

First/Last Mile Temporary Demonstrations

Toolbox Tuesday
April 10, 2018



SCAGTM
INNOVATING FOR A BETTER TOMORROW

Stephen Patchan, Program Manager I
Active Transportation and Special Programs

What are Temporary Demonstrations

Short term action that triggers a long term change.

- Tactical Urbanism
- Pop Ups



Why Use Temporary Demonstrations

- Test innovative concepts in real time with real conditions
- Build stakeholder support
- Maximize outreach
- Increase active transportation interest and champions



Why Use Temporary Demonstrations

- Most Importantly...



Best Practices

- Involve the community from day 1
- Don't skimp on the outreach
- Push the design envelope



Best Practices

- Piggy back on established community events
- Program activities to attract participants (i.e. families)
- Press conference with Elected Officials, Community Leaders

How To Use Temporary Demonstrations

- Community Planning Outreach
- Project Planning Outreach
- Preliminary Project Design
- Project Preconstruction



Budget

- \$50k to \$200k
- 70-85% Labor
- 15-30% Materials, marketing and programming
- Donations and sponsorships

Event Development

- City Staff
 - Planners
 - Engineers
 - Special Events
 - Parks/Rec
 - Communications
 - Public Safety

Event Development

- Advisory Committee
 - Community NGOs
 - Schools
 - Chamber of Commerce
 - Residents
 - Large Scale Employers

Event Development

- Site Plan
- Event Plan
- Ad Plan

Event Development

- Timeline
 - Kick off with City staff meeting 4-6 months out
 - Develop Branding and Commence Advisory Committee meetings 4 months out
 - Outreach 2 months out
 - Initiate Advertising 4-6 weeks out

Installation Elements



Installation Elements



Installation Elements



Programming







Promotion

Saturday, Oct 1, 2016
 Sábado, 1 de octubre de 2016
 10 a.m.-4 p.m.



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.

Activate 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. Camina, patina o llega en bicicleta a Activate Uptown y disfruta música en vivo de una artista sorpresa, así como también The Pharcyde y otros artistas, una instalación de mural en vivo, un torneo de baloncesto juvenil, comida, rifas y más.



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



Enjoy the new Uptown!

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!

Festival Hours: 10 a.m.-4 p.m.
 Free bike valet will be available.

For more information please call Nate Baird, City of Long Beach Mobility Officer at 562-570-6618.

¡Disfruta del nuevo Uptown!

Aprovecha esta oportunidad que Activate 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!

Horario del festival: 10 a.m.-4 p.m.
 Habrá valet parking para bicicletas gratuito.

Para más información llame al 562-570-3807.



GoHumanSoCal.org/ActivateUptown @GoHumanSoCal

Saturday, Oct 1, 2016 Sábado, 1 de octubre de 2016
 10 a.m.-4 p.m. 10 a.m.-4 p.m.
 On Artesia Blvd between En Artesia Blvd entre
 Atlantic Ave and Orange Ave Atlantic Ave y Orange Ave



Enjoy the New Uptown LB!

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

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

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GoHumanSoCal.org/ActivateUptown

@GoHumanSoCal

Promotion

Go Human Passport Challenge

Take the Go Human Challenge! Visit all 3 stations to become a walking and biking champion for your community and enter your completed passport to win prizes.

Visit the stations first, then you will learn more about how to be a champion, then fill out each activity prompt below.

Safety Star Station
How can we make our streets safer? Name 3 things you could do to make our streets safer and get a stamp.

- _____
- _____
- _____

Active Ace Station
Being safe is only one part of being healthy. Add years to your life when you get moving! Where will you Go Human to? (Fill in the blanks with this Go Human word game and get a stamp.

I will Go Human by (activity) _____ to the (destination) _____ so I can live longer/forever, eat more food, half my chances of catching a cold, etc.

Champion for Change Station
How will you Go Human today, and every day? Take a pledge and tell the world. Make a button to get a stamp.

Bring your completed passport to the Go Human booth to be entered in a drawing for prizes.

Name: _____
Phone: _____

Go Human is a community outreach and advertising campaign with the goals of reducing traffic collisions on Southern California and encouraging people to walk and bike more. We hope to create safer and healthier cities through education, advocacy, information sharing, and events that help residents re-envision their neighborhoods.

For more information contact Julia Lippe-Rubin at (714) 230-1806 or Lippe-Klein@cg.ca.gov

#GoHumanSoCal
#6GoHumanSoCal

@HumanSoCal.org/Events

Event Sponsors



Thank You!



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Saturday, April 1, 2017
3 pm - 6 pm Open Streets
6 pm - 10 pm After Party



The City of Garden Grove and Go Human invite you to enjoy the streets in a unique way while demonstrating how easy it can be to walk and bike around town. Join us in celebrating the community and experiencing proposed street improvements.



Presented by the City of Garden Grove and SCAG's Go Human campaign.



Survey and Feedback Methods





Go Human
Kit of Parts
at CicLAvia

What is human

GoHumanSoCal.org



Advertising
Campaign



Open Streets &
Demo Projects



Partnerships &
Co-Branding



Material
Distribution

LB8 Cudahy en Marcha



Slide 24

LB8 If we have the logo from this event to use here, that might look nice.
Lindsey Bircher, 3/13/2018



Activate Uptown – Long Beach





Open Streets RC– Rancho Cucamonga



Artswalk– Riverside



STREET FILMS

Costa Mesa Event



Saturday, April 21, 2018

Sábado, Abril 21, 2018

12 p.m. - 4 p.m. | Costa Mesa

Explore Merrimac transforms Merrimac Way into a place that is more enjoyable to walk, bike, skate and roll. Check out pop-up features on Merrimac Way including protected bike lanes, artsy crosswalks, and sidewalk seating on bike or on foot. Meet us at Explore Merrimac for FREE family-friendly activities, games, prizes and more!

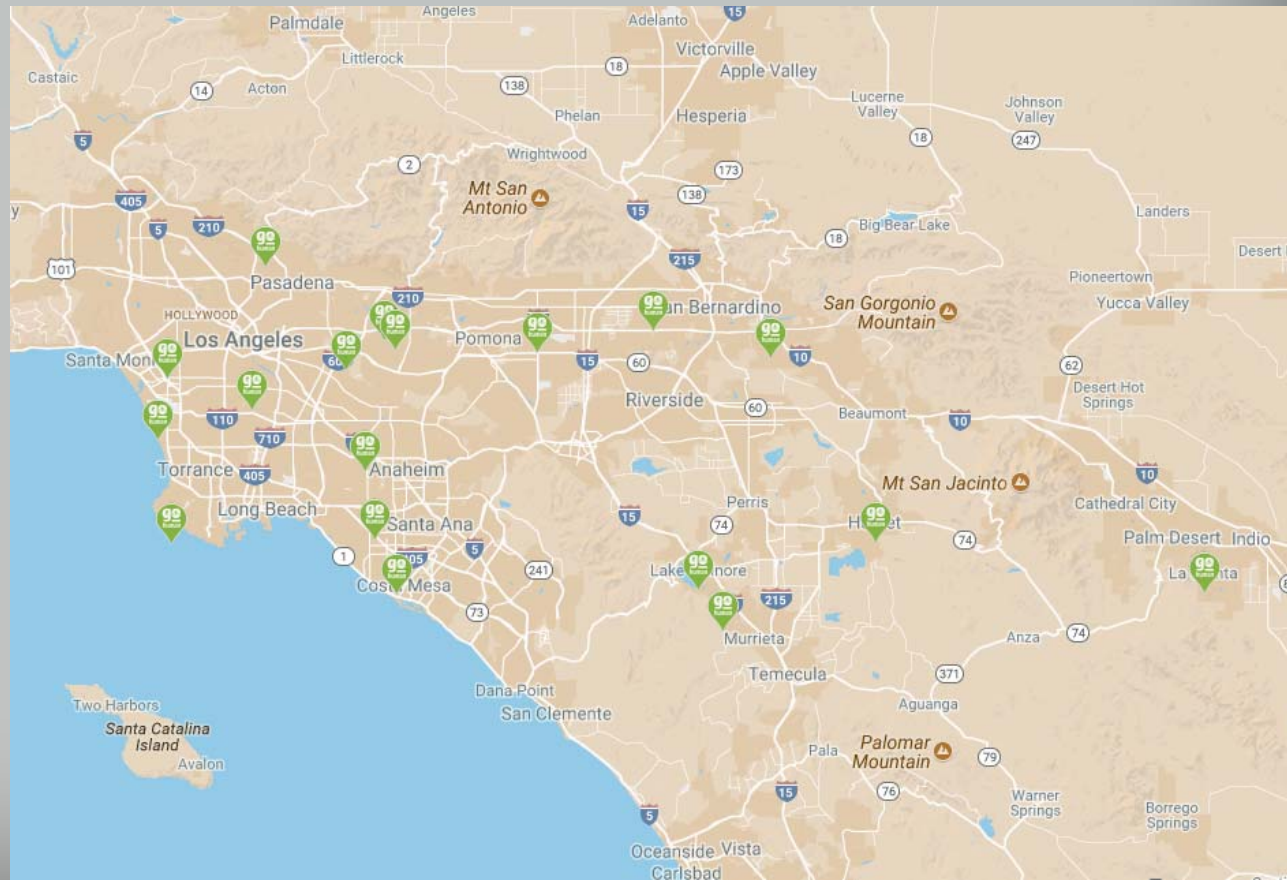
Explore Merrimac transforma la calle de Merrimac Way en un lugar más agradable para caminar, andar en bicicleta y patinar. Ven en bicicleta o a pie y descubre las instalaciones temporales en Merrimac Way, incluyendo ciclovías protegidas, cruces peatonales con un toque artístico y asientos a lo largo de la acera. ¡Acompáñanos en Explore Merrimac y disfruta de las actividades GRATUITAS, juegos, premios y mucho más para toda la familia!

[f](#) [v](#) [@](#) #GoHumanSoCal
GoHumanSoCal.org/ExploreMerrimac



Open Streets & Demonstration Projects

- Arrow Highway (SGV) (10/19-10/21/18)
- Buena Park
- Costa Mesa (4/21/18)
- Culver City (September 2018)
- El Monte
- La Canada (10/6/18)
- La Quinta (11/18/17)
- Lake Elsinore (10/27/18)
- Ontario (8/8/18)
- San Jacinto (9/29/18)
- South El Monte
- Walnut Park (6/16/18)
- West Covina (July 2018)
- Chino (9/22/18)



Upcoming Funding Opportunities

- ATP call for projects May 16, 2018
- SCAG Sustainability Planning Grant
September 2018

Questions?