



End of Summer Block Party: Century Villages at Cabrillo Long Beach, CA September 29, 2022



Supported by SCAG's Go Human Program, in partnership with the Century Villages at Cabrillo, The End of Summer Block Party will utilize the SCAG Kit of Parts to demonstrate pedestrian safety improvements at two of the most dangerous intersections within the 27-acre affordable housing campus. Activities include community resource tables, a BBQ, live music, and games. This community celebration will provide the opportunity to educate residents about traffic safety and get feedback on safety improvements.



Event Goals



Century Villages at Cabrillo established three main goals for their event:

- Raise awareness of pedestrian and vehicle safety within the affordable housing community.
- Get feedback from residents and visitors about the effectiveness of artistic crosswalks and traffic safety signage.
- Build on existing event programming and celebrate with residents in the community.

Demonstration Elements



The artistic crosswalk will provide an on-the-ground example of potential improvements at two intersections: River Avenue/Williams Street and River Avenue/Chestnut Avenue.

Co-branded lawn signs with safety messaging will also be installed to encourage safe travel behavior.

Expected Outcomes

Century Villages at Cabrillo is one of Long Beach's hardest hit communities during the COVID-19 pandemic. This resulted in the cancellation of several community events for the residents. This event brings together CVC residents to celebrate as a community, obtain resources, and provide feedback (via surveys) on safety improvements at two major conflict zones.

1500+ residents invited

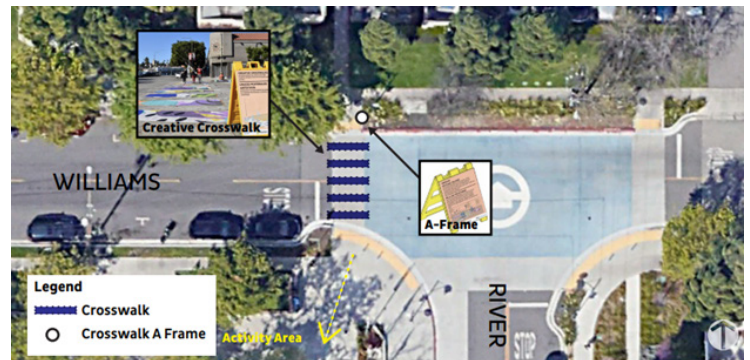
Main elements of event:

2 artistic crosswalks

Surveys

BBQ

Live music and games



Site Plan for the artistic crosswalks at the event