



City of
JURUPA VALLEY

**Demonstration Project
July 12, 2023**



Reach Out worked with the Jurupa Area Recreation and Park District to host the Skate Thru Summer event at the Jurupa Valley Skate Park. This event provided an opportunity for community members to gather information about available services during the summer and also to experience the deployment of the Kit of Parts demonstration of several street treatments to improve pedestrian and cyclists safety throughout the community.

Project Goals

In partnership with the Southern California Association of Governments (SCAG) and with support from California Walks, Reach Out led a temporary traffic safety demonstration project as a part of their Skate Thru Summer educational event. This event introduced the community to street design treatments that can potentially improve the safety of people walking and biking in Jurupa Valley. By creating opportunities for community members to experience potential improvements, firsthand, the project facilitated opportunities for Reach Out's various programs and volunteers to advocate for safety improvements in Jurupa Valley.

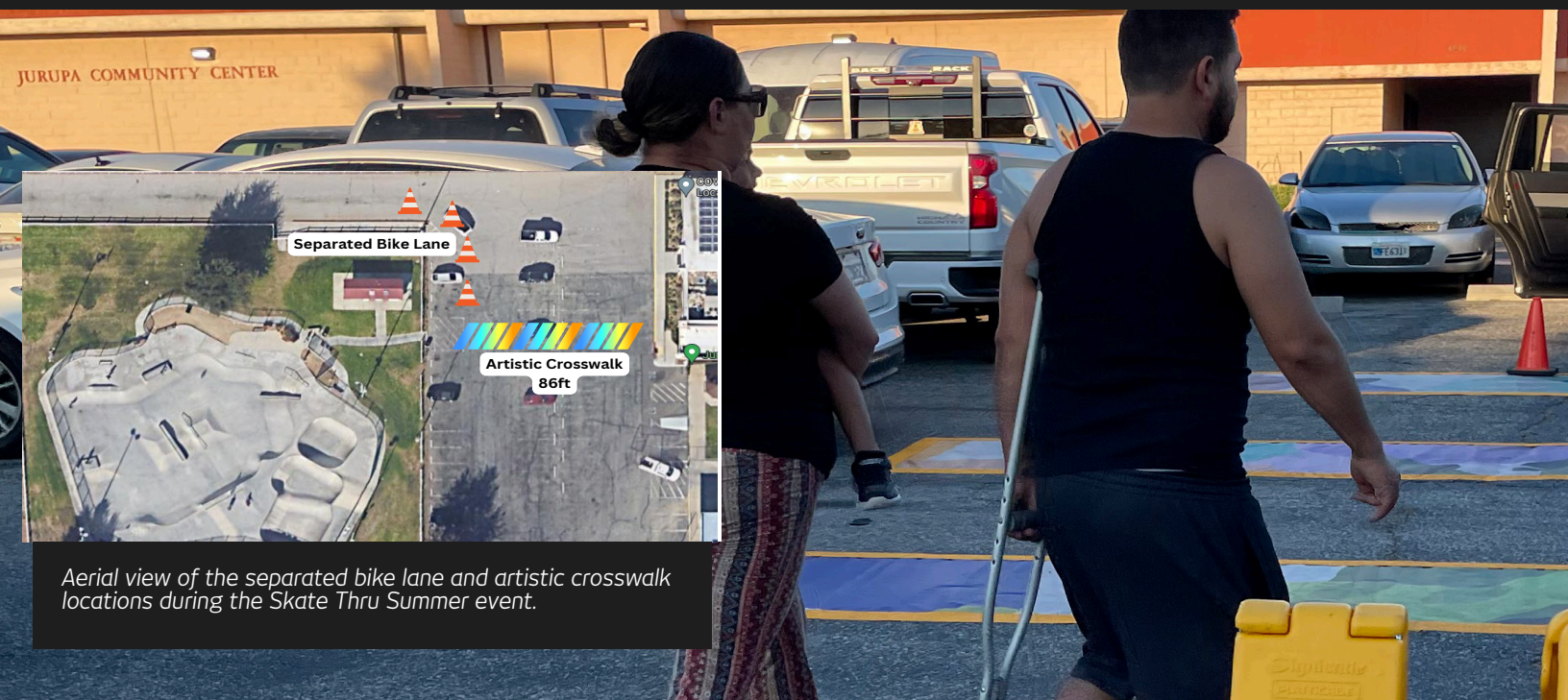
- ✔ Promote walking, bicycling, and healthy active living among community members.
- ✔ Provide education on and build awareness around safe walking and bicycling.
- ✔ Collect feedback and input from the community.
- ✔ Provide an opportunity to experience various treatments for the community to consider.

Advisory Committee

Representatives from the following agencies convened to organize the event:

- Jurupa Valley Parks District
- Riverside County Sheriff's Department
- Riverside University Health System - Public Health
- Reach Out

Demonstration Elements



Aerial view of the separated bike lane and artistic crosswalk locations during the Skate Thru Summer event.

Participants tested out an artistic crosswalk that provided increased visibility of pedestrians. During the demonstration, many drivers slowed down to examine the crosswalk, as well as reduced speeds for crossing pedestrians.

Community Feedback

400 Attendees



Top Barriers to walking/biking more in the community:

- Lack of shade
- Not enough infrastructure for walking and biking
- High temperatures during peak afternoon traffic times

72%

had never attended a community meeting hosted by the City to discuss transportation

65%

of attendees live in Lake Elsinore

16%

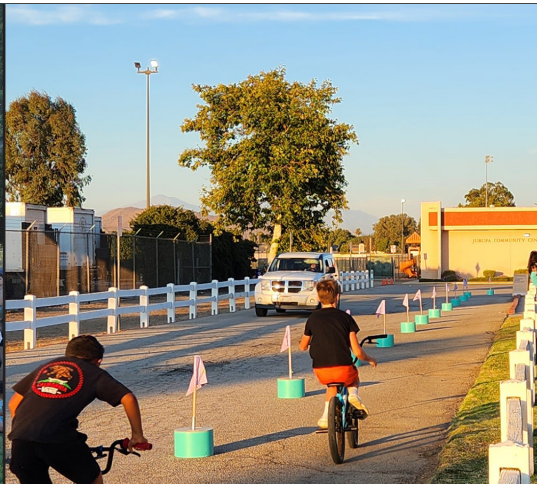
travel around their community primarily by walking

11%

travel around their community primarily by bicycle

22%

traveled to the event using active or shared transportation (transit, carpool etc.)



1 Helmets were distributed to attendees. A drawing was held and multiple bikes were distributed.

2 The separated bike lane allowed youth attendees to safely access the park on their bikes and scooters.

3 The local community center remained open throughout the event.



4 The event featured two artistic crosswalks across the parking area, increasing the visibility of people walking.

5 The Riverside Electric Light Parade joined the event to lead a brief ride with youth attendees, taking advantage of the separated bike lane

6 The separated bike lane showcased opportunities for safety improvements.

Community Feedback

15 responses

92%

of those surveyed reported feeling safer with the protected bike lane

85%

of those surveyed reported feeling safer with the creative crosswalks

92%

of those surveyed support permanently installing the protected bike lane

92%

of those surveyed support permanently installing the creative crosswalk



Top ways to improve the experience for people walking:

- Wider sidewalks
- Sidewalk lighting
- More trees/shade
- Public space/parks



Top ways to improve the experience for people bicycling:

- More bike lanes on the road
- More bike lanes protected from vehicles
- More bicycle parking

"I would like to see the demonstrations all over Jurupa Valley and surrounding cities."

Jurupa Valley Resident

Next Steps

- Given 77% of attendees indicated having never attended a community meeting hosted by the City to discuss transportation improvements in their community, more community engagement is needed
- Educate the community on possible roadway treatment options to improve safety as part of a campaign to increase roadway safety throughout the entire city;
- Identify locations within the City of Jurupa Valley that may be suitable for the permanent installation of creative crosswalks and protected bike lanes; and,
- Continue working with organizations such as Reach Out to provide more Safe Routes to School.



#GoHumanSoCal

GoHumanSoCal.org

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