City of Los Angeles
CALIFORNIA

Antonio R. Villaraigosa
MAYOR

February 14, 2012

Los Angeles, City Council
c/o City Clerk's Office
Attn: Transportation Committee
Room 395, City Hall
Los Angeles, CA 90012

Dear Honorable Members:

REPORT ON THE MOBILITY ELEMENT

The Los Angeles Departments of City Planning and Transportation initiated an update of the City's Mobility Element of the General Plan in the fall of 2011. Last updated in 1999, the Mobility Element (formerly the Transportation Element) is now being updated to reflect the policies and programs that will give Angelenos a full range of options including bicycling, walking, carpooling, and transit, to meet their mobility needs and integrate complete streets principles. The Department of City Planning is partnering with the Department of Transportation to prepare an update to the Transportation Element per Los Angeles Charter §553-554.

The update is expected to take three years and the 2011-2012 fiscal year represents the first year of this effort. During this first year, the focus is on collecting and developing base-line data (example: socio-economic information, job/housing density, car ownership, transit ridership) to guide suggested modifications, obtaining ideas and concerns from the community, establishing a Task Force and internal Technical Advisory Committee (TAC), and initiating a draft of the new Element. The Element will include policies and programs that reflect the communities' ideas for updated street standards that include all modes of transportation, a streetscape manual with innovative street guidelines and standards, a layered network of bikes, pedestrians, cars, or transit emphasis streets and a sustainable implementation strategy to ensure funding to improve and maintain LA's streets. To assist with this work the Departments have been aided by a consultant team that includes Fehr and Peers, Good Corps, Mind Mixer and Pat Smith, ASLA.

Over the past eight months, much work has progressed on all of the key components of the work program. Staff teams from both departments have been working collaboratively to complete the base-line data analysis, the Task Force has met twice and the TAC has established a bi-weekly meeting schedule. However, most importantly, the Departments launched the LA/2B Campaign to encourage Angelenos to generate ideas that can proactively and positively shape the city's transportation future. The LA/2B Campaign includes: a virtual town hall at ideas.la2b.org; an "Idea Line" (213-935-0385) for text and voicemail feedback; a website at la2b.org; outreach materials in English and Spanish;

coordination with local organizations; infographic displays; and Think Lab Workshops to reach a diverse group of citizens of varying socio-economic backgrounds, age and transportation needs and effectuate a meaningful citywide conversation regarding the city's transportation policies and programs.

The first round of the town hall ran from November 7, 2011 – February 2, 2012 and focused on listening to various Angelenos' perspectives on the following questions:

- What would you like the streets of LA to be used for?
- How do you primarily get around today? How would you prefer to travel around in the future?
- What recent innovations would improve your daily commute?
- We've received many suggestions about closing select streets temporarily to create more opportunities for bicycling, walking, and events such as farmers markets and art walks. How often should we close streets for these types of activities?
- What kind of changes would make streets work better?
- What is your favorite street and why?
- Which LA street(s) represent you as an Angeleno? Why?

Reaching the nearly 4 million Angelenos is a daunting task, and expanding the number and diversity of stakeholders that participate in the planning process is always a challenge for the City. However, the LA/2B Virtual Town Hall has allowed for a wider range of citizens to participate outside of traditional workshops and focus groups. Since its launch, 500 Angelenos have joined the LA/2B Town Hall, representing 79 (73%) of the 108 zip codes associated with the City of Los Angeles (shown on the right), along with those in zip codes associated with Culver City, Long Beach, Pasadena, Santa Monica, and the South Bay.

Of those that reported their gender, 68% were male and 32% female. The average age of participants is 39.6. The chart below shows the breakdown of the age cohorts.
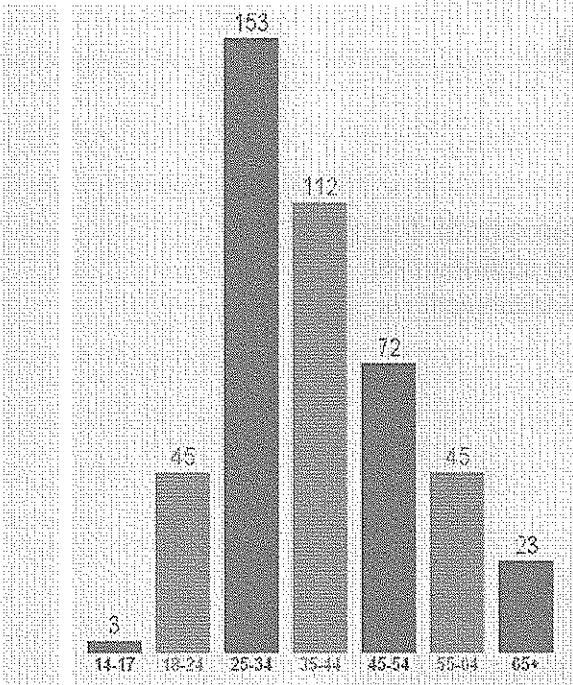

ideas.la2b.org - Round 1
Participants by Zip Codes

City of Los Angeles Boundary
0
1-2
3-5
6-9
10-15
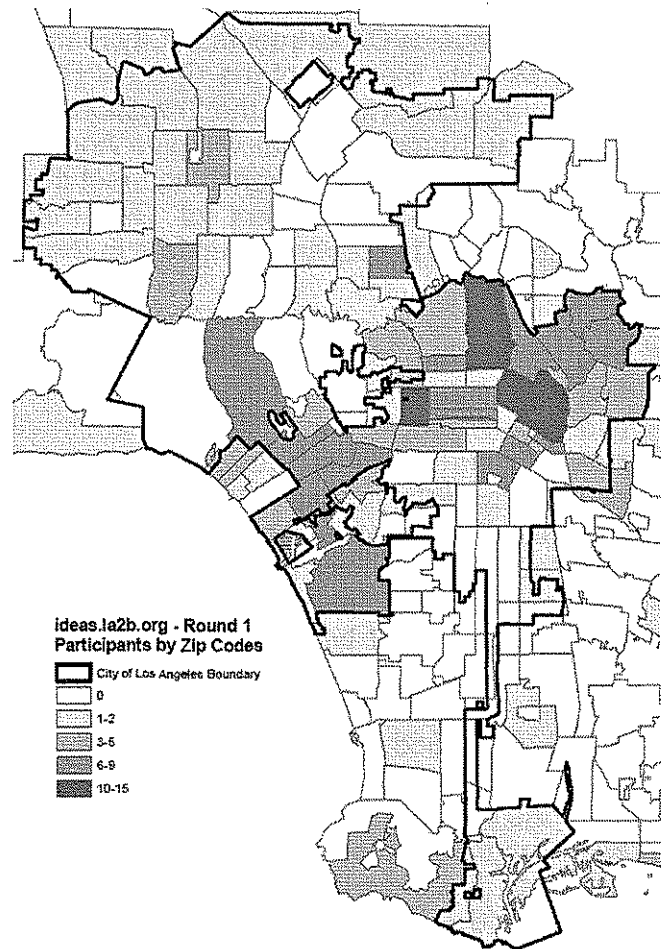
LA/2B Participation by Age

While it is exciting to see involvement from a geographically and demographically diverse group of participants staff have identified geographical gaps in terms of participation, especially in the East Valley and South Los Angeles areas and, as a result, will be focusing additional energies to increase participation in those communities.

Conversation Profile (Round 1):

Over the 84 days of Round 1, participants submitted 244 ideas in response to the questions posed. The LA/2B Town Hall community members responded with 659 comments to these ideas. As visible through the Wordle, much of the conversations centered around people, streets, bikes, transit and traffic.

LA/2B Round 1 Wordle
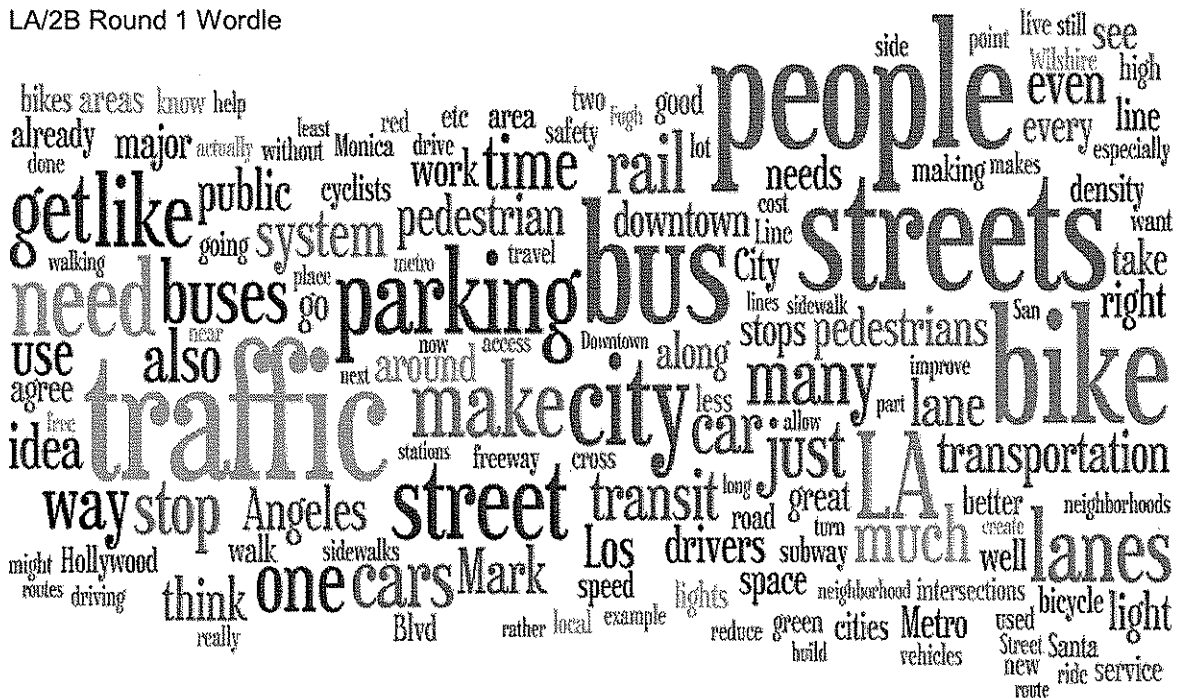
The following ideas, organized by their associated topics, received the most number of seconds (in parentheses):

Topic: Street Uses
- More Pedestrian/Cycling Events (30)
- Green Alleyways (14)

- Streets as common carriage-way, not car-only sewers (11)

Topic: Getting Around Los Angeles
- Prioritize pedestrians over autos (28)
- Bus-only lanes (27)
- The Arroyo Seco Bikeway (22)

Topic: Commuter Innovation
- Making drivers pay for the full and true cost of driving (26)
- More showers and bike rental/parking stations (16)
- Queue jumps for buses at signalized intersections (13)

Topic: Closing Streets for Events
- Once a week (35)
- Everyday (20)
- Once a month (12)

Topic: Street Changes
- Eliminate parking requirements (19)
- Bike corral (16)
- More trees and other traffic-calming measures (14)
- Widen the sidewalks (14)

Topic: Favorite Los Angeles Street
- Any street that is closed off to vehicular traffic (14)
- Abbot Kinney (8)
- Bike Friendly 4th Street (6)
- Broadway Downtown Los Angeles (6)

Topic: Most Representative Street
- Sunset Blvd (7)
- Wilshire Blvd (4)
- Venice Blvd (3)

Round 2: Short Trips, Long Trips and Main Streets

Round 2 of the conversation began on February 2, 2012 and will run until late April. This round focuses on what streets participants use for their short trips (less than five miles) and long trips (more than five miles). The inspiration for these questions came from the idea that half of all trips are within three miles of home nationally. To account for LA's polycentric nature, staff expanded the mileage of a short trip to five. On the flipside, the average one-way commuter trip is 19.2 miles in the SCAG region (RAND, "Moving Los Angeles," 2008) and commutes in Los Angeles are 38% longer than the average time it should take to get to a place of employment (Texas Transportation Institute, Mobility Data, 2010). Differentiating between streets that are used for short-trips versus long-trips could inform the type of street that a particular segment should be on the layered network. In other words, streets that are frequently used for short trips may have more features that favor other modes like walking or bicycling.

Staff has also asked participants to identify where their primary commercial hubs or "main streets" are located. Regardless of how one gets to their destination, minus the drive-thrus, the last part of a trip is usually done on foot. Locating main street areas could help inform where pedestrian-emphasis nodes should be included on the layered network.

In the next few days, the site will include additional questions pertaining to the characteristics of auto, transit, and bicycle-emphasis streets and pedestrian-emphasis nodes. The intent is to discern which features should be present if a certain mode were given a "leg up" or an advantage on a particular street. These same questions will be part of the four citywide Think Lab workshops scheduled for February 25th and March 3rd.

Each of the four workshops will be two hours in length and will follow an identical format. The workshops will be held in both the morning and the afternoon at various locations around the City. The workshops will include brief presentations and several stations where participants can:

- Learn about the state of the City's current transportation system,
- View maps that convey key information about the City's streets and citywide transportation data that will be used to inform new street designations,
- Connect to the Virtual Town Hall,
- Learn about the Layered Network and provide feedback as to which features should be included on bicycle, transit, pedestrian or automobile emphasis streets or nodes,
- Join participatory planner James Rojas in an interactive planning activity.

In addition to email blasts and a press release, announcements for the workshop are on display at all of the local libraries, constituent centers, and on bus benches and transit shelters around the City. The Think Labs announcement is enclosed.

Following the February/March Think Labs, staff, along with the consultant team, the TAC, and the Task Force will begin to draft suggested goals, objectives, policies, and programs, prepare a draft Layered Network, and draft potential new street cross-sections. These draft documents will then be presented to the community at the next round of Think Labs in June 2012. Based upon the feedback received at the June Think Labs staff will begin to compile the draft Mobility Element in anticipation of the Fall 2012 Think Labs and the kick-off of the environmental review process which is expected to continue until Fall 2013. Throughout this time staff will continue to update information on the project blog site as well as elicit ideas and feedback via the Town Hall website. Based upon the current timetable the Element will be presented for adoption by the end of June 2014.

For additional information please visit the la2b.org website or contact Jane Choi at 213. 978.1194 or jane.choi@lacity.org

Sincerely,

MICHAEL J. LOGRANDE
Director
Department of City Planning

JAIME de la VEGA
General Manager
Department of Transportation

GET INVOLVED LA!

The City of LA wants your ideas for solving our transportation challenges!

1 **Town Hall**
Ideas.LA2B.org

2 **Idea Line**
213.935.0385

3 **Think Lab**
February 25 & March 3

Saturday, February 25, 2012

9:30-11:30 AM
Van Nuys City Hall
14410 Sylvan St
Van Nuys, CA 91401

1:30-3:30 PM
LACMA West
6067 W Wilshire Blvd
Los Angeles, CA 90036

Saturday, March 3, 2012

9:30-11:30 AM
La Plaza de Cultura y Artes
501 N Main St
Los Angeles, CA 90012

1:30-3:30 PM
Pacoima Neighborhood Constituent Services Center
13520 W Van Nuys Blvd
Pacoima, CA 91331

A conversation sponsored by the City of Los Angeles.

LA/2B

LADOT
Moving Los Angeles Forward

dcp
Los Angeles Department of City Planning

¡INVOLUCRATE LA!

¡La Ciudad de Los Angeles busca sus ideas sobre como resolver nuestros retos de transporte!

1 🖥️ **Foro Comunitario**
Ideas.LA2B.org

2 📱 **Línea de Ideas**
213.935.0385

3 👥 **Juntas de Ideas**
25 de febrero y 3 de marzo

sábado, 25 de febrero, 2012

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Una conversación patrocinada
por LA Ciudad de Los Angeles

LA/2B   **LADOT** Moving Los Angeles Forward   dcp Los Angeles Department of City Planning