



# PALM SPRINGS FARMERS' MARKET

May 11, 2024



On May 11, the Palm Springs Cultural Center demonstrated active transportation infrastructure treatments at the Palm Springs Farmers Market to gain resident feedback on bike and pedestrian improvements. The demonstration allowed participants to experience and provide feedback on a creative crosswalk, median refuge island, curb extension, and parklet.



# Project Goals

The Palm Springs Cultural Center, with the support of the Southern California Association of Governments (SCAG), used the *Go Human* Kit of Parts lending library of demonstration materials to raise awareness of potential infrastructure improvements and promote bicycle and pedestrian safety.

- ✔ Demonstrate transformative traffic calming infrastructure that could potentially be installed around Palm Springs
- ✔ Increase awareness of the value of participating in City-hosted community meetings to discuss infrastructure improvements
- ✔ Promote bicycle and pedestrian safety

## Demonstration Elements



*A temporary creative crosswalk was installed allowing pedestrians to cross the road from the parking lot directly to the entrance of the theater.*

# Community Participation

**350+** Attendees

**49%**

of those surveyed have never attended a community meeting hosted by the City to discuss transportation

**100%**

of those surveyed said this demonstration did help them understand the value of safety infrastructure

## Advisory Committee

To organize this event a project committee was convened that included the following departments and agencies:

- Palm Springs Cultural Center
- Southern California Association of Governments (SCAG)



A curb extension was demonstrated to showcase how it shortens crossing distance and increases visibility of pedestrians in the roadway.



A temporary parklet was placed near the food vendors to allow people a space to rest and eat while at the market.



The project team hosted a booth near the temporary installments to collect surveys and promote bicycle and pedestrian safety.



A median refuge island was installed to demonstrate how crossings can be optimized to decrease delays, reduce crossing distance, and minimize exposure to vehicular traffic.



Many of the people who attended the market arrived by walking or biking.



The project team and Palm Springs Farmers' Market volunteers started building the SCAG Kit of Parts early in the morning to avoid the Palm Springs heat.

# Community Feedback

**43** Surveys Collected

**84%**

of those surveyed support the permanent installation of parklets in Palm Springs

**100%**

of those surveyed support the permanent installation of creative crosswalks in Palm Springs

**97%**

of those surveyed support the permanent installation of curb extensions in Palm Springs

**100%**

of those surveyed support the permanent installation of median refuge islands in Palm Springs



## Next Steps

- Utilize the community feedback received at the event to inform the City of Palm Springs of the desire to install more pedestrian safety infrastructure around throughout the City.



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[scag.ca.gov/go-human](http://scag.ca.gov/go-human)

This project was undertaken as part of the Southern California Association of Governments' *Go Human* Safety Strategies 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. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.