



City of  
**PORT HUENEME**  
Demonstration Project  
August 7, 2023



On August 7, 2023 the City of Port Hueneme hosted a *Go Human* Kit of Parts demonstration at the City's first Health & Wellness Fair. The event invited community partners to share their services with attendees, prioritizing health and wellness services. To address traffic safety, the City included a traffic safety demonstration of an artistic crosswalk and curb extensions to provide safer crossing and reduced speeds in the vicinity of the event.

# Project Goals

In partnership with the Southern California Association of Governments (SCAG) and with support from California Walks, the City of Port Hueneme led a temporary safety demonstration project as a part of their Health & Wellness Fair. The goal of this deployment was to introduce the community to street design treatments that can potentially improve the safety of people walking and biking in Port Hueneme. By allowing the community to test out an artistic crosswalk and curb extensions, participants experienced the benefits firsthand. Partners and participants had the opportunity to connect with City Council representatives and volunteers to actively support safety treatments in Port Hueneme.

- ✓ Promote walking, bicycling, and healthy active living among community members.
- ✓ Provide education on and build awareness around safe walking and bicycling.
- ✓ Collect feedback and input from the community.
- ✓ Provide an opportunity to experience various treatments for the community to consider

## Advisory Committee

Representatives from the following agencies convened to organize the event:

- Port Hueneme Parks & Recreation Department
- Port Hueneme Public Works Department
- City Council District 45, Transportation Committee
- Port Hueneme Deputy City Manager

## Demonstration Elements



Participants tested out an artistic crosswalk that provided increased visibility for people walking.

# Community Feedback

100+ Attendees



100%

of those surveyed understood the value of safety infrastructure after experiencing the demonstration

88%

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

## Top Barriers to walking/biking more in the community:

- Speeding and distracted drivers throughout the community
- Lack of marked crosswalks and traffic signals
- Accessibility to existing walking and biking amenities



1 The event included health resources for participants.



2 The deployment team and City partners spoke to local bicyclists and City Council members interested in increased walking and biking safety.



3 Residents attended the local community center and visited the demonstration elements at the Health Fair.



4 The Health Fair featured one artistic crosswalk across the parking area, increasing visibility for people crossing.



5 The Health Fair included free food and healthy drinks from Kevita, an event sponsor.



6 Various clinics provided free blood pressure and blood sugar screenings, along with a mobile blood drive

# Community Feedback

18 responses

94%

of those surveyed reported feeling safer with the curb extensions

83%

of those surveyed reported feeling safer with the creative crosswalks

88%

of those surveyed support permanently installing the curb extensions

83%

of those surveyed support permanently installing the creative crosswalk



## Top ways to improve the experience for people walking and biking:

- Reduce traffic speeds in residential neighborhoods
- Increase access to sidewalks
- Add treatments that both calm traffic and beautify the community



## Top ways to improve the experience for people bicycling:

- Connect existing segments of bike infrastructure
- Create a bicycle map and guide to encourage biking
- Increase access from bike infrastructure to community amenities like parks

"I think the artistic crosswalk was a total success. Most, if not all people, liked the idea of having an artistic crosswalk as a traffic calming measure here in Port Hueneme."

Laura Hernandez,  
Port Hueneme City Councilmember

## Next Steps

- As 88% of attendees have never attended a community meeting hosted by the City to discuss transportation improvements in their community, more community engagement is needed;
- Educate the community on possible roadway treatment options to improve safety as part of a campaign to increase roadway safety throughout the entire city;
- Identify funding opportunities and locations within the City of Port Hueneme that may be suitable for the permanent installation of creative crosswalks and curb extensions; and,
- Continue working with organizations such as the City Council Transportation Committee to provide more education and planning around transportation safety and infrastructure.



#GoHumanSoCal @GoHumanSoCal [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* 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.