



Arts & Active Transportation Safety

Tuesday, September 3, 2024



Toolbox
Tuesday

WWW.SCAG.CA.GOV

Agenda

- **Land Acknowledgement**
- **Session Logistics**
- ***Go Human* Background, Overview & Funding**
Jasmin Munoz, Assistant Regional Planner, SCAG
- **City of Laguna Niguel: Niguel Hills Middle School**
Kathy Nguyen, Engineering Services Manager and City Traffic Engineer, City of Laguna Niguel
- **Santa Ana Active Streets: Willard Safe Streets**
Dorian Romero, Project Director, Santa Ana Active Streets
- **Arts for Council Long Beach: Washington Neighborhood Community Corner**
Sergio Diaz, Programs Associate, Arts Council for Long Beach
- **Q&A**

Land Acknowledgement



Session Logistics

1. Meeting length: 1.5 hours
2. This meeting is being recorded
3. All participant lines will be muted
4. At the end, there will be a Q&A session
5. If you have a question during the presentation, please type it into the chat box or press the "raise hand" function
6. We will log all questions and then voice a selection at the end of the presentation
7. A recording of this webinar and the PowerPoint slides will be available on the SCAG website.

Go Human Program Background

- SCAG launched its community engagement and traffic safety program, *Go Human*, in 2015 to reduce traffic collisions and encourage people to walk and bike more.

Regional Traffic Safety Data Snapshot

1,600 people

- die every year from collisions

7,000 people

- sustain serious injuries every year from collisions

140,000 people

- sustain injuries every year from collision

**People who
walk and bike**

5%

Daily Trips

36%

Fatalities

**from SCAG's 2024 Draft Connect SoCal Performance
Monitoring Technical Report*

September is California Pedestrian Safety Month



Kit of Parts

The **Kit of Parts** is a no-cost engagement tool to temporarily demonstrate safety infrastructure.

- ✓ Creative Crosswalk
- ✓ Curb Extension
- ✓ Parklet
- ✓ Median Refuge Island
- ✓ Separated Bike Lane
- ✓ Educational Signage



Go Human Traffic Safety Pledge



- A tool to encourage local jurisdictions to create change.
- People can sign on behalf of a jurisdiction, an organization, or themselves.
- Sign the Safety Pledge at <https://scag.ca.gov/scag-safety-pledge>



Artistic Crosswalks

Engaging the Community to Enhance
Bicyclist and Pedestrian Safety

SCAG Toolbox Tuesday: September 3, 2024



SCAG Go Human Pledge





Community: Middle School Youth





Identifying Safety Need

- Enhanced visibility of youth in crosswalks
- What prompted safety interest
 - Complaints related to youth on e-bikes
 - City took holistic view of potential solutions
- Solutions
 - Education and guidance for e-bike users
 - Video detection, yellow reflective tape, signal timing
 - High visibility crosswalks
 - Conversion of bus lane
 - City reviewed SCAG Kit of Parts to determine which features could be explored: decided on artistic crosswalks



Demonstration



City of Laguna Niguel Public Works





Create a Challenge



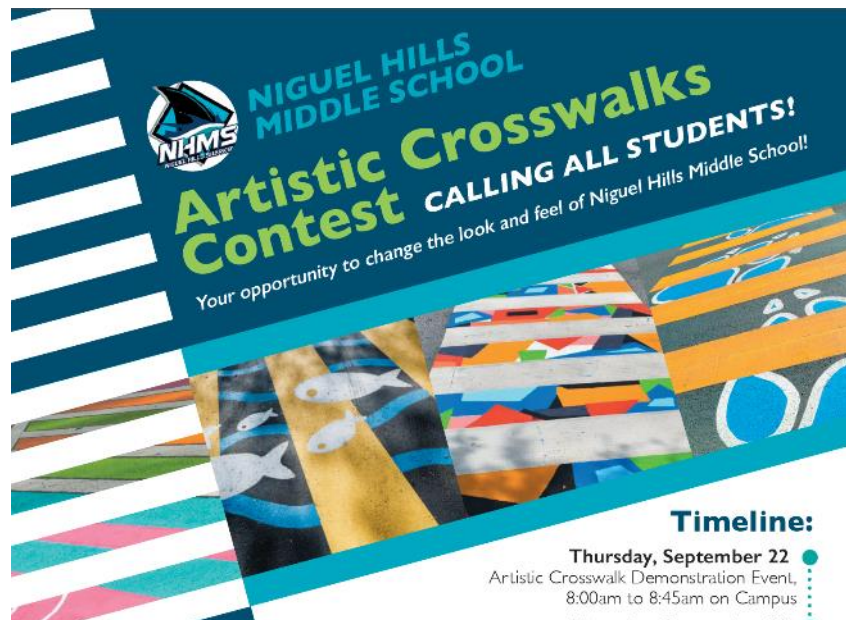


Art Contest

City of Laguna Niguel - Government
September 28, 2022 · 🌐

👉 Last week, the City's Public Works and Police Services teams hosted an artistic crosswalk demonstration at Niguel Hills Middle School and promoted the start of an artistic crosswalk design contest!

👉 An artistic crosswalk demonstration kit was provided by [Southern California Association of Governments \(SCAG\)](#) as part of their [Go Human](#) campaign to reduce traffic collisions and encourage people to walk and bike more. The artistic crosswalks are intended to not only showcase ... [See more](#)



How to Participate:

- 1 **Get Inspired** - Visit the crosswalks on campus between 8:00am and 8:45am on Thursday, September 22 to see a demonstration of how artistic crosswalks can improve our streets.
- 2 **Imagine** - What designs, images, or colors would you like to see on the crosswalks?
- 3 **Create** - Bring your idea to life by drawing, painting, or using a digital program. Keep your design simple.
- 4 **Submit** - Share your creation with us by submitting a digital file to: <https://bit.ly/X-walks> by Thursday, October 6.

Timeline:

- **Thursday, September 22**
Artistic Crosswalk Demonstration Event, 8:00am to 8:45am on Campus
- **Thursday, September 22**
Art Contest Begins
- **Thursday, October 6**
Art Contest Submittal Deadline
- **Before Thanksgiving**
Art Contest Winner(s) Announced

Rules & Notes:

- Submitted files should be titled as your first and last name
- Only one submission per student
- Submissions must be in one of the following digital formats: JPEG, PNG, or PDF
- Submission Deadline: 5:00pm on Thursday, October 6
- For more information or questions, please email: ssharvini@markthomas.com





Art Submissions

Design No. 1



Design No. 3



Design No. 2



Design No. 4





Art Submissions

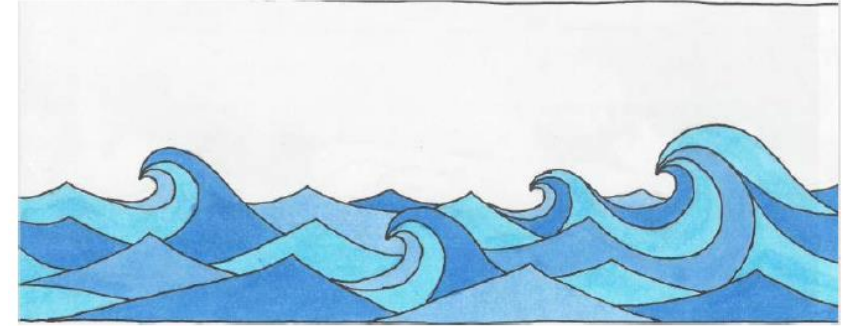
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Design No. 6



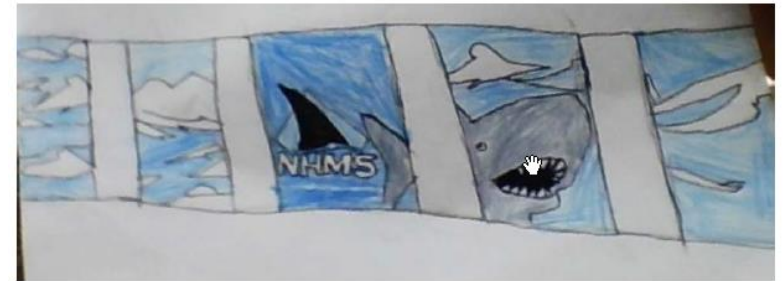
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Design No. 8



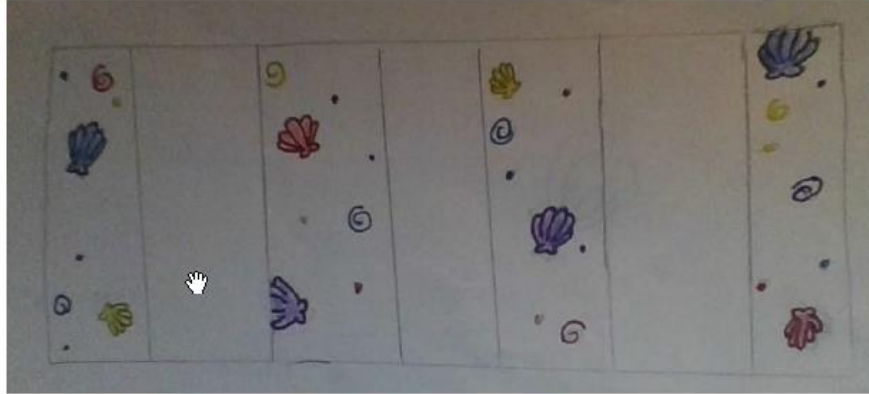
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Art Submissions

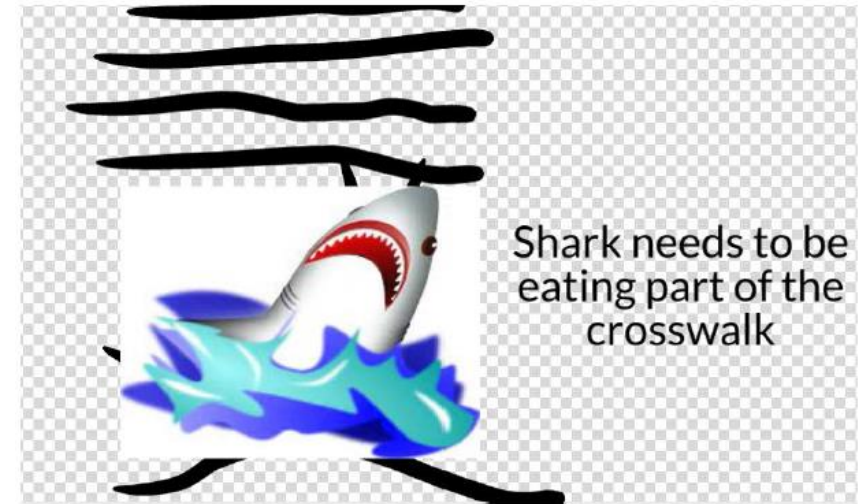
Design No. 10



Design No. 11



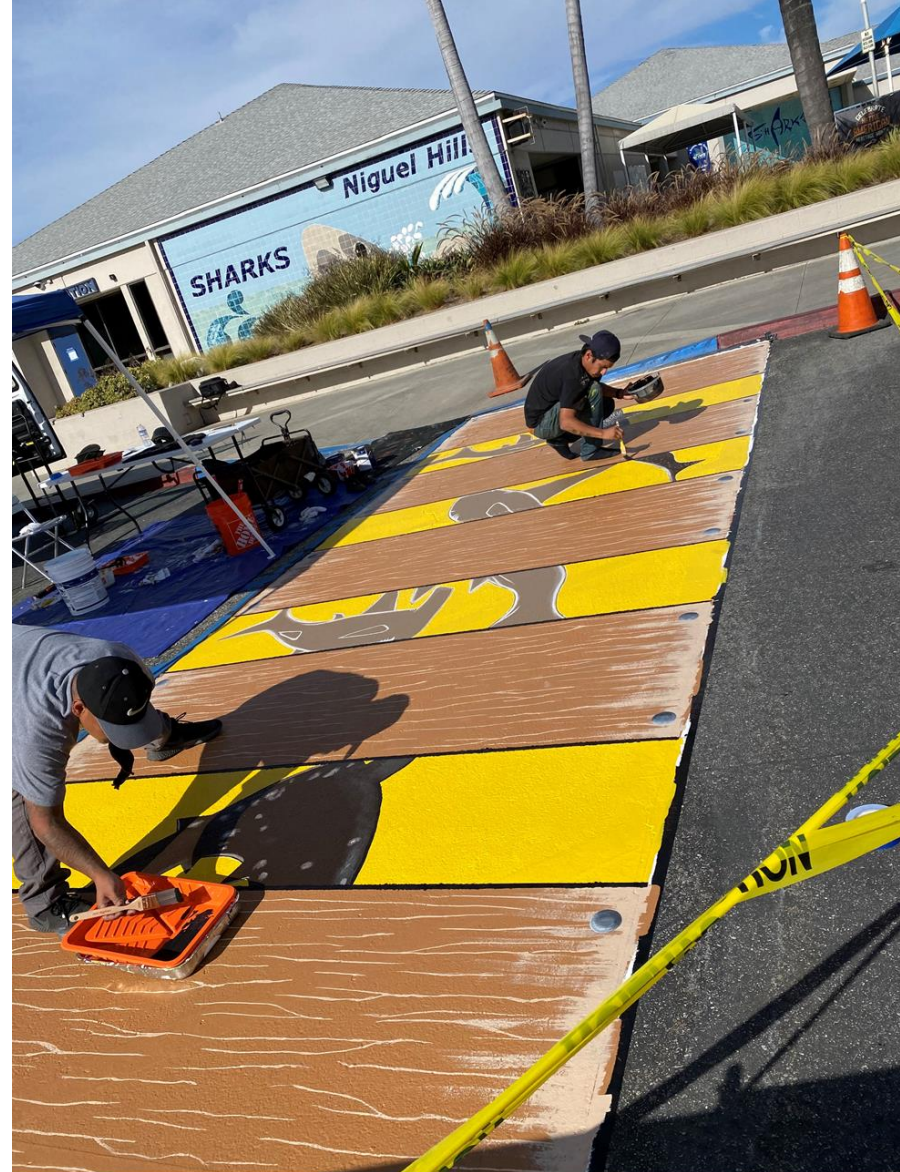
Design No. 12



Shark needs to be eating part of the crosswalk



Artists at Work



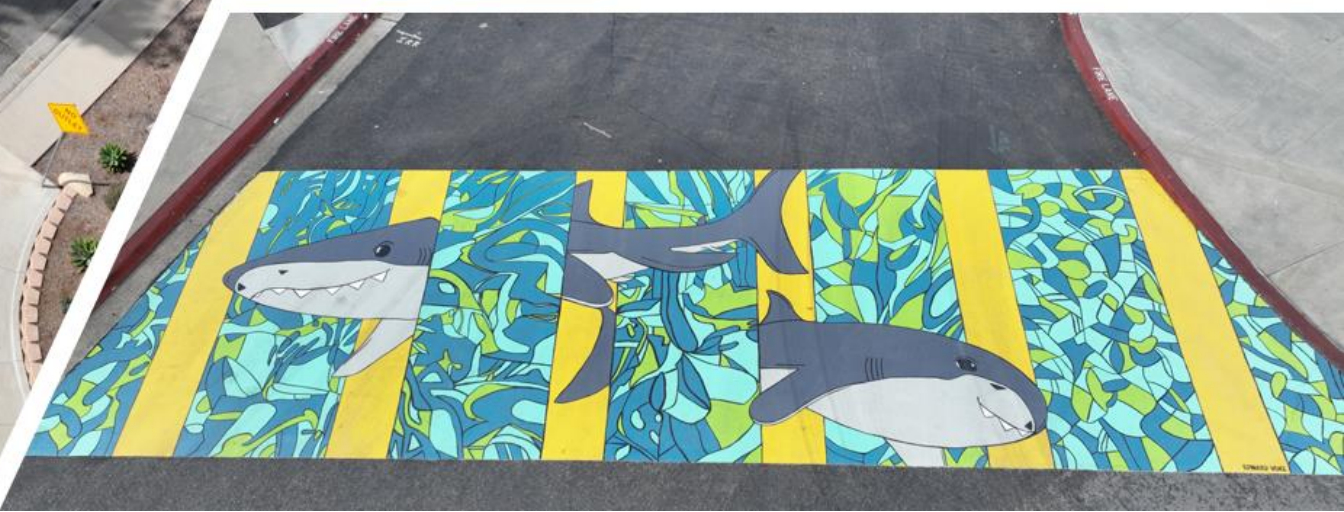


Before & After





Student Art Crosswalks





Logistics

- Funding
 - About \$26,000 for installation of 4 crosswalks
 - Maintenance costs of \$1,500/year for two anti-slip coatings
- Rough Timeline
 - Planning: about 3 months
 - Demonstration: 1 day event in September 2022
 - Art Contest: about 1 month
 - Installation: 1 week over Thanksgiving break



Challenges & Successes

- Challenges
 - Maintenance
 - Liability
- Successes
 - Collaboration & partnership with school, school district, Police Services, parents/students, artist, consultant
 - Combination of art & Public Works project
 - Achieving placemaking to enhance corridor



Major Takeaways

- Community embraces artistic crosswalks
- Delivered proof of concept on small scale project
- Inspire creative Public Works projects
- Builds momentum for continued innovation and collaboration
- Positioned City for more aggressive cycletrack pilot project currently underway



Project Awards: ASCE, APA & APWA





City of Laguna Niguel Public Works

Thank You

Kathy Nguyen



Willard Safe Streets



Johnathan Hernandez
Ward 5 Council Member, City of Santa Ana



CRASH DIAGRAM

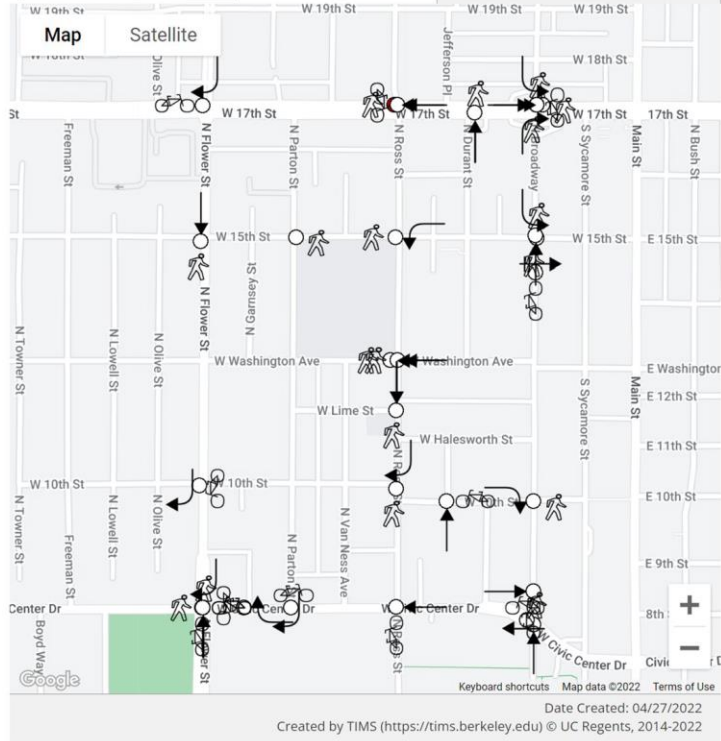
Primary Street:
 17, Flower, Civic Center, Broadw
 Secondary Street:

 Time Period:
 01/01/2015 - 12/31/2021
 Agency Name:
 Santa Ana Active Streets

Mapping Summary:

Fatal Crash	1
Injury Crash	30
Mapped	31
Not Drawn	6
Total	37

- Straight
- ↙ Left Turn
- ↘ Right Turn
- ↻ U-Turn
- ↶ Overturned
- ↷ Ran Off Road
- ⊥ Stopped
- ⊠ Parked
- 🚶 Pedestrian
- 🚲 Bicycle
- ☒ Object
- Fatal Crash
- Injury Crash





Willard

NEIGHBORHOOD



Comunidad Segura de Willard













Lessons Learned





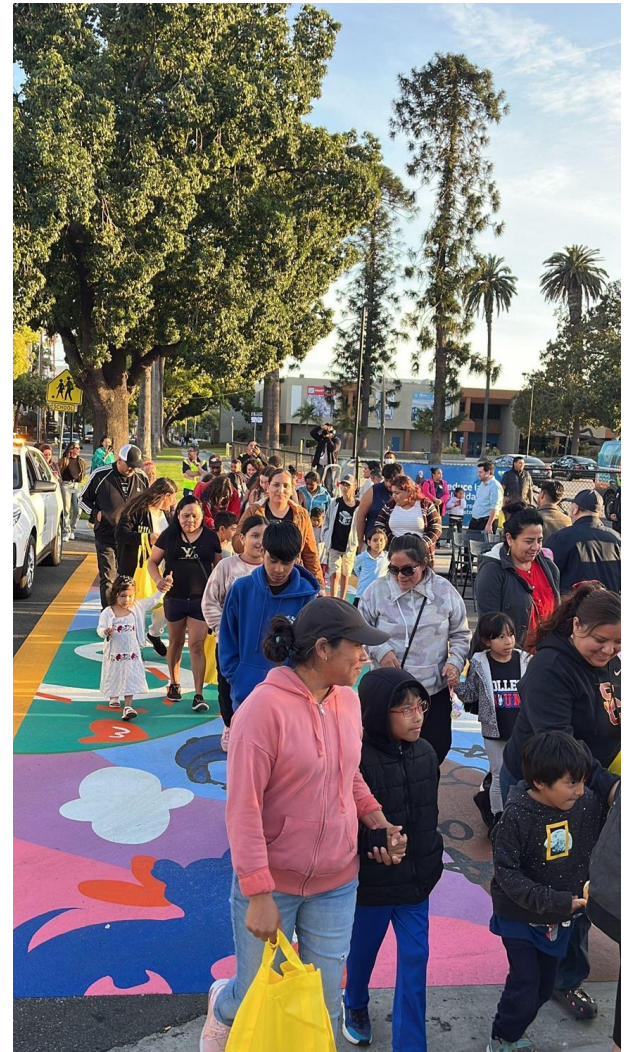
2023

Outcomes





Permanent Crosswalk March 2024



Cynthia Lujan

A visual artist and muralist cultivating projects that promote inclusive, accessible, and safe public spaces

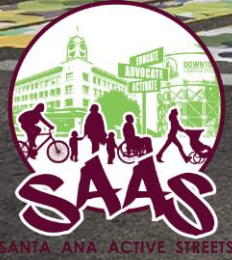


www.CynthiaLujan.com

Somos Delhi Summer 2024



Thank You!
Dorian Romero,
dorian@saascoalition.org



Tell us how we did!

Take a quick 2-minute survey to help us improve future Toolbox Tuesdays!



SCAN ME