6 human

















crosswalks, a class III bike lane, a lighted tunnel, and wayfinding signage. The event featured free e-scooter rides and guided walking tours to experience the pop-up safety improvements.



Project Goals

The Southern California Association of Governments (SCAG), the City of Riverside, and the project community advisory committee demonstrated **Illuminate Riverside** to promote bicycle and pedestrian safety and raise awareness of potential infrastructure improvements. The project team gained feedback from the community to facilitate public involvement and plan for implementation.

- ☑ Gather community input on pedestrian and bicycle improvements within the Marketplace Transit Oriented Development (TOD) area by demonstrating improvements on Vine Street and Mission Inn Avenue
- Gain broader input and feedback on walking and biking in the community and learn where residents would like to see more active transportation infrastructure
- Utilize the public feedback gained from the project to inform improvements and enhance walking and biking in the TOD area and around the Metrolink station
- ✓ Use the feedback gained from the event to help inform the development of a city-wide active transportation plan

Demonstration Elements



Community Participation

1,000 Attendees

109,600 Impressions

28%

travel around their community by Walking

40%

live within the City of Riverside

18%

travel around their community by Bicycle

41%

visit the City of Riverside once or twice a year

Advisory Committee

City of Riverside

University of California, Riverside Recreation Department

Riverside Transportation Authority (RTA)

Riverside County Transportation Commission (RCTC)

Riverside University Health System-Public Health

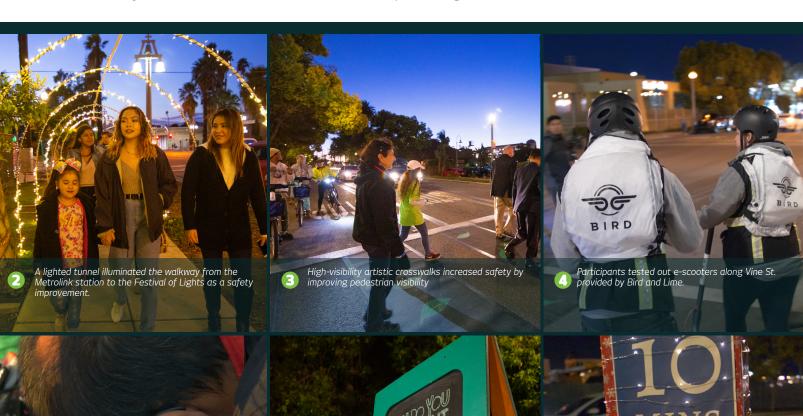
Inland Empire Biking Alliance

Metrolink

Consultant Team

Wayfinding signs marked the route from the Riverside

Metrolink Station to the Downtown center and helped to "debunk" the walking distance from the train station



Participants shared feedback on the demonstration

elements at the feedback wall.

Community Feedback

209 Surveys Collected

93%

want to see the bike share and e-scooter share as permanent features

think it's "very important" to make it easier to walk and bike between where people live, work, and play 100%

want to see the lighted tunnel as a permanent feature

70%

the ability to walk and bike between their home and work influences their decision to change iobs or relocate



Top 3 Desired E-Scooter Improvements

- Discounts on rides
- Dedicated parking areas
- Trees and shade



Top 3 Desired Walking Improvements

- Sidewalk lighting
- Wider sidewalks
- Trees and shade



Top 3 Desired Bicycling Improvements

- More protected bike lanes
- More bike lanes overall
- Driver education

"We are going to take the information we learn from this project and put it into effect with striping, bike infrastructure, and sharrows to expand safe and active travel for people all across Riverside."

- Mayor Rusty Bailey, City of Riverside



Next Steps

- The City of Riverside will evaluate public feedback to consider implementing improvements around the Metrolink Station area and on Mission Inn Avenue.
- In partnership with the Riverside County Active Transportation Network, the City held walk and bike audits to further assess conditions around the station area to prioritize improvements.
- The City will continue their efforts to plan and implement active transportation infrastructure and efforts to improve safety for bicyclists and pedestrians on a broader scale through the development of a city-wide active transportation plan.



¶ ☑ Ø #GoHumanSoCal

GoHumanSoCal.org/IlluminateRiverside

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.