



# SANTA ANA

## Demonstration Project

### August 31, 2023



On August 31, 2023, Santa Ana Active Streets, in partnership with with the Southern California Association of Governments (SCAG) and *Go Human*, hosted the Willard Safe Streets Summer Night Celebration. The event served as a local community gathering and encouraged residents to learn about a temporary artistic crosswalk, showcased to provide opportunities to experience safer crossings. The community had the opportunity to provide input into the design of the crosswalk. At the event, youth had the opportunity to play games, enjoy outdoor activities, and contribute their creativity towards beautifying their neighborhood.

# Project Goals

In partnership with the Southern California Association of Governments (SCAG) and with support from California Walks, Santa Ana Active Streets led a temporary safety demonstration project as a part of their Willard Safe Streets Summer Nights event. The goals of the Willard Safe Streets Summer Nights event and temporary safety demonstration project, sought to capture community input into the design for an artistic crosswalk that is to be installed at the intersection of 15th Street and Ross Street. The event also aimed to increase traffic safety awareness, through helmet distribution, fitting and education.

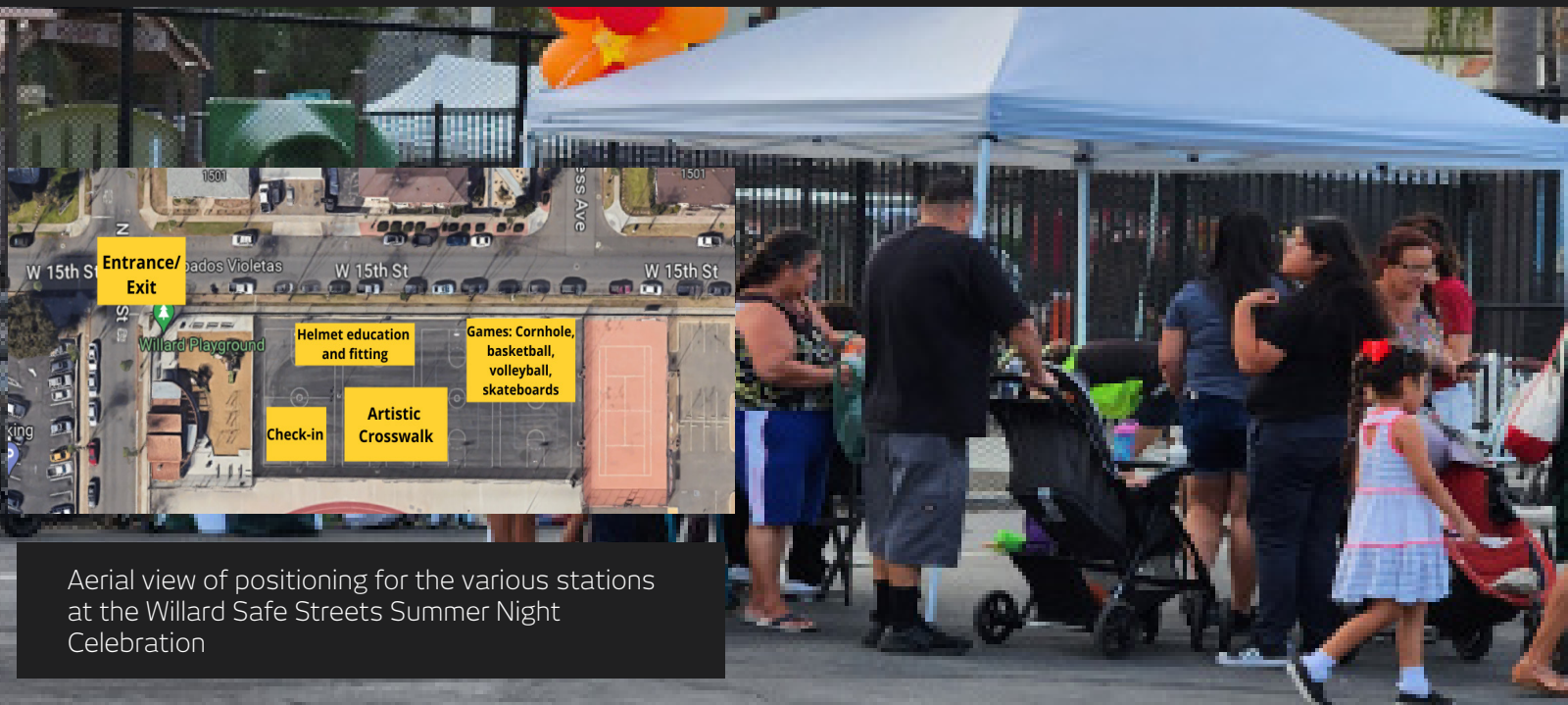
- ✔ Promote walking, bicycling, and healthy active living among community members.
- ✔ Provide education on and build awareness around safe walking and bicycling.
- ✔ Collect feedback and input from the community.
- ✔ Provide opportunity to share their design ideas for implementing an artistic crosswalk

## Advisory Committee

Representatives from the following agencies convened to organize the event:

- Willard Neighborhood Association
- Santa Ana Active Streets
- Willard Intermediate School

## Demonstration Elements



Aerial view of positioning for the various stations at the Willard Safe Streets Summer Night Celebration

*Santa Ana Active Streets provided traffic safety education, helmet fittings and education for participants.*

# Community Feedback

150+ Attendees



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

- Lack of safe streets
- Insufficient lighting making the area dark
- Drivers traveling on the street at high speeds



1 The artistic crosswalk was set out and served as one side of a display intended to allow kids to use paints, chalk, markers, and other implements to draw a design of their own for and artistic crosswalk



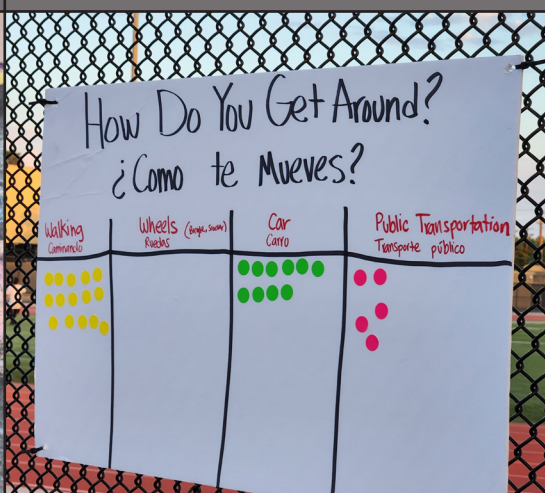
2 Community members stop by the table to take the survey. Many community members felt uncomfortable sharing too much info, but those that shared their thoughts had lots to say.



3 In addition to volleyball, there were a variety of different games that families could play together, which the kids enjoyed greatly.



4 Kids used all manners of art supplies provided by organizers to create a design of their own for what they would like to see in their community.



5 Community members share how they usually get around their community. Most residents around the neighborhood rely on walking.



6 Young community member gets fitted for a bike helmet by one of the LCI's working with Santa Ana Active Streets.

# Community Feedback

13 responses

92%

of those surveyed travel around their community by walking

77%

of those surveyed have a neutral to negative perception of the 15th Street and Ross Street



Participants were asked to share their ideas for what themes and designs they wanted to see in the new artistic crosswalk.

54%

of those surveyed indicated feeling the intersection of 15th Street and Ross Street is unsafe

85%

of those surveyed travel through the 15th Street and Ross Street intersection on a daily basis



The main themes centered around bright and colorful designs with a focus on school, family, and kids.

"I want to see something colorful -- balloons -- something that gets drivers to think about the children in the neighborhood."

Willard Neighborhood Resident

## Next Steps

- Gather the designs created by the community as well as their feedback and develop a formal proposed artistic design for consideration for implementation;
- Continue to engage the community through pop-up events, outreach efforts, and other engagement pathways to build further support for the deployment of the artistic crosswalk at 15th Street and Ross Street; and,
- Review considerations for an alternative or additional location at Ross Street and Washington Avenue, which was raised several times by community members



#GoHumanSoCal @GoHumanSoCal [scag.ca.gov/go-human](https://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.