

---

# Appendix D: PACT Outreach Summaries



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie, Alta Planning and Design

Date: 01/15/20

**Re: Riverside PACT – Outreach Event Summary**

---

## Green n' Clean Halloween (10/29/19)

The Green n' Clean Halloween event was a trick or treat event held at the Cesar E. Chavez Community Center, focused on sustainability. Alta occupied a table and set up with the PACT documents, candy, and Alta swag. The families went around to each table with a "passport" and received a stamp as a way to check in. Alta explained the PACT project to everyone that came to the table and asked for their participation with the survey. We talked to around 25-35 people.

### Observations

- The festivity of the event and kids-oriented programming enabled our team to discuss the PACT with many parents.
- Alta offered a raffle prize as an incentive for people to fill out the survey which was an effective encouragement tool.
- Many of the residents engaged were Spanish speaking, and we received input from a diverse set of community members.

### Key Topics of Conversation

- Most of the conversations that were had were purely explaining what the PACT is and why it is important.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie, Alta Planning and Design

Date: 01/15/20

**Re: Riverside PACT – Outreach Event Summary**

---

## Residents for Responsible Representation (11/06/2019)

The Residents for Responsible Representation (RRR) hold their monthly meeting on the second Monday of the month at the Riverside Police Department. A variety of discussion topics and presentations all relating to the “West End” neighborhoods of Riverside were discussed. There were roughly 30 people present consisting of residents primarily from Wards 6 and 7. Alta handed out PACT informational flyers and surveys and talked to residents before the meeting began and then gave a brief five-minute introduction to the PACT project and asked for survey participation.

### Observations

- Residents were under the impression that Alta had completed the Plan without community involvement, this presentation was to ensure the residents that we were only just beginning the outreach phase of the Plan and we wanted their input.

### Key Topics of Conversation

- Homelessness was the key topic of the meeting; the Riverside Police Department was present and presenting to the residents on their role in regulating the streets and what the residents can do if they have issues with the homeless.
- This led to a conversation with residents who didn't see the value in investing in active transportation infrastructure if the homelessness issue isn't addressed first.
- The RRR group invited Alta to return to a future meeting to share progress and get feedback on initial PACT recommendations



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoys and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

**Re: Riverside PACT – Outreach Event Summary**

---

## Walkshop 1 – Mt Rubidoux (9:00 am 11/11/19)

Alta Planning + Design hosted an active transportation focused walk audit (“walkshop”) from Ryan Bonaminio Park along Glenwood Drive to 14<sup>th</sup> Street. One local stakeholder joined Alta staff for this walkshop, an employee at the Riverside-Corona Resource Conservation District which was located along the route. During the ¼ mile walk, Alta staff discussed a variety of issues and observations with the participant, as well as inventoried streetscape elements and cataloged relevant photos of the existing conditions.

### Observations

- The park was extremely busy with pedestrian activity, and there was a constant flow of people walking to and from the Mt Rubidoux trail head.
- Due the Veterans Day holiday the park was heavily trafficked, and Alta staff were able to observe the flow, trends, and patterns of people as they moved along the street.
- The Alta team observed issues related to street crossing, sidewalk congestion creating conflict areas, and areas of missing sidewalk along Glenwood Dr.

### Key Topics of Conversation

- The most common topic of conversation between Alta staff and the participant was the inconsistent sidewalk infrastructure along Glenwood Drive.
- Another key topic was the variability of right of way along the Glenwood Drive corridor. The distance varies from 48 feet at its widest to 18 feet at its narrowest. This along with a dramatic S curve makes walking, biking, and driving dangerous north of the Mt Rubidoux trail head.

### Lessons Learned

- The key takeaway from this walkshop was understanding how heavily visited both Ryan Bonaminio Park and Mt Rubidoux Park are. The popularity of these parks indicates that special attention should be paid to this area to ensure safety for all users of the street.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

**Re: Riverside PACT – Outreach Event Summary**

---

## Walkshop 2 – Canyon Crest (10:30 am 11/11/19)

Alta Planning + Design hosted an active transportation focused walk audit (“walkshop”) in the Canyon Crest neighborhood along Canyon Crest Dr from El Cerrito Dr to Central Ave. This walkshop had the largest turnout, with eight people from the community participating. During the ¼ mile walk Alta staff discussed a variety of issues and observations with the participant, as well as inventoried streetscape elements and cataloged relevant photos of the existing conditions. The Alta team also conducted a windshield survey along Canyon Crest Dr. and University Dr. with a few of the community members who attended the walkshop.

### Observations

- The majority of community members were more focused on discussing vehicular traffic issues rather than issues or concerns as a pedestrian or bicyclist.
- Canyon Crest Dr. serves as a major thoroughfare to the University of California Riverside for all modes of transportation.
- Vehicles drive much faster than the posted speed of 45 mph along Canyon Crest Dr., in part due to the limited number of curb cuts.

### Key Topics of Conversation

- The most common topic of conversation between Alta staff and the participants was the speed at which cars drove along Canyon Crest Dr. and the dangerous condition this creates for bicyclists and a pedestrians along this corridor.
- Another topic that was brought up was the absence of bike lanes along Canyon Crest Dr. This road connects people from a major residential area to the UC Riverside campus. South of Central Ave along Canyon Crest Dr. there is an existing bike lane that turns into on-street parking at Central Ave. eliminating this desired connection.

### Lessons Learned

- The key takeaway from this walkshop was understanding how heavily traveled a corridor Canyon Crest Dr. is. Canyon Crest Dr. is an important corridor that provides access to a mix of residential, recreational parks (Sycamore Canyon Park), and the UC Riverside campus.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

Re: **Riverside PACT – Outreach Event Summary**

---

## Walkshop 3 – Market Street (12:00 pm 11/11/19)

Alta Planning + Design hosted an active transportation focused walk audit (“walkshop”) along Market Street in Downtown Riverside, extending from White Park to 6<sup>th</sup> Street. This walkshop did not have any attendance from the community. Despite the lack of community participants, Alta staff conducted a field investigation documenting a variety of issues and observations. The Alta team also inventoried streetscape elements and cataloged relevant photos of the existing conditions. Due to the Veterans Day holiday downtown activity was atypical compared to a normal weekday.

### Observations

- There was significant construction on Market St. restricting the use of the sidewalk on the east side of the street. Alta staff observed people walking in the street regardless of this condition creating a precarious situation for drivers and pedestrians.
- Market St. is the major thoroughfare providing north south connections through and to downtown Riverside.
- A number of people experiencing homelessness were observed in White Park, and other community members were seen taking alternative footpaths to avoid the park.

### Key Topics of Conversation

- Due to the lack of community participation, the conversation was limited to first hand observations by Alta staff noted above.

### Lessons Learned

- Market Street is a heavily trafficked street for all modes of transportation. Despite the holiday, Alta observed significant pedestrian, bicycle, and vehicular activity.
- Conflict zones like intersections and bike lane/bus stops appear to be an issue as well as vehicular traffic congestion during peak traffic times promulgating conflict for all other users of the street.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

Re: **Riverside PACT – Outreach Event Summary**

---

## Walkshop 4 – Martin Luther King High School (2:30 pm 11/11/19)

Alta Planning + Design hosted an active transportation focused walk audit (“walkshop”) in the Orangecrest neighborhood along Wood Road, extending from Van Buren Blvd. to Krameria Ave. This walkshop did not have any attendance from the community. Despite the lack of community participants, Alta staff conducted a field investigation including notating a variety of issues and observations. The Alta team also inventoried streetscape elements and cataloged relevant photos of the existing conditions. Due to the observance of Veterans Day activity around MLK High School was atypical compared to a normal weekday.

### Observations

- The intersection at Van Buren Blvd. and Wood Rd. was very busy even on a day when the high school was closed. Despite being adjacent to Martin Luther King high school, and a popular student crossing as a result, the intersection lacked continental crosswalks, and N-S pedestrian crossing along the western side of Van Buren was prohibited.
- There is a well-designed and maintained decomposed granite path on the east side of Wood Rd. terminating at Krameria Ave. This path elevates pedestrians, removing them from at grade traffic and improving the walking experience.
- The vehicular speeds along this stretch of Wood Rd were well above the posted speed of 40 MPH. This condition may not exist when school is in session, but likely can be observed on most weekends and holidays.

### Key Topics of Conversation

- Due to the absence of participation the conversation was limited to first hand observations of Alta staff noted above.
- Alta staff conducted an intercept interview of a student riding their bike along Wood Rd. Alta staff asked the student their level of comfort riding on the street and how often they rode their bike. The stakeholder responded in the affirmative to both questions, but did not provide more context or insight.

### Lessons Learned

- The vehicular speeds are very high when the school zone speed is not in effect, creating unsafe bicycling conditions as well as walking conditions on the western non-protected sidewalk.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

Re: **Riverside PACT – Outreach Event Summary**

---

## Walkshop 5 – University Village (4:00 pm 11/11/19)

Alta Planning + Design hosted an active transportation focused walk audit (“walkshop”) in the University Village neighborhood along University Ave., extending from Iowa Ave. to Canyon Crest Dr. This walkshop did not have any attendance from the community. Despite the lack of community participants, Alta staff conducted a field investigation documenting a variety of issues and observations. The Alta team also inventoried streetscape elements and cataloged relevant photos of the existing conditions. Due to the observance of Veterans Day, activity around the University of California Riverside was atypical compared to a normal weekday.

### Observations

- The stretch of University Ave. that Alta staff investigated is a heavily walked path from UC Riverside to University Village, connecting students to transit as well as commercial destinations and housing.
- There are three crossings on both sides of University Ave where pedestrians are vulnerable to vehicular incursions. The on-ramps and off-ramps to I-215 create wide distances for pedestrian to cross.
- There are Class II bike lanes along University Ave., however the Class III bike lane transition and striping at West Campus Dr is very confusing for cyclists as well as vehicles.

### Key Topics of Conversation

- Due to the absence of participation the conversation was limited to first hand observations of Alta staff noted above.
- Alta staff conducted a few intercept interviews of students walking and riding their bike along University Ave. We took notes of their response and pictures documenting the issues they addressed.

### Lessons Learned

- The biggest takeaway from this walkshop was understanding the importance of University Ave. as a connector from amenities west of I-215 and the UC Riverside east of I-215.
- Creating a safe and clear connection under the freeway for all users of the street is imperative in promoting access and active transportation.





617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

Re: Riverside PACT – Outreach Event Summary

---

## Walkshop 6 – Galleria at Tyler (11/12/19)

Alta Planning + Design hosted a walking workshop (“walkshop”) from the Starbucks at the intersection of Tyler and Magnolia traveling along Magnolia Ave. past the Galleria at Tyler to Hughes Alley and then down Hole Ave. back to Tyler Street. There were no participants on this particular walkshop.

### Observations

- No planting buffer on both sides of Tyler Street from Hole Ave. leaving the sidewalks feeling particularly unprotected from traffic with a posted speed limit of 40 directly adjacent. Magnolia Ave. has similar conditions with even heavier traffic and pedestrian activity on the sidewalks entering the Galleria.
- The Galleria at Tyler was primarily accessed by cars with large parking lots on either side of Magnolia creating expansive setback between the sidewalk and shopping opportunities.
- There is also a bus line that stops in front of the Galleria that provides access to public transportation users.
  - RapidLink – Line # 1
- The intersection at the entrance of the Galleria (no name given) had only one crosswalk on the north-east side. The next intersection traveling northbound on Magnolia is also a cross/street entrance to shopping opportunities on either side of the road without a name. The ped crossing on the east of this second intersection has a pedestrian refuge island and pedestrian push button configuration that requires users to jump across the right turn line without being able to activate the pedestrian push button.
  - This same configuration appears at intersection of Hole Ave. and Tyler St.
- There is a series of relatively new government building just North of the intersection of Hole and Magnolia.
- There is a connection to Arlington Park further north-east on Magnolia off of Van Buren Boulevard.

### Key Topics of Conversation

- Moving north-east on Magnolia just past the intersection at Tyler where the 76 gas station bulbs out there is a tight pinch on the bike lane that causes an unsafe condition for riders expecting a direct continuation of the class 2 bike path striping which is not provided here, but picks up from an odd angle just after.
- There are plenty of commercial opportunities in the area. On either side of Magnolia Ave. Tyler St. and Hole Ave. but not a lot of pedestrian activity.

### **Lessons Learned**

- In this area we noticed that the primary connection for residents to the wide array of commercial opportunities was through cars along arterial roads that did not engender any comfort for pedestrians.
- Streetscapes felt exposed and inactivated. Large setbacks and expansive parking lots added to this feeling.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

Re: Riverside PACT – Outreach Event Summary

---

## Walkshop 7 – La Sierra Station (11/12/19)

Alta Planning + Design hosted a walking workshop (“walkshop”) at the La Sierra Station transit hub directly adjacent to the 91 freeway. The walkshop began at the station and continued along Indiana Ave. to La Sierra Ave., an arterial road with on and off-ramps connected to the freeway. There were no participants on this particular walkshop.

### Observations

- The La Sierra Station is accompanied by a relatively modern transit-oriented development in the form of a large apartment complex, the Metro Gateway apartment homes which border the sidewalk on Indiana Ave.
- There is also another large residential gated community across from the station, Riverwalk Vista which purposefully creates a large barrier between the sidewalk and homes in the form of 25’-30’ retaining wall.
  - The slope between this retaining wall and sidewalk is well planted however, creating a more pleasant pedestrian experience.
- The driveway of ARCO gas station along Indiana Ave. is particularly wide, introducing uncertainty about traffic controls. During the walkshop a driver exiting the gas station made a particularly unsafe maneuver nearly colliding with the team, after having made eye contact, attempting to make a left turn onto Indiana Ave.
- Class II bike lanes on either side of Indiana Ave. feel spacious and usable. The connection to class II bike lanes on La Sierra Ave. however feel far less safe given the nature of traffic on this arterial road.
- There are bus stops along Indiana that provide access to the Metro rail. Bus Line – 15.
- There is a great protected pedestrian facility with a vinyl gate separating pedestrians from traffic on the east side of La Sierra Ave. but the fencing is only up for a block between Vista Terrace and Indiana Ave.
- Good tree colonnade on La Sierra Ave. just south-east of the Vista Terrace intersection on both sides.

### Key Topics of Conversation

- The intersection of La Sierra Ave. and Indiana Ave. is massive (+135’ crosswalk length NE side), and the configuration of roads here (10 and 7 lanes wide respectively) leads to a car dominated typology.
- For people arriving to the La Sierra Station there is little motivation to walk around the community without any notable recreational opportunities or points of interest. Current configuration encourages car-use.

### **Lessons Learned**

- In this area we learned that the transit hub is somewhat disjointed from the surrounding community. La Sierra Station is easily accessible by cars, but not conducive to the safety/comfort of cyclists or pedestrians. The 91 freeway presents an additional barrier to station access for cyclists and pedestrians.
- Outside the intersection of La Sierra and Indiana Ave., the area is primarily residential single-family homes connected through lower volume neighborhood streets that are more enticing for walking and biking.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoys and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

**Re: Riverside PACT – Outreach Event Summary**

---

## Walkshop 8 – La Sierra Ave (11/13/19)

Alta Planning + Design hosted a walking workshop (“walkshop”) on La Sierra Ave. starting from the Rite Aid on the corner of La Sierra Ave. and Pierce St. / Hole Ave. traveling south-east on the east side of La Sierra Ave. The team stopped at Schuyler / Minnier Ave. and returned traveling north-east on the west side of La Sierra Ave. There were no participants on this particular walkshop, although the team was able to connect with a few people on the street for intercept discussions.

### Observations

- The intersection La Sierra Ave. and Pierce St. / Hole Ave., features red-colored crosswalks for increased visibility.
- There are several commercial opportunities on either side of La Sierra Ave. within the walkshop scope.
- There are bus stops on La Sierra Ave. between Whitford Ave. and Pierce/Hole. Bus Line – 15.
- Just south-east of Whitford Ave. traveling on La Sierra Ave. there is a planted median that begins with a good variety of mature street trees and shrubs that make the street more attractive and provides a sense of scale and space for drivers and pedestrians.
- Bike lanes on La Sierra Ave. are more spacious than average lanes observed throughout the city, but still share the gutter pan leaving riders closer to traffic traveling at a posted speed of 40mph.
  - There is a small buffer on the bike lanes past Schuyler moving south-east.
  - It should be noted that at the time of the walkshop, several magnolia trees planted along the curb had dropped their seed pods into the bike path creating a potentially dangerous condition for cyclists.
- The team noticed an elderly runner traveling north-west on La Sierra Ave. on the west side of the street. This woman was using the sidewalk to jog until she noticed a group of residents experiencing homelessness in front of a fast-food restaurant and altered her path to jog in the bike lane moving against oncoming traffic.

### **Key Topics of Conversation**

- The conversation that we were able to elicit had much to do with the issue of homelessness and a general concern was voiced that sidewalks in the area could feel unsafe to some based on this.
- The team noticed higher than average pedestrian activity in this area in comparison to the rest of the walkshop sites. Many of the pedestrians observed were student-aged potentially headed to/from the La Sierra Academy off of Pierce St.

### **Lessons Learned**

- In this area we learned that the use of trees, especially in the median, can dramatically impact the feel of a streetscape in both subtle and overt ways. The sense of space and scale they provided may have slowed vehicular traffic, and definitely created a more pleasant experience for pedestrians in coordination with a large lawn buffer.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoys and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

**Re: Riverside PACT – Outreach Event Summary**

---

## Walkshop 9 – Magnolia Ave (11/13/19)

Alta Planning + Design hosted a walking workshop (“walkshop”) on Magnolia Ave. starting at the Arlington Library on the corner of Magnolia Ave. and Roosevelt St. The team was joined by a participant who was local to this area and provided a great amount of information relevant to the study. The group traveled from the Arlington Library to the Garden Inn just past McKenzie St. on the south side of Magnolia Ave. and then traveled back on the north side.

### Observations

- Immediately we recognized the Arlington library as a well-loved community resource as the team arrived a few minutes before the library opened and several residents were already waiting to use the amenities within. The team was able to pass out information about the survey and even conduct one while waiting.
- Magnolia Ave. had ample commercial opportunities along the corridor on either side of the street. No parking lot setback for the storefronts lead to a much more lively and enjoyable pedestrian experience.
- Pedestrian push buttons at the intersection of Magnolia Ave. and Van Buren Blvd. were accompanied by an auditory beeping noise that the participant was very grateful for as she explained to us in greater detail how cues like this were greatly appreciated by both the elderly and vision impaired communities.
- There are several bus stops along Magnolia for the number 1, 10, and 21 bus lines.
- There are class II bike lanes on Van Buren Boulevard, a 7-lane road with a 40mph posted speed limit.
- Just north-east of Van Buren Boulevard the sidewalk extends on both sides of the street to create a pedestrian mall environment with a width of 25’ including space for trees and associated tree boxes.
- There is a bike lane striping that moves up onto the sidewalk just past Farham Pl on the south side and Castleman St. on the north side moving north-east along Magnolia Ave. This striping condition runs for one block, then transfers to a Class II path in the roadway at McKenzie St. on the south side and Everest Ave. on the north side. There is no cycling infrastructure connecting to the facilities on Van Buren Blvd to the south-east.

### Key Topics of Conversation

- A pedestrian crossing with signage, continental striping, and a HAWK beacon at Magnolia Blvd. and Farnham Pl. is well-executed, though users could potentially still feel unsafe crossing Magnolia as the participant stated.
- The historic value of this corridor is something that the community appreciates and wants to preserve.

### **Lessons Learned**

- In this area we learned that the configuration of streetscapes can have an effect on user experience, with storefront activity, abundance of street trees, buffered parking, and widened sidewalk past Van Buren all of which lead to a significant positive impact on perceived safety and comfort one felt.





617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoie and Alexander Jauregui, Alta Planning and Design

Date: 12/4/19

**Re: Riverside PACT – Outreach Event Summary**

---

## Walkshop 10 – Brockton Arcade (11/13/19)

Alta Planning + Design hosted a walking workshop (“walkshop”) around the intersection of Central Ave., Brockton Ave., and Magnolia Ave. starting at the Walgreens on the south-east corner. The team investigated this complicated intersection and then traveled south-west along Magnolia Ave. towards Nelson St. and then back up Brockton Ave. to the Walgreens. There were no participants for this particular walkshop.

### Observations

- The team agreed that the street configuration within this walkshop limit was the most complicated encountered to date, especially the intersection of Brockton Ave., Magnolia Ave., and Central Ave.
- There is a Class II bike lane along Magnolia Ave. that could present a significant amount of danger for cyclists going through the aforementioned intersection as riders traveling south-west along Magnolia might come into conflict with drivers traveling from either Central or Brockton onto Magnolia. Traffic controls and regulation/signage in the intersection seem to account for this, though the potential for conflict persists.
  - The Class II bicycle lanes on Central Ave. become Class III facilities south-west of Central Ave. in order to accommodate traffic merging from Brockton Ave. onto Magnolia Ave. Following this merge, a Class II facility reappears, though it is narrow and constrained by curb-side parking.
- The team noticed a very fast queue time on the pedestrian walk signals at the aforementioned intersection, not giving us enough time to cross Magnolia and Brockton along Central Ave. in one go, stranding the team on the pedestrian island between traffic patterns traveling in seemingly every direction.
- The south-west intersection of Brockton Ave. and Magnolia Ave. also presents a dangerous condition for pedestrians as experienced twice by the team in a very limited time. The crosswalk on Magnolia across Brockton changes direction / angle on the right-hand turn lanes where drivers typically would want to see traffic even with “no turn on red” signage. Drivers seemed to not expect the crosswalk as far back from the street as it was, and as a result would either stop in the crosswalk without pedestrians or nearly hit pedestrians trying to use the crosswalk expecting to stop far too late for this particular configuration.
- There are bus stops on Magnolia and Brockton Avenue within the walkshop area. Bus lines – 1, 10, 15, 14.

### **Key Topics of Conversation**

- Brockton Ave. itself was a very pleasant experience for pedestrians on a much smaller street, with a parking buffer, wide sidewalks, storefront shopping opportunities, activated alleys, bulbouts with continental crosswalks, and decorative hardscape. The pedestrian experience of this area was drastically different than the walkshop's starting point.

### **Lessons Learned**

- In this area we learned that driver expectations based on consistent behaviors is important to understand as this area provides many situations that have drivers in unfamiliar scenarios that can cause trepidation.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Alexander Jauregui and Daniel Cortes, Alta Planning and Design

Date: 12/6/19

Re: Riverside PACT – Outreach Event Summary

---

## Festival of Lights (11/29/19)

The City of Riverside sponsored a bus shuttle ride from the La Sierra Community Center to the Festival of Lights event in Downtown Riverside. During the 20-minute shuttle ride, Alta staff discussed the goals and vision for the PACT plan with community members, and solicited their feedback by way of online survey. The Festival of Lights is a well-loved 5-day “holiday extravaganza” celebrating its 27<sup>th</sup> anniversary in the city. Alta staff attended the “switch-on” ceremony on the inaugural day of the festival which was accompanied with a firework show and live music. Staff engaged attendees and handed out flyers at the event. In addition to the fireworks and lights display, there were an assortment of vendors and booths selling food and drink for the thousands of people in attendance to enjoy.

### Observations

- The Festival of Lights was well-attended, but the bus ride from the Community Center saw far fewer attendees than RSVPs had indicated. This decline in attendance can in part be explained by intense rain in the days preceding the event, and the potential for more rain during the event.
- Though a limited group made it on the bus, staff were able to engage in more meaningful conversations as a result.

### Key Topics of Conversation / Survey Results

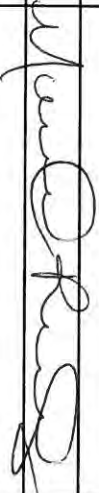
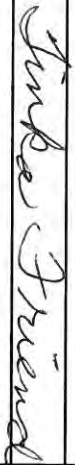
- The most common topic of conversation amongst residents was the need for sidewalk improvements, and pedestrian safety in general. There were far fewer comments related to bicycle and trail infrastructure.
- There was an appetite for more events held in the La Sierra Community – one citizen in particular was appreciative that we were paying attention to their community specifically and providing access to community events.
- All of the survey respondents listed their zip code as 92506 – indicating they were all Riverside community members.
- Key themes from surveys completed during this outreach event include the following:
  - The majority of respondents stated that they walked either daily or 3-4 days per week in Riverside.
  - Many of the respondents noted that they enjoy neighborhood walks as a form of recreation and not necessarily to a particular destination.
  - The group of respondents as a whole did not identify as strongly as bike riders. This said, they indicated clear interest in improving the bicycle infrastructure in Riverside as evidenced by their

response to the first question: “What interests you the most?” Active Transportation was in 100% of the answers collected.

- Survey respondents indicated that they generally felt safe walking or biking in Riverside, but did not feel safe using the Bus nor in transit stations.

### **Lessons Learned**

- A city-branded booth, or t-shirts with the city’s seal would help lend an “official” aura to outreach staff and facilitate engaging with the public. Additionally, given the nature of the event, a table with a free drink (e.g. champurrado) could have assisted with attracting survey participants.

Name	Email	How many?	Signature
Julie Bjork	Bjork23@aol.com	3	
Marta Gonzalez	An6i35@gmail.com	8	
Silvia Serratos	Serratos1107@gmail.com	4	
Ana López	Lopezana102@yahoo.com	4	
Tania	Talavera_tania@yahoo.com	6	
Marilyn Sloan	marilynslia49@gmail.com	4	
KERI SANTILLAN	ksantillan7@yahoo.com	10	
maria Hernandez	msgthrrpy4u@gmail.com	6	
Madai Randal	madairandal@icloud.com	52	
wendy osuna	angelcarrillo175@gmail.com	3	
Sharon Dodgson	Finewine45si@gmail.com	1	
Beatriz	Bettyespinal26@gmail.com	3	
Philip Tarshis	ptarshis1@charter.net	2	
Helen Beckman	<del>helen7311@me.com</del>	0	(3 Canceled)
Miriam Renteria	Miriamobr29@gmail.com	7	
Melissa Arriaga	Melissadominguez93@yahoo.com	3	
Cassandra Rodgers	rodgerscassandra@ymail.com	6	
Ana rojas	akrojas8989@gmail.com	8	
Tania Padilla	mrs.padilla1989@gmail.com	6	
Tinka Friend	tinkafriend@sbcglobal.net	2	
Ramin Fayyazi	rfayyazi@yahoo.com	5	
Aleni Ledesma	alenig73@gmail.com	7	
Oscar Robinson	ocr73951@yahoo.com	1	

Debi Logan	debi_logan@yahoo.com	2	<i>DL</i>
Luis Pena	luispena7468@yahoo.com	6	
Rufina Ramirez	miriamobr29@gmail.com	7	
Andy Macias	Arox0826@gmail.com	4	
Janice Van Sickle	jvsty@sbcglobal.net	4	
Marisol Cadena	cadenamarisol52212@gmail.com	8	
Natalie Conrad	natalie.t.conrad@gmail.com	2	<i>Natalie Conrad</i>
Jessica Salley	Jessicamija69@gmail.com	2	
Priscilla Ramirez	pr.priscilla@gmail.com	5	
Debi Logan	debi_logan@yahoo.com	1	<i>DL</i>
Ervin Hernandez	moniquecrosal@gmail.com	10	
Amanda Osborne	Amandaosborn3907@gmail.com	4	
	TOTAL	198	



## Riverside PACT Outreach Summary

**Name of Event:** Riverside Reindeer Run

**Event Date and Time:** December 8, 2019, 7am – 10am

**Event Summary:** The Reindeer Run was very busy event. Our booth was located where people exited from the run, where most people were still out of breath and weren't interested in taking a survey at this location. The team would recommend attending an event like this again as long as there is some sort of branding for the booth such as a PACT tablecloth, easy-up, t-shirts, etc. to identify the booth and staff as an extension of the City of Riverside.

**Engagements:** There were over 1,000 people in attendance. The team had about 30 people visit the booth, most of whom wanted to take the survey at home and were given QR codes with survey links. We had one person take a paper survey and five online surveys.

---

**Name of Event:** Galleria @ Tyler Riverside Farmer's Market

**Event Date and Time:** December 8, 2019, 8:30am – 12:30pm

**Event Summary:** The farmer's market was very slow due to the rainy weather and about half the vendors did not show up. There was an estimate of 30 people that attended the farmer's market.

**Engagements:** The team engaged with 10 people, three filled out surveys, and one woman requested to take the survey online at the comfort of her own home. The team gave her the information sheet and a copy of the survey.

---



---

**Name of Event:** Festival of Lights

**Event Date and Time:** December 11, 2019, 5pm – 9pm

**Event Summary:** The Festival of Lights is one of the largest events of the year for the City of Riverside and it is recommended in the future to have a booth with identifiable branding for visitors to come and talk to staff about the project. Additionally, the Festival of Lights closes off the streets Thursday-Sunday, which are the busy nights of the festival. The team recommends surveying on one of those days in the future instead of Wednesday as it was very slow for the event.

**Engagements:** The team engaged with about 50 people, including business owners and workers. The outreach team provided the event attendees and businesses with fact sheets, and survey cards if they were not willing to take the survey in person. While many event attendees were visitors to Riverside and did not want to speak with the team, 9 people were willing to participate and filled out the survey.

---

**Name of Event:** Citrus Heritage Run

**Event Date and Time:** January 4, 2020, 6:30am -12:00pm

**Event Summary:** The Citrus Heritage Run had an estimated attendance of 1,500 people. Since it was a run with various race times, most booth visitors visited after their run from 10am-11am. The team recommends having more identifiable branding for booth visitors to draw people in such as a real estate sign or pop up banner and a giveaway or prize wheel to incentivize visitors to take the survey. Many booth visitors were from out of town when asked, so we did not have them take the survey.





**Engagements:** The team engaged with approximately 50 people which included people who live and work in Riverside, in addition to people who visit Riverside for events and entertainment. The outreach team provided booth visitors with fact sheets, surveys, QR codes for the survey if they were not willing to take the survey in person. There were many positive interactions with Riverside locals about PACT and those surveyed were excited to hear about the options for changes and the opportunity to give their input. 15 people were willing to fill out the survey.

---

**Name of Event:** UCR's Commuter Pit Stop

**Event Date and Time:** January 7, 2020, 11:30am-1:30pm

**Event Summary:** The UCR Commuter Pit Stop had two other tables available with information in addition to the PACT outreach team. Most booth visitors were visiting during lunch and in between classes. A few booth visitors mentioned they biked to campus and many lived on campus. UCR TAPs team posted the outreach team's presence and survey link on their Instagram story.

**Engagements:**

The team engaged with approximately 40 people and provided booth visitors and nearby students/staff with paper surveys, QR codes, and project fact sheets.

---

**Name of Event:** Surveying at Riverside Downtown Metrolink Station

**Event Date and Time:** January 17, 2020, 5:30am-7:30am

**Event Summary:** AA staff was on hand at the Riverside Downtown Metrolink Station early Friday morning to survey the morning Metrolink commuters. Most of the commuters we approached were open to participating in the survey online as opposed to filling out the paper survey as they wait for their train. Commuters were excited about



the options presented, most commuters we approached mentioned they are either active in walking/hiking or cycling in their communities. AA staff would recommend surveying at this location again.

***Engagements:***

The team engaged with approximately 65 people which included Riverside residents and those who work in the city. The outreach team provided project fact sheets, surveys and QR code flyers to direct stakeholders to the online survey.

---

***Name of Event:*** MLK Jr. Walk-A-Thon

***Event Date and Time:*** January 20, 2020, 9:00am-2:00pm

***Event Summary:*** There was a great turnout at the MLK Walk-A-Thon. It was a busy location once the runners/walkers started to arrive. Most of the community members that the team engaged with were interested to learn more about the project. Others showed indifference but the team made sure to provide them with fact sheets for them to review on their time.

***Engagements:*** There was an estimate of 100 people that attended the event. We engaged with 40 people, 11 took the paper survey, and 5 people requested the QR code to take it online.

---

***Name of Event:*** Surveying at Hunter Park Metrolink Station

***Event Date and Time:*** January 21, 2020, 5:30am-7:15am

***Event Summary:*** AA staff was on hand at the UCR/Hunter Park Metrolink Station early Wednesday morning to survey the morning Metrolink commuters. Most of the



commuters we approached were open to participating in the survey online. There were 10 people who were getting on at the UCR/Hunter Park Station.

**Engagements:** The team engaged with 5 people which included Riverside residents and those who work in the city. Due to weather, commuters waited in their cars until the train left. It was difficult for people to fill out the hard copy survey but were given the fact sheet and QR code.

---

**Name of Event:** Surveying at La Sierra Metrolink Station

**Event Date and Time:** January 22, 2020, 5:30am-7:30am

**Event Summary:** This station was a good location for surveying due to the stakeholders waiting around for their trains to leave.

**Engagements:** The team engaged with 15 people which included Riverside residents and people who were catching the buses. The people engaged were interested in the PACT and the team received 4 paper surveys and gave away 10 QR code flyers.

---

**Name of Event:** Surveying at Riverside Food Lab

**Event Date and Time:** January 22, 2020, 6pm-9pm.

**Event Summary:** The Food Lab was slightly busy with visitors during this time, however the outreach team did not want to interrupt people while they were eating. Once people were done eating, they were asked to do the survey but preferred to take it online on their own time.

**Engagements:** The team spoke to 16 people and gave QR code cards to all. The outreach team also left QR codes at the Food Lab and surrounding businesses such as



coffee shops and the Riverside Game Lab.

---

**Name of Event:** Surveying at Riverside Food Lab

**Event Date and Time:** January 23, 2020, 4pm-6pm

**Event Summary:** The Food Lab was busier during this time due to people getting out of work at this time.

**Engagements:** The outreach team spoke to 14 people and 5 people were willing to take paper surveys. Four of the five people who took surveys were not Riverside residents but visited Riverside often. The rest of those engaged said they would take the survey online via QR code.

---



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Cameron Savoio, Alta Planning and Design

Date: 01/15/20

**Re: Riverside PACT – Outreach Event Summary**

---

## Residents for Responsible Representation (01/13/20)

The Residents for Responsible Representation (RRR) hold their monthly meeting on the second Monday of the month at the Riverside Police Department. A variety of discussion topics and presentations all relating to the “West End” neighborhoods of Riverside were discussed. There were roughly 40 people present including familiar faces from Alta’s previous RRR visit in November 2019.

### Observations

- A large contingent from the Riverside Community College, as well as the Councilman and his liaison for Ward 7 were also present.
- Alta gave a five-minute presentation followed by five-minutes of Q & A.

### Key Topics of Conversation

- Concern was raised that many of the existing bike lanes in the city also contain parking or terminate where there is also on-street parking, creating dangerous situations for riders.
- Equestrian trails and connectivity was a hot topic of conversation. RRR members expressed pride in their equestrian activities, and wanted to see more equestrian facilities in the West End neighborhoods.
- Several questions were asked related to police enforcement of cycling behavior. Many of the comments regarding bicyclists and bike lanes were not positive.
- Several issues with RTA services and ridership were brought up.
- A general sense of underrepresentation was expressed during the meeting. Many of the residents described displeasure towards the City when it comes to the lack of attention and investment that Ward 6 and Ward 7 receives – in this context about equestrian trails.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Tim Bevins, Alta Planning and Design

Date: 2/20/20

**Re: Riverside PACT – Outreach Event Summary**

---

## Ward 4 Community Meeting (2/19/20)

Alta staff attended a Ward 4 community meeting at the Orange Terrace Community Center, which focused on updates from Public Works, the Riverside Police Department and District Attorney's office, and a developer.

### Observations

- Approximately 50 community members attended the meeting, and featured a lively discussion about traffic and pedestrian concerns in the community.

### Key Topics of Conversation

- Riverside Public Works updated community members on ongoing roadway maintenance, upcoming pedestrian crossing improvements, and traffic signal modernization efforts.
- Alta staff presented a broad overview of the PACT effort, and the importance of community members making their voices heard via the online survey, which they were directed to.



617 W 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: Tim Bevins, Alta Planning and Design

Date: 2/27/20

## Re: Riverside PACT – Outreach Event Summary

---

### Blindness Support Services Meeting (2/22/20)

Alta staff attended the monthly Blindness Support Services Peer Support meeting, at the request of a community member engaged at a previous PACT outreach event. This organization provides services to blind and visually impaired community members in Riverside. About 20 participants attended the meeting, all of whom were visually impaired and were eager to share their experiences of walking and riding public transit in Riverside.

#### Key Topics of Conversation

- Sidewalks:
  - Participants noted that they need a minimum 4' of unimpeded sidewalk space in order to effectively use their cane.
  - For complicated or busy sidewalks, participants noted that textured pavement or a linear groove that one can follow with their cane would help them navigate these areas.
  - There was consensus around the desire for tactile indicators that can be felt with a cane prior to sidewalk obstructions. These could be small truncated domes, successive score lines, etc. The most common obstacles identified for this treatment were utility pole guy wires, public benches that do not have a solid base, and tree wells.
  
- Crosswalks:
  - For shared curb ramps that serve both sides of the street, participants noted the desire for a tactile indicator such as a groove line that they could follow with their cane to access the crosswalk.
  - Similarly, participants stated that it can be difficult to know whether or not one is in the crosswalk while crossing the street. A groove line running parallel to the crosswalk markings was suggested as a helpful aid.
  - Audio cues at crosswalks, particularly busy ones, are useful and appreciated. Participants mentioned that chirping indicators are harder to hear and easier to misinterpret than those that state the name of the street being crossed.
  - A tactile method for designating un-signalized intersections would be helpful.

- Transit:
  - Participants noted that the majority of persons who are blind/visually impaired are transit dependent, and as a result, access to/from public transit is of paramount importance. Fixed route buses, dial a ride services, and trains must be safe, efficient, reliable, timely and affordable.
  - Visually impaired transit users can have a difficult time locating bus stops if they do not have benches or shelters, and the bus stop sign itself is affixed to a post or a light pole. In these instances, a desire for a tactile indicator was expressed.
  - Participants discussed the proposed Vine Street Mobility Hub near the Riverside Downtown Mobility Hub, and their desire for it to feature exceptional blindness support as many of them rely heavily on Metrolink.
  - Participants discussed the desire for coordination between large developers and public transit agencies to provide paved pathways from bus stops to nearby destinations.
  
- Specific Locations:
  - Because of the group's reliance on public transit, Downtown Riverside was identified as a priority area for improvements as many bus lines and connections run through here.
  - Crosswalk enhancements such as those described above were called for near Beatty and Magnolia (where Blindness Support Services is located) and connecting to Riverside Plaza.
  - Participants mentioned that they encountered challenges navigating to the Downtown Riverside Metrolink station via University Avenue and 14<sup>th</sup> Street.
  - The intersection of Magnolia and Brockton is confusing to those with limited or no vision, and the island in particular is difficult to navigate.
  - The rail underpass on Streeter Ave, south of Lantana and north of Dewey, features a raised sidewalk that does not have a rail on its outer edge. Meeting participants expressed their desire for a rail that would keep them from walking off the sidewalk down the embankment.
  - The train tracks near the sidewalk on the north-east side of Van Buren and Arlington are confusing when utilizing a cane, and participants mentioned that it can feel as if they are walking into the street.







233 A Suite 703  
San Diego, CA 92101  
(619) 269-5982

# MEMORANDUM

To: Nathan Mustafa, City of Riverside

From: , Alta Planning and Design

Date: 05/04/2020

## Re: Riverside PACT – Outreach Event Summary

---

### PACT Virtual Workshop April 22, 2020 and Rebroadcast April 23, 2020

Due to the COVID-19 Stay at Home Order, the PACT Virtual Workshop was held in a webinar (Zoom) presentation format which was aired across multiple platforms (YouTube Live, Facebook Live, and Riverside TV) along with interactive elements for live polling. The project team consisted of the presenters as well as individuals fielding live questions via text and through the Zoom portal. The presentation combined two components of the PACT, the Active Transportation Plan and the Trails Master Plan. Active Transportation Plan was using this workshop as a way to share and gather feedback on preliminary bicycle and pedestrian recommendations that were developed. The Trails Master Plan was using the workshop to gather general feedback on what types of trails residents used and wanted as well as identified areas in the city where trails were desired. Below are the numbers and type of involvement we received during both of the live presentation as well as the rebroadcast:

- **04/22/20 Live Presentation, Polling and Q&A**
- 564 active viewers (346 FB, 48 Zoom, 170 YouTube)
  - - view time ~6 mins
- Reached approximately 11,866 people
- 1,437 engagements (email, clicking, viewing, liking, posting, sharing)
- Received 31 comments/questions
- 19 additional survey inputs
- 16 mapping inputs
- Swift - 13-22 responses per question
  - 247 total responses
- **04/23/20 Rebroadcast – Live Q&A**
- 356 active viewers (247 FB, 12 Zoom, 97 YouTube)
  - - view time ~3.5 mins
- Reached approximately 9,609 people
- 1,430 engagements (email, clicking, viewing, liking, posting, sharing)
- Received 5 comments/questions
- 4 additional survey inputs
- 6 mapping inputs
- SWIFT - 1-3 responses per question
  - 38 total responses

## Observations

- One of the more poignant takeaways was the lack of personal interaction that was allowed in the workshop format. Although we covered all the information well and were able to gather feedback via comments, questions and polling we still weren't able to have those one on one conversations with individuals.
- Although we reached thousands of people, it isn't clear how long individuals were watching or participating. On the flip side, the amount of people we reached was much greater than a traditional in person community meeting.

## Key Topics of Conversation

- We received some great comments and questions during the both the live workshop as well as the rebroadcast, the polling results gave good insight into recommendation preferences for the Active Transportation Plan and provided the Trails Master Plan with priority areas for trail use/desires within the City.
- Comments/questions we received included:
  - Make Van Buren Blvd more walkable,
  - Develop more recommendations for the SE part of the City,
  - Improve safety along the Santa Ana River Trail,
  - Improve cross-town connectivity,
  - Emphasis on Victoria Ave corridor,
  - Lack of investment outside of the downtown area,
  - Safety concerns while riding on-street bike lanes.
- Polling results included:
  - **Trails Master Plan:**
    - La Sierra Hills – Want more trails
    - Santa Ana River Trail – Most used trail
    - Gage Canal & Victoria Ave – Most desirable trails
    - Natural Surface Path & Paved Path – Most desirable trail experience
  - **Active Transportation Plan (Pedestrian/Bike) Highest Vote Percentage:**
    - Ward 7 – La Sierra Ave & Hole St /Tyler St
    - Ward 6 – Van Buren Blvd & Jackson St/Van Buren Blvd
    - Ward 5 – Van Buren Blvd & Indiana Ave/Victoria Ave
    - Ward 4 – Madison St & Lincoln Ave/ Victoria Blvd
    - Ward 3 – Van Buren Blvd & Arlington Ave/Arlington Ave
    - Ward 2 – Chicago Ave & University Ave/ Victoria Ave
    - Ward 1 –Blaine St & Iowa Ave/ University Ave

## Lessons Learned

- Difficult to get quality feedback and discussions in the webinar format.
- The presentation reached a lot of eyes but it is unclear how much of the content people consumed.
- For future online use, tailor the presentation to each platform the project team decides to utilize.
- Imperfect system but the project team received great results despite the restrictions in response to COVID-19.