



GO  
OJAI

DEMONSTRATION  
PROJECT // 2020

# Maricopa Highway Demonstration Project

Ojai City Council Presentation

11.10.2020

[ojaicity.org/goojai](http://ojaicity.org/goojai) @go\_ojai

**STREETPLANS**  
MIAMI NEW YORK

**SCAG**  
TM  
INNOVATING FOR A BETTER TOMORROW

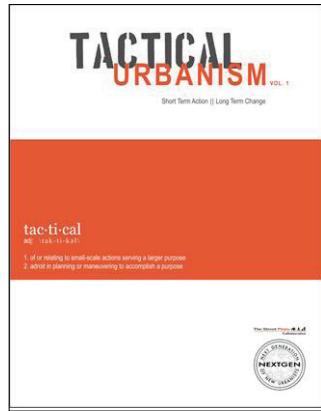


# Better Streets, Better Places

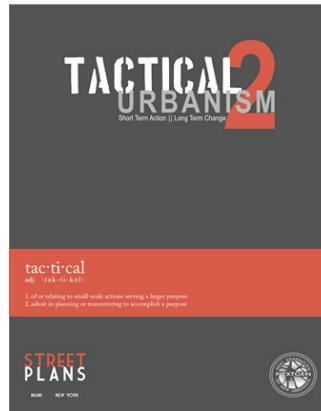
- Transportation Planning
- Placemaking + Tactical Urbanism
- Architecture + Urban Design
- Public Outreach
- Training + Workshops
- Research + Best Practices Guides



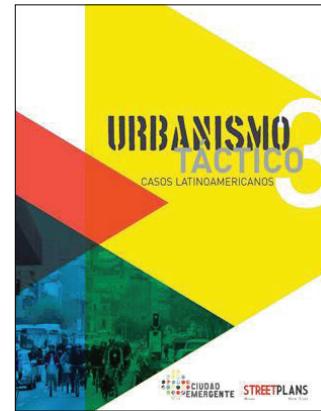
**STREETPLANS**  
MIAMI NEW YORK



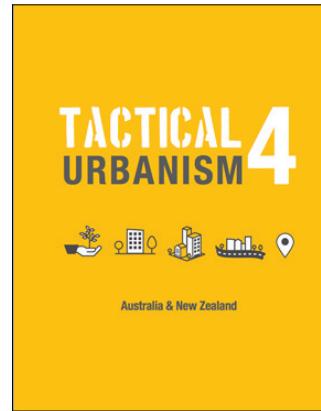
North America (2011)



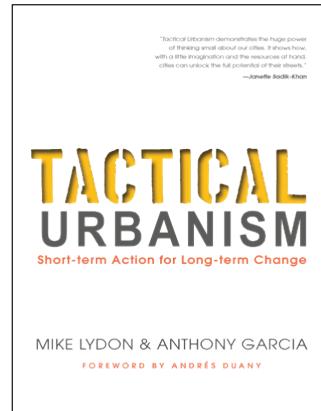
North America (2012)



South America (2013)



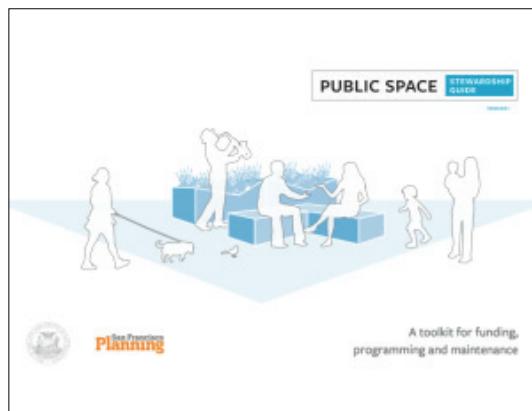
Australia / NZ (2014)



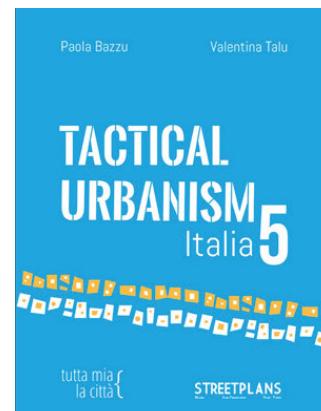
Island Press (2015)



North America (2016)



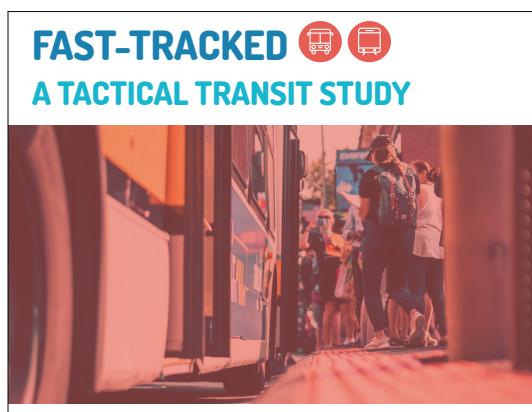
North America (2016)



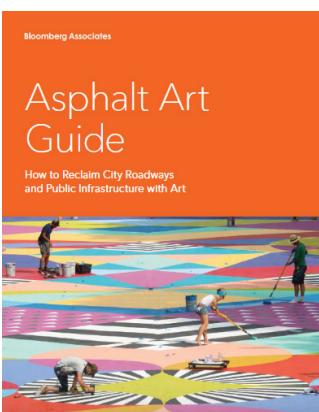
Italy (2017)



Russia (2019)



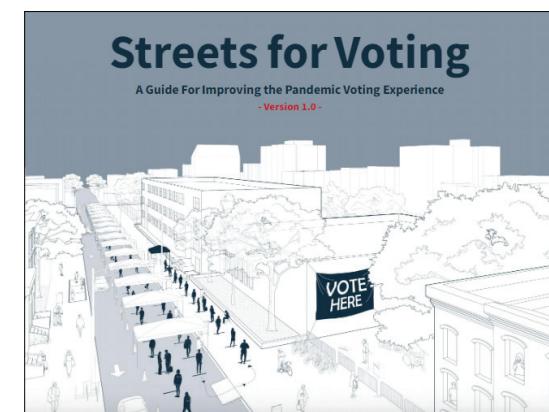
North America (2019)



North America (2019)



North America (2020)



North America (2020)

"Tactical urbanism demonstrates the huge power of urban action to affect the city. If we know how to move the population and the political will, cities can unlock the full potential of their streets."  
—Japnelle Sohal Khan

# Our Recent Experience

## Bike Lane Projects

Northwest Arkansas (.6 miles of protected bike lanes, .6 miles of Neighborhood Greenways)  
Akron, OH (.71-mile bi-directional, separated cycle track with curb extensions)  
Asheville, NC (.65 miles of separated path, new crosswalks, curb extensions)  
Southern California (multiple cities)  
Northampton, MA (.25-mile parking and barrier-protected bike lane)

## Intersection Repairs

Honolulu, HI (6 curb extensions)  
New Haven, CT (12 curb extensions)  
Miami, FL (2 sidewalk extensions/mobility paths)  
Jersey City (12 curb extensions)  
Providence, RI (2 curb extensions, 1 plaza)

## Street Murals

Asheville, NC (6,000 sq. ft.)  
Miami Shores, FL (3,700 sq. ft.)  
Miami Beach, FL (3,500 sq. ft.)  
New Britain, CT (8,000 sq. ft.)  
Miami, FL (11,000 sq. ft.)

# Visualizing Safe Streets

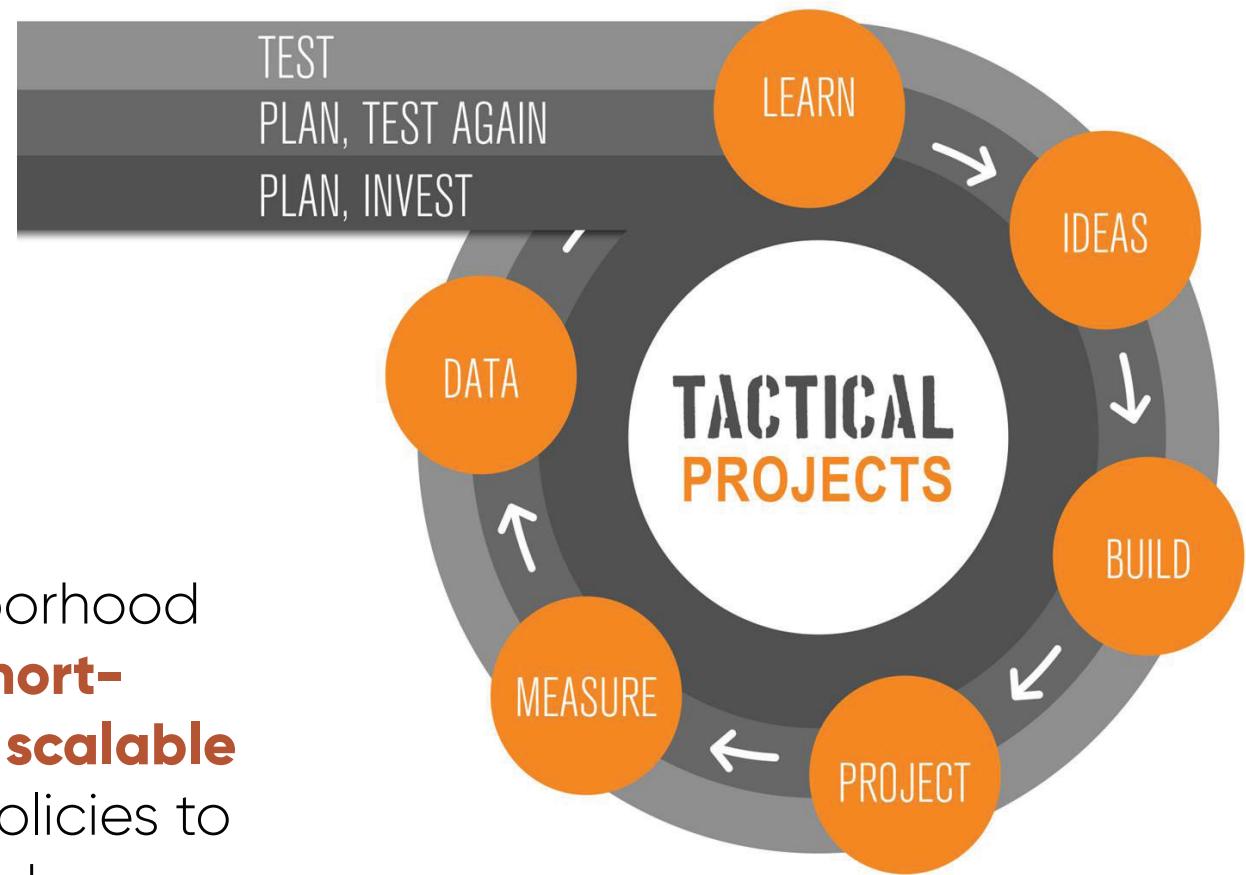


# Awesome! Now what...?



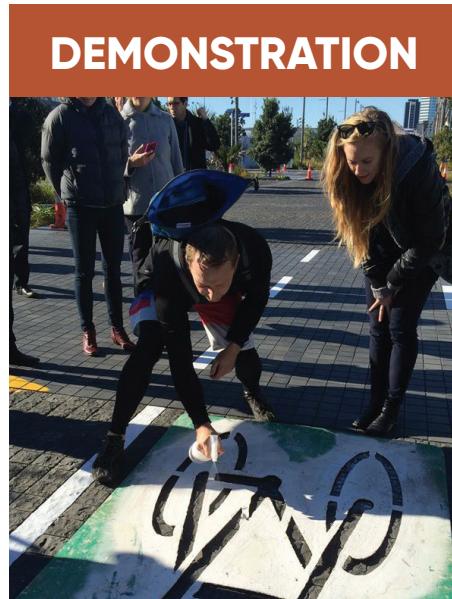
# What is Quick-Build?

## BUILD, MEASURE, LEARN



The Quick-Build methodology is an approach to neighborhood building that uses **short-term, low-cost, and scalable interventions** and policies to catalyze long-term change.

# Breaking Down Project Delivery



1 day - 1 month

\$

Material Durability .....



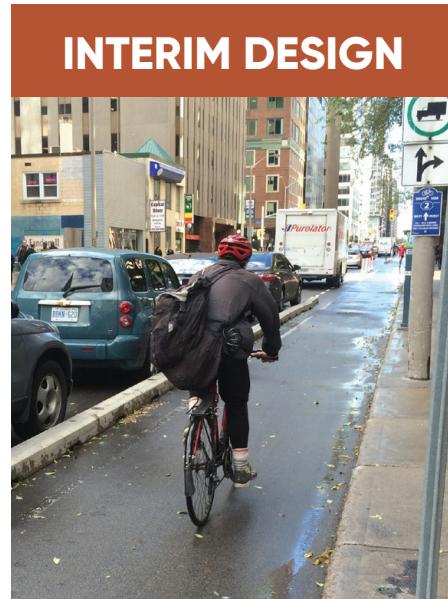
1 month - 1 year

\$\$

Public Input .....

Investment .....

Evaluation .....



1 year - 5 years

\$\$\$



5 years - 50 years

\$\$\$\$

# Why Quick-Build?

- 1 Expedites delivery of public benefits at a low (relative) cost.
- 2 Temporary, iterative nature allows for evaluation and making adjustments.
- 3 Based on existing master plans, action-focused.
- 4 People-driven, people-centered.



# Project Timeline

1

## Vet Concepts



March/April

- Execute data collection and analysis, produce technical report

- Create webpage and social media

- 1st CAC meeting, 1st TAC meeting, 1st Public Q&A

- Caltrans Design Review #1 and #2

2

## Design Development



April - June

- Permit submittal #1 (6/5)
- **2nd, 3rd, & 4th CAC meetings, 2nd & 3rd TAC meetings, 2nd Public Q&A**

- Caltrans Implementation Review (5/27)

- Produce Evaluation Plan

3

## Permit Acquisition



July - Sep.

- Permit Submittals #2 (7/10) & #3 (7/31)
- Caltrans Permit Review (8/11)
- **Final Permit Submittal (8/21)**

- **Install Numina sensors (9/18)**

- **Permit Received (9/30)**

- Finalize detailed Implementation Timeline
- 5th-10th CAC meetings, 3rd Public Q&A

4

## Implementation Prep



October - Dec.

- Finalize Materials Sourcing Plan, order materials

- 11th - 15th CAC meetings, prepare volunteers

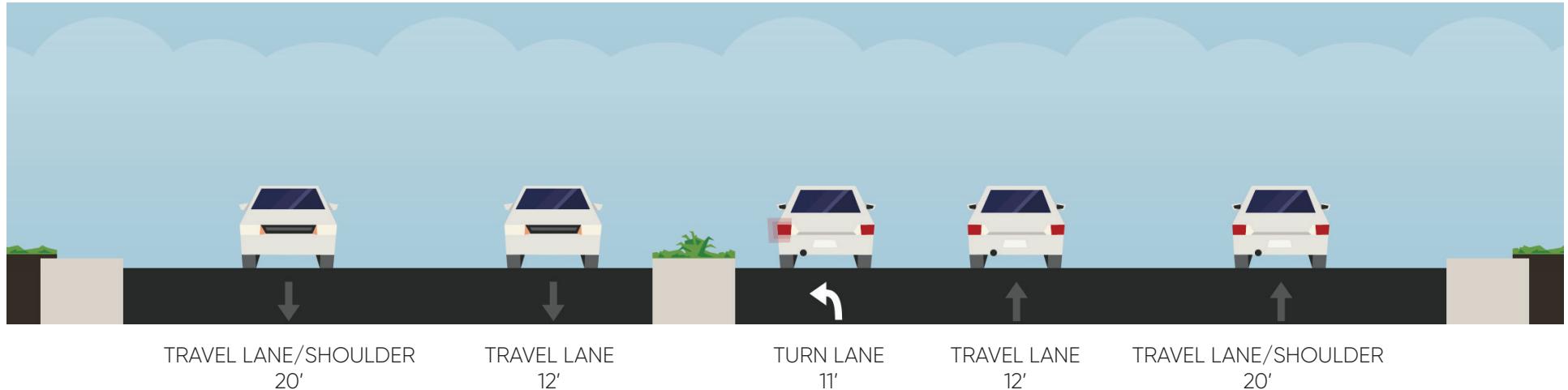
- Caltrans Pre-Job Meeting (10/13)

- **Install Demonstration Project**

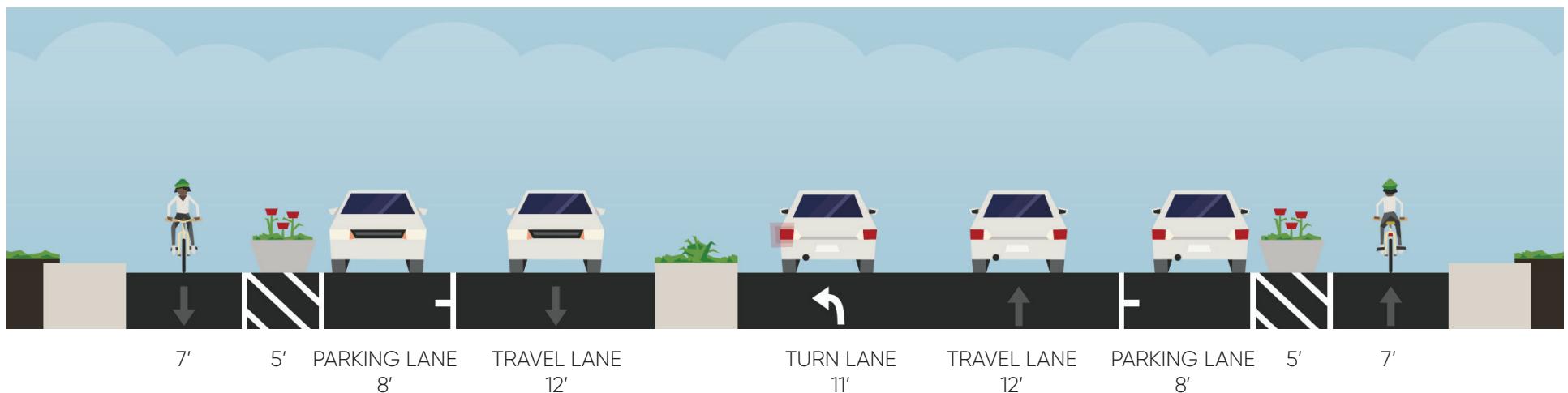
- **Execute Evaluation Plan**

# Design Summary

## Existing Section - Typical



## Demonstration Project Section - Typical



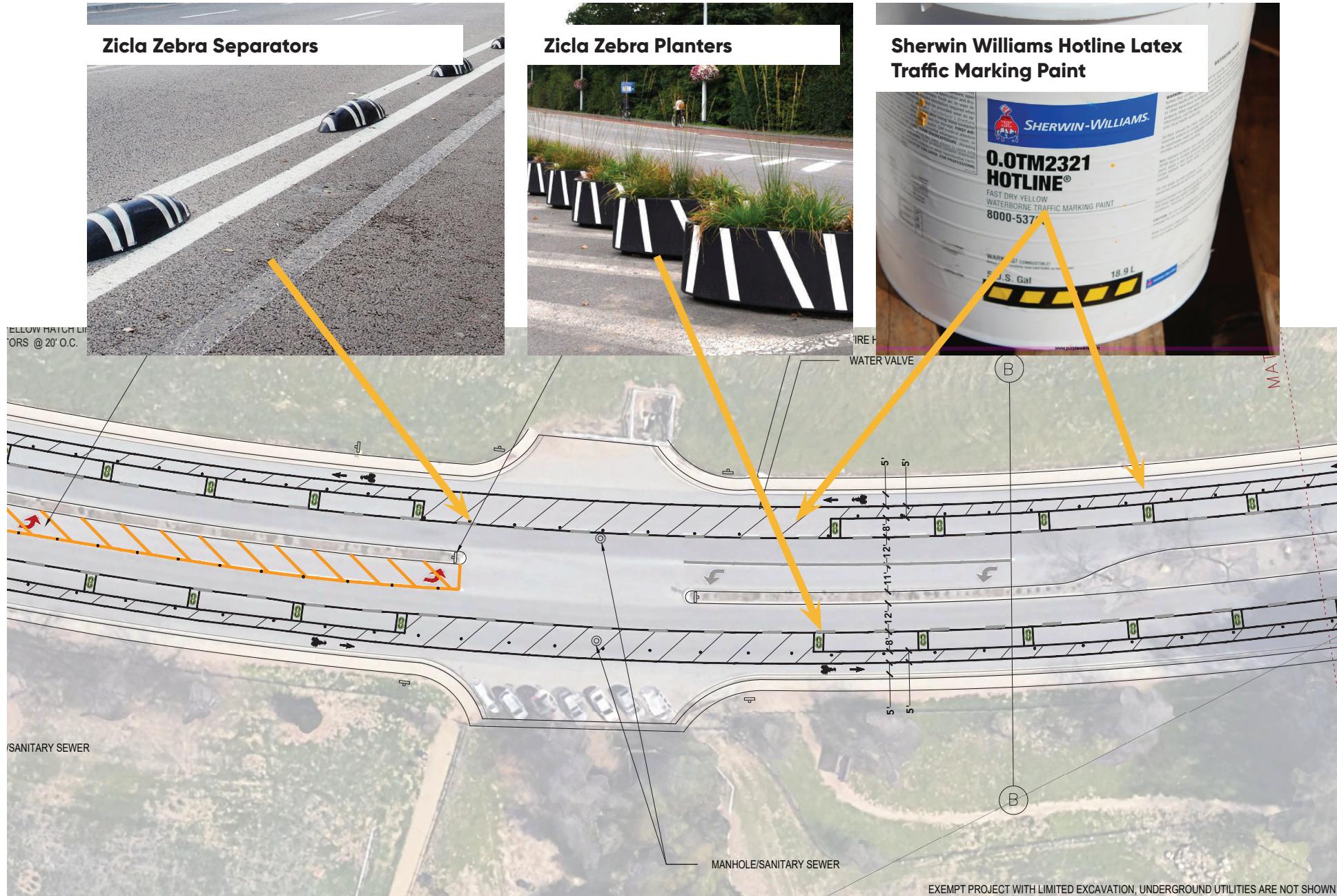
**EXISTING**



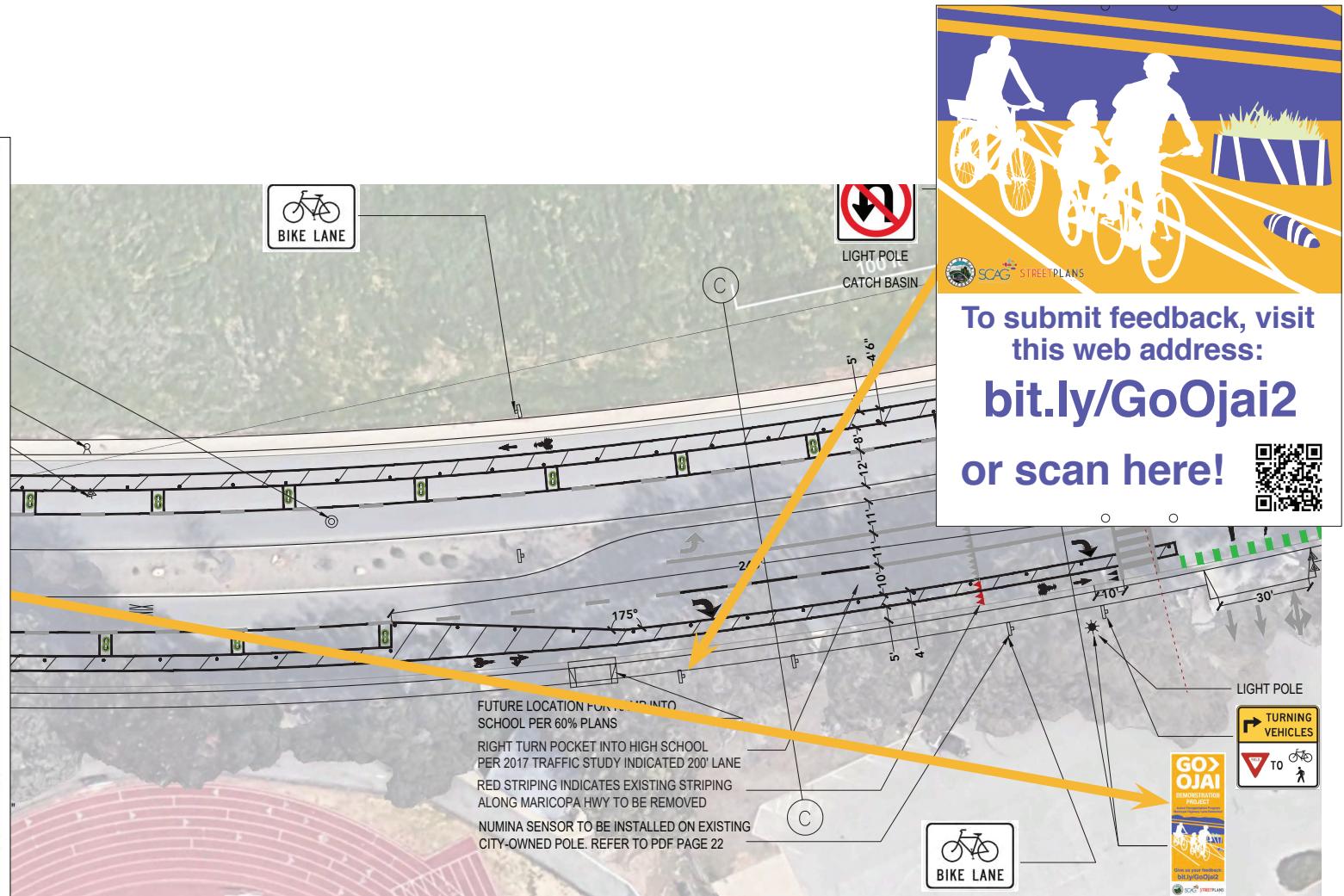
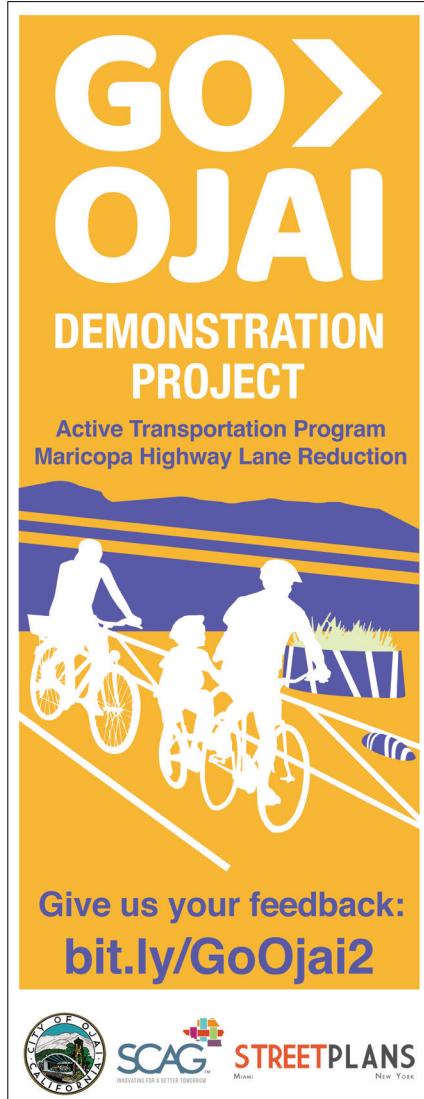
**DEMONSTRATION**



# Materials



# Signage



- A survey will be posted on the project webpage once the project is installed. Residents may fill it out at any point during the six-month period to give the team feedback.

# What are we measuring, and how?

1. Bike, pedestrian, car, truck, and bus **volumes**.

**How:** Numina sensors at Church Road, Pirie Road, Vallerio Avenue, and Ojai Avenue (x2).

\*The average AADT on Maricopa Highway pre-COVID, from 2013–2017, is just under 9,000 cars/day. Currently, average daily traffic is at 8,138 cars/day.

2. **Speed** evaluation.

**How:** Tube counters between Church & Pirie, and between Church & the Meadows Preserve Trailhead.

3. **Crash** monitoring.

4. Bicycle and pedestrian safety, **user experience**.

**How:** Demonstration Project survey, made available on the webpage and on project signage along the route.

5. **Cut-through** traffic.

**How:** Numina sensors, and traffic counter boxes on Cuyama Rd. and at Vallerio Ave. and Hermosa Rd.

# Additional Evaluation

## 6. **Church Rd. school entrance** functionality.

**How:** Numina sensor at Church Road, and frequent, regular on-the-ground monitoring during drop-off and pick-up hours.

7. Truck turns at Carrillo Rd., Vallerio Ave., and Church Rd.

8. MRI truck access to the Hospital.

9. Access to the Vons' shopping center.

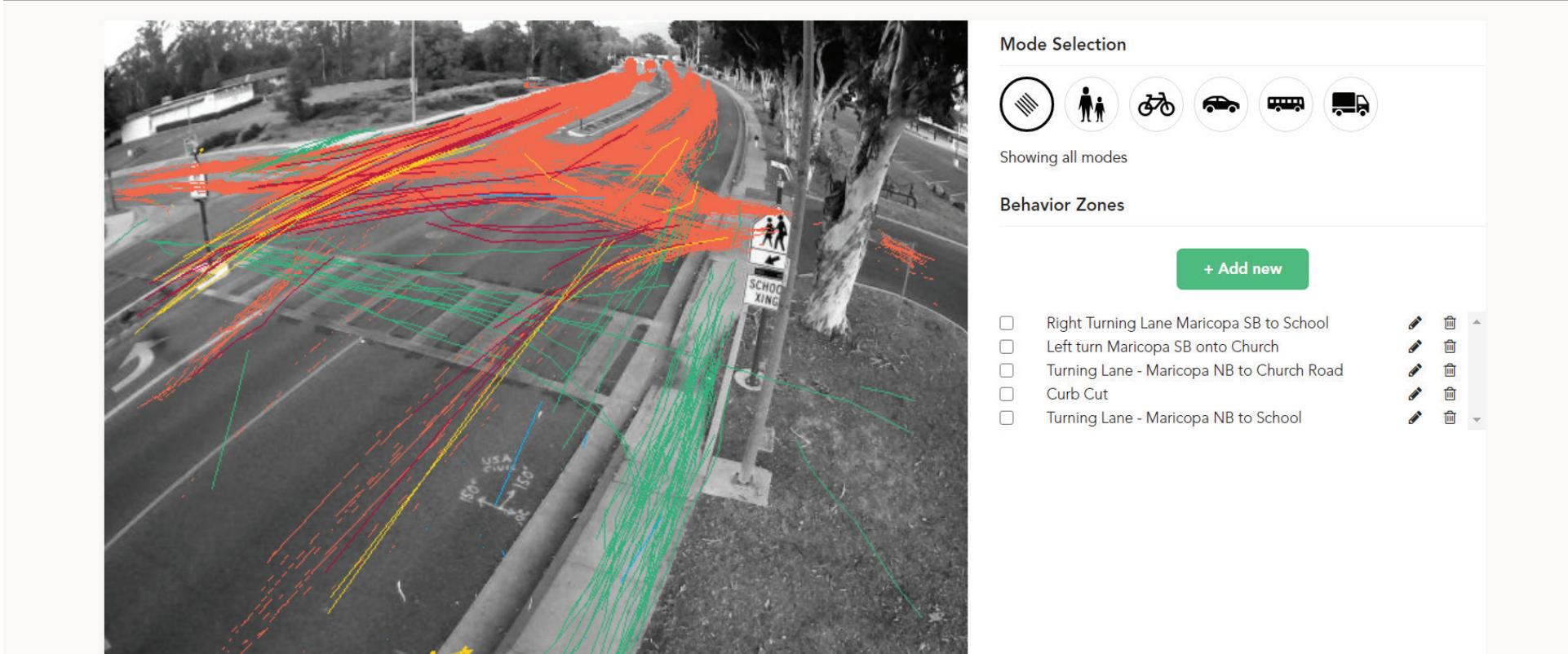
10. Materials performance & planter care.

**\*Monthly reporting to Caltrans on key metrics.**

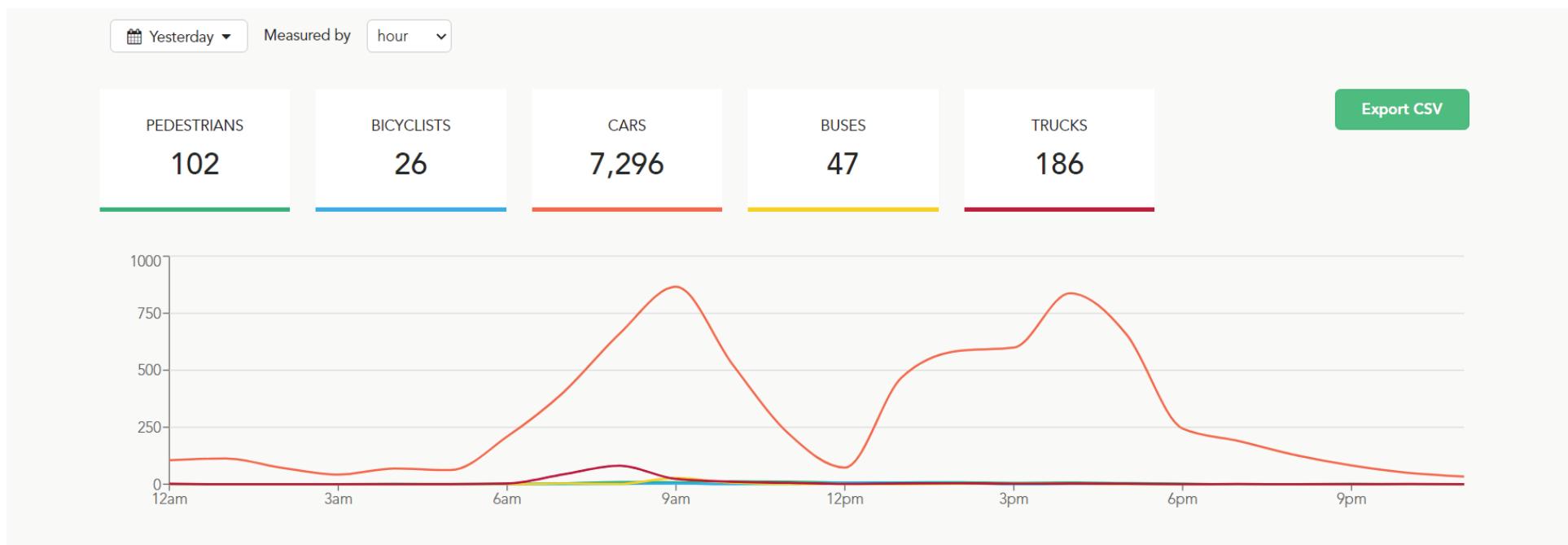
**\*Weekly monitoring of metrics for first several weeks, then bi-weekly monitoring with frequency adjusting as needed.**



## Overview for Church Rd

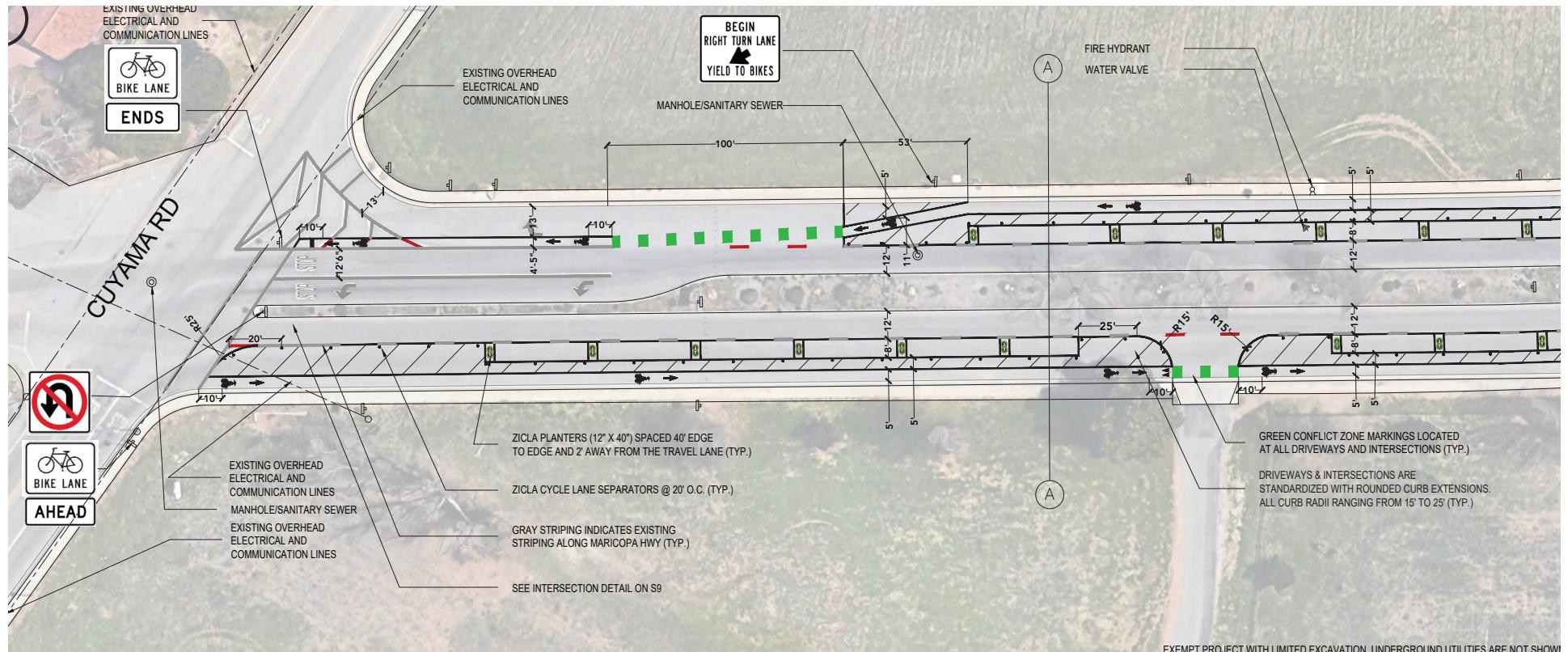


█ Cars      █ Bicycles      █ Trucks  
█ Pedestrians      █ Buses



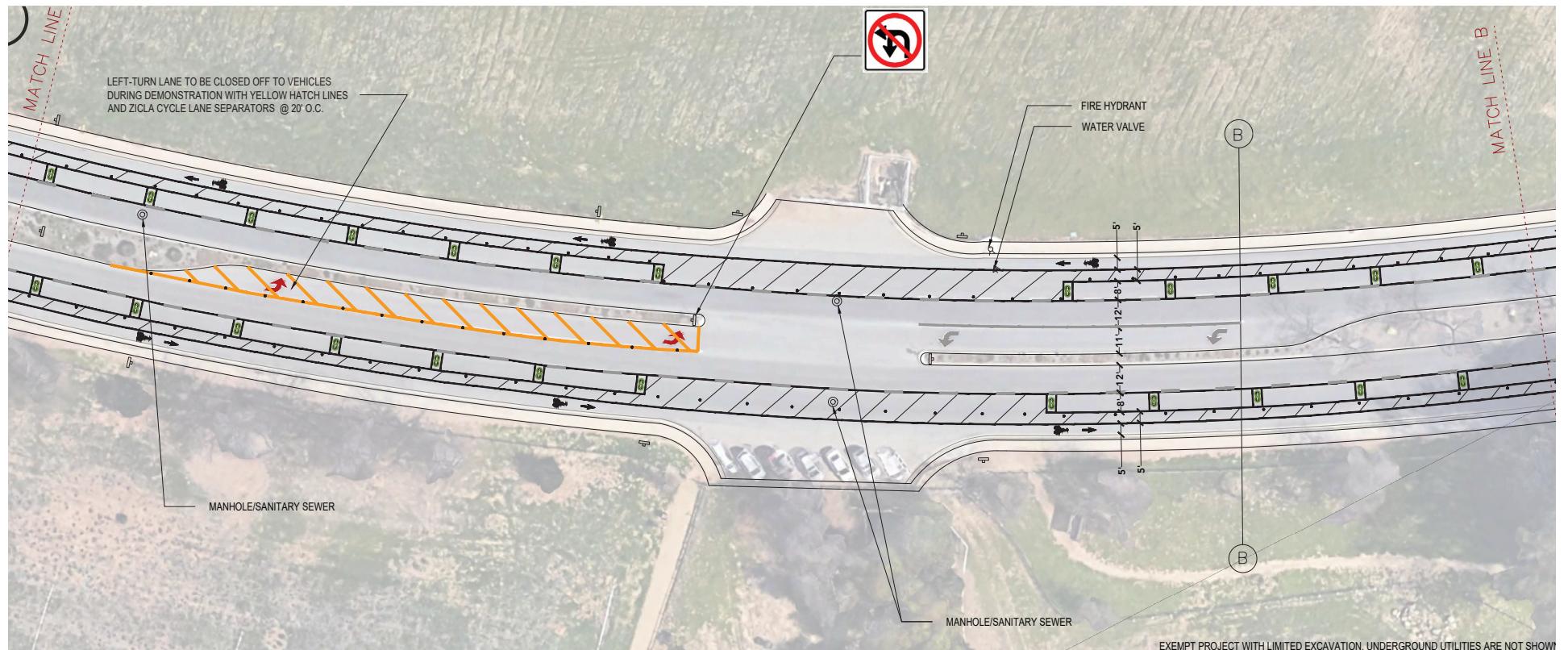
# Design per Block

## Block 1A: Cuyama to Church



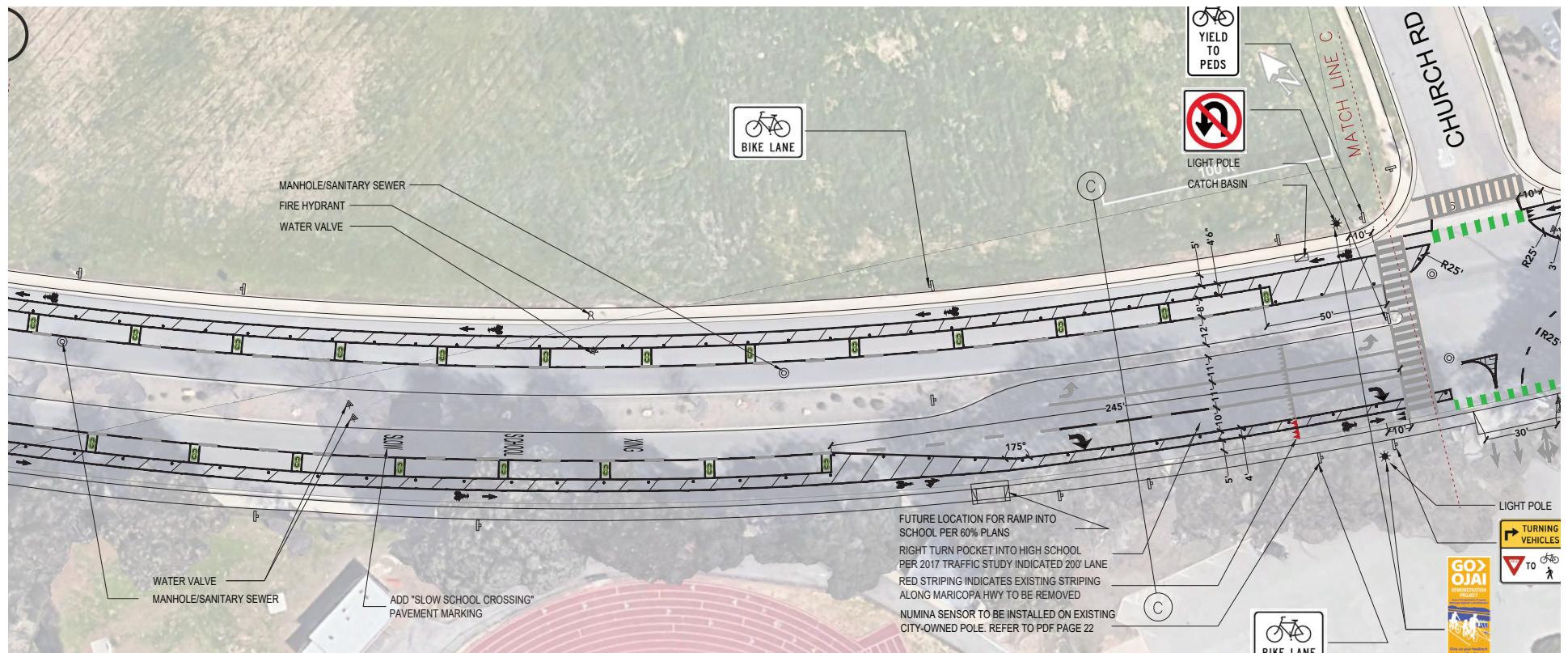
# Design per Block

## Block 1B: Cuyama to Church



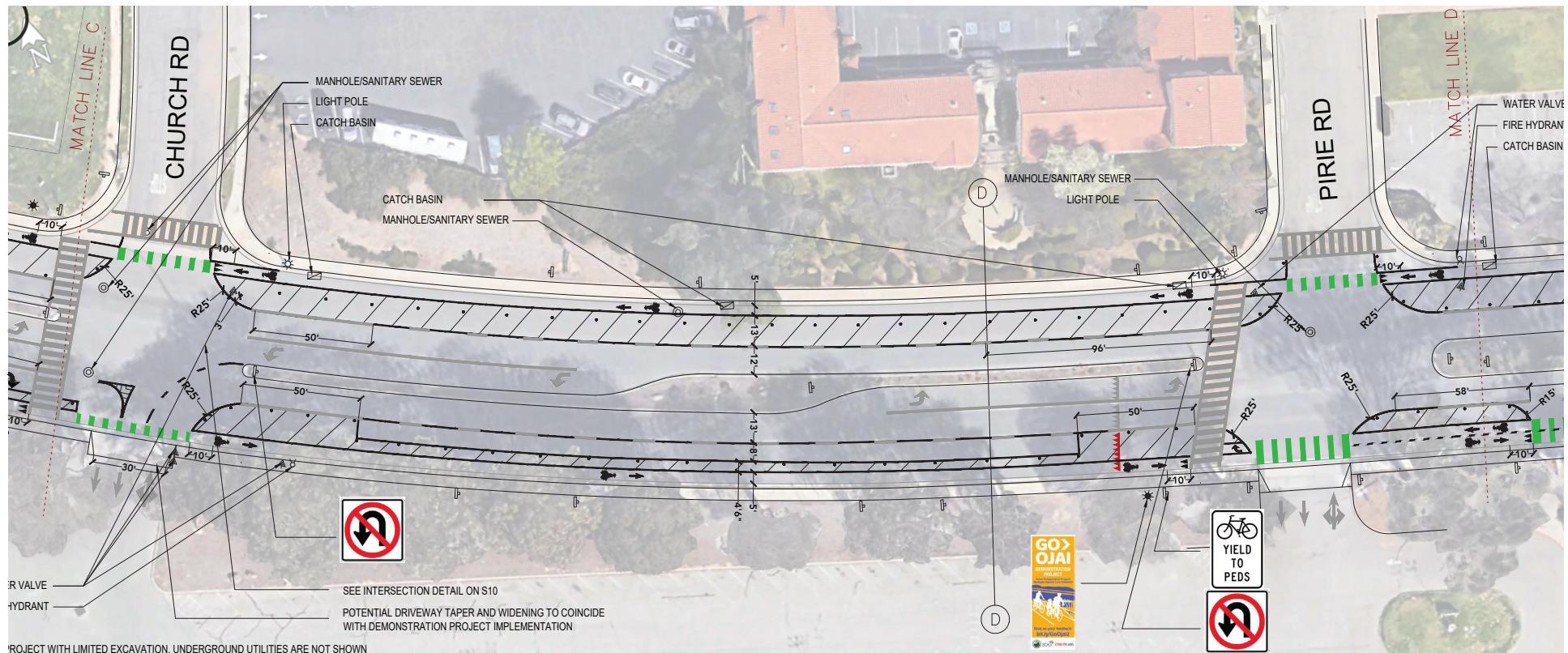
# Design per Block

## Block 1C: Cuyama to Church



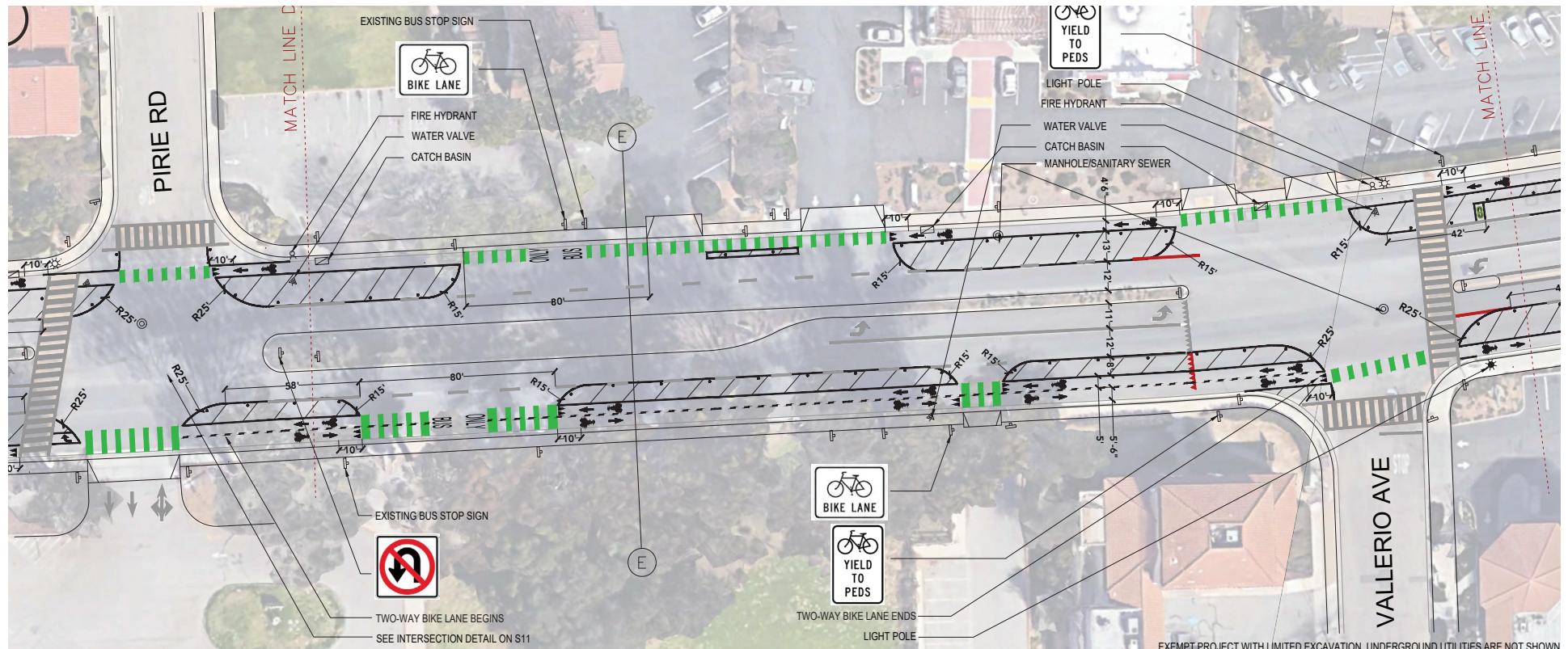
# Design per Block

## Block 2: Church to Pirie



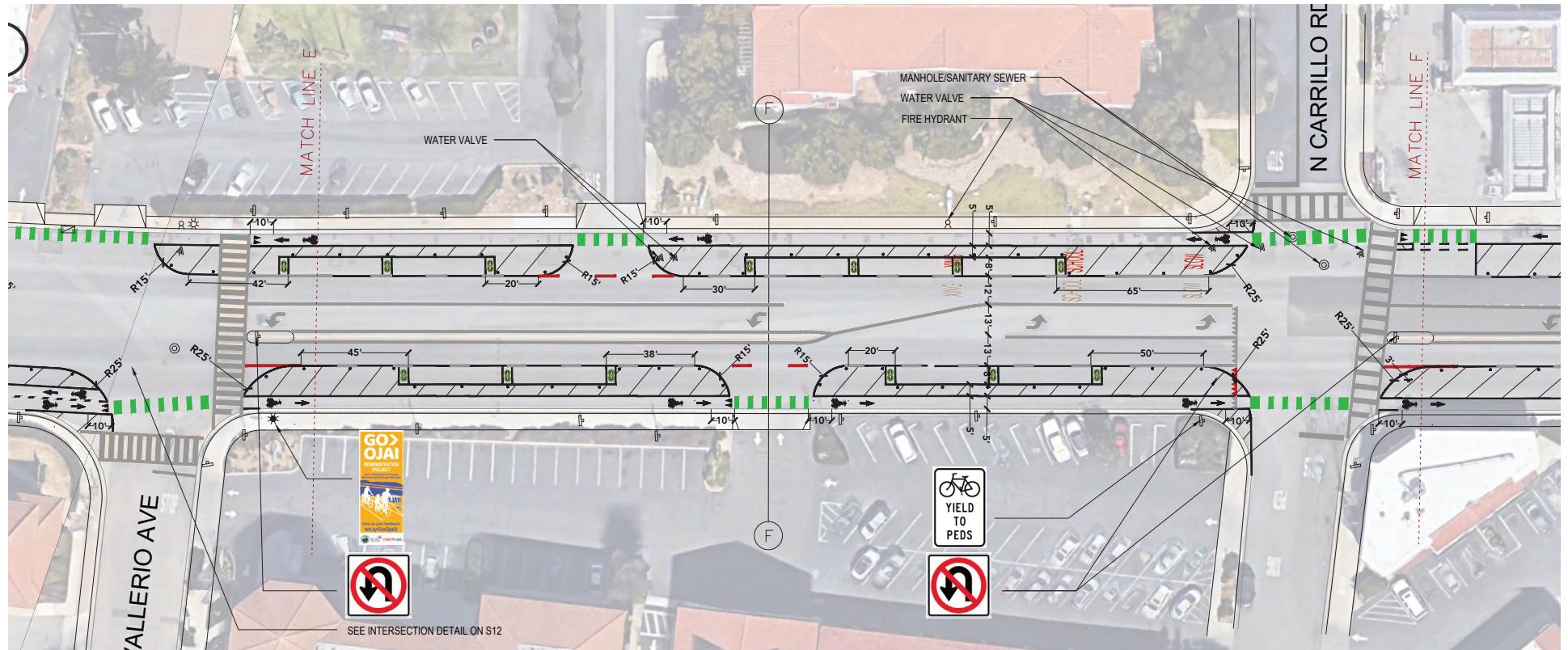
# Design per Block

## Block 3: Pirie to Vallerio



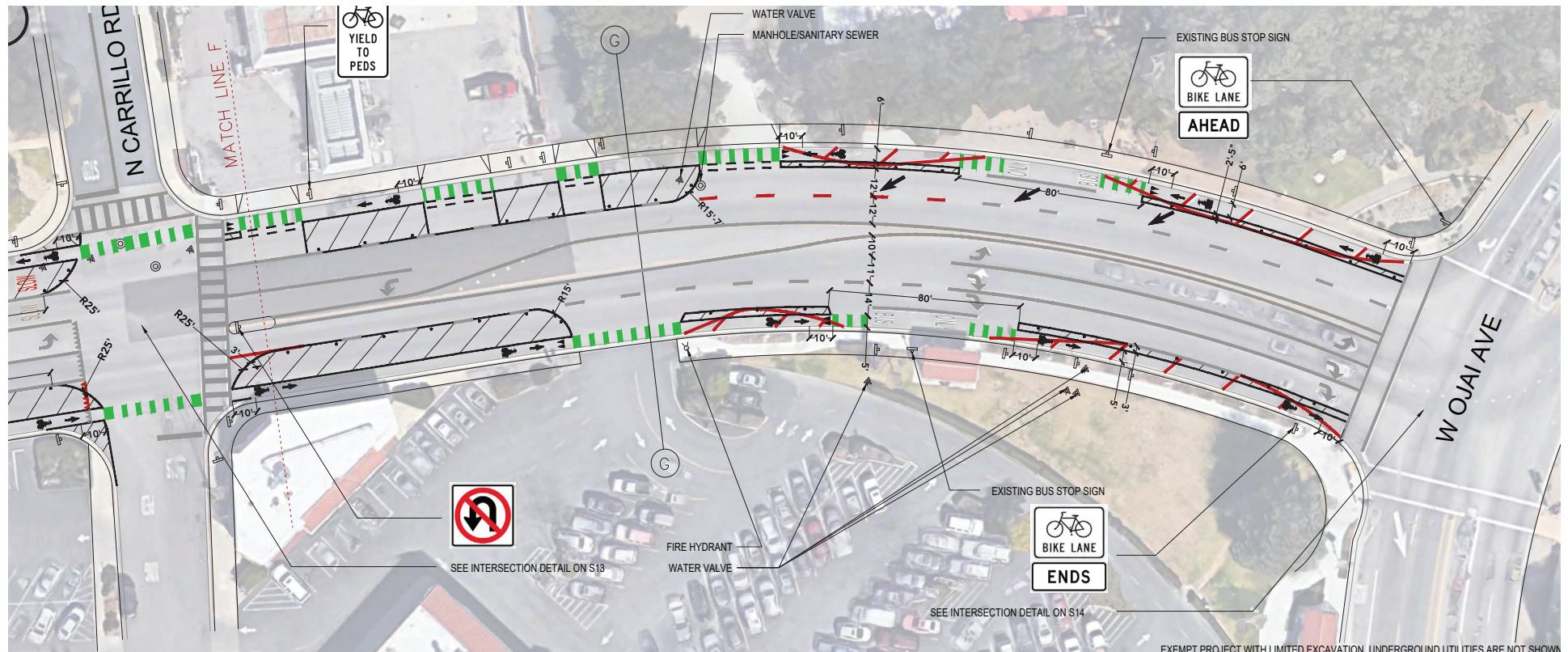
# Design per Block

## Block 4: Vallerio to Carrillo



# Design per Block

## Block 5: Carrillo to the Y

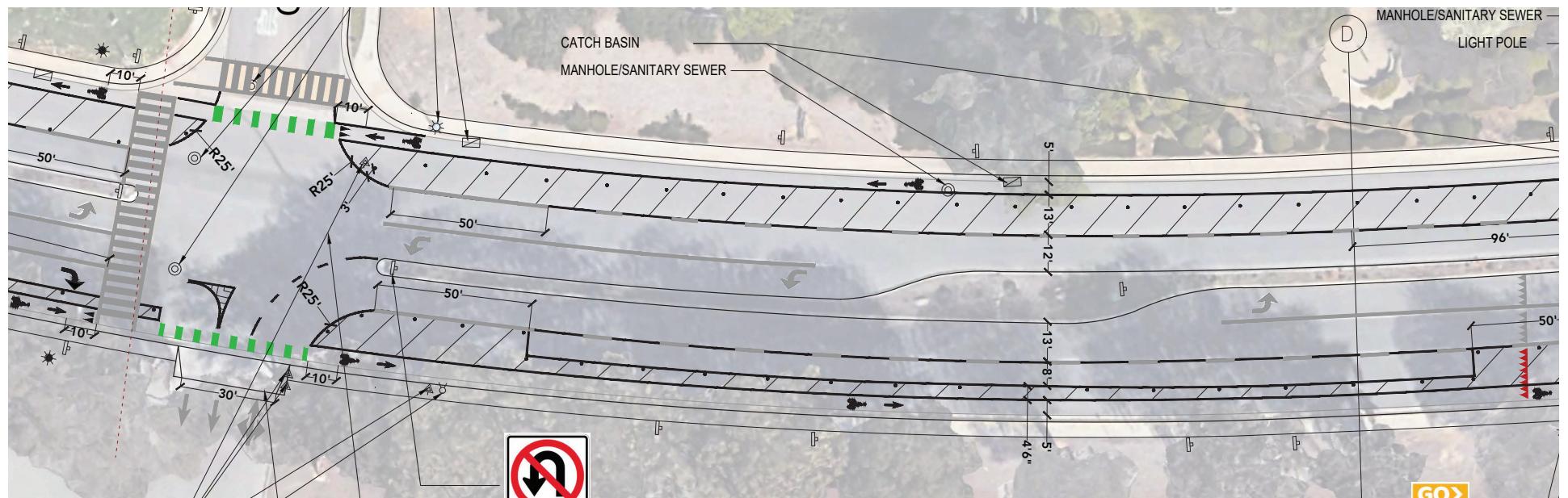
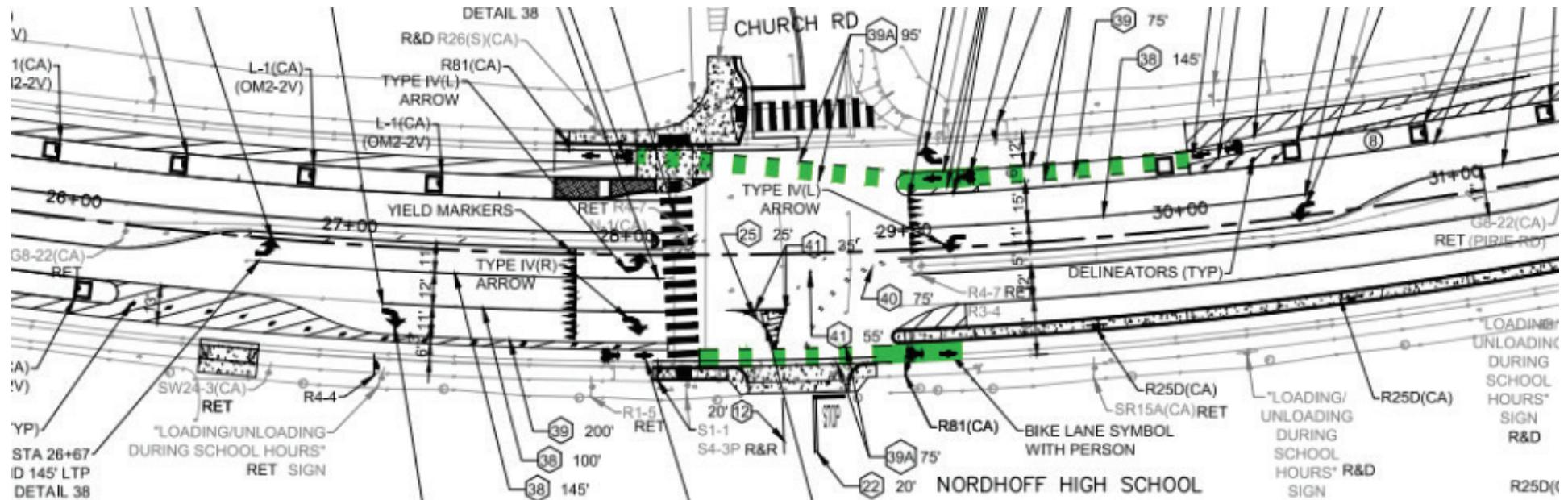


# Considerations for Permanent Project

1. **Zicla Delineators** are used throughout.
2. **Design Focus Area #1:** Planter-less buffer between Church Rd. and Pirie Rd.
3. **Design Focus Area #2:** Merge lane at the Y heading NB.

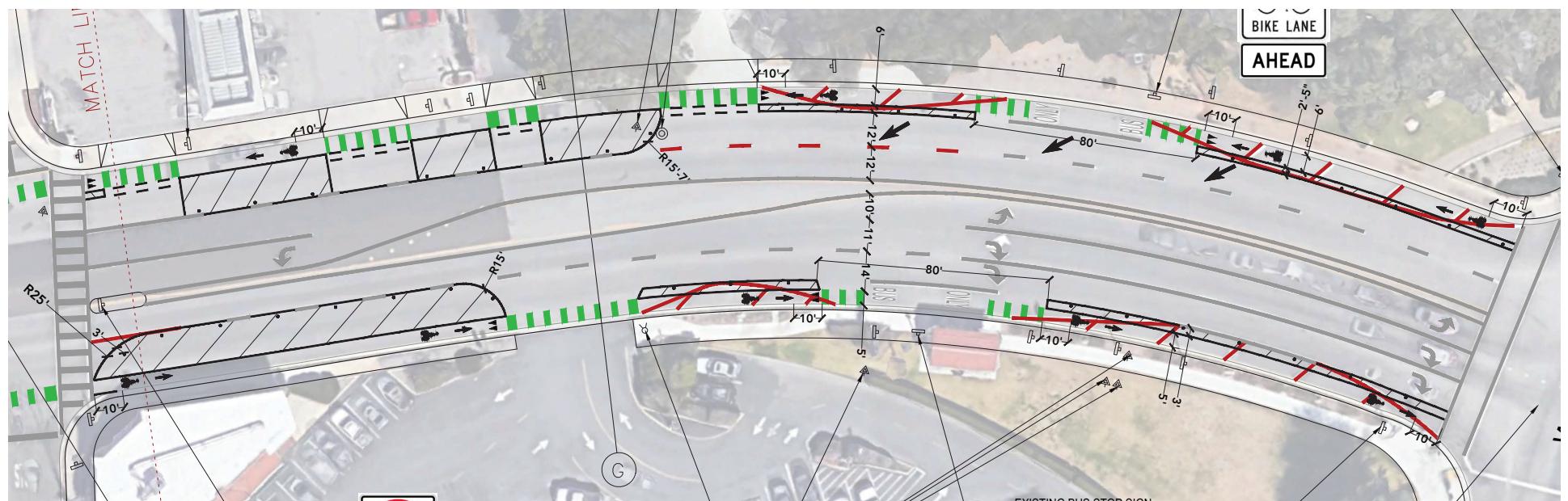
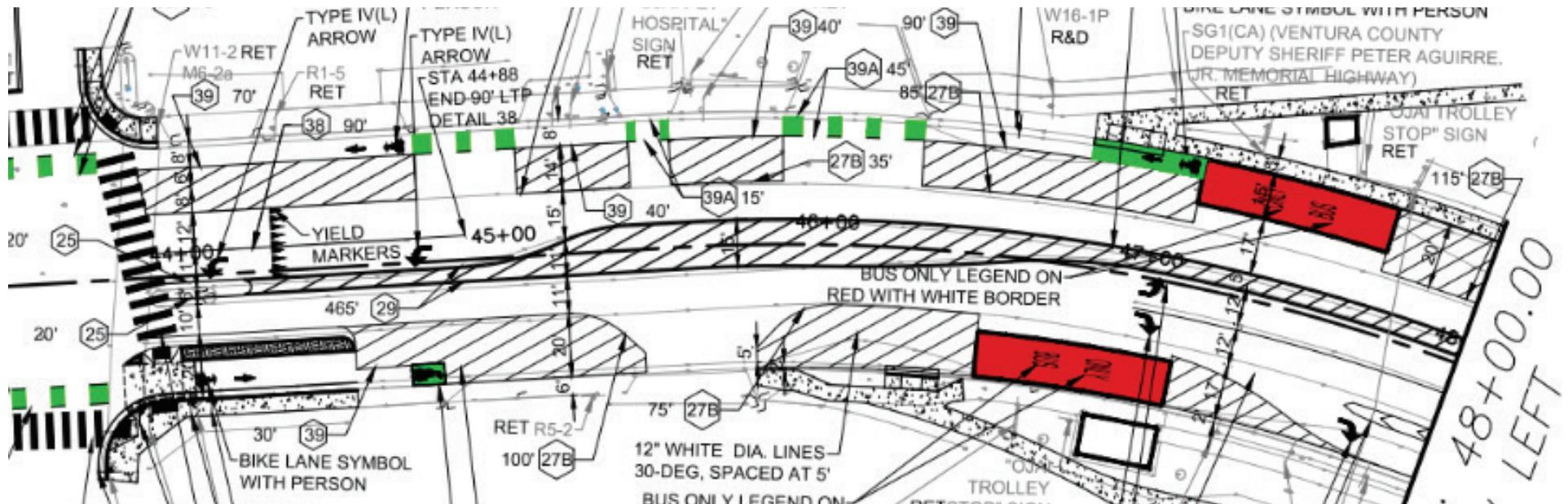
# Focus Area #1

- **Consistent buffer for entire block, including approach to Church Rd. No planters.**



# Focus Area #2

- NB merge lane at the Y, with bike lane extended all the way to intersection.



# Implementation Timeline

**VOLUNTEERS START TODAY!**



Day 1: Monday	Day 2: Tuesday	Day 3: Wednesday	Day 4: Thursday	Day 5: Friday	Day 6: Saturday
Striping Removal					
New Striping	New Striping				
Hole Marking	Hole Marking	Hole Marking			
	Conflict Zone Marking & Painting	Conflict Zone Marking & Painting			
Prelim. Hole Drilling	Hole Drilling	Hole Drilling			
	Planter/Delineator Installation	Planter/Delineator Installation	Planter/Delineator Installation	Planter/Delineator Installation	
			MUTCD Signage Installation		
			Planter Planting	Planter Planting	Planter Planting
Project Signage					

**14**

**10**

**7**

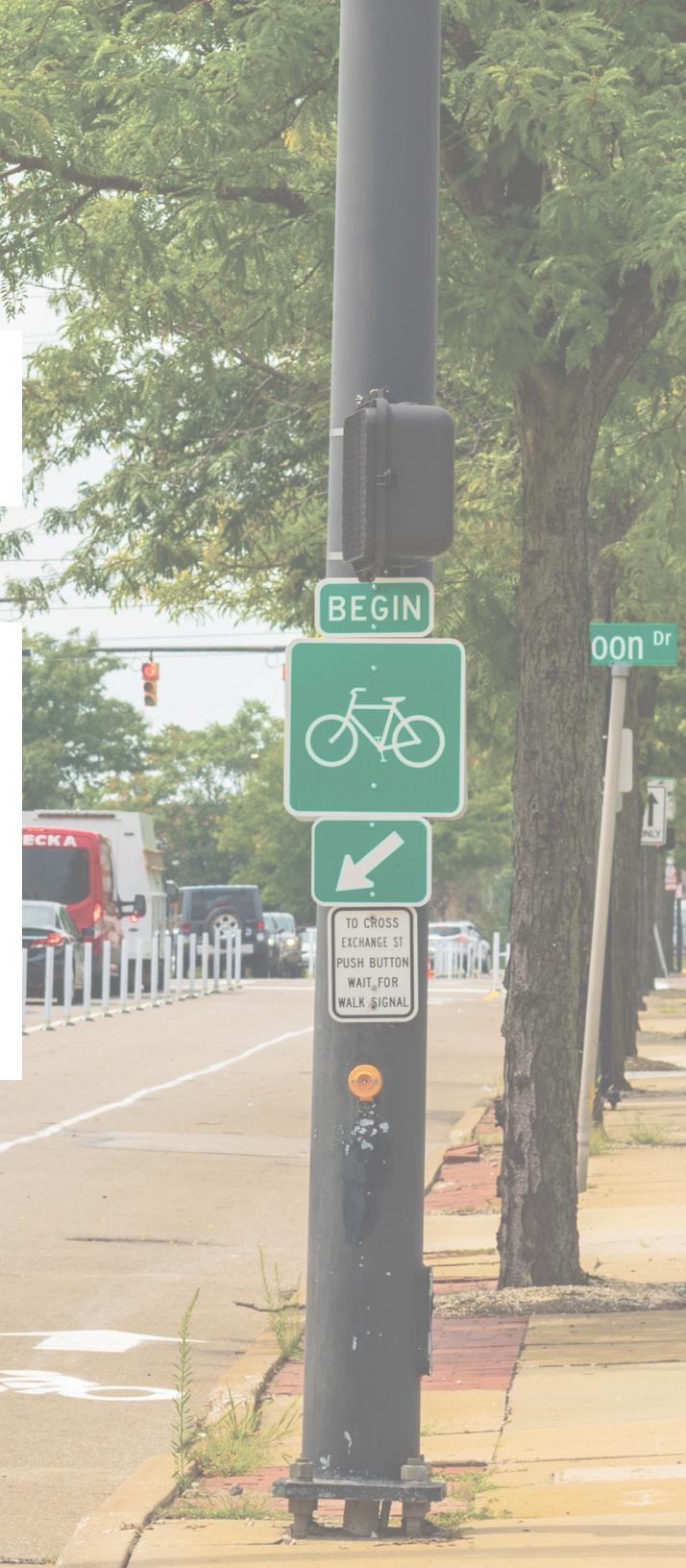
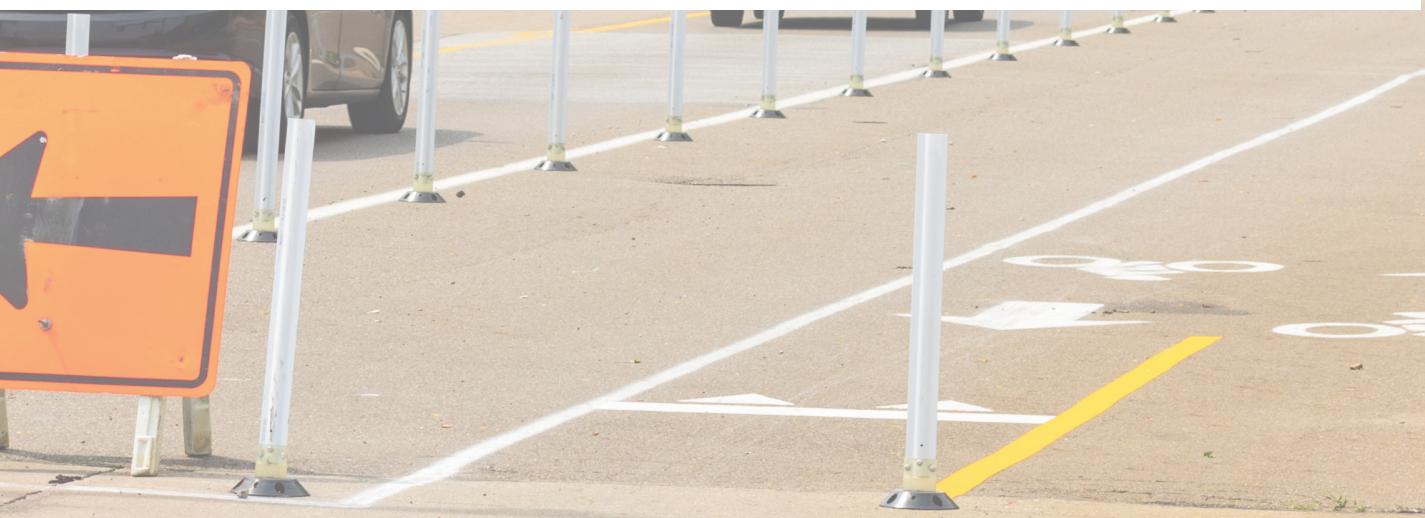
**10**

- Traffic control is deployed before 6am on Monday morning.
- Work continues behind lane closure until the project is fully installed.
- Volunteer work is guided by Street Plans captains, per the Build Manuals.
- 25+ volunteers total signed up so far.
- Work continues on Saturday, if needed.

# Volunteer Tasks

## Volunteers

- Move and prep materials
- Measure, mark, and paint conflict zones
- Mark holes for planters & delineators
- Install planters & delineators
- Prep & plant planters



# Build Manuals

**DAY 1 | AM ☀**

Task	% Complete
1 STRIPING REMOVAL*	100%
2 INSTALL PROJECT SIGNS	100%
3 NEW STRIPING + PAVEMENT MARKINGS*	40-50%
4 HOLE MARKING	25%

\*Tasks to be completed by Crisp Co.  
Street Plans will lead the installation of the pvc project signs and marking the holes for the placement of planters and delineators.

**NOTES**

1. For Striping specs (removal and new striping) see sheets 1 - 6.  
2. For hole marking specs see sheets 18 - 25.

**DAY 1 | PM ⚡**

Task	% Complete
1 NEW STRIPING + PAVEMENT MARKINGS*	75-100%
2 HOLE MARKING	50%
3 DRILLING*	10-15%

\*Tasks to be completed by Crisp Co.  
Street Plans will lead the marking of the holes for the placement of planters and delineators and assist Crisp Co in drilling the holes.

**NOTES**

1. For Striping specs (removal and new striping) see sheets 1 - 6.  
2. For hole marking specs see sheets 18 - 25.

A



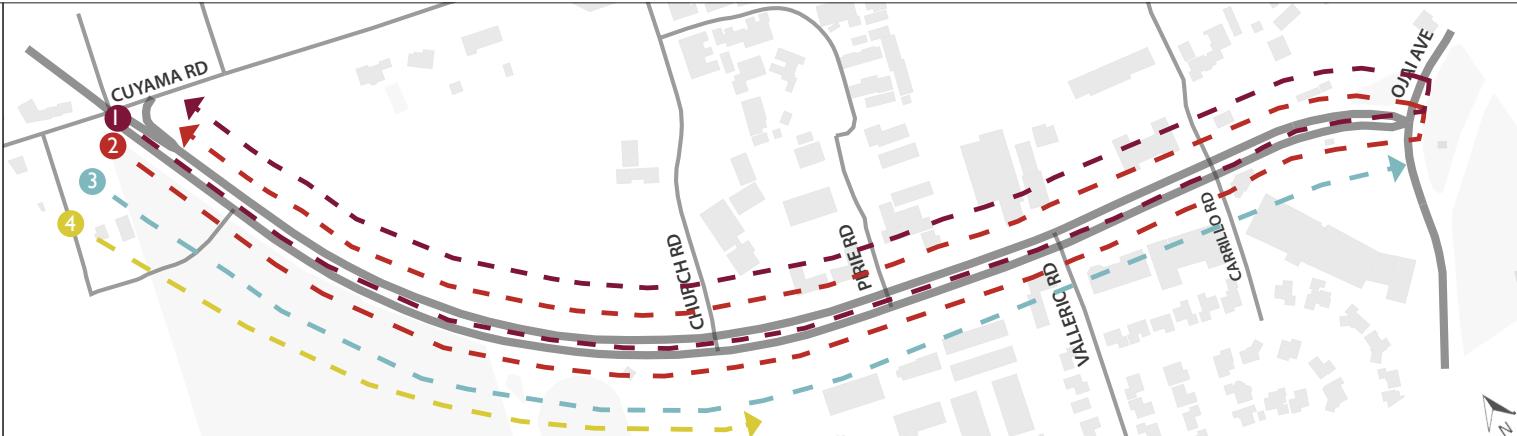
- Captains will have Build Manuals on-site, which will have detailed implementation guidance for each day of work.

## DAY 1 | AM ☀

Task	% Complete
1 STRIPING REMOVAL*	100%
2 INSTALL PROJECT SIGNS	100%
3 NEW STRIPING + PAVEMENT MARKINGS*	40-50%
4 HOLE MARKING	25%

\*Tasks to be completed by Crisp Co.

Street Plans will lead the installation of the pvc project signs and marking the holes for the placement of planters and delineators.



### NOTES

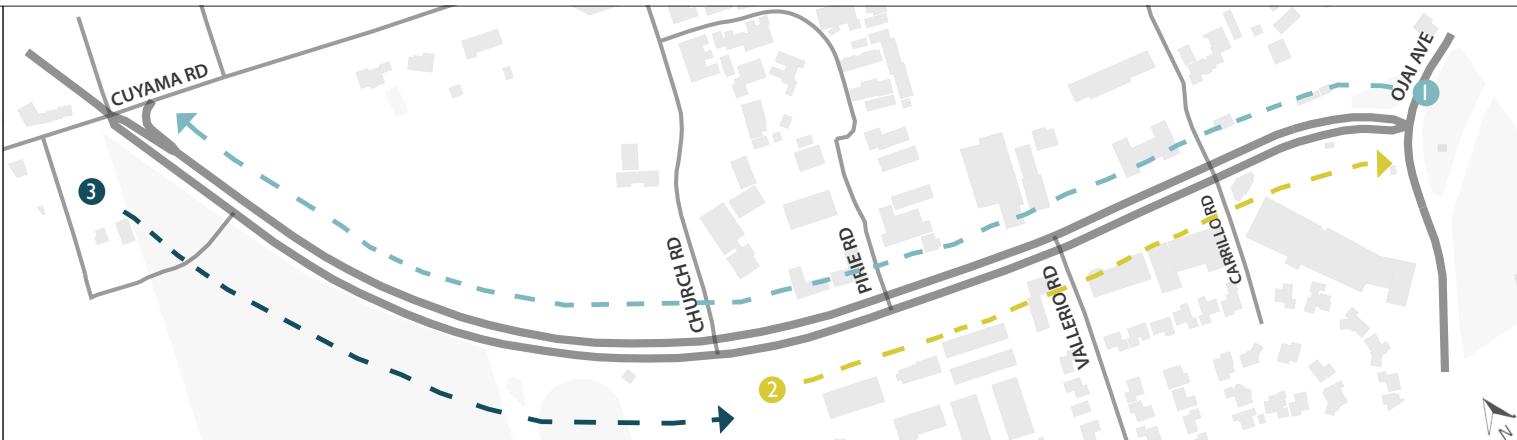
1. For Striping specs (removal and new striping) see sheets 1 - 6.
2. For hole marking specs see sheets 18 - 25.

## DAY 1 | PM ☾

Task	% Complete
1 NEW STRIPING + PAVEMENT MARKINGS*	75-100%
2 HOLE MARKING	50%
3 DRILLING*	10-15%

\*Tasks to be completed by Crisp Co.

Street Plans will lead the marking of the holes for the placement of planters and delineators and assist Crisp Co in drilling the holes.



### NOTES

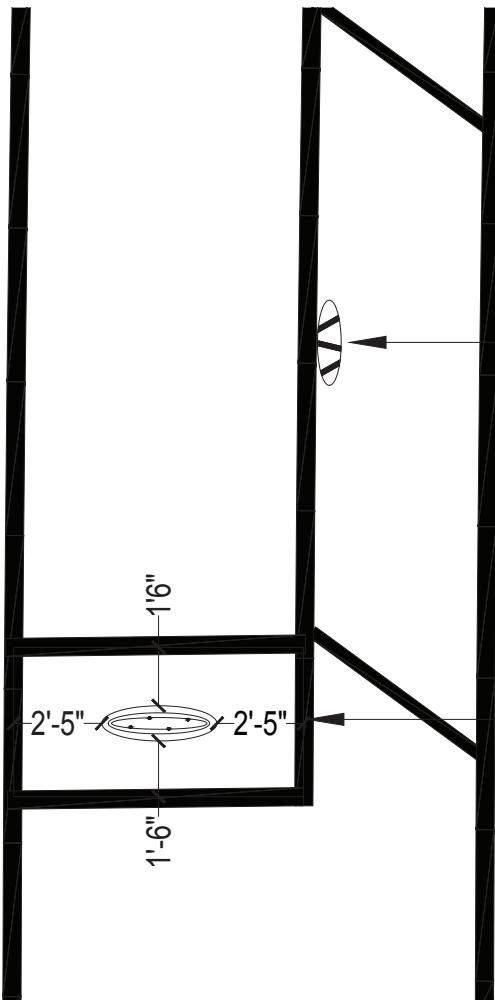
1. For Striping specs (removal and new striping) see sheets 1 - 6.
2. For hole marking specs see sheets 18 - 25.

A

## TASK 4: HOLES/DRILLING

### NOTES

1. See image to the right for typical ZICLA delineator and planter placement.



ZICLA CYCLE LANE SEPARATOR DPACED 20' O.C.  
DIRECTLY ALONG INSIDE EDGE OF THE WHITE  
STRIPING PAINT EXCEPT AT DESIGNATED CURB  
EXTENSIONS.

ZICLA PLANTERS (12" X 40") PLACED IN CENTER  
OF STRIPED BOX, 2'5" FROM CENTER LINE OF  
STRIPING FROM THE TRAVEL LANE AND 1'6"  
FROM THE CENTER LINE OF THE BOX STRIPING.



**Staging/Planting**



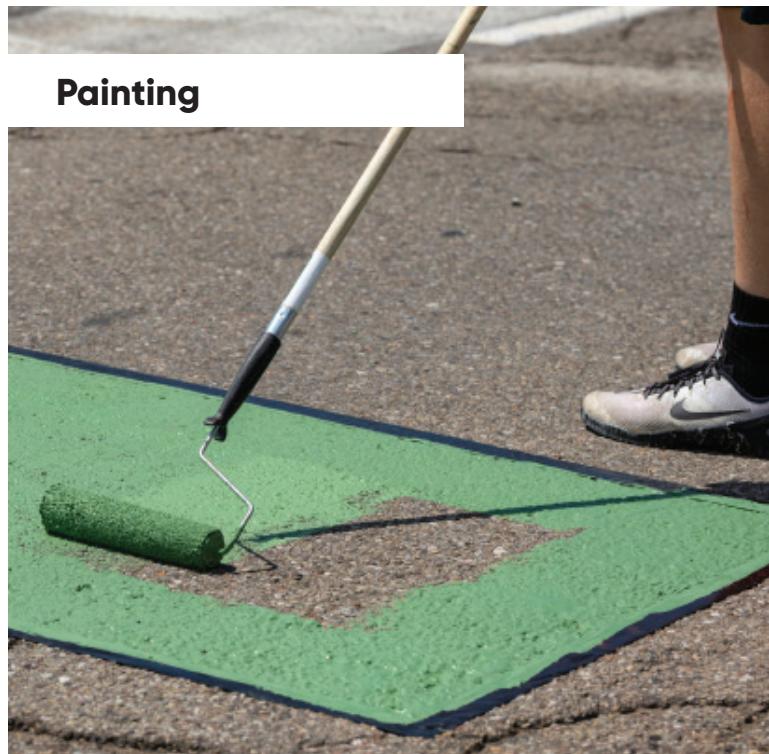
**Marking/Outlining**



**Edging**



**Chalk Lining/Measuring**



**Painting**

# Volunteer Sign-Up

**Sign-Up Genius:  
[bit.ly/DemoVolunteer](https://bit.ly/DemoVolunteer)**

1. Volunteers may sign up for multiple 2-hour shifts.

NOTE: Needs on-the-ground may change, and you could be asked to take on a different task upon your arrival. Please let the Street Plans team know if you have any limitations.

2. Volunteers will not be placed in groups larger than five.
3. Volunteers will check in at the Meadows Preserve Trailhead, and sign a volunteer waiver.
4. Water and snacks (separately packaged) will be provided. Volunteers are encouraged to bring refillable water bottles.
5. Social distancing and masks will be required. Extra masks, gloves, and hand sanitizer will be provided.

Date (mm/dd/yyyy)	Time (EST)	Available Slot	
11/10/2020 (Tue.)	9:00am - 11:00am	Conflict Zone Painting (20)	5 of 20 slots filled
		<a href="#">Sign Up</a> <input type="checkbox"/>	
		Materials Preparation (10)	2 of 10 slots filled
	11:00am - 1:00pm	<a href="#">Sign Up</a> <input type="checkbox"/>	
		Planter & Delineator Marking/Prep (15)	2 of 15 slots filled
		<a href="#">Sign Up</a> <input type="checkbox"/>	
	1:00pm - 3:00pm	Conflict Zone Painting (20)	<a href="#">Sign Up</a> <input type="checkbox"/>
		Materials Preparation (10)	1 of 10 slots filled
		<a href="#">Sign Up</a> <input type="checkbox"/>	
	3:00pm - 5:00pm	Planter & Delineator Marking/Prep (15)	1 of 15 slots filled
		<a href="#">Sign Up</a> <input type="checkbox"/>	
	2:00pm - 4:00pm	Conflict Zone Painting (20)	2 of 20 slots filled

# THANKS!

**Email Us:**

[dana@streetplans.org](mailto:dana@streetplans.org)  
[tony@streetplans.org](mailto:tony@streetplans.org)

**Project FAQ:**

[ojaicity.org/goojai](http://ojaicity.org/goojai)

**Volunteer:**

[bit.ly/DemoVolunteer](http://bit.ly/DemoVolunteer)

**GO>  
OJAI**  
DEMONSTRATION  
PROJECT // 2020