

GO HUMAN EVENT: EXPLORE BEACH BOULEVARD!

NON-INFRASTRUCTURE | ATP CY 3

Applicant: City of Buena Park



PROJECT SUMMARY

ATP PROJECT COST: \$200,000

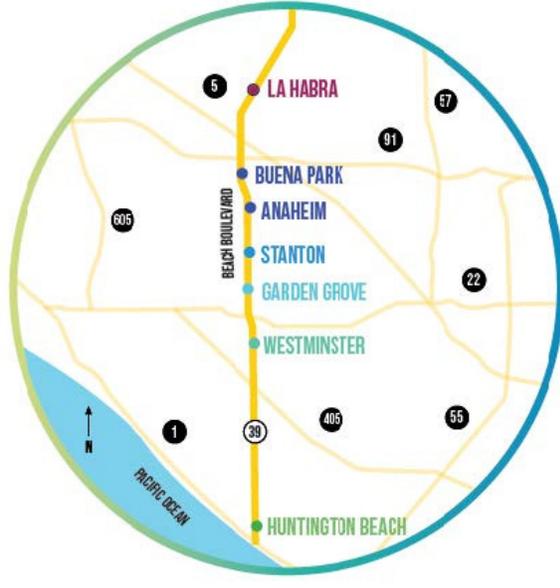
After a year of collaboration and coordination, the City of Buena Park and its six partner cities (La Habra, Anaheim, Stanton, Garden Grove, Westminster, and Huntington Beach) launched a multi-jurisdictional, large-scale Meet on Beach event on November 17, 2019. This event connected these seven Orange County cities to one another for the first time in a formal effort to help residents and visitors reimagine twenty-one miles of the historically car-centric Beach Boulevard as a walkable and bike-friendly thoroughfare for people of all ages and abilities. Given prior regional planning efforts focused on Beach Boulevard and surrounding areas by Caltrans and the Orange County Transportation Authority (OCTA), the Meet on Beach event was conceptualized and executed

as a fun and engaging opportunity to leverage bike and pedestrian-focused planning and resources, to inspire the public to visualize Beach Boulevard as a multi-modal and complete street.

Buena Park served as the administrative project lead. All seven cities worked collaboratively with one another as well as with the Southern California Association of Governments (SCAG) Go Human program and the Los Angeles-based Community Arts Resources, to plan and execute this one day, free opportunity for the public. Each city developed and hosted special activities on the day and conducted targeted outreach to increase participation.

BUENA PARK MEET ON BEACH

Events at each of the cities connected 21 miles along Beach Blvd., with a 1.5 mile open-streets festival between Buena Park and Anaheim.



Activities

Meet on Beach transformed 1.5 miles of the iconic State Route 39 between Buena Park and Anaheim into a car-free, people-oriented Open Streets event that incorporated educational and encouragement programming, including interactive exhibits, and bicycle and pedestrian safety demonstrations for children as well as adults.

Stanton created a “Walkable Streets Lab” that encouraged the community to walk or ride and experience traffic safety through a new entertaining lens.

La Habra promoted a self-guide for people to walk or cycle along the connection from Beach Boulevard to the Coyote Creek bike trail. La Habra also provided maps of bike routes along the Coyote Creek bike trail to encourage future use.

Multiple cities hosted bike rodeos and inspections, as well as distributed educational materials with safety tips for pedestrians, cyclists and motorists to ensure safety for all active transportation users.

Public engagement surveys were administered at each of the seven city events. Survey responses highlighted the public interest in wider sidewalks and more protected bike lanes along Beach Boulevard.

Quick Facts



91%

Number of respondents that stated Meet on Beach inspired them to walk or bike more

NI Elements

- E** DUCATION
- E** NCOURAGEMENT
- E** NGINEERING
- E** QUITY
- E** VALUATION

Outcomes & Benefits

1. Created the first-ever OPEN STREETS event in Orange County
2. Provided an inspirational event that encouraged walking and biking
3. Increased awareness of the possibilities afforded by reshaping the transportation landscape
4. Allowed the community to experience first-hand the joys and benefits of active transportation

