

2021 ACTIVE TRANSPORTATION SYMPOSIUM

CONNECT. VISUALIZE. TRANSFORM.

ATAC
Active Transportation
Resource Center

Caltrans

SACRAMENTO STATE
COLLEGE OF CONTINUING EDUCATION

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My Presentation

1. Costa Mesa (quickly)
2. The Costa Mesa Alliance for Better Streets (quickly)
3. **Our 2020 demonstration project – “Reimagine 19th”**
4. **What has happened since as a result of that project**

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Costa Mesa

- City of the Arts
- Capital of Cool
- Relatively compact
- Good bones



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CMABS (1/X)

We formed because we realized that:

- Our City *should* be an active transportation hub (where car-free or car-lite living is possible).
- Things *aren't* going to get better on their own.
- We *needed* to build a base of advocates to both support the good things that some of our leaders wanted to do, and to keep raising the bar.



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CMABS (2/X)

We formed because we realized that:

- We'd had a Bikeway and Walkability Committee for several years and nothing was happening.
- We'd had an Active Transportation Plan for several years, and nothing was getting implemented or even budgeted.



CMABS (3/X)

COMMUNITY-LED DEMONSTRATION PROJECT POLICY + GUIDE

City of Burlington, VT | January 2018



TICAL URBANISM
Permitting Process, Application, & Materials Guide

A GUIDE TO COMMUNITY-LED PLACEMAKING PROJECTS

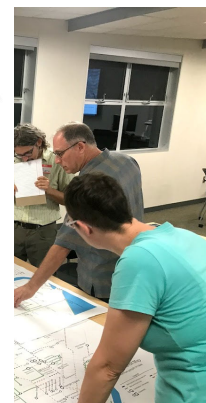


CH TO NEIGHBORHOOD
NEIGHBORHOOD LOW-COST
NE INTERVENTIONS TO CATALYZE
CHANGE



TICAL URBANIST'S GUIDE
ATERIALS AND DESIGN VERSION 1.0

ATED BY THE STREET PLAYS COLLABORATIVE, WITH FUNDING FROM THE JOHNS AND JAMES S. KREHBT FOUNDATION



The SCAG Mini-Grant (1/X)

APPLY FOR A MINI-GRANT

Community Streets Mini-Grant



Mini-Grant funding is now available for projects that build street safety.



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
900 Wilshire Blvd, Ste. 1700
Los Angeles, CA 90017
T: (213) 236-1800
www.scag.ca.gov

REGIONAL COUNCIL OFFICERS
President
Nev Richardson, Long Beach
First Vice President
Clint Lorimore, Eastvale
Second Vice President
Jan C. Harnik, Riverside County
Transportation Commission
Immediate Past President
Bill Jahn, Big Bear Lake

June 15, 2020

Dear Russell:

Congratulations! The Costa Mesa Alliance for Better Streets project, **Local Business Recovery through Active Mobility**, has been selected to receive a Local Community Engagement and Safety Mini-Grant. Your project demonstrates a commitment to building street-level resiliency and increasing safety in your community, ultimately benefiting the region as a whole. We look forward to supporting your work.

Please read this letter and complete the action steps described below.

Award Amount: \$9,600.00

- Deliverables:**
1. **Documentation** [including, but not limited to, photos, Screenshots of Social Media Posts, Presentation Slides, Webinar Recordings, Registration List, Survey Results]
 2. **Final Report**



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The SCAG Mini-Grant (2/X)

In conversation with the City, we settled on a specific street.

We then managed 3 overlapping phases of the project:

- Outreach
- Design
- Implementation



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The SCAG Mini-Grant: Outreach

COSTA MESA ALLIANCE FOR BETTER STREETS REIMAGINE 19TH

WANT TO HELP MAKE WALKING AND BIKING SAFER IN THE WEST 19TH ST AREA? WANT TO HELP THE LOCAL BUSINESS COMMUNITY GET BACK ON THEIR FEET?

We've received a small grant to help design and implement changes this summer to West 19th and nearby streets, and we want your input.

What do you think the issues are?

What changes would make the streets better for you?

What is hindering the area from being comfortable for those who walk and bike?

WE WANT TO HEAR FROM YOU! HERE'S HOW...

➤ First, go to [CMABS.org/survey](https://cmabs.org/survey) and let us know your thoughts.

➤ Then, join our virtual community meeting of 5pm on August 3rd. Register at [CMABS.org/reimagine19th](https://cmabs.org/reimagine19th). An email invite will be sent to you once you register.



Scan this with your phone camera to be taken directly to the survey. Don't forget to share with your family and/or coworkers - we want to hear from everyone.

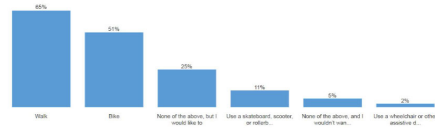
More info at [CMABS.org/reimagine19th](https://cmabs.org/reimagine19th). Questions? Send them to reimagine@cmabs.org or 714-367-6874

COSTA MESA ALLIANCE FOR BETTER STREETS



COSTA MESA ALLIANCE FOR BETTER STREETS REIMAGINE 19TH

Do you get around West 19th Street and/or the surrounding area in any of the following ways? (check all that apply)



Respondents reported noticing many problems for people walking, biking, or rolling in the West 19th area; the top five selections were:

- Missing good or safe places to ride a bike - 74%
- Speeding, careless, or aggressive drivers - 73%
- Unpleasant environment (noise/smells/litter) - 63%
- Not enough trees or shade - 61%
- Sidewalks too narrow, blocked, or in poor condition - 58%

The SCAG Mini-Grant: Design (1/X)



What could we do that...

- The city would entertain
- Would affect the street itself
- Would improve ped/bike experience
- *Would get a foot in the door*



The SCAG Mini-Grant: Design (2/X)

In conversation with the City...

- × Bike lanes
- × Crosswalks
- ✓ Traffic circles and bulbouts



The SCAG Mini-Grant: Design (3/X)

We were in charge of:

- Design (sort of)
- Rental / purchase of *all* materials
- Vegetation
- Artwork
- Informational signage
- Data collection



The SCAG Mini-Grant: Implementation (1/X)



The SCAG Mini-Grant: Implementation (2/X)

Daily Pilot

TODAY'S HEADLINES

Transportation grant asks pedestrians, bicyclists in Costa Mesa to 'Reimagine 19th' Street

When asked to 'reimagine 19th' Street in westside Costa Mesa, residents had many suggestions. A \$4,600 grant secured by the Costa Mesa Alliance for Better Streets could make those ideas a reality.
Aug. 4, 2020



Daily Pilot

NEWS

Installations on Costa Mesa's West 19th Street have drivers seeing circles — if only for a week



A bicyclist rides through an intersection at 19th Street and Morewood Avenue in Costa Mesa on Monday. The Costa Mesa Alliance for Better Streets, along with the city of Costa Mesa, installed two temporary traffic circles, or roundabouts, on the west side. (Scott Smeizer/ Staff Photographer)

LATEST NEWS

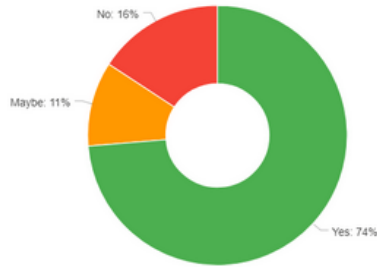
Nevada man convicted of murder of 81-year-old Newport Beach man in 2015
March 31, 2021

Local art groups teaming up to provide a virtual paint-together series in April
March 31, 2021

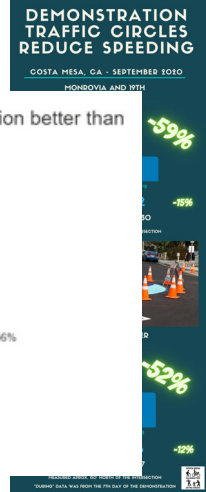
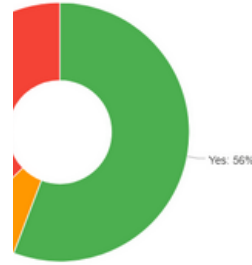


The SCAG Mini-Grant: Results (1/X)

[People who walked/biked/skated/wheelchaired] Do you think that the temporary design makes the intersection better than before? (Wallace & Center Traffic Circle)



Design makes the intersection better than Circle)



The SCAG Mini-Grant: Results (2/X)



The SCAG Mini-Grant (summary)

- Figure out a project that will work for everyone, make a difference, set a precedent, get people thinking about the use of public space.
- Design something that will function, improve the quality of life for users without making ridiculous traffic
- Outreach – in English and Spanish, signage, and two
- The design process, including materials, coordinating
- Put up the project a week of installation.
- Work with staff on implementation and teardown day.
- Data collection organization before and during the project, figuring out how to graphically convey the data in useful ways.
- Organizing everything into coherent report.

Maintaining a good relationship with the City




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What the Project Paved the Way For (1/X)


- Permanent bikeway improvements planned for W. 19th.

W. 19th St. Bicycle & Pedestrian Improvements Community Meeting

**MONDAY
OCT. 18
6 - 7:30 P.M.**



Costa Mesa Senior Center
Grand Hall 1
695 W. 19th St.





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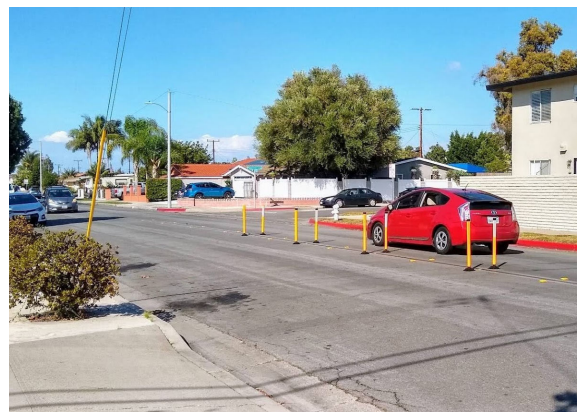
What the Project Paved the Way For (2/X)

- Concerts in the Park – Pop-up protected bike lane (July, 2021)



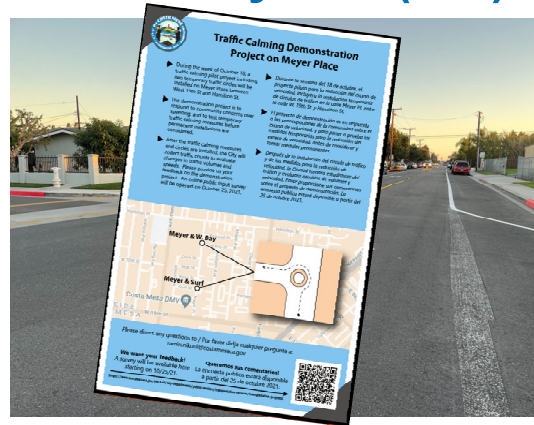
What the Project Paved the Way For (3/X)

- Concerts in the Park – Pop-up protected bike lane (July, 2021)
- Delineators everywhere



What the Project Paved the Way For (4/X)

- Concerts in the Park – Pop-up protected bike lane (July, 2021)
- Delineators everywhere
- More traffic circles(!)



Conclusion

- Paramount to progress is a healthy and productive relationship with the city.
(you can maintain a good relationship and keep a fire lit under them)
- Demonstration projects are the way for hesitant cities to experiment with active transportation proposals in low-risk ways, and are the way to get the community to think outside the box.



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