

Pop-Up MANGO

Temporary Greenway Installation and Community Festival



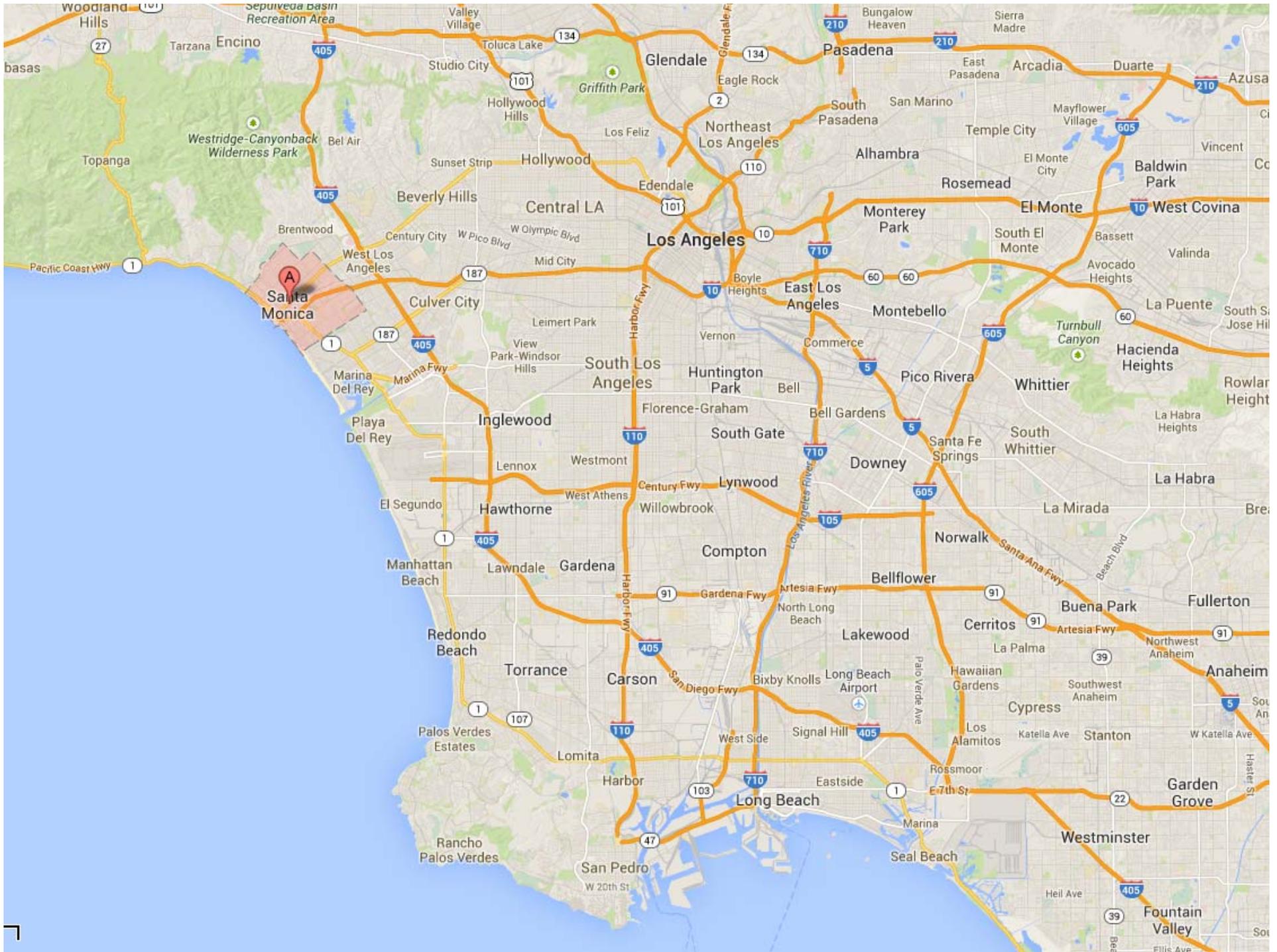
SCAG

Toolbox Tuesdays

May 19, 2015

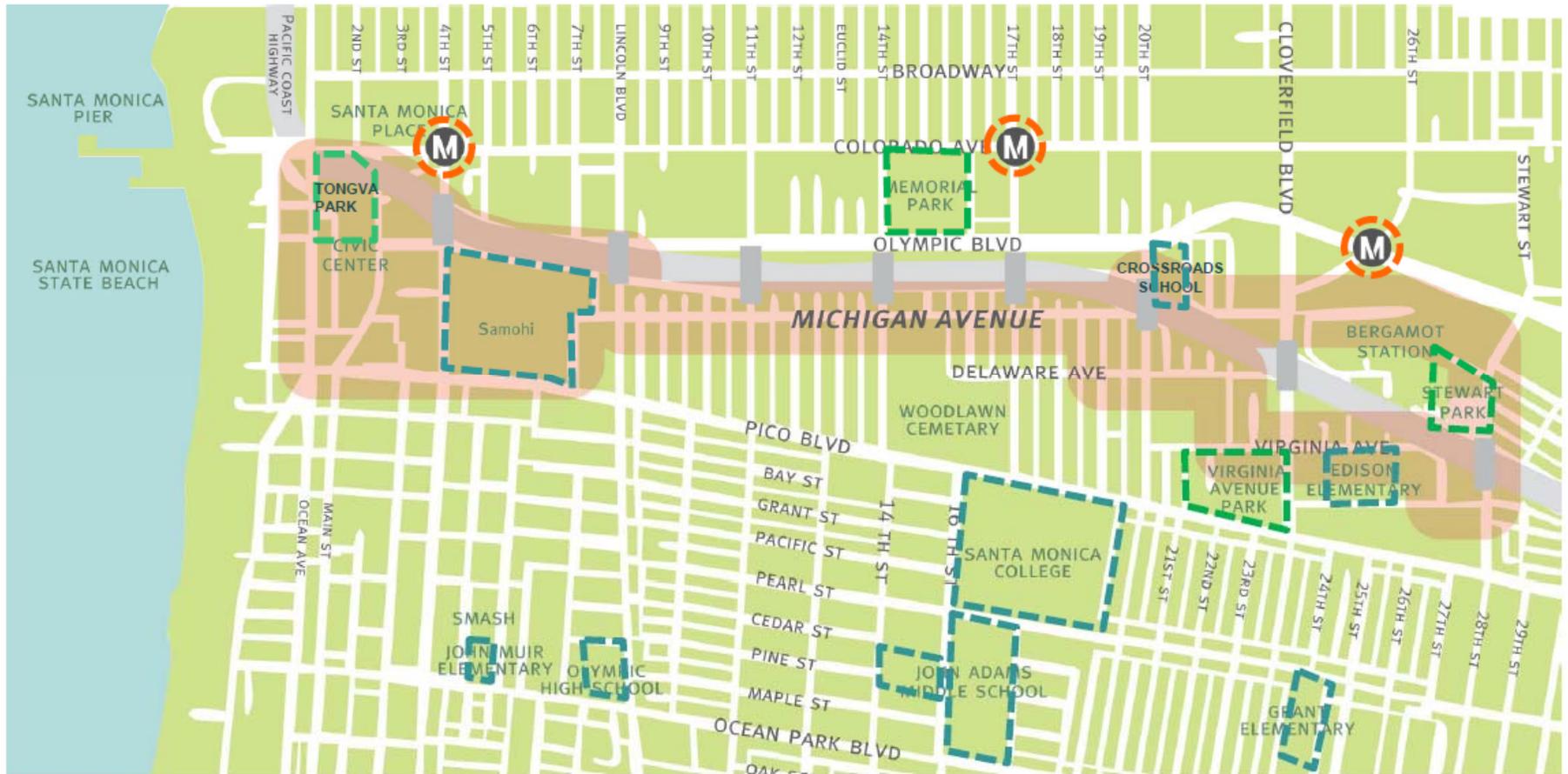
Beth Rolandson, AICP
Planning & Community Development







Project Study Area



Schools

Parks

Train Stations

**KICK OFF,
GOAL SETTING**

ANALYSIS

**ALTERNATIVES
GENERATION**

**ALTERNATIVES
REFINEMENT**

**CONCEPT PLAN
DOCUMENTATION
& ADOPTION**

NOV. 2012 DEC

JAN 2013 FEB MAR

APR MAY JUN JUL AUG SEP

OCT NOV DEC JAN

FEB 2014







Michigan Avenue Neighborhood Greenway
WALK AUDIT TOUR MAP #1

Michigan Avenue Neighborhood Greenway
BIKE AUDIT TOUR MAP #1

Michigan Avenue Neighborhood Greenway GO
BIKE AUDIT TOUR MAP #2

Michigan Avenue Neighborhood Greenway
MAPA #1 DEL RECORRIDO EN BICICLETA

Michigan Avenue Neighborhood Greenway GO
MAPA #2 DEL RECORRIDO EN BICICLETA

STOP #1 DELAWARE/20th ST
Do you like the bicycle improvements on 20th Street?

PARADA #1 DELAWARE/20th ST
¿Le gusta la mejoras para bicicletas en 20th Street?

Comentarios adicionales:
PARADA #2 MICHIGAN/20th ST
¿Cómo se parece cruzar el puente a lo largo de 20th Street?

Comentarios adicionales:
PARADA #3 MICHIGAN/CLOVERFIELD BLVD
¿Cómo le parece atravesar la intersección en Cloverfield Blvd?

Comentarios adicionales:
PARADA #4 BERGAMOT STATION
¿Cómo es la entrada a Bergamot Station para ciclistas?
¿Sabe dónde están los "servicios de bicicleta" y cómo navegar hacia ellos?

Comentarios adicionales:
PARADA #5 KANSAS/STEWART (Puente)
¿Cómo es andar en bicicleta por debajo de la autopista?
¿Hay suficiente espacio para bicicletas en la calle? ¿Cómo es la interacción con los coches estacionados?

Comentarios adicionales:
PARADA #6 VIRGINIA/HIGH R
¿Es cómodo andar en la calle aquí? Considere reguladores de velocidad o banderines, coches, etc. ¿Qué haría este un lugar mejor para que estudiantes anden en bicicleta?

Comentarios adicionales:
Por favor también llene la encuesta en la parte posterior de esta página.

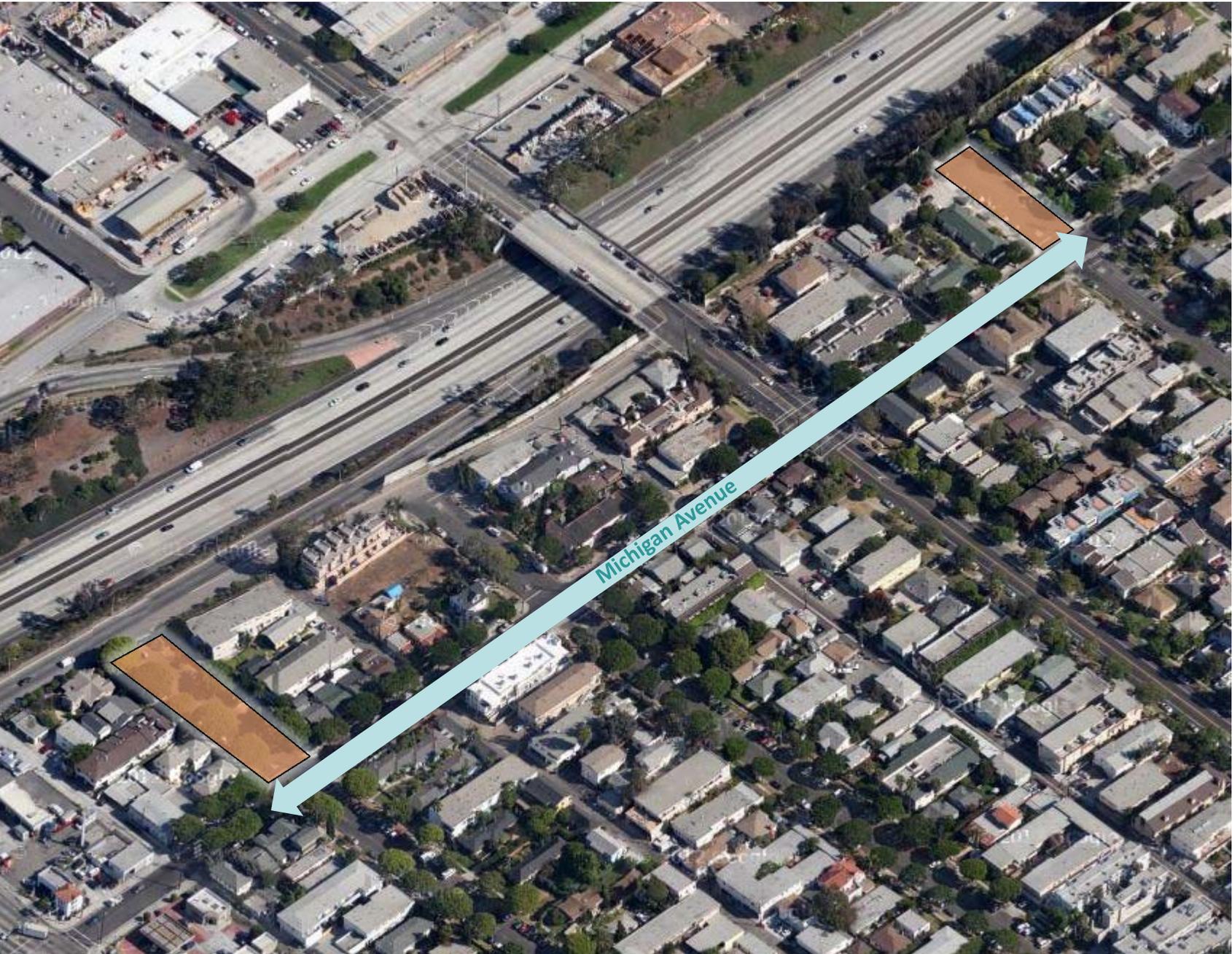
- Paradas en Bici
- Esta Aquí
- Línea Metro Expo

- Paradas en Bici
- Esta Aquí
- Línea Metro Expo
- Ruta de Recorrido
- Neighborhood Greenway

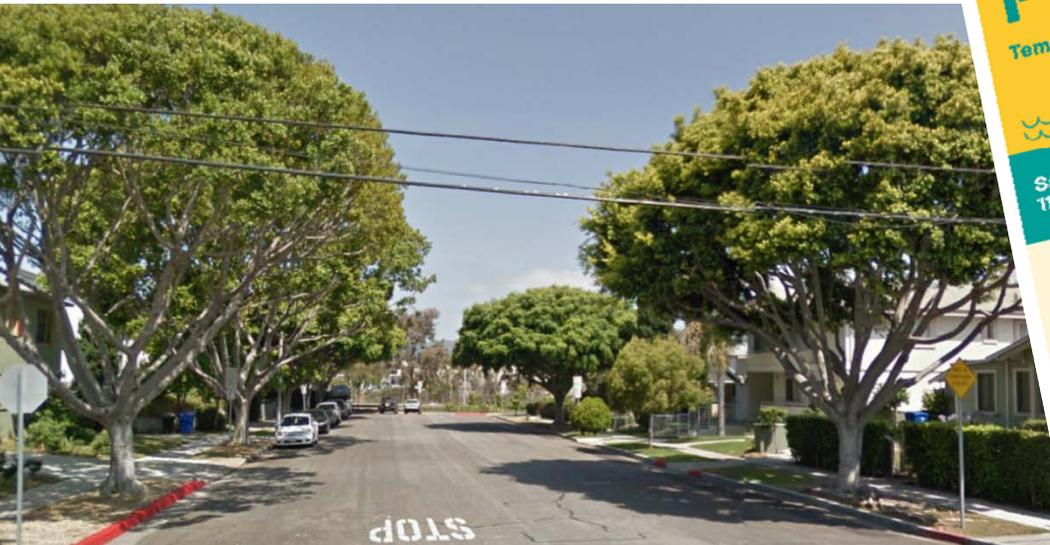
- Paradas a Pie
- Esta Aquí
- Línea Metro Expo



Saturday
September 21, 2013
11am to 3pm



Michigan Avenue



PLEASE NOTE: On Saturday, September 21st from 7am-6pm you will **NOT** be able to park or access your driveway on 9th Street or 12th Street between Michigan Avenue and the freeway.

These blocks will be closed for an event for the Michigan Avenue Neighborhood Greenway (MANGo) project:

Pop-Up MANGo

Temporary Greenway Installation and Community Festival

On Michigan Avenue, between 9th Street and Euclid Street

Saturday, September 21, 11am-3pm

Pop-Up MANGo is a FREE, fun-filled, family-friendly festival and community workshop for the Michigan Avenue Neighborhood Greenway.

Please join us for this exciting event, which will feature food trucks, music, art and interactive activities. Community members are also encouraged to take part in a morning bike tour of the entire three-mile Greenway, hosted by Santa Monica Spoke.

Event activity will take place along Michigan Avenue and on the dead-end blocks of 9th Street and 12th Street, between Michigan Avenue and the freeway. Michigan Avenue will be open to car traffic; however, traffic may be slowed due to temporary installations in the street.

RESIDENT PARKING will be available for affected residents in the lot located at the northwest corner of 14th Street and Michigan Avenue. Parking here will be free and available on a first-come, first-served basis. This lot will be open for parking from 6:30 am to 6:30 pm on Saturday, September 21st. Residents must remove their cars from the lot by 6:30 pm on September 21st.

HOSTED BY THE CITY OF SANTA MONICA
 For more information visit www.smgov.net/michigan
 or contact Jason Klinger, Transportation Planning & Grants, at (310) 458-8268.

www.smgov.net/michigan

Join Us...Food, Music, Art & MANGo!

Pop-Up MANGO

Temporary Greenway Installation and Community Festival

Saturday, September 21
11 am – 3 pm
On Michigan Avenue, between 9th Street and Euclid Street

Mark your calendars for a FREE, fun-filled, family-friendly festival and community conversation about the Michigan Avenue Neighborhood Greenway (MANGo). Hosted by the City of Santa Monica, Pop-Up MANGo invites the community to take part in the planning of a potential new Greenway for the Pico Neighborhood.

www.smgov.net/michigan



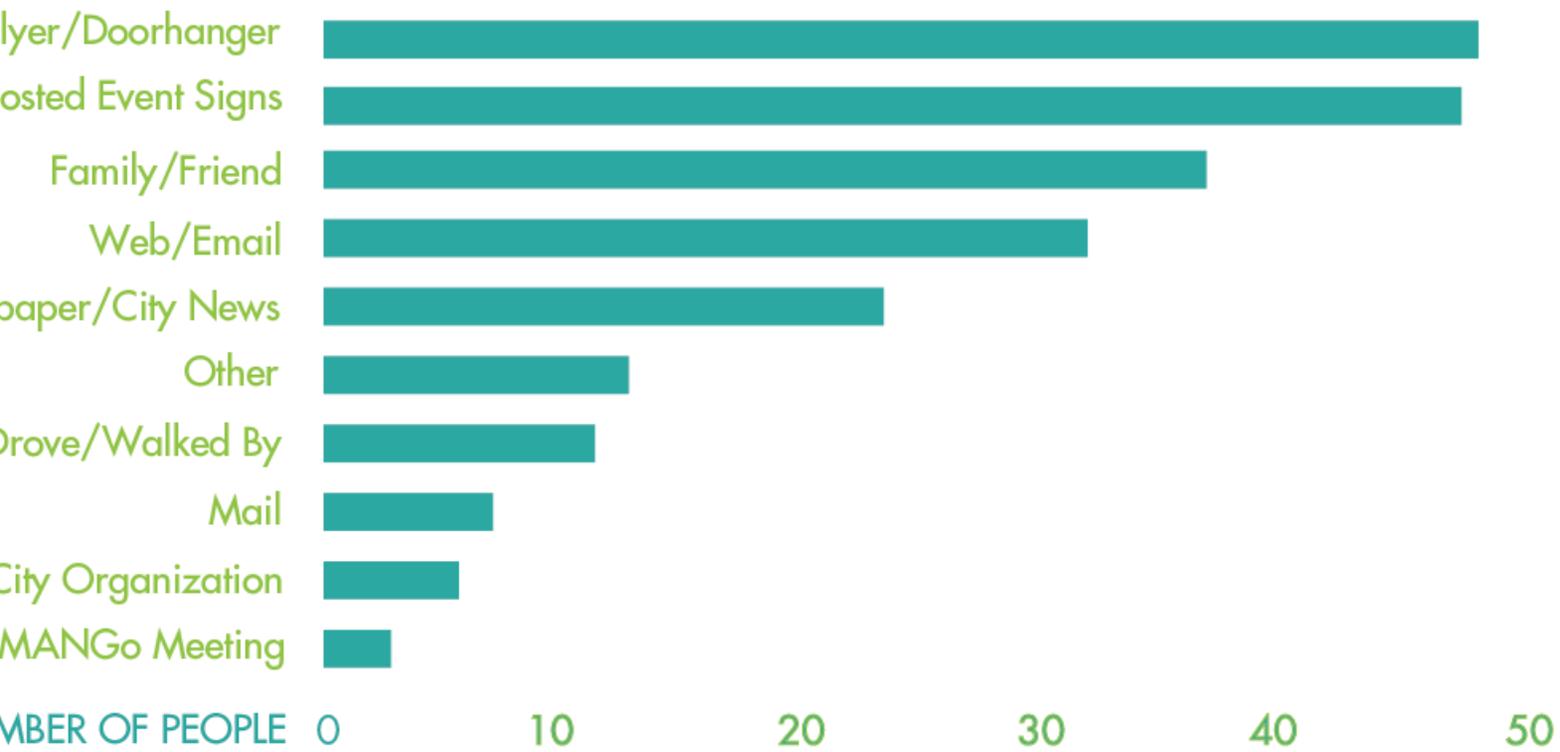
Partners



Pico Neighborhood Association



How Did Attendees Find Out About the Event?









How's My Driving?
1-866-800-0048
Vehicle # 1003019

97972A1



Pop-Up MANGO

Temporary Greenway Installation and Community Festival

EVENT PASSPORT

MANGo Project Area

Pop-Up MANGo Event Area

How the Passport Works

We want your feedback! What would you like the Greenway to contain? Visit Stations 1 through 6 to see ideas and give input. City and project staff members will be present to answer any questions.

After you give your feedback at a station, a project team member will hole-punch your passport. Once you have a hole-punch for each of the 6 stations, bring your passport to the check-in tables at the 9th Street or 12th Street Hub and receive a coupon good for lunch from either The Surfer Taco Truck (9th Street) or The Melt Bus (12th Street).





















THE MELT BUS

THE MELT

pickup

NO PARKING
2 PM - 4 PM
THURSDAY

TOW AWAY
NO PARKING
TEMPORARY

MELT LA2









PopUP MANGO

Community Event

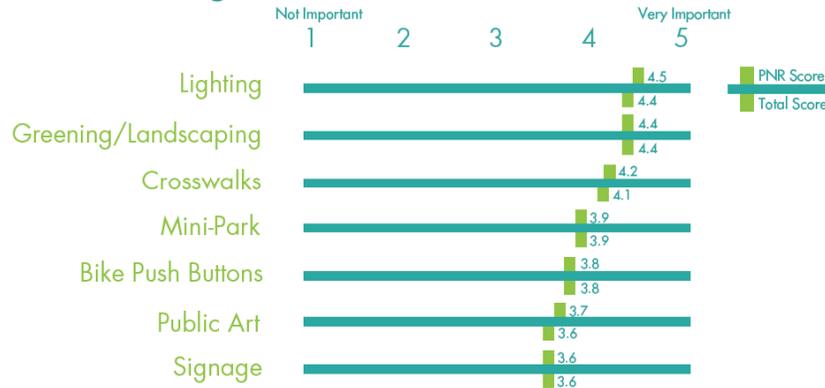
Many People Participated?

- Event passports distributed
- Lunch coupons distributed
- Comment cards collected
- People signed-in

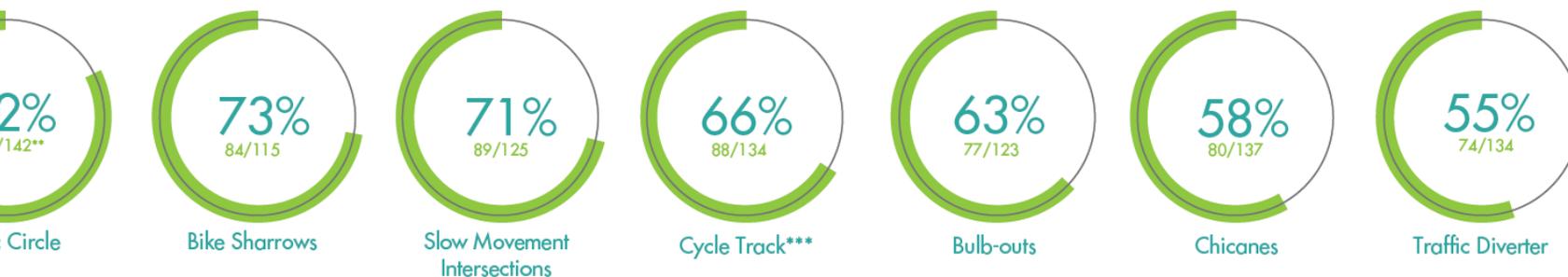
Who Signed In?

73%
of Sign-Ins
were Pico
Neighborhood
Residents (PNR)

What Plug-In Elements Did Attendees Want to See?



Traffic Calming Elements Did Pico Neighborhood Residents Want to See?



- **Fresh descriptions** – event, festival rather than workshop
- **Go to where your audience is** - convenient location
 - For event
 - For outreach
- **Social Media**
 - On-line pushes – day before and day of event
 - Let people participate: #PopUpMANGo
- **Events on this scale are a big undertaking**
 - At least 40 staff, consultants, & volunteers
 - Donations from vendors
 - Storage of materials
 - One block party area could've been sufficient
- **Be prepared for critical perspectives**
- **Caution with Grant Funds**

Pop-Up MANGO

Temporary Greenway Installation and Community Festival



www.smgov.net/michigan

YouTube: popup mango

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