



NYELAND PROMISE BIKE RODEO

July 21, 2024



On July 21, Nyeland Promise demonstrated active transportation infrastructure treatments at their bike rodeo to gain resident feedback on bike and pedestrian improvements. The demonstration was held in Nyeland Acres, an unincorporated community in Ventura County, and allowed participants to experience and provide feedback on a creative crosswalk and a separated bike lane. Special thanks to Bike Ventura County for helping coordinate the bike rodeo.



Project Goals

Nyeland Promise, 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 Nyeland Acres
- ✔ Increase awareness of the value of participating in government-hosted community meetings to discuss infrastructure improvements
- ✔ Promote bicycle and pedestrian safety

Demonstration Elements



Attendees enjoying the bike rodeo and riding their bikes in the SCAG Go Human Kit of Parts separated bike lane.

Community Participation

102 Attendees

21 Surveys Collected

Advisory Committee

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

- Nyeland Promise
- Southern California Association of Governments (SCAG)
- Bike Ventura County



Attendees stopped by to inquire about the Go Human SCAG Kit of Parts and to receive free educational materials.



People of all ages rode their bikes in the separated bike lane and obstacle course.



Participants throughout the duration of the event had fun utilizing the temporary crosswalk.



Nyeland Promise, Bike Ventura County, and Gold Coast Transit District took attendees on a bus and bike ride around the community.



Attendees received bicycle repair help at the event from another 2024 Go Human Community Streets Grant Awardee, Bike Ventura County.



The project team built a temporary creative crosswalk and a separated bike lane.

Community Feedback

100%

of those surveyed support the permanent installation of protected bike lanes in Nyeland Acres

95%

of those surveyed support the permanent installation of creative crosswalks in Nyeland Acres



Top 3 Desired Walking Improvements

- Improved street crossings
- Complete sidewalks
- Public spaces/parks

47%

of those surveyed have never attended a community meeting hosted by a government entity to discuss transportation

85%

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



Top 3 Desired Bicycling Improvements

- Separated and protected bike lanes
- Lower vehicle speeds
- More bicycle parking



Next Steps

- Utilize the community feedback received at the event to inform Ventura County of the desire to install more bicycle and pedestrian safety infrastructure around throughout the community.



#GoHumanSoCal

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 the Southern California Association of Governments, through the CA Office of Traffic Safety and the National Highway Traffic Safety Administration.