

**ARROYOFEST**

OPEN STREETS  
MADE POSSIBLE BY



# 626 GOLDEN STREETS



## ***EVENT REPORT & EVALUATION***

7 miles of Open Streets connecting the Cities of South Pasadena, Pasadena, and Los Angeles on Sunday, October 29, 2023.

[626GoldenStreets.com](https://626GoldenStreets.com) | [#626GoldenStreets](https://twitter.com/626GoldenStreets)

# 626 GOLDEN STREETS

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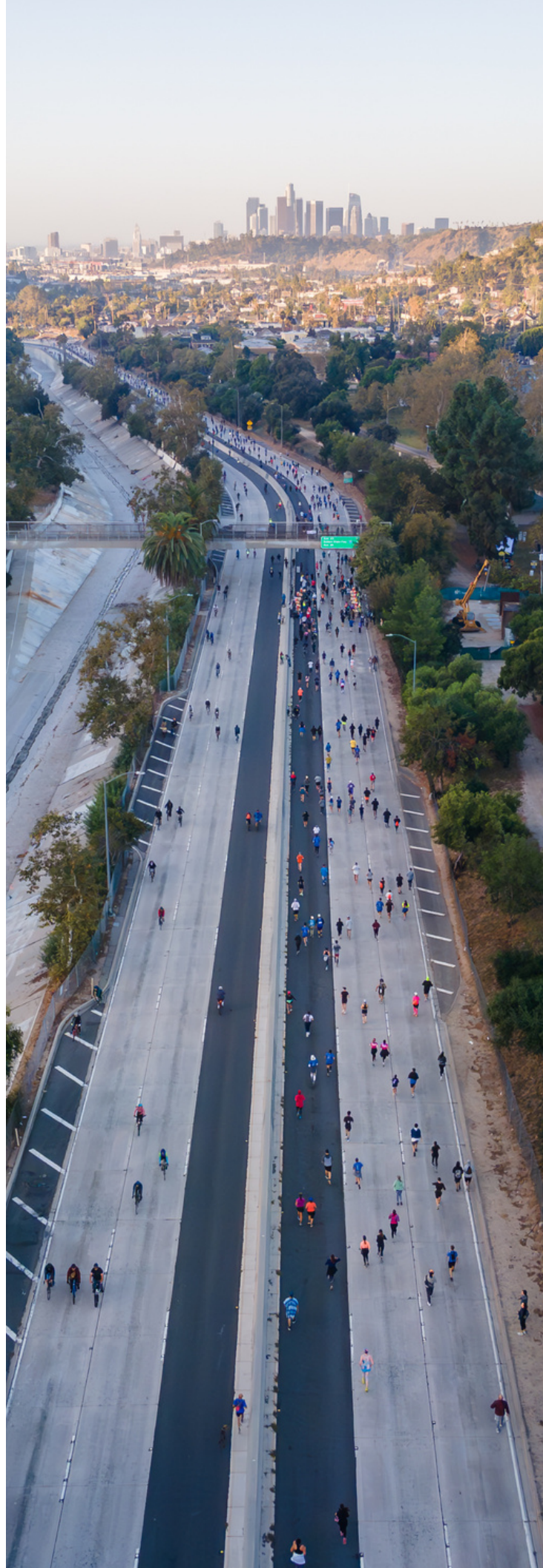
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# **WHAT IS 626 GOLDEN STREETS?**

“Open Streets” or “ciclovía” events are temporary street closures that create safe space for almost any non-motorized use. Popularized over 40 years ago in Bogotá, Colombia, whose “ciclovía” is enjoyed by an estimated 2 million participants every Sunday and public holiday from 7am-2pm along over 70 miles of car-free streets, these powerful events are now found in hundreds of cities around the world.

The first ‘open streets’ event in Southern California was arguably the inaugural ArroyoFest in June 2003. CicLAvia became the standard bearer after hosting their first event in October 2010. The first “626 Golden Streets” was staged on March 5, 2017 and linked 8 Foothill communities and 6 Gold Line stations in the San Gabriel Valley, providing participants a once-in-a-lifetime opportunity to walk, bike, skate, scoot, dance and play on over 18 miles of streets open for healthy, active recreation.

Thanks to the immense popularity and success of the 2017 event, the team at Active San Gabriel Valley (ActiveSGV) regrouped to brainstorm next steps. Potential routes, cities, and destinations across the San Gabriel Valley were considered, with specific emphasis placed on connectivity to public transit, downtown districts, parks, and sites of historic and cultural significance. Of the many possibilities, ActiveSGV selected routes connecting the cities of South Pasadena, Alhambra, San Gabriel, El Monte, South El Monte, Pasadena, and Los Angeles as particularly well-suited for future 626 Golden Streets events.

On May 19, 2019 the first 626 Golden Streets “Mission-to-Mission” was successfully staged with overwhelming public participation and feedback, followed by “SGV Streets-and-Treats” in October 2019. After a two-plus year hiatus of hosting large public events due to the pandemic, ActiveSGV’s special event team re-staged Mission-to-Mission in May 2022, Heart-of-the-Foothills in April 2023, and finally ArroyoFest in October 2023, the six ciclovía in the 626 Golden Streets event series.



# ARROYOFEST TIMELINE

**2013**

ActiveSGV staff reaches out to Caltrans and other ArroyoFest organizers regarding the first ArroyoFest and a potential restaging. Unfortunately critical mass is not reached..



**Spring 2018**

ActiveSGV staff circle back with key stakeholders regarding the opportunity to bring ArroyoFest back and then develop a proposal to the Metro Los Angeles Open Streets Program (Cycle 3).

**December 2018**

Metro announces Open Streets Program awardees. ArroyoFest is among the top-scoring proposals countywide.



**January 2019**

Event planning begins! ActiveSGV's Special Events / Clean Mobility team works with staff from the SGVCOG and relevant public agencies to coordinate street closures, hub activities, event logistics, and more.

**October 29, 2023!**

After a pandemic pause, cancellation, and reapplication for funding, **ArroyoFest returns on its 20th Anniversary!** Over 45,000 participants of all ages fill the historic parkway on a spectacular, clear and sunny Fall morning with highs in the low 70s.



# ARROYO FEST

PRESENTED BY METRO



## Planning ArroyoFest

626 Golden Streets | *ArroyoFest* proved to be as challenging to coordinate as the first 626 Golden Streets ciclovía that connected 8 communities from South Pasadena to Azusa. Led by a small team of ActiveSGV staff including Wes Reutimann, Danielle Zamora, Francisco Ojeda, Marlene Buenrostro, Edward Duong, and Alexandra Lopez, event planning took place over the course of five years. Initial outreach and engagement of key stakeholders was conducted in 2018. After receiving positive feedback, ActiveSGV staff developed a successful proposal to the Metro Open Streets program, which was submitted by the City of South Pasadena. Event and traffic control planning commenced in 2019, with an eye to staging the event on Sunday, November 11, 2020. The global pandemic forced the *ArroyoFest*'s postponement and later cancellation, with original grant funds being repurposed by the City of South Pasadena to support COVID response/recovery in the form of an expanded, 'al fresco' outdoor dining program. In 2021 the project team worked with the San Gabriel Valley Council of Governments (SGVCOG) to re-apply to the Metro Open Streets program (Cycle 4) to request funds to stage the event on October 29, 2023. After receiving a second award from Metro Los Angeles, the planning team resumed formal planning and outreach work on the event in January 2022, embarking upon a 24 month journey to bring 'ArroyoFest' back to life 20 years after the inaugural event.





# ***ArroyoFest Working Groups***

Event planning and coordination was led by a multi-jurisdictional working group composed of representatives from the cities of South Pasadena, Pasadena, and Los Angeles, CA Highway Patrol, the San Gabriel Valley Council of Governments, ActiveSGV, Right-of-Way Traffic Control, Aztlan Athletics, and Metro. Each jurisdiction appointed at least one point person to the working group, with a diverse set of agency staff taking leadership roles. Point staff were the conduit for all project-related information to other departments, and worked with their counterparts to refine event parameters, including traffic control design and event permitting.

Working group meetings were hosted monthly and remotely to begin with, and then transitioned to a twice-a-month format, with one meeting in person, and a second check-in virtually. Meeting space adjacent to the event route was graciously provided by the Audubon Center at Debs Park in Los Angeles, and the City of South Pasadena at Orange Grove Park Community Room. A formal debrief meeting was hosted on November 29th to review event evaluation findings and share final agency comments and feedback.

ActiveSGV would like to thank all the agency staff who actively participated with the working groups for their engagement and expertise.







# VOLUNTEER COORDINATION

**384**  
Volunteers

**11**

Organizations

**1,739**  
Volunteer Hours

ArroyoFest would not have been possible without tremendous volunteer support. 384 volunteers from across Southern California converged on the Arroyo Seco to staff on/off ramps, support activity hubs, assist at information booths, and provide roadside assistance to attendees. The estimated value of all this support was over **\$64,918** according to the California Non-Profit volunteer calculator (utilizing the 2022 volunteer rate of \$37.32 / hour)

In exchange for their time, event volunteers received a volunteer only, custom Metro TAP card, an ArroyoFest t-shirt, volunteer-only raffle tickets, food and beverage, and an invitation to a special post-event VIP party at Alhambra Park.



# OUTREACH



ArroyoFest was the first 626 Golden Streets ciclovía to include the cities of Pasadena and Los Angeles. Given the size and regional impact of the event, the ActiveSGV outreach team placed high emphasis on carrying out a robust campaign to educate and inform the public about the event. To do so, ActiveSGV staff employed a number of tried and tested strategies, as well as a few new ones.

Specific outreach methods included distribution of over 10,000 multi-lingual flyers in 3 languages (Chinese, Spanish, English); interactive tabling at 26 public events; presentations to half-a-dozen neighborhood councils and City commissions; proactive press engagement to solicit earned media coverage; mailers to over 20,000 households along the Arroyo Seco; hundreds of event posters; several dozen social media posts; a street banner in South Pasadena; and 2 community "Exploratory" rides.





# SOCIAL MEDIA

PROMOTING THE EVENT TO  
THE MASSES

**56K**

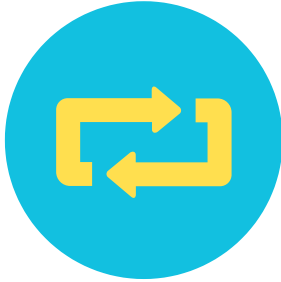
Over 56K accounts reached on Instagram in month leading up to ArroyoFest

**1.1K**

Posts tagged #ArroyoFest or #ArroyoFest2023 on Instagram and X (Twitter)



# PARTICIPANT SURVEY



**97.9%**

would like to see open streets events like this in their neighborhood.



**62.7%**

were attending their first open streets event.



**286**

event participants completed a survey on their experience at 626 Golden Streets



**60.7%**

planned to buy food/drink along the event route.



**30.9%**

shared they would be more likely to use public transit after attending 626 Golden Streets





# BUSINESS FEEDBACK

ActiveSGV staff interviewed 9 businesses located directly on the route on event day (Sunday, October 29, 2023), and interviewed 22 businesses, both on the route and nearby the route, three weeks later to gather feedback and input on the event from the local business community. Interview forms and protocol were based on standardized documents to be used by all organizers of events made possible by the Metro Open Streets Program, Cycle 4. Business types included restaurants, coffee shops, boutiques, a skate shop, an antique shop, and more. The list of specific businesses surveyed can be found below.

## EVENT DAY

### South Pasadena (9)

- Mission Wines
- Republic of Lucha
- Hodgsons Antiques
- Aro
- Old Focals
- Square Deal Barber Shop
- Stix SGV
- South Pas Vintage
- La Monarcha

## POST EVENT

### South Pasadena (11)

- Old Focals
- Stix SGV
- La Monarcha
- TeaMorrow
- Tarot Arts
- Jeweled Universe
- Jones Coffee Roasters
- Munch Company
- Yoko Japanes Antiques
- Mike and Anne's
- The Maya Salon

## POST EVENT

### Los Angeles (11)

- Flask HLP, Jeff's Table
- Triple Beam Pizza
- Go Get Em Tiger
- Antiqua Bread
- La Monarcha
- Antigua Coffee Roasters of Cypress Park
- Cypress Best
- The Hermosillo
- Jugos Azteca
- Be Nice Have Fun
- Cafe de Leche





***95% of businesses surveyed after the event (21 of 22) indicated they would like to see the event return to this street at another point in the future. Of these 95% indicated they would like to see "open streets" on at least an annual basis, with many requesting bi-annual events.***

#### Event Day Business Interview

- On event day 77.8% of businesses surveyed (7 of 9) indicated they were familiar with the "Open Streets" event concept. 25% stated they were actively participating in or interacting with the event (e.g., activated storefront).
- When asked if they thought their community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or using public transit, 66.7% responded 'Yes', 0.0% 'No', and 33.3% 'I don't know'.

#### Post-Event Business Interview

- Businesses surveyed after the event were asked whether the event brought new or more patrons to their business. 81.8% of respondents (18 of 22) indicated "Yes."
- Local businesses surveyed after the event were also asked to rank on a scale of 1 to 5 - 5 being the most positive and 1 being the least positive - what effect they believed the event has on your business (average score: 4.6) and on your community (average score 4.7).

To view additional response data, as well as copies of the surveying tools, visit the Appendix of this report.



# ATTENDANCE



Event day attendance was estimated to be more than 45,000. This number was reached with the support of a vendor hired by the San Gabriel Valley Council of Governments - WILTEC - that conducted a manual count of attendees utilizing video footage. The morning of the event WILTEC staff installed portable video equipment at four locations along the parkway: 1) south of Glenarm Avenue, 2) between the Grand Avenue and Orange Grove overpasses, 3) south of Avenue 52, and 4) just north of Avenue 26. WILTEC's Project Manager was escorted by a CHP officer to each installation location, starting at the north end of the parkway at Glenarm Avenue. At each location, the Project Manager extracted an 8-foot ladder from his truck and installed the video equipment at a height of roughly 10 to 12 feet above ground level.

At the end of the event, the Project Manager drove to each location and took down the video equipment. Memory cards were then removed from the video equipment and taken back to the WILTEC office for manual review and counting. Count data was broken into 15 minute intervals, with people on foot, bike, scooter, and skateboard counted separately. The full data set can be found starting on page 62 of the Appendix.

Peak hour of the event was 9:45am-10:45am, during which time 40,882 attendees were observed along the Arroyo Seco Parkway portion of the route (not including the 1 mile segment of local streets along Orange Grove Boulevard and Mission Street in the City of South Pasadena). This estimate was reached by adding the 15 minute increment counts across all mode types northbound and southbound on both sides of the parkway.





# LESSONS LEARNED

ArroyoFest was the sixth 626 Golden Streets ciclovía organized by ActiveSGV, the fourth ciclovía in South Pasadena, and the third in Pasadena. The event's focus on the historic Arroyo Seco Parkway posed novel challenges and opportunities for event organizers at ActiveSGV.

In 2003 the event was staged as a separate community walk and bicycle ride. As the 20th anniversary edition was organized as an 'open streets' event, which traditionally permit all active modes to share space at the same time, there was concern that the grades along the parkway may result in challenges accommodating slower moving walkers, runners, older adults and young children. Event organizers were aware how most major ciclovías in Los Angeles County become difficult for pedestrians to navigate as soon as wheeled users arrive en masse. The decision was thus made to reserve the west side of the parkway for people on foot, in wheelchairs, and young children, and the east side for people on bike, skates, and other wheeled devices.

Post event feedback on this decision was mixed. Some participants expressed support for one-way wheeled traffic on both sides of the parkway, designated slower/faster lanes, or separate time periods for pedestrians and wheeled device users. Others noted that the separation of users ensured the event safely accommodated people of all ages on foot, as well as equestrian users. Given the incredible public interest in ArroyoFest, accommodating the sometimes competing interests of so many different users will be a challenge for any event organizer. In 2023 our team determined that preserving safe space for people walking or jogging simply would not have been possible had both sides of the parkway been opened to faster, wheeled traffic. However this challenge could potentially be mitigated by 1) producing a multi-day event (e.g., one day pedestrian focused, the next wheeled device); or 2) making the event longer and reserving the morning for pedestrians and afternoon wheeled devices. Of all the event day challenges, managing the level of public interest was arguably the most significant, and will likely remain so for whomever resurrects 'ArroyoFest' next







# OPPORTUNITIES

ActiveSGV is tremendously grateful for all the qualitative feedback received from the general public, agency staff, and event vendors post event. There was no shortage of passionate participants who would like to see ArroyoFest return even better. Our event team has done our best to parse through hundreds qualitative comments to identify recommendations for future ArroyoFest organizers.

## Key recommendations for future ArroyoFests:

- Add additional and larger wayfinding signage on the Arroyo Parkway directing attendees to Activity Hubs
- Add additional dismount zones (e.g., Orange Grove, Ave 60, Ave 43) and event staff (e.g., rovers, stationary) on the Parkway to assist attendees with merging / turning movements and encourage safe riding practices
- Extend event hours on the Arroyo Seco Parkway to help reduce crowding (e.g., 6am-12pm)
- Consider hosting the event when sunrise is earlier in the morning (e.g., after the Fall time change)
- Improve process for screening event volunteers and develop a volunteer code-of-conduct
- Incorporate targeted notifications to businesses located within a mile of the event route and adjacent to key access points (many were overwhelmed with event day participants given the very large turnout)
- Order volunteer lunches from more than one business, with a focus on businesses adjacent to each Hub
- Increase the size of the bike valet area in South Pasadena and add valet in Lincoln Heights (for runner use)
- Shorten the event route on Mission Street in South Pasadena to Fremont Avenue
- Provide volunteers with direct phone number to designated EMT dispatcher
- Assign a staff position specific to delivering food/drink to volunteers stationed along the route
- Increase the Metro Open Streets program cap to help cover the costs of very large open streets events like ArroyoFest (partial list of additional needs/costs below)
- Add additional portable restrooms to the south and north end of the route (Lincoln Heights, Pasadena)
- Add additional trash cans and recycling bins to the south end of the route (Lincoln Heights)
- Add additional food trucks at the Highland Park Hub
- Replace roving, on-bike EMTs with EMTs stationed with golf carts on Parkway ramps (instead of in hubs)
- Increase number of golf carts for EMTs to transport patients (3 were set-aside for EMTs in 2023)
- Improve radio communications between EMTs and public safety / EOC staff
- Add mile markers on the parkway to help public safety staff and EMTs locate calls for service more easily
- Designate emergency lanes on the parkway to expedite patient care
- Confirm volunteers to manage soft closures for the entirety of the event (SoPas PD was left to manage soft closure at Fair Oaks without volunteer support for a period of time)



# Parkway Lane Separation

## SOUTHBOUND LANES FOR PEDESTRIANS



## NORTHBOUND LANES FOR WHEELED DEVICES



## PROGRAMMING POSITIVES

A partial list of event elements that the organizing team felt worked well in 2023 and are worthy of consideration for future events include the following.

- *Integration of a point-to-point 'fun run' starting/finishing adjacent to Metro A Line Stations at 7am, providing the public an opportunity to run en masse down the parkway and get to/from the event via Metro*
- *Provision of separated space for people walking, in wheelchairs, with young children in strollers, etc.*
- *No single use plastic water bottles or other single-use plastic items (all vendors in the post-run expo distributed beverages in truly recyclable metal cans)*
- *Creation of a custom Metro TAP cards for event volunteers and runners*
- *Inclusion of local streets with businesses into the formal event route (e.g., Mission Street)*
- *Addition of doves into the Opening Ceremony*
- *Coordination with local performing artists such as Poco Pocho and the Pasadena Piano Institute to provide live music along the event route*
- *Provision of low/no cost tabling opportunities for local community-based organizations*
- *Collaboration with Lummis Day Festival organizers to coordinate respective events*
- *Demonstration of zero emission mobility technologies at the event, including E-bikes and vehicles*





# ARROYOFEST 3.0?

The most common question ActiveSGV received post event was when the next ArroyoFest would take place. Under the current cost and time constraints involved with organizing an event of this size and complexity, ActiveSGV does not have the capacity to stage ArroyoFest on an annual basis, despite overwhelming public interest in seeing the event return more regularly. Since 2014 Metro's Open Streets Program has been the primary source of funding for ciclovias in Los Angeles County, without which most cicLAvia, 'Beach Streets', and 626 Golden Streets events simply would not be possible. Metro hosts a 'call for projects' every two years that public agencies may submit event concepts to. The most recent call for projects - Cycle 5 - was closed in summer 2023 and will fund events in calendar years 2024 - 2025. Cycle 6 will presumably be released in 2025 for events in 2026-2027. In short, without substantial new investment, the soonest ArroyoFest could return would be 2027.

ActiveSGV has also not committed to serving as a lead organizer for a third ArroyoFest. Organizing open streets events remains an ancillary program for our organization, whose mission remains centered on realizing permanent change, including regional greenways, networks of protected bike/roll-ways, and greener, more climate-resilient neighborhoods. As much as we love temporarily transforming public streets into linear parks, the need for a more equitable and multimodal transportation system has never been greater in southern California. And so most of ActiveSGV's efforts will continue to focus on supporting and accelerating the transition to healthier, more sustainable streets and communities in the San Gabriel Valley.

The promise of the 'open streets' in Los Angeles County - as exemplified by a decade of popular cicLAvia events - has not resulted in the development of a network of safe, connected and protected bikeways and walkable neighborhoods. Our unsafe streets, worst-in-the-nation air pollution, and troublingly high rates of chronic-yet-preventable illnesses such as diabetes, hypertension, and obesity necessitate that we battle these environmental justice issues head on. 'Encouragement' events like ArroyoFest are important and should be regular occurrences, not once in two decade novelties. But we also need safe routes to school and bike paths that connect to one another.

Does that mean an end to ActiveSGV organized 'open streets'? We hope not! In summer 2023 ActiveSGV partnered with the SGVCOG to submit three proposals for events in 2024-25. While we did not request to host a third ArroyoFest over the next two years -- organizationally ActiveSGV does not attempt to restage an event before successfully doing so and confirming with the local community that they'd like to see it return -- ActiveSGV hopes to host ciclovias in San Gabriel, Alhambra, South Pasadena, El Monte and South El Monte over the next two years.





# CLOSING

ActiveSGV would like to thank everyone who helped plan, promote, and produce the 20th anniversary ArroyoFest. This free, family-friendly event simply would not have been possible without the support of hundreds of people working together to create a special day and experience for people of all ages, backgrounds, and walks of life.

Our team is incredibly grateful to have been able to work with the community in bringing this historic event back to life for a new generation of residents of the Arroyo Seco. We are hopeful that ArroyoFest served as another step towards creating regular opportunities for local residents to recreate, socialize, and forge stronger community connections at a time when greater collaboration is sorely needed.

If nothing else, ActiveSGV also hopes that this brief opportunity to connect the beautifully diverse and vibrant communities of the Arroyo Seco will inspire others to think big, reimagine what is possible, and work to transform our neighborhoods to meet the challenges of the 21st century.

Thank you again, and please stay in touch!

@ActiveSGV



# ACKNOWLEDGEMENTS

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## Caltrans District 7

- Linda Taira
- Serena Liu
- Cuong Trinh
- Christine Song
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- John Juarez

## Volunteer Groups

- CA Conservation Corps
- Youth Climate Strike Los Angeles
- Everlasting Education Elementary
- Pasadena Complete Streets Coalition
- Pasadena Community College Badminton Team
- San Marino High School Cross Country Team
- San Marino High School Water Polo Team
- San Marino High School Basketball Team
- Arroyo High School Key Club
- Southern California Edison
- Lions Heart Teen Volunteers and Leaders

## Event Photographers

- Bryan Zaragoza
- Tim Hans
- Otto Sayes
- Andy Rodriguez

## Amazing Friends of #GabeTheSasquatch

- Dan Sipple, 626 Event Logos and Design, Dan Sipple Illustration
- Andy Au, South Pasadena Stage Manager



# MEDIA COVERAGE

**01** ABC 7 Los Angeles  
[tinyurl.com/4a58d4ed](https://www.tinyurl.com/4a58d4ed)

**02** Curbed Los Angeles  
[tinyurl.com/yknbfc96](https://www.tinyurl.com/yknbfc96)

**03** Colorado Blvd  
[tinyurl.com/37669mr7](https://www.tinyurl.com/37669mr7)

**04** KCRW  
[tinyurl.com/5n76dnn8](https://www.tinyurl.com/5n76dnn8)

**05** LA Times  
[tinyurl.com/ytt2c6eb](https://www.tinyurl.com/ytt2c6eb)

**06** LA Times  
[tinyurl.com/3pr9estr](https://www.tinyurl.com/3pr9estr)

**07** Pasadena Now  
[tinyurl.com/4m932z8e](https://www.tinyurl.com/4m932z8e)

**08** Pasadena Star-News  
[tinyurl.com/4u97fhux](https://www.tinyurl.com/4u97fhux)

**09** South Pasadenan  
[tinyurl.com/3p4syuz4](https://www.tinyurl.com/3p4syuz4)

**10** Streetsblog  
[tinyurl.com/593a86dr](https://www.tinyurl.com/593a86dr)

**11** Streetsblog  
[tinyurl.com/bd8ycjyy](https://www.tinyurl.com/bd8ycjyy)



**ArroyoFest to shut down stretch of 110 Freeway in Pasadena on Sunday** **01**  
 The 110 Freeway between Pasadena and downtown Los Angeles will be closed to vehicle traffic for four hours to make way for the 426 Golden Streets ArroyoFest event.



**Open streets event will shut down the Freeway in 2020** **02**  
 Angelenos will be free to experience the historic



**Everything To Know About ArroyoFest** **03**  
 ArroyoFest 2023 will open the 110 Freeway pathway to pedestrians, cyclists, and skateboards, from Glenarm Avenue in Pasadena to Avenue 26 in Lincoln Heights.



**Walk or bike on a car-free freeway: ArroyoFest | Greater LA** **04**  
 The nonprofit ActiveSGV's ArroyoFest will open up six miles of the 110 freeway from Lincoln Heights to North Pasadena for walking, biking, and skateboarding.



**20 years ago, the Arroyo Seco Parkway turned into a car-free party. Get the story** **05** ...  
 For the first time since 2003, ArroyoFest will close a section of the Arroyo Seco Parkway for people to walk, hike, skate and run.



**Cyclists took over the 110 Freeway: Here's what they had to say about biking in L.A.** **06**  
 When cyclists took over the 110 Freeway between downtown L.A. and Pasadena, we asked them what their chances about stolen bikes in Los Angeles.



**ArroyoFest Returns to Pasadena This Weekend After 20 Years' Absence** **07**  
[pasadenanow.com](https://www.pasadenanow.com)



**Tens of thousands take to the 110 Freeway for ArroyoFest event** **08**  
 Young, old and everyone in between took to the Arroyo Seco Parkway (110 Freeway) on Sunday for the ArroyoFest event.



**ArroyoFest | Thousands Expected to Take Part | The South Pasadenan** **09**  
 In a car-free environment along a 7-mile stretch customarily reserved for motorists, thousands expected to head to the 110 Arroyo Seco Parkway on Sunday.



**10**



**SGV Connect 118: ArroyoFest - Streetsblog Los Angeles** **11**  
[la.streetsblog.org](https://la.streetsblog.org)



# APPENDIX





# Participant Survey Tool (front)



## 626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets ArroyoFest! We appreciate your time completing this survey.

1. Are you participating in the event today?  YES  NO
2. Is this your first time participating in an Open Streets event?  YES  NO
3. If no, where have you participated previously? \_\_\_\_\_
4. Not including today, have you ever participated in an Open Streets event similar to this, or CicLAvia, in the past?  YES  NO
5. How long are you staying at the Open Streets event today?
  - a. Less than 30 minutes
  - b. 30 to less than 60 minutes
  - c. Between 1 and 2 hours
  - d. Between 2 and 3 hours
  - e. More than 3 hours
6. Do you perceive this Open Streets event as improving this neighborhood/community?  
 YES  NO  DON'T KNOW
7. How did you arrive at today's event?
  - a. Automobile
  - b. Bike
  - c. Walk
  - d. Other wheeled device
  - e. Transit (Rail)
  - f. Transit (Bus)
8. If you used Metro for transportation to this event, how did you access Metro today?
  - a. Automobile
  - b. Bike
  - c. Walk
  - d. Other wheeled device
9. Do you ever ride Metro? (i.e. rail, bus)
  - a. Never
  - b. Less than once a month
  - c. Several times a month
  - d. Several times a week
  - e. Daily
10. After today's event, your use of transit is likely to:  
 Increase  Stay the same  Decrease  Don't know
11. After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
12. After today's event, how likely are you to ride a bike on city streets? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.) 1 2 3 4 5
13. Would you like to see this event in your neighborhood?  YES  NO
14. If yes, how often?  
 Yearly  2-5 times/year  6-10 times/year  Monthly  Weekly
15. Did you (or do you plan to) buy any food or drinks along the event route?  YES  NO
16. Did you (or do you plan to) shop at any local businesses along the event route?  YES  NO



# Participant Survey Tool (back)



## 626 Golden Streets Participant Survey

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

### 17. How did you hear about Golden Streets? (Circle all that apply)

- |   |   |
|---|---|
| a. Flyer                                | j. Instagram                                  |
| b. Poster                               | k. Twitter                                    |
| c. Yard Sign                            | l. Email from ActiveSGV or 626 List           |
| d. Street Banner                        | m. Text message                               |
| e. Radio                                | n. Mailer                                     |
| f. News source                          | o. City communication (email, notice)         |
| g. From a friend/family member/coworker | p. Roadway/Freeway message board              |
| h. From a community organization        | q. I didn't hear about it. Happened across it |
| i. Facebook                             | r. Other _____                                |

### 18. What are the main reasons you came to Golden Streets? (Circle all that apply)

- |  |                          |
|--|--------------------------|
| a. Exercise  | g. It sounded like fun   |
| b. Explore the neighborhood                            | h. I just came across it |
| c. Socialize with friends                              | i. To support the event  |
| d. Get out of the house                                | j. Other _____           |
| e. Visit a store or restaurant                         |                          |
| f. Ride my bike or walk without worrying about traffic |                          |

### 19. Was this your first time visiting any of the following communities? (select all that apply)

- |                   |                |
|-------------------|----------------|
| a. South Pasadena | b. Los Angeles |
|-------------------|----------------|

### 20. Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (circle one):

- Very Supportive    Somewhat Supportive    Neutral    Somewhat Unsupportive    Very Unsupportive

### 21. Which one of the following best describes you?

- |                                     |                                 |
|-------------------------------------|---------------------------------|
| a. American Indian or Alaska Native | e. White Non-Hispanic           |
| b. Asian or Pacific Islander        | f. Multiracial                  |
| c. Black or African American        | g. Other (please specify) _____ |
| d. Latino/a                         |                                 |

22. Zip Code: \_\_\_\_\_   24. Age: \_\_\_\_\_   25. Gender: \_\_\_\_\_

26. May we follow up with you after today to ask a few questions about your experience at the open streets event? If yes, please provide contact info below. YES NO

27. Would you like to be added to the 626 Golden Streets event notification list? If yes, please provide contact info below.  YES    NO

28. Name: \_\_\_\_\_

29. Email: \_\_\_\_\_ Phone: \_\_\_\_\_

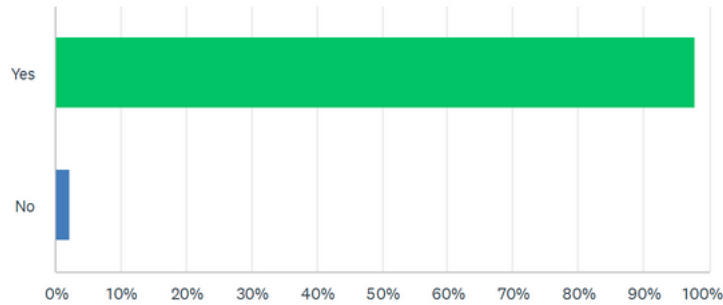
30. Comments/Feedback/Suggestions for event organizers:



# Participant Survey Results

## Q1 Are you participating in the event today?

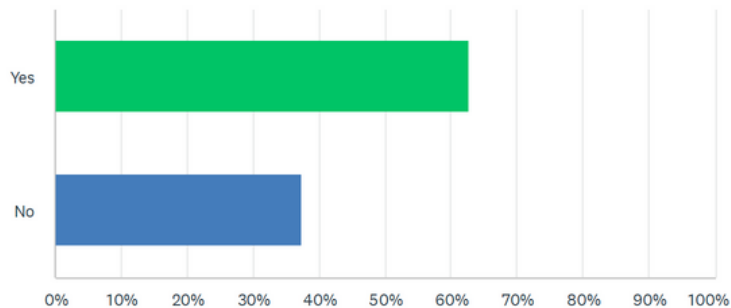
Answered: 282 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	97.87%	276
No	2.13%	6
TOTAL		282

## Q2 Is this your first time participating in an Open Streets event?

Answered: 284 Skipped: 2

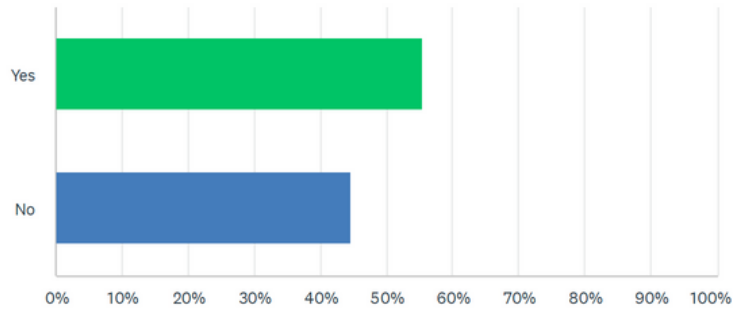


ANSWER CHOICES	RESPONSES	
Yes	62.68%	178
No	37.32%	106
TOTAL		284



### Q4 Not including today, have you ever participated in an Open Streets event similar to this, or CicLAvia, in the past?

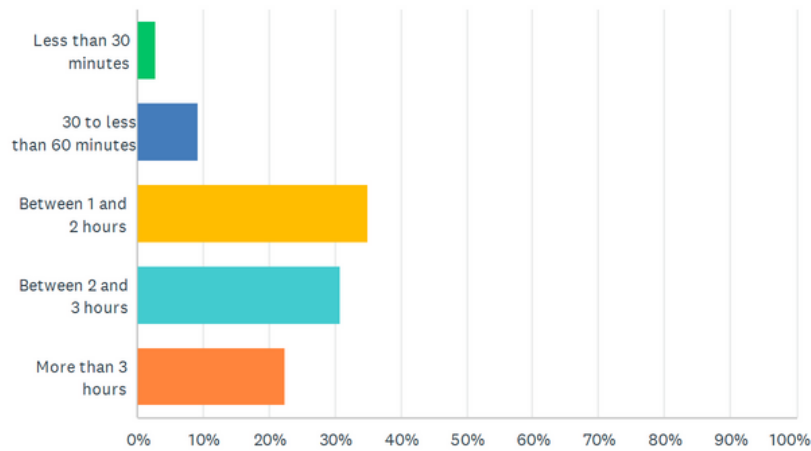
Answered: 276 Skipped: 10



ANSWER CHOICES	RESPONSES	
Yes	55.43%	153
No	44.57%	123
TOTAL		276

### Q5 How long are you staying at the Open Streets event today?

Answered: 281 Skipped: 5

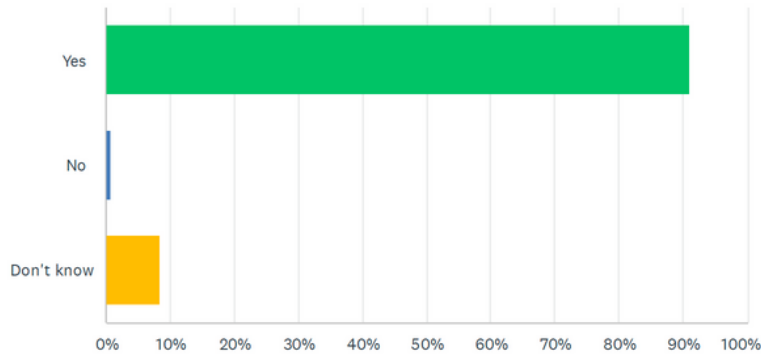


ANSWER CHOICES	RESPONSES	
Less than 30 minutes	2.85%	8
30 to less than 60 minutes	9.25%	26
Between 1 and 2 hours	34.88%	98
Between 2 and 3 hours	30.60%	86
More than 3 hours	22.42%	63
TOTAL		281



## Q6 Do you perceive this Open Streets event as improving this neighborhood/community?

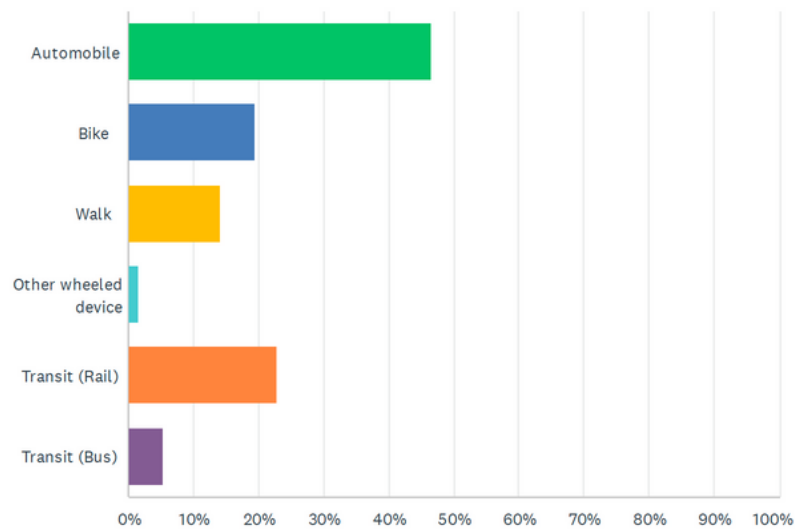
Answered: 280 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	91.07%	255
No	0.71%	2
Don't know	8.21%	23
<b>TOTAL</b>		<b>280</b>

## Q7 How did you arrive at today's event? (select all that apply)

Answered: 284 Skipped: 2

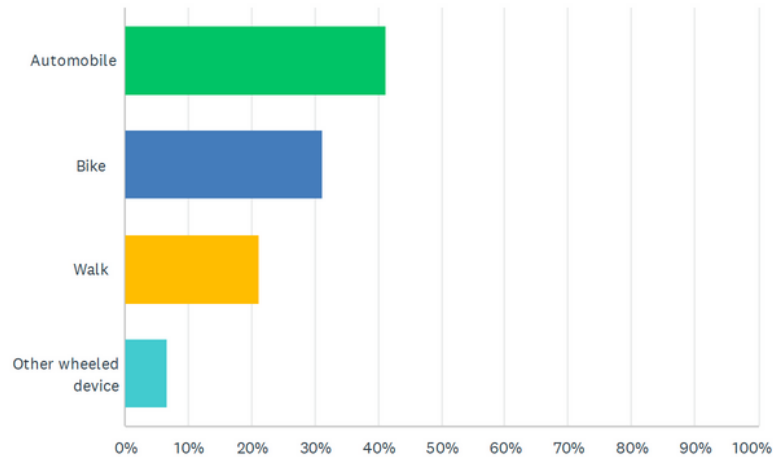


ANSWER CHOICES	RESPONSES	
Automobile	46.48%	132
Bike	19.37%	55
Walk	14.08%	40
Other wheeled device	1.41%	4
Transit (Rail)	22.89%	65
Transit (Bus)	5.28%	15
<b>Total Respondents: 284</b>		



## Q8 If you used Metro for transportation to this event, how did you access Metro today?

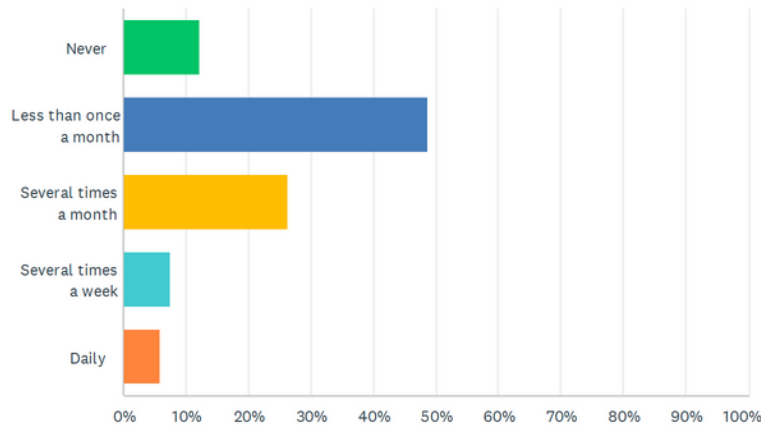
Answered: 151 Skipped: 135



ANSWER CHOICES	RESPONSES	
Automobile	41.06%	62
Bike	31.13%	47
Walk	21.19%	32
Other wheeled device	6.62%	10
<b>TOTAL</b>		<b>151</b>

## Q9 Do you ever ride Metro? (i.e. rail, bus)

Answered: 282 Skipped: 4

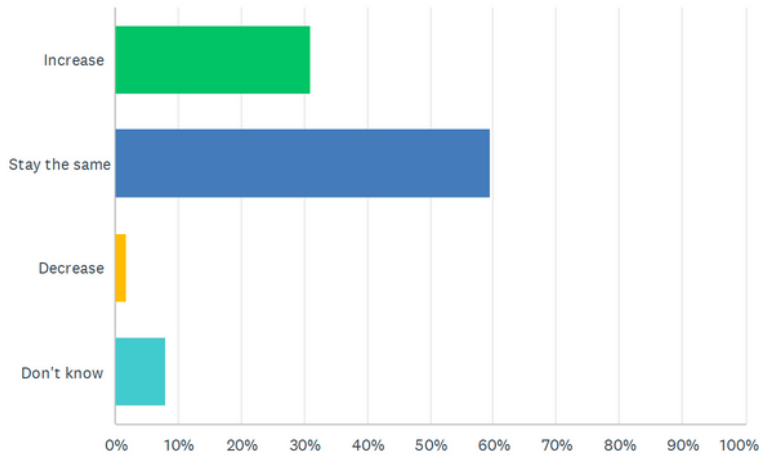


ANSWER CHOICES	RESPONSES	
Never	12.06%	34
Less than once a month	48.58%	137
Several times a month	26.24%	74
Several times a week	7.45%	21
Daily	5.67%	16
<b>TOTAL</b>		<b>282</b>



## Q10 After today's event, your use of transit is likely to:

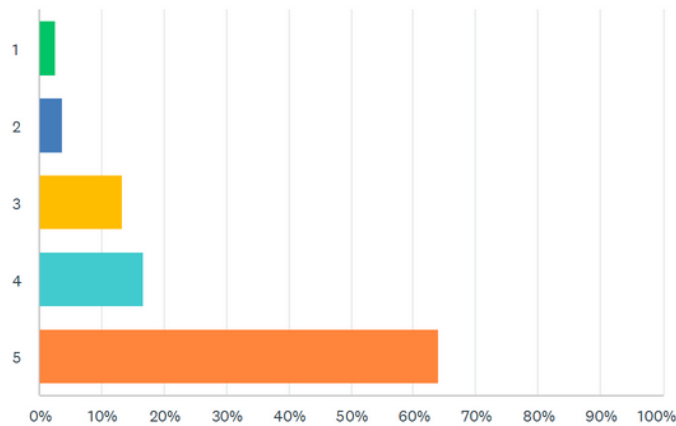
Answered: 281 Skipped: 5



ANSWER CHOICES	RESPONSES	
Increase	30.96%	87
Stay the same	59.43%	167
Decrease	1.78%	5
Don't know	7.83%	22
TOTAL		281

## Q11 After today's event, how likely are you to walk in your neighborhood? (Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

Answered: 281 Skipped: 5

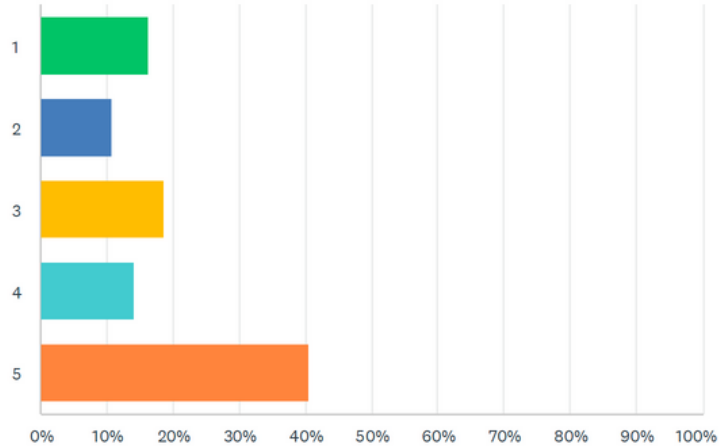


ANSWER CHOICES	RESPONSES	
1	2.49%	7
2	3.56%	10
3	13.17%	37
4	16.73%	47
5	64.06%	180
TOTAL		281



Q12 After today's event, how likely are you to ride a bike on city streets?  
(Please rank on a scale of 1-5 with 1 being least likely and 5 being most likely.)

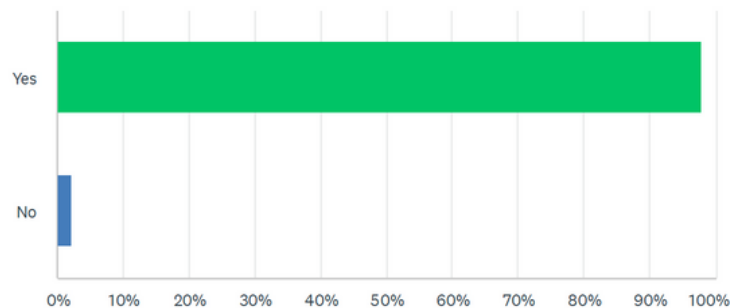
Answered: 279 Skipped: 7



ANSWER CHOICES	RESPONSES	
1	16.13%	45
2	10.75%	30
3	18.64%	52
4	13.98%	39
5	40.50%	113
TOTAL		279

Q13 Would you like to see this event in your neighborhood?

Answered: 282 Skipped: 4



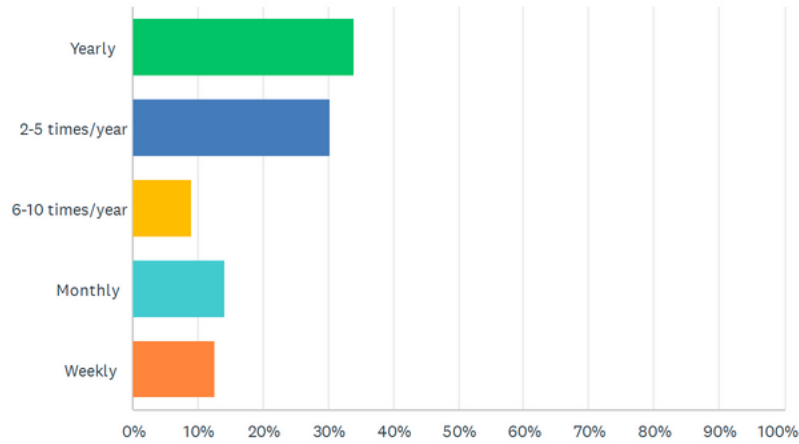
ANSWER CHOICES	RESPONSES	
Yes	97.87%	276
No	2.13%	6
TOTAL		282





## Q14 If yes, how often?

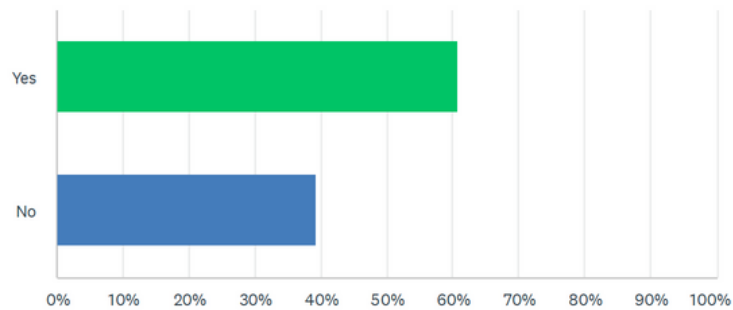
Answered: 277 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yearly	33.94%	94
2-5 times/year	30.32%	84
6-10 times/year	9.03%	25
Monthly	14.08%	39
Weekly	12.64%	35
TOTAL		277

## Q15 Did you (or do you plan to) buy any food or drinks along the event route?

Answered: 280 Skipped: 6

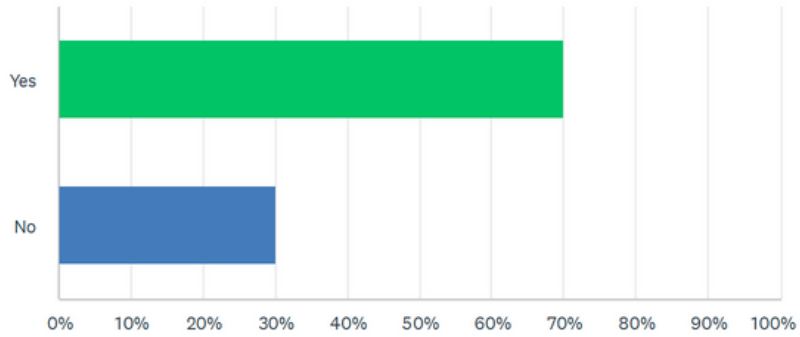


ANSWER CHOICES	RESPONSES	
Yes	60.71%	170
No	39.29%	110
TOTAL		280



# Q16 Did you (or do you plan to) shop at any local businesses along the event route?

Answered: 280 Skipped: 6

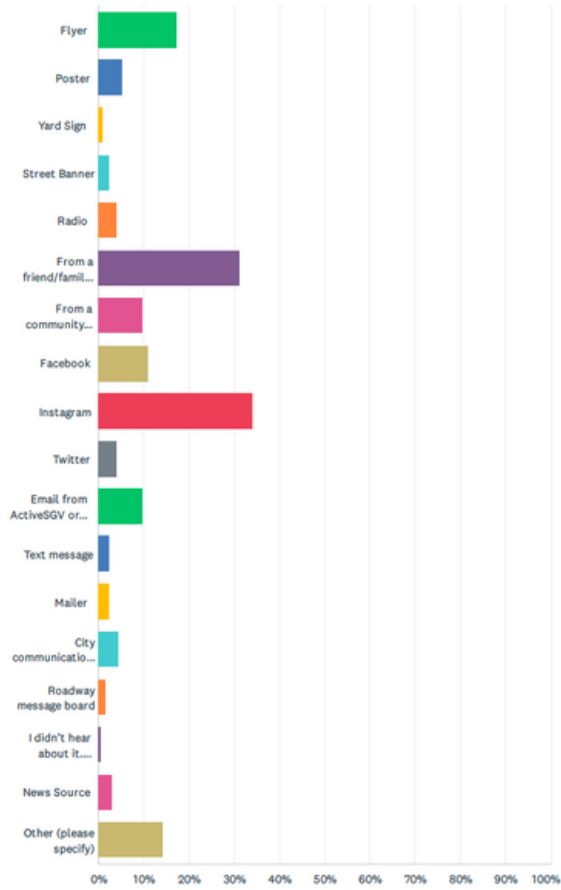


ANSWER CHOICES	RESPONSES	
Yes	70.00%	196
No	30.00%	84
TOTAL		280



## Q17 How did you hear about 626 Golden Streets? (select all that apply)

Answered: 267 Skipped: 19

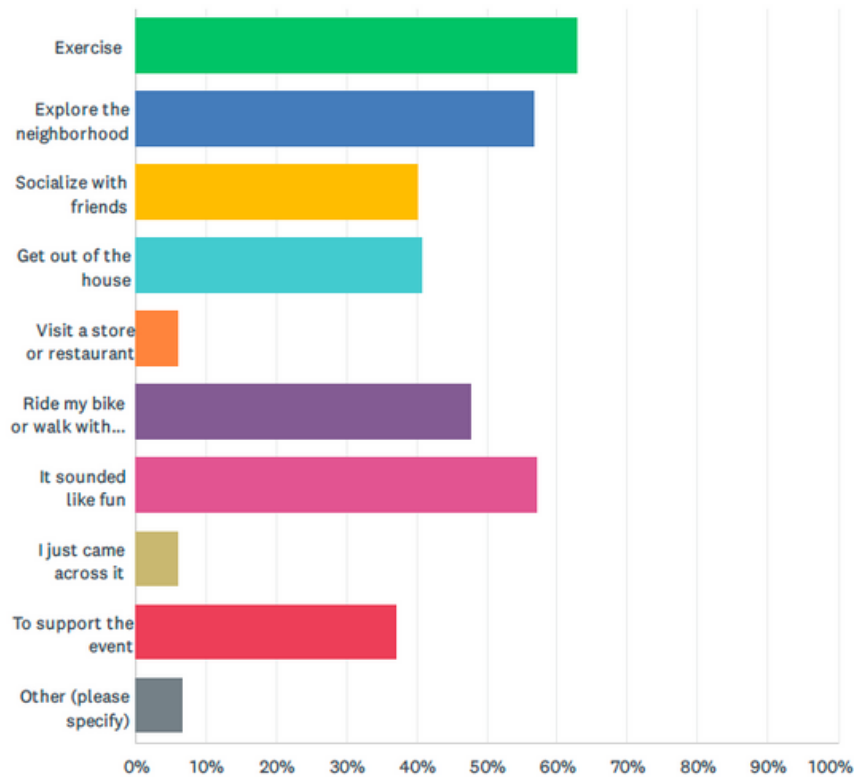


ANSWER CHOICES	RESPONSES	
Flyer	17.23%	46
Poster	5.24%	14
Yard Sign	0.75%	2
Street Banner	2.25%	6
Radio	4.12%	11
From a friend/family member/coworker	31.09%	83
From a community organization	9.74%	26
Facebook	10.86%	29
Instagram	34.08%	91
Twitter	4.12%	11
Email from ActiveSGV or 626 List	9.74%	26
Text message	2.25%	6
Mailer	2.25%	6
City communication (email, notice)	4.49%	12
Roadway message board	1.50%	4
I didn't hear about it. Happened across it	0.37%	1
News Source	3.00%	8
Other (please specify)	14.23%	38
Total Respondents: 267		



## Q18 What are the main reasons you came to 626 Golden Streets? (select all that apply)

Answered: 270 Skipped: 16

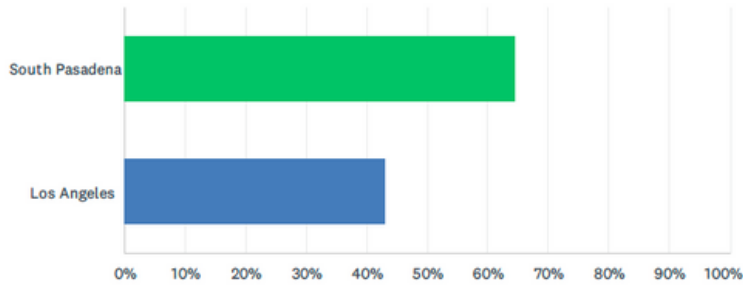


ANSWER CHOICES	RESPONSES	
Exercise	62.96%	170
Explore the neighborhood	56.67%	153
Socialize with friends	40.37%	109
Get out of the house	40.74%	110
Visit a store or restaurant	5.93%	16
Ride my bike or walk without worrying about traffic	47.78%	129
It sounded like fun	57.04%	154
I just came across it	5.93%	16
To support the event	37.04%	100
Other (please specify)	6.67%	18
Total Respondents: 270		



Q19 Was this your first time visiting any of the following communities?  
(select all that apply)

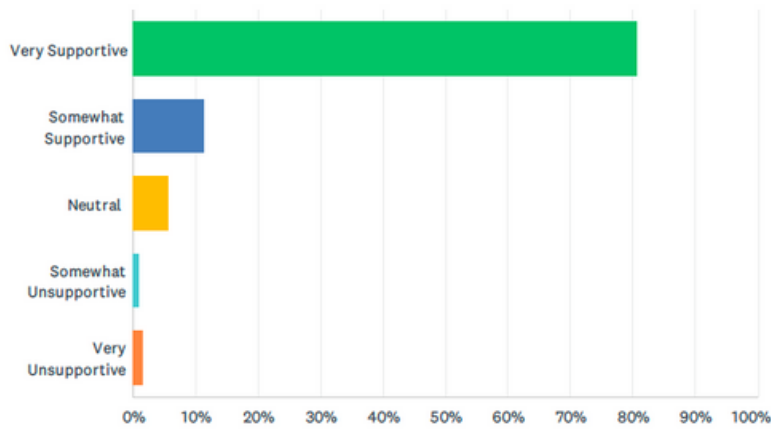
Answered: 51 Skipped: 235



ANSWER CHOICES	RESPONSES	
South Pasadena	64.71%	33
Los Angeles	43.14%	22
Total Respondents: 51		

Q20 Please rate your support for your City to add high quality bicycle paths, separated from traffic, on some local streets (select one):

Answered: 266 Skipped: 20

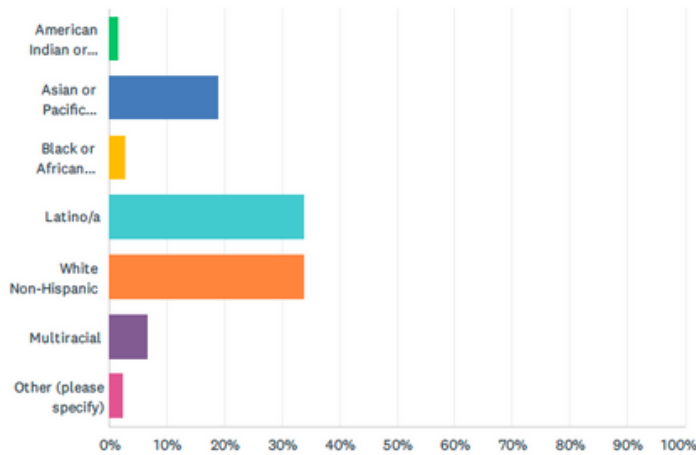


ANSWER CHOICES	RESPONSES	
Very Supportive	80.83%	215
Somewhat Supportive	11.28%	30
Neutral	5.64%	15
Somewhat Unsupportive	0.75%	2
Very Unsupportive	1.50%	4
TOTAL		266



### Q21 Which one of the following best describes you?

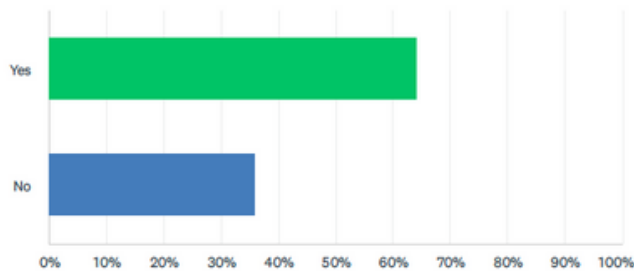
Answered: 259 Skipped: 27



ANSWER CHOICES	RESPONSES
American Indian or Alaska Native	1.54% 4
Asian or Pacific Islander	18.92% 49
Black or African American	2.70% 7
Latino/a	33.98% 88
White Non-Hispanic	33.98% 88
Multiracial	6.56% 17
Other (please specify)	2.32% 6
<b>TOTAL</b>	<b>259</b>

### Q25 May we follow up with you after today to ask a few questions about your experience at the open streets event? If yes, please provide contact info below.

Answered: 243 Skipped: 43

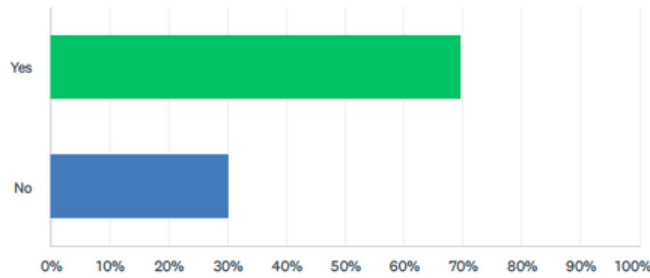


ANSWER CHOICES	RESPONSES
Yes	64.20% 156
No	35.80% 87
<b>TOTAL</b>	<b>243</b>



Q26 Would you like to be added to the 626 Golden Streets event notification list? If yes, please provide contact info below.

Answered: 237 Skipped: 49



ANSWER CHOICES	RESPONSES	
Yes	69.62%	165
No	30.38%	72
TOTAL		237

Q30 Comments/Feedback/Suggestions for event organizers:

Answered: 60 Skipped: 226

A sample of comments can be found below:

- I hope this becomes a regular event like civlavia. Thank you. Also: \*very\* well organized
- Protected bike paths have my support. I am against unprotected bike paths. Too dangerous, false security.
- bigger directional signs
- The event has very limited duration and it was too crowded. The hours should be extended next year.
- Bike lane got scary w/ so many people, especially passing N/S bound. Suggest a divider, even if just painted
- 10/10 would do again
- Do it more frequently
- More walkable events! :)
- Thank you! Love the event
- extremely impressed with the turnout! Wish there were more food trucks
- have assistance at hills to help families cross the road
- Lovely event!



# Metro Rail User Survey Tool



## 626 Golden Streets Participant Metro Rail Survey

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

**1. Are you participating in today's Open Streets event?**

- YES
- NO

**2. Is this your first time riding Metro rail?**

- YES
- NO

**3. What best describes your use of public transit?**

- a. Daily
- b. More than once a week
- c. Once a week
- d. Once a month
- e. Less than once a month

**4. After today's event, would you use public transit again in the future?**

- YES
- NO
- I Don't Know

**5. If you weren't participating in today's event, would you have used public transit today?**

- YES
- NO
- I Don't Know

**6. What is your 5-digit zip code? \_\_\_\_\_**



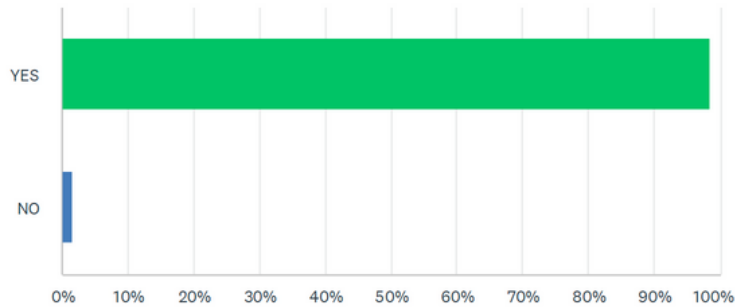


# Rail Survey Results

ActiveSGV staff and volunteers surveyed 72 Metro Gold Line users at the South Pasadena Station, Southwest Museum Station, and Lincoln/Cypress Station during the event on 10/29/23. The anonymous survey included 6 questions. Only personal information requested was zip code.

## Q1 Are you participating in today's Open Streets event?

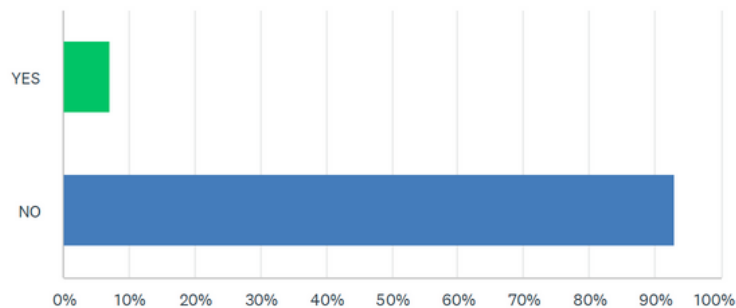
Answered: 72 Skipped: 0



ANSWER CHOICES	RESPONSES	
YES	98.61%	71
NO	1.39%	1
TOTAL		72

## Q2 Is this your first time riding Metro rail?

Answered: 72 Skipped: 0

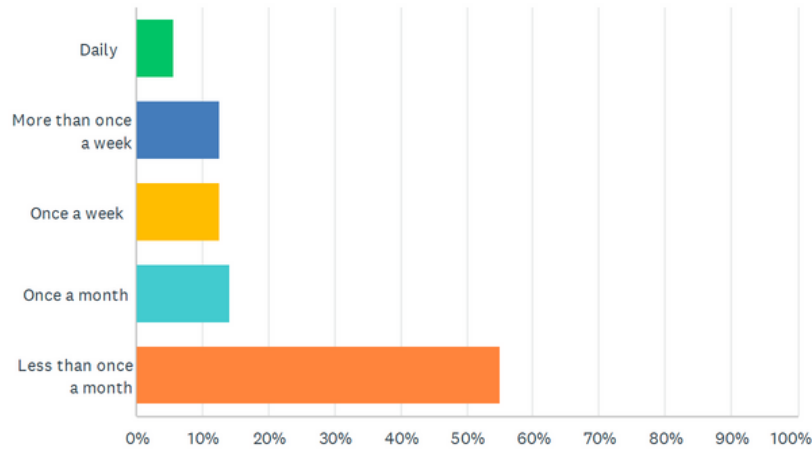


ANSWER CHOICES	RESPONSES	
YES	6.94%	5
NO	93.06%	67
TOTAL		72



### Q3 What best describes your use of public transit?

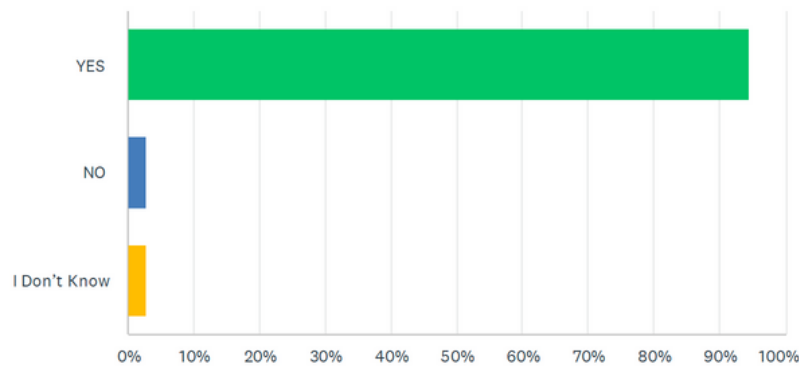
Answered: 71 Skipped: 1



ANSWER CHOICES	RESPONSES	COUNT
Daily	5.63%	4
More than once a week	12.68%	9
Once a week	12.68%	9
Once a month	14.08%	10
Less than once a month	54.93%	39
<b>TOTAL</b>		<b>71</b>

### Q4 After today's event, would you use public transit again in the future?

Answered: 72 Skipped: 0

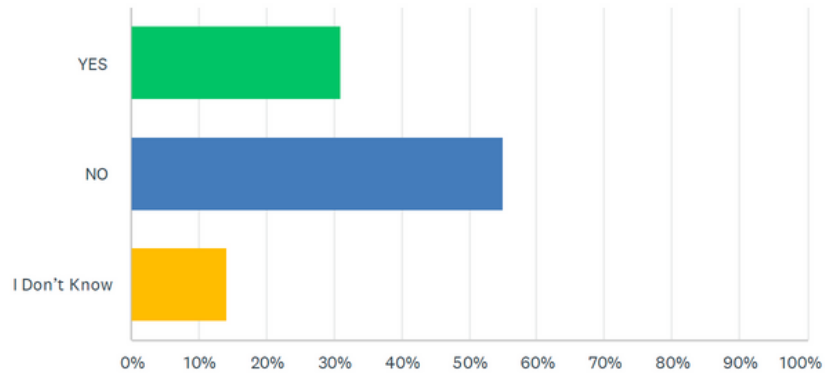


ANSWER CHOICES	RESPONSES	COUNT
YES	94.44%	68
NO	2.78%	2
I Don't Know	2.78%	2
<b>TOTAL</b>		<b>72</b>



## Q5 If you weren't participating in today's event, would you have used public transit today?

Answered: 71 Skipped: 1



ANSWER CHOICES	RESPONSES	
YES	30.99%	22
NO	54.93%	39
I Don't Know	14.08%	10
TOTAL		71



# Business Owner Interview Tool - Event Day (front)



## 626 Golden Streets Business Event Day Interview

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

*In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.*

**Business name:**

**Describe business:**

**1. Are you familiar with the open streets event today?**

- YES
- NO

a. *If yes, what do you understand the event to be?*

**2. Is your business participating in and/or interacting with the open streets event today?**

- YES
- NO

a. *If yes, is this your first time participating in an open street event?*

b. *If yes, in what way will your business participate and/or interact with today's event?*

**3. Does your business do any type of marketing or advertising?**

- YES
- NO

a. *If yes, What type of advertising do you do?*

b. *Do you believe this event may bring better recognition to the products or services your business offers?*

**4. Have you noticed any changes in your customer volume and/or demographics today?**

**5. What effect do you believe today's event has on this community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

(least positive)      1      2      3      4      5      (most positive)



# Business Owner Interview Tool - Event Day (back)



626 Golden Streets  
Business Event Day  
Interview

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

**6. What effect do you believe today's event has on your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

(least positive)      1      2      3      4      5      (most positive)

**7. Would you like to see this event return to this street at another point in the future?**

- YES (if yes, go to a.)
- NO (if no, go to b.)

a. **If yes:** How often would you like to see this event happen? \_\_\_\_\_

b. **If no:** Would you recommend this event to happen on a different street in this neighborhood? \_\_\_\_\_

**8. In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community?**

*(please share why or why not)*

- YES
- NO
- I don't know

**9. Do you believe that by experiencing today's event your business may support transportation improvements in the future? (please share why or why not)**

- YES
- NO
- I don't know

**10. Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?**

- YES
- NO
- I don't know

**11. Can I come back after the event and ask you some follow-up questions? If yes, when would be a good time?**

**Business Address:**

**Business Rep Contact Info:**

**12. Do you have any other thoughts to add about this event?**



# Business Interview (Event Day)

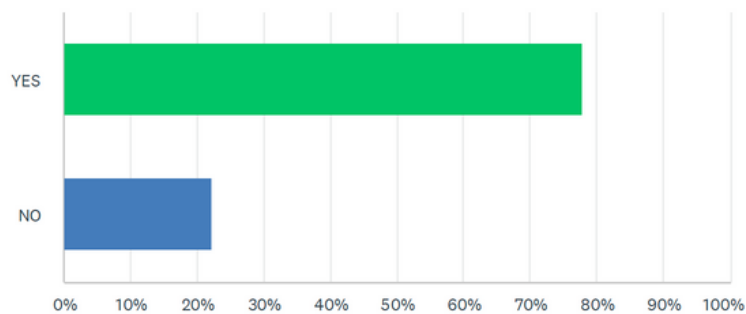
- Sample size - 9 businesses located directly on the event route
- Conducted in person by ActiveSGV staff in South Pasadena on event day
- Completed on 10/29/23 (12-2pm)
- Participating businesses listed below

## South Pasadena (9)

- Mission Wines - wine shop
- Republic of Lucha - Lucha Libra store and venue
- Hodgsons Antiques - antique shop
- Aro - restaurant
- Old Focals - glasses frame store
- Square Deal Barber Shop - barber shop
- Stix SGV - skate shop
- South Pas Vintage - vintage shop
- La Monarcha - bakery and cafe

### Q3 Are you familiar with the open streets event today?

Answered: 9 Skipped: 0

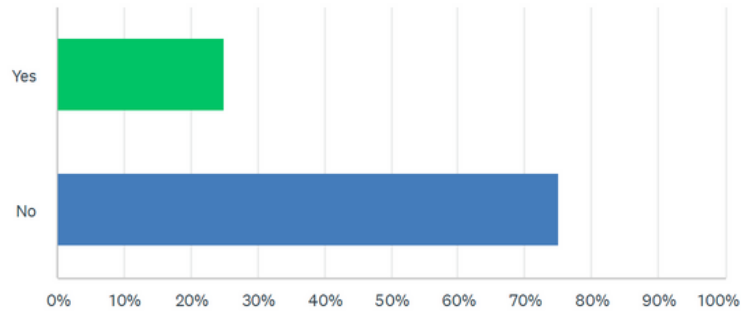


ANSWER CHOICES	RESPONSES
YES	77.78% 7
NO	22.22% 2
TOTAL	9



### Q4 Is your business participating in and/or interacting with the open streets event today?

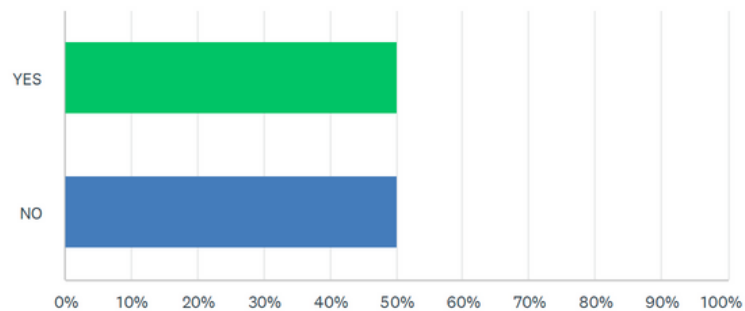
Answered: 8 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	25.00%	2
No	75.00%	6
TOTAL		8

### Q7 Does your business do any type of marketing or advertising?

Answered: 8 Skipped: 1



ANSWER CHOICES	RESPONSES	
YES	50.00%	4
NO	50.00%	4
TOTAL		8



## Q8 If yes, What type of advertising do you do?

Answered: 3 Skipped: 6

- online socials
- socials, some posters & flyering
- Instagram, Facebook

## Q9 Do you believe this event may bring better recognition to the products or services your business offers?

Answered: 7 Skipped: 2

- probably
- yes!
- possibly
- yes
- yes
- Absolutely
- Yes a lot

## Q10 Have you noticed any changes in your customer volume and/or demographics today?

Answered: 7 Skipped: 2

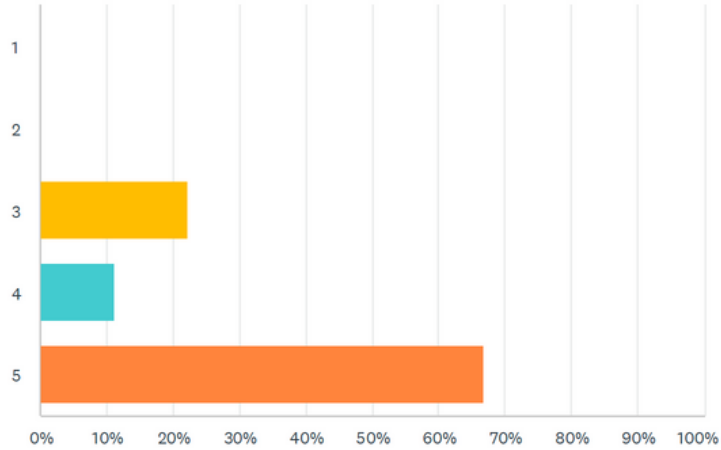
- yes, increase in volume
- yes, bring new customers in
- yes
- no
- no, closed today
- yes
- yes





Q11 What effect do you believe today's event has on this community?  
 Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 9 Skipped: 0

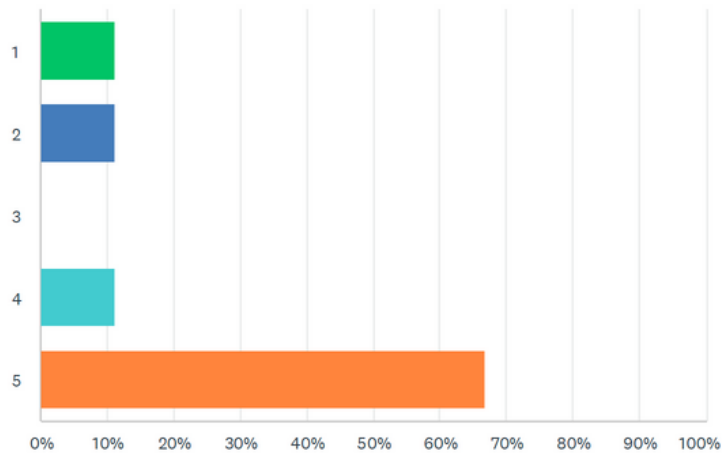


ANSWER CHOICES	RESPONSES	
1	0.00%	0
2	0.00%	0
3	22.22%	2
4	11.11%	1
5	66.67%	6
TOTAL		9



**Q12 What effect do you believe today's event has on your business?  
Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

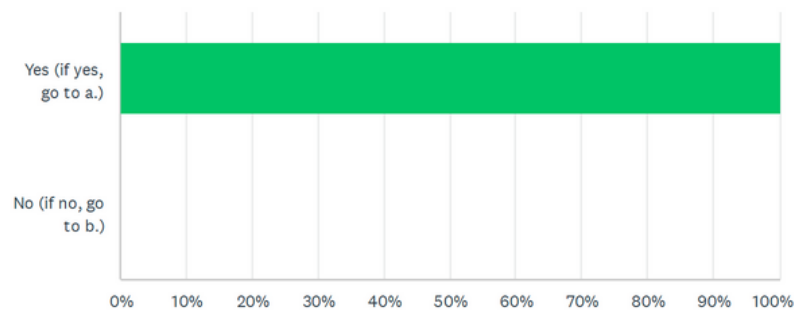
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	11.11%	1
2	11.11%	1
3	0.00%	0
4	11.11%	1
5	66.67%	6
<b>TOTAL</b>		<b>9</b>

**Q13 Would you like to see this event return to this street at another point in the future?**

Answered: 7 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes (if yes, go to a.)	100.00%	7
No (if no, go to b.)	0.00%	0
<b>TOTAL</b>		<b>7</b>



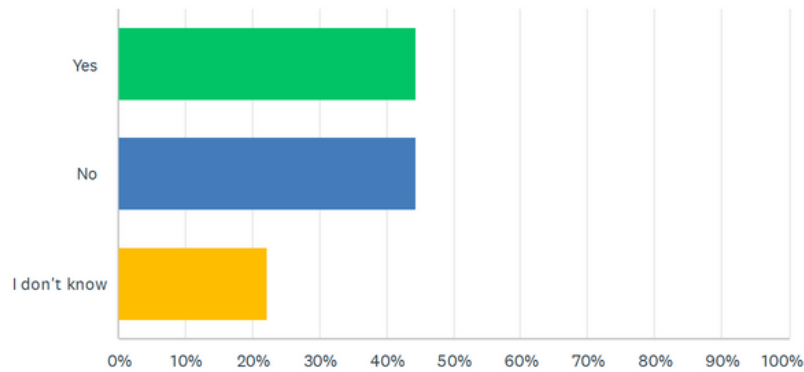
### Q14 a. If yes : How often would you like to see this event happen?

Answered: 7 Skipped: 2

- 2x a year or more
- twice a year
- Every other year or yearly
- 3 x a year on Sundays
- Once a year
- once a month, annually at the least.
- 2 a year

### Q16 In the past has your business supported transportation improvements, particularly for public transit, walking, or riding a bike in this community? (please share why or why not)

Answered: 9 Skipped: 0

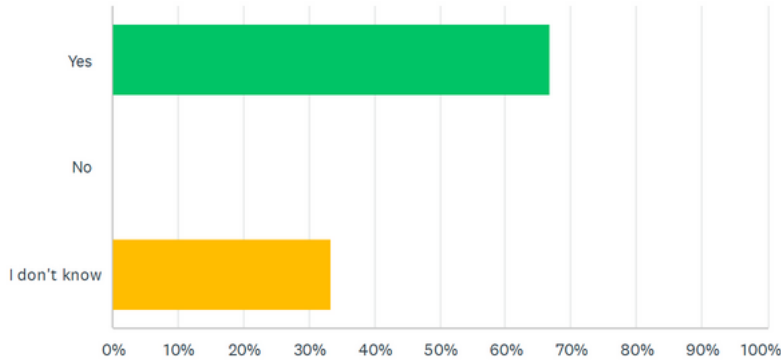


ANSWER CHOICES	RESPONSES
Yes	44.44% 4
No	44.44% 4
I don't know	22.22% 2
Total Respondents: 9	



Q17 Do you believe that by experiencing today's event your business may support transportation improvements in the future? (please share why or why not)

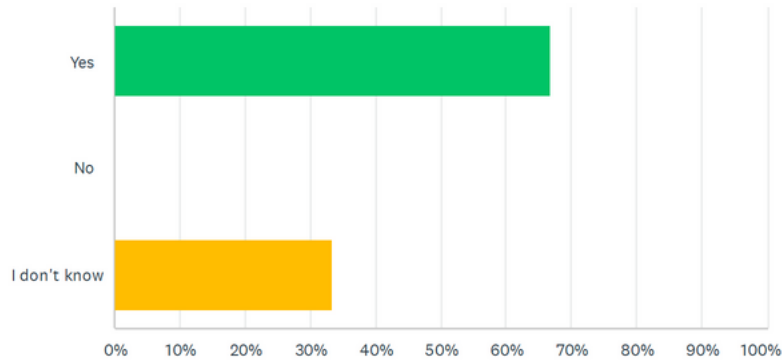
Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	66.67%	6
No	0.00%	0
I don't know	33.33%	3
Total Respondents: 9		

Q18 Do you think this community would benefit from future transportation improvements, particularly those for riding a bike, walking and/or public transit?

Answered: 9 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	66.67%	6
No	0.00%	0
I don't know	33.33%	3
TOTAL		9



## Q22 Do you have any other thoughts to add about this event?

Answered: 5 Skipped: 4

- nope
- really really great event, helps businesses w/ foot traffic
- It's great
- difficult to access opposite side for bikes, causes accidents
- Next time let us know about the event so we can participate. Maybe have ramps outside.



# Business Owner Interview Tool - Post Event (front)



## 626 Golden Streets Business Economic Benefit Post-Event Interview

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

*In an attempt to better serve the community, we are collecting information for an evaluation study to understand how open street events affect neighborhoods and businesses where the events take place. We are conducting interviews with businesses along this street during the event today. Your participation is voluntary and you can stop this interview at any time.*

**Business name:**  
**Describe business:**

**1. Did your business participate and/or interact in the open streets event?**

- YES (if yes, go to a.)
- NO

a. **If yes**, how did your business participate and/or interact with the event?

**2. Did the open streets event bring new or more patrons to you?**

**3. How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

(least positive)      1      2      3      4      5      (most positive)

**4. How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.**

(least positive)      1      2      3      4      5      (most positive)

**5. Did your business experience any change in sales volume during the event?**

- YES
- NO

a. Are you willing to share sales volume information from the event as compared to a non-event Sunday?



# ***Business Owner Interview Tool - Post Event (back)***



## **626 Golden Streets Business Economic Benefit Post-Event Interview**

Thank you for attending 626 Golden Streets Arroyo Fest! We appreciate your time completing this survey.

- 6. How often would you like to see this event return to this street and/or this neighborhood?**
- a. Never
  - b. Once a year
  - c. Once every other year
  - d. More than once a year

- 7. Do you have any other thoughts to add about this event?**



# ***Business Interview (Post Event)***

- Sample size - 22
- Conducted in person by ActiveSGV staff 1-3 weeks post event
- Focused on 9 businesses located directly on the event route and 13 business located nearby the event route.
- Participating businesses listed below

## **South Pasadena (11)**

- Old Focals - glasses frame store
- Stix SGV - skate shop
- La Monarcha - bakery and cafe
- TeaMorrow - tea/boba shop
- Tarot Arts - spirituality shop
- Jeweled Universe - boutique/event space
- Jones Coffee Roasters - coffee shop
- Munch Company - sandwich shop
- Yoko Japanes Antiques - antique shop
- Mike and Anne's - restaurant
- The Maya Salon - full service salon

## **Los Angeles (11)**

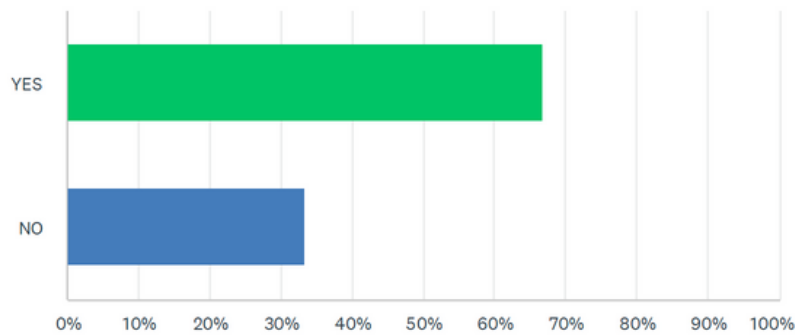
- Flask HLP, Jeff's Table - corner store and deli
- Triple Beam Pizza - pizza
- Go Get Em Tiger - coffee shop
- Antiqua Bread - restaurant
- La Monarcha HLP - bakery and cafe
- Antigua Coffee Roasters of Cypress Park - coffee and sandwich shop
- Cypress Best - burger restaurant
- The Hermosillo - restaurant/bar
- Jugos Azteca - juice bar
- Be Nice Have Fun - gift shop
- Cafe de Leche - coffee shop





### Q3 Did your business participate and/or interact in the open streets event?

Answered: 21 Skipped: 1



ANSWER CHOICES	RESPONSES	
YES	66.67%	14
NO	33.33%	7
TOTAL		21

### Q4 If yes, how did your business participate and/or interact with the event?

- We promoted the event on Instagram
- kind of, open during event so yes
- we were open during event
- Walked the route personally but as a business were open and serviced participants
- Open during event. Great for business, employees got slammed
- Rush of customers from the event
- open
- Usually closed on Sundays but opened for this event
- We were open regular hours. We are a coffee shop.
- Open for customers to come in
- Provide/sell drinks and food
- we were located inside the closed off streets which brought more customers
- Opened our store earlier than usual & employees skated along the 110

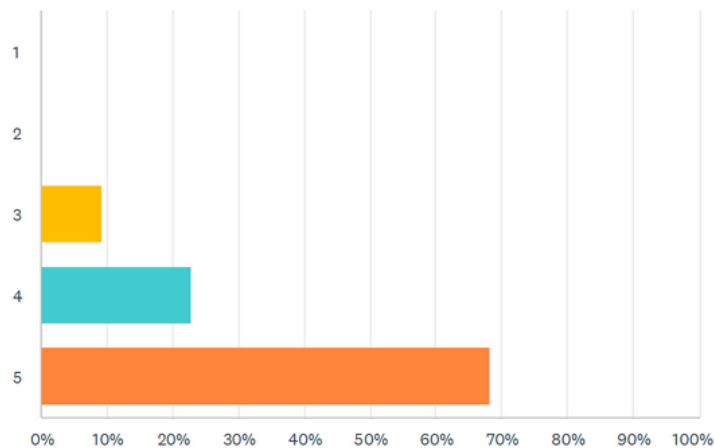


## Q5 Did the open streets event bring new or more patrons to you?

- Hard to tell but possibly yes
- possibly
- A little busier than normal
- Yes, about 30 folks on bikes waiting for us to open
- Yes
- More patrons. It was awesome
- Yes, we had more customers come in
- Yes
- Yes
- Yes
- Yes!
- yes
- Yeah busy, any kind of event brings business
- yes, very busy
- Yes it was extremely busy with new customers
- More foot traffic but no impact on sales
- yes
- yes
- yes it brought more customers
- The event brought a lot of new customers

## Q6 How did the event affect your business? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

Answered: 22 Skipped: 0

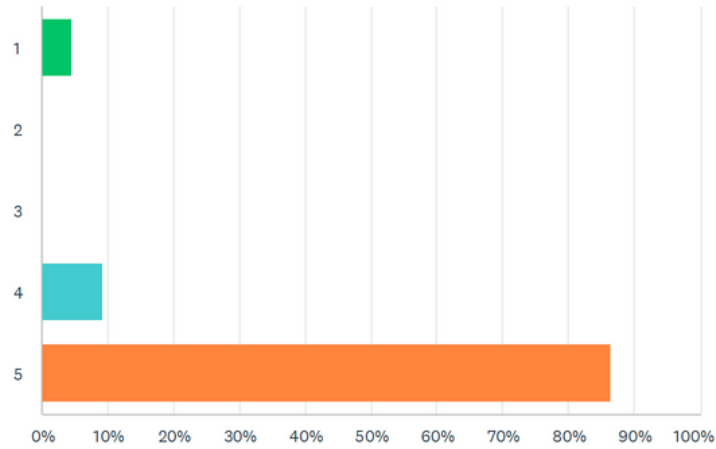


ANSWER CHOICES	RESPONSES	
1	0.00%	0
2	0.00%	0
3	9.09%	2
4	22.73%	5
5	68.18%	15
TOTAL		22



Q7 How did the event affect your community? Please rank on a scale of 1 to 5, with 5 being the most positive and 1 being the least positive.

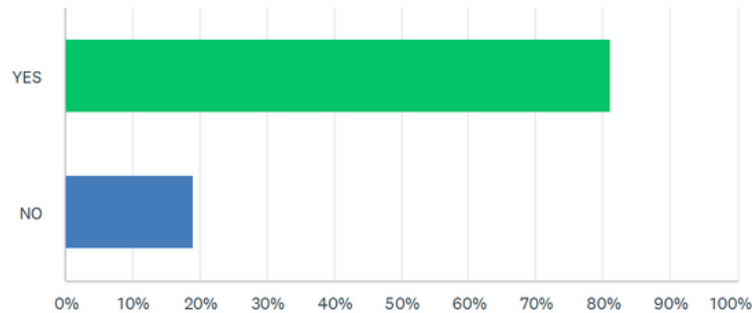
Answered: 22 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	4.55%	1
2	0.00%	0
3	0.00%	0
4	9.09%	2
5	86.36%	19
TOTAL		22

Q8 Did your business experience any change in sales volume during the event?

Answered: 21 Skipped: 1

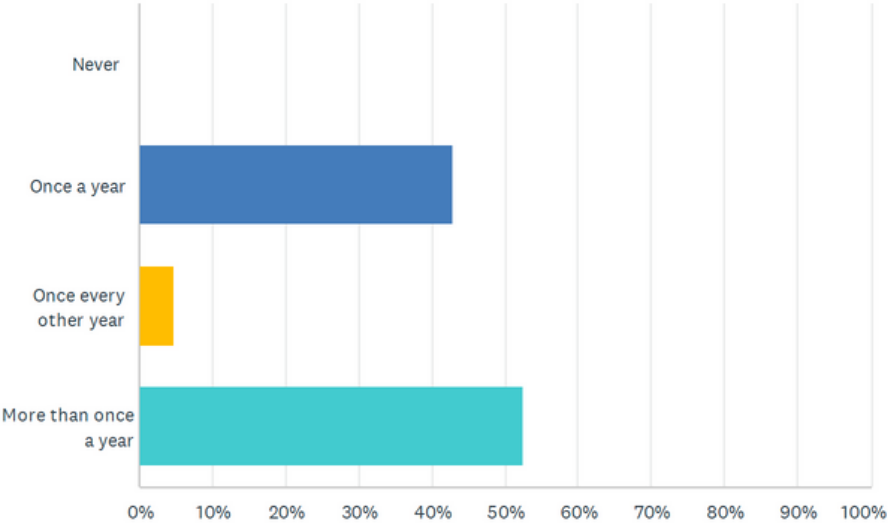


ANSWER CHOICES	RESPONSES	
YES	80.95%	17
NO	19.05%	4
TOTAL		21



# Q10 How often would you like to see this event return to this street and/or this neighborhood?

Answered: 21 Skipped: 1



ANSWER CHOICES	RESPONSES
Never	0.00% 0
Once a year	42.86% 9
Once every other year	4.76% 1
More than once a year	52.38% 11
TOTAL	21



## Q11 Do you have any other thoughts to add about this event?

- we would really love to see it more often
- Would love to support this event in any capacity in the future
- Everyone talked about how chaotic the bike side was, in the future keep an eye out ensuring more space/safety
- It was great thank you!
- More advertisement about the event to local businesses
- I love how it gets people together in a fun and healthy environments
- Next time prioritize safety on highway
- I think south pas has so little restaurants that there isn't the infrastructure for that many people. So I would suggest getting more food trucks or food pop-ups at the event to take some pressure off the restaurants
- more events!
- we like the event it brings more people to the business. Sandwich shops slow down in the fall but more events help bring more customers
- It was nice to see the community
- South Pas does a lot to make it feel like a small community. A lot of participants had good things to say
- Would have opened earlier for more customers
- More trash collection around mission & meridian crossing roads
- If the event is brought back next year we would like to have some skate obstacles out front for the community



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

EAST SIDE (NB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	SOUTH OF GLENARM STREET							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	0	8	0	1	0	120	1	0
715-730	0	41	1	1	0	105	2	1
730-745	0	103	0	0	0	198	3	3
745-800	1	155	0	2	0	245	0	2
800-815	3	233	6	5	5	336	5	4
815-830	2	348	3	3	4	496	6	8
830-845	1	394	3	3	2	549	3	5
845-900	8	513	1	2	4	657	3	2
900-915	4	482	6	3	4	667	6	4
915-930	10	606	4	5	7	646	9	5
930-945	6	677	6	9	13	862	4	5
945-1000	11	645	7	10	3	635	8	7
1000-1015	5	737	3	4	9	701	15	13
1015-1030	2	694	7	9	2	633	5	7
1030-1045	10	655	6	6	9	660	11	8
1045-1100	9	624	6	7	0	332	3	5
HOUR TOTALS	SOUTH OF GLENARM STREET							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	1	307	1	4	0	668	6	6
715-815	4	532	7	8	5	884	10	10
730-830	6	839	9	10	9	1275	14	17
745-845	7	1130	12	13	11	1626	14	19
800-900	14	1488	13	13	15	2038	17	19
815-915	15	1737	13	11	14	2369	18	19
830-930	23	1995	14	13	17	2519	21	16
845-945	28	2278	17	19	28	2832	22	16
900-1000	31	2410	23	27	27	2810	27	21
915-1000	32	2665	20	28	32	2844	36	30
930-1030	24	2753	23	32	27	2831	32	32
945-1045	28	2731	23	29	23	2629	39	35
1000-1100	26	2710	22	26	20	2326	34	33



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

EAST SIDE (NB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	BETWEEN GRAND AVENUE OVERPASS AND ORANGE GROVE BOULEVARD OVERPASS							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	2	203	0	4	0	7	0	0
715-730	9	252	6	5	1	67	1	1
730-745	9	269	7	3	4	84	4	1
745-800	5	436	7	5	8	180	5	1
800-815	10	540	7	7	4	328	4	3
815-830	10	638	9	4	8	435	5	5
830-845	10	982	10	9	6	545	1	3
845-900	7	928	6	4	6	638	6	2
900-915	23	1046	12	13	17	786	11	8
915-930	11	1094	13	9	21	849	12	6
930-945	11	1173	8	15	17	983	7	6
945-1000	8	1267	22	15	16	1159	13	9
1000-1015	20	1049	19	17	16	1255	7	6
1015-1030	12	961	14	21	27	1250	19	19
1030-1045	4	946	15	13	21	1253	11	8
1045-1100	5	701	11	3	23	1021	22	11
HOUR TOTALS	BETWEEN GRAND AVENUE OVERPASS AND ORANGE GROVE BOULEVARD OVERPASS							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	25	1160	20	17	13	338	10	3
715-815	33	1497	27	20	17	659	14	6
730-830	34	1883	30	19	24	1027	18	10
745-845	35	2596	33	25	26	1488	15	12
800-900	37	3088	32	24	24	1946	16	13
815-915	50	3594	37	30	37	2404	23	18
830-930	51	4050	41	35	50	2818	30	19
845-945	52	4241	39	41	61	3256	36	22
900-1000	53	4580	55	52	71	3777	43	29
915-1000	50	4583	62	56	70	4246	39	27
930-1030	51	4450	63	68	76	4647	46	40
945-1045	44	4223	70	66	80	4917	50	42
1000-1100	41	3657	59	54	87	4779	59	44



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

EAST SIDE (NB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	SOUTH OF AVENUE 52							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	0	46	0	0	0	61	1	1
715-730	0	294	3	3	2	151	1	1
730-745	2	263	3	10	8	235	4	0
745-800	10	316	5	6	20	411	3	4
800-815	9	440	5	8	29	343	4	5
815-830	2	550	6	4	13	571	5	7
830-845	8	563	8	17	28	716	10	5
845-900	7	758	5	13	27	806	8	8
900-915	15	880	13	10	12	1047	14	7
915-930	16	841	9	12	19	955	12	7
930-945	7	966	10	13	20	1288	8	17
945-1000	14	999	7	13	37	1097	14	20
1000-1015	9	926	29	13	31	1128	8	17
1015-1030	8	1128	20	25	22	987	9	11
1030-1045	19	1054	17	26	19	845	11	24
1045-1100	16	1011	23	10	4	682	15	11
HOUR TOTALS	SOUTH OF AVENUE 52							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	12	919	11	19	30	858	9	6
715-815	21	1313	16	27	59	1140	12	10
730-830	23	1569	19	28	70	1560	16	16
745-845	29	1869	24	35	90	2041	22	21
800-900	26	2311	24	42	97	2436	27	25
815-915	32	2751	32	44	80	3140	37	27
830-930	46	3042	35	52	86	3524	44	27
845-945	45	3445	37	48	78	4096	42	39
900-1000	52	3686	39	48	88	4387	48	51
915-1000	46	3732	55	51	107	4468	42	61
930-1030	38	4019	66	64	110	4500	39	65
945-1045	50	4107	73	77	109	4057	42	72
1000-1100	52	4119	89	74	76	3642	43	63





# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

EAST SIDE (NB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	NORTH OF AVENUE 26 (JUST NORTH PEDESTRIAN BRIDGE)							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	0	9	1	1	5	100	1	2
715-730	1	182	1	0	29	190	1	1
730-745	9	253	2	3	15	271	3	13
745-800	11	223	1	7	22	466	1	9
800-815	11	379	11	11	38	467	3	5
815-830	4	471	6	3	23	688	9	8
830-845	13	534	3	6	80	734	7	14
845-900	8	588	4	6	21	754	9	10
900-915	7	844	6	9	32	914	9	11
915-930	12	803	6	9	27	969	11	16
930-945	19	757	6	13	31	1139	9	12
945-1000	13	815	9	10	38	1074	11	16
1000-1015	10	937	10	5	41	908	7	17
1015-1030	13	896	15	11	37	803	15	21
1030-1045	23	1053	18	20	24	666	13	26
1045-1100	26	892	12	17	16	436	7	6
HOUR TOTALS	NORTH OF AVENUE 26 (JUST NORTH PEDESTRIAN BRIDGE)							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	21	667	5	11	71	1027	6	25
715-815	32	1037	15	21	104	1394	8	28
730-830	35	1326	20	24	98	1892	16	35
745-845	39	1607	21	27	163	2355	20	36
800-900	36	1972	24	26	162	2643	28	37
815-915	32	2437	19	24	156	3090	34	43
830-930	40	2769	19	30	160	3371	36	51
845-945	46	2992	22	37	111	3776	38	49
900-1000	51	3219	27	41	128	4096	40	55
915-1000	54	3312	31	37	137	4090	38	61
930-1030	55	3405	40	39	147	3924	42	66
945-1045	59	3701	52	46	140	3451	46	80
1000-1100	72	3778	55	53	118	2813	42	70



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

WEST SIDE (SB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	SOUTH OF GLENARM STREET							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	73	0	0	0	0	1	0	0
715-730	49	0	0	0	0	0	0	0
730-745	52	0	0	0	7	0	0	0
745-800	91	1	0	0	8	0	0	0
800-815	62	0	0	0	28	1	0	0
815-830	80	3	0	0	30	1	0	0
830-845	91	2	3	0	20	1	0	0
845-900	101	4	0	0	44	2	2	0
900-915	127	6	1	2	43	2	0	0
915-930	130	3	4	0	51	0	1	0
930-945	153	9	2	2	89	1	0	0
945-1000	173	3	2	0	84	7	1	0
1000-1015	123	5	9	1	90	7	3	0
1015-1030	113	17	10	1	113	4	0	1
1030-1045	114	9	3	4	144	10	3	0
1045-1100	73	3	2	1	150	2	2	1
HOUR TOTALS	SOUTH OF GLENARM STREET							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	265	1	0	0	15	1	0	0
715-815	254	1	0	0	43	1	0	0
730-830	285	4	0	0	73	2	0	0
745-845	324	6	3	0	86	3	0	0
800-900	334	9	3	0	122	5	2	0
815-915	399	15	4	2	137	6	2	0
830-930	449	15	8	2	158	5	3	0
845-945	511	22	7	4	227	5	3	0
900-1000	583	21	9	4	267	10	2	0
915-1000	579	20	17	3	314	15	5	0
930-1030	562	34	23	4	376	19	4	1
945-1045	523	34	24	6	431	28	7	1
1000-1100	423	34	24	7	497	23	8	2



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

WEST SIDE (SB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	BETWEEN GRAND AVENUE OVERPASS AND ORANGE GROVE BOULEVARD OVERPASS							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	249	0	2	0	0	0	0	0
715-730	3101	0	0	0	7	0	2	0
730-745	830	0	5	1	7	0	0	0
745-800	196	6	3	0	52	0	1	0
800-815	204	3	7	1	47	0	1	0
815-830	321	0	3	4	57	4	2	0
830-845	240	3	2	2	89	1	0	0
845-900	274	6	11	1	155	0	1	0
900-915	296	0	8	2	181	0	0	0
915-930	451	10	5	3	171	6	2	0
930-945	393	6	8	3	258	2	2	0
945-1000	460	13	15	5	287	11	4	0
1000-1015	502	5	22	1	460	4	12	0
1015-1030	406	14	2	2	466	17	10	0
1030-1045	375	17	18	4	524	20	7	2
1045-1100	252	11	10	0	507	15	16	1
HOUR TOTALS	BETWEEN GRAND AVENUE OVERPASS AND ORANGE GROVE BOULEVARD OVERPASS							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	4376	6	10	1	66	0	3	0
715-815	4331	9	15	2	113	0	4	0
730-830	1551	9	18	6	163	4	4	0
745-845	961	12	15	7	245	5	4	0
800-900	1039	12	23	8	348	5	4	0
815-915	1131	9	24	9	482	5	3	0
830-930	1261	19	26	8	596	7	3	0
845-945	1414	22	32	9	765	8	5	0
900-1000	1600	29	36	13	897	19	8	0
915-1000	1806	34	50	12	1176	23	20	0
930-1030	1761	38	47	11	1471	34	28	0
945-1045	1743	49	57	12	1737	52	33	2
1000-1100	1535	47	52	7	1957	56	45	3



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

WEST SIDE (SB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	SOUTH OF AVENUE 52							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	11	1	0	0	5	0	0	0
715-730	251	1	0	0	10	0	0	0
730-745	1842	0	0	0	15	0	0	0
745-800	1390	0	1	0	34	0	0	0
800-815	612	0	0	0	45	0	0	0
815-830	459	0	2	1	120	0	0	0
830-845	287	1	9	3	112	0	2	1
845-900	249	3	6	4	153	0	1	0
900-915	273	3	0	5	205	1	0	0
915-930	317	4	6	1	240	6	7	2
930-945	420	13	8	5	333	5	7	3
945-1000	448	20	6	5	327	7	4	2
1000-1015	402	8	13	1	338	6	9	5
1015-1030	389	16	7	8	380	12	6	6
1030-1045	397	20	12	5	401	16	9	4
1045-1100	290	23	8	23	315	7	4	0
HOUR TOTALS	SOUTH OF AVENUE 52							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	3494	2	1	0	64	0	0	0
715-815	4095	1	1	0	104	0	0	0
730-830	4303	0	3	1	214	0	0	0
745-845	2748	1	12	4	311	0	2	1
800-900	1607	4	17	8	430	0	3	1
815-915	1268	7	17	13	590	1	3	1
830-930	1126	11	21	13	710	7	10	3
845-945	1259	23	20	15	931	12	15	5
900-1000	1458	40	20	16	1105	19	18	7
915-1000	1587	45	33	12	1238	24	27	12
930-1030	1659	57	34	19	1378	30	26	16
945-1045	1636	64	38	19	1446	41	28	17
1000-1100	1478	67	40	37	1434	41	28	15



# Attendance Count Data

WILTEC

Pedestrian and Bicycle Count Data

Date: October 29, 2023

Period: 7:00 am - 11:00 am

Location: ARROYO SECO PARKWAY (SR-110)

WEST SIDE (SB TRAVEL DIRECTION) OF FREEWAY

15-MIN COUNTS	NORTH OF AVENUE 26 (JUST NORTH PEDESTRIAN BRIDGE)							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-715	0	2	0	0	11	0	0	0
715-730	5	2	0	0	15	0	0	0
730-745	398	0	0	1	34	0	0	0
745-800	1278	0	0	0	52	2	0	0
800-815	1115	0	0	0	82	0	0	0
815-830	619	0	0	0	119	0	0	0
830-845	445	1	3	0	165	0	0	0
845-900	368	3	0	1	140	0	0	0
900-915	272	4	3	0	223	0	4	0
915-930	177	2	2	0	168	4	1	2
930-945	157	3	2	4	183	2	1	2
945-1000	191	15	9	7	184	9	5	1
1000-1015	231	5	8	3	205	5	3	0
1015-1030	203	9	4	5	180	10	3	3
1030-1045	201	11	5	5	136	3	3	1
1045-1100	230	19	4	5	68	3	0	0
HOUR TOTALS	NORTH OF AVENUE 26 (JUST NORTH PEDESTRIAN BRIDGE)							
PERIOD	SOUTHBOUND				NORTHBOUND			
	PEDS	BIKES	SCOOTERS	SKATE BOARDS	PEDS	BIKES	SCOOTERS	SKATE BOARDS
700-800	1681	4	0	1	112	2	0	0
715-815	2796	2	0	1	183	2	0	0
730-830	3410	0	0	1	287	2	0	0
745-845	3457	1	3	0	418	2	0	0
800-900	2547	4	3	1	506	0	0	0
815-915	1704	8	6	1	647	0	4	0
830-930	1262	10	8	1	696	4	5	2
845-945	974	12	7	5	714	6	6	4
900-1000	797	24	16	11	758	15	11	5
915-1000	756	25	21	14	740	20	10	5
930-1030	782	32	23	19	752	26	12	6
945-1045	826	40	26	20	705	27	14	5
1000-1100	865	44	21	18	589	21	9	4

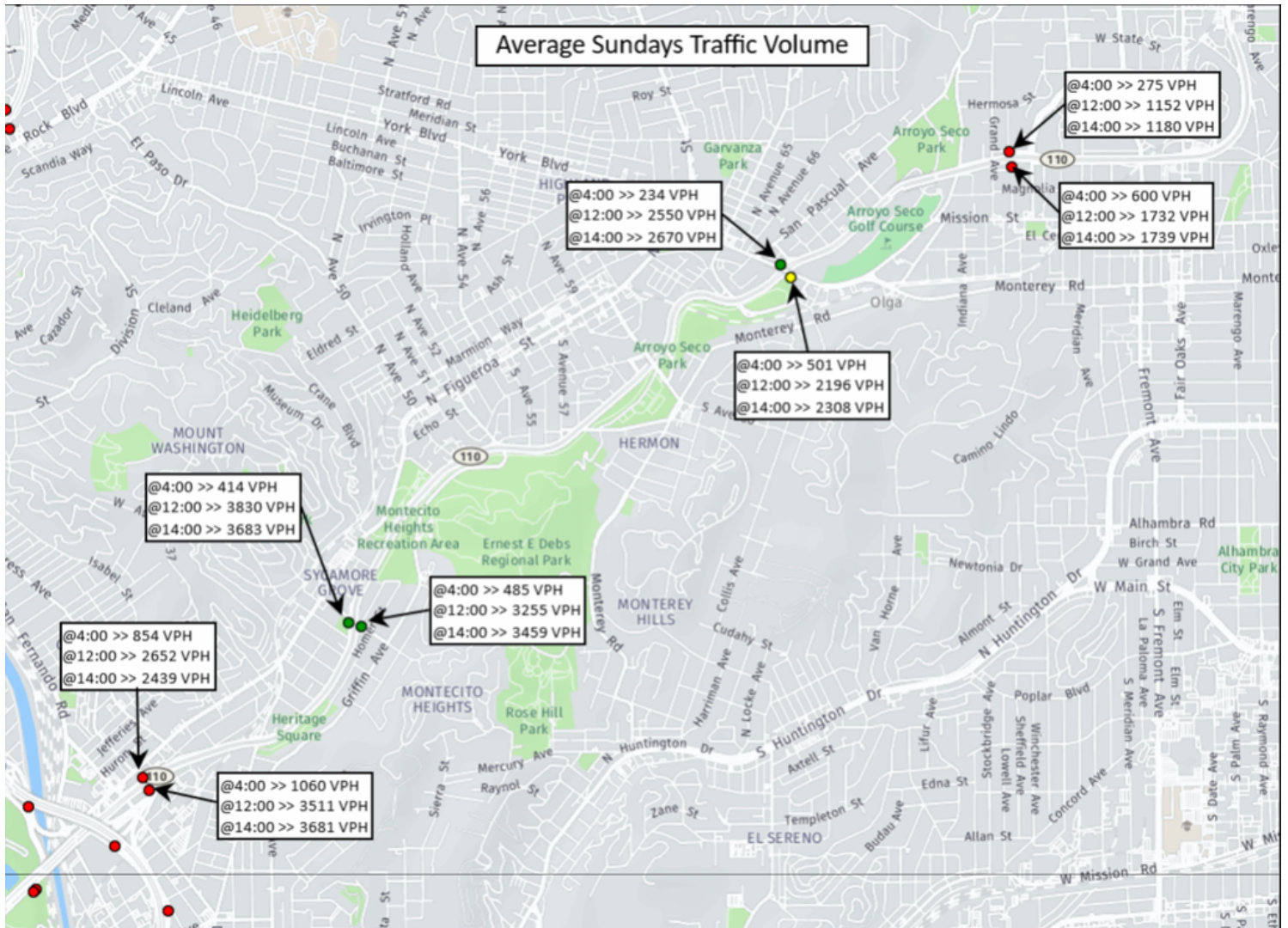


# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: ARROYO SECO PARKWAY (SR-110)

MAP



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ Orange Grove

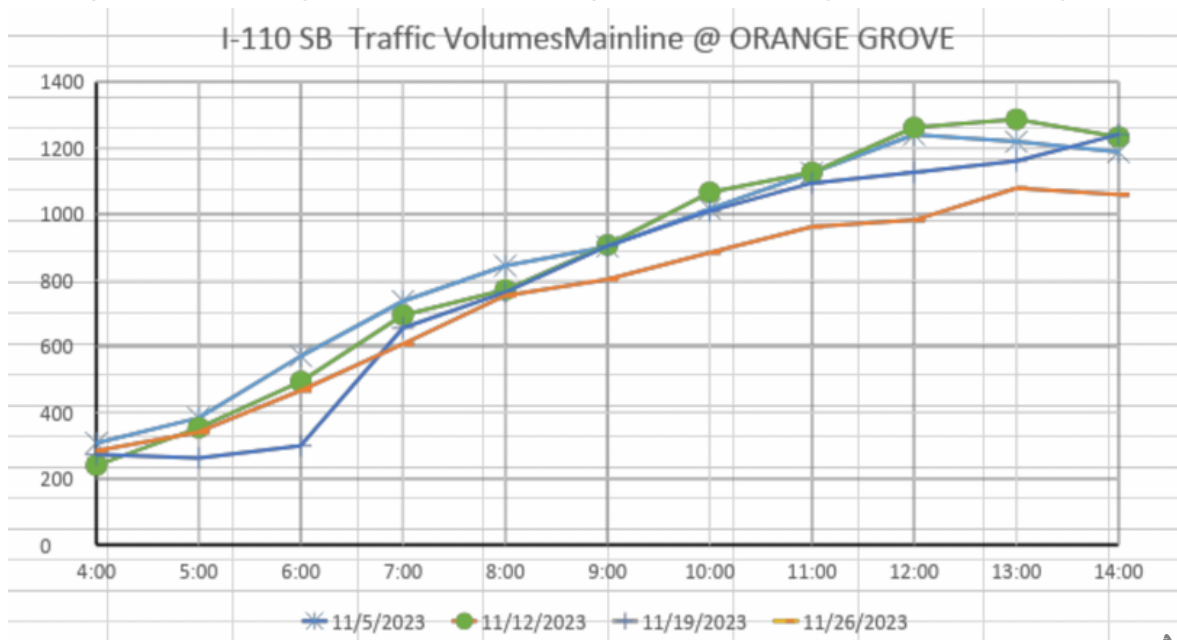
Direction: Southbound

## I-110 SB Sunday Traffic Volumes

I-110-S @ CA PM 30.5 (Abs PM 30.4)

Mainline VDS 767767 - ORANGE GROVE

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	594	573	532	717
1:00	475	430	428	423
2:00	239	326	324	309
3:00	240	268	267	243
4:00	308	240	273	285
5:00	384	354	263	341
6:00	571	494	300	467
7:00	737	695	656	607
8:00	844	771	764	754
9:00	902	907	904	803
10:00	1,016.00	1,066.00	1,009.00	884
11:00	1,125.00	1,126.00	1,094.00	962
12:00	1,240.00	1,262.00	1,127.00	982
13:00	1,219.00	1,287.00	1,161.00	1,078.00
14:00	1,188.00	1,233.00	1,241.00	1,059.00
15:00	1,323.00	1,298.00	1,264.00	1,097.00
16:00	1,247.00	1,250.00	1,158.00	1,079.00
17:00	1,294.00	1,297.00	1,311.00	1,190.00
18:00	1,007.00	1,015.00	952	833
19:00	924	849	858	952
20:00	908	800	815	848
21:00	769	826	818	709
22:00	627	721	673	556
23:00	445	485	490	512



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ York

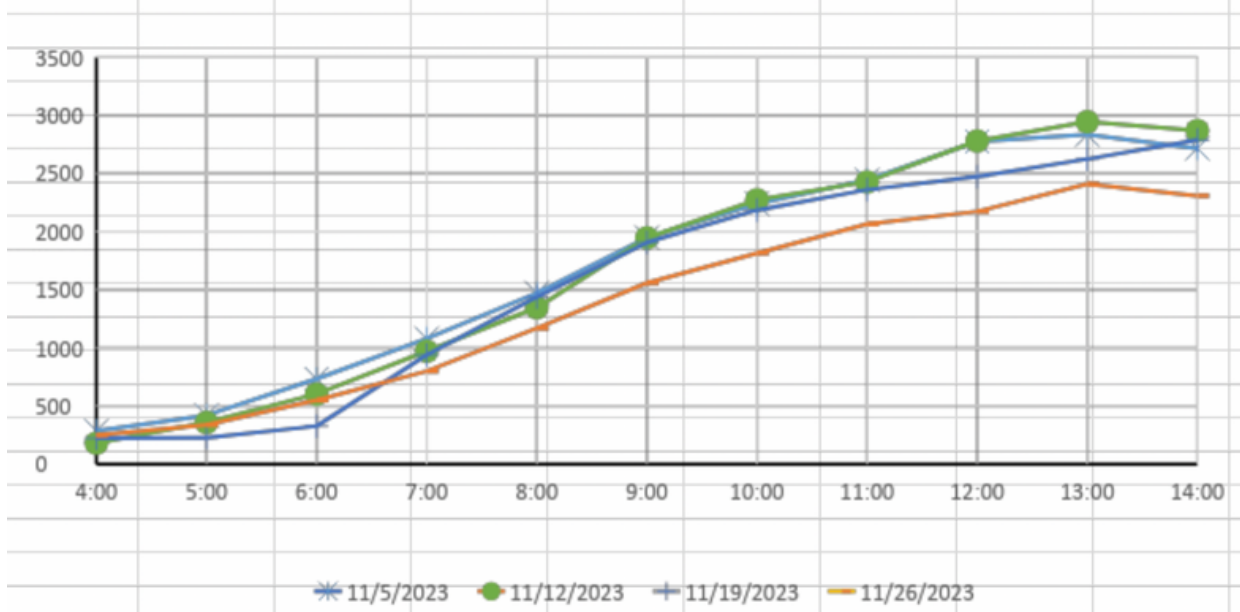
Direction: Southbound

I-110-S @ CA PM 29.5 (Abs PM 29.4)

Mainline VDS 767759 - YORK BLVD

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	772	721	665	1,029.00
1:00	539	487	486	448
2:00	170	312	303	298
3:00	167	223	226	184
4:00	286	179	222	249
5:00	420	359	228	337
6:00	733	603	327	550
7:00	1,079.00	972	938	799
8:00	1,471.00	1,345.00	1,436.00	1,168.00
9:00	1,949.00	1,946.00	1,906.00	1,559.00
10:00	2,239.00	2,273.00	2,185.00	1,815.00
11:00	2,444.00	2,428.00	2,360.00	2,065.00
12:00	2,775.00	2,779.00	2,473.00	2,173.00
13:00	2,833.00	2,944.00	2,624.00	2,409.00
14:00	2,716.00	2,870.00	2,786.00	2,308.00
15:00	2,985.00	2,936.00	2,816.00	2,348.00
16:00	2,791.00	2,802.00	2,549.00	2,270.00
17:00	2,827.00	2,905.00	2,893.00	2,419.00
18:00	2,189.00	2,235.00	2,080.00	1,545.00
19:00	1,865.00	1,790.00	1,712.00	1,650.00
20:00	1,531.00	1,519.00	1,523.00	1,310.00
21:00	1,149.00	1,203.00	1,302.00	1,270.00
22:00	805	976	909	646
23:00	501	591	578	585

I-110 SB Traffic Volumes Mainline @ YORK BLVD.





# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ Ave 43

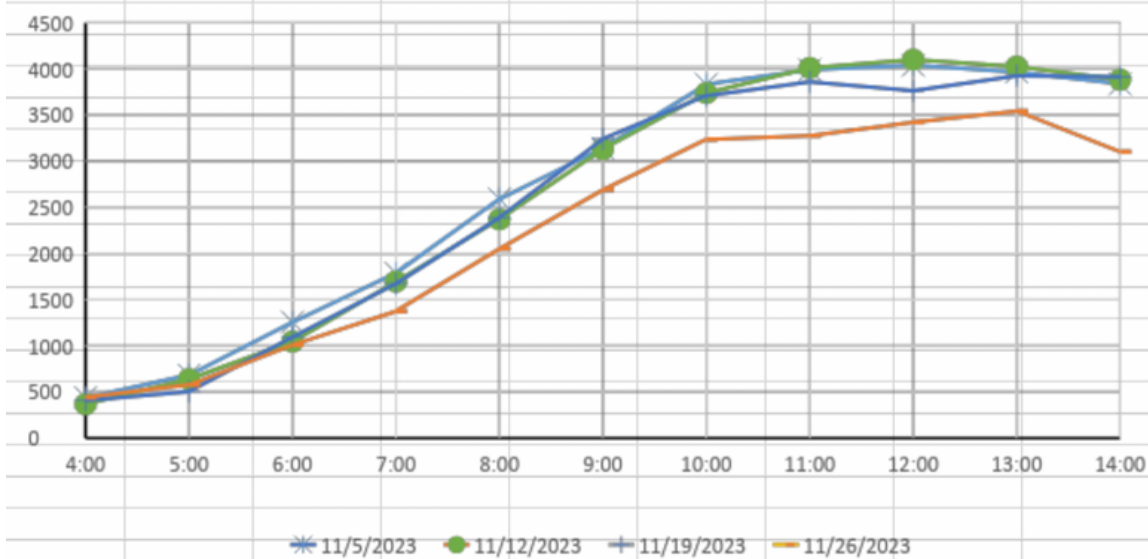
Direction: Southbound

I-110-S @ CA PM 27.1 (Abs PM 27.0)

Mainline VDS 767750 - AVE 43

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	1,239.00	1,407.00	1,255.00	1,592.00
1:00	929	960	948	845
2:00	338	688	608	613
3:00	337	438	429	361
4:00	439	367	409	441
5:00	683	639	505	576
6:00	1,256.00	1,045.00	1,095.00	1,009.00
7:00	1,787.00	1,694.00	1,671.00	1,374.00
8:00	2,590.00	2,370.00	2,388.00	2,051.00
9:00	3,140.00	3,130.00	3,241.00	2,690.00
10:00	3,832.00	3,737.00	3,709.00	3,235.00
11:00	3,991.00	4,011.00	3,857.00	3,276.00
12:00	4,038.00	4,099.00	3,761.00	3,422.00
13:00	3,965.00	4,023.00	3,925.00	3,543.00
14:00	3,836.00	3,882.00	3,913.00	3,102.00
15:00	4,074.00	4,159.00	3,942.00	3,114.00
16:00	3,852.00	3,839.00	3,631.00	3,434.00
17:00	3,891.00	4,064.00	3,929.00	3,268.00
18:00	3,211.00	3,232.00	3,057.00	3,270.00
19:00	2,657.00	2,581.00	2,505.00	2,340.00
20:00	2,382.00	2,319.00	2,283.00	2,025.00
21:00	1,849.00	2,102.00	2,067.00	1,662.00
22:00	1,386.00	1,633.00	1,677.00	950
23:00	853	1,125.00	1,029.00	895

I-110 SB Traffic Volumes Mainline @ AVE 43



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

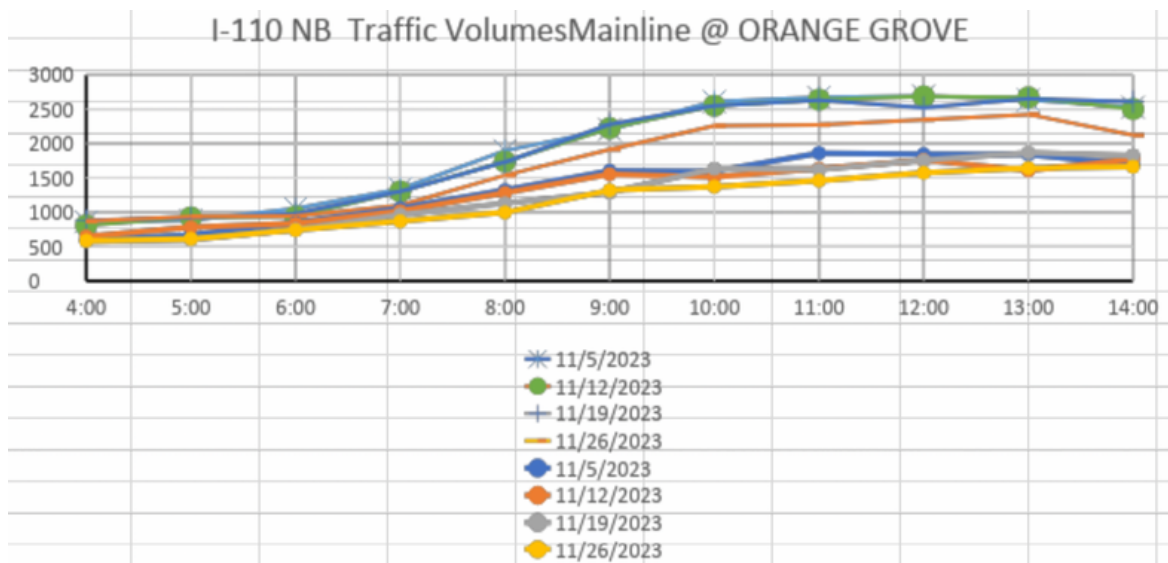
Location: Arroyo Seco Parkway (SR-110) @ North of 5

Direction: Southbound

I-110-S @ CA PM 26 (Abs PM 25.9)

Mainline VDS 773012 - N/O 5

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	988	1,111.00	1,007.00	1,221.00
1:00	969	865	977	934
2:00	763	931	935	883
3:00	780	871	855	829
4:00	859	810	881	867
5:00	881	925	918	938
6:00	1,053.00	936	978	942
7:00	1,338.00	1,300.00	1,305.00	1,098.00
8:00	1,896.00	1,735.00	1,729.00	1,537.00
9:00	2,205.00	2,221.00	2,280.00	1,914.00
10:00	2,610.00	2,552.00	2,549.00	2,257.00
11:00	2,671.00	2,640.00	2,632.00	2,273.00
12:00	2,693.00	2,686.00	2,523.00	2,349.00
13:00	2,636.00	2,673.00	2,650.00	2,424.00
14:00	2,527.00	2,502.00	2,609.00	2,120.00
15:00	2,732.00	2,781.00	2,636.00	2,138.00
16:00	2,583.00	2,601.00	2,480.00	2,307.00
17:00	2,617.00	2,734.00	2,578.00	2,201.00
18:00	2,186.00	2,207.00	2,087.00	2,219.00
19:00	1,806.00	1,810.00	1,754.00	1,606.00
20:00	1,648.00	1,644.00	1,596.00	1,460.00
21:00	1,296.00	1,546.00	1,491.00	1,312.00
22:00	1,046.00	1,196.00	1,260.00	933
23:00	924	912	895	980



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ Orange Grove

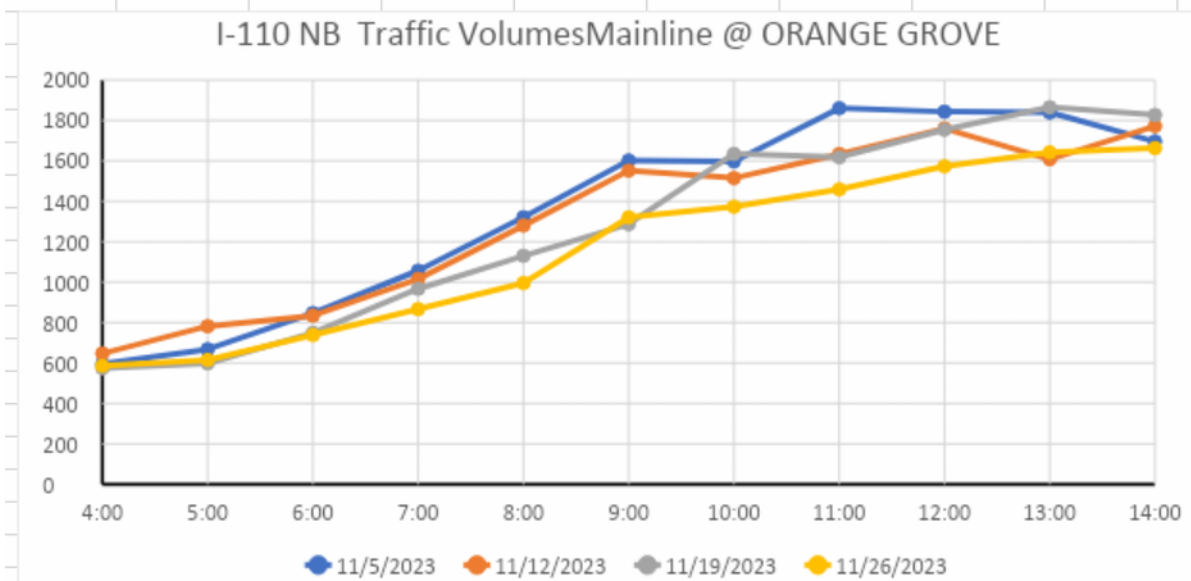
Direction: Northbound

## I-110 NB Sunday Traffic Volumes

I-110-N @ CA PM 30.5 (Abs PM 30.4)

Mainline VDS 767768 - ORANGE GROVE

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	845	1,001.00	810	743
1:00	765	698	707	673
2:00	599	620	629	636
3:00	578	618	603	606
4:00	595	647	574	586
5:00	668	782	598	615
6:00	847	834	749	738
7:00	1,057.00	1,016.00	967	867
8:00	1,321.00	1,280.00	1,130.00	995
9:00	1,602.00	1,552.00	1,287.00	1,320.00
10:00	1,597.00	1,515.00	1,634.00	1,373.00
11:00	1,860.00	1,633.00	1,618.00	1,459.00
12:00	1,843.00	1,760.00	1,754.00	1,573.00
13:00	1,839.00	1,608.00	1,865.00	1,642.00
14:00	1,696.00	1,772.00	1,827.00	1,663.00
15:00	1,724.00	1,772.00	1,773.00	1,775.00
16:00	1,763.00	1,802.00	1,705.00	1,559.00
17:00	1,542.00	1,659.00	1,609.00	1,638.00
18:00	1,416.00	1,535.00	1,597.00	1,432.00
19:00	1,174.00	1,170.00	1,253.00	1,175.00
20:00	1,047.00	1,122.00	1,053.00	1,131.00
21:00	1,024.00	1,007.00	1,037.00	964
22:00	888	989	976	707
23:00	707	853	746	670



# Average Sunday Vehicle Count Data

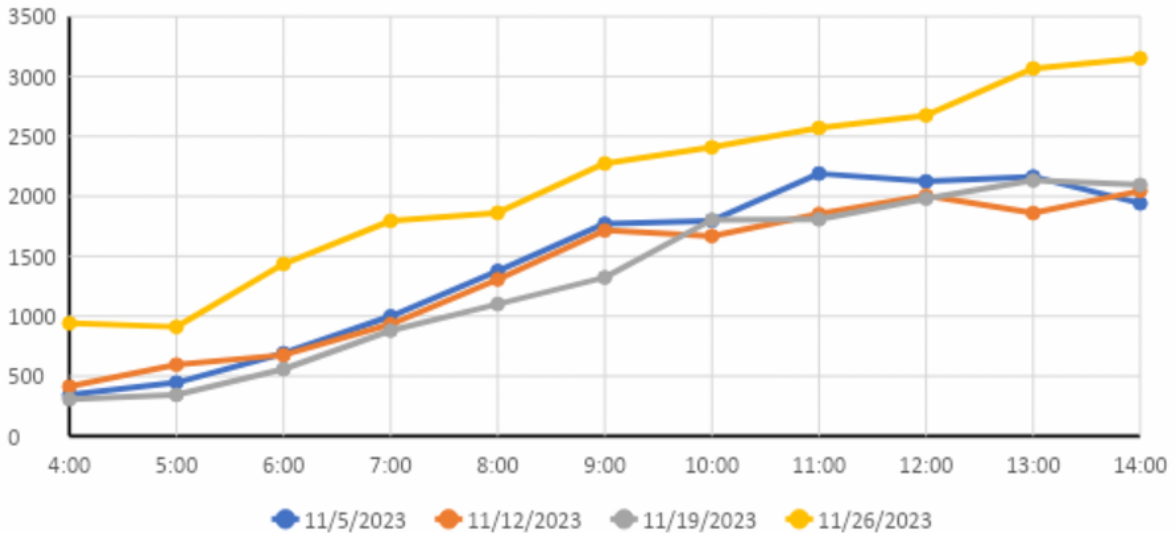
Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ York

Direction: Northbound

	I-110-N @ CA PM 29.5 (Abs PM 29.4)		Mainline VDS 767760 - YORK BLVD	
Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	775	977	829	1,413.00
1:00	588	518	581	1,503.00
2:00	349	388	415	1,268.00
3:00	318	384	357	1,378.00
4:00	343	413	308	941
5:00	446	596	344	911
6:00	691	676	558	1,436.00
7:00	999	933	880	1,795.00
8:00	1,377.00	1,307.00	1,101.00	1,862.00
9:00	1,771.00	1,715.00	1,323.00	2,274.00
10:00	1,796.00	1,669.00	1,803.00	2,409.00
11:00	2,189.00	1,852.00	1,807.00	2,570.00
12:00	2,124.00	2,005.00	1,981.00	2,675.00
13:00	2,164.00	1,860.00	2,132.00	3,066.00
14:00	1,941.00	2,045.00	2,095.00	3,151.00
15:00	1,928.00	2,027.00	2,057.00	3,293.00
16:00	2,026.00	2,058.00	1,927.00	3,064.00
17:00	1,787.00	1,870.00	1,798.00	2,994.00
18:00	1,554.00	1,731.00	1,799.00	3,250.00
19:00	1,261.00	1,315.00	1,340.00	2,405.00
20:00	1,098.00	1,182.00	1,110.00	2,390.00
21:00	1,004.00	1,047.00	1,023.00	2,155.00
22:00	825	997	944	1,525.00
23:00	525	762	590	1,790.00

I-110 NB Traffic Volumes Mainline @ YORK BLVD



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

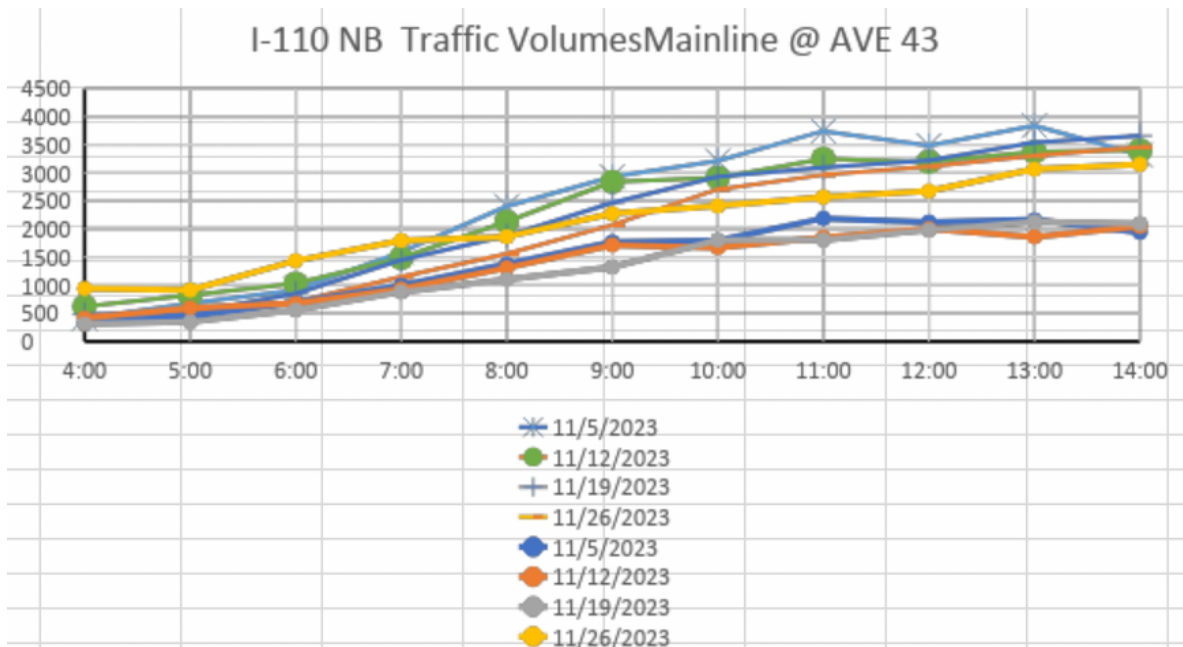
Location: Arroyo Seco Parkway (SR-110) @ Ave 43

Direction: Northbound

I-110-N @ CA PM 27.1 (Abs PM 27.0)

Mainline VDS 767751 - AVE 43

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	1,973.00	2,308.00	1,928.00	1,569.00
1:00	1,210.00	1,195.00	1,351.00	1,046.00
2:00	532	896	996	864
3:00	405	651	623	532
4:00	413	620	479	429
5:00	672	823	515	570
6:00	915	1,029.00	851	703
7:00	1,587.00	1,484.00	1,449.00	1,148.00
8:00	2,405.00	2,131.00	1,879.00	1,556.00
9:00	2,933.00	2,839.00	2,465.00	2,072.00
10:00	3,212.00	2,914.00	2,929.00	2,707.00
11:00	3,744.00	3,249.00	3,098.00	2,963.00
12:00	3,488.00	3,196.00	3,224.00	3,114.00
13:00	3,840.00	3,375.00	3,538.00	3,303.00
14:00	3,319.00	3,401.00	3,661.00	3,458.00
15:00	2,984.00	3,475.00	3,602.00	3,311.00
16:00	3,511.00	3,487.00	3,444.00	3,249.00
17:00	3,274.00	3,408.00	3,391.00	3,145.00
18:00	2,980.00	3,171.00	3,184.00	3,370.00
19:00	2,663.00	2,839.00	2,749.00	2,310.00
20:00	2,474.00	2,456.00	2,568.00	2,390.00
21:00	2,277.00	2,445.00	2,434.00	2,155.00
22:00	1,900.00	2,233.00	2,185.00	1,910.00
23:00	1,296.00	1,839.00	1,510.00	1,215.00



# Average Sunday Vehicle Count Data

Source: CALTRANS District 7

Location: Arroyo Seco Parkway (SR-110) @ North of 5

Direction: Northbound

I-110-N @ CA PM 26 (Abs PM 25.9)

Mainline VDS 773013 - N/O 5

Time	11/5/2023	11/12/2023	11/19/2023	11/26/2023
0:00	2,402.00	2,714.00	2,498.00	2,111.00
1:00	1,732.00	1,747.00	1,922.00	1,590.00
2:00	1,109.00	1,469.00	1,588.00	1,408.00
3:00	970	1,249.00	1,186.00	1,121.00
4:00	986	1,198.00	1,059.00	1,000.00
5:00	1,253.00	1,374.00	1,080.00	1,152.00
6:00	1,476.00	1,561.00	1,413.00	1,263.00
7:00	2,110.00	1,985.00	1,967.00	1,679.00
8:00	2,798.00	2,528.00	2,319.00	2,023.00
9:00	3,237.00	3,177.00	2,811.00	2,564.00
10:00	3,498.00	3,249.00	3,241.00	3,102.00
11:00	3,914.00	3,506.00	3,341.00	3,264.00
12:00	3,672.00	3,509.00	3,471.00	3,392.00
13:00	4,025.00	3,637.00	3,760.00	3,570.00
14:00	3,558.00	3,641.00	3,795.00	3,732.00
15:00	3,324.00	3,679.00	3,781.00	3,520.00
16:00	3,640.00	3,660.00	3,583.00	3,525.00
17:00	3,538.00	3,581.00	3,502.00	3,450.00
18:00	3,271.00	3,427.00	3,393.00	3,733.00
19:00	3,016.00	3,171.00	3,042.00	2,673.00
20:00	2,858.00	2,806.00	2,933.00	2,918.00
21:00	2,672.00	2,788.00	2,733.00	2,545.00
22:00	2,367.00	2,625.00	2,554.00	2,315.00
23:00	1,814.00	2,312.00	1,951.00	1,730.00

