

Festivals and Fairs

# Community Outreach – Cycle 2



Kern Council  
of Governments



# Kern COG Directions to 2050 – Cycle 2 – Festivals and Fairs

## I. Introduction

### Purpose of Community Outreach in Cycle 2

Directions to 2050's Cycle 2 community outreach events and meetings provided an opportunity for community members to identify transportation project priorities for the future and to better understand the RTP/SCS project. Kern COG hosted booths at three summer festivals (Tehachapi Mountain Festival, Kern County Fair, and Ridgecrest Desert Empire Fair) and presented and solicited input at stakeholder and community organization meetings in several Kern County cities between August and December 2012. A second online game was also developed so that community members could contribute feedback from home. All possible forms of participation in Cycle 2 events were advertised through press releases, local newspapers, e-mail blasts, and the Directions to 2050 website. Effort was made to attend at least one meeting of every community group that requested information about the project.

### Cycle 2 Outreach Activities

At each of the festivals, the Kern Council of Governments staffed a fun and engaging booth that included a transportation spending priorities game and a trivia spin wheel (primarily for children). Upon entering the booth, festival attendees were given three poker chips of a certain color (depending on what part of Kern County they live in: Desert, Mountain, or Valley). Then, they were shown five transportation spending options and could place their three poker chips in any of the corresponding buckets to indicate a vote for that project type. Children were involved by answering trivia questions from a spin wheel, while adults placed their transportation project votes.

During the community group meetings, participants learned about the Directions to 2050 project and its relationship to the Blueprint Principles for Growth. They also learned about recent studies conducted by the Kern Council of Governments to prepare for the development of the RTP/SCS, watched a demonstration of the online game, and then played the game in small groups. The game allowed participants to see how different transportation spending scenarios would impact the regional budget and community priorities. Lively discussion was had, and attendees were encouraged to play the game again at home in order to submit the scenario they support most to the record.

## II. Festival and Fair Booth Results

### General Results

Kern COG hosted a Directions to 2050 booth at the following events:

- Tehachapi Mountain Festival in Tehachapi, August 18–19, 2012
- Kern County Fair in Bakersfield, September 19–30, 2012
- Ridgecrest Desert Empire Festival, October 18–21, 2012

In total, 5,098 people participated in the festival booth activities and gave feedback about their transportation spending priorities.

## Kern COG Directions to 2050 – Cycle 2 – Festivals and Fairs

Key transportation spending priorities included:

- **Maintain Local Streets and Roads:** Festival and fair participants from the desert, mountain, and valley regions prioritized maintaining local streets and roads over all other transportation spending strategies.
- **Increase Bicycle Lanes, Paths, and Sidewalks:** It was important to festival and fair participants from the desert, mountain, and valley regions to invest in increasing bicycle lanes, paths, and sidewalks.

Festival and fair participants indicated the following priorities for transportation spending:

- Desert resident participants prioritized:
  - Maintain Local Streets and Roads (50%)
  - Increase Bicycles Lanes, Paths, and Sidewalks (19%)
  - Easy Access to Transit from Housing and Jobs (14%)
- Mountain resident participants prioritized:
  - Maintain Local Streets and Roads (30%)
  - Increase Bicycles Lanes, Paths, and Sidewalks (22%)
  - Add Highway and Freight-only Lanes (21%)
- Valley resident participants prioritized:
  - Maintain Local Streets and Roads (31%)
  - Increase Bicycles Lanes, Paths, and Sidewalks (20%)
  - Easy Access to Transit from Housing and Jobs (17%)

### Tehachapi Mountain Festival: Key Findings

Over the course of two days, 235 Tehachapi Mountain Festival attendees participated in the Directions to 2050 booth. Participants prioritized the following strategies for transportation spending:

- Maintain Local Streets and Roads (31%)
- Increase Bicycles Lanes, Paths, and Sidewalks (20%)
- Easy Access to Transit from Housing and Jobs (17%)
- Add Highway and Freight-only Lanes (16%)
- Encourage Carpools and Bus Trips (15%)

## **Kern COG Directions to 2050 – Cycle 2 – Festivals and Fairs**

### **Kern County Fair: Key Findings**

Over the course of the 12-day Kern County Fair, 3,628 attendees participated in the Directions to 2050 booth. Participants prioritized the following strategies for transportation spending:

- Maintain Local Streets and Roads (29%)
- Increase Bicycles Lanes, Paths, and Sidewalks (24%)
- Add Highway and Freight-only Lanes (20%)
- Easy Access to Transit from Housing and Jobs (14%)
- Encourage Carpools and Bus Trips (12%)

### **Ridgecrest Desert Empire Festival: Key Findings**

Over the four-day festival period, 502 Ridgecrest Desert Empire Festival attendees participated in the Directions to 2050 booth. Participants prioritized the following strategies for transportation spending:

- Maintain Local Streets and Roads (51%)
- Increase Bicycles Lanes, Paths, and Sidewalks (18%)
- Easy Access to Transit from Housing and Jobs (14%)
- Encourage Carpools and Bus Trips (9%)
- Add Highway and Freight-only Lanes (8%)

### **III. Conclusion**

Directions to 2050 Cycle 2 community feedback results will inform the draft Kern Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS). The RTP/SCS policies and implementation actions will address the key priorities identified by participants in the Kern region.

