

MSRC Contract MS16092

Open Streets Events Funding

Mobile Source Air Pollution Review Committee

November 1, 2018

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

**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 & WORK PERFORMED**

Open Streets events were held in the City of Fontana, Rancho Cucamonga, and Rialto which showcased innovations and improvements of infrastructure, education, and planning for Complete Streets and active transportation. In collaboration with SCAG's *Go Human* campaign, Open Streets events temporarily close streets to vehicle traffic, installing temporary infrastructure that make sidewalks and roads safer for pedestrians, bicyclists, and other modes of non-motorized transportation. These events are designed to educate the public about road safety and potential changes that can lead to the existence of a network of Complete Streets.

The City of Fontana's *Sunset on Sierra* event along with the Fontana Arts Festival included installing a cycle track, adding pedestrian sidewalk curb extensions, and a round-about on Sierra Avenue. Bicycles were provided by SCAG for a mini bicycle sharing program allowing the public to participate in the temporary improvements regardless of whether they own a bicycle. According to Fontana's Community Services Department, an estimated 8,000 participants were at the event.

The City of Rancho Cucamonga's Open Streets Festival with *Go Human* featured parklets, intersection treatments, such as pedestrian refugee islands and improved crosswalks, buffered bicycle lanes, a 2-way protected cycle track, and a conflict zone. These demonstrations occurred along Town Center Drive between Spruce Avenue and Terra Vista Parkway and along West Elm Street. Vendors were also able to provide a bicycle sharing program for those interested in testing the installations. 2,500-3,000 people were estimated to have attended, according to aerial footage. 148 people filled out a survey, showing support for the proposed improvements. Participants ranked improved sidewalks (53%), trees and shade (51%), and open streets (47%), in their top three preferred walking improvements. Participants ranked separated bike lanes (54%), additional bike lanes (51%) and open streets events (48%) in their top three preferred bicycling improvements. Ninety percent of participants showed support for separated bike lanes, 88% indicated support for buffered bike lanes, and 81% indicated support for parklets.

The City of Rialto hosted *Right on Rialto* in collaboration with the City's *Earth to Table* and *Farmers Market* events as well as a twilight 3K Fun Run. Demonstrated projects on Rialto Avenue included a traffic circle and bike lanes, which promoted the linkages of bicycle activities from the Pacific Electric Trail on the west side of the city to the Rialto Civic Center and the Metrolink Station in the east, which attracted about 2,000 people to the event, including 1,000 students who walked to the site from the local elementary schools. Other activities included a

Bike Rodeo demonstration to educate residents about safety, hosted by Rialto's Safe Routes to School Plan, a Food Bank service project for participants included assembling food kits for the homeless, exhibits by service providers of Local Natural Resources, skateboarding safety demonstrations, Healthy Rialto exercise demonstrations by the Rialto Racquet & Fitness Center, and food and information booths by Rialto Police Department, Rialto Community Service Department, Rialto Public Works Department, SCAG, SBCTA, and others. *Right on Rialto's* survey results include 55 responses, 96% of which supported art crosswalks and 91% supported bike lanes as permanent changes in their community. 77% of respondents support traffic circles as permanent changes and 74% think more bike lanes would make their neighborhood better for bicycling. 58% and 53% of respondents respectively think improved sidewalks and street lighting would make their neighborhood more walkable.

### **PROBLEMS ENCOUNTERED**

Issues that arose for Fontana's *Sunset on Sierra* included coordinating with consultants in regards to planning the aspects of the event, including the attendance of vendors. The City of Fontana was able to take the lead on many of the other aspects of the event and deliver it successfully regardless of the complications that occurred. The City of Rancho Cucamonga would have preferred to have a stronger connection with the elected officials in the city, informing them of the goals and successes of the project. Inviting adjacent cities and their elected officials to experience the demonstrations is planned for future projects.

### **EMISSIONS BENEFITS**

All events held for each city encouraged participants to walk, bike, or take public transportation to the events. Fontana's *Sunset on Sierra* event took place in between the Pacific Electric Trail and Fontana's Metrolink stop, making travel to the event easily accessible via public transportation and non-motorized transportation. Rancho Cucamonga's Open Streets event was located near the Pacific Electric Trail as well, allowing participants to take non-motorized transportation. Rialto's *Right on Rialto* event was located near Rialto's Metrolink stop, encouraging participants to leave their car at home.

Since the Open Streets Events were part of a larger *Go Human* campaign at SCAG, the events informed and encouraged the public to use active transportation options as an alternative to vehicles. Although we cannot quantitatively measure how many participants have changed their traveling behaviors, we can certainly state that many of the participants are now more aware of active transportation as a viable alternative for their short trips. This will in long run improve the air quality of our region.



# City of Fontana CALIFORNIA

September 2, 2016

Julia Lippe-Klein  
Southern California Associated Governments  
818 West 7th Street  
12th Floor  
Los Angeles, CA 90017

RE: Sunset on Sierra, Go Human Event

Julia,

This letter is to serve as a report of the Sunset on Sierra Event as experienced by the implementing agency, the City of Fontana. Overall, the Sunset on Sierra Event was a rousing success from the perspective of the City of Fontana. The Community Services Department Estimates that approximately 8,000 people were in attendance. The City of Fontana applied for the Go Human grant for the purpose of this event being a public "kick-off" of the City's Active Transportation Plan. The Active Transportation Plan is also a grant project which requires public input for its completion. In so understanding the need for public participation, and in wanting to receive as much feedback as possible so as to receive a true representation of the residents of the city, the staff determined that the best way to achieve that is to attend or hold an event that would give the public an understanding of the types of improvements that can be made through the Active Transportation Plan. The goal of the City was achieved through this event.

### Event Planning and Implementation.

Upon award of the grant, the City of Fontana was anxious to get clear guidelines, budget, and roles established so that we could get planning underway. However, an agreement was very late coming, and there was not a discussion of budget and roles until 4 months prior to event. Once these discussions took place, it became clear that unless the City provided ample resources, the event was going to be mediocre, at-best. This was unfortunate simply because the staff thought we would be receiving a fully well-planned event, at the level for which the City's Community Services Department has won awards. Thankfully, I had spoken to staff at SANBAG prior to applying for the event, and we were grateful for the participation of SANBAG in providing \$85,000 in additional resources that the City was able to utilize in the implementation of the event. Had it not been for those additional dollars, the City would have been unable to have the type of event that was held on 7/30/16 – there was no money in the budget for such an expensive event, and the City Manager was explicit from the onset that there will be no city dollars spent on it. Without SANBAG's participation, Sunset on Sierra literally would have been KDI's bike lane set-up on Arrow Blvd. (which was very impressive) and the few vendors provided by SCAG's consultant team.

Other impressive components provided by SCAG included the marketing, public outreach, and collateral. This was very impressive and really contributed to the success of the event. I received calls and emails from prospective vendors (food, business, and art) and attendees from Los Angeles that were interested in attending the event.

The consulting team was friendly, and CARS and KDI really shined on game-day. However, there was little done by the vast team of consultants in the way of planning much other than 3-5 vendors and the transportation component. The City took the lead on every other aspect of the event plan from ensuring additional vendors, to working with the businesses on Sierra to ensure participation, coordination and planning of the logistics, to filling a lot of spots at the event with interactive activities. This was not something that we had anticipated when we applied for the grant – I think just clarity on what the grant was going to pay for would have been helpful so that everyone comes in “eyes wide open.”

#### Closing Thoughts

For future grant opportunities of this type, it would benefit the agencies applying for the grant to have SCAG enumerate its contribution in the guidelines. Notwithstanding the difficulties stated above, the event was a great success. The public, the City Council, and the participating agencies were very happy with the results. Almost all people working the event were very impressed with the caliber of the event and stated that if not for them working, they would have brought their families.

City Costs for the event are still being finalized, but it is anticipated that the final cost will not exceed \$68,000.

Thank you for the opportunity to participate in the Go Human Campaign and for the grant award. The City looks forward to working with SCAG on future collaborations.

Sincerely,

Monique Reza  
Administrative Analyst II  
Department of Engineering

**Sunset on Sierra - Saturday, July 30, 2016 | 5 - 10 PM**  
**BLOCK 1 - Sierra between PE Trail and Arrow Blvd**



**KEY**

- Businesses on Sierra doing an activation
- Power (Generator)
- ◇ Three compartment sink

- RR Portable Restrooms w/handwashing stations
- HW Hand washing station

# Sunset on Sierra - Saturday, July 30, 2016 | 5 - 10 PM

## BLOCK 2 - Sierra between Arrow Blvd and Valencia Ave

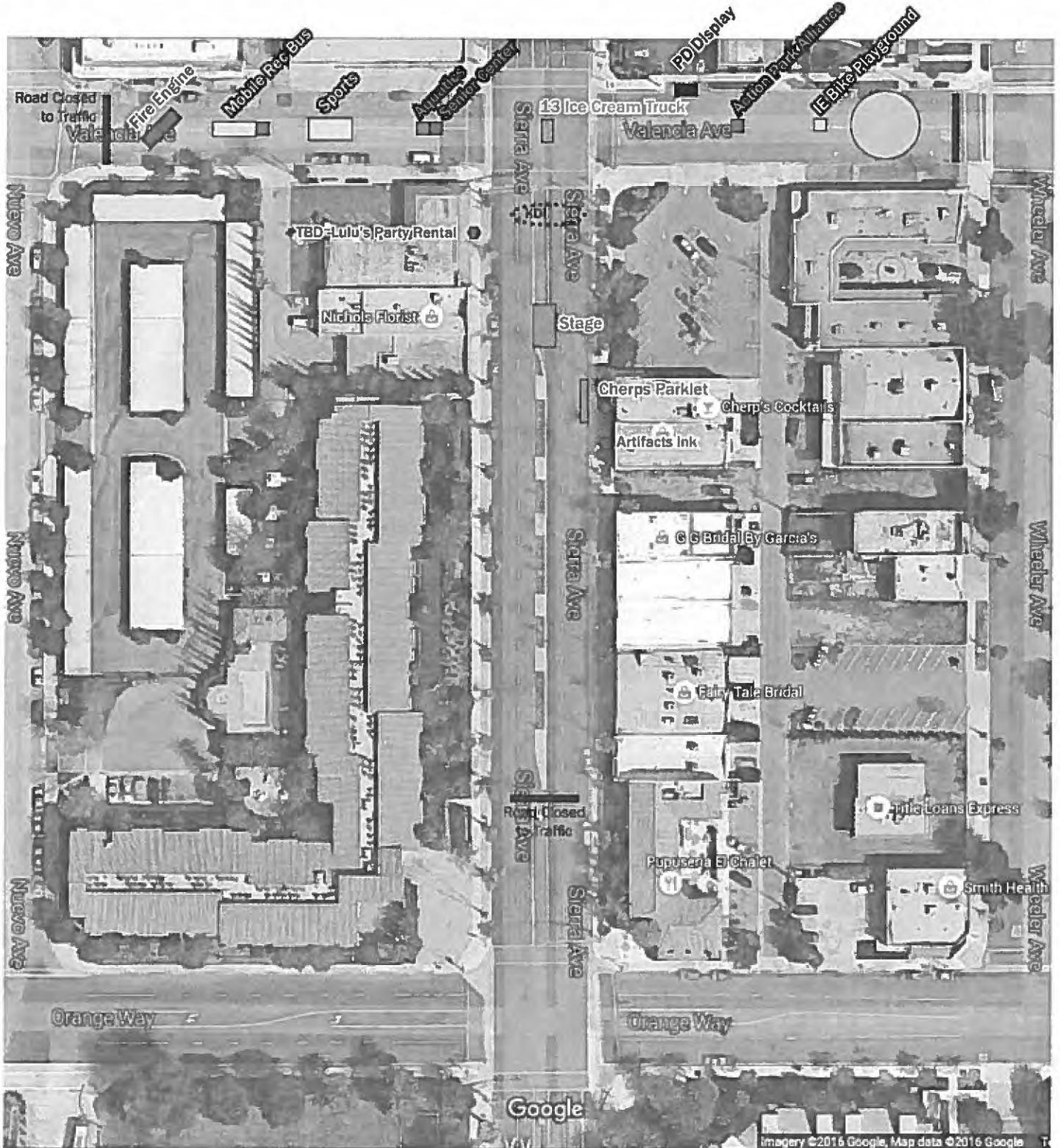


### KEY

- Businesses on Sierra doing an activation
- Power (Generator)
- ◇ Three compartment sink

- RR Portable Restrooms w/handwashing stations
- RW Hand washing station
- Org/City to provide booth

**Sunset on Sierra - Saturday, July 30, 2016 | 5 - 10 PM**  
**BLOCK 3 - Sierra between Valencia Ave and Orange Way**

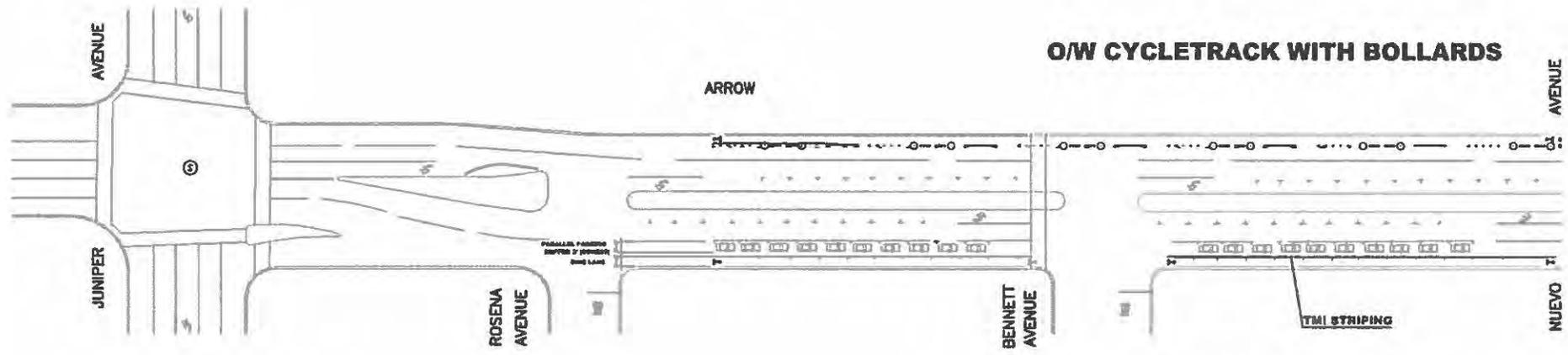


**KEY**

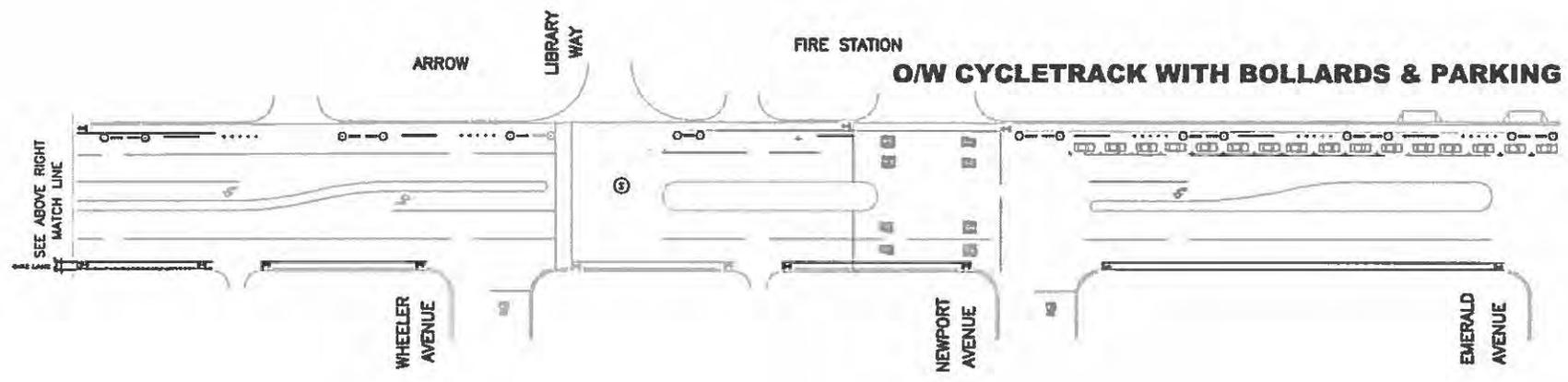
- Businesses on Sierra doing an activation
- Power (Generator)
- ◇ Three compartment sink

- RR Portable Restrooms w/handwashing stations
- HW Hand washing station
- Vendor/Org own booth

(3) PARKING PROTECTED APPROACHING SIERRA  
 CYCLE TRACK - NORTH SIDE OF SIERRA  
 BIKE LANE - SOUTH SIDE OF SIERRA



**OW CYCLETRACK WITH PROTECTED PARKING**



**City of Fontana's *Sunset on Sierra, Go Human* Event Pictures and Outreach**



Saturday, July 30, 2016 5pm-10pm



# Fontana's Sunset on Sierra

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

/GoHumanSoCal



## Join us for a car-free day on Sierra and the Fontana Arts Festival

On July 30, meet us at Sunset on Sierra to experience the streets of Fontana completely car-free! Enjoy art, music and more at the Fontana Arts Festival as you bike, walk, skate or play along Sierra and the surrounding streets. Connect to this open streets event on foot or by bike, from the Pacific Electric Trail or by the Metrolink train.

For more information contact [mreza@fontana.org](mailto:mreza@fontana.org) | 909-350-7607



Presented by the City of Fontana and Go Human



# Participant Survey

Complete this survey & turn it in to the Information Booth on Sierra Ave. to receive one entry to win a FREE bike!

- 1 How did you hear about this event?
- Website     Social media
  - Email        (Facebook, Twitter, etc.)
  - Word of mouth     Newspaper ad
  - Postcard / flyer / sign
  - Other: \_\_\_\_\_

- 2 What brought you to this event today?
- Opportunity to exercise
  - Free activities
  - Curiosity about street improvements
  - Did not know about the event until I arrived
  - Other: \_\_\_\_\_

- 3 How did you get to this event?
- Walk         Public transportation
  - Bike         (bus, train, etc.)
  - Skate         Shared vehicle
  - Car         (Lyft, Uber, taxi, etc.)
  - Motorcycle / scooter
  - Other: \_\_\_\_\_

- 4 How do you travel around your community? Check all that apply.
- Walk         Public transportation
  - Bike         (bus, train, etc.)
  - Skate         Shared vehicle
  - Car         (Lyft, Uber, taxi, etc.)
  - Motorcycle / scooter
  - Other: \_\_\_\_\_

- 5 What keeps you from biking or walking more in your community or neighborhood? Check all that apply.
- Concerned about unsafe drivers
  - Destinations are too far to walk or bike
  - I just don't think about it much
  - Concerned about crime
  - Time
  - Other: \_\_\_\_\_

- 6 Please indicate your support of the following features that you have seen today by rating them on a scale of 1 to 3.  
 1 = I *don't* support this improvement  
 2 = Neutral  
 3 = I support this improvement.



Parklet: \_\_\_\_\_



Standard Bike Lanes: \_\_\_\_\_



Protected Bike Lanes: \_\_\_\_\_

- 7 In your opinion, do the street improvements (listed above) make the street more safe and inviting to use?  
 Yes     No
- 8 Would you support your city making these improvements permanent?  
 Yes     No
- 9 Does today's event inspire you to walk or bike more?  
 Yes     No

CONTINUE...



INNOVATING FOR A BETTER TOMORROW

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September 25, 2017

Monique Reza-Arellano  
San Bernardino County Transportation Authority  
1170 W. 3rd Street, 2nd Floor  
San Bernardino, CA 92410

Subject: Open Streets RC, *Go Human* Event Final Report

Dear Ms. Reza-Arellano:

This letter serves as a report for the Open Streets RC event implemented by the City of Rancho Cucamonga with technical assistance from the Southern California Association of Governments (SCAG) and its consultant team.

**Project Description:**

SCAG's *Go Human* project 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 the City of Rancho Cucamonga, the *Go Human* team assembled a toolkit of innovative design options that could be showcased in conjunction with a community event. With long-term objectives in mind, *Go Human* was able to deploy tactical urbanism as an outreach opportunity for the city to garner feedback on specific improvements. Through temporary treatments the project engaged residents directly through use, and encouraged people to provide feedback and input in the city's planning process.

Within an open streets festival, the *Go Human* team was able to successfully demonstrate the following temporary demonstrations along Town Center Drive between Spruce Avenue and Terra Vista Parkway and along West Elm Street:

- Parklets (3 along Town Center Drive)
- Intersection Treatments (including pedestrian refuge islands and improved crosswalks at Town Center Drive and West Elm Street)
- Buffered Bicycle Lanes (along West Elm Street between Town Center Drive and Church Street)
- 2 Way Protected Cycle Track (along Town Center Drive)

- Conflict Zone Markings (along Town Center Drive)

The opens streets festival highlighted the safety demonstration elements as well as activity hubs that included local festivities, inviting youth and families to participate in live performances, a BMX safety stunt show, music, games and the Ron Ives Bicycle Rodeo. Moreover, SCAG implemented its *Go Human* Challenge stations throughout the event as an educational strategy to highlight the goals of the demonstration elements and their role in making walking and biking safer and easier vis-à-vis the health and economic benefits of more walkable and bikeable communities.

In addition to the physical demonstrations, *Go Human* resources were utilized for outreach, to engage residents along the corridor. *Go Human* conducted pre-event outreach to raise awareness of both project elements and the event itself, and collaborated with city staff to bolster outreach efforts at the demonstration. This includes recruitment of various vendors that pertain to active transportation, providing a loaner bicycle program for participants interested in testing the corridor treatments but didn't bring their own bicycles, and other family-friendly activities.

Overall, Open Streets RC was a wonderful success. Aerial footage from the police department estimates 2,500-300 people were in attendance. The City of Rancho Cucamonga applied for the *Go Human* grant to showcase innovative designs options and kick off an annual event that celebrates and demonstrates safety, place-making and community connection. The City identified the following goals:

- Spotlight and promote local and regional efforts to promote active transportation concepts and connectivity;
- Educate community members around traffic safety;
- Implement an innovative public engagement event that can be referenced to strengthen future grant applications;
- Highlight the City of Rancho Cucamonga as a regional destination, accessible by Metrolink

The City's goals were achieved through this event.

#### **Summary and Conclusions:**

Open Streets RC was a successful partnership between *Go Human*, The City of Rancho Cucamonga, SBCTA, the Healthy RC collaborative and various local stakeholders.

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 Rancho Cucamonga is to begin transitioning some car trips into walk/bike trips in the community through encouragement and physical changes to the built environment.

148 people filled out a survey with overwhelming support for the proposed improvements. Survey participants identified improved sidewalks (53%), trees and shade (51%), and open streets events (47%) as their top three preferred walking improvements. Participants identified separated bike lanes (54%), additional bike lanes (51%) and open streets events (48%) as their top three preferred bicycling improvements. Ninety percent of participants indicated support for separated bike lanes, 88% indicated support for buffered bike lanes, and 81% indicated support for parklets.

The City of Rancho Cucamonga aims to replicate the event annually, to continue to support safer, more accessible, bikeable and walkable streets.

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.

Thank you for partnering with the *Go Human* Campaign and supporting this successful event.

Sincerely,

Julia Lippe-Klein  
Assistant Regional Planner  
Southern California Association of Governments

# OVERVIEW

DRAFT 03/06/2017

EVENT DATE: Saturday, May 13, 2017

STREET CLOSURE BEGINS: 5:00 am

EVENT TIME: 10:00 am - 3:00 pm

Farmers Market occurs 9:00 am - 2:00 pm

## LEGEND

-  Soft Road Closure
-  Soft Road Closure Signs
-  Hard Road Closure Signs
-  Closure (Driveway, Access Street)
-  Pedestrian Pathways
-  Parking Lot
-  Obstacle course/BMX ped safety stunt show
-  Stage
-  Food Truck
-  Parklet (3 available)
-  Bike Corral



# DETAIL A

## LEGEND

- ◆ Hard Road Closure Signs
- Stage
- Food Truck
- Parklet (3 available)
- Bike Corral
- Demonstration Intersection Treatments
- Demonstration Buffered Bike Lanes
- Demonstration 2-way Pop-Up Cycle Track
- ||| Demonstration conflict zone markings
- Bike Valet
- ⊕ First Aid Station
- ⚡ Power Generator
- Go Human Tents
- Vendor Tents



Go Human Bike Rental  
Go Human Booth + Passport Activity #2

Go Human  
Passport  
Activity #1



Pop-up intersection improvements: temporary art crosswalks and pedestrian refuge island. Signage, chalk street graphics and other outreach materials can be used to explain the temporary design treatments.



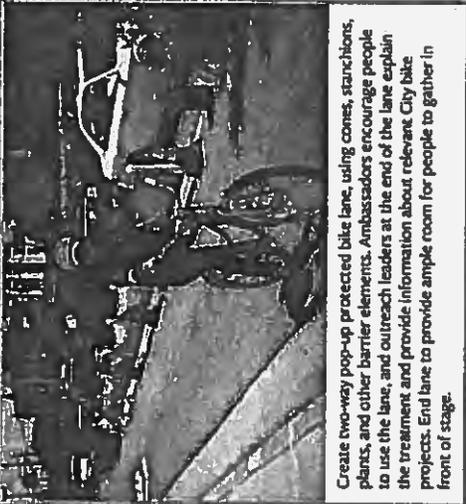
Create two-way pop-up protected bike lane, using cones, stanchions, plants, and other barrier elements. Ambassadors encourage people to use the lane, and outreach leaders at the end of the lane explain the treatment and provide information about relevant City bike projects.



# DETAIL B

## LEGEND

-  Hard Road Closure Signs
-  Stage
-  Food Truck
-  Partlet (3 available)
-  Bike Corral
-  Demonstration Intersection Treatments
-  Demonstration 2-way Pop-Up Cycle Track
-  Demonstration conflict zone markings
-  Obstacle course/BMX ped safety stunt show
-  First Aid Station
-  Power Generator
-  Educational Signage/Ambassador Post
-  Vendor Tents



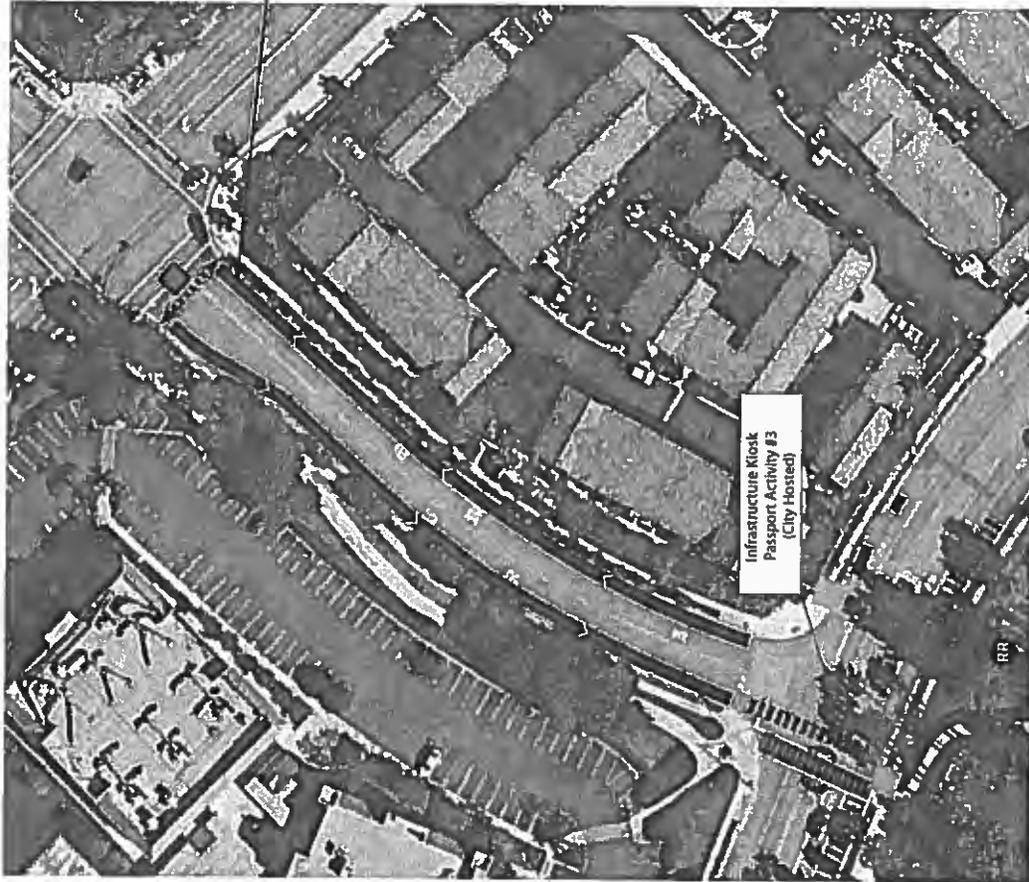
Create two-way pop-up protected bike lane, using cones, stanchions, plants, and other barrier elements. Ambassadors encourage people to use the lane, and outreach leaders at the end of the lane explain the treatment and provide information about relevant City bike projects. End lane to provide ample room for people to gather in front of stage.



# DETAIL C

## LEGEND

-  Soft Road Closure Signs
-  Hard Road Closure Signs
-  Food Truck
-  Parklet (if available)
-  Bike Corral
-  Demonstration Intersection Treatments
-  Demonstration conflict zone markings
-  Demonstration Buffered Bike Lanes
-  Demonstration 2-way Pop-Up Cycle Track
-  Educational Signage/Ambassador Post



# OVERVIEW

DRAFT 02/06/2017

EVENT DATE: Saturday, May 13, 2017  
 STREET CLOSURE BEGINS: 5:00 am  
 EVENT TIME: 10:00 am - 3:00 pm  
 Farmers Market occurs 9:00 am - 2:00 pm

## LEGEND

-  Soft Road Closure
-  Soft Road Closure Signs
-  Hard Road Closure Signs
-  Closure (Driveway, Access Street)
-  Pedestrian Pathways
-  Parking Lot
-  Obstacle course/BMX ped safety stunt show
-  Stage
-  Food Truck
-  Parklet (3 available)
-  Bike Corral
-  Vendor (locations TBD)
-  Demonstration Intersection Treatments
-  Demonstration 2-way Pop-Up Cycle Track. See page 2-3 for detail. (~1100 linear ft.)
-  Demonstration Buffered Bike Lanes. See page 4 for details. (~390 linear ft. per side, 780 ft. total)
-  Bike Valet
-  Restrooms
-  First Aid Station
-  Power Generator



# DETAIL A

## LEGEND

- ◆ Hard Road Closure Signs
- Stage
- Food Truck
- Parklet (3 available)
- Bike Corral
- Demonstration Intersection Treatments
- Demonstration Buffered Bike Lanes
- Demonstration 2-way Pop-Up Cycle Track
- ||| Demonstration conflict zone markings
- Ⓟ Bike Valet
- ⊕ First Aid Station
- ⚡ Power Generator
- ★ Educational Signage/Ambassador Post



Outreach Hub. Potential location for SCAG Passport stop, GoHuman Tent, and SCAG Bike Rental



Pop-up intersection improvements: temporary art crosswalks and pedestrian refuge island. Signage, chalk street graphics and other outreach materials can be used to explain the temporary design treatments.



Create two-way pop-up protected bike lane, using cones, stanchions, plants, and other barrier elements. Ambassadors encourage people to use the lane, and outreach leaders at the end of the lane explain the treatment and provide information about relevant City bike projects.



# DETAIL B

## LEGEND

-  Hard Road Closure Signs
-  Stage
-  Food Truck
-  Parklet (3 available)
-  Bike Corral
-  Demonstration Intersection Treatments
-  Demonstration 2-way Pop-Up Cycle Track
-  Demonstration conflict zone markings
-  Obstacle course/BMX ped safety stunt show
-  First Aid Station
-  Power Generator
-  Educational Signage/Ambassador Post



Create two-way pop-up protected bike lane, using cones, stanchions, plants, and other barrier elements. Ambassadors encourage people to use the lane, and outreach leaders at the end of the lane explain the treatment and provide information about relevant City bike projects. End lane to provide ample room for people to gather in front of stage.



# DETAIL C

## LEGEND

- ◊ Soft Road Closure Signs
- ◆ Hard Road Closure Signs
- Food Truck
- Parklet (3 available)
- Bike Corral
- Demonstration Intersection Treatments
- ||| Demonstration conflict zone markings
- Demonstration Buffered Bike Lanes
- Demonstration 2-way Pop-Up Cycle Track
- ★ Educational Signage/Ambassador Post



# PARKLETS

3 AVAILABLE

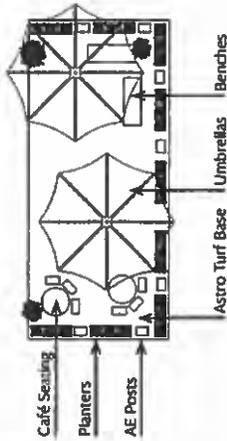
## PARKLET TYPE 2

### Park(ing) Day Set-up (3 available)

Dimensions: size of single parking space - 8x16 feet

**Key Components:**

- Astro Turf base
- Café Seating
- Umbrellas
- Planters, greenery
- Signs
- Decorations
- "Allen Edge" Posts



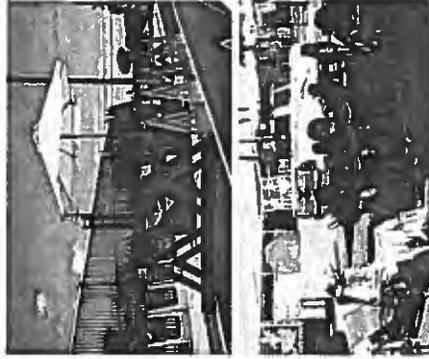
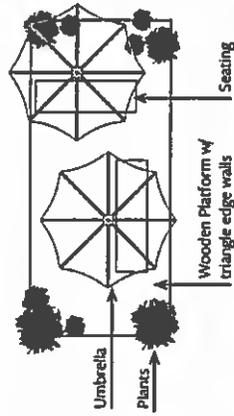
## PARKLET TYPE 1

### Platform Set-up (1 Available)

Dimensions: size of single parking space - 8x16 feet

**Key Components:**

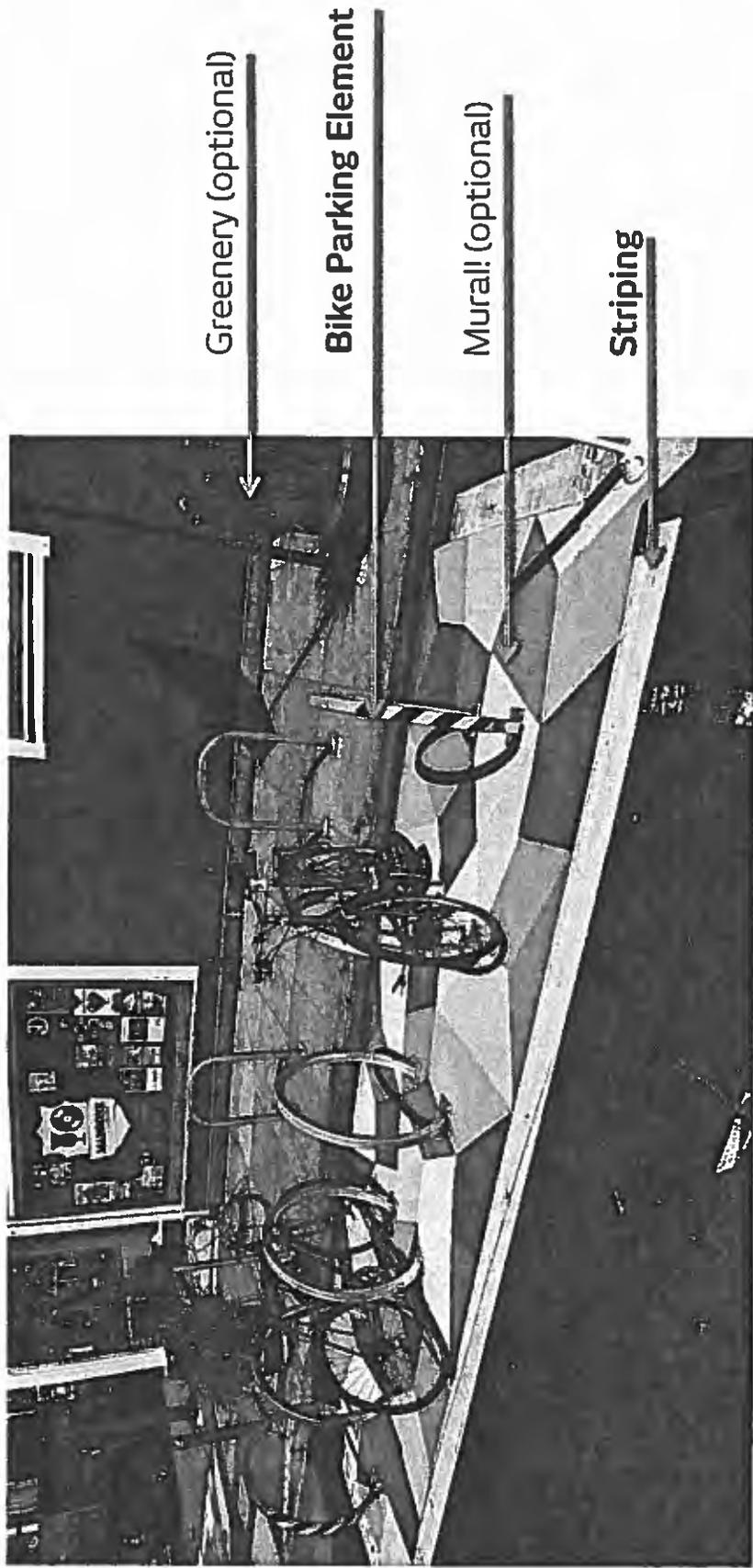
- Wooden platform, flush to sidewalk
- Seating/chairs
- Umbrellas
- Plants and greenery
- Signs
- Decorations



**City of Rancho Cucamonga's *Open Streets RC, Go Human* Event Pictures and Outreach**

# bike corral:

an on-street bicycle parking facility that can accommodate many more bicycles than a typical sidewalk rack. In the space of a single parking spot, you can fit up to 16 bikes!





# Memorandum

To: Stephen Patchan, Alek Bartosouf, and Julia Lippe-Klein

From: Ryan Johnson and Mandia Gonzales, Alta Planning + Design, and Julie Flynn, Street Plans

Date: December 6, 2016

Re: Community Advisory Committee (CAC) outline for all events

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## 1.1 Items to be determine prior to CAC (during City Kick-off)

- Review pertinent City plans, projects, or future grant applications
- Define event purpose and expectations
- Define the roles and responsibilities of the parties
- City and SCAG to finalize MOU

## 1.2 CAC Kick-Off Workshop

**(90 minutes | 12-16weeks before event)**

### Agenda Overview:

The first CAC meeting would be a Workshop format that convenes stakeholders and engages them in refining the vision for the project. The workshop would include:

- An introductory presentation to define Open Streets/Tactical Urbanism, present the project overview (based on information confirmed during City Kick-off meeting) and present relevant inspirational case studies, with a "how to" focus on nuts and bolts of project delivery
- A discussion to refine the initial goals and vision the city has set for the project, and identify metrics for success.
- Project planning exercises to generate ideas for desired programming and design elements. Exercises will engage the CAC in helping shape the event and will tease out specific people/groups who could be partners to support our efforts around programming, supply procurement, and volunteer recruitment.
- Lead a discussion to generate a detailed list of local promo outlets (non-paid media), and identify specific ways that CAC members can assist in reaching local channels. (Ex: "I'll post to Nextdoor in neighborhood X", "I'll put it in the X organization newsletter", etc...). Discuss the most read, watched, or listened to local media sources to inform the Advertising Plan.
- Discuss potential sponsorship opportunities

- **RECOMMENDED:** A walking tour to view the project site and evaluate challenges/opportunities prior to the indoor/formal meeting

### Deliverables following meeting:

1. Meeting summary, which functions as “work plan” for CAC, SCAG, and Consultant Team. The Summary will:
  - Finalize site selection and goals for the project
  - Identify evaluation metrics based on goals (in addition to UCLA survey)
  - Identify top priority programming and design components, identifying specific community members/organizations that the consultant team and CAC members will follow up with to solidify partnerships for programming, supply procurement, and volunteer recruitment
  - Confirm CAC member roles, based on their interests and skills. We expect that CAC members would provide support in areas of:
    - Permitting/Traffic Control (City CAC members only)
    - Programming partnerships, facilitating connections to local partners
    - Supply procurement, facilitating connections to local in-kind donors/local partners
    - Volunteer recruitment
    - Promotion/Publicity, using materials and “promo kit” created by consultant team
    - Draft Site/Demonstration Concept Plan
    - Draft Materials List - defining materials needed to support vision outlined in site plan.
    - Draft Timeline/staffing plan
2. Draft Site/Demonstration Concept Plan
3. Draft Materials List - defining materials needed to support vision outlined in site plan.
4. Draft Timeline/staffing plan

## 1.3 Meeting 2

(90 minutes | 10-12 weeks before event)

### Agenda Overview:

- Site plan/permit update from Consultant team
- Supply/Procurement update from Consultant team (with report-backs from CAC as appropriate)
- Programming update from Consultant team (with report-backs from CAC members as appropriate)
- Present draft communications materials vetted by city after Kick-off (20 minutes). Based on the project schedule, the items available for review at this time may include:
  - Draft Logo
  - Programming Needs Memo
  - Roles and Responsibilities
- Event Day Timeline/Staffing - Consultant presents high level *draft* timeline. Discuss anticipated volunteer needs, discuss plans for CAC to assist with volunteer recruitment.
- Memorandum of Understanding between City and SCAG

**Deliverables following meeting:**

- Action items to advance site plan/permit, supply procurement, and programming partnerships, and to launch volunteer recruitment efforts
- Volunteer recruitment materials: List of groups/contacts to target for volunteer outreach; and Volunteer recruitment sign up page
- List edits to communications materials and summarize next steps for leveraging local promo outlets
- Alta/Street Plans to refine event timeline/staffing plan following meeting
- Promo Calendar: Alta/Street Plans to develop a promo calendar with SCAG following meeting

## 1.4 Meeting 3

(90 minutes | 4 – 6 weeks before event)

**Agenda Overview:**

- Latest site plan/permit update from Consultant team
- Supply/Procurement update - review highlights of list - what's missing, what's needed, how can members of the group assist in the home stretch, etc.
  - We will discuss staging/delivery expectations at this meeting - CAC members may be able to assist with partnerships for storage and staging
- Event Day Timeline/Staffing - Consultant presents timeline including project installation and programming highlights
  - We will discuss volunteer recruitment to date, where more are needed, etc.
- Promotion/Outreach - Consultant team presents promo materials, promo calendar, introduces “promo kit” which we expect all CAC members to use to cut, paste, and help us promote the project through the channels discussed at previous meeting

**Deliverables:**

- Action items to execute tasks and finalize planning documents in the areas of site plan, supply/materials lists, and event day timeline
- Action items for final promotion and volunteer recruitment efforts

## 1.5 Meeting 4

(90 minutes | 1-2 weeks before event)

**Agenda Overview:**

- Discuss final site plan
- Go over day of timeline/staffing plan
- Plans and Action Items for final promo push- update on progress based on promo calendar, identify where more assistance is needed.

Open Streets RC  
 Saturday, May 13, 2017  
 Advertising Plan

**Paid Media**

The following recommendations include a variety of media outlets to reach a diverse audience in Rancho Cucamonga. These include social media, print, digital, and radio announcements. Advertisements will run from approximately May 1-13. The following costs do not include taxes or other setup fees.

This document has been updated to reflect the purchase of previously approved media and print materials. Total Advertising Budget spent to date \$4970

| Name                   | Type                 | Reach                     | Frequency           | Cost             | Due  | Notes   |
|------------------------|----------------------|---------------------------|---------------------|------------------|------|---|
| IHeartMedia<br>KFNY-AM | AM News              | 10.3k weekly<br>listeners | 40 spots, 5/1-5/13  | \$210            | 4/24 | Radio and digital ad have been<br>completed and will go live on May 1st |
| IHeartMedia<br>RFNY-AM | IHeartRadio app      |                           | 14 spots, 5/1-5/13  | \$70             | 4/24 |   |
| IHeartMedia<br>KKDD-AM | AM Spanish           | 45.9k weekly<br>listeners | 40 spots, 5/1-5/13  | \$210            | 4/24 |   |
| IHeartMedia<br>RKDD    | IHeartRadio app      |                           | 14 spots, 5/1-5/13  | \$70             | 4/24 |   |
| IHeartMedia<br>KMYT-FM | Adult Alternative FM | 11k weekly<br>listeners   | 40 spots, 5/1-5/13  | \$230            | 4/24 |   |
| IHeartMedia<br>RMYT    | IHeartRadio app      |                           | 14 spots, 5/1-5/13  | \$70             | 4/24 |   |
| IHeartMedia<br>KTDD-AM | Fox Sports AM        | 9k weekly<br>listeners    | 20 spots, 5/1-5/13  | \$200            | 4/24 |   |
| IHeartMedia<br>RTDD-AM | IHeartRadio app      |                           | 14 spots, 5/1-5/13  | \$70             | 4/24 |   |
| IHeartMedia<br>KTMQ-FM | Classic Rock FM      | NA                        | ~40 spots, 5/1-5/13 | \$270            | 4/24 |   |
| IHeartMedia<br>RTMQ    | IHeartRadio app      |                           | 14 spots, 5/1-5/13  | \$70             | 4/24 |   |
| <b>Total</b>           |                      |                           |                     | <b>\$1470.00</b> |      | <b>PAID</b>   |

Open Streets RC  
 Saturday, May 13, 2017  
 Advertising Plan

| Name               | Type         | Reach                           | Cost             | Notes           |
|--------------------|--------------|---------------------------------|------------------|-----------------|
| <b>Other Media</b> |              |                                 |                  |                 |
| Facebook Boosting  | Social Media | Ongoing until May 13            | \$500            | -- Completed -- |
| Banner (1)         | Print        | Over the street banner          | \$1610.86        | -- Completed -- |
| Postcards (3000)   | Print        | Local businesses and households | \$1084.24        | -- Completed -- |
| <b>Total</b>       |              |                                 | <b>\$3195.10</b> | <b>PAID</b>     |

| Name                         | Type                        | Reach           | Cost         | Notes                     |
|------------------------------|-----------------------------|-----------------|--------------|---------------------------|
| <b>Digital Publications</b>  |                             |                 |              |                           |
| Inland Valley Daily Bulletin | Website for print newspaper | 30K impressions | \$300        | Digital only (5/5 - 5/13) |
| <b>Total</b>                 |                             |                 | <b>\$300</b> | <b>PAID</b>               |

Total Advertising Budget: \$4970  
 Total Spent: \$4965.10



## Open Streets Rancho Cucamonga Survey Summary

The *Open Streets RC* event transformed Rancho Cucamonga's streets into places that are more enjoyable for walking, bicycling, skating, and rolling. The all-day event on Saturday, May 13<sup>th</sup> featured food trucks, live entertainment, a bicycle rodeo, free bike rentals, giveaways, a BMX safety stunt show, and family activities. Residents tried out a temporary buffered bike lane, safer intersections, bike corrals, and parklets along Town Center Drive between Terra Vista Parkway and Spruce Avenue. An estimated 5,000 community members participated in the *Open Streets RC* event, and the 148 residents that filled out the survey were almost overwhelmingly supportive of making these temporary street installations permanent.

### FAST FACTS

- 148 survey responses
- A majority of survey respondents supported making **separated bike lanes (90%), buffered bike lanes (88%), parklets (81%), and green conflict markings (77%)** permanent changes in their community
- A majority of respondents (53% and 51% respectively) think **improved sidewalks and trees / shade** would make their neighborhood better for walking
- A majority of respondents (54% and 51% respectively) think **separated bike lanes and more bike lanes in general** would make their neighborhood better for bicycling
- 90% of respondents are interested in seeing *Open Streets RC* become an annual City-sponsored event

### BICYCLING AND WALKING HABITS

- 72% of respondents walk in the neighborhood at least a few times a week
- 34% of respondents ride a bicycle in their neighborhood at least a few times a week, while 43% rarely or never do

### DEMOGRAPHIC

- 88% of respondents identified as female
- 54% of respondents have a college degree or higher, 28% have some college / an associate's degree, and only 13% of respondents have a high school degree or less
- Close to 100% of the surveys filled out were in English

- Almost half (48%) of respondents live in zip code 91730

## QUOTES

In response to: **How do you feel about the changes to the street that you see today?**

- "I love all the new changes"
- "Could be better! Safety for kids is important!"
- "It's good to improve safety and encourage [a] healthier lifestyle"
- "I've seen a lot of great ideas"
- "These are great for the community and encourages people to be more active"
- "Welcomed changes"

In response to: **What is your favorite part of today?**

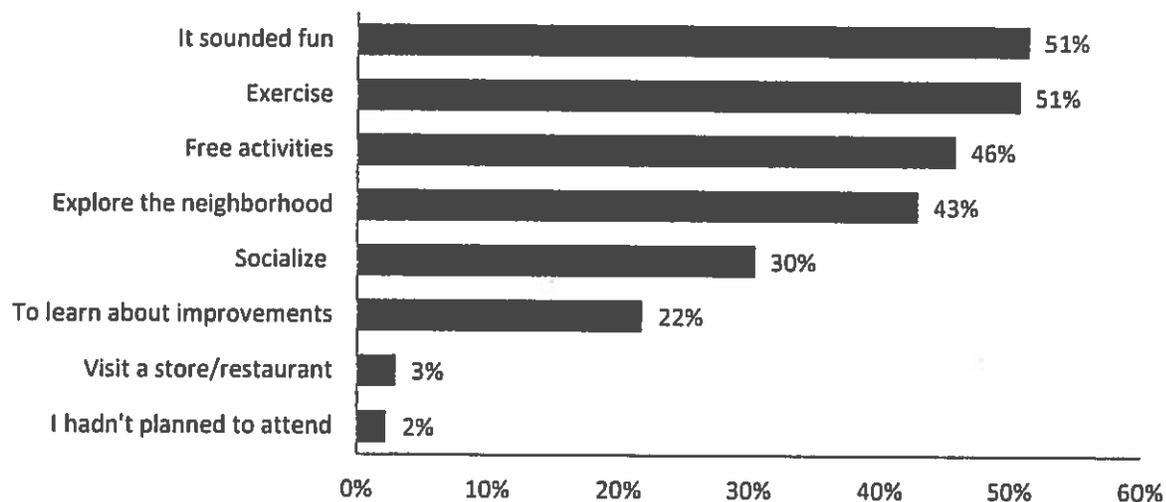
- "Seeing what's new"
- "Sense of community"
- "Getting kids out and learning"
- "Learning and exploring the neighborhood"
- "Having fun with bikes"
- "Family friendly free event"

In response to: **Why do you walk or bike?**

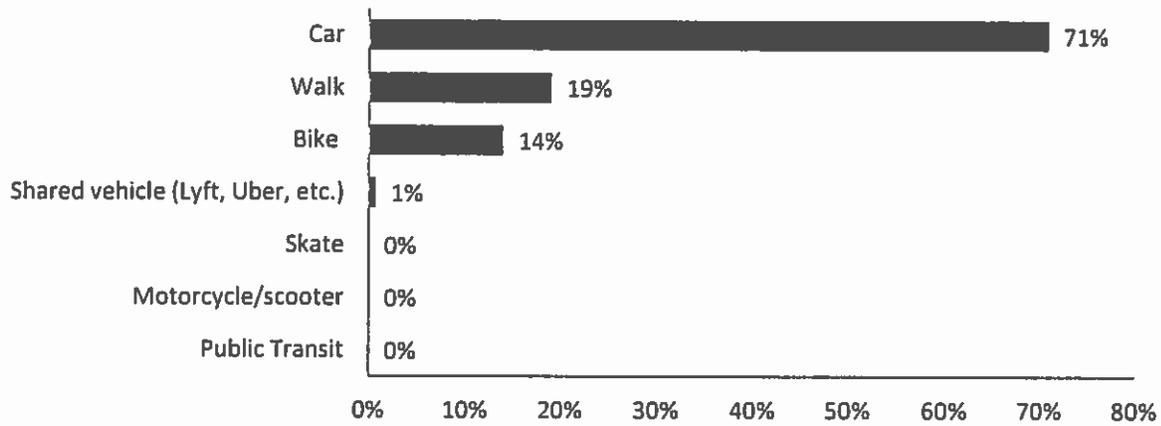
- "To have fun and exercise"
- "Love to be outdoor[s]"
- "Time with kids"
- "To stay fit and play with my brothers"

## ADDITIONAL SURVEY RESULTS

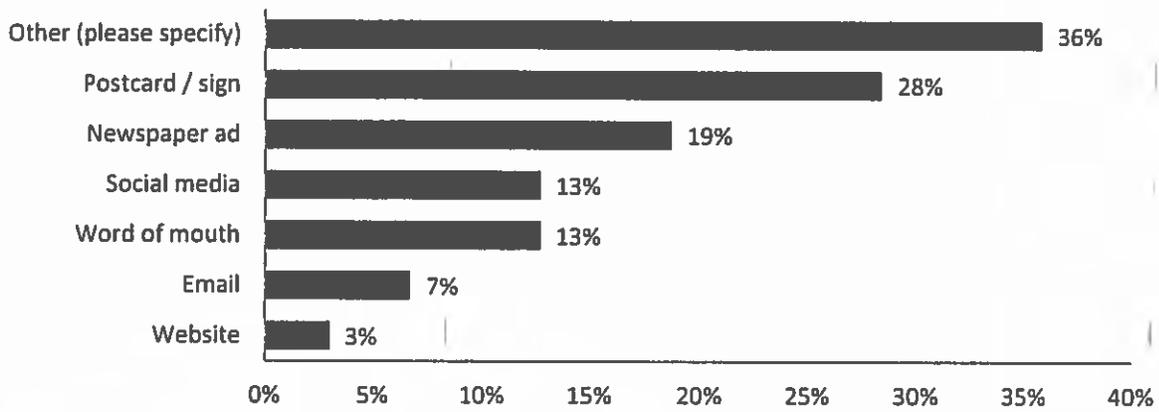
**What are your reasons for participating in today's event?  
(Check all that apply)**



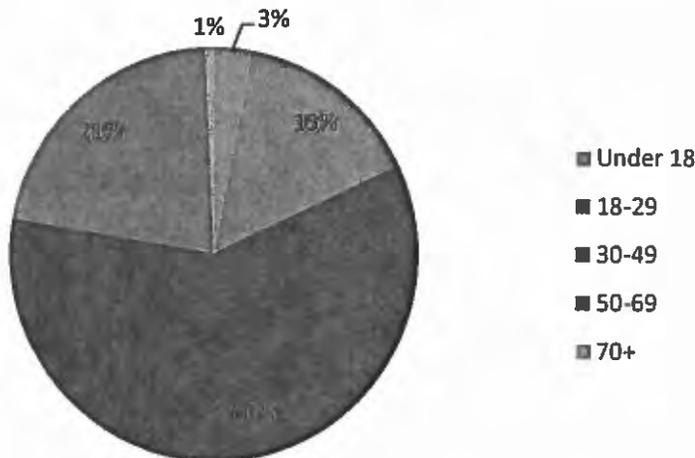
### How did you get to today's event?



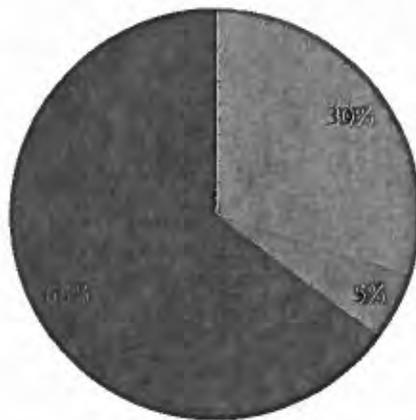
### How did you hear about today's event? (Check all that apply)



### How old are you?

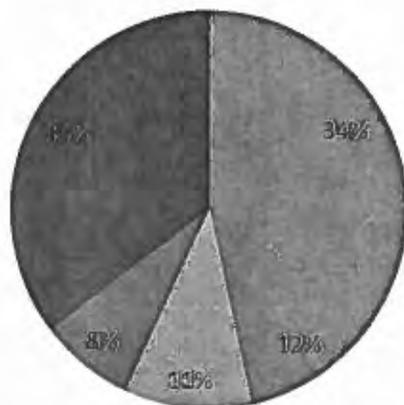


**What is your ethnicity?**



- Hispanic
- Non-Hispanic
- skipped question

**What is your race?**



- White
- African American
- Asian
- Other (please specify)
- skipped question



# City of Rialto, California



July 17, 2017

Julia Lippe-Klein  
Southern California Associated Governments  
818 West 7th Street  
12th Floor  
Los Angeles, CA 90017

RE: Right on Rialto, Go Human Event

Dear Julia,

This letter is to serve as a report of the **"Right on Rialto"** Event as experienced by the implementing agency, the City of Rialto. Overall, the **"Right on Rialto"** Event was an enormous success from the perspective of the City. The Community Services Department estimated that approximately 2,000 people attended the event including 1,000 students who walked to the site from the local elementary schools. The City of Rialto applied for the **Go Human** grant to engage the public and promote Active Transportation in Rialto through education, health and wellness, advocacy, information sharing, and activities to encourage more use of active transportation while emphasizing the safety of the cyclists and pedestrians within the community.

### Event Planning and Implementation.

On April 11, 2017, the Rialto City Council approved Memorandum of Understanding with Southern California of Governments (SCAG) and accepted a grant from the San Bernardino County Transportation Authority (SBCTA) for \$70,000 to host the **"Right on Rialto", Go Human** Event. The **"Right on Rialto"** Event collaborated with the City's **"Earth to Table"** and **"Farmers Market"** events during the day and held a twilight 3K Fun Run and demonstration activities in the evening.

The event timeline/schedule is as noted below. SCAG staff, City staff and a host of volunteers

| April 19 <sup>th</sup> Event Timeline |                   |                       |                 |
|---------------------------------------|-------------------|-----------------------|-----------------|
| Demonstration Set Up                  | 6:00am - 9:00am   | Evening Vendor Set Up | 3:00pm - 6:00pm |
| Vendor Set Up                         | 7:00am - 8:30am   | Kick-Off Celebration  | 5:30pm - 8:30pm |
| Earth to Table Event                  | 9:30am - 2:30pm   | Twilight 3K Fun Run   | 6:00pm - 7:00pm |
| Group 1                               | 9:30am - 11:00am  | Vendor Takedown       | 8:30pm          |
| Group 2                               | 11:00am - 12:30am |                       |                 |
| Group 3                               | 12:30am - 2:00pm  |                       |                 |
| Farmer's Market                       | 10:00am - 2:30pm  |                       |                 |
| Vendor Takedown                       | 2:30pm - 3:00pm   |                       |                 |

put in many hours planning and implementing this successful event. Set up started the previous day with preparation of the demonstration activities. The Rialto Unified School District (RUSD) middle school students participated a week prior to the event with a decorated paper crosswalk (See Figure 1) laid down at

Rialto Avenue and Willow Avenue crossing during the event. The demonstration projects also featured a traffic circle, (See Figure 2) and bike lanes along Rialto Avenue (see Figure 3 & 4). The bike lane demonstration was promoted all week long to showcase the actual upcoming project to install bike lanes along the corridor. This project will promote linkages of bicycle activities from the Pacific Electric Trail on the west side of the city to the Rialto Civic Center and the Metrolink Station in the east.

Figure 1- RUSD Middle School Crossing Art Photo to left



Figure 2- Traffic Circle Demonstration at Palm Avenue and Rialto Avenue Photo below



Figure 3 and 4 (Below) – Week long Bike Lanes Connecting Pacific Electric Trail to Rialto City Hall and Metrolink Station



Other activities offered during the event included:

- ✦ Rialto's Safe Route to School Plan hosted a Bike Rodeo demonstration to teach residents bicycle safety, and pedestrian safety behaviors.
- ✦ Food Bank service project for participants during the day event included assembling food kits for the homeless. The local County Food Bank donated food used in the assembly of the food kit. The elementary students from five local elementary schools participated in this event.
- ✦ Exhibits by service providers of Local Natural Resources, for example, Water,

Wastewater, Waste and other. The local providers volunteered their services to display the importance of water conservation, proper recycling methods, and encourage planting to combat unhealthy air quality.

- ✦ Rialto's Farmers Market is held every Wednesday at Rialto City Hall promoting healthy choices.
- ✦ Earth to Table Event held annually and sponsored by the Deborah Robertson, Rialto City Mayor for promoting awareness of healthy eating starts from what we put on the table. The event stimulates the link between growing food locally and the food put on the table for consumption are connected to making healthy choices and an active community.
- ✦ Twilight 3k Run/Walk Event held in the evening to encourage linkages of bicycle activities from the Pacific Electric Trail on the west side of the city to the Rialto Civic Center and the Metrolink Station in the east.
- ✦ Skateboarding Safety Demonstrations to encourage safe use of skateboard on the shared roadways.
- ✦ Healthy Rialto exercise demonstrations by the Rialto Racquet & Fitness Center encouraged healthy activities.
- ✦ Food and Information booths offered by Rialto Police Department, Rialto Community Service Department, Rialto Public Works Department, SCAG, SBCTA and others.

Attached to this report are the Campaign Plan for the event and Survey Summary conducted by the SCAG team during the event as well additional photos taken of the event.

The "***Right on Rialto***" Event was made possible through a team effort collaboration between Rialto, SCAG and SBCTA staff and the vision of Rialto Council and SCAG and SBCTA Boards to promote Active Transportation alternatives in Rialto.

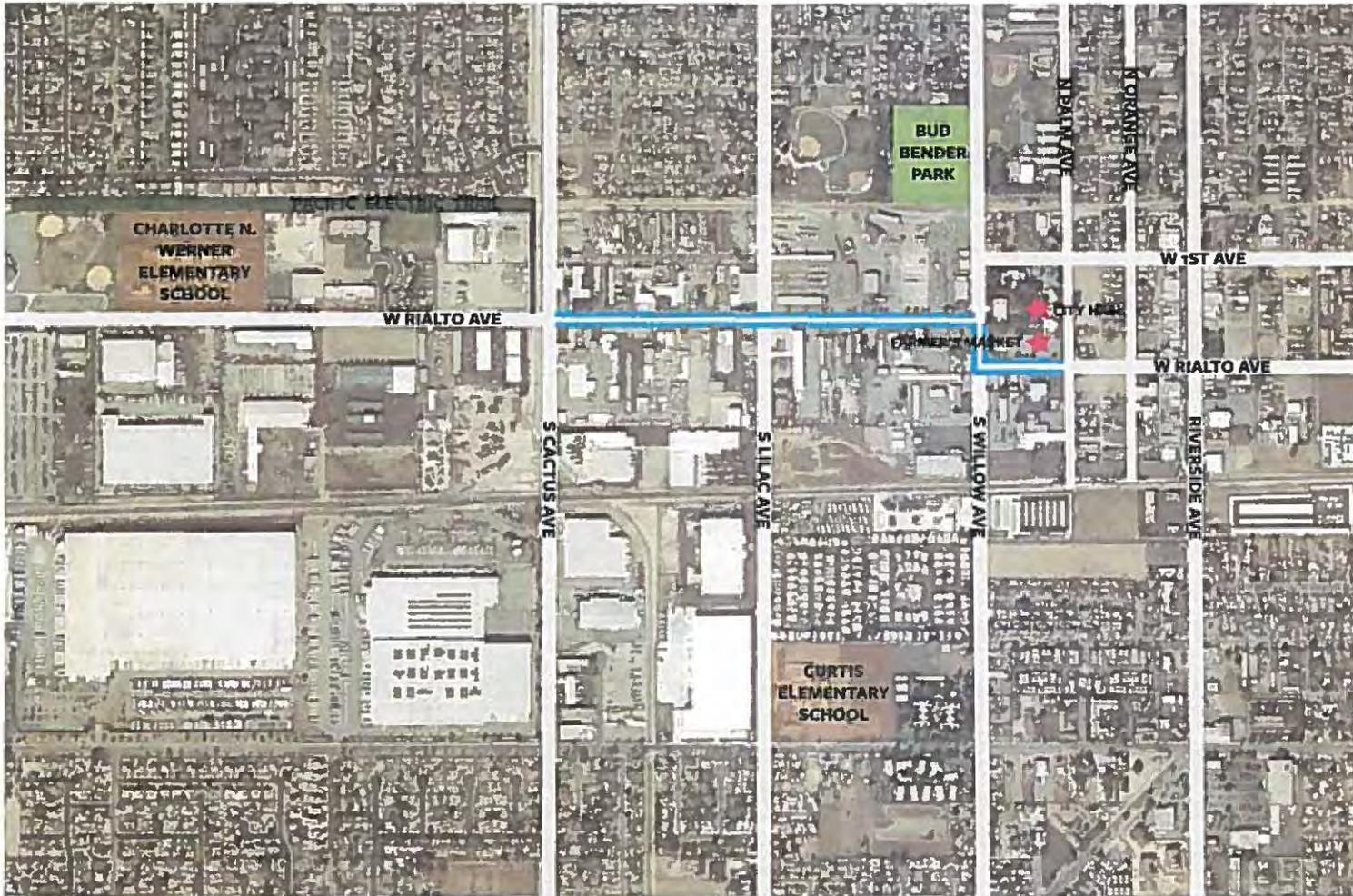
The cost of the event for the City of Rialto was \$92,291.35. The invoices submittal are under a separate transmittal to SBCTA for reimbursement under the grant.

Thank you for the opportunity to participate in the ***Go Human*** Campaign with the "***Right on Rialto***" Event and for the grant award to make the event possible. The City looks forward to working with SCAG on future collaborations.

Sincerely,



Katie Nickel,  
Public Works Coordinator  
City of Rialto



# OVERVIEW MAP

04/05/2017

Install Day 1: 04/18

Install Day 2: 04/19 until 2pm

Earth to Table Event Date: 04/19

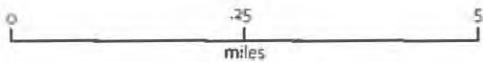
Removal by City (Approx. 1 week later - 4/26)

## AREA LANDMARKS

- School Site
- Public Park

## OVERVIEW LEGEND

- Improvements to existing trail and desire line path. See page 2 for details.
- Temporary Bike Lane Demonstration  
Approx. 3,500 linear feet per side of street (7,000 ft of bike lane total).



## Section 1: Cactus

DEMONSTRATION APPROX. 1 WEEK IN DURATION. TO BE REMOVED BY CITY STAFF.



Yard signs to delineate combined bi-directional bicycle and pedestrian path spaced evenly along existing asphalt path and desire line connection.



### LEGEND

- Pacific Electric Bike Trail
- Existing Asphalt Path
- Desire line path connection

### Baseline

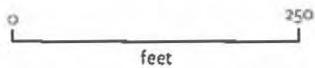
- Signage directing cyclists to bike route
- Yard signs delineating combined bi-directional bicycle and pedestrian path
- Stakes with yellow caution tape (along tracks)



City staff to grade uneven surfaces along existing dirt path and add stakes with yellow caution tape to direct pedestrians away from the railroad tracks (trip hazard).

Existing Asphalt Path

\* Dirt Path/Uneven Surfaces to be graded by City prior to 4/18





## Section 1 - Rialto

**DEMONSTRATION APPROX. 1 WEEK IN DURATION. TO BE REMOVED BY CITY STAFF.**

### LEGEND

#### Baseline:

-  Spray Chalk 6' Bike Lane (with cones)
-  Existing Street Parking
-  Desire line path connection
-  Signage directing cyclists to bike route
-  Yard signs to delineate combined bi-directional bicycle and pedestrian path

#### Optional: (pending time/field conditions)

-  Conflict Zone Markings
-  Sharrow Mixing Zone



MUTCD compliant bicycle lane stencil created with spray chalk, placed every 250 feet.



Bicycle lane lines drawn with spray chalk with field marking machine.





Install approach: Consultant team will use spray chalk to mark 6' Bike Lane (A), 9' Parking Lane (B), and Bike Lane legend. City will place and maintain cones along existing line dividing #2 and #1 lane. Existing #1 Lane will not be impacted.



## END Section 1 BEGIN Section 2

**DEMONSTRATION APPROX. 1 WEEK IN DURATION. TO BE REMOVED BY CITY STAFF.**

### LEGEND

#### Baseline:

- Spray Chalk 6' Bike Lane (with cones)
- Existing Street Parking

#### Optional: (pending time/field conditions)

- Conflict Zone Markings
- Sharrow Mixing Zone



## Section 2 - Rialto

**DEMONSTRATION APPROX. 1 WEEK IN DURATION. TO BE REMOVED BY CITY STAFF.**

### LEGEND

#### Baseline:

-  Spray Chalk 6' Bike Lane (with cones)
-  Conventional 5' Bike Lane (with TOMs)
-  Existing Street Parking

#### Optional: (pending time/field conditions)

-  Conflict Zone Markings
- Intersection Treatments
-  Through Crosswalk on Willow Avenue

### Temporary Overlay Marker with Butyl Adhesive, 4" White

Temporary Overlay Marker with Butyl Adhesive, 4" White, with Reflective Tape on Both Sides

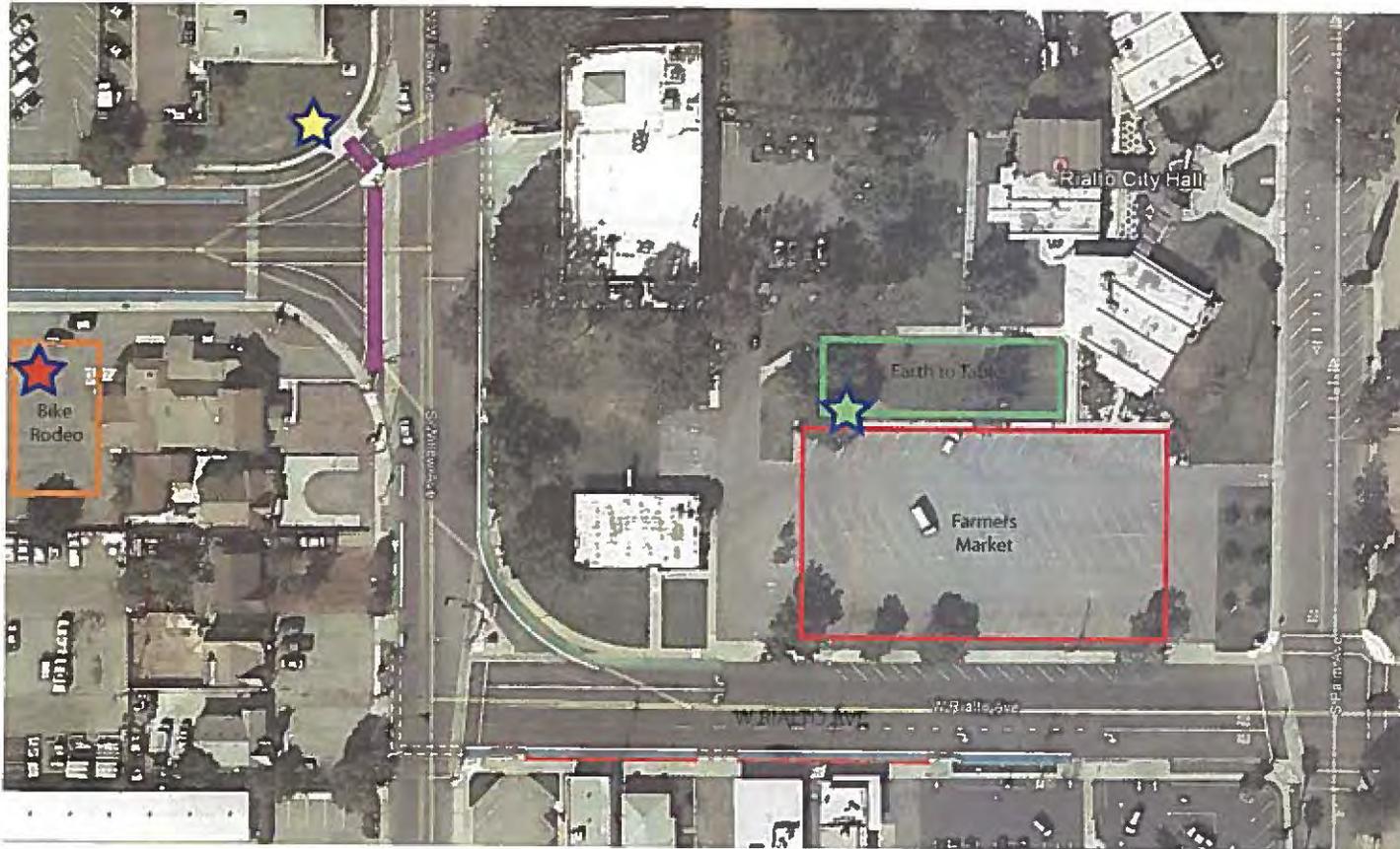
|                               |  |
|-------------------------------|--|
| <b>Size</b>                   | 4"   |
| <b>Brand</b>                  | Pasco-Dawson                                 |
| <b>Color</b>                  | White  |
| <b>Style</b>                  | Reflective Tape on Both Sides                |
| <b>Compliance &amp; Notes</b> | Temporary Overlay Marker with Butyl Adhesive |
| <b>Unit Of Measure</b>        | Each   |
| <b>Model</b>                  | 8007302630                                   |
| <b>Item #</b>                 | M02125                                       |



See Legend notes for locations where Temporary Overlay Markers (TOMs) are to be used. Place TOMs with spacing of no less than 1' and no greater than 3'.



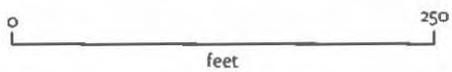
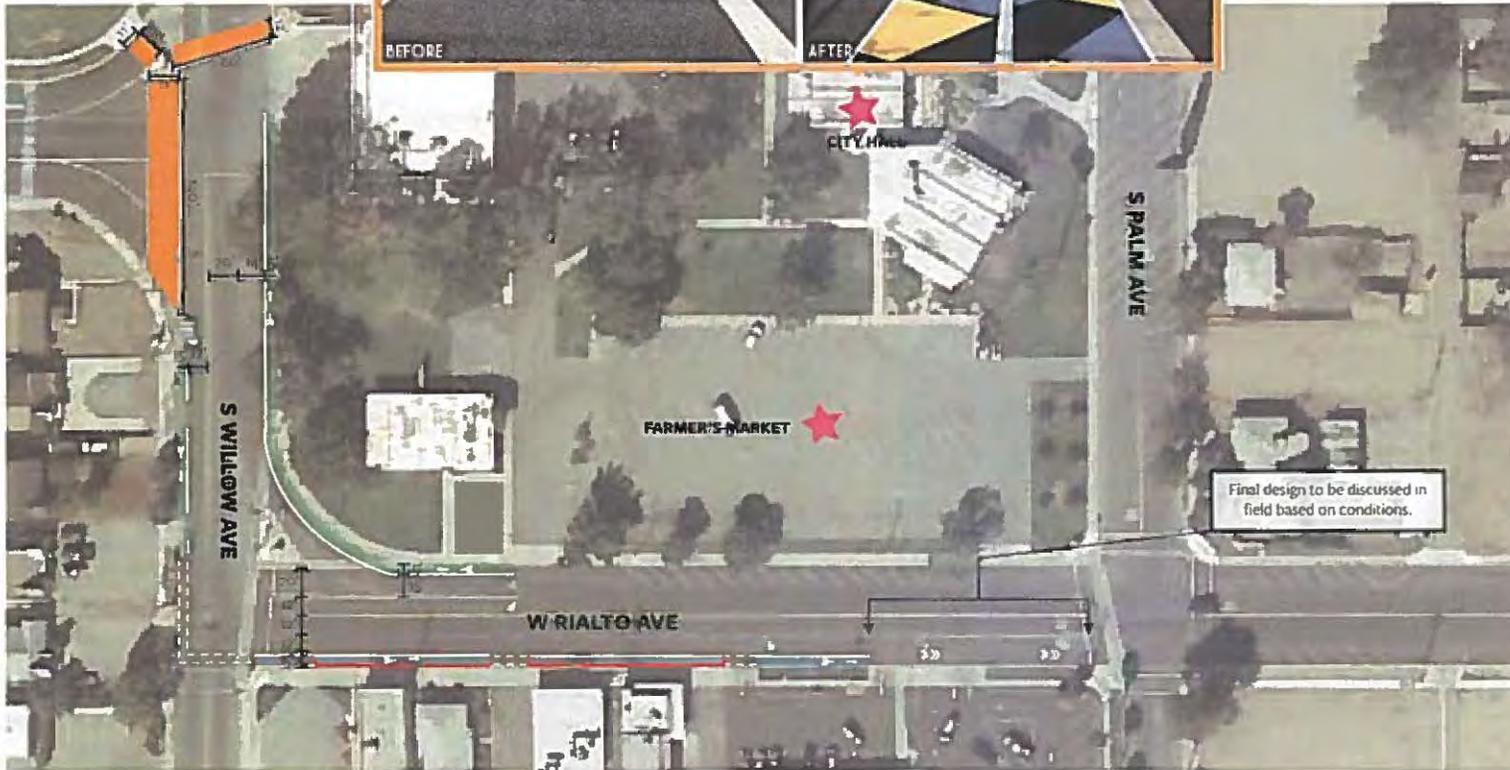
# Morning Earth to Table



## LEGEND

-  Passport #1  
Activity: Champion for Change  
Incentive: Go Human Button
-  Passport #2  
Activity: Interactive Bike Wheel Questions  
Incentive: Safety Spoke Cards
-  Passport #3  
Activity: Safety Star  
Incentive: TBD

Temporary crosswalk demonstration created by taping painted tar paper to the road with black duct tape. Students will decorate the crosswalk in advance of the event. SCAG team will install crosswalks in the morning of 4/19 for ETT event.



## Art Crosswalks

1-DAY DEMONSTRATION FOR 4/19 EVENT ONLY - REMOVED BY SCAG TEAM

### LEGEND

Art Crosswalk in existing crosswalks



## Traffic Circle

ONE DAY DEMONSTRATION: EVENT DAY ONLY

Temporary traffic circle with 4 traffic tape deflections. Traffic Circle created with A-Frame signs, plants, and banners.

### LEGEND

-  Deflections
-  Traffic circle/roundabout signs



**City of Rialto's *Right on Rialto, Go Human* Event Pictures and Outreach**



**Wednesday  
April 19  
2017**

5:30 p.m. - 8:30 p.m.

**FREE entertainment,  
giveaways, activities,  
festival & 3K fun run!**

**Meet us at  
Willow Ave &  
Rialto Ave**

CITY OF  
**RIALTO**



**GoHumanSoCal.org/Events**



### Wednesday, April 19, 2017

Rialto City Hall, 150 S. Palm Avenue, Rialto, CA 92376

**Earth to Table & Farmers' Market: 9:30 a.m. – 2:30 p.m.**  
Teaching children how important the Earth is to their health and well-being.

**Evening Kick-Off Celebration: 5:30 p.m. – 8:30 p.m.**  
Enjoy entertainment, crafts, 3K Fun Run, giveaways, food-trucks, Farmers' Market, and MORE!

**Weeklong Pop-Up Safety Demonstrations  
April 19 – 26, 2017**

Try out new bike lanes along Rialto Avenue between Cactus Avenue and Palm Avenue

*Right on Rialto!* transforms the city's streets into safe places that are safer and more enjoyable to walk, bike, skate and roll.

- Temporary Traffic Circle
- Decorated Crosswalks
- Bike Lane

Presented by the City of Rialto and SCAG's Go Human campaign, with support from MSRC and SBCOG.

For more information, please call Jessica Perez, City of Rialto, at 909-820-2671.

### Miércoles 19 de Abril de 2017

Ayuntamiento de Rialto, 150 S. Palm Avenue, Rialto, CA 92376

**Earth to Table & Farmers' Market: 9:30 a.m. – 2:30 p.m.**  
Enseñando a los niños la importancia de la Tierra para la salud y el bienestar.

**Inicio de Celebración Vespertina: 5:30 p.m. – 8:30 p.m.**  
¡Disfruta de entretenimiento familiar, artesanías, Carrera de 3KM, premios, regalos, Farmers' Market, trocas loncheras y MÁS!

**Demostraciones de seguridad durante toda una semana  
Abril 19 – Abril 26, 2017**

Prueben los ciclocarriles en Rialto Avenue entre Cactus Avenue y Palm Avenue

*Right on Rialto!* transforma las calles de la ciudad en lugares más seguros y agradables para caminar, andar en bicicleta, o patinar.

- Rotonda temporal
- Cruces Peatonales Decorados
- Ciclocarriles

Presentado por la Ciudad de Rialto y la campaña Go Human de SCAG, con apoyo de MSRC y SBCOG.

Para más información, favor de llamar a Jessica Pérez, Ciudad de Rialto al 909-820-2671.





**Southern California Active Transportation Safety & Encouragement Campaign**



# Right On Rialto!



## Earth to Table & Kickoff Celebration

**Wednesday, April 19<sup>th</sup> 2017**

- Earth to Table 9:30a.m. - 2:30p.m.
- Rialto Farmer's Market 10:00a.m. - 2:30p.m.
- Evening Kick-Off Event 5:30p.m. - 8:30p.m.

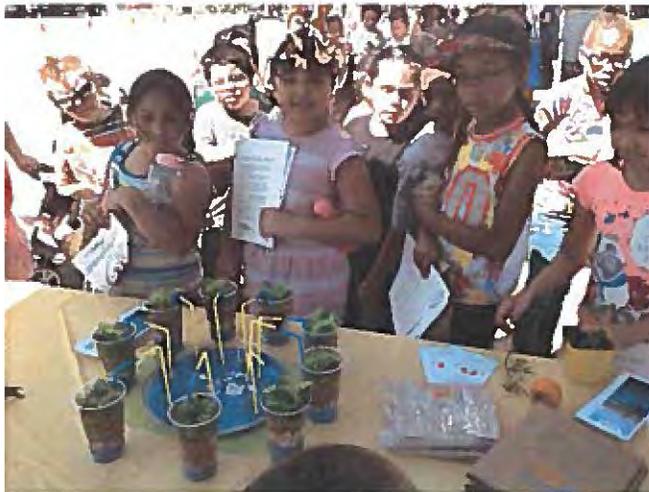
## Pop-Up Safety Demonstrations

**April 19<sup>th</sup> to April 26<sup>th</sup>**

**Right On Rialto! Transforms the city's streets into places that are safe and more enjoyable to walk, skate and roll.**



**Earth to Table** Teaching children how important the Earth is to their health and well-being

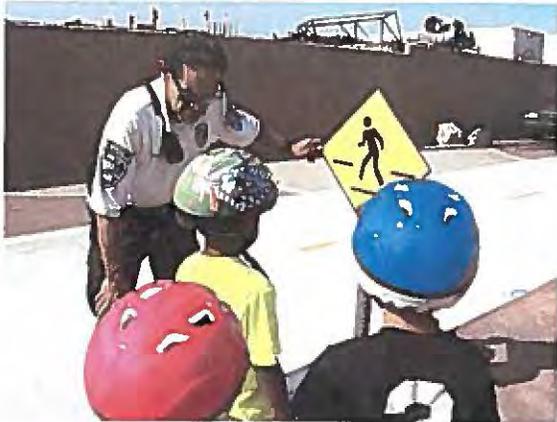


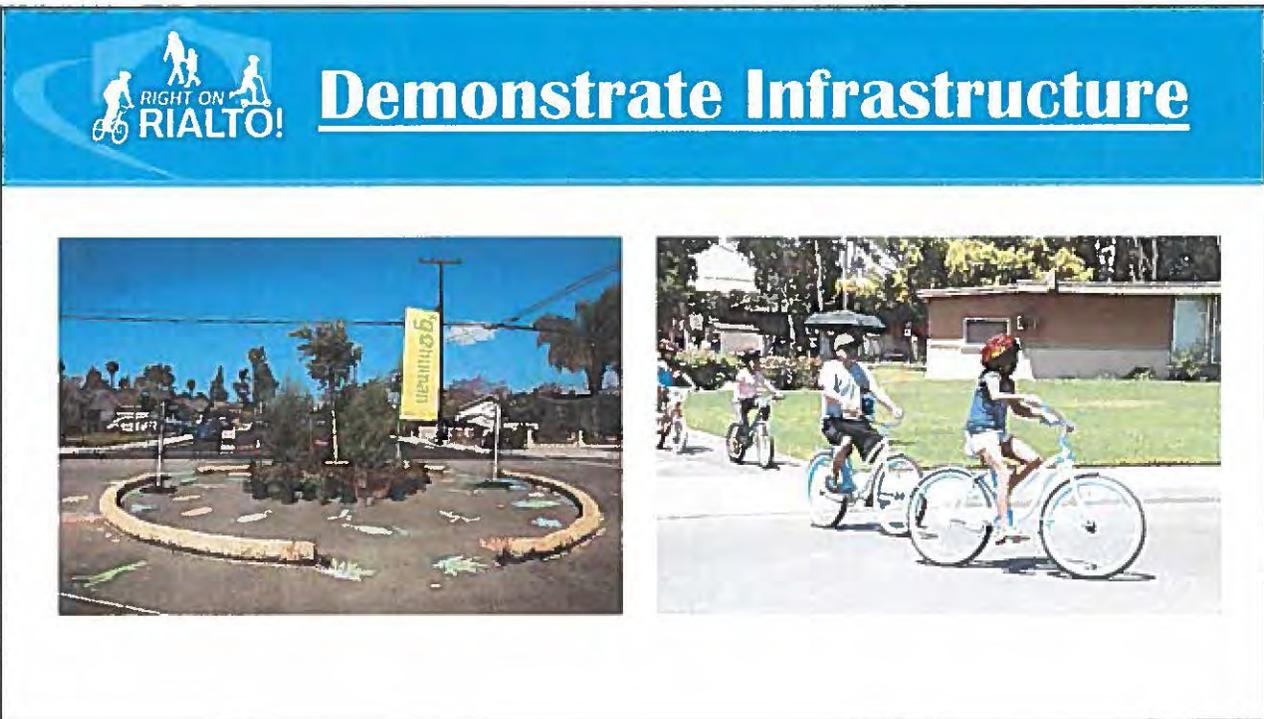
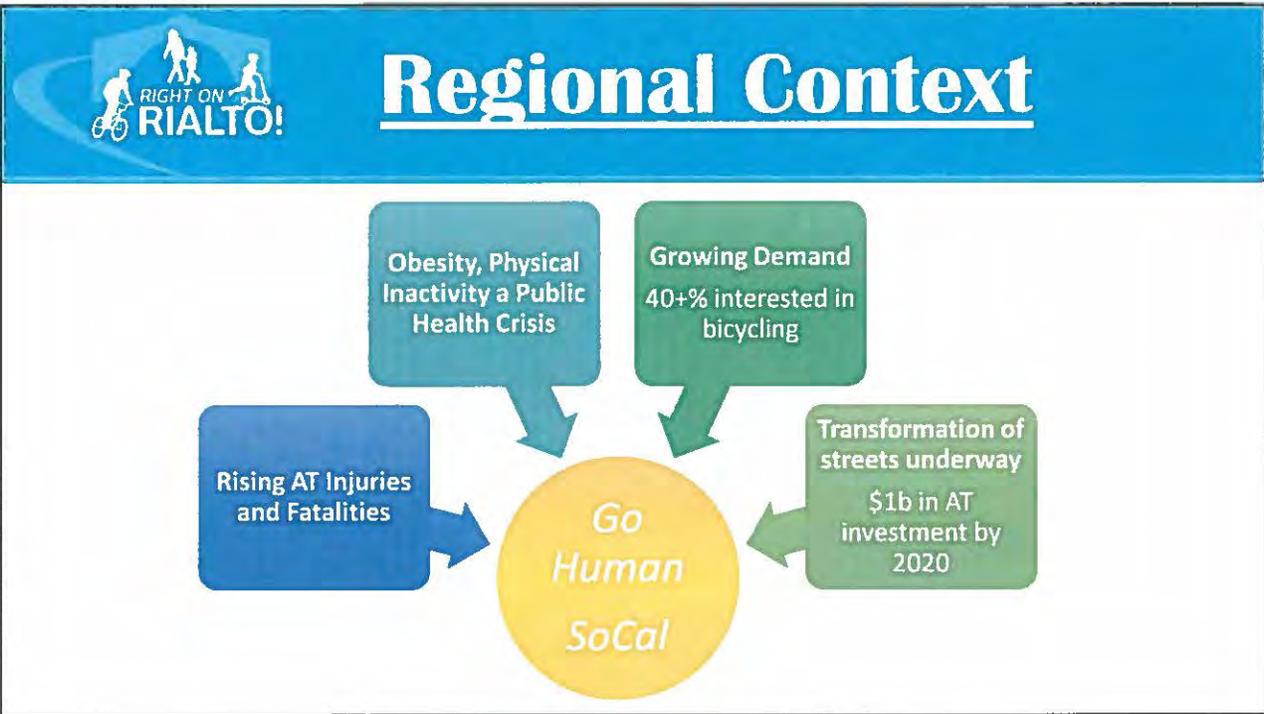
 **Campaign Objectives**

- **Reduce collisions and create safer streets**
- **Increase rates of active transportation**
- **Reduce greenhouse gases**
- **Improve public health**
- **Support ATP and other active transportation investments**
- **Change the reputation of the region**



 **Education and Engagement**







## Open Streets and Demonstration Projects

- **Re-imagine streets for walking and biking**
- **15 events by June 2017**
- **Build support for planned projects through direct public engagement and experience**
- **Innovative public engagement to reference for future grant applications**
- **Collect feedback on design treatments**



## Event Locations

- **The Earth to Table event and Evening Kick-Off will take place at Rialto Civic Center between Rialto Ave and Willow Ave**
- **Demonstration Elements will be displayed along Rialto Ave between Cactus Ave and Palm Ave**



## April 19<sup>th</sup> Event Timeline

|                             |                                   |                              |                        |
|-----------------------------|-----------------------------------|------------------------------|------------------------|
| <b>Demonstration Set Up</b> | <b>6:00am – 9:00am</b>            | <b>Evening Vendor Set Up</b> | <b>3:00pm – 5:00pm</b> |
| <b>Vendor Set Up</b>        | <b>7:00am - 8:30am</b>            | <b>Kick-Off Celebration</b>  | <b>5:30pm – 8:30pm</b> |
| <b>Earth to Table Event</b> | <b>9:30am - 2:30pm</b>            | <b>Twilight 3K Fun Run</b>   | <b>6:00pm – 7:00pm</b> |
|                             | <b>Group 1: 9:30am - 11:00am</b>  | <b>Vendor Takedown</b>       | <b>8:30pm</b>          |
|                             | <b>Group 2: 11:00am - 12:30am</b> |                              |                        |
|                             | <b>Group 3: 12:30am - 2:00pm</b>  |                              |                        |
| <b>Farmer's Market</b>      | <b>10:00am – 2:30pm</b>           |                              |                        |
| <b>Vendor Takedown</b>      | <b>2:30pm - 3:00pm</b>            |                              |                        |



## Event Details

### **April 19<sup>th</sup> Programming and Activities Morning 9:30am – 2:30pm**

- **Earth to Table**
- **Farmer's Market**
- **Local Natural Resources Exhibits**
- **Food Bank Service Project**
- **Scavenger Hunt**
- **Pedestrian, Scooter and Fitness Obstacle Course**



# Event Details

## April 19<sup>th</sup> Programming and Activities Evening 5:30pm – 8:30pm

- Go Human booth
- Information booths
- Bike Rodeo
- Obstacle Courses
- Free Borrow-a-Bike
- Food Trucks
- Fitness Class Demo
- Twilight 3K Fun Run
- Skateboarding Demonstration



# Event Layout



- BIKE RODEO
- EARTH TO TABLE
- FARMERS MARKET
- FOOD TRUCKS
- GO HUMAN CHALLENGE
- INFORMATION BOOTHS
- OBSTACLE COURSE
- SKATEBOARDING DEMO
- STAGE
- TWILIGHT RUN START / FINISH
- RESTROOMS
- PARKING



## Art Crosswalk Demonstration

**April 19<sup>th</sup>**

**In collaboration with RUSD,  
middle school students will decorate paper  
crosswalks for the Rialto Avenue and Willow  
Avenue crossing.**

**Art will be displayed during the event on April 19.**



## One Day Traffic Circle



**At the  
intersection  
of Rialto  
Avenue and  
Palm Avenue**

**Pop-Up traffic circle demonstration**



**RIGHT ON RIALTO!** Rialto Ave Bike Lane Demonstration

**Sample setup on Rialto Avenue from Cactus Avenue to Willow Avenue**



- **Curbside lane is transformed into a bike lane**
- **Curbside parking is still permitted**

**RIGHT ON RIALTO!** Rialto Ave Bike Lane Demonstration



**Rialto Avenue from Willow Avenue to Palm Avenue**



# Event Details

## Access Information

### Parking:

**Parking lots are located at the corner of 1<sup>st</sup> Avenue and Palm Avenue @ the North Parking Lot and Empty Field on East side**

### Transit:

- **Metrolink (San Bernardino Line)**
- **Bus #22 (Two blocks east on Riverside Ave)**

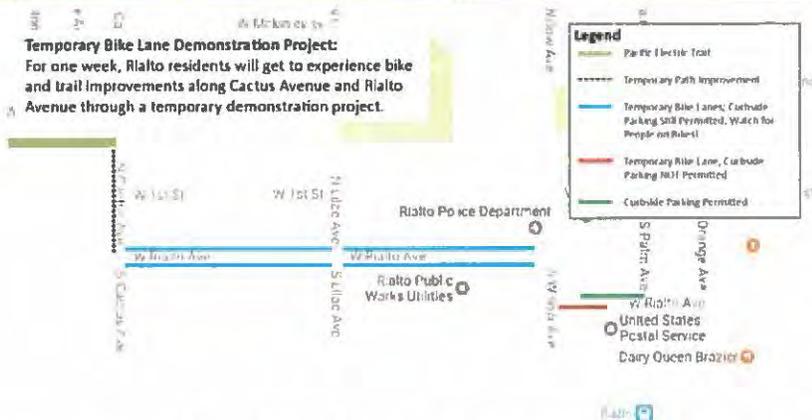
### Bicycling:

**Pacific Electric Trail**



# Parking Notification Diagram

**Temporary Bike Lane Demonstration Project:**  
For one week, Rialto residents will get to experience bike and trail improvements along Cactus Avenue and Rialto Avenue through a temporary demonstration project.



**Notices were sent to businesses regarding parking changes for the event**

# Right On Rialto!



## Recommendations

Approve Agreements with SBCTA and SCAG and accept the grant of \$70,000 to fund the Right On Rialto Open Street Event





Legislation Details (With Text)

File #: 17-222      Version: 1      Name: TAB 4  
 Type: Resolution      Status: Agenda Ready  
 File created: 3/13/2017      In control: City Council  
 On agenda: 4/11/2017      Final action:  
 Title: Request City Council to Approve Memorandum of Understanding with Southern California Association of Governments and the Agreement with San Bernardino County Transportation Authority for the Earth to Table Go Human Right On Rialto Event and Adopt Resolution No. 7106 for a grant of \$70,000.  
 (ACTION) POWERPOINT

Sponsors:

Indexes:

Code sections:

Attachments: [Rialto SBCTA MSRC Open Streets Contract 2017](#)  
[City of Rialto SCAG MOU](#)  
[Budget Resolution Right on Rialto Open Street Event](#)  
[Go Human Presentation Draft 04-05-2017](#)

| Date | Ver. | Action By | Action | Result |
|------|------|-----------|--------|--------|
|------|------|-----------|--------|--------|

For City Council Meeting [April 11, 2017]

TO: Honorable Mayor and City Council  
 APPROVAL: Michael E. Story, City Administrator  
 FROM: Perry Brents, Director of Community Services

Request City Council to Approve Memorandum of Understanding with Southern California Association of Governments and the Agreement with San Bernardino County Transportation Authority for the Earth to Table Go Human Right On Rialto Event and Adopt Resolution No. 7106 for a grant of \$70,000.  
**(ACTION) POWERPOINT**

**BACKGROUND:**

The Southern California Association of Governments (SCAG) is engaged in a comprehensive regional Active Transportation Safety and Encouragement Campaign, *Go Human Initiative*. The *Go Human Initiative* encourages the safety of cyclists and pedestrians, and promotion of road enhancements such as bicycle lanes, cycle-tracks, enhanced crosswalks, sidewalk extension, and many other street safety measures that promotes complete streets and active transportation. The *SCAG Go Human Initiative* is a community outreach and advertising campaign with the goal of reducing traffic collisions in Southern California.

In 2016, SCAG requested proposals from local cities to host an active transportation event as part of the *Go Human Campaign*. The City of Rialto submitted an application. On January 6, 2016, Rialto

was amongst sixteen (16) host cities selected by SCAG to host a *Go Human* event. In addition, SCAG hired ALTA consulting to act as it's agent in providing support in hosting the Event for Rialto.

The San Bernardino County Transportation Authority (SBCTA) in partnership with SCAG is providing Rialto with funding in the amount of \$70,000 to host SCAG's *Go Human Initiative* in our community.

**ANALYSIS/DISCUSSION:**

The planned partnership with the City, SCAG, and SBCTA is scheduled to kick-off with the "*Right On Rialto and Earth to Table Event*" ("Event") on Wednesday, April 19, 2017. The event will promote active transportation in Rialto through education, health and wellness, advocacy, information sharing, and activities to encourage more use of active transportation while emphasizing the safety of the cyclists and pedestrians within the community. SBCTA funding of \$70,000 for the event is granted through its regional AB 2766 Discretionary Funds - Mobile Source Air Pollution Reduction Review Committee (MSRC). Agreements with SBCTA and SCAG are included in ATTACHMENT 1 AND 2.

**ENVIRONMENTAL IMPACT:**

The proposed request is not a "Project" as defined by the California Environmental Quality Act (CEQA). Pursuant to Section 15378(a), a "Project" means the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. According to Section 15378(b), a Project does not include: (5) Organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment.

**GENERAL PLAN CONSISTENCY:**

This action is consistent with Guiding Principle 3A in the General Plan:

*Our City government will lead by example, and will operate in an open, transparent, and responsive manner that meets the needs of the citizens and is a good place to do business.*

**LEGAL REVIEW:**

The City Attorney has reviewed and approved the staff report, the agreements, and Resolution.

**FINANCIAL IMPACT:**

Staff recommends increase in estimated revenues of \$70,000 in General Fund Account No. 010-400-7150-7536-170003 and an appropriation of \$70,000 in the General Fund Account No. 010-500-0001-2011 to replenish appropriations in that account used to fund the Right On Rialto Open Street Event.

**RECOMMENDATION:**

Staff recommends that City Council:

- Approve Agreement with SBCTA and accept the grant of \$70,000 to fund the Right On Rialto Open Street Event
- Approve MOU with SCAG to provide for the Right On Rialto Open Streets Event
- Adopt the Resolution for the Rialto's Right On Rialto Open Streets Event



# Right on Rialto! Participant Survey

Complete this survey to receive a free gift and one entry to win a grand prize!

1. Do you support the city making these changes permanent in your community?

**Circle** your choice



### Bike Lanes

Yes    Maybe    No



### Art Crosswalks

Yes    Maybe    No



### Traffic Circle

Yes    Maybe    No

2. How often do you walk in your neighborhood?

- Daily
- A few times a week
- A few times a month
- Rarely/never

3. How often do you bicycle in your neighborhood?

- Daily
- A few times a week
- A few times a month
- Rarely/never

4. Circle the top 3 things from the list below that would make your neighborhood better for walking

- Improved sidewalks
- Public space/parks
- More destinations
- Street lighting
- Lower vehicle speed
- Trees/shade
- Complete Streets events (like today's)
- Better public safety
- Nothing. OK as is.

5. Circle the top 3 things from the list below that would make your neighborhood better for bicycling

- More bike lanes
- Buffered bike lanes
- Separated bike lanes
- Extending/Improving the PE Trail
- Bike share
- Driver education
- Bicyclist education
- Group rides
- Traffic enforcement
- Nothing. OK as is

Optional: How do you feel about the changes to the street that you see today?

**Please turn over to complete**



## Right on Rialto! Participant Survey

Complete this survey to receive a free gift and one entry to win a grand prize!

### 6. How did you hear about today's event? (Check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> Website       | <input type="checkbox"/> Social Media    |
| <input type="checkbox"/> E-mail        | <input type="checkbox"/> Newspaper ad    |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Postcard / Sign |
| <input type="checkbox"/> Other: _____  |  |

### 7. What are your reasons for participating in today's event? (check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> Exercise                 | <input type="checkbox"/> Socialize                   |
| <input type="checkbox"/> Explore the neighborhood | <input type="checkbox"/> Free activities             |
| <input type="checkbox"/> Visit a store/restaurant | <input type="checkbox"/> To learn about improvements |
| <input type="checkbox"/> It sounded fun           | <input type="checkbox"/> I hadn't planned to attend  |

### 8. How did you get to today's event?

- |   |   |
|---|---|
| <input type="checkbox"/> Car            | <input type="checkbox"/> Motorcycle/scooter               |
| <input type="checkbox"/> Public transit | <input type="checkbox"/> Shared vehicle (Lyft, Uber, etc) |
| <input type="checkbox"/> Bike           | <input type="checkbox"/> Skate                            |
| <input type="checkbox"/> Walk           |   |

### 9. How many people in your group/family did you arrive with today? How many are under 18?

\_\_\_ # in group    \_\_\_ # in family    \_\_\_ # under 18

### 10. With which gender do you identify?

- Female  
 Male  
 Transgender  
 Do not identify as any of the above

### Optional: What is your favorite part of today?

### 11. How old are you?

- Under 18  
 18-29  
 30-49  
 50-69  
 70+

### 12. What is your race and ethnicity?

#### Race

- White  
 African American  
 Asian  
 Other \_\_\_\_\_

#### Ethnicity

- Hispanic  
 Non-Hispanic

### 13. What is the highest level of education you have received?

- Less than high school  
 High school / GED  
 Some college / Associate degree  
 College graduate  
 Graduate degree

### 14. What is your 5-digit ZIP code?

\_\_\_\_\_

### 15. May the City follow up with you after today to ask you more questions? If yes, please provide your e-mail address below:

\_\_\_\_\_

## Thank you for completing our survey!

**Optional:** If you would like to be entered into the drawing for a **prize**, please enter your name and phone number so we can contact you if you are chosen at random for the drawing.

**Name:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_



## Right on Rialto!

### Encuesta de Participación

¡Complete esta encuesta para recibir un regalo y un boleto para la rifa de un gran premio!

1. ¿Apoya que la ciudad haga estos cambios permanentes en su comunidad?

**Circule** su respuesta



#### Ciclocarriles

Sí      Quizás      No



#### Cruces Peatonales Artísticos

Sí      Quizás      No



#### Rotonda

Sí      Quizás      No

**Opcional:** ¿Qué opina acerca de los cambios a la calles del día de hoy?

2. ¿Con qué frecuencia camina en su barrio?

- |   |   |
|---|---|
| <input type="checkbox"/> Diario               | <input type="checkbox"/> Algunas veces por semana |
| <input type="checkbox"/> Algunas veces al mes | <input type="checkbox"/> Rara vez/nunca           |

3. ¿Con qué frecuencia anda en bicicleta en su barrio?

- |   |   |
|---|---|
| <input type="checkbox"/> Diario               | <input type="checkbox"/> Algunas veces por semana |
| <input type="checkbox"/> Algunas veces al mes | <input type="checkbox"/> Rara vez/nunca           |

4. Circule las 3 cosas de la lista que harían de su barrio un mejor lugar para caminar

- Mejores banquetas
- Espacios públicos/parques
- Más destinos
- Alumbrado público
- Menor velocidad vehicular
- Árboles/sombra
- Eventos de calles abiertas (como el de hoy)
- Más seguridad pública
- Nada. Está bien como es

5. Circule las 3 cosas de la lista que harían de su barrio un mejor lugar para andar en bicicleta

- Más ciclocarriles
- Ciclocarriles con separación
- Ciclovías
- Extender/Mejorar el PE Trail
- Bicicletas Compartidas
- Educación para los conductores
- Educación para los ciclistas
- Rodadas Grupales
- Cumplimiento de las reglas de tránsito
- Nada. Está bien como es

 **Vea el reverso para continuar**



## Right on Rialto!

### Encuesta de Participación

¡Complete esta encuesta para recibir un regalo y un boleto para la rifa de un gran premio!

**6. ¿Cómo se enteró del evento del día de hoy?**  
(Marque todas las que apliquen)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Sitio Web   | <input type="checkbox"/> Redes Sociales    |
| <input type="checkbox"/> E-mail      | <input type="checkbox"/> Anuncio en Diario |
| <input type="checkbox"/> Me Avisaron | <input type="checkbox"/> Postal / Letrero  |
| <input type="checkbox"/> Otro: _____ |  |

**7. ¿Por qué razones está participando en este evento el día de hoy?** (Marque todas las que apliquen)

- |   |   |
|---|---|
| <input type="checkbox"/> Ejercicio                                  | <input type="checkbox"/> Socializar                       |
| <input type="checkbox"/> Explorar el barrio                         | <input type="checkbox"/> Actividades gratuitas            |
| <input type="checkbox"/> Conocer más sobre las mejoras a las calles | <input type="checkbox"/> Visitar una tienda o restaurante |
| <input type="checkbox"/> Sonaba divertido                           | <input type="checkbox"/> No tenía planeado venir          |

**8. ¿Cómo llegó al evento de hoy?**

- |   |  |
|---|--|
| <input type="checkbox"/> Auto               | <input type="checkbox"/> Motocicleta/scooter               |
| <input type="checkbox"/> Transporte Público | <input type="checkbox"/> Auto Compartido (Lyft, Uber, etc) |
| <input type="checkbox"/> Bicicleta          | <input type="checkbox"/> Patinando                         |
| <input type="checkbox"/> Caminando          |  |

**9. ¿Cuántas personas de su grupo o familia vienen el día de hoy? ¿Cuántos menores de 18 años?**

\_\_\_ # en grupo \_\_\_ # en familia \_\_\_ # menores de 18

**10. ¿Con qué género se identifica?**

- Femenino  
 Masculino  
 Transgénero  
 Ninguno de los anteriores

**Opcional: ¿Cuál es tu parte favorita de hoy?**

**11. ¿Qué edad tiene?**

- Menos de 18  
 18-29  
 30-49  
 50-69  
 70+

**12. ¿Cuál es su raza y etnia?**

- | Raza                                  | Etnia                               |
|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Blanco       | <input type="checkbox"/> Hispano    |
| <input type="checkbox"/> Afromericano | <input type="checkbox"/> No-Hispano |
| <input type="checkbox"/> Asiático     |                                     |
| <input type="checkbox"/> Otro _____   |                                     |

**13. ¿Cuál es su máximo nivel de estudios recibido?**

- Menor que preparatoria  
 Preparatoria / GED  
 Algo de universidad / Carrera técnica  
 Universidad  
 Maestría/Posgrado

**14. ¿Cuál es su código postal? (5 números)**

\_\_\_\_\_

**15. ¿Puede la ciudad ponerse en contacto con usted para hacerle más preguntas? En caso de que sí, por favor proporcione su email:**

\_\_\_\_\_

## ¡Gracias por completar nuestra encuesta!

**Opcional:** Si desea entrar en la rifa del gran premio, por favor escriba su nombre y número telefónico para poder contactarle en caso de resultar ganador.

Nombre: \_\_\_\_\_

Teléfono: \_\_\_\_\_

**Right on, Rialto!**  
Wednesday, April 19  
Advertising Plan



While there are several options for advertising in Rialto, the following recommendation include a variety of media outlets to reach a diverse audience in Rialto. These include social media, web ads, and radio announcements, with an additional emphasis on local promotion with community posters, handouts, and banners.

**Note:**

The following costs do not include tax or additional set-up fees.

**PAID MEDIA**

**KCAL 96.7**

*Radio*

Quantity: (26) :30 second DJ announcements

Promotion: 4/12 – 4/19

- 249,700 weekly audience

*(Final Ad due 4/5)*

**KCAL 96.7 & KOLA 99.9**

*Web*

Ad size: 300 x 250 px

Promotion: 4/10 – 4/19

- 20,000 Web impressions per station
- 1 email blast per station

*(Final Ad due 4/5)*

**Total Cost: \$900**

**Facebook Ad**

*Social Media*

Promoting Go Human event page

Promotion: 3/20 – 4/19

- 10 mile radius from Rialto City Hall
- 16 – 55 year old

**TOTAL: \$250**

**ADDITIONAL ADVERTISING OPPORTUNITIES**

**Banners**

*Various school locations*

Size: 3' x 8'

Quantity: 5

Promotion: 4/10 – 4/19

**TOTAL: \$500**

**Posters**

*Various schools, local businesses, and city facilities*

Size: 11" x 17"

Quantity: 325

Promotion: 4/10 – 4/19

**TOTAL: Free**

**Handouts**



**Right on, Rialto!**  
Wednesday, April 19  
Advertising Plan

*Various schools, local businesses, and city facilities*

Promotion: 4/10 – 4/19

**TOTAL: Free**



## Right on Rialto! Survey Summary

The *Right on Rialto!* three-part event transformed Rialto's streets into places that are more enjoyable to walk, bike, skate, and roll. An Earth to Table pop-up project on Wednesday, April 19<sup>th</sup>, featured a Farmers' Market, obstacle course, and health and safety stations for students. An evening kick-off celebration included entertainment, food trucks, vendors, giveaways, and a 3K Fun Run, along with pop-up bike lanes, art crosswalks painted by local Junior High Schools, and a traffic circle. A week-long pop-up safety demonstration gave residents the opportunity to try out pop-up bike lanes along Rialto Ave. An estimated 500 community members participated in the *Right on Rialto!* evening event, and the fifty-five residents that filled out the survey were almost overwhelmingly supportive of making these temporary street installations permanent.

### FAST FACTS

- 55 survey responses
- 96% and 91% of survey respondents, respectively, supported **art crosswalks** and **bike lanes** as permanent changes in their community
- 77% of respondents support **traffic circles** as permanent changes in their community
- 58% and 53% of respondents respectively think **improved sidewalks** and **street lighting** would make their neighborhood more walkable
- 74% of respondents think **more bike lanes** would make their neighborhood better for bicycling

### BICYCLING AND WALKING HABITS

- 76% of respondents walk in the neighborhood at least a few times a week
- 43% of respondents ride a bicycle in their neighborhood at least a few times a week

### DEMOGRAPHICS

- 71% of respondents identified as female
- Only 13% have less than a high school degree, 38% have completed a high school/GED degree, and 36% have completed some college / an associate's degree
- 87% of surveys filled out were in English

### QUOTES

In response to: **How do you feel about the changes to the street that you see today?**

- "I love it"
- "Muy bien" (*very good*)
- "I think they are good but they could have more support"
- "It looks good"
- "It is great that this is all taken in[to] consideration"

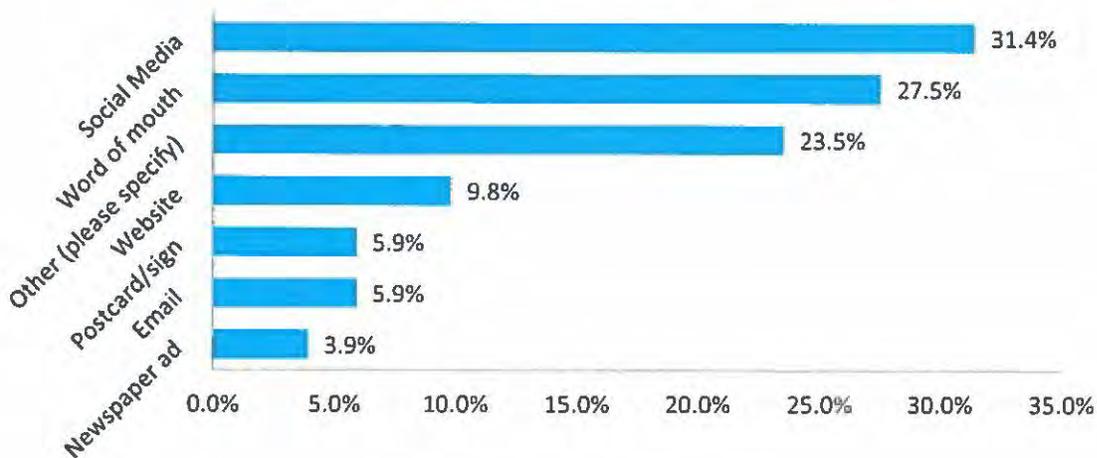


In response to: **What is your favorite part of today?**

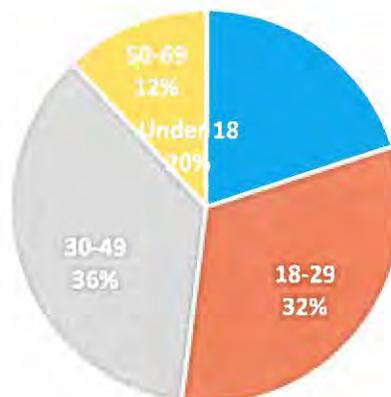
- "My kids can participate in [the] run and bike ride"
- "Provided information regarding improving safety and learning about the changes that will help"
- "Jump zones"
- "Having fun"

## SURVEY RESULTS

How did you hear about today's event? (check all that apply)

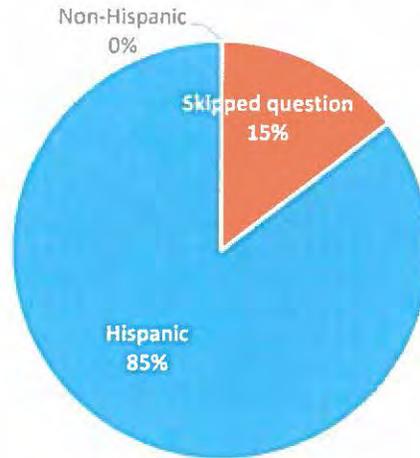


How old are you?

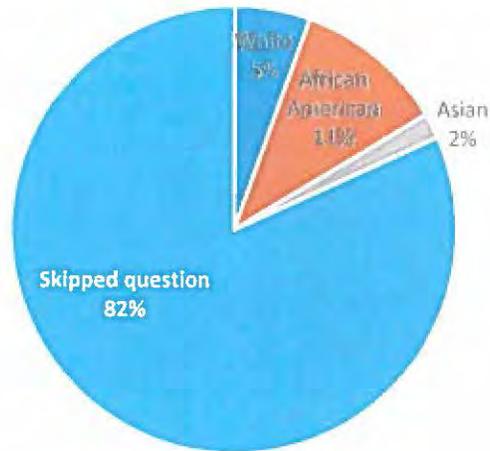




What is your race and ethnicity? (ethnicity only)



What is your race and ethnicity? (race only)



## **SUMMARY AND CONCLUSIONS**

The purpose of each Open Streets event held was to educate and demonstrate to the public how streets can be accessible to anyone taking any form of transportation. Each city was successful in executing this purpose, providing numerous, distinct demonstrations of how bikes can safely be ridden and how changes to infrastructure can provide a safe commuting environment to all. Not only were these events about promoting active transportation, they also bring together communities that otherwise would not have an opportunity to socialize. The importance of community gatherings is shown through the number of residents that attended each event. Fontana estimates that about 8,000 residents attended, about 2,000 attendees for Rialto, and 2,500-3,000 for Rancho Cucamonga. The survey responses gathered from each event provide a solid baseline for data gathering in determining whether proposed improvements are important to residents. For the majority of responses received, and overwhelming support for walking and biking improvements was seen. In the future, collaboration with other cities and entities would be ideal, clearing outlining roles for each agency. Nonetheless, all events held had a significant impact on each community by bringing awareness and education about our streets.

## **ACKNOWLEDGEMENTS**

Key players for helping to facilitate events include *Go Human* and SCAG. *Sunset on Sierra* was possible through City of Fontana and their City Council. For Rancho Cucamonga's Open Streets event, the City of Rancho Cucamonga and Healthy RC were key in making this event happen. *Right on Rialto's* key organizations include Rialto Unified School District, the local County Food Bank, Rialto's Farmers Market, Rialto City Mayor, Rialto Police Department, Rialto Community Services Department, and Rialto Public Works Departments.

**This report was submitted in fulfillment of MS16092 and Open Streets Events by South Coast Air Quality Management District (SCAQMD) under the partial sponsorship of the Mobile Source Air Pollution Reduction Review Committee (MSRC). Work was completed as of November 1, 2018.**