CITY OF LOS ANGELES

INTER-DEPARTMENTAL MEMORANDUM

Date: March 16, 2016

To: Honorable City Council
    c/o City Clerk, Room 395
    Attention: Honorable Mike Bonin, Chair, Transportation Committee

From: Seleta J. Reynolds, General Manager
    Department of Transportation

Subject: **ENHANCED TRAFFIC PATHWAY ANALYTICS PROGRAM (ETPAP)**
    (CF 14-0770 and 14-0770-S1)

SUMMARY

The Westside Coalition proposal for Enhanced Traffic Pathway Analytics Program (ETPAP) intends to collect data on transportation in Century City and other nearby communities. Motions introduced by Councilmember Koretz asked the Department of Transportation to review the financial benefits for this proposal.

RECOMMENDATION

The City Council receive and file this report.

DISCUSSION

On June 11, 2014 and January 13, 2015, Councilmember Paul Koretz introduced 14-0770 and 14-0770-S1 respectively. These motions proposed the implementation of the Enhanced Traffic Pathway Analytics Program (ETPAP) on behalf of the "Westside Coalition". The "Westside Coalition" is described as a group formed by community leaders, activists and volunteers in the communities in and surrounding Century City with the stated purpose of improving lives of residents in the City of Los Angeles.

The motion describes ETPAP as an advanced traffic monitoring and management system that will utilize "video and license plate reading cameras, as well as a unique software that will be developed to analyze traffic patterns". The motion further states that "ETPAP could save the City millions of dollars annually by partially alleviating the need for LADOT to prepare full traffic studies...traffic counts in the areas that are covered by the system, free of charge".

Based upon conversations with the Council office and representatives of the vendor, the Department has determined that it would not have access to the raw data or have any means of verifying the credibility of the data. Therefore, information collected through this program could not be used by the Department for decision making or research analysis purposes. It would, therefore, not provide any cost savings for the Department relative to those tasks.

SJR: JC