



Butterfly Festival

Saturday, March 12, 2022
Panorama Park | 10 a.m. to 1 p.m.

Celebrate butterflies and pollinators with free S.C.R.A.P. Gallery activities:

Make your own butterfly house

Pollinator seed bomb workshop

Help plant a pollinator pocket in the park

Smithsonian Institution traveling exhibition service's
"Pollination Investigation"

Butterfly selfie stations

Visit the library booth to sign up for a library card and decorate a butterfly!

Get a sign up gift for first time members, access to butterfly themed books, and more!

For more information: info@scrapgallery.org



City of

CATHEDRAL CITY

March 12, 2022

Cathedral City's *Go Human* demonstration showcased infrastructure treatments such as an artistic crosswalk and separated bike lane. 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 Butterfly Festival at Panorama Park.



Introduction

This summarizes the SCAG *Go Human* activation that took place on Saturday, March 12th in Cathedral City. 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

Demonstration Elements



Cathedral City's *Go Human* demonstration showcased two demonstration elements.

Community Participation

>45 Attendees Engaged

88%

have never attended a community meeting hosted to discuss transportation topics

31%

walked to the event

56%

arrived via a family/personal vehicle

9%

traveled to the event by biking

Event Collaborators

The Butterfly Festival was a collaboration between Cathedral City, the Southern Association of Governments (SCAG), S.C.R.A.P. Gallery, and many others who participated in the Community Advisory Committee (CAC), where they provided guidance on the event implementation and logistics.



1 An artistic crosswalks was installed on the west leg of Tachevah Drive and Avenida Maravilla.



2 A separated bike lane was installed on Tachevah Drive, between Panorama Park to Avenida Maravilla, fronting the park (northside of Tacheva).

Community Feedback

39 surveys collected

97%

said separated bike lanes made them feel safer when walking/biking

83%

said artistic crosswalks made them feel safer when walking/biking

94%

would like to see separated bike lanes permanently installed

92%

would like to see artistic crosswalks 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 Cathedral City.
- 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

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.