

ML16066

Activate Uptown Long Beach

City of Long Beach

August 8, 2017

Prepared for the Mobile Source Air Pollution Review Committee (MSRC)  
under the AB 2766 Discretionary Fund Work Program

### **Acknowledgements**

This project was made possible by the contributions made by MSRC, City of Long Beach, Councilmember Rex Richardson, SCAG, Kaiser Permanente, Frontier Real Estate Investments, The California Endowment, Long Beach Bike Share, and Kbeach.

This report was submitted in fulfillment of ML16066 and Activate Uptown Long Beach by City of Long Beach under the partial sponsorship of the Mobile Source air Pollution Reduction Review Committee (MSRC). Work was completed as of October 1, 2016.

**Disclaimer:**

The statement and conclusions in this report are those of the contractor and not necessarily those of the Mobile Source Air Pollution Reduction Review Committee (MSRC) or the south Coast Air Quality Management District (SCAQMD). The mention of commercial products, their sources or their uses in connection with material reported is not to be construed as either an actual or implied endorsement of such products.

**Project Description:**

SCAG's Go Human is a safety and encouragement campaign designed to engage communities in the planning process. Using demonstration projects at events, Go Human allows for local residents to partake in shaping a proposed improvement, providing feedback, and experiencing what an improved street can look like, with a broader vision to reduce congestion, improve air quality, and make communities more livable.

In partnership with Councilmember Rex Richardson and Long Beach's Mobility division, the Go Human team assembled a toolkit of options that could be showcased during a greater open streets event. With long-term objectives in mind and the city's draft Bicycle Master Plan being developed at the time, Go Human was able to deploy tactical urbanism as an outreach opportunity for the city to garner feedback on specific improvements. Through these temporary treatments the project engaged residents directly through use, and encouraged people to provide feedback and input in the city's planning process.

The Go Human team was able to successfully demonstrate a roundabout, neighborhood bicycle greenway, and high-visibility crosswalks along Myrtle Avenue, a neighborhood street connecting to Artesia Blvd. in north Long Beach. The Go Human demonstration on Myrtle Avenue coincided with a larger open streets event along Artesia Blvd, which also showcased new protected bike lanes that were recently installed.

In addition to the physical demonstrations, Go Human resources were utilized for outreach, to engage residents along the corridor, conducted pre-event outreach to raise awareness, and collaborated with city staff to bolster outreach efforts at the open streets event. This includes recruitment of various vendors that pertain to active transportation, providing a loaner bicycle program for folks who would like to bike the corridor but didn't bring their own, and other family-friendly activities.

**Problems Encountered:**

With Activate Uptown, Go Human partnered with the local council office to demonstrate temporary improvements. With the ambitions of the council office in mind, we were challenged in ensuring that our budget for this particular event was going to be utilized in the best way possible. Throughout the planning process strategies considered for ways to grow our partnerships with local stakeholders who might be able to volunteer their time to do the things necessary to produce a successful event.

With a slim outreach and staff budget, Go Human worked with local businesses and active transportation advocates to do door-to-door outreach along the corridor. Residents and businesses served as an extension of our outreach efforts and promotion was supplemented that way.

Go Human was also faced with a challenging implementation schedule. From start to finish, the event was planned and produced within 2 months. Go Human and city staff worked vigorously to bring together partners, secure vendors and family programming, design a feasible demonstration, and coordinate logistics with all those involved. While the Activate Uptown went smoothly, prioritizing a manageable event production timeline for future productions is something to take into consideration in determining an event date.

Photographs and Outreach:

**Saturday, Oct 1, 2016**  
10 a.m. – 4 p.m.  
On Artesia Blvd between Atlantic Ave and Orange Ave

**Sábado, 1 de octubre de 2016**  
10 a.m. – 4 p.m.  
En Artesia Blvd entre Atlantic Ave y Orange Ave

**activate UPTOWN LONG BEACH**

**Enjoy the New Uptown LB!**  
Activate Uptown opens up the busy Long Beach streets of Myrtle and Artesia, inviting you to enjoy a preview of street improvements that make walking and biking in the community safer and more enjoyable. Walk, bike, skate, or roll to Activate Uptown and enjoy live music by a surprise headliner as well as The Pharcyde (back by popular demand) and others, a live mural installation, a youth basketball tournament, food, raffles, and more. Free bike valet will be available.

Take this opportunity at Activate Uptown to share your feedback and vision on walking and biking improvements. Your input will help shape the future of our streets in North Long Beach!

Presented by the City of Long Beach, Vice Mayor Rex Richardson, and Go Human

For more information please call Nabe Bant, City of Long Beach Mobility Officer at 562-570-4818.

**¡Disfruta del Nuevo Uptown LB!**  
Actívate Uptown abre las concurridas calles de Myrtle y Artesia en Long Beach y te invita a disfrutar de un adelanto de las mejoras a estas calles que harán la experiencia de caminar y andar en bicicleta más placentera y agradable. Canta, patina o llega en bicicleta a Actívate Uptown y disfruta música en vivo de una artista sorpresa, así como también The Pharcyde (de regreso por demanda popular) y otras artistas, una instalación de mural en vivo, un torneo de baloncesto juvenil, comida, rifas y más. Habrá valet parking para bicicletas gratuito.

Aprovecha esta oportunidad que Actívate Uptown te da para compartir tus comentarios y tu visión sobre las mejoras para caminar y andar en bicicleta. Tu opinión ayudará a definir el futuro de las calles de North Long Beach.

Presentado por la Ciudad de Long Beach, el Vice Alcalde Rex Richardson y Go Human

Para más información llámanos al 562-570-3807.

Sponsors: gohuman, CITY OF LONG BEACH, REX RICHARDSON, SCAG, FRONTIER, KAISER PERMANENTE, Clean Transportation, The California Endowment, Uptown, LONG BEACH BIKESHARE.

GoHumanSoCal.org/ActivateUptown

Event poster displayed at storefronts

**activate UPTOWN LONG BEACH**

**STREET FESTIVAL**  
A FREE open streets festival in the heart of North Long Beach

Artesia Blvd. between Atlantic and Orange Avenues

**SATURDAY OCT. 1**  
10 a.m. - 4 p.m.

**VILLAGE FEST MAIN STAGE**  
**The Pharcyde • Murs**  
Surprise Headliner! • Bootleg Orchestra  
Vibrant Heights • MC Supernatural

**UPTOWN ROCK & SOUL STAGE**  
Presented by Roxanne's Cocktail Lounge  
**Simbala • Sea Funk Brass Band**  
DJ Gloss • The Rookeries • The Jazz Baker Band  
23 Seeds of Greatness Xi Sisters & Omega Brothers  
Step Show Performance • Seatbelt

**NEW BLUES STAGE**  
Presented by New Blues Festival  
**New Blues Revolution**  
The Audio Joe Project • Tony Lopez All Stars & Shy but Flyy  
Bernie Pearl • DEBI & the GrooveMakers  
The Brophy Dale Band

**BROUGHT TO YOU BY**

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GoHumanSoCal.org/ActivateUptown

Event paid digital ad

**activate UPTOWN LONG BEACH**

**Thanks To Our Partners & Sponsors**  
Nuestro agradecimiento a colaboradores y patrocinadores

Sponsors: CITY OF LONG BEACH, REX RICHARDSON, gohuman, KAISER PERMANENTE, FRONTIER, SCAG, Clean Transportation, Uptown, LONG BEACH BIKESHARE, The California Endowment.

#GoHumanSoCal

Event day-of signage

**GoHumanSoCal** | [GoHumanSoCal.org/Events](http://GoHumanSoCal.org/Events)

**Saturday, Oct 1, 2016**  
Sábado 1ero de octubre de 2016  
10 a.m. – 4 p.m.

**activate UPTOWN LONG BEACH**

Go Human is a community outreach and advertising campaign with the goal 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, information sharing, and events that help residents re-visit their neighborhoods.

Go Human es una campaña de divulgación comunitaria y publicidad que tiene el propósito de reducir los colisiones de tráfico en el Sur de California y de animar a la gente a caminar y andar en bicicleta más. Esperamos crear ciudades más seguras y más saludables mediante la educación, información compartida y eventos que ayuden a los residentes a re-imaginar sus vecindarios.

Activate Uptown is presented by the City of Long Beach, Vice Mayor Rex Richardson and Go Human. Sponsored by MSCB, the California Endowment, Frontier Real Estate Investments, and Kaiser Permanente. Special thanks to Uptown Business District, Long Beach Bike Share and Murch Media.

Actívate Uptown es presentado por la Ciudad de Long Beach, el Vicealcalde Rex Richardson y Go Human. El evento es patrocinado por MSCB, The California Endowment, Frontier Real Estate Investments y Kaiser Permanente. Un agradecimiento especial a Uptown Business District, Long Beach Bike Share y Murch Media.

Activate Uptown opens up the busy streets of Myrtle and Artesia, with musical performances by Tala Kweil, Murs, The Pharcyde and others, family-friendly activities, food, crafts, raffles and more. Walk, bike, skate or roll to Activate Uptown, and experience the streets in a whole new way!

Actívate Uptown abre las concurridas calles de Myrtle y Artesia invitando a disfrutar de las actuaciones de Tala Kweil, Murs, The Pharcyde y otros artistas, actividades familiares, comida, artesanías, rifas y mucho más. Camina, patina, skate o rueda a Actívate Uptown y disfruta de las calles de una nueva forma.

Sponsors: gohuman, CITY OF LONG BEACH, REX RICHARDSON, SCAG, FRONTIER, KAISER PERMANENTE, Clean Transportation, Uptown, LONG BEACH BIKESHARE, The California Endowment.

Presented by the City of Long Beach and Go Human  
Presentado por la ciudad de Long Beach y Go Human

Event day-of program



Participants using Go Human loaner bikes



Youth planning exercise along the corridor



Go Human pop-up traffic circle



Local artist crosswalk

**In the news...**

**LONG BEACH POST** NEWS LIFE BUSINESS REAL ESTATE SPORTS LGBTQ

REX RICHARDSON

## IN PICTURES: Activate Uptown Encourages Active Transportation and Draws in Crowds for Village Fest

by SOREN SUM | OCTOBER 03 2016 13:20 | NEWS

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Community effort certainly isn't possible without the support of local businesses, sponsorships, artists and the area's very own residents when it comes to achieving a common goal: improving quality of life.

# SIGNAL TRIBUNE

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## A 9th-district kind of block party

Activate Uptown provides business boom and community engagement along the Artesia Corridor

Denny Cristales - Editorial Assistant / October 6, 2016

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## **Summary and Conclusions:**

Activate Uptown was a successful partnership between Go Human, The City of Long Beach, Councilmember Rex Richardson, and various local stakeholders. The event turned out thousands of people to experience the streets of Long Beach on foot and by bike, without the need to drive.

The demonstration components gave local residents an opportunity to experience what safer streets can look like, provide feedback on these improvements, and ultimately encourage them to walk and bike more, leaving the car at home. In the end, the event improved air quality for the day by restricting car flow and encouraging people to walk and bike. The long term goal that Go Human shares with the City of Long Beach is to begin transitioning some car trips into walk/bike trips in the community through encouragement and physical changes to the built environment.

Almost 100 people filled out a survey with overwhelming support for the proposed improvements. 30 local volunteers were involved in helping install the demonstrations and being a resource for event participants. Over 100 posters were printed and distributed to local businesses to promote the event, and the direct neighborhood adjacent to the demonstration project was canvased in advance to encourage participation. In all, over 8,000 programs were printed and distributed during the event. On social media leading up to the event, almost 100,000 impressions were made to promote Go Human's demonstration project.

For future projects developing a stronger connection to elected officials in the city and informing them of the goals and successes of the project is desired. Because of a growing interest in the program, Go Human would like to employ a strategy of inviting adjacent cities and their elected officials to experience the pop-up demonstrations, as many of these improvements are still conceptual for many and haven't experienced them in person.