

83 Attendees Engaged

88%

said the curb extension made them feel safer when walking/biking

85%

said artistic crosswalks made them feel safer when walking/biking

80%

said the parklet made them feel safer when walking/biking

89%

would like to see the curb extension permanently installed

93%

would like to see the artistic crosswalk permanently installed

88%

would like to see the parklet permanently installed



Next Steps

- Use the support gained from the **Go Human** Demonstration to plan for more pedestrian and bike infrastructure in the City of Imperial.
- Leverage event documentation materials to continue educating residents, employers/employees, and visitors about walking and biking safety and encouraging them to walk and bike more.
- Capitalize on the community support received to seek grant funding opportunities for more active transportation programming and infrastructure projects.

#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.



City of **IMPERIAL**

December 10th, 2022

The City of Imperial's **Go Human** demonstration showcased infrastructure treatments such as an artistic crosswalk and a parklet. The event used SCAG's Kit of Parts, a set of portable, lightweight, and easy-to-install demonstration elements to exhibit street improvements that promote safety and active mobility. The demonstration took place during the Imperial Market Days: Christmas in a Small Town.



Introduction

This summarizes the SCAG **Go Human** activation that took place on Saturday, December 10th in the City of Imperial. The activation used the SCAG Kit of Parts, a set of modular, plastic materials that were assembled to demonstrate street improvements that promote safety and active mobility. The report includes the following components:

- Event overview
- Event activities
- Community participation
- Community feedback
- Next steps
- Photo documentation

Community Participation

> **5,000** Attendees

44%

have never attended a community meeting hosted to discuss transportation topics

32%

walked to the event

54%

arrived via a family/personal vehicle

2%

traveled to the event by mobility aid

Event Collaborators

City of Imperial, Department of Community Services

KOA Corporation

Southern California Association of Governments (SCAG)

Demonstration Elements



1 An artistic crosswalk was installed on the north leg of Seventh Street and Imperial Avenue.



2 A parklet was installed on the southeast corner of Seventh Street and Imperial Avenue.

The City of Imperial's **Go Human** demonstration showcased two demonstration elements: an artistic crosswalk and a parklet.