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.

Outcomes

- The La Quinta Art Alley will become a permanent feature of the city. Following Village Make, 3 alley-adjacent restaurants agreed to allow murals on the rear sides of their buildings.
- After a successful pop-up at Village Make, Casa Mendoza restaurant has submitted plans for a permanent rear patio.
- Improvements like the traffic circle and mid-block crossing have been included in the final design for permanent construction in 2019.

Community Feedback

135 Surveys Collected

- 98% support more open streets events
- 90% support buffered bike lanes
- 96% think improvements make the street feel more safe and inviting
- 98% support making these improvements permanent

Top 3 Desired Walking Improvements
- Improved sidewalks
- Public space/parks
- Street lighting

Top 3 Desired Bicycling Improvements
- More bike lanes and bicycle parking
- Separated bike lanes
- Traffic enforcement

"The whole purpose of Village Make is to be interactive so people can actually walk the alley and envision what art murals would be like on the backs of buildings; how to activate a back patio of a restaurant when they only have front seating and expand and enhance its services so it connects with other industries and businesses."

- Mayor Linda Evans

City of LA QUINTA Demonstration Project

November 18, 2017

Village Make transformed La Quinta’s streets into more enjoyable places for walking and bicycling. The event took place along Calle Tampico and throughout the Village, providing participants with the opportunity to experience planned and potential safety designs that improve access to and throughout the Village. Temporary interventions included buffered bike lanes, a repurposed alleyway, an artful traffic circle, additional seating, parklets, and a cut-through walking path.
Project Goals

SCAG, the City of La Quinta, and the project advisory committee implemented Village Make to raise local awareness around active and healthy transportation options, traffic safety, and potential and planned infrastructure improvements. The City used pop-up infrastructure to collect community feedback and facilitate project implementation.

- Promote walking and biking access to and within the Village with improved wayfinding features
- Showcase planned improvements supported by the City’s $6 million grant
- Promote planned safety improvements to new and seasoned bicyclists
- Activate the Village with an “open house” style event that highlights, celebrates, and promotes local businesses
- Integrate local artist community into plans for Village revitalization
- Prioritize health, environmental, and sustainability strategies
- Attract at least 800 participants

Demonstration Elements

Community Participation

<table>
<thead>
<tr>
<th>Attendance</th>
<th>Impressions</th>
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<tbody>
<tr>
<td>1,000</td>
<td>124,917</td>
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</table>

- 79% had never attended a community meeting about transportation
- 56% 50 years or older
- 63% Hispanic/Latino
- 23% White
- 63% travel around their community by Walking
- 17% travel around their community by Bicycle
- 29% live in zip code 92253

Advisory Committee

Community organizations and local businesses contributed to project planning through the Advisory Committee:

- Coachella Valley Art Scene
- Pedego Electric Bikes
- Julie’s Market
- Old Town Artisan Studios
- Old Town Peddler
- Old Town La Quinta
- Riverside University Health System – Public Health
- Sm’Art Studio
- La Quinta Historical Society
- RUHS-Public Health

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1. Coachella Valley Art Scene showcased a traffic circle to improve traffic safety and beautify the intersection.
2. Bicyclists enjoy a protected bicycle lane to experience how a physical barrier improves safety.
3. Local artists repurposed and repurposed this alleyway as an artful access point to the Village.
4. RUHS-Public Health showcased parklets as places to sit, rest and play.
5. Sm’Art Studio created a pedestrian cut-through path connects access across the Village.