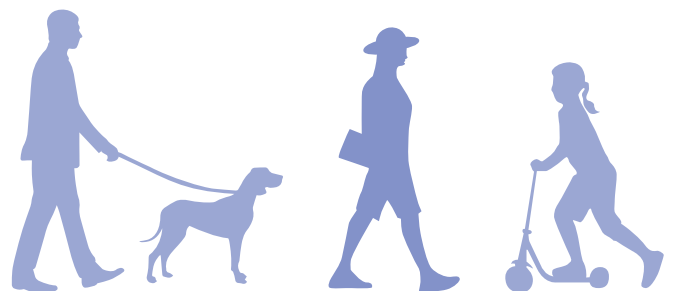
For Metro's first/last mile planning efforts along the Blue Line, complete streets improvements in El Centro, Los Angeles, and Westminster, and implementation of Palm Desert's complete streets plan.

98% of survey respondents supported their local governments' plans to make the temporary improvements permanent.

96% of survey respondents said that the temporary safety improvements made the streets feel safer and more inviting to use.

62% a majority of survey respondents also walk to get to key destinations.

96% of survey respondents were inspired to walk and/or bike more because of the events.



The Events

The following are quotes from the tactical urbanism event participants:

"Please make it livable, walkable, and accessible to all folks."

"Looking forward to all the changes it's going to bring to the neighborhood."

"Thank you! Make biking safer."

"Love to see the community come together and seeing families and kids having fun."

"I love today. It's awesome. We should have this more often."

"Looking forward to the finished product."

"More bike lanes!"



Photos by Lluvia Higuera



Nuestra Avenida César Chávez Reimaginada

Los Angeles

This project was part of Los Angeles Mayor Eric Garcetti's Great Streets Initiative. The *Go Human* Team collaborated with Great Streets and Multicultural Communities for Mobility to implement this event. Nuestra Avenida included a demonstration of temporary complete streets improvements that reflected feedback gathered from the community during two sidewalk charettes. It incorporated street furniture, three parklets, and a half-block street closure for community-oriented programming.

With over 200 survey respondents, event participants demonstrated support for temporary improvements and endorsed making the complete streets interventions permanent.

See **Appendix C** for the event site plan and **Appendix D** for the Nuestra Avenida event guide.



200+
Survey responses

89%
of respondents felt that the temporary improvements on the street made them feel **safer and** made the area **more inviting** and attractive

89%
of respondents supported making the **temporary street improvements permanent**





Photos by Emilio Ruelas, Spectrum Creative Services



The City of El Centro le Tour de 8th

El Centro

This event demonstrated planned complete streets element along a one-mile stretch of 8th Avenue. The project aligned with the annual Le Tour de Manure bicycle ride in Imperial County and included programmed hubs at Bucklin Park and at the Martin Luther King, Jr. Sports pavilion.

This neighborhood scale event drew 68 responses to *Go Human's* bilingual survey, with residents showing support for better bicycle and pedestrian infrastructure.

See **Appendix C** for the event site plan and **Appendix D** for the Le Tour de 8th event guide.



68
Survey responses

97%
of survey respondents felt that complete streets improvements made the street **safer and more inviting** to use

97%
of respondents supported making **temporary complete streets improvements permanent** along 8th Street

98%
of respondents said the event inspired them to **walk or bike more**

Project Update

Design for the 8th Street bicycle and pedestrian improvements previewed in Le Tour de 8th is complete. The City anticipates a construction start date of January 2017, with project completion in May 2017.



Photos by Greg Peterson, Luminescence Photo

VISION San Pablo

Palm Desert

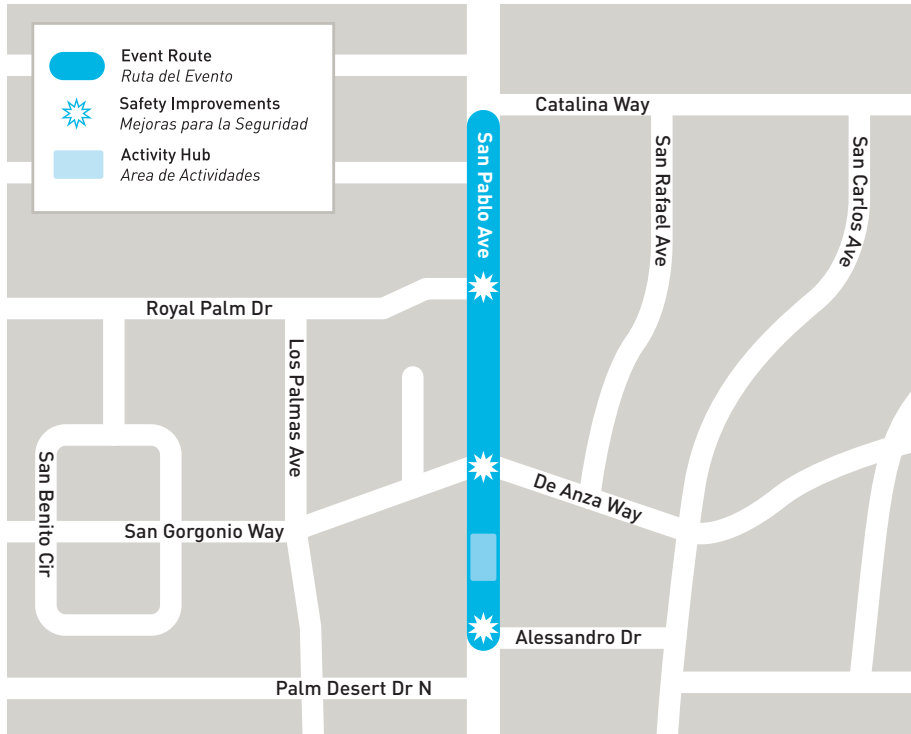
Vision San Pablo involved a multi-day complete streets demonstration project anchored by a one-day open streets event. The project demonstrated planned improvements along San Pablo Avenue for commercial and residential corridors. SCAG and its partners deployed a number of design elements, including one-way cycletracks, a roundabout, moveable furniture, parklets, and feedback kiosks.

Overwhelming support garnered during the event encouraged City Council to accelerate implementation

of the complete streets plan and move forward with the \$8.5 million project. The *Desert Sun* noted that Vision San Pablo “was such a success that the city is ready to start moving forward with development.”

This community scale event saw 145 survey responses, with residents showing overwhelming support for making the demonstration elements permanent.

See **Appendix C** for the event site plan and **Appendix D** for the Vision San Pablo event guide.



145
Survey responses

85%
of respondents supported **parklets**

86%
supported additional **bike lanes**



89%
felt that the complete streets improvements made the street **safer and more inviting**

Project Update

After the event, the City launched the “San Pablo Urban Reinvestment” (SPUR) project and is now working on finalizing the street’s redesign. Final design is scheduled to be completed in early December, with construction anticipated to begin by late August ’17.

Without the *Go Human* award from SCAG, the City would not have been able to hold a community event such as “Vision San Pablo.” The award allowed us to introduce and demonstrate the proposed road-diet to the community and to really get their buy-in and support. Because of the event and demonstration’s success we have prioritized making the permanent improvements to San Pablo Avenue.
— Eric Ceja, Principal Planner





Los Angeles

Go Human worked with partners to activate the 103rd Street Watts hub as part of the Southeast Cities CicLAvia event. SCAG's team worked with the Los Angeles County Metropolitan Transportation Authority (Metro) to deliver community surveys to garner community feedback on first and last mile issues and inform the agency's Blue Line first/last mile station area plans. *Go Human* deployed temporary street furnishings and feedback kiosks to capture input from participants. During this event, *Go Human* launched a bike share program to allow event participants to experience the CicLAvia route as a cyclist even if they did not own a bike.

This regional event garnered 313 survey responses, with participants showing strong support for safety and accessibility improvements in and around station areas. This includes support for the following:

- Providing safety buffers for pedestrians
- Promoting people-friendly traffic speeds
- Providing clear wayfinding signage

See **Appendix C** for the event site plan.

313

Survey responses

participants showed strong support for **safety and accessibility improvements in and around station areas**

500

Go Human TAP Cards

Distributed to CicLAvia participants.





Photos by Lluvia Higuera



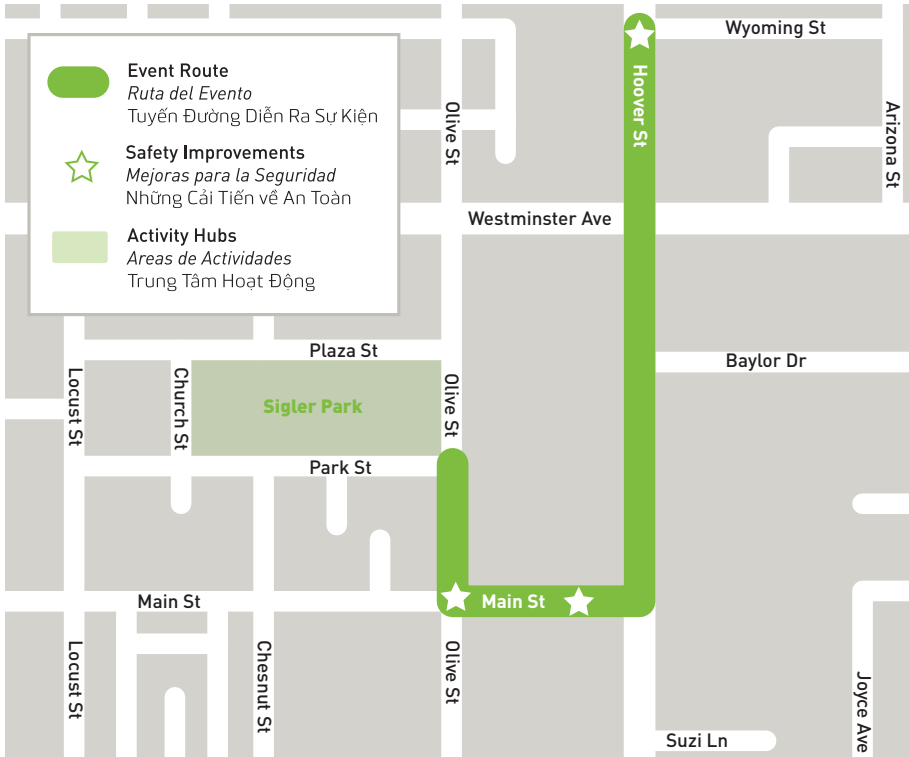
Westminster

This event featured a complete streets demonstration that included a two-way cycletrack, a roundabout, and two parklets. These elements provided residents with a preview of planned active transportation improvements along Hoover and gave the larger community an overview of the citywide plan to prioritize certain roadways for bicyclists and pedestrians. This demonstration also showcased how smaller, neighborhood scale projects

(less than one mile in length) can be an important means to test larger community-wide or regional improvements.

This neighborhood scale event garnered 129 survey responses, with participants showing support for the demonstration elements.

See **Appendix C** for the event site plan and **Appendix D** for the Experience Hoover event guide.



129
Survey responses

84%
strong support for **parklets**

92%
strong support for **protected bike lanes**



93%
of respondents said temporary demonstration made the streets feel **safer and more inviting** to use

95%
supported making **temporary improvements permanent**



95%
of respondents said that the event inspired them to **walk and bike more**



Photos by Eddie Frank, Gas Lamp Productions

Fontana's Sunset on Sierra

Fontana

Sunset on Sierra coupled a complete streets demonstration with an open streets event. The event was conceptualized as a mechanism to gather community input and test concepts for the City's forthcoming active transportation plan. Both the event and demonstration coincided with the annual Fontana Arts Festival. The demonstration included a temporary parking-protected bike lane, a one-way cycletrack, a traditional bike lane, and parklets. The open street event spanned four city blocks in the heart of Fontana's historic downtown and in close proximity to a major transit hub. City staff and the consultant team charged with creating Fontana's active transportation plan will incorporate feedback gathered from residents attending Sunset on Sierra into the planning document.

Local media outlets noted that the City, SCAG, and its partners "hosted the biggest downtown event in many years," creating a bustling atmosphere in downtown Fontana and proving that active transportation improvements—coupled with robust programming—could be strong attractor for local residents.

This regional event saw 151 survey responses that demonstrated support for a variety of demonstration elements.

See **Appendix C** for the event site plan and **Appendix D** for the Sunset on Sierra event guide.



151
Survey responses

81%
strong support for **standard bike lanes**

87%
strong support for **parking-protected bike lanes**



94%
of respondents said temporary demonstration made the streets feel **safer and more inviting** to use

98%
supported making **temporary improvements permanent**



97%
of respondents said that the event inspired them to **walk and bike more**

Go Human

Tactical Urbanism

Reference Guide

This reference guide is intended to give readers in-depth information regarding planning, coordination, engagement, and implementation of the *Go Human* tactical urbanism events. While this guide may serve as a preliminary roadmap for organizations or jurisdictions planning similar events, please note that the planning and implementation process for any tactical urbanism event needs to be adaptable and responsive to each community's unique needs.



Photo by Aaron Paley

Call for Projects

The Southern California Association of Governments (SCAG) put out a call for projects for jurisdictions seeking support to implement one of four project types:

1. Complete streets demonstration
2. Open streets event
3. Safe routes to school interventions
4. First and last mile demonstrations

SCAG received 18 applications from five counties (Los Angeles, Imperial, San Bernardino, Riverside, and Orange) and moved forward with six projects for Phase One.

The projects were selected based on the following criteria:

- Proposed project's alignment with the overall *Go Human* goals and vision
- Appropriate mix of the four event types
- Geographic diversity
- Evidence of local support for the project

Based on these criteria, *Go Human* moved forward with the implementation of the following projects:

- Los Angeles: Nuestra Avenida
- El Centro: Le Tour de 8th
- Palm Desert: Vision San Pablo
- CicLAvia & Metro: Southeast Cities CicLAvia
- Westminster: Experience Hoover
- Fontana: Sunset on Sierra

The above events represent the most highly ranked proposals from the original call for projects, and are considered part of Phase 1 of the *Go Human* tactical urbanism events. SCAG has developed a strategy to fund additional projects in subsequent phases, with the Phase 2 events currently underway. The *Go Human* campaign's goal is to implement all 18 events.

See **Appendix A** for the original Call for Projects solicitation.



Photo by Aaron Paley

Event Planning: Community Advisory Committees

For each event, SCAG and the consultant team formed Community Advisory Committees. These groups enabled the *Go Human* team to work with local stakeholders to refine the parameters of each project, identify community needs, and identify additional partners and resources to enhance the event. Throughout the process, SCAG and its partners worked collaboratively with cities, local and regional partners, funders, and community groups to implement events.

Goals, Role and Responsibilities

Each event had a Community Advisory Committee that was charged with working with SCAG and the consultant team to achieve the following:

- Define the scope of the project
- Identify and engage local stakeholders, partners, and funders to help amplify the event
- Provide local expertise to inform design, messaging, promotion, outreach, and implementation
- Work with the team to secure local approvals, permits, and clearances for day-of implementation

To assist in this process, the *Go Human* team created a brief outlining anticipated roles and responsibilities, as well a reference guide that outlined the specific resources that SCAG was prepared to commit and what event elements the City was expected to take on. From the onset, it is important to ensure that project collaborators are aware of available resources.

The Community Advisory Committee can help organizers identify potential resource gaps that may require fundraising and/or donations. Likewise, these bodies can confirm what resources local government entities and their partners can contribute to the project. Please see **Appendix B** for more details on anticipated roles and responsibilities.

Composition

SCAG and the consultant team urged each Community Advisory Committee (Committee) to include broad representation from city staff, municipal agencies, elected officials' offices, community-based groups, active transportation advocates, transit providers, school representatives, and neighborhood organizations, among others. Local governments were ultimately responsible for determining the exact composition of their Committee, with input and assistance from the *Go Human* team. Many of the Community Advisory Committees had strong representation from city staff members that were ultimately responsible for implementing each project. In addition, local agencies, including police, fire, community services, as well as arts and cultural departments had broad participation across all Committees.

Below, we note examples where committees invited outside groups and/or non-governmental representatives to take on a significant role in the tactical urbanism planning and implementation process:



Photo by Aaron Paley

Active Transportation Advocates

The City of Fontana’s Committee included representatives from the Inland Empire Biking Alliance. They were able to help coordinate programming for the event’s active transportation zone, including hosting a bike skills course and a guided ride during the event.

Business Groups

The El Centro Le Tour de 8th Community Advisory Committee included representation from the El Centro Chamber of Commerce & Visitors Bureau. This group worked with City staff and the *Go Human* team to secure donations and additional resources from El Centro’s business community.

Community-Based Organizations

During the Southeast Cities CicLAvia event, the *Go Human* team worked with I Heart Watts to help coordinate group walks to the event and activation of the 103rd Street Hub.

Local and Regional Transportation Agencies

Palm Desert’s Committee secured a partnership with SunLine Transit to ensure that the regional transit provider had a presence at the event, including locating a transit vehicle at the event and providing residents with information on planned transit improvements.

Local Residents

The City of Westminster recruited a local resident who participated in the City’s General Plan update process to join the committee. Her familiarity with the City’s planned active transportation improvements and knowledge of the neighborhood where the event was taking place helped the team’s planning and outreach efforts.

Funding Partners

The Fontana Committee included representation from San Bernardino Associated Governments (SANBAG), the countywide council of governments and transportation planning agency in San Bernardino. SANBAG served as a funding co-sponsor for the event, committing funding that the agency secured through a Mobile Source Air Pollution Reduction Review Committee (MSRC) grant. This funding partnership contributed to the enhance scope and scale for this regional event.

Demonstration Elements: Toolkit of Parts

Based on feedback from Community Advisory Committees and the proposed projects, the *Go Human* team developed the following suite of demonstration elements. To see how these elements were deployed for each event, please see the event site plans in **Appendix C.**

These project element descriptions and estimated costs are illustrative and are intended to serve as a resource to support SCAG and Go Human partners in future event planning. Please note that costs will likely vary based on the scale and scope of future events

Temporary Street Furniture

Movable Seating

Movable seating incorporated five elements: (1) rockers, (2) chairs with tables, (3) chairs without tables, (4) high-back chairs, and (5) loungers. Seating was designed to be graphically consistent with *Go Human* as well as playful, adaptable, and easily movable.

Cost: \$366 per unit

Activity Centers

The multi-seat, activity center provided seating options for persons of various ages. Each center included table space to serve as a hub for up to ten people to engage in activities. These elements were designed to be visually appealing, approachable, and comfortable. In keeping with other design elements, the activity center consisted of parts that were easily moved, assembled, and disassembled with basic tools.

Cost: \$1,600 per unit

Movable Shade

The shade structure was designed to be easily transported and durable, with the intention of creating a large shaded space for a group while occupying minimal ground space. The shade structure can be deployed in various ground conditions, be self-supporting, and comprised of hardy, cost effective materials.

Cost: \$2,000 per unit

Customizable Parklets

The parklets were designed to meet the sidewalk to create a continuous ground-plane. They consisted of eight easily constructed and mobile platforms, lined with laser-cut borders creating height that served as protection from passing vehicles. The parklet borders echoed the bollard design.

Cost: \$1,000 per unit

Estimated costs, will likely vary based on the scale and scope of future events.



Photo by Eddie Frank



Photo by Eddie Frank



Photo by Lluvia Higuera

Complete Streets Demonstration Elements

Reflective Bollards

The bollards were designed to separate a bike lane from automobile traffic, spaced approximately 10' on center at the height of a typical bollard. The bollards should invoke feelings of safety for users, creating separation from automobile traffic without creating visual divides or blind spots. The bollards were designed as a family, taking cues from traditional traffic design and elevated with elements of play and dynamic color.

Cost: \$57 per unit

Signage and Messaging

Signage and messaging were designed to accompany the traditional tactical urbanism elements and amplify the *Go Human* message. The goal was to create emotive messaging, invoking the relationship of passersby with walking, biking, and use of streets by using literary and cultural quotations and phrasing.

Cost: \$100 per sign

Temporary Stenciling and Street Markings

Stencils taking the shape of bicyclists, skateboarders, plants, and inspirational quotes add direction and highlight safety messaging along the complete streets. Stencils were placed with spray chalk in crosswalks, bike lanes, and roundabouts to indicate primary use.

Cost: \$200 per event



Photo by Lluvia Higuera



Photo by Lluvia Higuera



Photo by Emilio Ruelas

Estimated costs, will likely vary based on the scale and scope of future events.

Banners to Create Temporary Protected Bike Lanes

Banners were designed to communicate bike lane function clearly to automobile operators, with a succinct message focusing on benefits of active transportation. The elements produced the functionality of road work lane narrowing, without the feel of entering a construction site. Banners, coupled with bollards, helped give users a realistic and positive experience.

Cost: \$30 per banner

Explanatory Signage Explaining Complete Streets Concepts

Poster-sized signs placed on A-frames were placed next to complete streets demonstration components. The signs were designed to be multilingual, educational, and relatable, briefly describing the functions and benefits of the demonstration elements.

Cost: \$100 per sign

Temporary Crosswalk

Temporary crosswalks were designed to enhance existing or inefficient crosswalks by creating greater visual cues for drivers. Temporary crosswalks were designed to be colorful, playful, and safe by layering patterned designs on thick rubber mats that were placed along the street corridor.

Cost: \$250 per unit



Estimated costs, will likely vary based on the scale and scope of future events.

Feedback Elements



Mobile Feedback Cart

A mobile feedback cart was designed so that residents could provide feedback on city plans and tactical urbanism demonstrations in multiple locations. Using a commercially produced bike trailer, we designed a cart that echoed the graphic identity of the bollards and *Go Human* messaging, created storage space for feedback materials, and embedded two locations for 24"x36" plans. The trailer can be hitched to a bicycle and moved to different locations throughout an event.

Cost: \$3,000 per unit

Feedback Kiosk

Two feedback kiosks were designed to be visual beacons along the event routes. Visually cohesive *Go Human* messaging adorned each kiosk. The large a-frames were designed to hold two 24"x36" plans, and each is equipped with a station that holds materials for residents to write feedback.

Cost: \$1,000 per unit



Estimated costs, will likely vary based on the scale and scope of future events.

Demonstration Elements Provided by Municipalities and Partners

Trees and Vegetation

Both Palm Desert and Westminster secured vegetation to enhance their demonstration events. For the Palm Desert event, the City procured the trees with the intention of planting them after the event concluded. In Westminster, the City worked with a local nursery to secure donated plant materials.

Cost: varies depending on size and type of planted materials; box trees (24" and 30") for the Palm Desert event ranged in price from **\$150-\$250, per tree.**

Temporary Street Taping and Street Realignment

Palm Desert, Westminster, and Fontana secured firms to implement temporary street taping and street realignment for their complete streets demonstrations.

Cost: varies depending on the length of the route and the duration of the event; for the Fontana event, the City paid roughly **\$0.80 per linear foot** for tape application.



Estimated costs, will likely vary based on the scale and scope of future events.

Infrastructure Rental Costs

Tables, Chairs, Tents

Includes timed delivery, pick-up, installation, fuel, and labor: \$1500–\$2500

- Tables (2'x6' or 2'x8'): \$15/each
- Linens (6' drape or 8' drape): \$20–30/each
- Tents (10'x10' booth; includes steel bases and walls): \$150–200/each
- Chairs: \$4–6/each

Umbrellas

9' market umbrella: \$80/each

Picnic Bench Sets

6' picnic table + bench: \$120–\$140/each

Generators

Includes cost of extra fuel and fire extinguisher: \$450–\$600

Portable Restrooms and Sinks

- Timed Delivery and Pick-up: approx. \$400
- Regular unit: \$60–\$80/each
- ADA (Americans with Disabilities Act) unit: \$100–\$110/each
- Hand wash sink: \$50/each
- Three compartment sink (food booths): \$350–\$450/each



Estimated costs, will likely vary based on the scale and scope of future events.

Lighting

1-3 block event: \$6500-\$12,000

- Installation, delivery, crew, pick-up: approx. \$4000
- Block One in Fontana was approximately \$6000 and with three blocks the total cost was \$11,700

Small Community Stage

**Includes stage, AV crew and delivery/pick-up fees:
\$1200-\$2000**

Large Performance Stage

**Includes stage, AV crew, delivery /pick-up fees and
lighting: \$3000-\$6000**



Estimated costs, will likely vary based on the scale and scope of future events.

Lessons Learned

Identify Resources

It is important to work with local governments, advisory committees, and community groups to determine what local resources are available and can be committed to the project. This may include undertaking the following tasks:

- Working with a local nursery to secure trees and planted materials for demonstration elements
- Securing local volunteers to help implement the event or demonstration
- Identifying opportunities to secure donations, prizes, and/or giveaways to encourage participants to complete surveys and offer feedback
- Identifying local pedestrian and bicycle advocacy groups
- Conducting business and resident outreach to identify local preferences, surface concerns, and foster direct participation during the event
- Developing an ongoing follow-up, outreach, and engagement strategy that may include hosting a presentation to local City Councils after each event and coordinating with jurisdictions to identify and secure funding sources to make temporary interventions permanent

Clearly Define Anticipated Roles and Responsibilities

Providing a list of expected consultant team responsibilities and expected municipal responsibilities in the initial project planning stages helps clarify roles and responsibilities upfront. See **Appendix B** for an example of an expected roles and responsibilities document.

In addition, it helps to provide local partners with an overview of the potential programming activities, including explaining programming parameters based on funding sources and restrictions. To see a draft programming outline, and an overview of a programming concept plan, see **Appendix F**.

Immediate Rewards for Providing Feedback

To encourage additional survey responses, include immediate giveaways in addition to raffle prizes. During the Nuestra Avenida event, Multicultural Communities for Mobility estimated that nearly one in three participants completed a survey. During the event, each survey respondent got a free silk screened t-shirt made by a local artist in exchange for their feedback, which likely contributed to the higher than average survey response rate. Likewise, during the Southeast Cities CicLAvia event, SCAG gave survey respondents *Go Human* TAP (Transit Access Pass) cards with a pre-loaded fare for a one-way trip—again, contributing to a relatively high survey response total.

Each event in Phase One had an event guide (see **Appendix D**) that encouraged participants to visit different points along the route and complete a survey to collect stamps. Once a user collected enough stamps, s/he was entered into a drawing to win a donated prize (usually a bicycle). The purpose of the passport program was to provide event information and encourage users to explore different aspects of each event, including complete streets interventions (e.g., parklets, bicycle share, bike lanes, etc.) and programmatic elements (bike education and safety courses, information booths, etc.). The passport program also offered an important incentive to garner local business participation (businesses who contributed funding, donations, or in-kind services to the event had their logo featured in the passport) and provides another opportunity to expose participants to *Go Human's* educational messaging. While this effectively garnered participant feedback, we noted that immediate giveaways were also an effective tool to increase the number of survey responses.

Tailor Outreach to the Local Market

Work with cities to identify the best opportunities to reach residents and potential participants.

This may include:

- Direct mailers within a certain radius of the event corridor
- Flyers or information brochures sent directly to K-12 students (for events taking place during the school year)
- Social media marketing via an established online presence (e.g., city website, CBO website, *Go Human* website, etc.)
- Local radio outlets (multi-lingual)
- On-board bus and transit shelter ads/posters

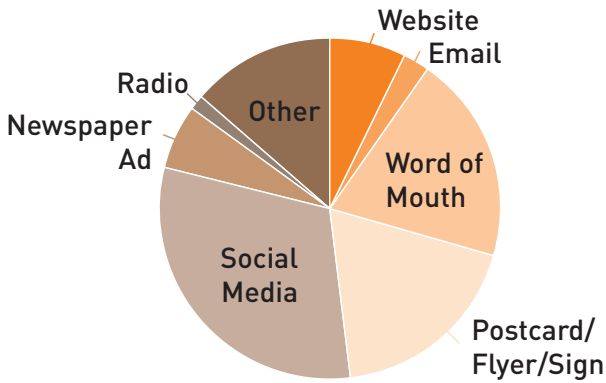
For more information on marketing outcomes and strategies, see **Appendix E**.

Survey Results: Demographics and Outreach

Survey results

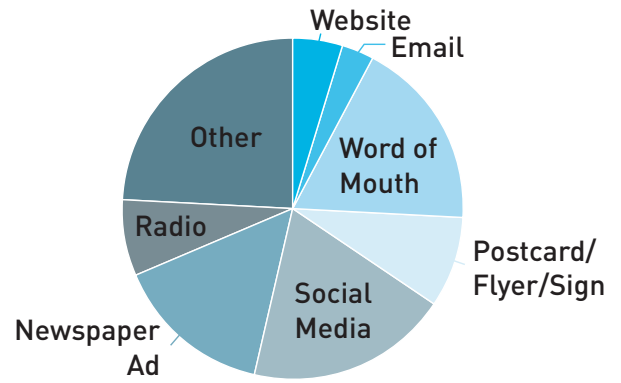
El Centro

How did you hear about this event?

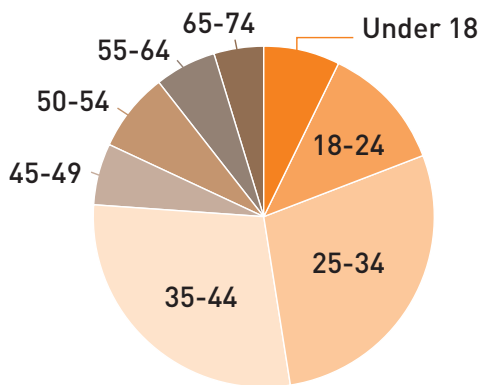


Palm Desert

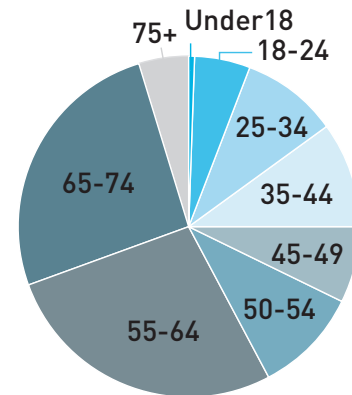
How did you hear about this event?



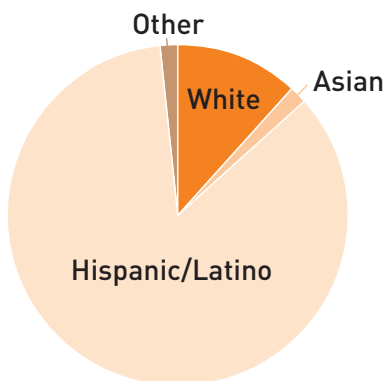
What is your age group?



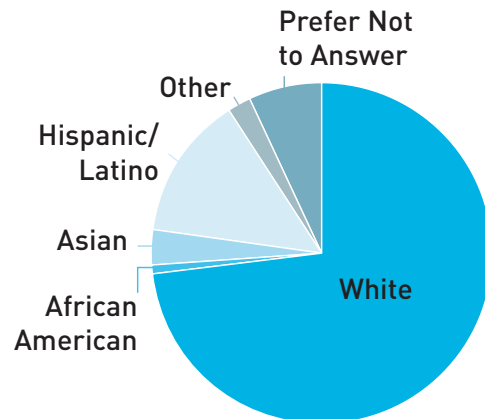
What is your age group?



What is your race?

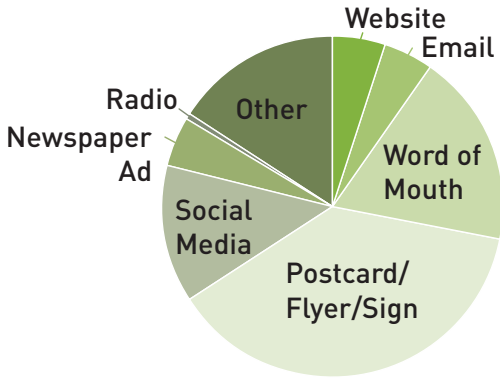


What is your race?



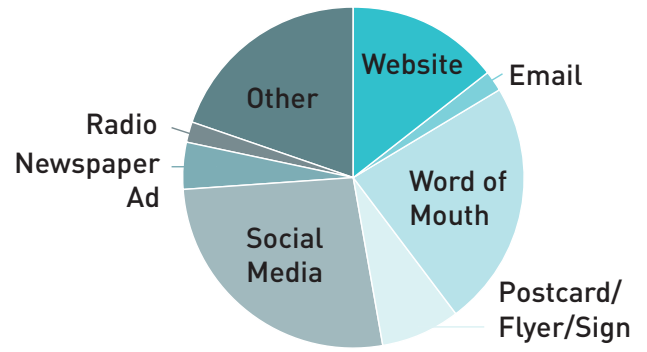
Westminster

How did you hear about this event?

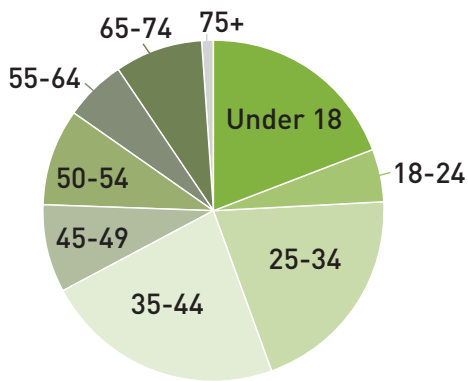


Fontana

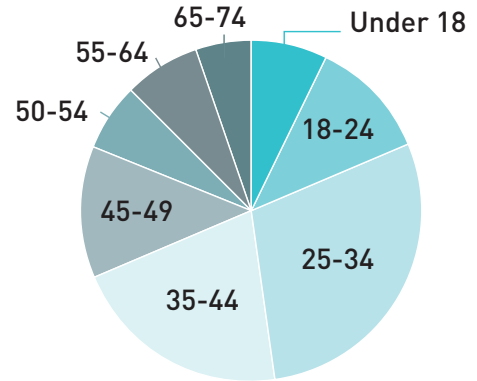
How did you hear about this event?



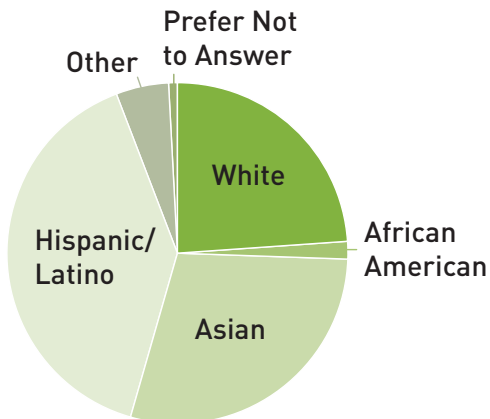
What is your age group?



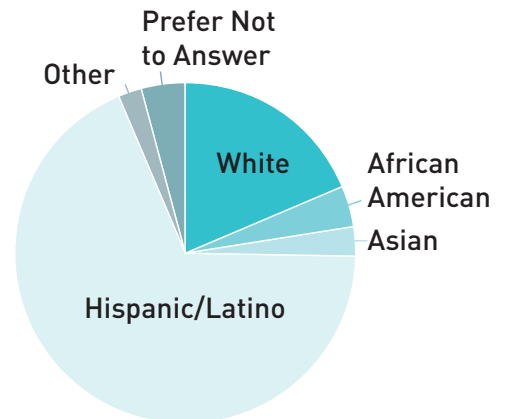
What is your age group?



What is your race?



What is your race?





Go Human Tactical Urbanism Events: Phase One

Southern California Association of Governments