



Active Transportation Resource Center Go Human Kit of Parts Pilot Project

POST-DEPLOYMENT ANALYSIS

SOUTHWEST FRESNO

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PROGRAM OVERVIEW

The Active Transportation Resource Center (ATRC) hired California Walks to implement its Go Human Kit of Parts Pilot Program. California Walks worked with the Fresno County Department of Public Health and Every Neighborhood Partnership to develop and facilitate temporary safety demonstrations of a protected bike lane and a creative crosswalk in Southwest Fresno.

The project created opportunities for residents to experience the proposed safety improvements in live traffic settings and provide feedback to support the potential implementation of improvements.

The City of Fresno is currently identifying walking and biking safety improvements for California Avenue and the California Avenue/M.L.K. Jr Boulevard intersection, as part of the California Complete Streets project funded by the 2021 Congestion Mitigation and Air Quality (CMAQ) grant program. Proposed improvements include a protected bike lane and completing the sidewalk network. This temporary demonstration overlaps with the proposed improvements of the California Complete Streets project and the communities goals outlined in the 2021 Community Pedestrian and Bicycle Safety Training (CPBST) report.

The goals of the temporary demonstration were to:

- Improve pedestrian and bicyclist safety along California Avenue and the California Avenue/M.L.K. Jr Boulevard intersection;
- Establish California Avenue as a safe route to five adjacent schools;
- Gather community feedback on the temporary demonstrations; and
- Use the community's feedback to inform current and future project renderings and apply for Active Transportation Program funding.

PROGRAM OVERVIEW



On Thursday, December 8, 2022, two temporary demonstrations were hosted on California Avenue:

- A protected bike lane at the northside of East California Avenue, between Waterman Avenue and Kern Street; and
- A creative crosswalk at the west leg of the East California Avenue/South M.L.K. Boulevard intersection.

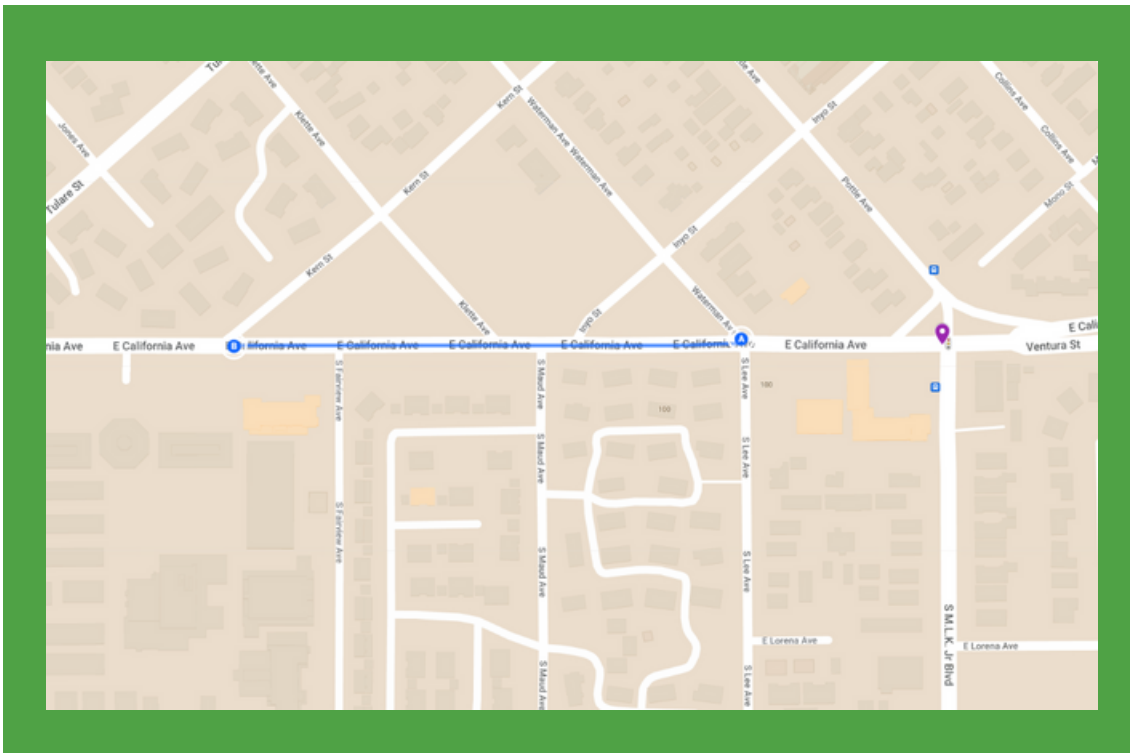


IMAGE: SOUTHWEST FRESNO KIT OF PARTS TEMPORARY DEMONSTRATIONS LOCATIONS

PROGRAM OVERVIEW

80 community members, students, parents, business owners and stakeholders completed the survey, and over 100 individuals participated in the demonstrations. A majority of respondents supported the demonstration projects. This report describes the community engagement activities, findings, and event outcomes for the Southwest Fresno Kit of Parts Temporary Demonstration Event.



IMAGE: EXISTING MARKED CROSSWALK AT THE WEST LEG OF THE EAST CALIFORNIA AVENUE/SOUTH M.L.K. BOULEVARD INTERSECTION



IMAGE: INSTALLED TEMPORARY CREATIVE CROSSWALK



IMAGE: CREATIVE CROSSWALK INSTALLED OVER AN EXISTING MARKED CROSSWALK IN A RIGHT-TURN SLIP (SEPARATED) LANE

COMMUNITY OUTREACH & ENGAGEMENT

Community outreach efforts targeted the local community around Southwest Fresno, including those who:

- Reside in an area identified as among the most disadvantaged 25% in the state according to CalEnviroScreen 3.0;
- Have a median household income less than 80% of the statewide median based on the 2012-2016 American Community Survey;
- Receive free or reduced-price meals under the National School Lunch Program; and/or
- Score within the 25th percentile in the Healthy Places Index (HPI), a census tract must be in the 25th percentile or less to qualify as a disadvantaged community.



IMAGE: EXISTING BIKE LANE AT THE NORTHSIDE OF EAST CALIFORNIA AVENUE, BETWEEN WATERMAN AVENUE AND KERN STREET



IMAGE: INSTALLED PROTECTED BIKE LANE TEMPORARY DEMONSTRATION



IMAGE: SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS GO HUMAN KIT OF PARTS PROTECTED BIKE LANE MATERIALS

COMMUNITY OUTREACH & ENGAGEMENT

The following materials were co-developed between California Walks, the Fresno County Department of Public Health, and Every Neighborhood Partnership:

FLIER

A flier was developed and distributed virtually and in-person to local businesses, schools, and community members. A full list of event invitees and attendees can be found in the Appendix.



IMAGE: ENGLISH & SPANISH DEMONSTRATION FLIERS SHARED WITH COMMUNITY

COMMUNITY OUTREACH & ENGAGEMENT

ENGAGEMENT SURVEY

A community engagement survey was completed to gather feedback on the temporary demonstrations. See the Appendix for the complete survey.



IMAGE: CITY OF FRESNO BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE AND OUR VOICE PROJECT SURVEYING A BICYCLIST



IMAGE: OUR VOICE PROJECT AND CALIFORNIA WALKS SURVEYING A RESIDENT (PHOTO CREDIT, EVERY NEIGHBORHOOD PARTNERSHIP)

SURVEY ADMINISTRATOR TALKING POINTS:

Survey talking points were created to ensure consistent messaging about the purpose of the event, how the communities feedback is being collected, and how the survey results will be used. These talking points can be found in the Appendix.

COMMUNITY OUTREACH & ENGAGEMENT

SOCIAL MEDIA

The demonstration activities, partners, participants and impact was highlighted through California Walks Instagram page. Partner organizations also highlighted the event through their media accounts, including the City of Fresno Bicycle and Pedestrian Advisory Committee's Facebook page.



SLIDE 1 OF 4



SLIDE 2 OF 4



SLIDE 3 OF 4



SLIDE 4 OF 4

IMAGE: CALIFORNIA WALKS SOCIAL MEDIA POST SLIDE 1 - 4

SURVEY RESULTS

80 community members, students, parents, business owners and stakeholders completed the survey, and over 100 individuals participated in the demonstrations.

Our Voice Project, Every Neighborhood Partnership, the City of Fresno Bicycle and Pedestrian Advisory Committee, the California Department of Public Health, Caltrans and other community members helped administer the survey. The full survey results can be found in the Appendix.

HIGHLIGHTS

OVER
93%

FELT SAFER WALKING BECAUSE OF THE PROTECTED BIKE LANE & WOULD LIKE TO SEE IT PERMANENTLY INSTALLED

OVER
91%

FELT SAFER WALKING BECAUSE OF THE CREATIVE CROSSWALK & WOULD LIKE TO SEE IT PERMANENTLY INSTALLED

SURVEY RESULTS

HIGHLIGHTS

HOW SURVEY RESPONDENTS TRAVEL AROUND THEIR COMMUNITY ON A TYPICAL DAY

OVER
72%
WALK

OVER
33%
BIKE

OVER
32%
USE A
PERSONAL
VEHICLE

SURVEY RESULTS

HIGHLIGHTS

OVER
59%

Do not walk or bike more because they are concerned about crime/harassment

OVER
37%

Do not walk or bike more because of unsafe driver behaviors



IMAGE: PEDESTRIANS USING THE PROTECTED BIKE LANE TEMPORARY DEMONSTRATION AS A SIDEWALK

SURVEY RESULTS

HIGHLIGHTS

The top 3 things that would improve the walking experience in Southwest Fresno:

SIDEWALK LIGHTING

WIDER SIDEWALKS

LOWER VEHICLE SPEEDS

The top 3 things that would improve the biking experience in Southwest Fresno:

MORE BIKE LANES PROTECTED FROM VEHICLES

LOWER VEHICLE SPEEDS

MORE BIKE LANES ON THE ROAD

SURVEY RESULTS

COMMENT HIGHLIGHTS

“I DON’T USE THE CROSSWALK [CA AVE/M.L.K. JR BLVD] BECAUSE IT’S SAFER TO GO A DIFFERENT WAY.”

“MORE PROTECTED BIKE LANES AND [BIKE] EDUCATION ALL AROUND THE LANE IN [THE] TOWER’S [DISTRICT] IS A GOOD EXAMPLE.”

“PLEASE IMPLEMENT ALL OF THE OPTIONS LISTED. GIVE THE PEOPLE IN THE COMMUNITY [THE OPPORTUNITY] TO BE A PART OF MAKING THE CHANGE.”

CONCLUSION

This event demonstrates Fresno's continued commitment to being a safe, comfortable community to walk and bike while prioritizing emergency vehicle response. However, the Fresno County Department of Public Health experienced liability and risk challenges which allowed the local Department staff to participate as volunteers during the day of the event. The Fresno County Department of Public Health is interested in connecting with other local county Health Departments to learn how to partner and/or host temporary demonstrations, build best practices, and host more temporary demonstrations across the county.

Additionally, the local Health Department would like to begin collaboration with the City of Fresno and Fresno Council of Governments to develop long term resolutions, policy and procedures that address community temporary demonstration projects. The local Health Department would like to collaborate with the City of Fresno and Fresno Council of Government to inquire about purchasing and housing their own Kit of Parts. The local Health Department, community based agencies, and residents would like to utilize the Kit of Parts to gather community feedback to inform current and future projects and apply for Active Transportation Program funding.

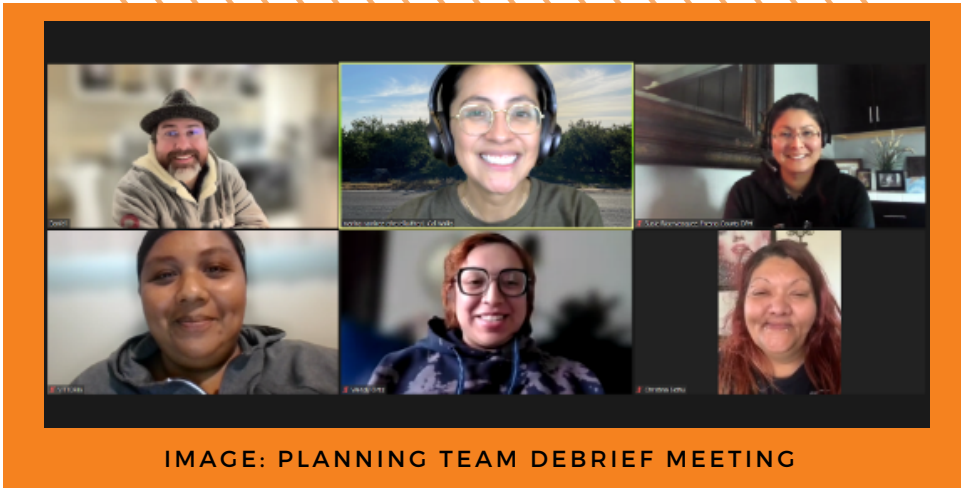
The project team will share this report with all event attendees and community partners. This report will be included in their future Active Transportation Program (ATP) applications and other funding opportunities.

For the full ATRC Kit of Parts Recommendations Report and other Post-Deployment Analysis, visit Cal Walks' websites at calwalks.org/atrc-kit-of-parts.

ACKNOWLEDGMENT

Thank you to the Fresno County Department of Public Health, Every Neighborhood Partnership, Our Voice Project, and the City of Fresno for partnering with us to host this temporary demonstration in Southwest Fresno. Thank you to the City of Fresno Bicycle and Pedestrian Advisory Committee for helping administer the surveys. Thank you to Neighborhood Industries for storing the Kit of Parts material. Thank you to the City of Fresno, Public Works, Planning, and Special Permits Departments for expediting the review of our proposed project. Thank you to Alert-o-Lite for coordinating a safe street closure for the demonstration set up and clean up.

We also want to acknowledge the Yokuts peoples as the traditional land caretakers of the greater Fresno area.



APPENDIX A

Invited and Attended Guests

INVITED	ATTENDED
Fresno BPAC	yes
Fresno Long Range Planning	no
Fresno Housing	yes
Our Voice Project	yes
ENP	yes
Channel 26 News	yes
Channel 30 News	no
Channel 47 News	no
Fresno Bee	no
City Council District 3	yes

APPENDIX B

West Fresno Community Survey

1. Does the **Protected Bike Lane** make you feel safer walking/biking?

Yes / No

2. Do you want the **Protected Bike Lane** permanently installed?

Yes / No



3. Does the **Creative Crosswalk** make you feel safer walking/biking?

Yes / No

4. Do you want the **Creative Crosswalk** permanently installed?

Yes / No



5. Does the **Mini-Park** make you feel safer walking/biking?

Yes / No

6. Do you want the **Mini-Park** permanently installed?

Yes / No



7. On a typical day, how do you travel around your community? Check all that apply.

- Walk Bike Skate Personal Vehicle Public Transportation (bus, train, etc.) Scooter
 Lyft, Uber, taxi, etc. Motorcycle Other _____

8. What keeps you from walking or biking more in your community or neighborhood? Check all that apply.

- Unsafe drivers Destinations are too far to walk/bike Not in the habit/Don't think about it
 Concerned about crime/harassment Need to transport people/bags Lack of access to a bike
 Lack of safe walking and biking street infrastructure (specify in Other)
 Other _____

9. Check the top 3 things that would enhance Fresno for people walking:

- Wider sidewalks Public space/parks Lower vehicle speeds Vibrant things to see and do
 Sidewalk lighting More trees/shade Improved public safety Other _____

10. Check the top 3 things from the list below that would improve the experience for people biking in Fresno:

- More bike lanes on the road More bike lanes protected from vehicles More bicycle parking
 Bike share Driver education Bicyclist education Lower vehicle speeds Traffic enforcement
 Other _____

11. Is there anything else you'd like to share with us?

Encuesta Comunitaria del Oeste de Fresno

1. ¿La carril para bicicletas protegido te hace sentir más seguro al caminar o andar en bicicleta?

Si / No

2. ¿Quieres la carril para bicicletas protegido instalada permanentemente?

Si / No



3. ¿La cruce de peatones creativo te hace sentir más seguro al caminar o andar en bicicleta?

Si / No

4. ¿Quieres la cruce de peatones creativo instalada permanentemente?

Si / No



5. ¿El Parque Pequeno te hace sentir más seguro al caminar o andar en bicicleta?

Si / No

6. ¿Quieres la Parque Pequeno instalada permanentemente?

Si / No



7. ¿Cómo se mueve usted por su comunidad en un día típico? Marque todo lo que aplique.

- A pie En Bicicleta En Patines En coche personal En Transporte Público (autobús, tren,.)
 En un Lyft, Uber, taxi, etc. Por Motocicleta Por un Scooter De Otra Manera _____

8. ¿Qué le impide andar en bicicleta o a pie en su comunidad más a menudo? Marque todo los que aplique.

- Conductores peligrosos Las distancias son muy largas para caminar o andar en bicicleta
 No es un hábito/No pienso mucho en esto Preocupación por el crimen o el acoso
 Necesidad de transportar personas/bolsas No tengo acceso a una bicicleta
 No hay suficientes lugares cómodos para caminar o andar en bicicleta (banquetas o carriles para bicicletas)
 Otra Razón _____

9. Marque 3 cosas de la lista que mejorarían la experiencia para personas que caminan en el Centro:

- Banquetas más anchas Espacios públicos/parques Límite de velocidad reducido
 Cosas vibrantes para ver y hacer en la comunidad Banquetas con luces Más árboles/sombra
 Mejoras a la seguridad pública Otra cosa: _____

10. Marque 3 cosas de la lista que mejorarían la experiencia para personas que andan en bicicleta en el Centro:

- | | | |
|--|--|--|
| <input type="checkbox"/> Más carriles bici en las calles | <input type="checkbox"/> Más carriles bici protegidos de vehículos | <input type="checkbox"/> Más bicicleta estacionamiento |
| <input type="checkbox"/> Programa de Bicicletas compartida | <input type="checkbox"/> Educación para los conductores | <input type="checkbox"/> Educación para los ciclistas |
| <input type="checkbox"/> Límite de velocidad reducido | <input type="checkbox"/> Aplicación del Reglamento de Tráfico | <input type="checkbox"/> Otra cosa: |

11. ¿Hay algo más que quiera compartir?

APPENDIX C

Survey Administrator Talking Points

What is going on here today?

- The community of West Fresno is hosting this 1-day temporary infrastructure demonstration for the community to test out, give us your feedback, let us know if you would like to see them permanently installed, & if you have any other suggestions on how to improve walking and biking safety.
- We are collecting your feedback on these surveys.
- The result of the surveys will be put in a report that the community will use to apply for funding to improve walking and biking safety in West Fresno
- The surveys are anonymous, there is space for you to write in any additional comments you want to share at the end of the survey
- There are questions on the front and back of the page
- Make sure your writing is legible so we accurately capture your feedback

Puntos de conversación del administrador de la encuesta

¿Qué está pasando aquí hoy?

- La comunidad del Oeste de Fresno está organizando esta demostración de infraestructura temporal por un día para que la comunidad pruebe, dénos sus comentarios, háganos saber si le gustaría verlos instalados permanentemente, y si tiene alguna otra sugerencia sobre cómo mejorar seguridad para peatones y ciclistas.
- Estamos recopilando sus comentarios sobre estas encuestas.
- El resultado de las encuestas se incluirá en un reporte que la comunidad utilizará para solicitar fondos para mejorar la seguridad para caminar y andar en bicicleta.
- Las encuestas son anónimas, hay espacio para que escriba cualquier comentario adicional que desee compartir al final de la encuesta.
- Hay preguntas en la parte de atrás de la página.
- Asegúrese de que su escritura sea legible para que capturemos sus comentarios correctamente

APPENDIX D

West Fresno Community Survey

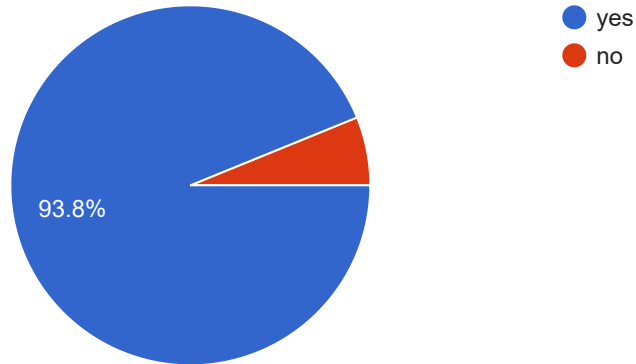
80 responses

[Publish analytics](#)

Does the Protected Bike Lane make you feel safer walking/biking?

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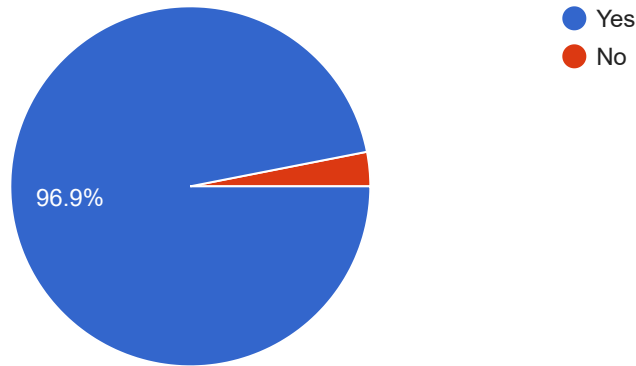
65 responses



Do you want the Protected Bike Lane permanently installed?

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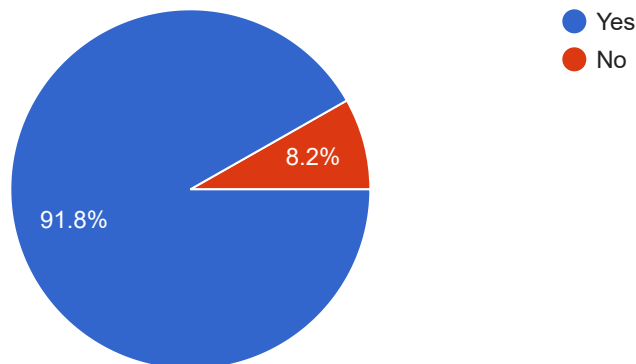
65 responses



Does the Creative Crosswalk make you feel safer walking/biking?

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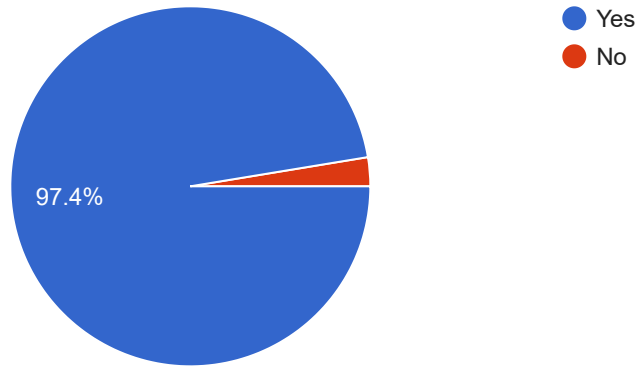
73 responses



Do you want the Creative Crosswalk permanently installed?



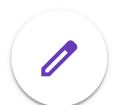
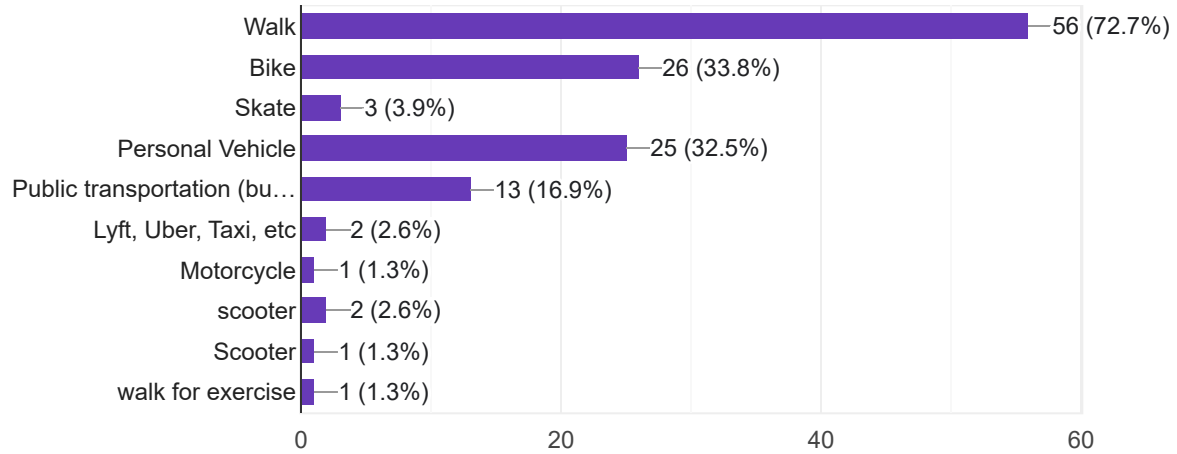
77 responses



On a typical day, how do you travel around your community? Check all that apply.



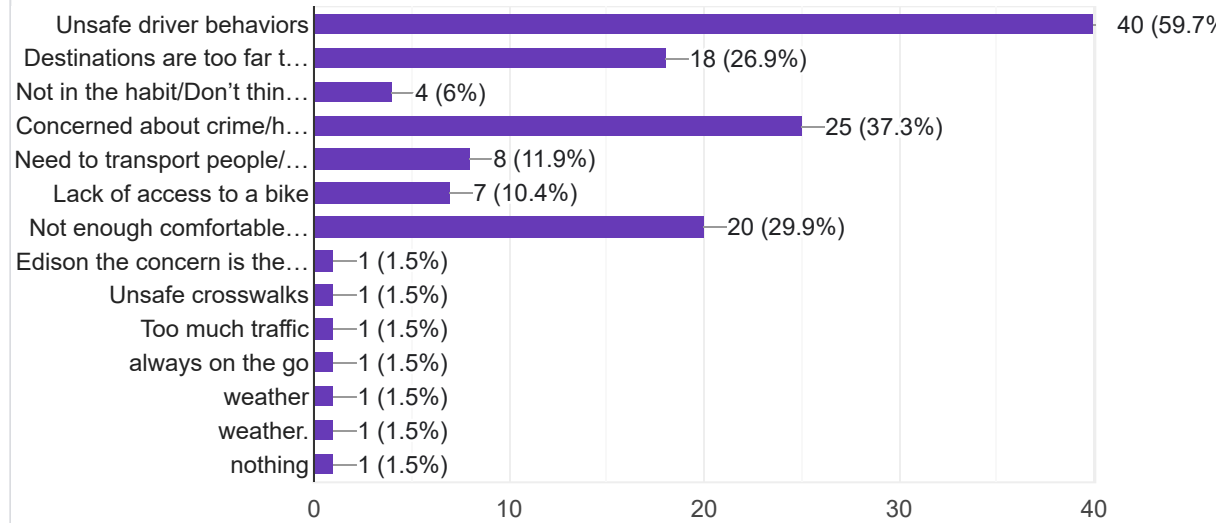
77 responses





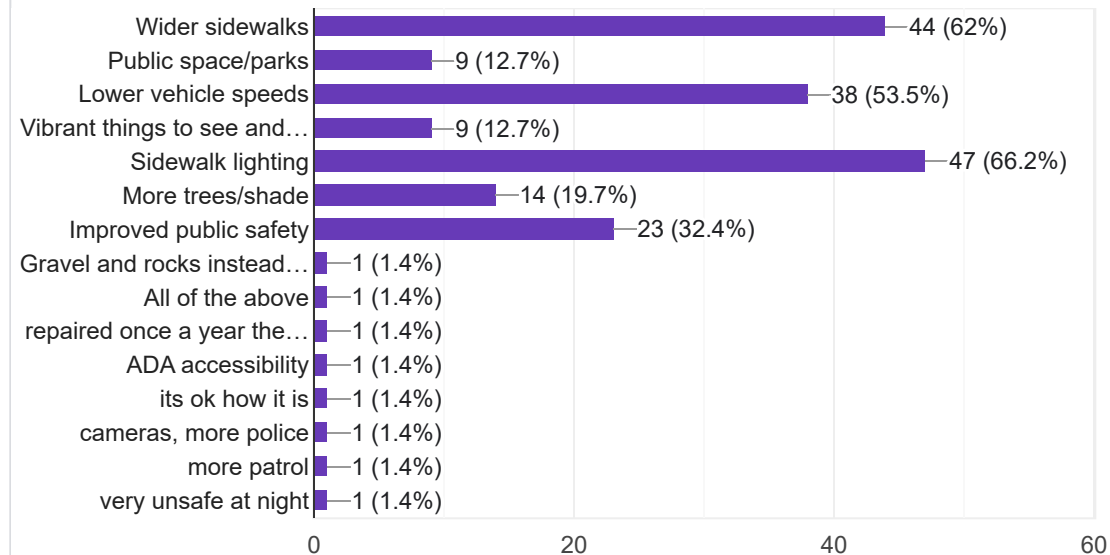
What keeps you from walking or biking more in your community or neighborhood? Check all that apply.

67 responses



Check the top 3 treatments that would improve the walking experience in West Fresno:

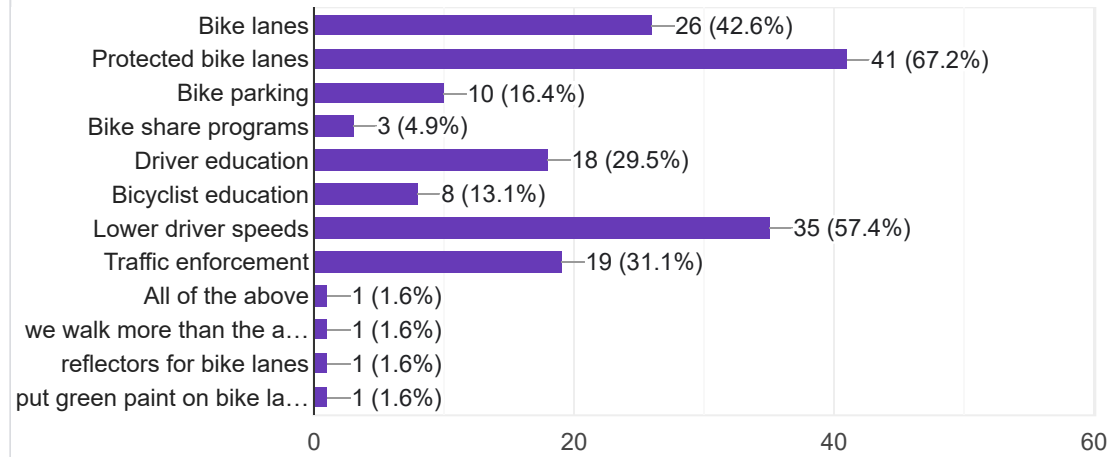
71 responses



Check the top 3 treatments that would improve the biking experience in West Fresno:



61 responses



Is there anything else you'd like to share with us?

33 responses

Awesome what you all are doing out here

I don't use the crosswalk because it's safer to go a different way

Complete sidewalk network on California avenue

Over a year riding my bike and ride against traffic to be able to see where cars are going.

Improve wider crosswalks on California Ave.

Wants to see lights on xwalk

There is a lot of robberies against elderly and handicapped people. There are men drinking at shopping centers harassing women. There is a lot of drug dealing.

Doesn't matter. People don't care and drive too fast.

Wants more creative xwalks everywhere

Less vagrants. Slower speeds.

Drivers ignore posted stop signs and traffic lights

Really great project. Thanks for the demonstration.

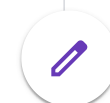
Repave California Ave

the intersection at MLK jr blvd/California ave has been an issue for 50+ years. Its need to be fixed asap. Thanks

we need more things to walk to in our neighborhood. I would walk more if there were more things to do in SW

please implement all of the options listed. Give the people in the community to be a part of making the change

more protected bike lanes and education all around (the lane in towers is a good example)



repaint the roads every once a month/two months

mejore esta area en la calle de California y MLK

friend was killed by a hit + run driver in the crosswalk of the CA Ave/MLK intersection. People will speed no matter what and traffic cameras do not work. Nothing will make the road safer

the event is really cool. event is good for drivers too. makes drivers aware of the ped/bike facilities. honestly, shade is important for pedestrians. increase accessibility by improving sidewalks. streets with speeds faster than 35 mph need protected bike lanes. brainstorm how to make bike paths + accessible ADA parking work together. Bike lanes can limit parking for disabled people. Add skate parks, community centers

loves biking but doesn't think there could be improvements

worries pedestrian improvements would be too expensive. has bikes at home, rides his bike often. feels comfortable riding his bike

better lighting to see bikes/peds/kids when driving

creative crosswalk needs to be brighter, lights and reflectors for the night. almost got hit by driver, car came straight at her at a high speed. it really scared her

Bicycle education at the high school, especially for biking at dusk (carry lights for visibility, reflective vest). they ignore signage, stop lights and lights

quiero que los cfalles mejoren

dont let [my] kids cross the street at CA/MLK intersection because of cars. I live on the corner and would love a speed bump on waterman

more police because of theft + violence. Many vagabonds

Cars drive to fast. I've been hit by a car while riding my bike. The challenge is that drivers are not paying attention I.e. texting

Querien mas espacio para los bicicletas

Cleaner streets and less crime

Drivers don't respect pedestrians in crosswalks

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