

City of
La Cañada Flintridge

**Demonstration Project
October 6, 2018**

Feet First brought together the community to rediscover the benefits of walking and biking to school. The event took place at the Winery Channel Parking Lot with safety demonstrations along Foothill Boulevard. Temporary installations included a high visibility crosswalks, wayfinding signage and a walking school bus.



Project Goals

The Southern California Association of Governments (SCAG), the City of La Cañada Flintridge Department of Public Works and the Project Advisory Committee implemented **Feet First** to encourage residents to rethink their daily commute to and from school. The following project goals and objectives were identified during the planning process:

- ✔ Demonstrate how improved pedestrian infrastructure can improve user experience and encourage more walking and bicycling trips in La Cañada Flintridge.
- ✔ Promote and prepare students for International Walk to School Day on October 10th, 2018 by providing street safety education.
- ✔ Showcase potential programs that encourage walking and biking that can be implemented at individual school sites like a Walking School Bus.
- ✔ Collect feedback on residents' perceptions about walking and biking in La Cañada Flintridge.
- ✔ Attract at least 50 participants from the City of La Cañada Flintridge.
- ✔ Reduce daily emissions by having 40% of participants travel to the event by using active modes of transportation.

Demonstration Elements



1 Continental crosswalks, also known as "ladder" or "zebra-striped" crosswalks make people more visible to drivers when they're crossing the street resulting in improved driver yield rates.

Community Participation

100 Attendees

34,900 Social Media Impressions

21%

typically travel around their community by walking

11%

typically travel around their community by biking

66%

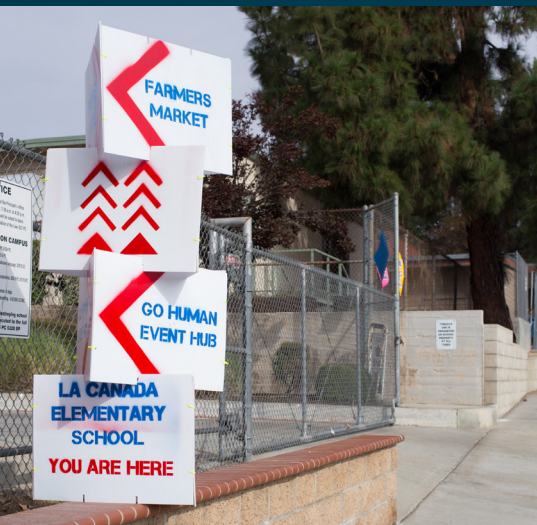
had never attended or watched a community meeting hosted by the City to discuss transportation improvements

42%

traveled to the event using active transportation

87%

live in La Cañada Flintridge



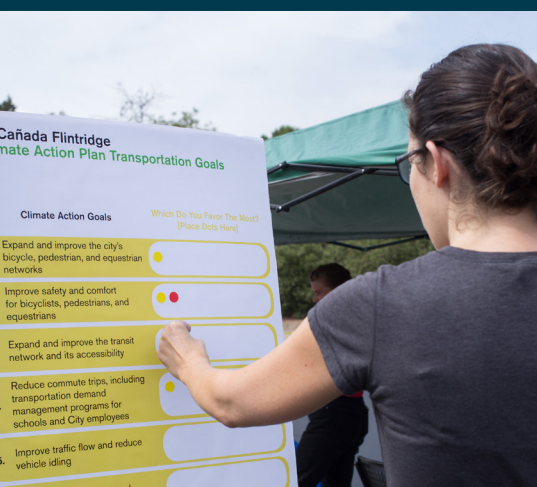
2 Wayfinding signage creates an easily navigable street network that encourages walking and biking while also enhancing local community identities.



3 A walking school bus is a safe way for groups of children and parents to walk to school that encourages a healthy lifestyle, improves drop off congestion and reduces greenhouse gas emissions.



4 Students prepared for Walk to School Day with a miniature version of a city designed to teach safe walking and biking.



5 Participants engaged in a variety of activities to learn about how transportation choices affect the climate and the City's implementation of the 2016 Climate Action Plan.



6 Elected Officials provided remarks to support the communities' effort to rethink their daily commute and to consider walking and biking.



7 Participants shared support for demonstrated elements through engagement activities and surveys.

Community Feedback

36 Surveys Collected

93%

want more events that promote walking and biking

93%

feel inspired to walk or bike more

68%

want the City to invest in an Active Transportation Plan

90%

support making the high visibility crosswalks permanent

31%

feel that destinations are too far to walk or bike in their community



Top 3 Desired Walking Improvements

- Wider sidewalks
- Sidewalk lighting
- Improved pedestrian signage, striping, street delineators



Top 3 Desired Bicycling Improvements

- Striped on-street bike lanes
- Protected on-street bike lanes
- Off-street bike paths

"We have a beautiful community and we often forget how many lovely places there are to walk and the wonderful advantages of walking."

– La Cañada Flintridge Mayor Teresa "Terry" Walker



Next Steps

- Present the results of the **Feet First** and Safe Routes to School Survey to the La Cañada Flintridge City Council.
- Partner with La Cañada Unified School District to host additional walk to school day events.
- Use the **Feet First** planning and implementation process as a model for a new community engagement strategy.
- Pursue funding for the development of an Active Transportation Plan and/or Safe Routes to School Plan.
- Partner with La Cañada Unified School District to purchase bike racks and explore grant opportunities for the procurement of other bicycle and pedestrian amenities at school sites.



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GoHumanSoCal.org/FeetFirst

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.