Active L.E. transformed City streets into safer and more enjoyable places to bike, walk, and play. The event featured entertainment and feedback stations at City Park during the Día de los Muertos festival and showcased temporary two-way protected bicycle lanes, creative crosswalks and parklets.
Right on Rialto!

Project Goals

The Southern California Association of Governments (SCAG) and the City of Lake Elsinore hosted *Active L.E.* to support ongoing active transportation planning efforts in the City. The City showcased temporary infrastructure demonstrations to collect community feedback on innovative infrastructure designs that may be recommended in the City’s Active Transportation Plan. The Project Advisory Committee identified the following project goals and objectives during the planning process:

- Build community awareness of and gather input for the City’s Active Transportation Plan.
- Promote walking, bicycling, and healthy active living among community members.
- Provide education on and build awareness around safe walking and bicycling.
- Collect feedback from at least 200 attendees.

Advisory Committee

Representatives from the following agencies convened to organize the event:

- City of Lake Elsinore
- Riverside County Sheriff’s Department
- Riverside University Health System – Public Health

Demonstration Elements

- Two-Way Protected Bike Lane
- Go Human Challenge Stations
- Creative Crosswalks
- Parklet
- Dia de Los Muertos Celebration @ City Park

Participants tested out two-way protected bike lanes, which allow travel in both directions on the same side of the street, separated from vehicle traffic. Two-way protected bike lanes improve bicyclists’ comfort and safety and reduce the risk of conflict with the opening of a car door.
Community Participation

2,000 Attendees

Top 3 Barriers to walking/biking more in the community:
- Concern about driver behavior
- Destinations are too far to walk or bike
- Not enough comfortable places to walk or bike

72% had never attended a community meeting hosted by the City to discuss transportation
16% travel around their community primarily by Walking
65% of attendees live in Lake Elsinore
11% travel around their community primarily by Bicycle
22% traveled to the event using active or shared transportation (transit, carpool etc.)

The event showcased parklets on Main Street and Limited Street. The parklets used on-street parking stalls to create comfortable, shaded places for participants to gather, eat and enjoy the festival.

Children participated in a bike rodeo to learn safety skills, rules of the road and receive a helmet fitting to ensure safety while riding their bikes.

Elected officials provided remarks to support the City’s effort to encourage active transportation and to improve safety.

The event featured two creative crosswalks. The enhanced crosswalks improved pedestrian visibility and safety.

Participants were encouraged to experience each demonstration element and learn about traffic safety through the Go Human Challenge.

Participants shared support for demonstrated elements through engagement activities and feedback surveys.
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.