

# **Los Angeles District 4 Data Analysis Report**

**January 2018**

**Dixon Resources Unlimited**

**Commissioned by: Los Angeles District 4 Council Office**

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# Introduction

This report presents the findings from data collection efforts held in September and December 2017 at key locations within Los Angeles District 4 and Griffith Park. Data collected included average daily traffic counts (ADT), on- and off-street parking occupancy counts, pedestrian and bike counts, and visitor intercept surveys.

This report is divided into two sections – Round 1 and Round 2. Round 1 refers to the first data collection period conducted in September and Round 2 refers to the second data collection period conducted in December.

## Project Background

In March of 2017, the Los Angeles City Council approved Councilmember David Ryu's request for a comprehensive study for improving park access, safety, and mobility in Griffith Park and around the Hollywood Sign. Due to the high number of tourists and visitors that flood the area to take pictures of the sign, parking, as well as vehicular and pedestrian traffic, have become significant issues within the area. Based on DIXON's existing project with the Los Angeles Department of Recreation and Parks (RAP) and Griffith Park, Councilmember Ryu's office reached out to DIXON to inquire of services for a comprehensive access and mobility study. As such, DIXON was retained and completed an initial site visit to the neighborhoods within District 4 and Griffith Park on July 3rd, 2017.

### Data Collection: Round 1

In addressing the above issues, DIXON procured the services of National Data & Surveying Services (NDS) to complete a data collection effort across five study areas in and around Griffith Park. The five study areas consisted of: Beachwood, Lake Hollywood Park, Ledgewood Drive & Deronda Drive/, Canyon Drive, and Lake Hollywood Drive & Wonder View Drive. A detailed description of each study area is provided below in the corresponding sections.

### Data Collection: Round 2

A Los Angeles District 4 stakeholder meeting was held on November 11, 2017. A key theme that surfaced in the stakeholder meeting was the need for additional data collection efforts before determining final recommendations. Based on stakeholder feedback, the City worked with DIXON to select the locations for a second round of data collection. Round 2 of data collection consisted of a one-week period in December 2017 commencing Thursday, December 14<sup>th</sup> through Monday, December 18<sup>th</sup>. During this

round of data collection, a combination of pedestrian and bike counts, ADT volume counts, and intercept surveys were collected.

## Data Types

### ADT (24-Hour Machine Counts)

Average Daily Traffic (ADT) volume counts were conducted on certain streets to determine the volume of vehicles passing each point throughout the day. ADT data shows the varying level of traffic congestion by hour and day. This allows for a better understanding of how traffic congestion impacts the areas in and around Griffith Park.

Applying the City's ADT standards based on road classifications is problematic because there are a number of factors that impact roadway capacity. Many of the roads are narrow and steep, with blind turns. Also, drivers sometimes U-turn or stop in the middle of the road to take pictures of the Hollywood Sign. There are also high amounts of pedestrians in certain areas that may impact traffic flow. Roadway classifications also vary between databases, and are not always up-to-date or accurate. Therefore, ADT standards and roadway classifications were not taken into consideration when evaluating this data or making the recommendations in the Comprehensive Strategies Report (CSR).

### Occupancy Study

DIXON's objective regarding the occupancy counts was to determine the parking space occupancy of a few key lots and streets located in and around Griffith Park. Parking occupancy counts were conducted at each location at 9:00am, 12:00pm, 3:00pm, and 6:00pm. Occupancy is calculated by dividing the vehicle count by the parking space supply on each block or in each parking lot.

It is an industry standard that parking occupancy should remain around 85%. By maintaining at least a 15% vacancy rate, congestion will be minimized from drivers looking for parking, but the City will not be providing underutilized supply. This will improve traffic flow, improve the visitor experience, while efficiently utilizing the City's parking supply. For reference, the 85% occupancy standard is marked on all parking occupancy graphs. Additionally, the parking occupancy tables have areas of concern highlighted in red, areas approaching high occupancy in yellow, and areas with ample supply in green.

### Pedestrian and Bicycle Study

DIXON's objective regarding the pedestrian and bicycle counts was to determine the volume of hikers and cyclists that are utilizing the trails. The data is meant to reveal utilization trends throughout each day and on a daily basis.

### **Visitor Survey**

The purpose of the visitor intercept survey was to determine the main modes of transportation, motivations for visiting, sources of information used, and how long visitors intended to stay at their location to view the Hollywood Sign. The data is meant to reveal visitor trends throughout each day to better understand visitor needs and desires. A copy of the intercept survey can be found in Appendix A.

# Round 1

## Data Collection Methodology

Round 1 data collection consisted of a two-week period in September 2017. Week 1 comprised Friday, September 1<sup>st</sup> through Monday, September 4<sup>th</sup>, and Week 2 comprised Friday, September 15<sup>th</sup> through Monday, September 18<sup>th</sup>. Week 1 was selected to include Labor Day weekend, which can be considered a peak congestion period. The two data collection weeks were meant to allow for a comparison between peak and a non-peak periods. It is important to understand the impact during both periods to appropriately tailor program adjustments.

Data collection was completed at multiple locations within each study area in the form of average daily traffic (ADT) volume counts, on- and off-street vehicle occupancy counts, and pedestrian and bike counts. The following tables outline the specific locations and days of round one data collection:

ADT (24 Hour Machine Counts)				
Location	Days			
	Friday	Saturday	Sunday	Monday
Beachwood Dr.	X	X	X	X
Lake Hollywood Park	X	X	X	X
Mulholland Hwy. (2)	X	X	X	X
Deronda Dr.	X	X	X	X

Table 1. Locations and days of round one ADT (24 Hour Machine Counts)

Occupancy Study (Occupancy Counts)				
Location	Days			
	Friday	Saturday	Sunday	Monday
Canyon Dr. (Lots A & B)	X		X	X
Beachwood Village Lot (Rear of shops)	X		X	X
Lake Hollywood Park (on-street)	X		X	X
Beachwood Dr./Westshire Dr./Belden Dr.	X		X	X
Lake Hollywood Dr.	X		X	X
Canyon Dr. (on-street)	X		X	X



Surrounding Beachwood streets (on-street)	X		X	X
Canyon Lake Dr. & adjacent streets (on-street)	X		X	X

**Table 2. Locations and days of round one occupancy counts.**

Pedestrian & Bicycle Study (Counts)				
Location	Days			
	Friday	Saturday	Sunday	Monday
Canyon Dr. (Pedestrian Park Entrance)	X		X	X
Wonder View Trailhead	X		X	X
Deronda Dr. Trailhead	X		X	X

**Table 3. Locations and days of round one pedestrian & bicycle counts.**

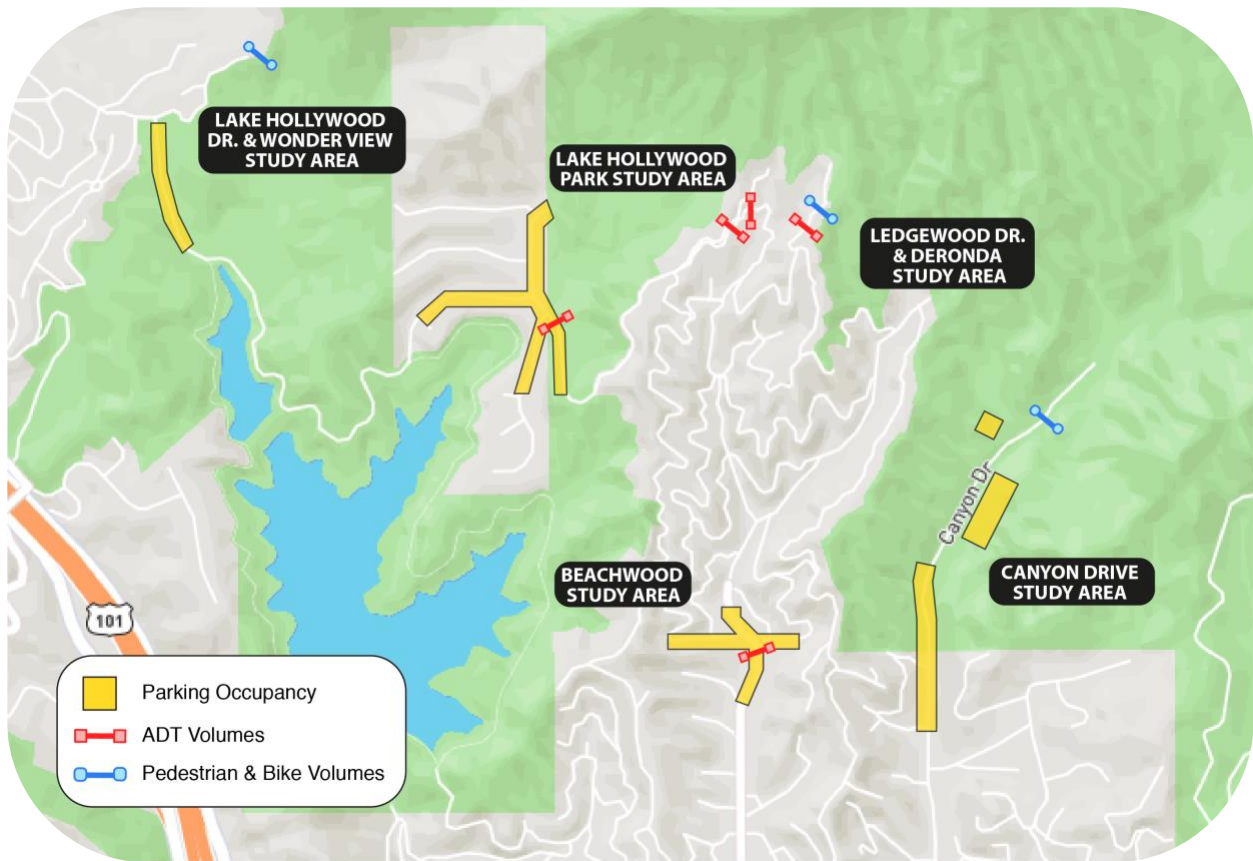
Occupancy Study Time Frequency (Fri, Sun, Mon)				
Location	Time			
	9am	12pm	3pm	6pm
Canyon Dr. (Lots A & B)	X	X	X	X
Beachwood Village Lot (Rear of shops)*	X	X	X	X
Lake Hollywood Park (on-street)	X	X	X	X
Beachwood Dr./Westshire Dr./Belden Dr.	X	X	X	X
Lake Hollywood Dr.	X	X	X	X
Canyon Dr. (on-street)	X	X	X	X
Surrounding Beachwood streets (on-street)	X	X	X	X
Canyon Lake Dr. & adjacent streets (on-street)	X	X	X	X

**Table 4. Locations and times of round one occupancy counts.**

\*The Beachwood Village Lot is a private parking lot, but was included in this study for reference.

Pedestrian & Bicycle Study Time Frequency (Fri, Sun, Mon)			
Location	Time		
	7am-11am	11am-3pm	3pm-7pm
Canyon Dr. (Pedestrian Park Entrance)	X	X	X
Wonder View Trailhead	X	X	X
Deronda Dr. Trailhead	X	X	X

**Table 5. Locations and times of round one pedestrian and bicycle counts**

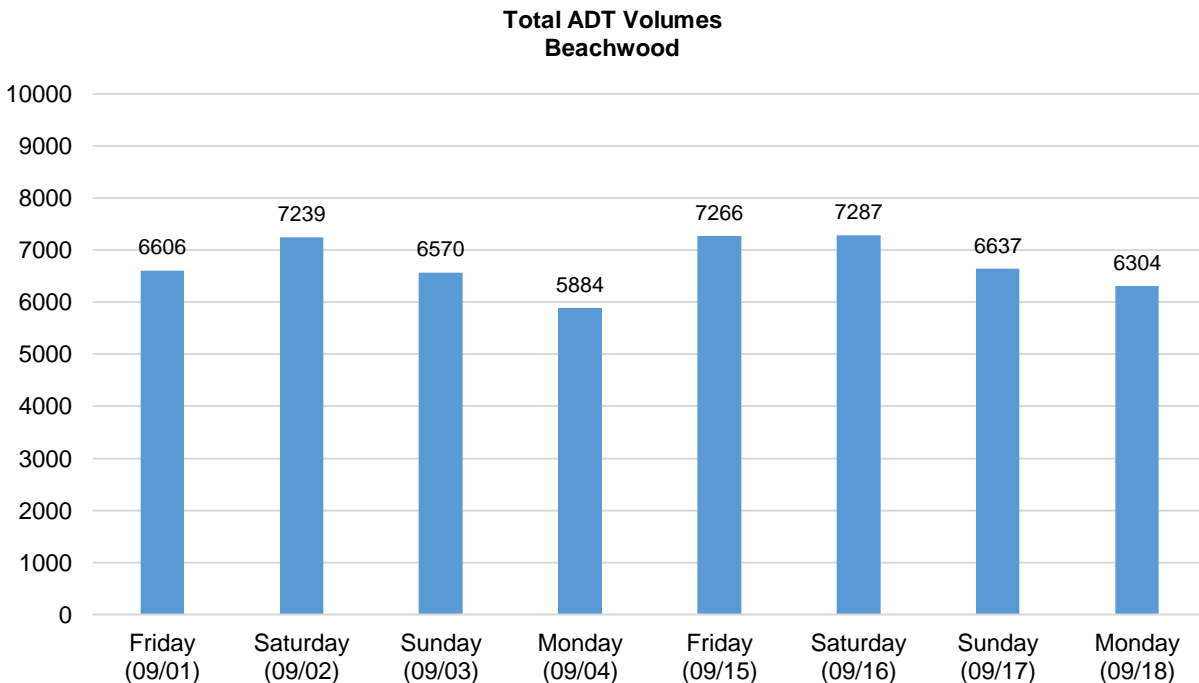


**Figure 1. Round 1 Data Collection Map**

# Beachwood Study Area

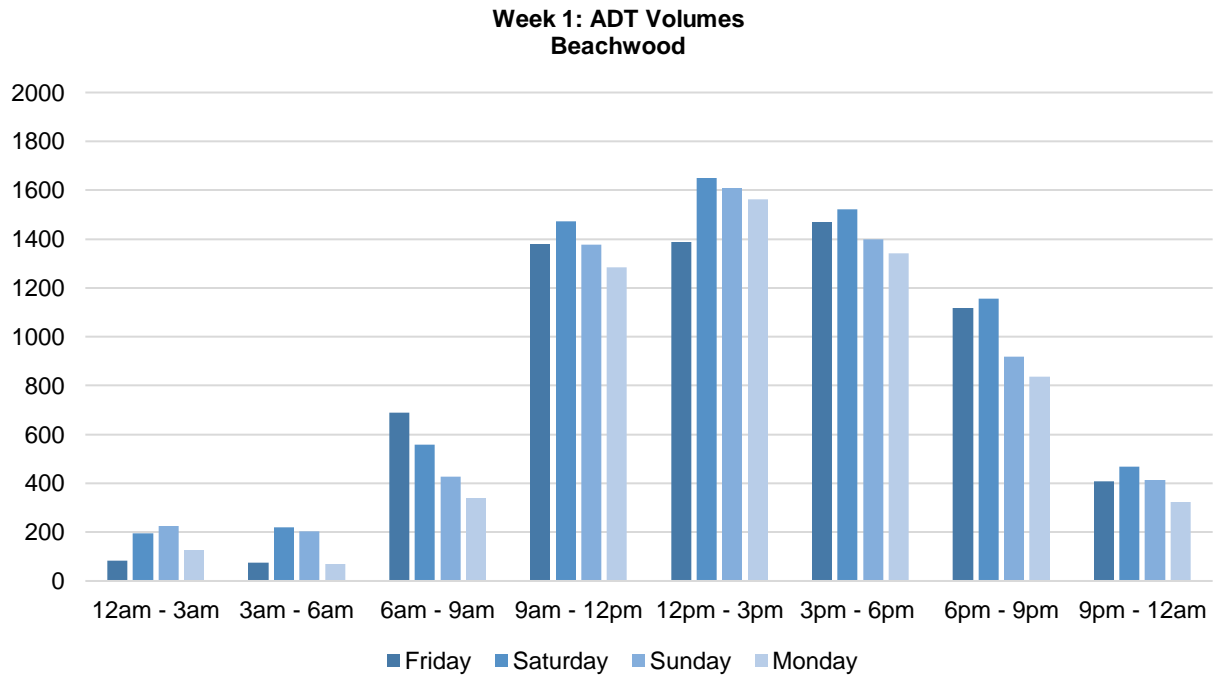
## Week 1 vs. Week 2: Beachwood Drive ADT Volumes

ADT counts were collected along Beachwood Drive between Belden Drive and Westshire Drive. ADT volumes varied across each data collection week, with Week 2 experiencing marginally higher volumes (Figure 2). During both weeks, the highest volumes were observed on Saturdays, peaking at 7,287 counts during Week 2.

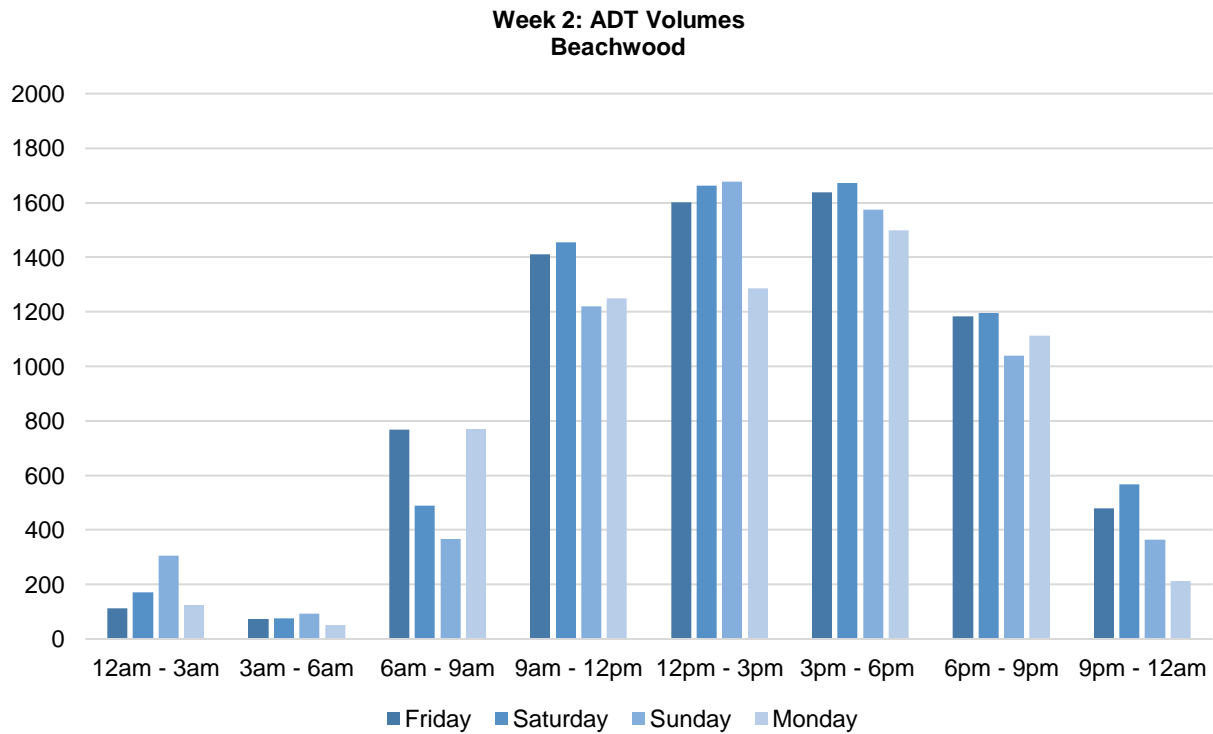


**Figure 2. Total ADT volumes observed on each day, Beachwood Study Area.**

Comparing both Week 1 and Week 2 reveals a similar pattern of variance in ADT volumes throughout each day (Figures 3 and 4). ADT volumes were low from 12am-6am, before picking up during the morning commuting hours of 6am-9am. Volumes then rose sharply from 9am and started to decrease from 3pm, before decreasing more rapidly in each successive time period. By 9pm, most evening traffic had subsided. It is evident that Beachwood Drive experiences significant ADT volumes from 9am-9pm on most days of week.

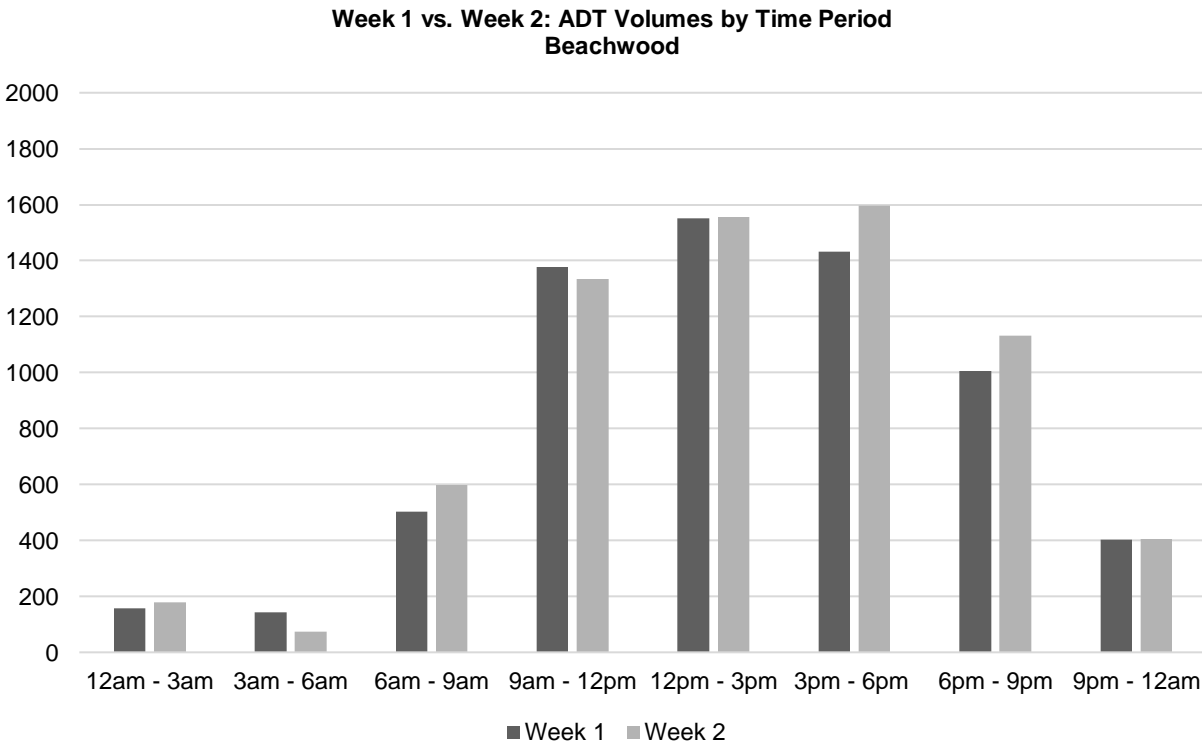


**Figure 3. Week 1 ADT volumes by time period, Beachwood Study Area.**



**Figure 4. Week 2 ADT volumes by time period, Beachwood Study Area.**

Aggregating data to weekly averages reveals no further differences between data collected in Week 1 and Week 2 (Figure 5). When analyzing average ADT volumes by time period, the data is shown once again to be consistent across both weeks. The highest ADT volumes were recorded during the 12pm-3pm, and 3pm-6pm time periods.

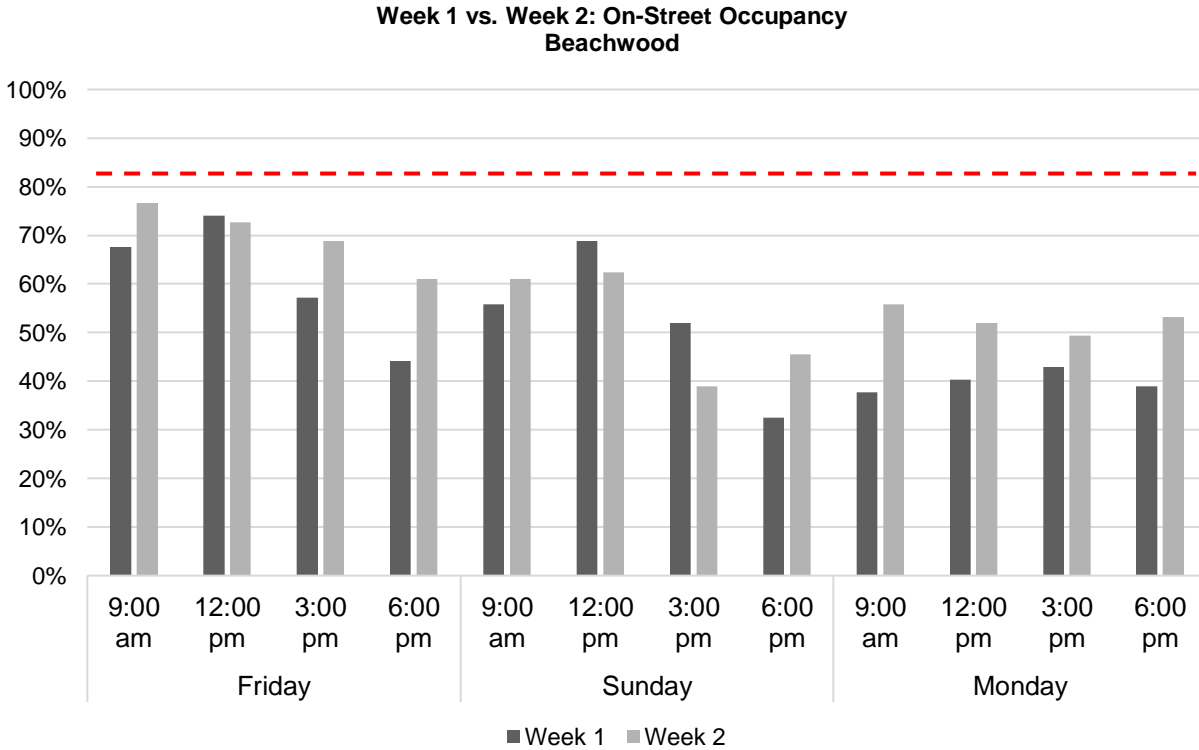


**Figure 5. Week 1 and Week 2 average ADT volumes by time period, Beachwood Study Area.**

### Week 1 vs. Week 2: Beachwood On-Street Occupancy Study

On-street occupancy counts were recorded on the streets surrounding the small commercial area near Beachwood Market. The streets analyzed were Beachwood Drive, Belden Drive, and Westshire Drive.

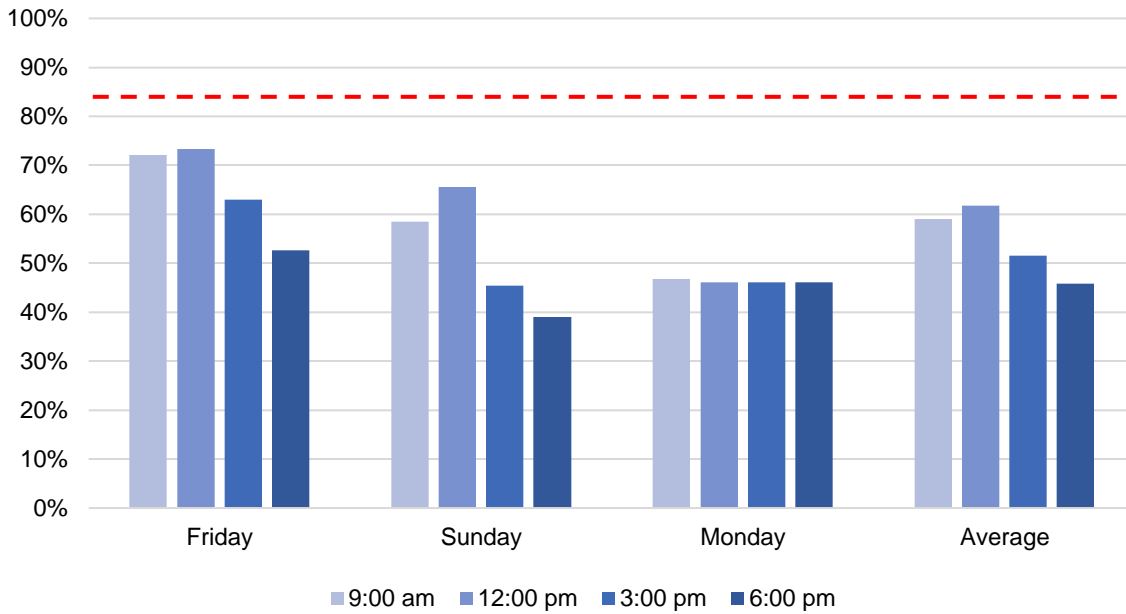
As with ADT volumes, on-street occupancies displayed similar characteristics in both Week 1 and Week 2, the latter averaging 58% daily occupancy compared to 51% during Week 1. On-street occupancy generally decreased from the 12pm period onwards into the evening across both weeks (Figure 6). Two exceptions to this pattern are seen on Sunday Week 2 where occupancies actually increased during the 6pm period. Additionally, both Mondays show more consistent occupancy rates varying less throughout the day.



**Figure 6. Week 1 and Week 2 on-street occupancy, Beachwood Study Area.**

Below, average occupancy is displayed by day and time period across both weeks (Figure 7). Fridays and Sundays exhibit the same pattern of variation in occupancies throughout the day – Sundays showing more extreme variation. On both days, on-street occupancy was highest during the 9am and 12pm periods. Occupancy peaked at 12pm at 73% before decreasing in each successive time period. In contrast, Mondays did not exhibit the same rising and falling pattern. There is less variation in on-street occupancies throughout the day, remaining constant around 45%. It should be noted that on no day and in no time period did on-street occupancy surpass the industry standard of 85%. Above this rate, vehicle turnover is minimal and available spaces decrease, resulting in increased congestion from vehicles circling blocks searching for spaces.

**Average On-Street Occupancy  
Beachwood**



**Figure 7. Average on-street occupancy by time period, Beachwood Study Area.**

Table 6 displays average on-street occupancies by street segment within the Beachwood Study Area. Beachwood Drive from Woodhaven Drive to Belden Drive averaged at 86% occupancy across both weeks. The section along Beachwood Drive from Westshire Drive to Glen Oak Street experienced the second highest average occupancy rate at 76%.

Average On-Street Occupancy Rates: Beachwood						
Location	Inventory	Occupancy Rates				
		9:00am	12:00pm	3:00pm	6:00pm	Avg.
<b>Beachwood Dr.</b> from Woodhaven Dr. to Belden Dr.	27	24%	28%	23%	23%	25%
<b>Beachwood Dr.</b> from Belden Dr. to Westshire Dr.	5	103%	93%	77%	70%	86%
<b>Beachwood Dr.</b> from Westshire Dr. to Glen Oak St.	20	87%	88%	71%	59%	76%
<b>Belden Dr.</b> from Beachwood Dr. to Woodshire Dr.	15	72%	77%	63%	54%	67%
<b>Westshire Dr.</b> from Beachwood Dr. to Woodhaven Dr.	4	63%	67%	58%	42%	57%

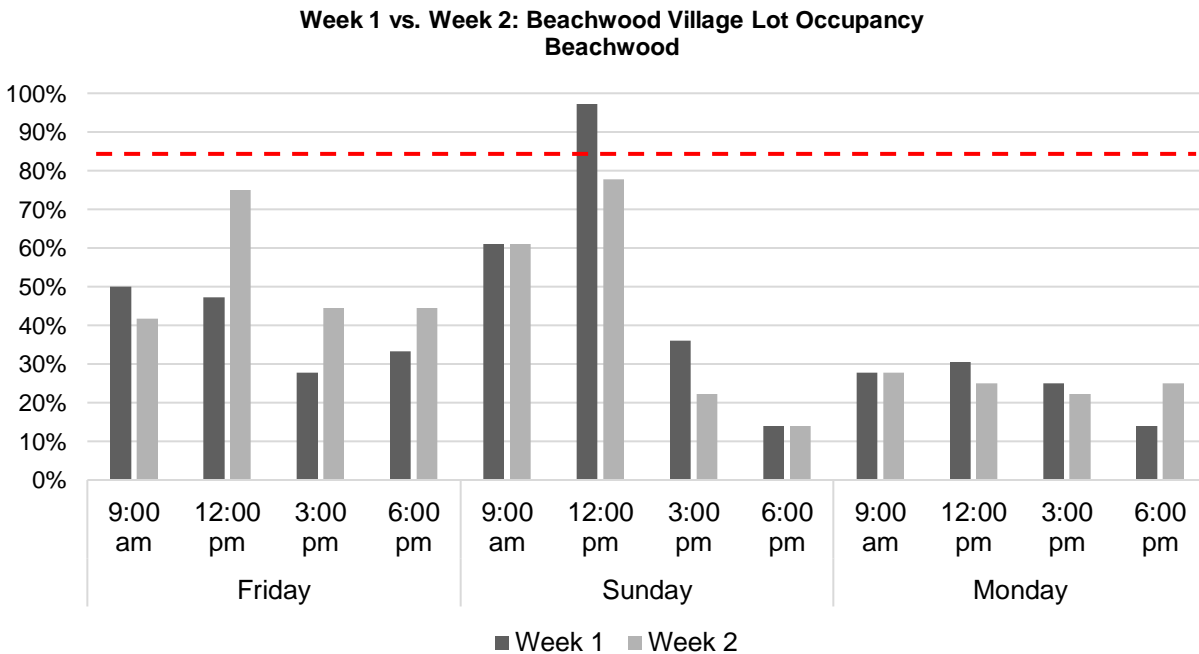
Westshire Dr. from Woodhaven Dr. to 2748 Westshire Dr.	6	61%	75%	78%	69%	71%
Totals	77	59%	62%	44%	46%	55%

**Table 6. Week 1 and Week 2 Average on-street occupancy by time period, Beachwood Study Area.**

**Week 1 vs. Week 2: Beachwood Village Lot Occupancy Study**

The Beachwood Village Lot is a private lot located behind the Beachwood Market. Off-street occupancy was recorded on the same days and time periods as on-street occupancies described above for the same two-week period.

Occupancies at the Beachwood Village Lot were almost identical for both weeks, averaging at approximately 40% occupancy. Comparing both data collection periods reveals no distinct pattern in how occupancy varies throughout each day observed at this location (Figure 8). However, one similar trend is that the lowest occupancies were generally recorded during the 3pm and 6pm periods on all days and both weeks. The highest occupancies of all were recorded during the 12pm period on Sundays. Occupancy peaked at 97% on Sunday during Week 1 at that time.



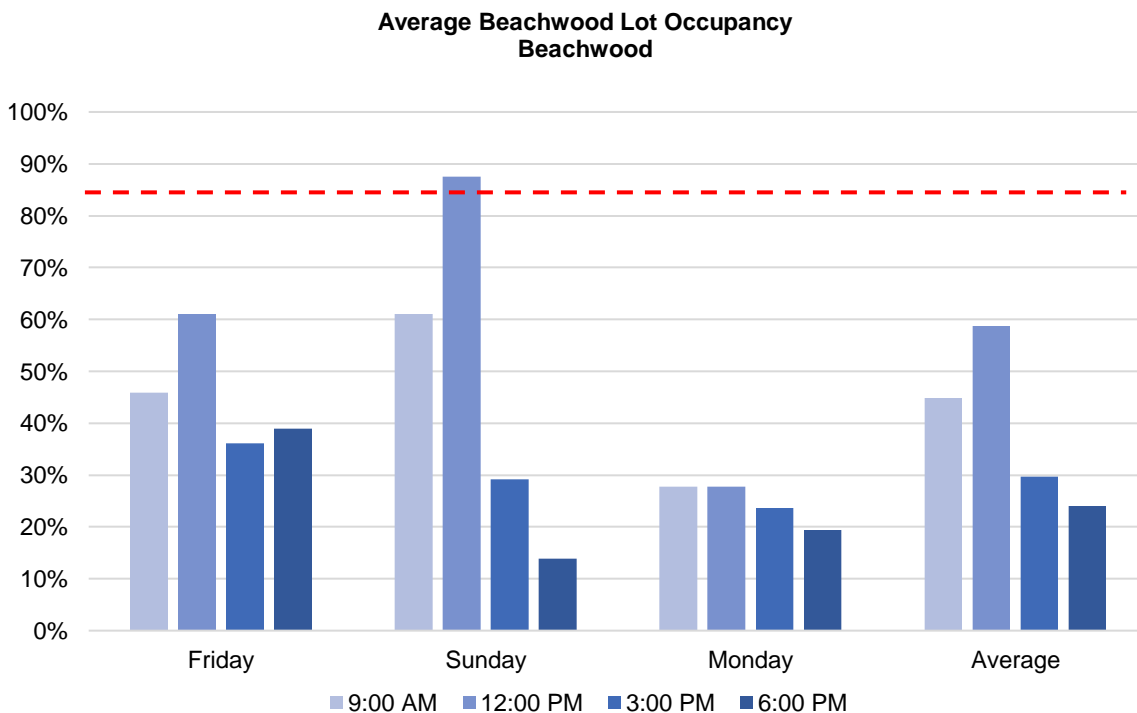
**Figure 8. Week 1 and Week 2 Beachwood Village Lot occupancy, Beachwood Study Area.**

Below, average occupancy is displayed by day and time period across both weeks (Figure 9). As with on-street occupancies, Fridays and Sundays exhibited the same variation in occupancies throughout the day. On both days, on-street occupancy was highest during



the early periods peaking at 12pm, before sharply decreasing. Monday occupancies loosely reflected this trend as well. Occupancies were far lower on Mondays and were highest during the 9am and 12pm periods. Occupancy decreased in each successive time period but not as sharply as that witnessed on Fridays and Sundays.

Across both data collection weeks, Sundays experienced higher occupancies. Average on-street occupancies peaked on Sundays at 12pm at 88% occupancy. The next highest occupancy average rate of 61% was observed at 12pm on Fridays and at 9am on Sundays.



**Figure 9. Average Beachwood Village Lot occupancy by time period, Beachwood Study Area.**

### Week 1 vs. Week 2: Overall Trends and Comparisons

Overall trends observed from data collected during Week 1 and Week 2 are summarized below.

#### ADT Volume Counts:

- ADT volume counts were considerably higher on Saturdays, as visitors passed along Beachwood Drive.
- ADT volume counts were highest from 12pm-6pm during both weeks.

**On- and Off-Street Parking Occupancy:**

- The highest on-street occupancy rates were recorded during the 9am and 12pm time periods.
  - Fridays experienced higher on-street occupancies, averaging at 65% occupancy across the day. Average on-street occupancies peaked on Fridays at 73% during the 12pm time period.
  - Beachwood Drive from Woodhaven Drive to Belden Drive, and from Westshire Drive to Glen Oak Street came under the heaviest strain in terms of parking availability. Both street segments exceeded 85% occupancy during the 9am and 12pm time periods on average. Additionally, Belden Drive from Beachwood to Woodshire Drives is another location where parking availability should be monitored. At certain times at this location occupancy came close to exceeding 80%.
  - Off-street parking at the Beachwood Village Lot was typically in adequate supply with an average occupancy rate of approximately 40%. Sundays at 12pm experienced the highest occupancies, averaging at 88%.

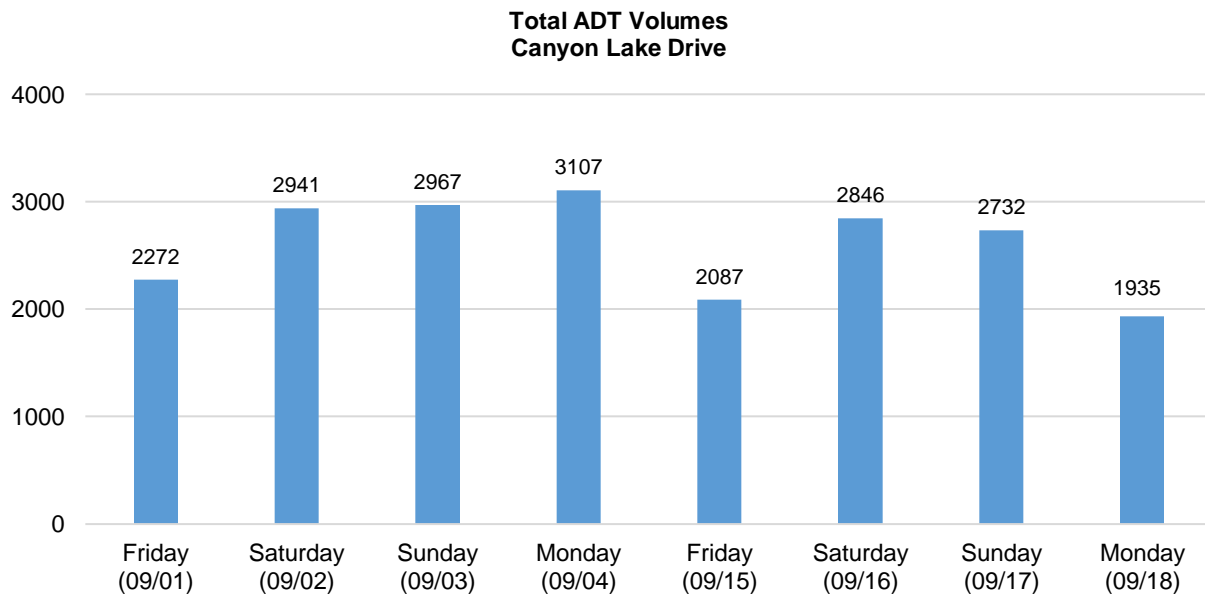
# Lake Hollywood Park Study Area

## Week 1 vs. Week 2: Lake Hollywood Park ADT Volumes

ADT counts were collected in three separate locations within the Lake Hollywood Park Study Area: along Canyon Lake Drive, and two locations along Mulholland Highway south of Ledgewood Drive. Due to a discrepancy during the first week of data collection, Week 1 data had to be recollected on Friday, September 8<sup>th</sup> through Monday, September 11<sup>th</sup> at Mulholland Highway.

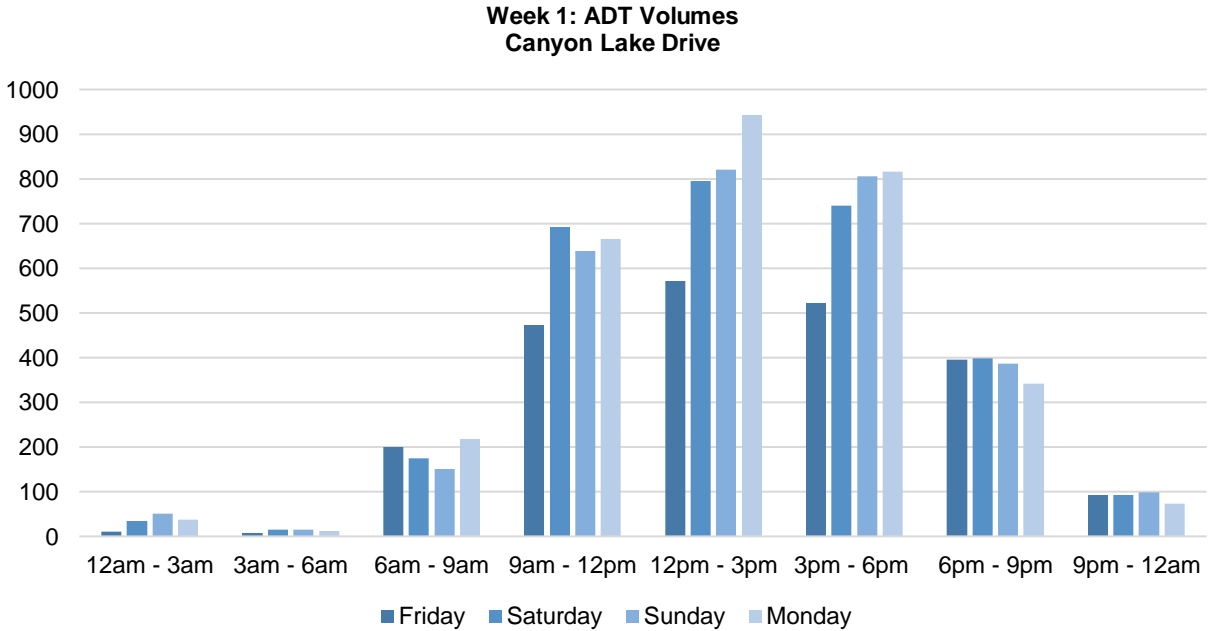
### i. Canyon Lake Drive

ADT volume counts were collected along Canyon Lake Drive south of Arrowhead Drive. During Week 1, volumes increased on each successive day throughout the week. In contrast, volumes on Saturday and Sunday during Week 2 were far higher than on other days. Higher volumes were observed in Week 1 primarily due to Labor Day falling on Monday. Labor Day brought significantly more visitors to the area, which resulted in the highest ADT volumes at 3,107 counts – over 1,000 additional counts compared to the corresponding Monday during Week 2.

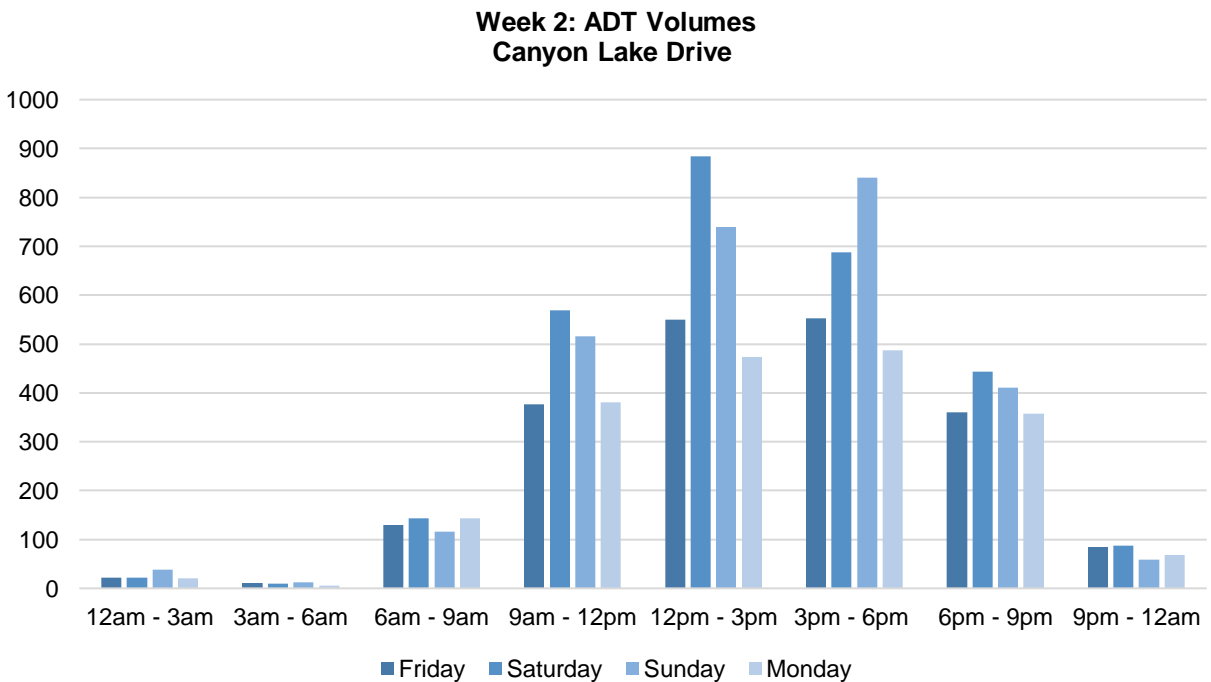


**Figure 10. Total ADT volumes observed on each day, Canyon Lake Drive.**

Comparing Week 1 to Week 2 reveals a similar pattern of variance in ADT volumes throughout each day (Figures 11 and 12). ADT volumes were minimal from 12am-6am, before picking up during the morning commuting hours of 6am-9am. Volumes then rose sharply from 9am, decreased after 6pm and fell further after 9pm. By this time, most evening traffic had subsided. This pattern is akin to that observed at Ledgewood Drive, as well as within the Beachwood Study Area.

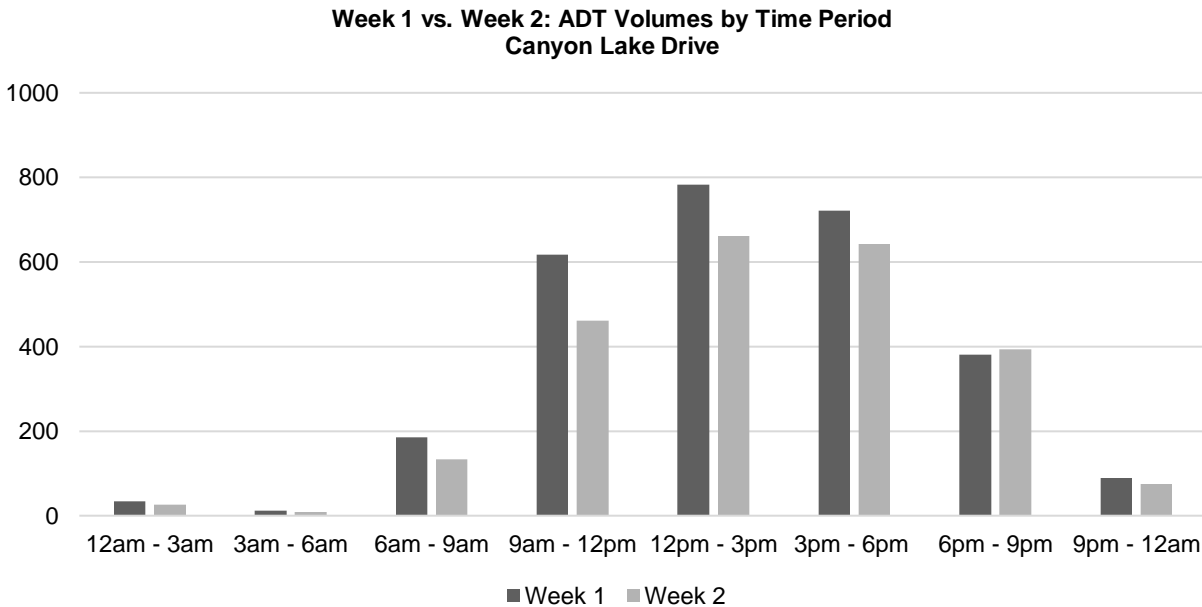


**Figure 11. Week 1 ADT volumes by time period, Canyon Lake Drive.**



**Figure 12. Week 2 ADT volumes by time period, Canyon Lake Drive.**

Analyzing average ADT volumes by time period reveals the same pattern of variance throughout the day described in the previous paragraph (Figure 13). However, the data does demonstrate the effect of Labor Day falling within Week 1, which resulted in higher volumes throughout most time periods during the day.

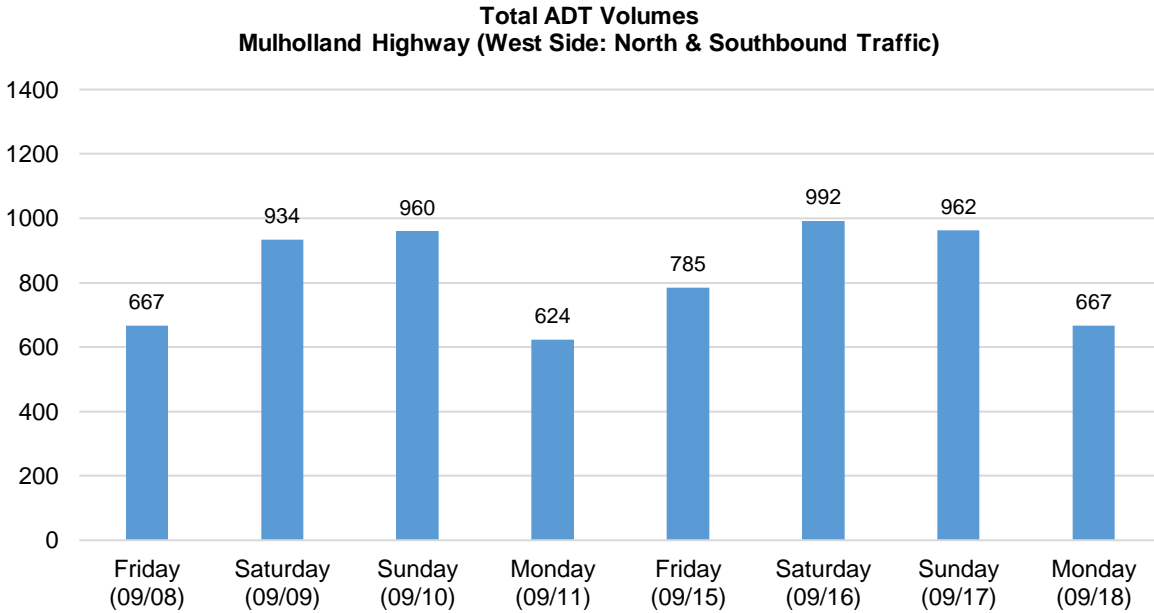


**Figure 13. Week 1 and Week 2 average ADT volumes by time period, Canyon Lake Drive.**

**ii. Mulholland Highway (West Side)**

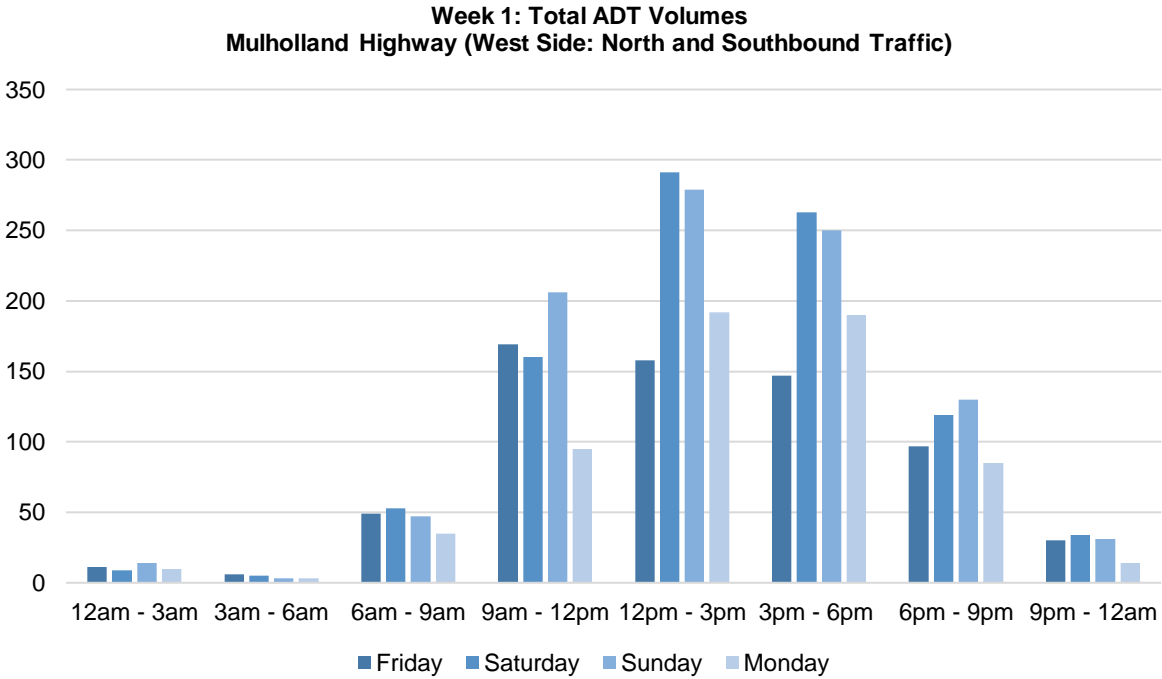
ADT volumes were collected along the east and west sides of Mulholland Highway, south of Ledgewood Drive where the street is split into two. Due to a data collection error during Week 1, ADT counts on the west side of Mulholland Highway did not differentiate between northbound and southbound traffic. Data was recollected at this location the following week, and for the purposes of this report it is referred to as “Week 1”.

Week 1 and Week 2 display a similar pattern in terms of ADT volumes across each week (Figure 14). Volumes rose from Fridays, stayed relatively consistent on Saturdays and Sundays, and declined significantly on Mondays, which were the least busy days for traffic at this location. Volumes peaked on Saturday during Week 2 at 992 counts across the entire day.

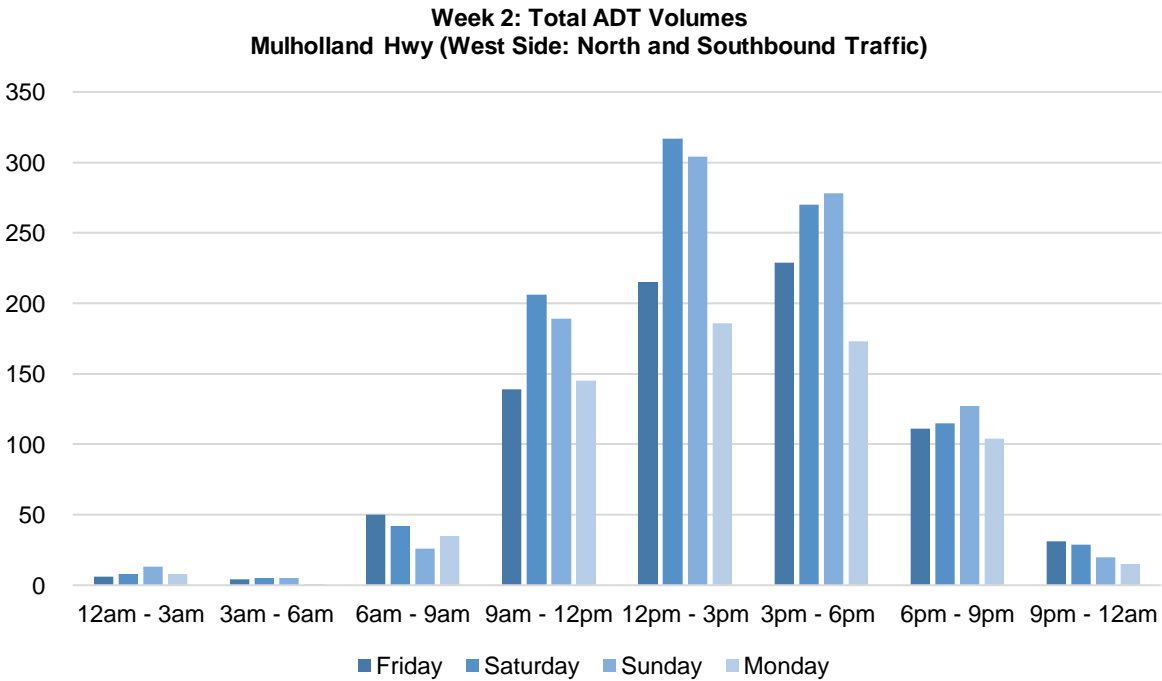


**Figure 14. Total ADT volumes observed on each day, Mulholland Highway Location 1.**

Comparing both Week 1 and Week 2 reveals a similar pattern of variance in ADT volumes throughout each day (Figures 15 and 16). ADT volumes were low each day from 12am-6am, before picking up during the morning hours of 6am-9am. Volumes then rose sharply from 9am and increased further during 12pm-3pm. Following this, volumes started to decrease from 3pm, before decreasing more rapidly in each successive time period. By 9pm, most evening traffic had subsided. No discernable differences are apparent between data collected in Week 1 and Week 2.



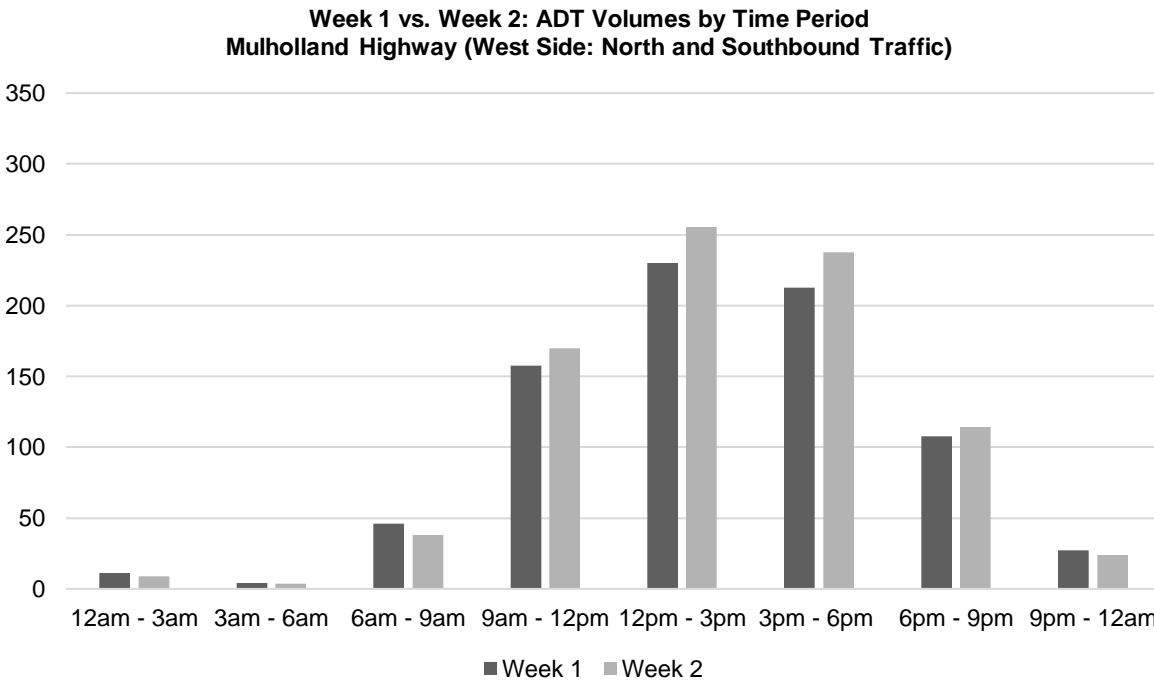
**Figure 15. Week 1 ADT volumes by time period, Mulholland Highway (West Side: North and Southbound Traffic).**



**Figure 16. Week 2 ADT volumes by time period, Mulholland Highway (West Side: North and Southbound Traffic).**

Aggregating data to weekly averages reveal no further differences between data collected in Week 1 and Week 2 (Figure 17). When analyzing average ADT volumes by time period,

the data is shown once again to be consistent across both weeks. The highest ADT volumes were recorded during 12pm-3pm, and were also considerable during the 3pm-6pm time period. Policies to better manage ADT on Saturdays and Sundays between 12pm-6pm would significantly improve the perceptions of traffic at this location.

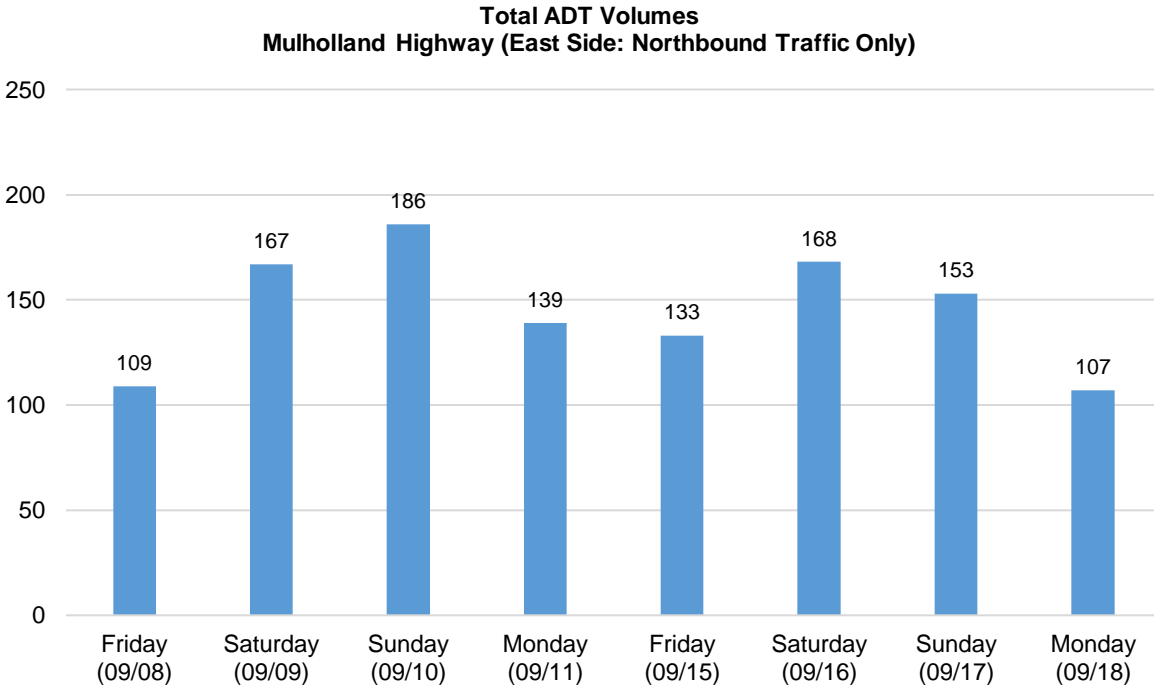


**Figure 17. Week 1 and Week 2 average ADT volumes by time period, Mulholland Highway (West Side: North and Southbound Traffic).**

**iii. Mulholland Highway (East Side)**

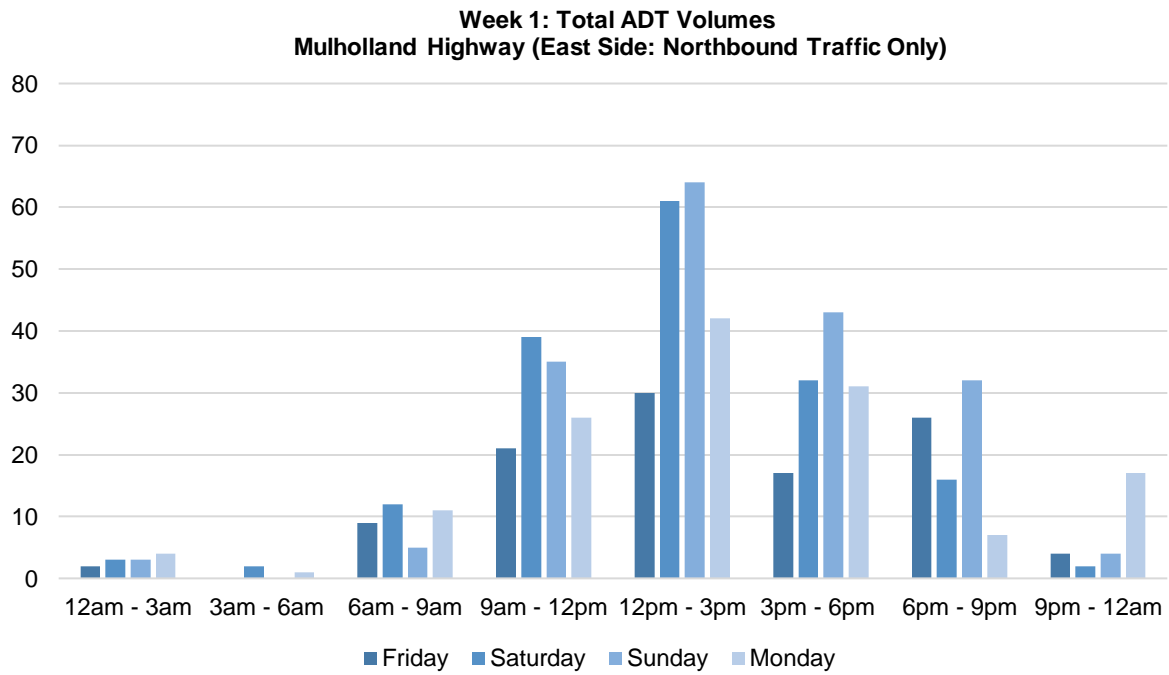
Additional ADT volumes were collected along the east side portion of Mulholland Highway, south of Ledgewood Drive. The east side is a one-way street, allowing only northbound traffic. Once again, higher volumes were recorded on Saturdays and Sundays (Figure 18). Throughout each week, volumes increased from Friday going into the weekend where they leveled out on Saturdays and Sundays, and declined on Mondays. Mondays again experienced the least amount of traffic at this location.



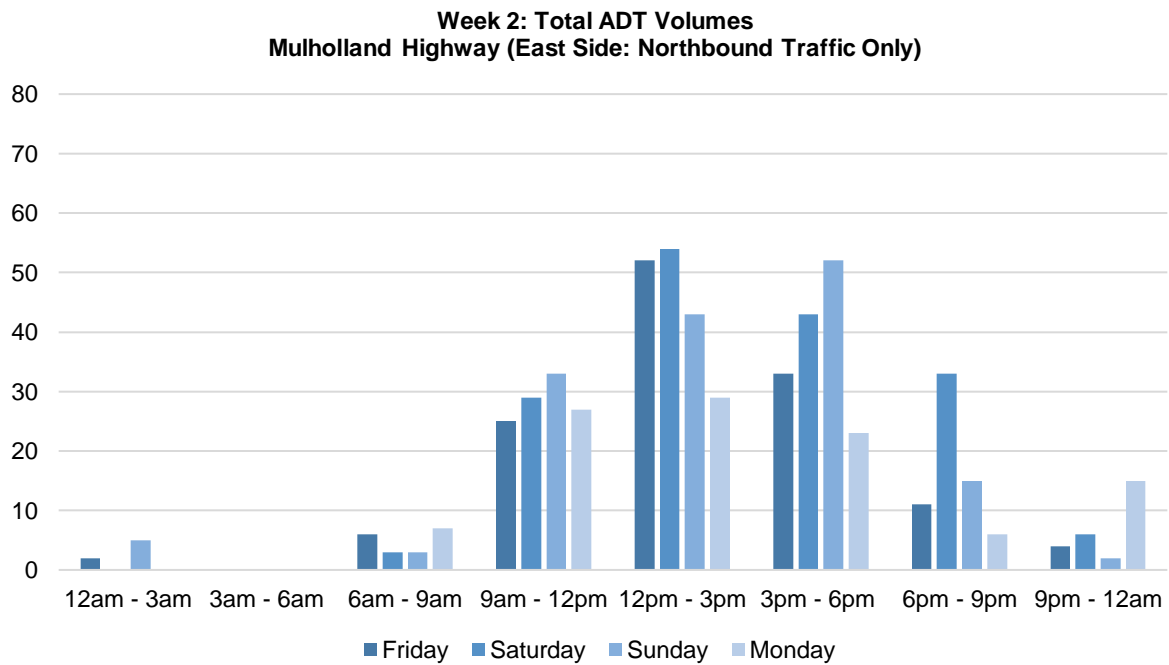


**Figure 18. Total ADT volumes observed on each day, Mulholland Highway (East Side: Northbound Traffic Only).**

Comparing both Week 1 and Week 2 reveals a similar pattern of variance in ADT volumes throughout each day (Figures 19 and 20). ADT volumes were low each day from 12am-6am, before picking up during the morning hours of 6am-9am. Volumes then rose sharply from 9am and increased further during 12pm-3pm. Following this, volumes started to decrease from 3pm, before decreasing more in each successive time period. By 9pm, most evening traffic had subsided. A minor difference is observed in Week 2, where ADT volumes were not as high during 12pm-3pm compared to Week 1, and declined more steadily from 3pm onwards into the evening.

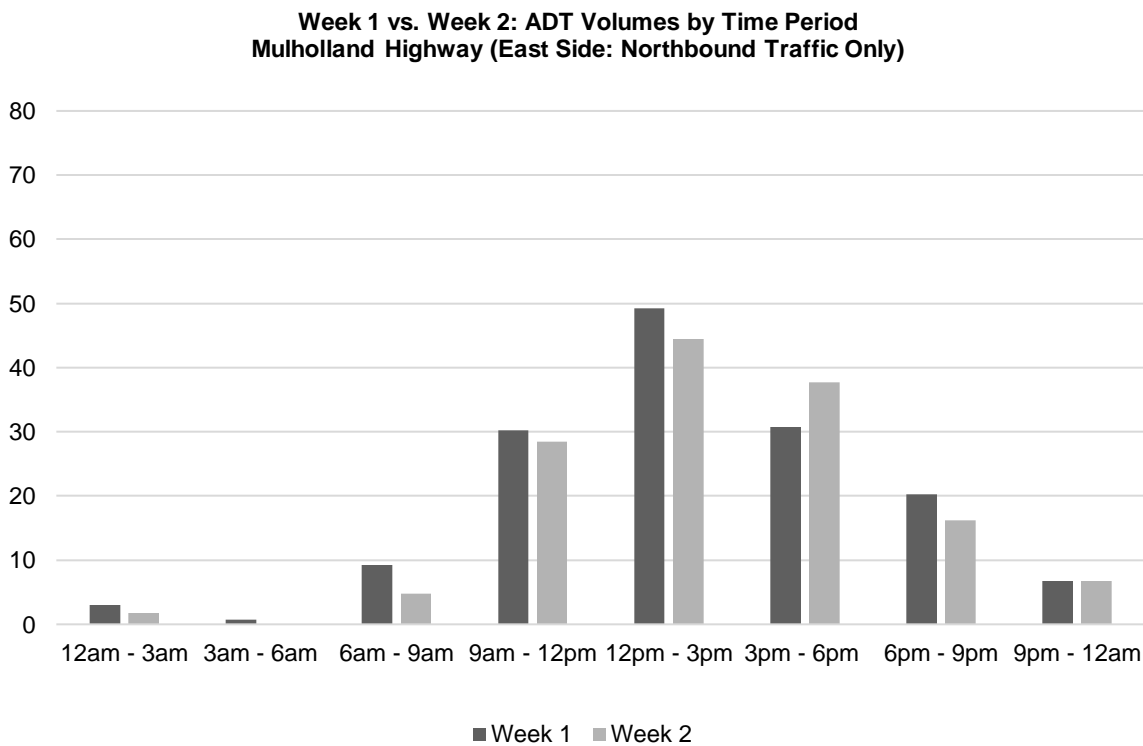


**Figure 19. Week 1 ADT volumes by time period, Mulholland Highway (East Side: Northbound Traffic Only).**



**Figure 20. Week 2 ADT volumes by time period, Mulholland Highway (East Side: Northbound Traffic Only).**

Aggregating data to weekly averages reveals no further differences between data collected in Week 1 and Week 2 (Figure 21). When analyzing average ADT volumes by time period, the data is shown once again to be consistent across both weeks and reaffirms the trends drawn above in the preceding paragraph. ADT volumes display a gradually rising and falling pattern peaking during 12pm-3pm in both Week 1 and Week 2.



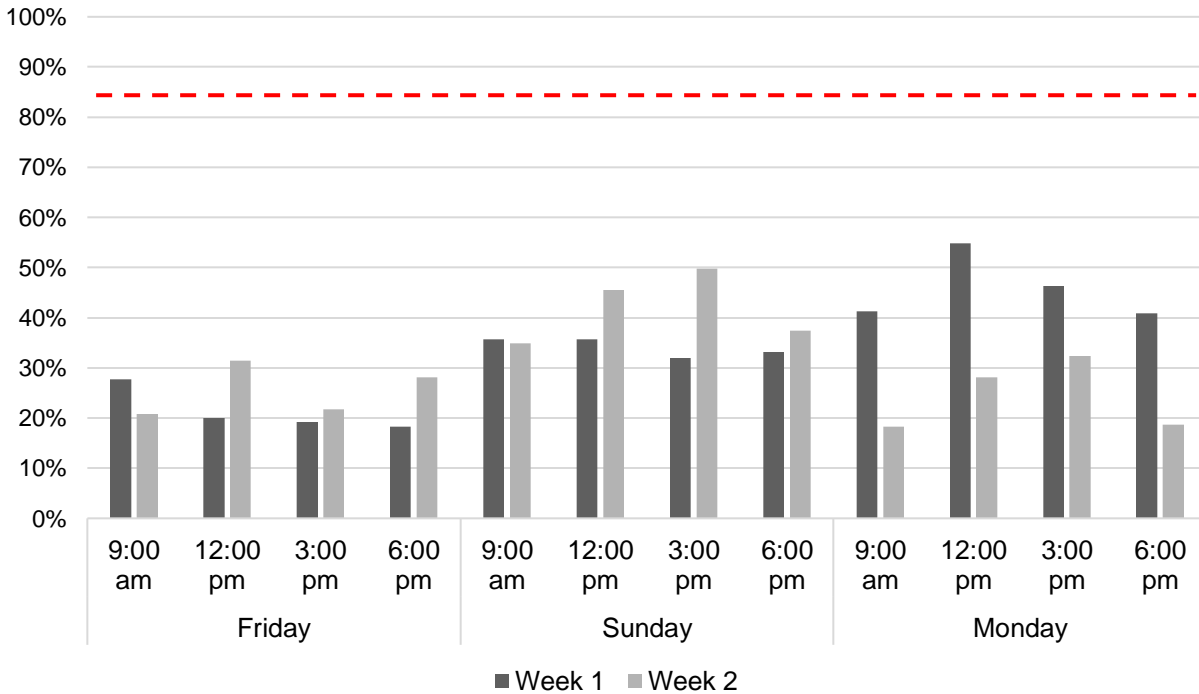
**Figure 21. Week 1 and Week 2 average ADT volumes by time period, Mulholland Highway Location 2.**

### Week 1 vs. Week 2: Lake Hollywood Park On-Street Occupancy Study

On-street occupancy counts were recorded on the streets located in the western portion of the Lake Hollywood Park Study Area. The streets analyzed were Canyon Lake Drive, Tahoe Drive, and Arrowhead Drive. Time periods chosen for data collections were 9am, 12pm, 3pm, and 6pm.

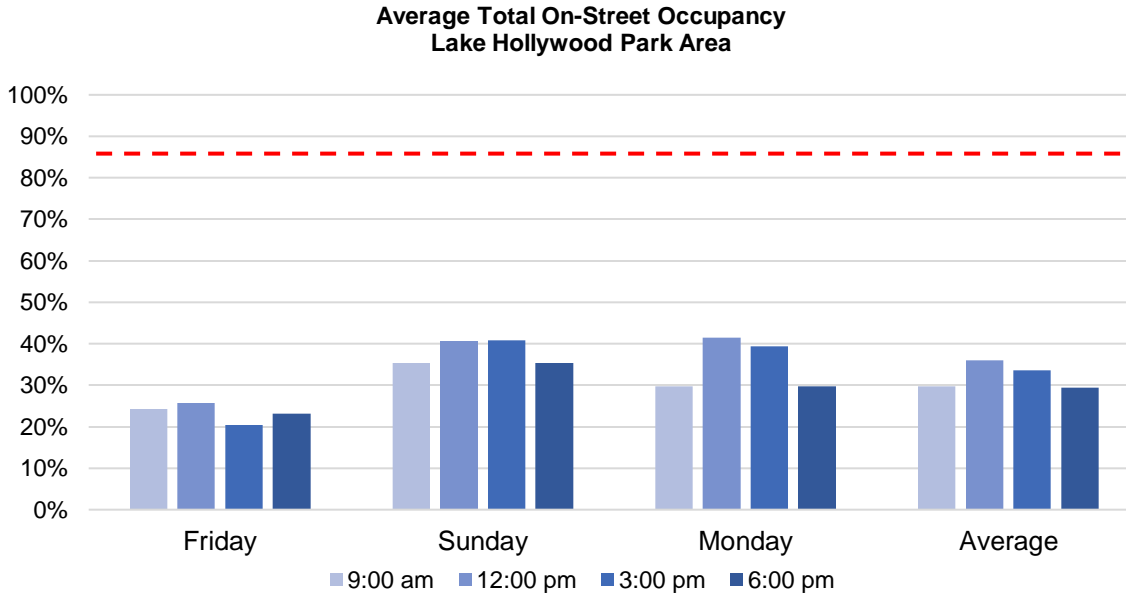
Comparing both weeks does not reveal any definitive pattern in variation across each day (Figure 22). Nevertheless, it further demonstrates the impact that Labor Day had on occupancy in the area, as it did with ADT volumes described above. On-street occupancy rates on Monday in Week 1 were 21% higher on average than the corresponding Monday during Week 2. Furthermore, a noteworthy observation is the significantly higher occupancy counts across most periods on Sunday during Week 2 compared to Week 1.

**Week 1 vs. Week 2: Total On-Street Occupancy  
Lake Hollywood Park Area**



**Figure 22. Week 1 and Week 2 on-street occupancy, Lake Hollywood Park Study Area.**

Average daily on-street occupancies by day and time period are displayed below (Figure 23). On-street occupancies were generally low throughout each day. Sundays and Mondays exhibited similar levels of on-street occupancy – Sundays experiencing slighter higher occupancies. On both days, on-street occupancy was highest during the 12pm and 3pm time periods. Friday witnessed significantly lower levels of on-street occupancy. The highest occupancy period across all days was 12pm with an average of 36% occupancy, followed by 34% average occupancy during the 3pm time period.



**Figure 23. Average on-street occupancy by time period, Lake Hollywood Park Study Area.**

Table 7 displays average on-street occupancies by street segment within the Lake Hollywood Study Area. The street segment with the highest average occupancy rate was Canyon Lake Drive from Arrowhead Drive to Mulholland Highway. This section of Canyon Lake Drive had an average occupancy of 67% across both weeks and peaked at 77% occupancy during the 12pm time period. In no time period did average occupancy rates meet the industry standard target of 85%. Finally, across all streets within the Lake Hollywood Study Area the average occupancy rate was 32%, indicating that on-street parking was in adequate supply.

Average On-Street Occupancy Rates: Lake Hollywood Park						
Location	Inventory	Occupancy Rates				
		9:00am	12:00pm	3:00pm	6:00pm	Avg.
<b>Canyon Lake Dr.</b> from Innsdale Dr. to Lake Hollywood Dr.	32	29%	23%	28%	22%	25%
<b>Canyon Lake Dr.</b> from Lake Hollywood Dr. to Tahoe Dr.	19	8%	15%	11%	9%	11%
<b>Canyon Lake Dr.</b> from Tahoe Dr. to Arrowhead Dr.	11	42%	55%	58%	33%	47%
<b>Canyon Lake Dr.</b> from arrowhead Dr. to Mulholland Hwy.	66	58%	77%	71%	60%	67%
<b>Tahoe Dr.</b> from Canyon Lake Dr. to cul-de-sac	63	13%	12%	9%	14%	12%

Arrowhead Dr. from Canyon Lake Dr. to Arrowhead PI	44	19%	20%	17%	17%	18%
Totals	235	30%	36%	34%	29%	32%

**Table 7. Week 1 and Week 2 Average on-street occupancy by time period, Lake Hollywood Study Area.**

### Week 1 vs. Week 2: Overall Trends and Comparisons

Overall trends observed from data collected during Week 1 and Week 2 are summarized below.

#### ADT Volume Counts:

ADT volume counts were considerably higher on Saturdays and Sundays along Canyon Lake Drive and Mulholland Highway. The highest volumes were observed along Canyon Lake Drive where volumes frequently exceeded more than 2,500 counts most days.

- Labor Day had a significant impact on ADT volume counts along Canyon Lake Drive only. Labor Day, which occurred on Monday during Week 1 recorded the highest volumes of all days at all locations within the study area with 3,107 vehicles counted.

#### On-Street Parking Occupancy:

- Sundays experienced higher on-street occupancies, averaging at 40% across the day.
- On-street occupancy peaked on Sunday in Week 2 at 55% during the 9am and 3pm time periods.
- Labor Day had a significant effect on on-street occupancy within the study area. On-street occupancy rates on Monday (Labor Day) during Week 1 were 21% higher on average than the corresponding Monday in Week 2.
- On-street occupancies were highest during the 12pm and 9am periods, averaging at 36% and 35%, respectively across all days.
- Canyon Lake Drive from Arrowhead Drive to Mulholland Highway experienced the highest parking demand of all street segments observed in the study area. This section averaged 67% occupancy across both weeks and peaked at 77% occupancy during the 12pm time period.

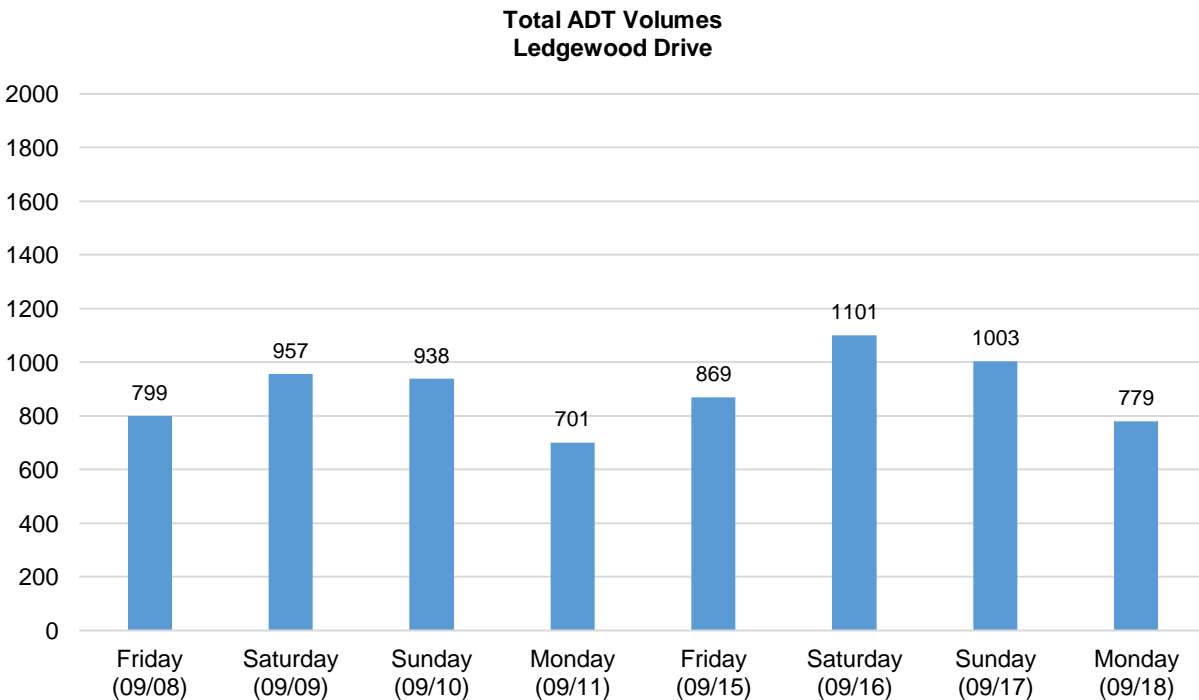
# Ledgewood Drive & Deronda Drive Study Area

## Week 1 vs. Week 2: Ledgewood Drive & Deronda Drive/Trailhead ADT Volumes

ADT counts were collected along Ledgewood Drive and Deronda Drive. Due to a discrepancy during the first week of data collection, Week 1 data had to be recollected on Friday, September 8<sup>th</sup> through Monday, September 11<sup>th</sup> at Ledgewood Drive.

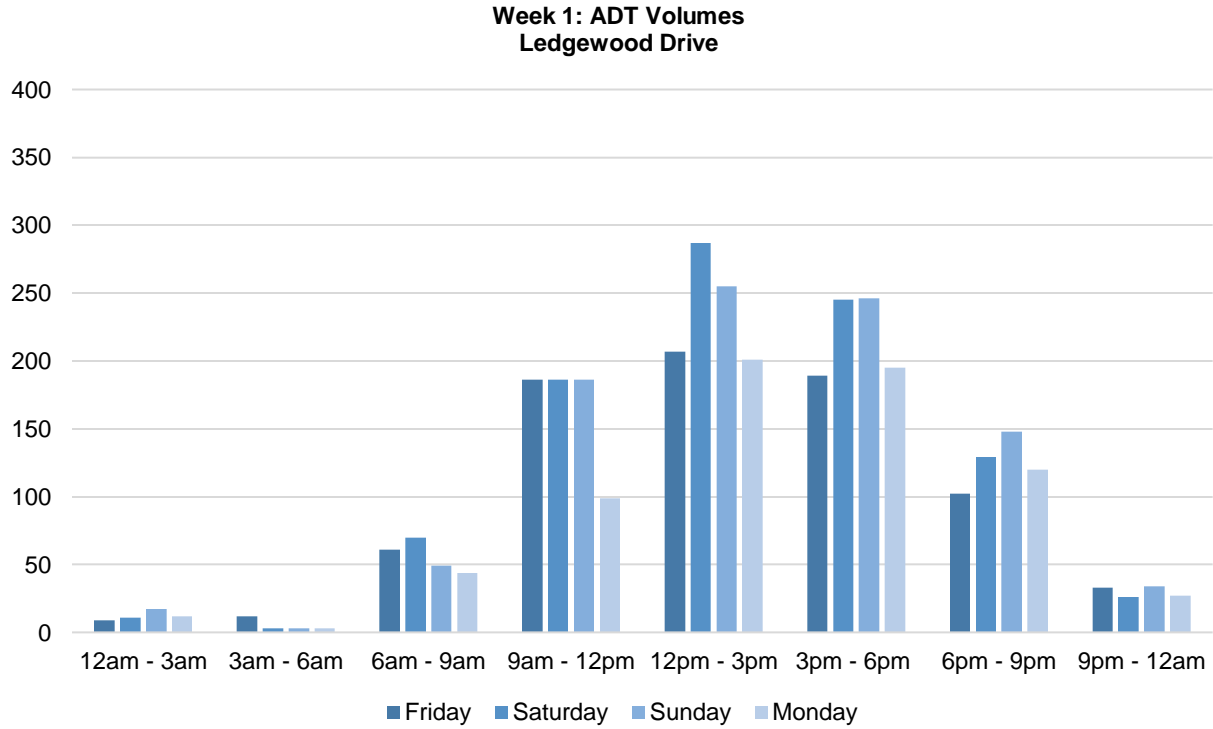
### i. Ledgewood Drive

ADT volumes were collected along Ledgewood Drive east of Mulholland Highway. Both weeks exhibited the same variation in volumes across all days with higher volumes observed on Saturdays. Additionally, during both weeks volumes decreased slightly on Sundays, before further decreasing to record the lowest volumes on Mondays. ADT volumes peaked at 1,101 on Saturday during Week 2.

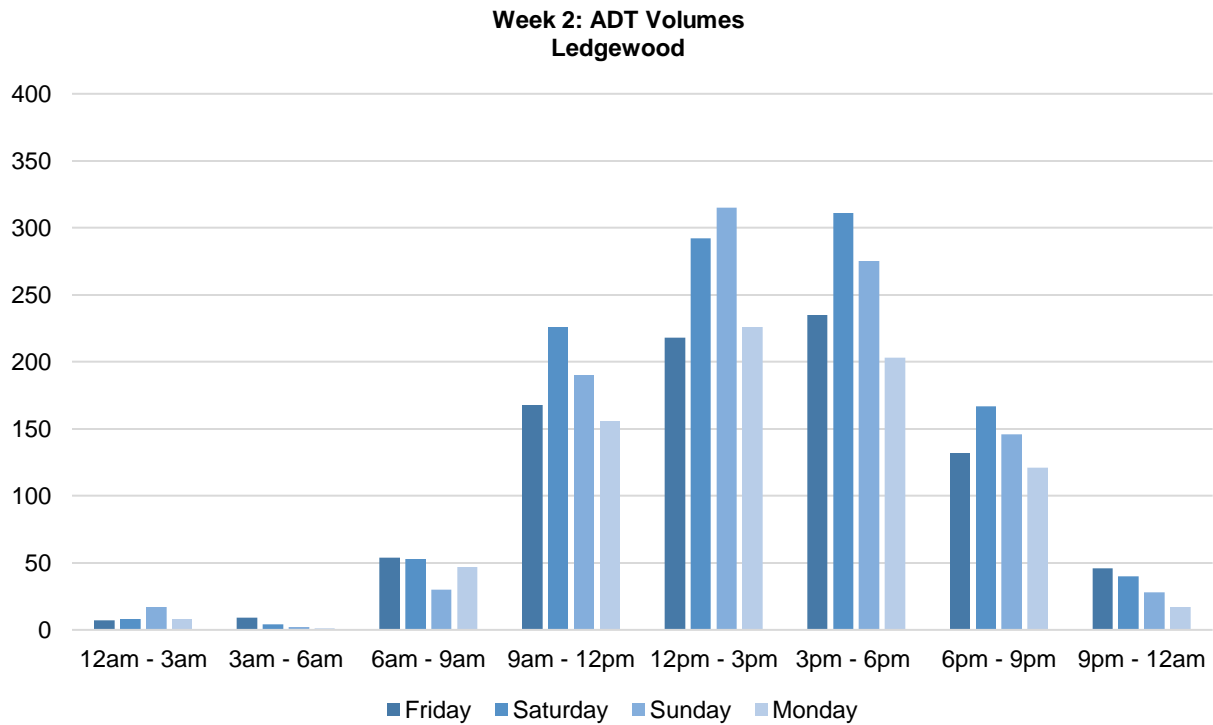


**Figure 24. Total ADT volumes observed on each day, Ledgewood Drive.**

Week 1 and Week 2 reveal a similar pattern of variance in ADT volumes throughout each day (Figures 25 and 26). ADT volumes were lowest from 12am-6am, before picking up during the morning hours of 6am-9am. Volumes then rose sharply from 9am, decreased after 6pm and fell further after 9pm. By this time, most evening traffic had subsided. No discernable differences are apparent between data collected in Weeks 1 and 2.



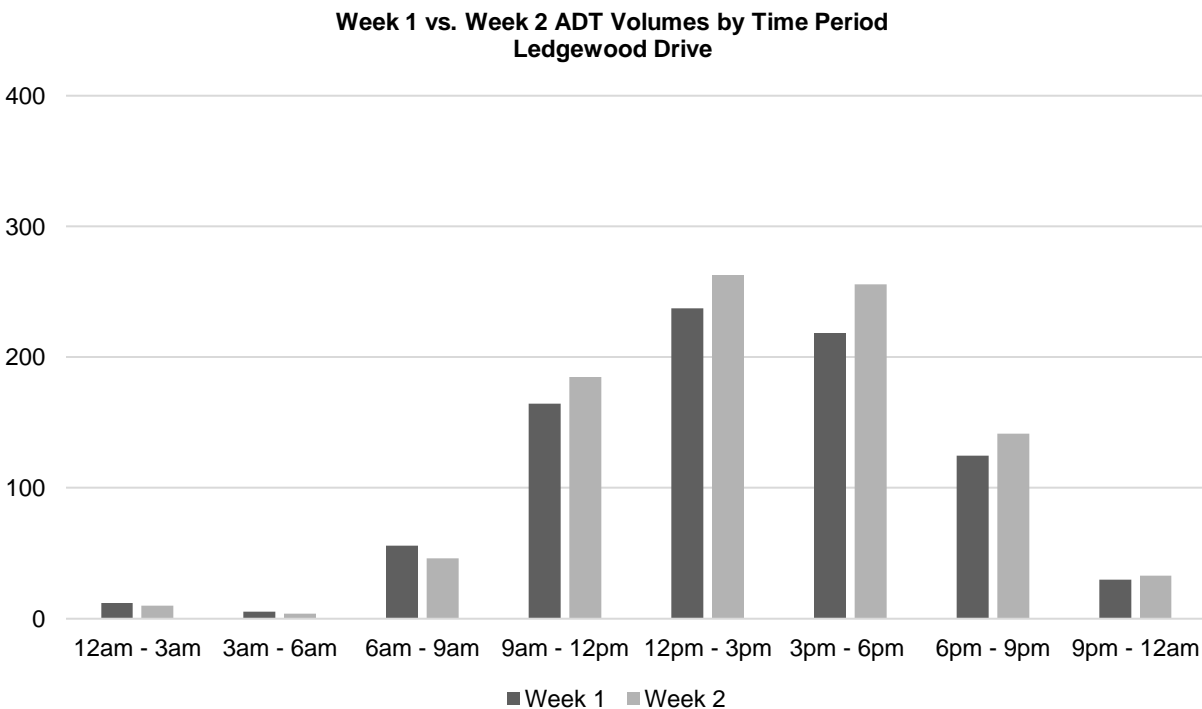
**Figure 25. Week 1 ADT volumes by time period, Ledgewood Drive.**



**Figure 26. Week 2 ADT volumes by time period, Ledgewood Drive.**



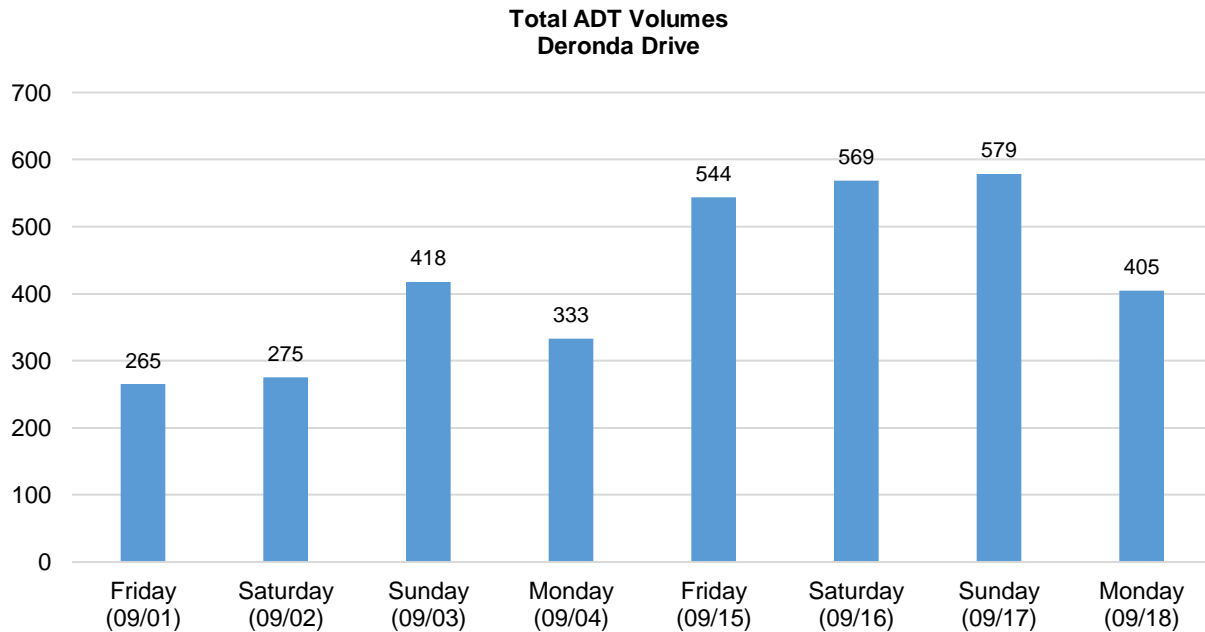
Aggregating data to weekly averages reveals no further differences between the data collected in Week 1 and Week 2 (Figure 27). When analyzing average ADT volumes by time period, the data is shown once again to be consistent across both Weeks 1 and 2 and exhibits the same pattern of variance throughout the day as described in the previous paragraph.



**Figure 27. Week 1 and Week 2 average ADT volumes by time period, Ledgewood Drive.**

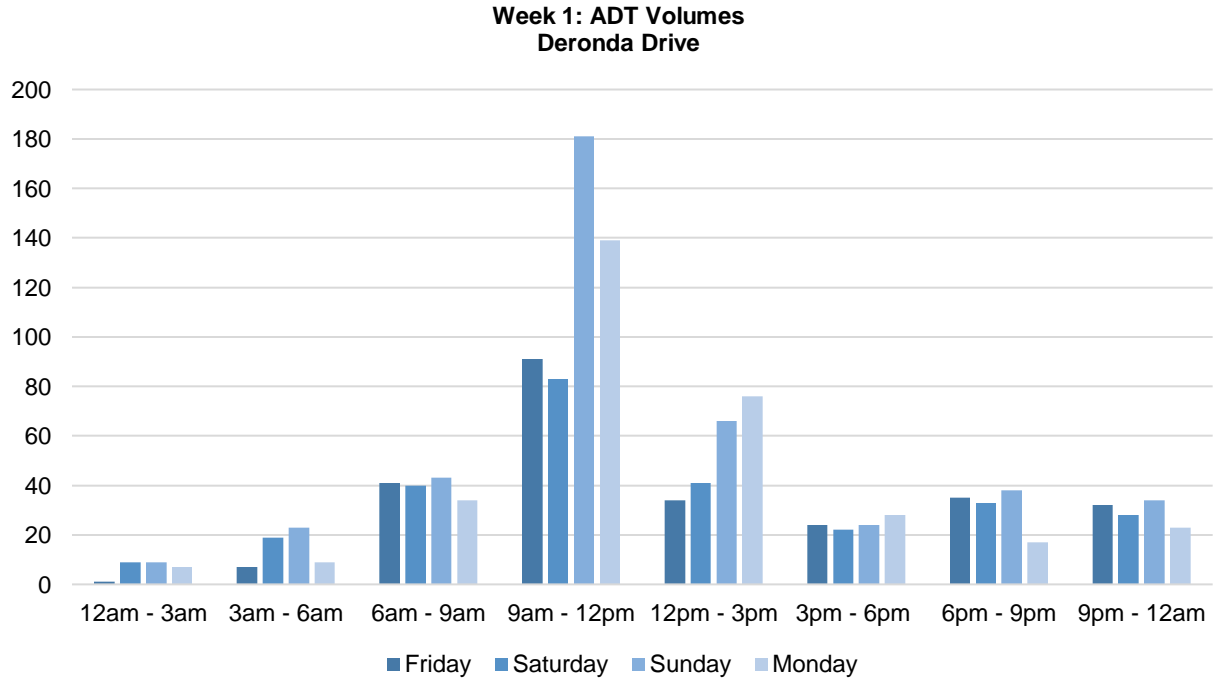
**ii. Deronda Drive**

ADT volumes were collected along Deronda Drive just south of Mt. Lee Drive. Volumes generally increased throughout each day with Week 1 exhibiting more variation in volumes from day to day (Figure 28). In Week 1, ADT volumes were consistent on Friday and Saturday, increased significantly on Sunday, and declined on Monday. In comparison, Week 2 had more consistent volumes across Friday, Saturday and Sunday, before decreasing on Monday. Sundays in both data collection periods experienced the largest volumes peaking at 579 counts on Sunday during Week 2 that recorded marginally higher volumes by approximately 200 more counts.

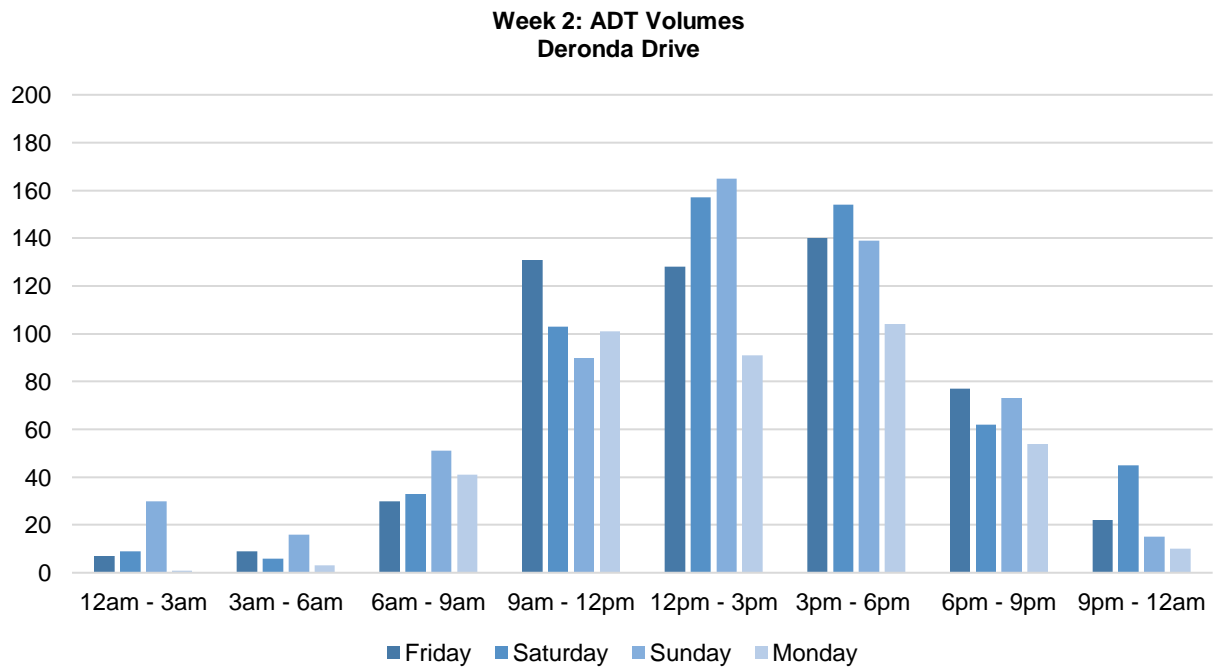


**Figure 28. Total ADT volumes observed on each day, Deronda Drive Study Area.**

Comparing Week 1 and Week 2 reveals a noticeable difference in the variation of ADT volumes throughout each day (Figures 29 and 30). During Week 1, ADT volumes were low from 12am- 6am, before picking up during the morning hours of 6am-9am. ADT volumes then rose sharply from 9am-12pm, before dramatically falling during the 12pm-3pm period. Following this, volumes were consistent until the end of the day. Week 2 counts peaked from 12pm-6pm, before declining during the evening hours.

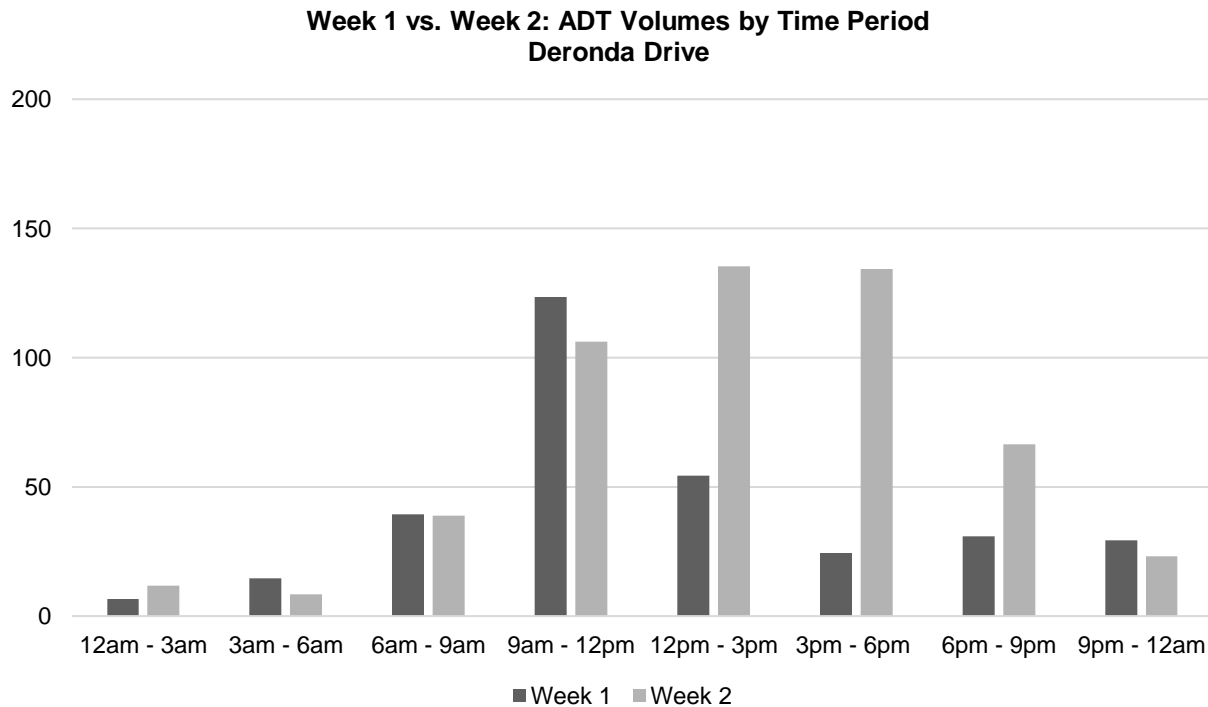


**Figure 29. Week 1 ADT volumes by time period, Deronda Drive.**



**Figure 30. Week 2 ADT volumes by time period, Deronda Drive.**

Aggregating data to weekly averages reveals significantly higher ADT counts during Week 2 between 12pm and 9pm compared to Week 1. This could be due to temporary road closures during the peak Labor Day Weekend.



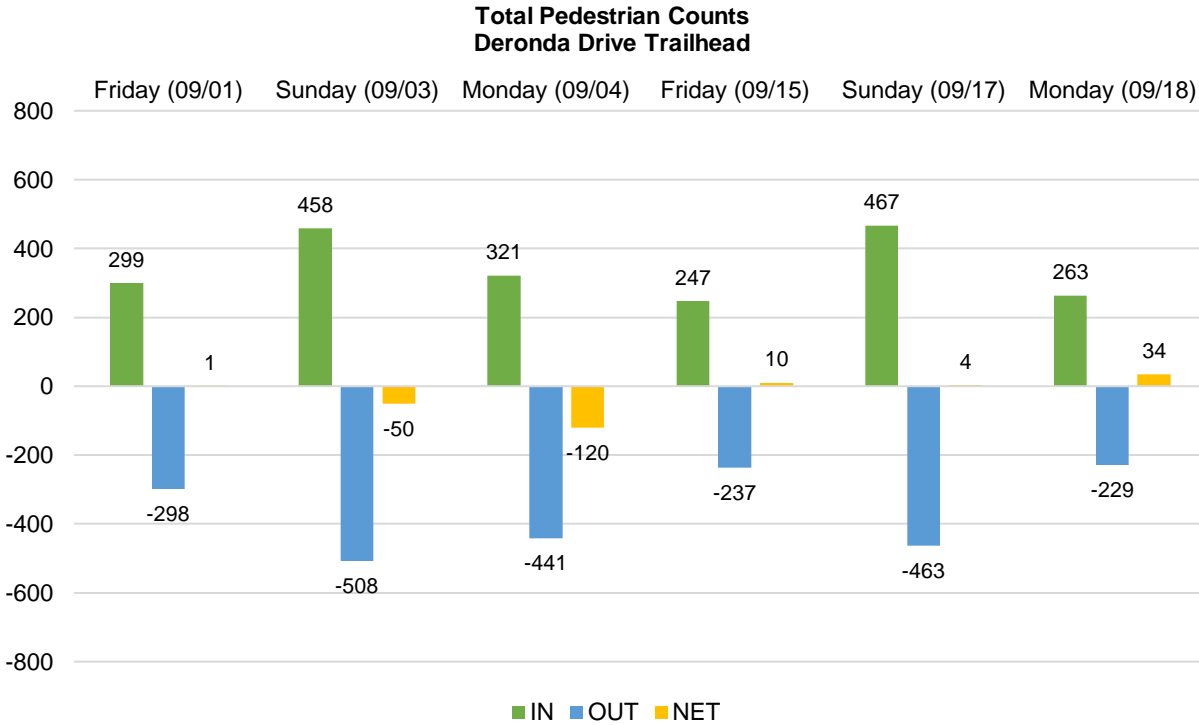
**Figure 31. Week 1 and Week 2 average ADT volumes by time period, Deronda Drive.**

**Week 1 vs. Week 2: Deronda Drive Pedestrian & Bicycle Counts**

Pedestrian and bikes counts were collected at the Mt. Lee Trailhead at the top of Deronda Drive. Data was collected over the same two-week period on Fridays, Sundays and Mondays for the following three-hour time periods: AM (7am-11am), Midday (11am-3pm), and PM (3pm-7pm).

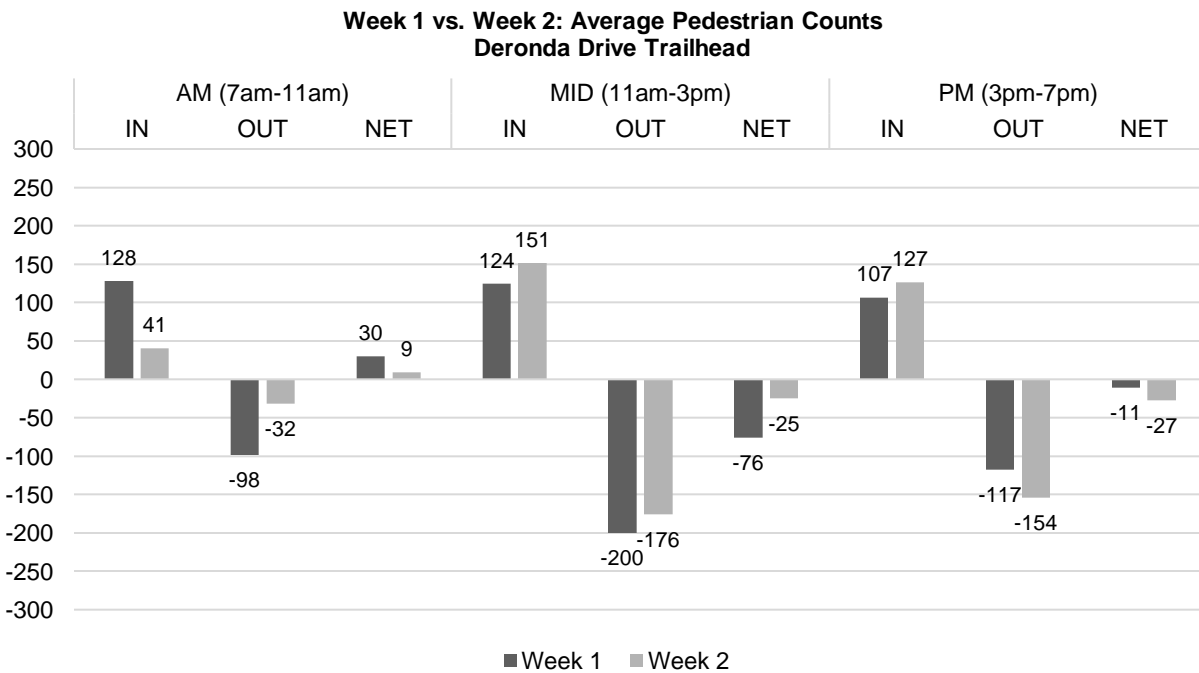
**i. Pedestrian Counts**

Pedestrian IN and OUT values correspond to pedestrians entering and exiting the park at this location. IN, OUT and NET pedestrian movements are presented below (Figure 32). Across both weeks, Sundays experienced more pedestrians entering Griffith Park at this location, peaking at 467 entry counts on Sunday during Week 2. In both Week 1 and Week 2, Friday was the day with the lowest number of pedestrians IN counts. Week 1 experienced slightly more pedestrian activity. Finally, on average the number of pedestrians exiting is slightly higher than those entering. This is likely due to hikers exiting the park at a different point rather than returning via same location.



**Figure 32. Pedestrian activity by day, Deronda Drive Trailhead.**

Total counts per time period were analyzed to abstract further characteristics in the data (Figure 33). The observed patterns were fairly similar between the two weeks.

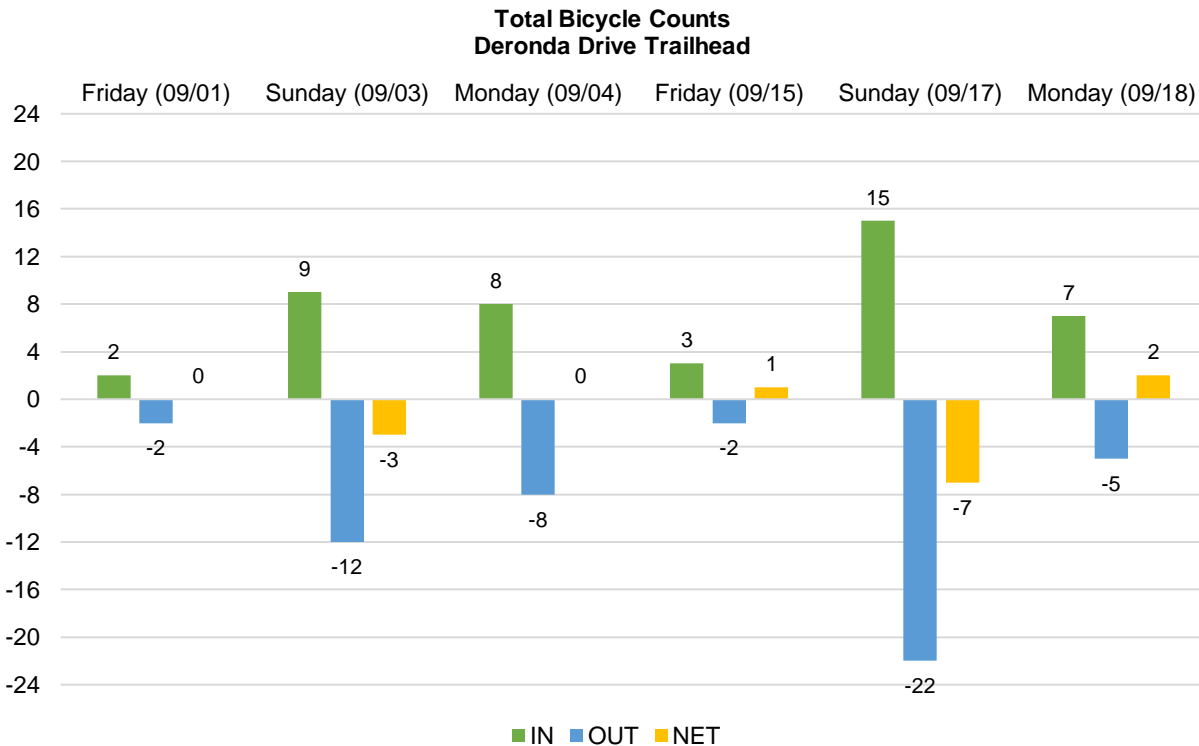


**Figure 33. Week 1 and Week 2 pedestrian activity by time period, Deronda Drive Trailhead.**

**ii. Bike Counts**

As with pedestrian counts, IN and OUT values correspond to bikes entering and exiting the park at this location. IN, OUT and NET bike counts are presented below (Figure 34). The Deronda Drive Trailhead observed significantly more bike counts than any other location where data was collected. Despite this, only a small number of bikes were counted during the course of each day.

Bicycle activity was highest on Sundays, peaking in Week 2 with 15 IN and 22 OUT counts. Week 2 experienced marginally higher bicycle activity with 8.3 bikes crossing into the park compared to 6.3 during Week 1.



**Figure 34. Bike activity by day, Deronda Drive Trailhead.**

**Week 1 vs. Week 2: Overall Trends and Comparisons**

Overall trends observed from data collected during Week 1 and Week 2 are summarized below.

**ADT Volume Counts:**

- ADT volume counts were considerably higher during Week 2 recording an average of approximately 200 more counts.

**Pedestrian and Bike Counts:**

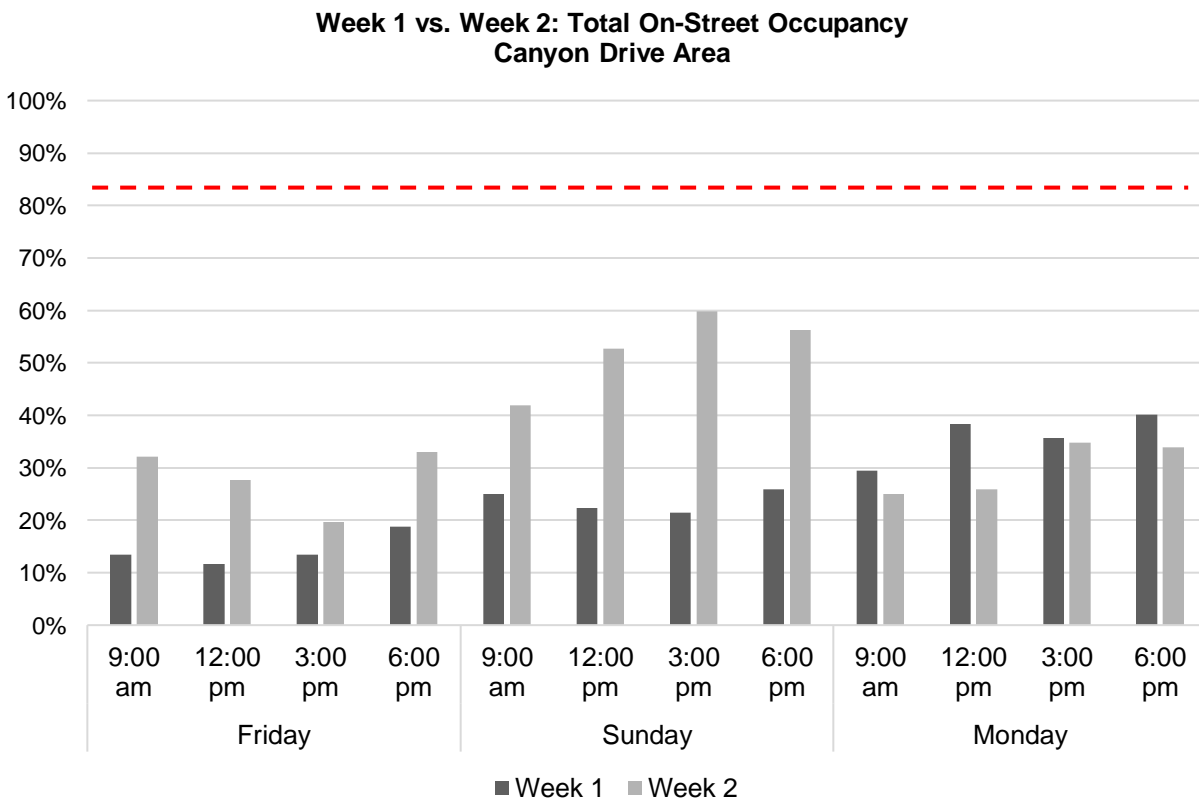
- Sundays experienced a higher number of pedestrians entering Deronda Drive Trailhead peaking at 467 pedestrian counts during Week 2.
- The Wonder View Trailhead was generally utilized more heavily during the earlier parts of the day, with the Midday period experiencing the highest number of pedestrians entering and exiting the park at this location.
- Bicycle activity was heavier on Sundays. Bicycle activity peaked during Week 2 on Sunday with 15 bikes entering and 22 bikes exiting the park recording at this location.

# Canyon Drive Study Area

## Week 1 vs. Week 2: Canyon Drive On-Street Occupancy Study

On-street occupancy counts were collected along Canyon Drive over the two-week period on Fridays, Sundays and Mondays. The time periods chosen for data collection were 9am, 12pm, 3pm, and 6pm.

During Week 1, on-street occupancy was significantly lower on both Friday and Sunday when compared to Week 2 (Figure 35). Over the course of both Friday and Sunday, on-street occupancy during Week 1 was never observed above 26%. However, Week 2 on Friday and Sunday, occupancy ranged from over 20% on Friday afternoon to 60% on Sunday afternoon. Occupancies were similar on the Mondays, with slightly higher occupancies recorded during Week 1. Between both weeks, over the course of the day, on-street occupancy hovered in the 25% - 40% range.

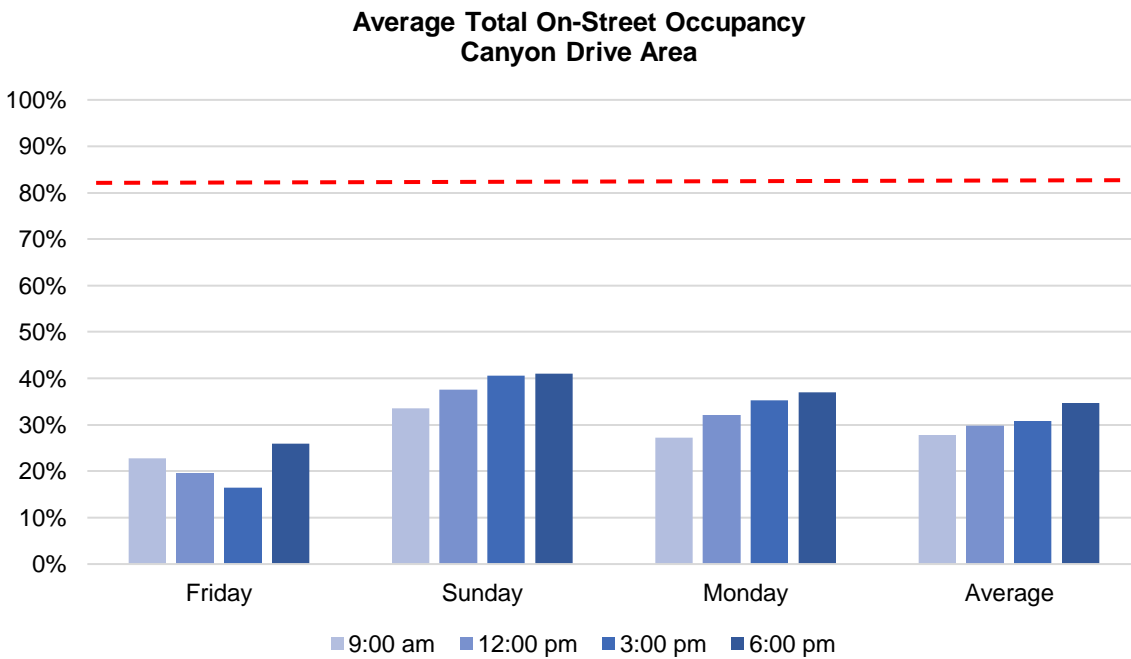


**Figure 25. Week 1 and Week 2 on-street occupancy, Canyon Drive Study Area.**

Average daily on-street occupancies by day and time period are displayed below (Figure 36). On-street occupancies were generally low throughout each day. Sundays and Mondays exhibited similar levels of on-street occupancy, with the Sundays experiencing



slightly higher occupancies. On both days, on-street occupancy was lowest during the 3pm and 6pm time periods. This is in contrast to other areas observed in this study where occupancy generally decreased moving into the evening hours. Fridays witnessed significantly lower levels of on-street occupancy ranging between 17% - 26% throughout the course of the day. Across both data collection weeks, on-street occupancy averaged at no more than 35% during any time period.



**Figure 36. Average on-street occupancy by time period, Canyon Drive Study Area.**

Table 8 displays average on-street occupancies by street segment within the Canyon Drive Study Area. On-street occupancy along all sections of Canyon Drive never exceeded more than 50% occupancy averaged across all days. Average occupancies were also consistent across time periods never exceeding 37% occupancy. Finally, across all streets within the Canyon Drive Study Area the average occupancy rate was 31%, indicating that on-street parking was in adequate supply.

Average On-Street Occupancy Rates: Canyon Drive						
Location	Inventory	Occupancy Rates				
		9:00am	12:00pm	3:00pm	6:00pm	Avg.
<b>Canyon Dr.</b> next to Canyon Lot 1	16	28%	24%	27%	9%	22%
<b>Canyon Dr.</b> from Playground to Carolus Dr.	43	22%	28%	32%	39%	30%
<b>Canyon Dr.</b> from Carolus Dr. to Locksley Pl.	33	40%	38%	34%	41%	38%

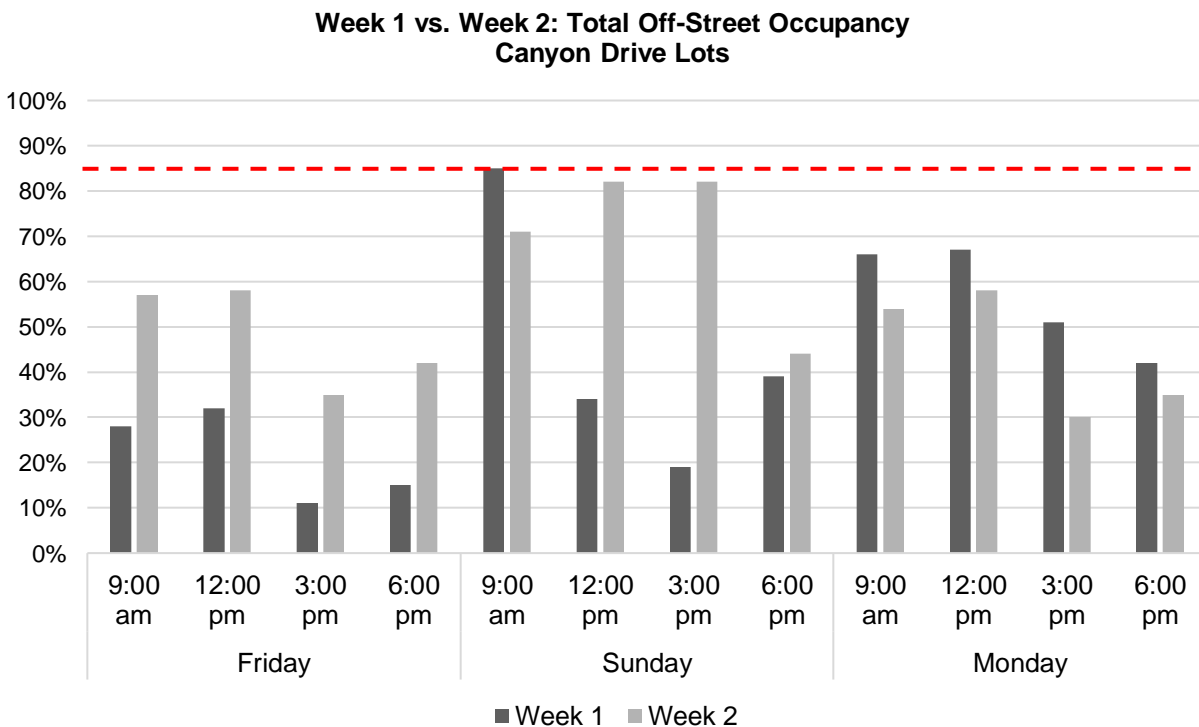
<b>Canyon Dr. from Locksley Pl to Spring Oak Dr.</b>	17	44%	43%	50%	48%	46%
<b>Canyon Dr. from Spring Oak Dr. east to W Spring Oak Dr.</b>	3	40%	53%	33%	20%	37%
<b>Totals</b>	<b>112</b>	<b>28%</b>	<b>30%</b>	<b>31%</b>	<b>35%</b>	<b>31%</b>

**Table 8. Week 1 and Week 2 Average on-street occupancy by time period, Canyon Drive Study Area.**

### Week 1 vs. Week 2: Canyon Drive Lots Occupancy Study

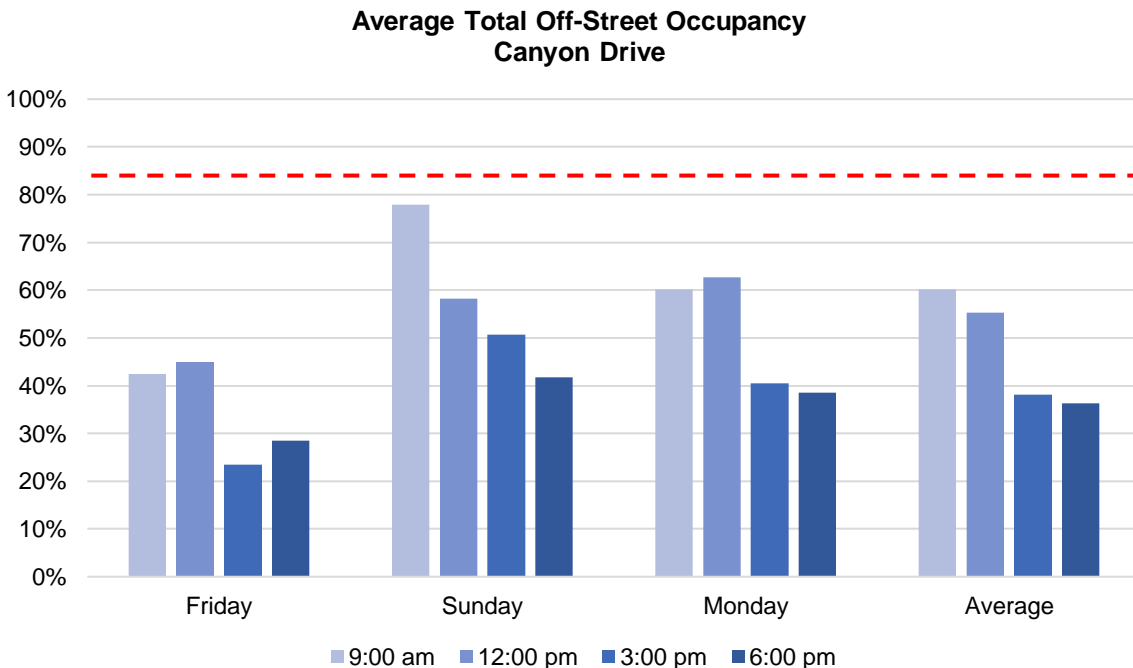
Off-street occupancy was recorded at two lots within the Canyon Drive Study Area. Lot 1 is located near the playgrounds, containing approximately 65 unmarked spaces, and the smaller Lot 2 is located next to Camp Hollywoodland, containing 14 spaces. Off-street occupancy was recorded on the same days and time periods as on-street occupancies described above for the same two-week period.

Comparing both data collection periods reveals no distinct pattern in how occupancy varies throughout each day observed at both lots (Figure 37). Occupancy rates exceeded 80% on Sunday only. Fridays and Mondays witnessed much lower occupancy with demand on Friday frequently below 50% or less. Off-street occupancy peaked during Week 1 on Sunday at 9am at 85%, while Week 2's Sunday 12pm and 3pm time periods observed a combined occupancy of just above 80%. Higher occupancy rates were observed during Week 2.



**Figure 37. Week 1 and Week 2 on-street occupancy, Canyon Drive Study Area.**

Below, average occupancy is displayed by day and time period across both weeks (Figure 38). Based on the data collection results, the earlier time period across each of the three days witnessed the highest parking occupancies. Across both data collection weeks, Sundays experienced higher occupancies, peaking at 9am with 78% occupancy. Observed occupancies were far lower on Fridays, never exceeding 45% throughout the day.



**Figure 38. Average off-street occupancy by time period, Canyon Drive Study Area.**

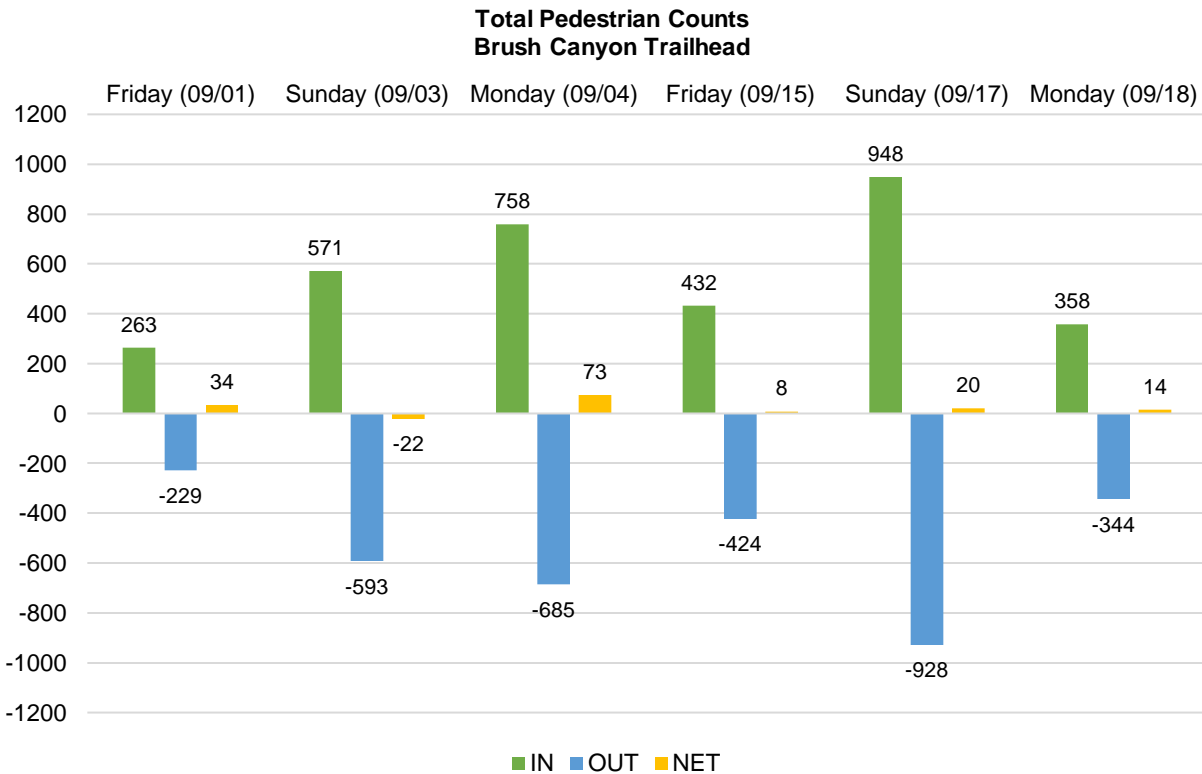
### Week 1 vs. Week 2: Canyon Drive Pedestrian & Bicycle Counts

Pedestrian and bikes counts were collected at the Brush Canyon Trailhead. Data was collected over the same two-week period on Fridays, Sundays and Mondays for the following three-hour time periods: AM (7am-11am), Midday (11am-3pm), and PM (3pm-7pm).

#### i. Pedestrian Counts

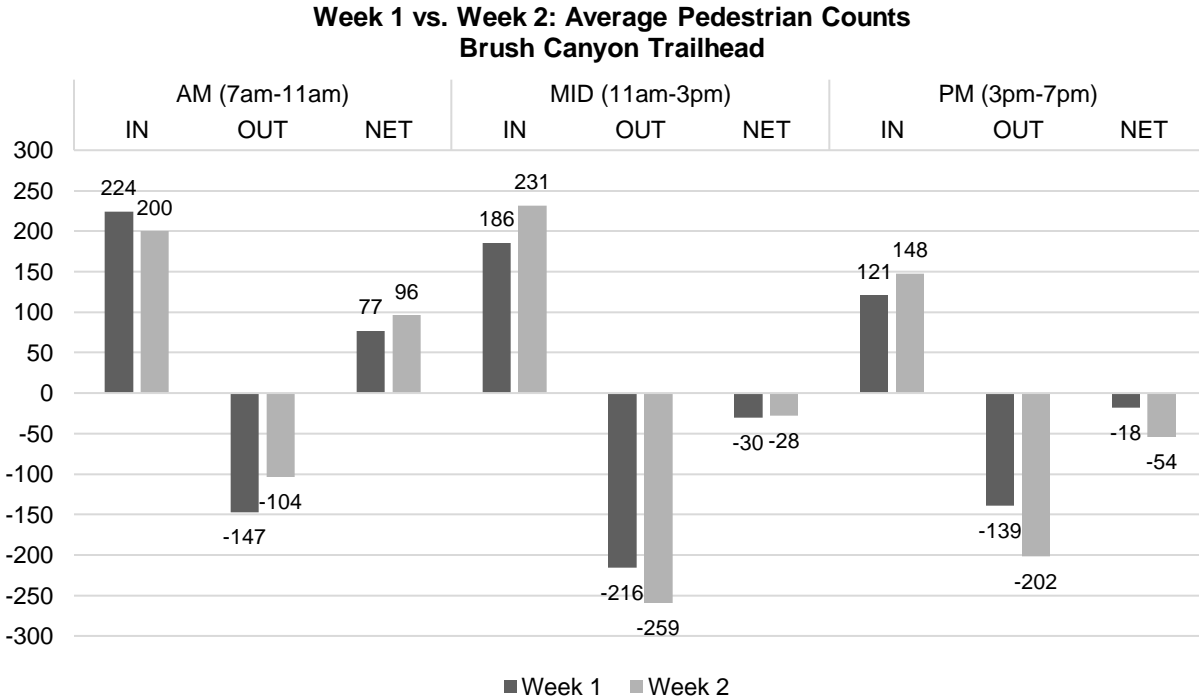
Pedestrian IN and OUT values correspond to pedestrians entering and exiting the park at this location. IN, OUT and NET pedestrian movements are presented below (Figure 39). The pedestrian data results appear to loosely correlate with the off-street parking occupancy; Sunday had increased foot traffic peaking at 948 pedestrians entering Griffith Park at this location during Week 2. The exception in this case, however occurred on Monday during Week 1, which was Labor Day. This day observed the second highest

number of pedestrian traffic entering the trail across both weeks. The figure also displays generally, a greater number of pedestrians entering the trail than returning. Therefore, a small number of pedestrians may be crossing onto other trails and exiting at other points in the park.



**Figure 39. Pedestrian activity by day, Brush Canyon Trailhead.**

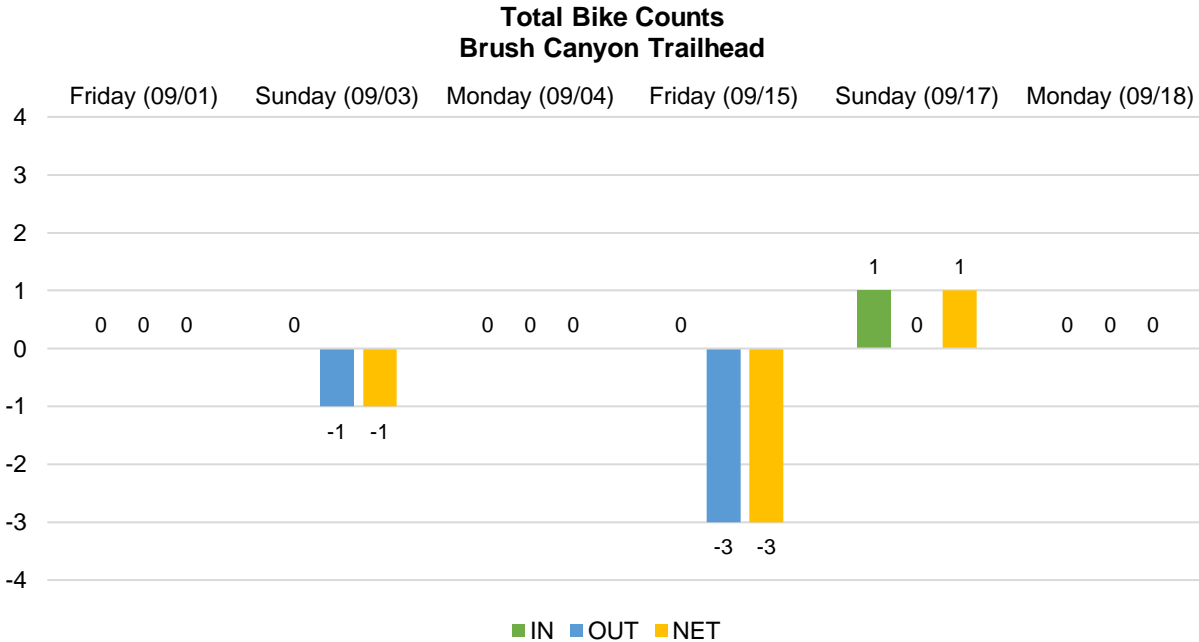
Total counts per time period were analyzed to abstract further characteristics in the data. Once again, both weeks generally display similar variance in pedestrian activity with more pedestrians entering in the AM and Midday periods and fewer entries during the PM period (Figure 40).



**Figure 40. Week 1 and Week 2 pedestrian activity by time period, Brush Canyon Trailhead.**

**ii. Bike Counts**

As with pedestrian counts, IN and OUT values correspond to bikes entering and exiting the park at this location. IN, OUT and NET bike counts are presented below (Figure 41). As with the Wonder View Trailhead, bicycle activity was minimal on all days. No bikes were counted entering the park during Week 1 on Friday and Monday, and on Friday and Monday during Week 2. Provided the low number of bicycles, it does not appear the cycling traffic is an issue in this area currently.



**Figure 41. Bike activity by day, Brush Canyon Trailhead.**

### Week 1 vs. Week 2: Overall Trends and Comparisons

Overall trends observed from data collected during Week 1 and Week 2 are summarized below.

#### On- and Off-Street Parking Occupancy:

- The highest on-street occupancy rates were recorded during the 6pm time period, averaging at 35% across all days in both data collection weeks.
- Sundays experienced higher on-street occupancies with an average occupancy of 38% throughout the day. On-street occupancies peaked on Sunday in Week 2 at 60% occupancy during the 3pm time period.
- Canyon Drive from Locksley Place to Spring Oak Drive experienced the highest parking demand of all street segments observed in the study area. This section averaged 46% occupancy across both weeks and peaked at 50% occupancy during the 3pm time period.
- Off-street parking occupancy was highest on Sundays peaking 66% occupancy during Week 1 at 9am.

#### Pedestrian and Bike Counts:

- Sundays experienced a higher number of pedestrians entering Brush Canyon Trailhead peaking at 948 pedestrian counts during Week 2.

- The Brush Canyon Trailhead was utilized more heavily during the AM and Midday periods.
- It is evident from the insignificant volume of bikes observed during data collection that the Brush Canyon Trailhead is not utilized by bicyclists in the area.

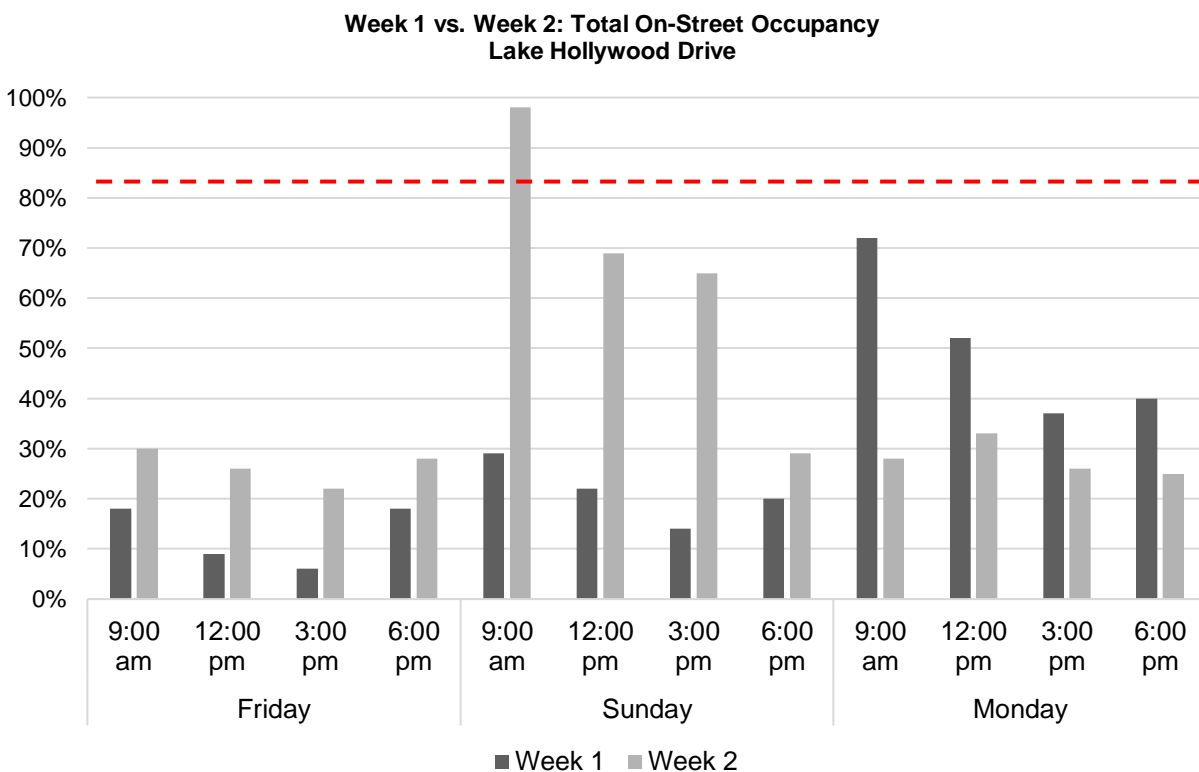
# Lake Hollywood Drive & Wonder View Drive Study

## Area

### Week 1 vs. Week 2: Lake Hollywood Drive On-Street Occupancy Study

On-street occupancy counts were recorded along Lake Hollywood Drive from Department of Water and Power (DWP) gated area near the Toyon Tanks up until Wonder View Drive. Time periods chosen for data collections were 9am, 12pm, 3pm, and 6pm.

Comparing both data collection weeks reveals a stark difference between how occupancy varied at this location (Figure 42). Notable characteristics to point out in data are the higher occupancies observed during Week 2 on Sunday. Additionally, the data demonstrates the potential impact that Labor Day had on occupancy in this area that occurred on Monday during Week 1. On-street occupancy rates on Monday during Week 1 were 22% higher on average than the corresponding Monday during Week 2. Occupancy peaked at 98% during the 9am period in Week 2.

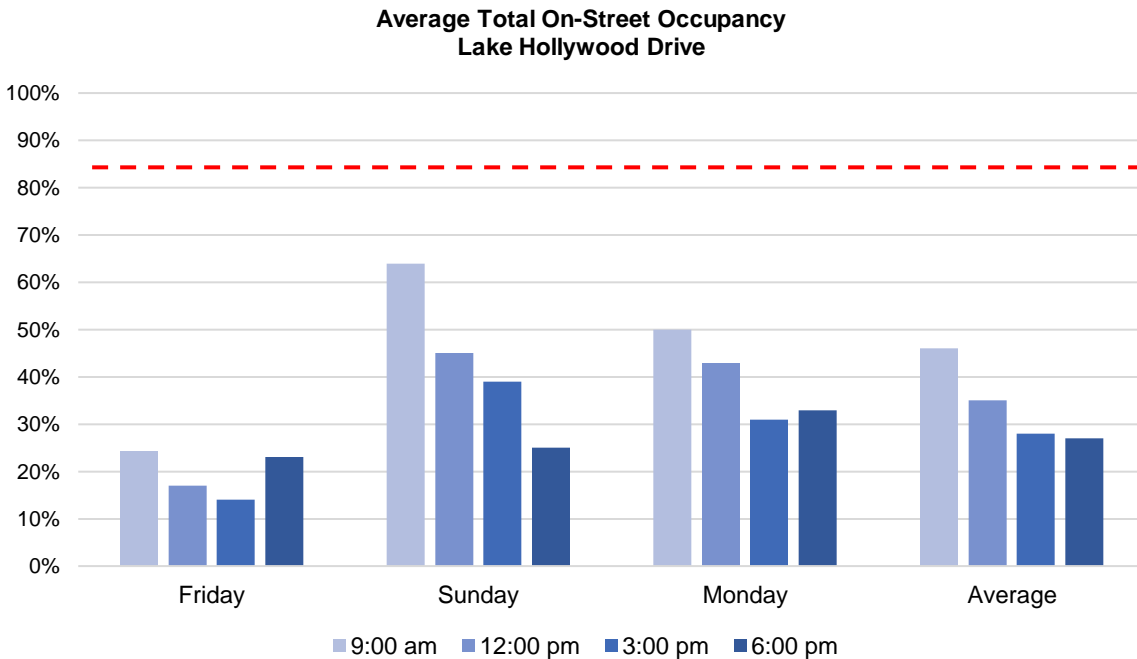


**Figure 42. Week 1 and Week 2 on-street occupancy, Lake Hollywood Drive.**

Average daily on-street occupancies by day and time period are displayed below (Figure 43). On-street occupancies were generally low throughout each day, far below the industry standard of 85%. Sundays and Mondays observed higher occupancies than



Friday and exhibited a similar variation in occupancy throughout the day - both peaking during the 9am period before decreasing in each successive period, with the exception of 6pm on Monday when occupancy marginally increased. The highest occupancy period across all days was 9am with an average of 46% occupancy.



**Figure 43. Average on-street occupancy by time period, Lake Hollywood Drive.**

Table 9 displays average on-street occupancies along Lake Hollywood Drive. Table 8 further indicates the adequate parking supply along Lake Hollywood Drive in all periods across both weeks. This is reflected in 34% average occupancy rate observed across all data collection periods.

Average On-Street Occupancy Rates: Lake Hollywood Drive						
Location	Inventory	Occupancy Rates				
		9:00am	12:00pm	3:00pm	6:00pm	Avg.
Lake Hollywood Dr. from Wonder View Dr. to gated area.	109	46%	35%	28%	27%	34%

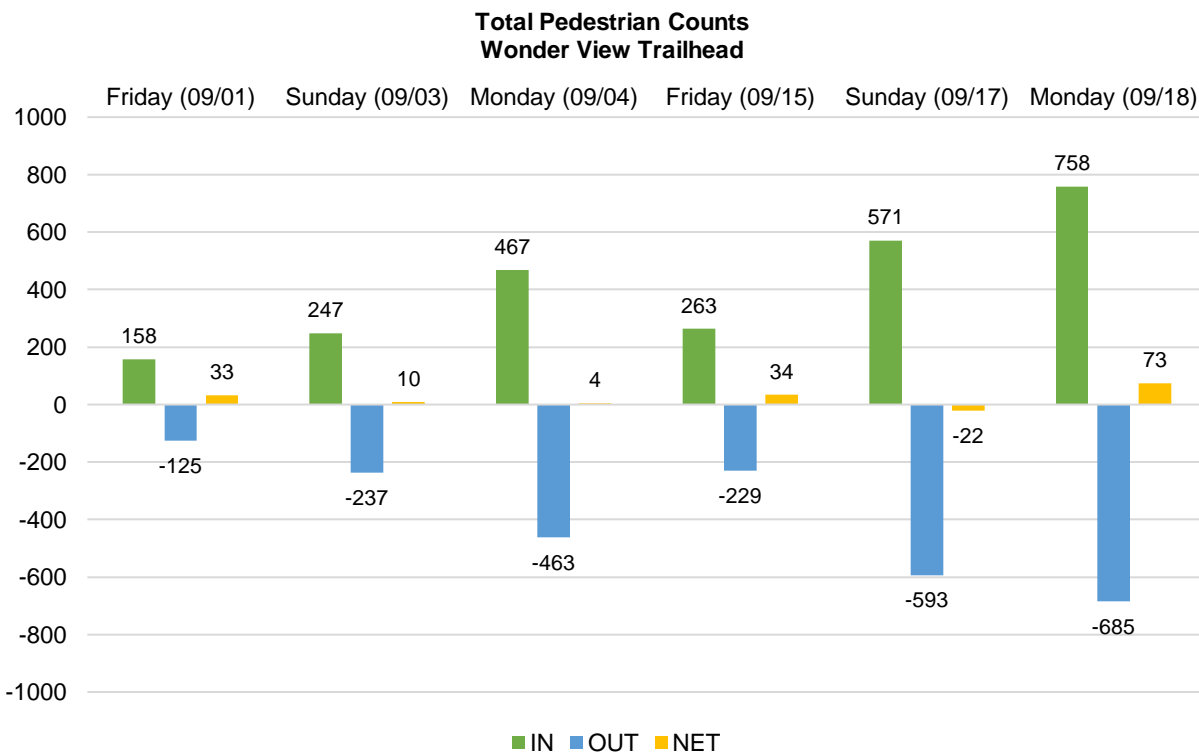
**Table 9. Week 1 and Week 2 Average on-street occupancy by time period, Lake Hollywood Drive.**

**Week 1 vs. Week 2: Wonder View Drive Trailhead Pedestrian & Bicycle Counts**

Pedestrian and bikes counts were collected at the entrance to the Wonder View Trailhead located west of Lake Hollywood Park. Data was collected over the same two-week period on Fridays, Sundays and Mondays for the following three-hour time periods – AM (7am-11am), Midday (11am-3pm), and PM (3pm-7pm).

**i. Pedestrian Counts**

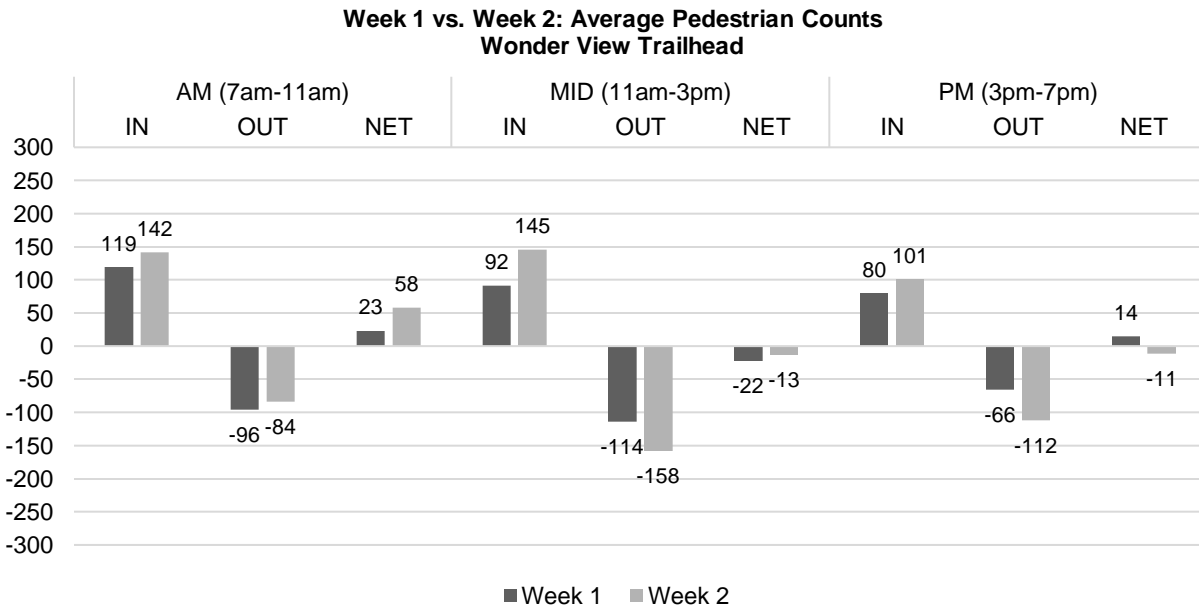
Pedestrian IN and OUT values correspond to pedestrians entering and exiting the park at this location. IN, OUT and NET pedestrian movements are presented below (Figure 44). Across both weeks, Mondays experienced more pedestrians entering Griffith Park from this location. The number of pedestrians entering peaked at 758 total pedestrians on Monday in Week 2. Notably, despite Week 1 encompassing Labor Day, Week 2 experienced more pedestrian activity with approximately 100 more pedestrians entering the park.



**Figure 44. Pedestrian activity by day, Wonder View Trailhead.**

Total counts per time period were analyzed to abstract further characteristics in the data (Figure 45). Once again, both weeks generally display similar variance throughout the day with higher entries in the AM period and fewer entries throughout the day in each successive time period. However, looking at the data reveals a slight difference with

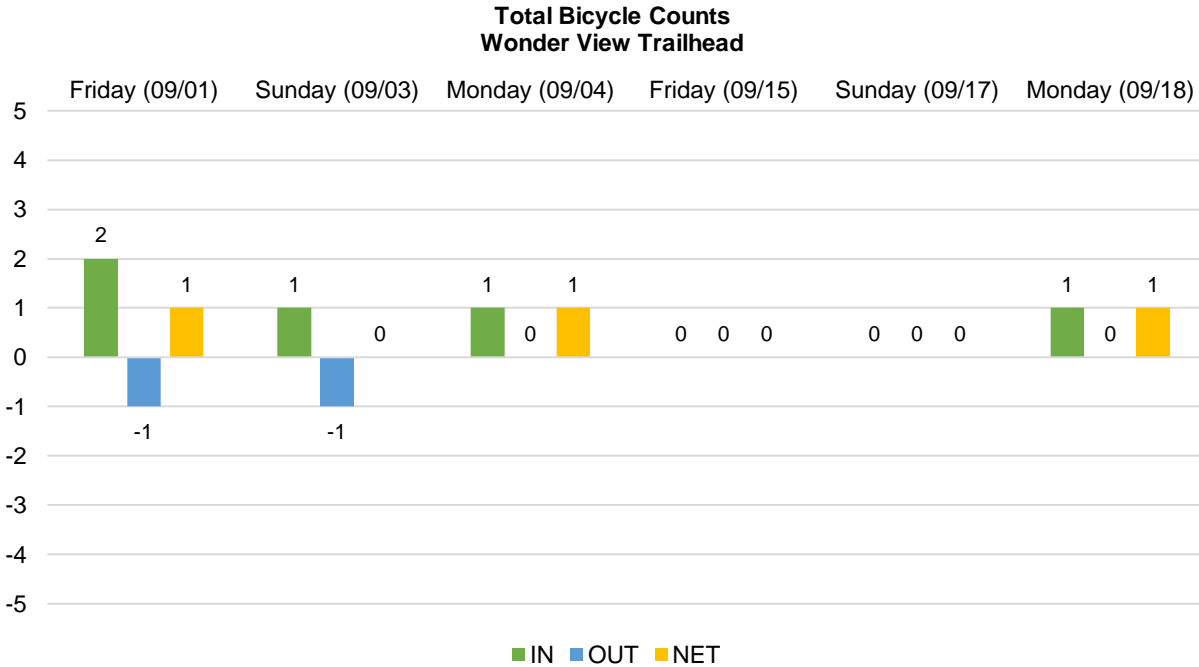
regard to Week 2. Aggregating the data at this level, results in pedestrian IN counts peaking at 145 during the Midday in Week 2, as opposed to the AM period.



**Figure 45. Week 1 and Week 2 pedestrian activity by time period, Wonder View Trailhead.**

**ii. Bike Counts**

As with pedestrian counts, IN and OUT values correspond to bikes entering and exiting the park at this location. IN, OUT and NET bike counts are presented below (Figure 46). In both Week 1 and Week 2 bicycle activity was minimal on all days. Activity peaked at 2 bikes entering at the Wonder View Trailhead during Monday Week 1. Additionally, no bikes were recorded during Week 2 on Friday and Saturday. This location is difficult to reach by bike due to the steep slope of the hill.



**Figure 46. Bike activity by day, Wonder View Trailhead.**

### Week 1 vs. Week 2: Overall Trends and Comparisons

Overall trends observed from data collected during Week 1 and Week 2 are summarized below.

#### On-Street Parking Occupancy:

- The highest occupancy period across all days was 9am with an average of 46% occupancy.
- On-street occupancy peaked at 98% during the 9am period in Week 2.
- Labor Day had a significant impact on parking demand along Lake Hollywood Drive. On-street parking occupancy was 22% higher on Labor Day than the corresponding Monday.

#### Pedestrian and Bike Counts:

- Mondays experienced a higher number of pedestrians entering Wonder View Trailhead, peaking at 757 pedestrian counts during Week 2.
- The Wonder View Trailhead was generally utilized more heavily during the earlier parts of the day in the AM and Midday periods.
- It is evident from the insignificant volume of bikes observed during data collection that the Wonder View Trailhead is not commonly utilized by bicyclists.

# Round 2

## Data Collection Methodology

Round 2 of data collection consisted of a one-week period in December 2017 commencing Thursday, December 14<sup>th</sup> through Monday, December 18<sup>th</sup>. Data collection locations were determined based upon stakeholder feedback. DIXON chose this week in December in order to collect data during a standard, non-peak period. This was meant to better understand what a typical week is like. Soft road closures and increased enforcement resources during a peak period, such as between Christmas and New Year, would have likely impacted traffic flow and therefore skewed the data.

Data collection was completed at multiple locations within each study area in the form of average daily traffic (ADT) volume counts, pedestrian counts, and visitor intercept surveys. A new Los Feliz Study Area was also added during Round 2, in which two locations were chosen for collecting ADT data: Fern Dell Drive and Vermont Avenue.

The following tables outline the specific locations for round two data collection:

ADT (24 Hour Machine Counts)				
Location	Days			
	Friday	Saturday	Sunday	Monday
Deronda Dr.	X	X	X	X
Rockcliff Dr.	X	X	X	X
Lake Hollywood Dr. (2)	X	X	X	X
Canyon Dr.	X	X	X	X
Fern Dell Dr.	X	X	X	X
Vermont Ave.	X	X	X	X

**Table 10. Locations and days of round two ADT (24 Hour Machine Counts)**

Pedestrian & Bicycle Study (Counts)				
Location	Days			
	Friday	Saturday	Sunday	Monday
Beachwood Dr.	X		X	X

**Table 11. Locations and days of round two pedestrian counts.**

Visitor Study (Intercept Surveys)		
Location	Days	
	Thursday	Saturday
Wonder View Trailhead	X	X
Deronda Dr. Trailhead	X	X
Brush Canyon Trailhead	X	X
Lake Hollywood Park	X	X
Mulholland Hwy. (Vista Site)	X	X
Dirt Mulholland	X	X

**Table 12. Locations and days of round two visitor intercept surveys.**

Pedestrian & Bicycle Study Time Frequency (Fri, Sun, Mon)			
Location	Time		
	7am-11am	11am-3pm	3pm-7pm
Beachwood Dr.	X	X	X

**Table 13. Locations and times of round two pedestrian and bicycle counts.**

Visitor Study Intercept Survey Time Frequency (Thurs, Sat)				
Location	Time			
	9am-10am	12pm-1pm	3pm-4pm	6pm-7pm
Wonder View Trailhead	X	X	X	X
Deronda Dr. Trailhead	X	X	X	X
Brush Canyon Trailhead	X	X	X	X
Lake Hollywood Park	X	X	X	X
Mulholland Hwy. (Vista Site)	X	X	X	X
Dirt Mulholland	X	X	X	X

**Table 14. Locations and times of round two visitor intercept surveys.**

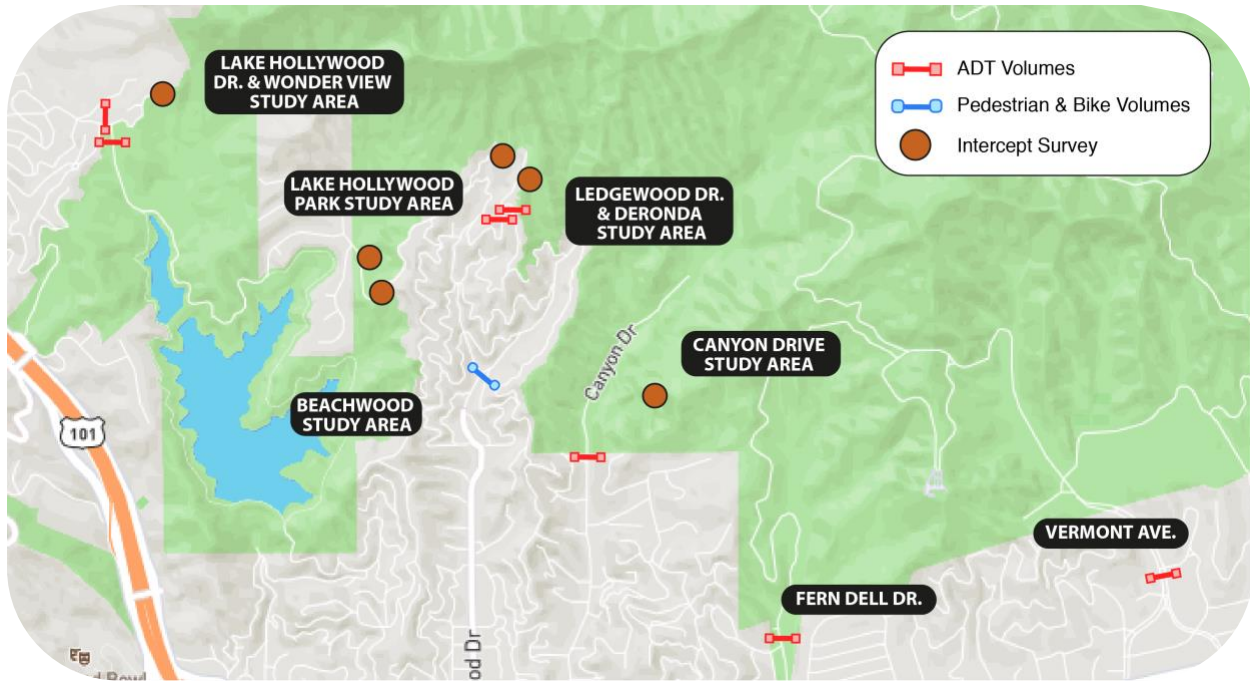


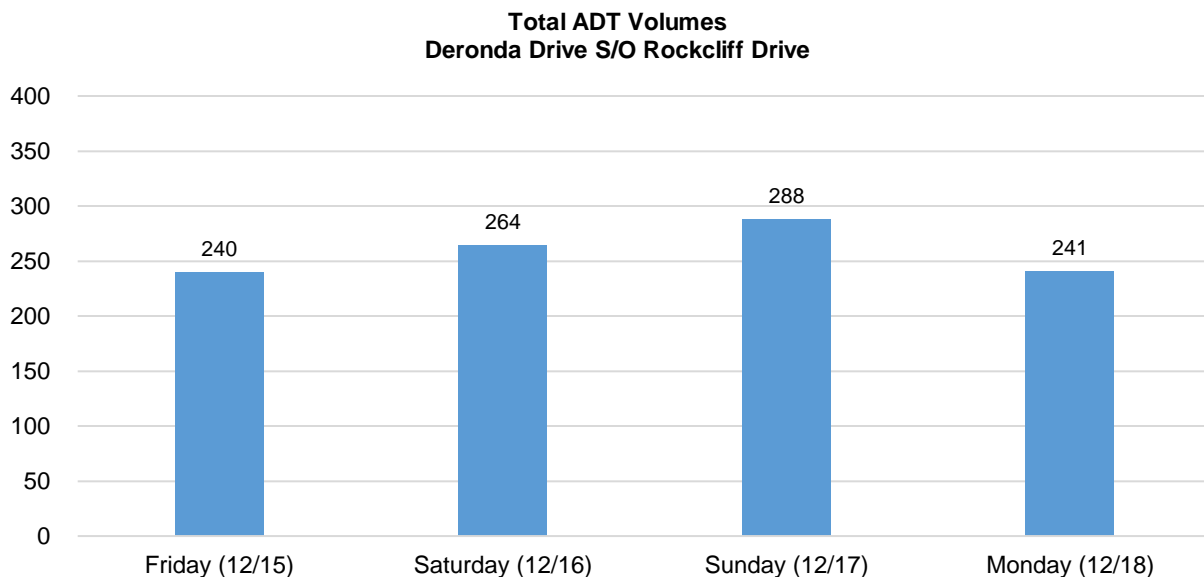
Figure 47. Round 2 Data Collection Locations

# Deronda Drive & Rockcliff Drive Study Area

## ADT Volumes

### i. Deronda Drive

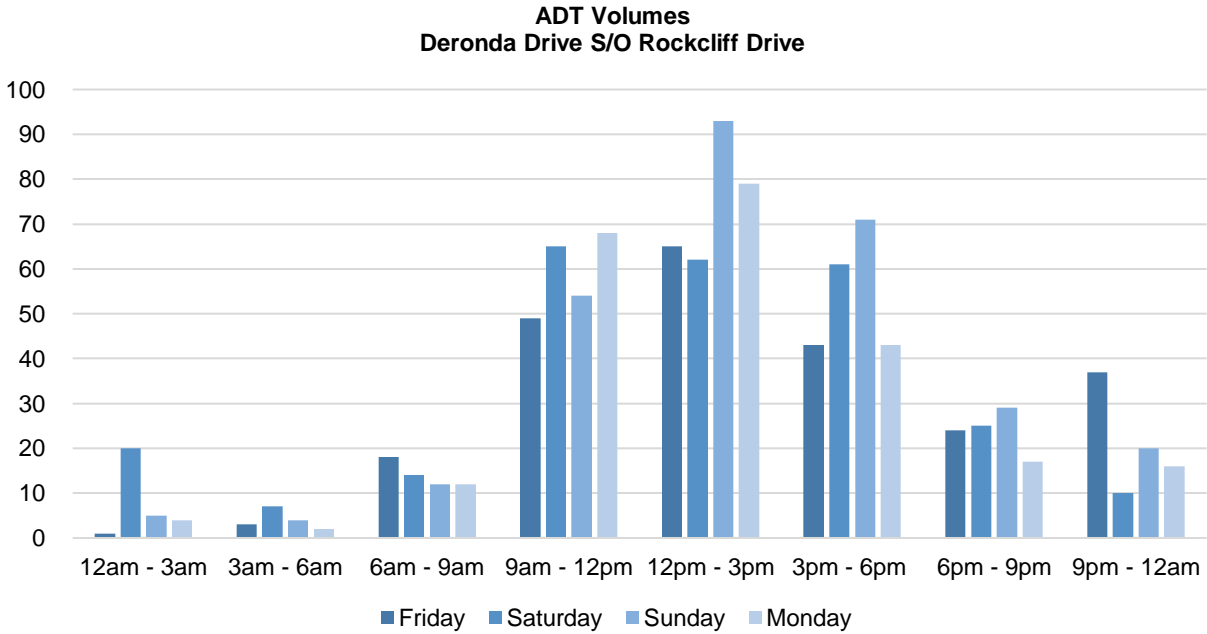
ADT volumes were collected along Deronda Drive south of Rockcliff Drive. This location was added to compensate for the road closures that occurred during the first round of data collection. Due to the potential impacts of the road closure on data collection efforts, the second round location was placed further south to avoid a repeat of the issue. This is a narrow road that leads to a cul-de-sac near the Mt. Lee Trailhead. Also, Deronda and Rockcliff Drive bottleneck into Deronda Drive at this location. Relatively low volumes were recorded at this location with marginally higher volumes observed on Saturday and Sunday (Figure 48). ADT volumes peaked on Sunday at 288 counts.



**Figure 48. Total ADT volumes observed on each day, Deronda Drive south of Rockcliff Drive.**

Along this section of Deronda Drive, ADT volumes displayed a similar pattern throughout the day to what has been observed at other locations and during the first round of data collection (Figure 49). There is minimal vehicular activity until the 6am-9am period. ADT volumes then sharply increased from 9am-12pm, before peaking during the 12pm-3pm period. Volumes then gradually decreased from 6pm-9pm, but interestingly remained steady until midnight.

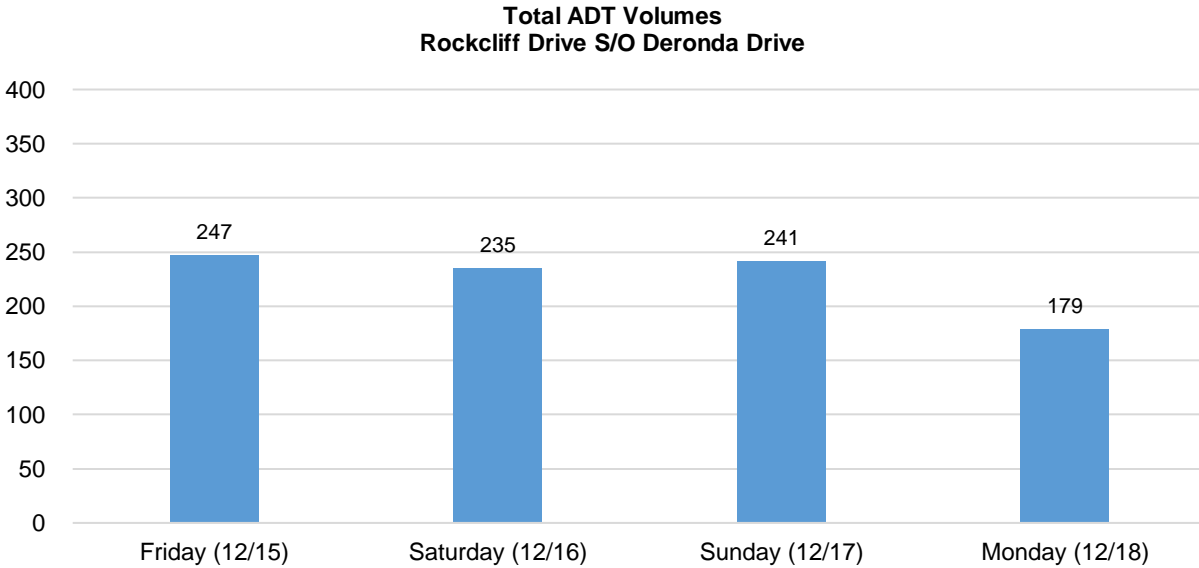




**Figure 49. Round 2 ADT volumes by time period, Deronda Drive south of Rockcliff Drive.**

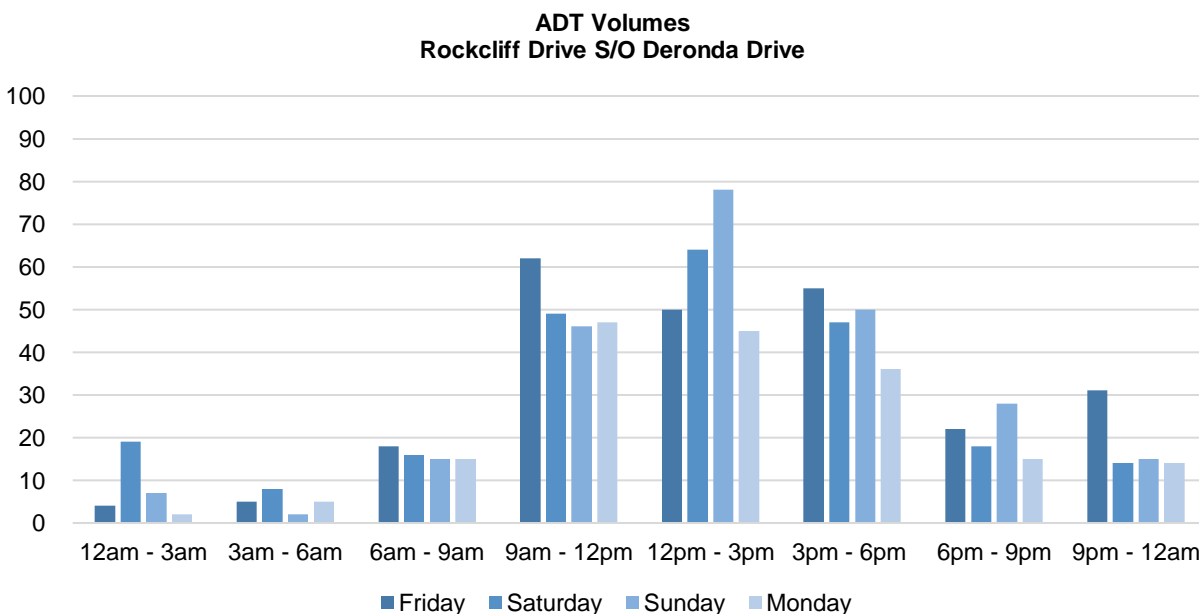
**iii. Rockcliff Drive**

ADT volumes were also collected along Rockcliff Drive south of Deronda Drive. This segment of Rockcliff Drive is adjacent to the location observed along Deronda Drive discussed above (Figure 50). ADT volumes were equally consistent across each day from Friday to Sunday with no increase during the weekend. However, comparatively lower volumes were observed on Monday. Friday observed the highest total ADT volumes with 247 counts.



**Figure 50. Total ADT volumes observed on each day, Rockcliff Drive south of Deronda Drive.**

ADT volumes at this location exhibited the same pattern throughout the day that was observed at the neighboring location along Deronda Drive (Figure 51). There was minimal vehicular activity until volumes picked up during the morning commuting hours of 6am-9am. ADT volumes then sharply increased from 9am-12pm, before peaking during the 12pm-3pm period. ADT volumes then gradually decreased from 6pm-9pm, but remain consistent until midnight.



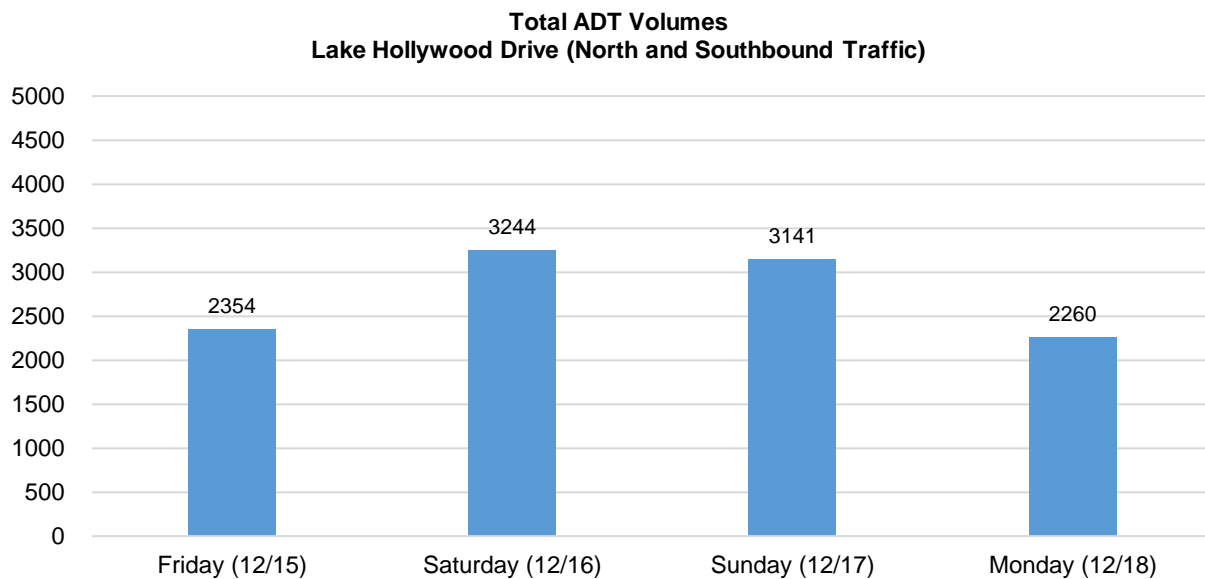
**Figure 51. Round 2 ADT volumes by time period, Rockcliff Drive south of Rockcliff Drive.**

# Lake Hollywood Drive Study Area

## Lake Hollywood Drive ADT Volumes

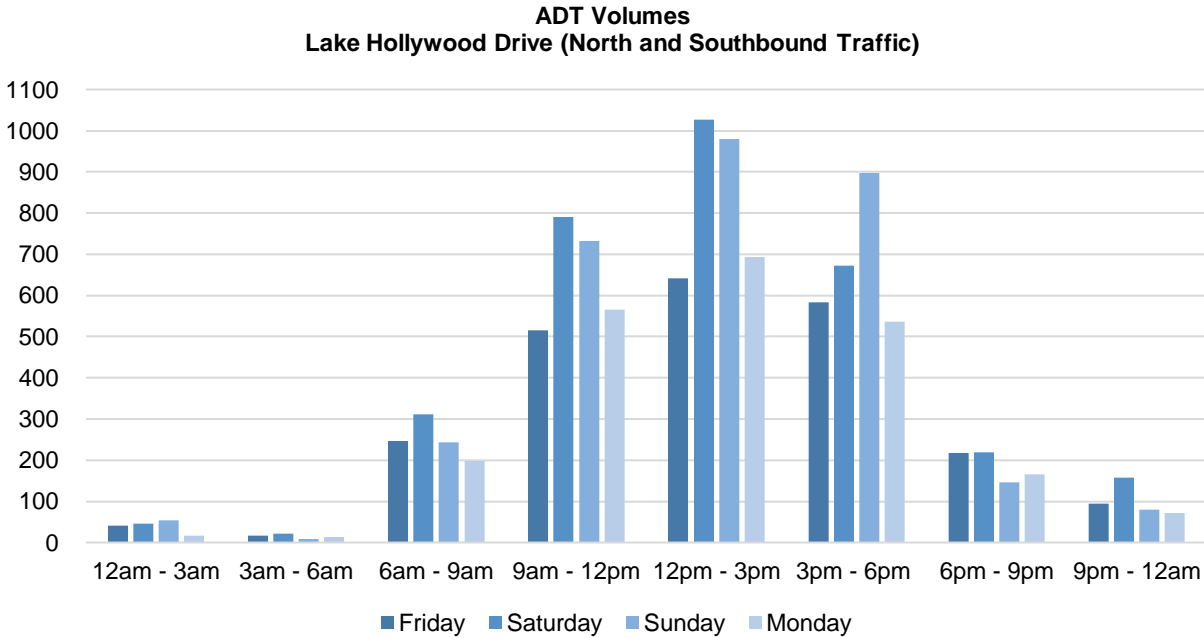
### i. Lake Hollywood Drive (North and Southbound Traffic)

ADT volumes were collected at two locations along Lake Hollywood Drive near Wonder View Drive. The first location was along Lake Hollywood Drive south of Wonder View Drive that captured North-South traffic. This location provides the most direct access to the east Hollywood Hills neighborhoods, including Lake Hollywood Estates. ADT volumes peaked on Saturday at 3,244 counts.



**Figure 52. Total ADT volumes observed on each day, Lake Hollywood Drive (North and Southbound Traffic).**

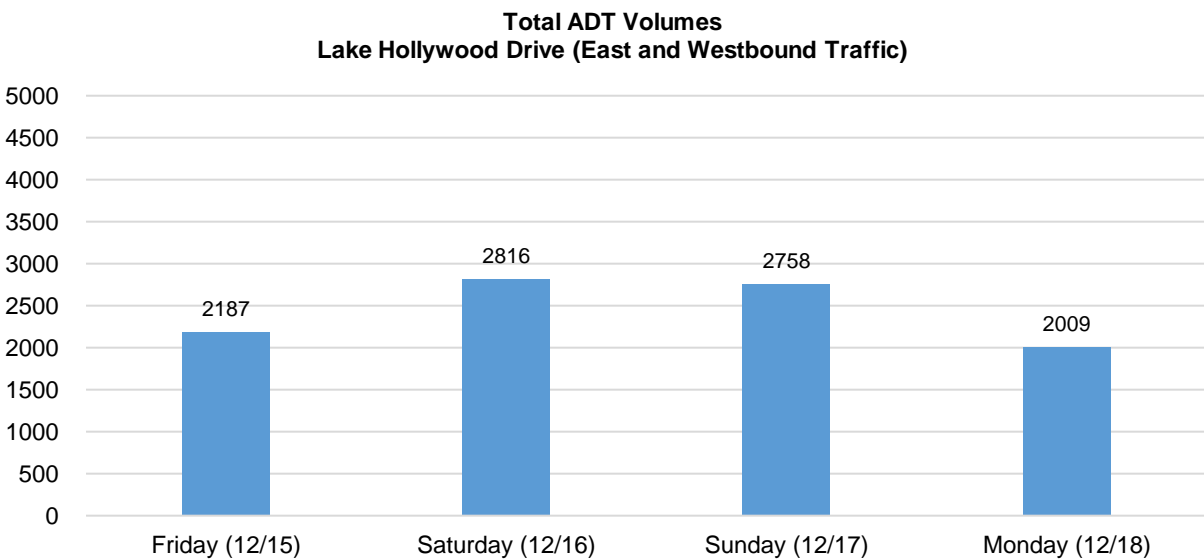
Along this section of Lake Hollywood Drive, ADT volumes display a similar pattern throughout the day to what has been observed at other locations and during the first round of data collection (Figure 53). There is minimal vehicular activity until the 6am-9am period, volumes then sharply increased from 9am-12pm, before peaking during the 12pm-3pm period. ADT volumes then gradually decreased in each successive period.



**Figure 53. Round 2 ADT volumes by time period, Lake Hollywood Drive (North and Southbound Traffic).**

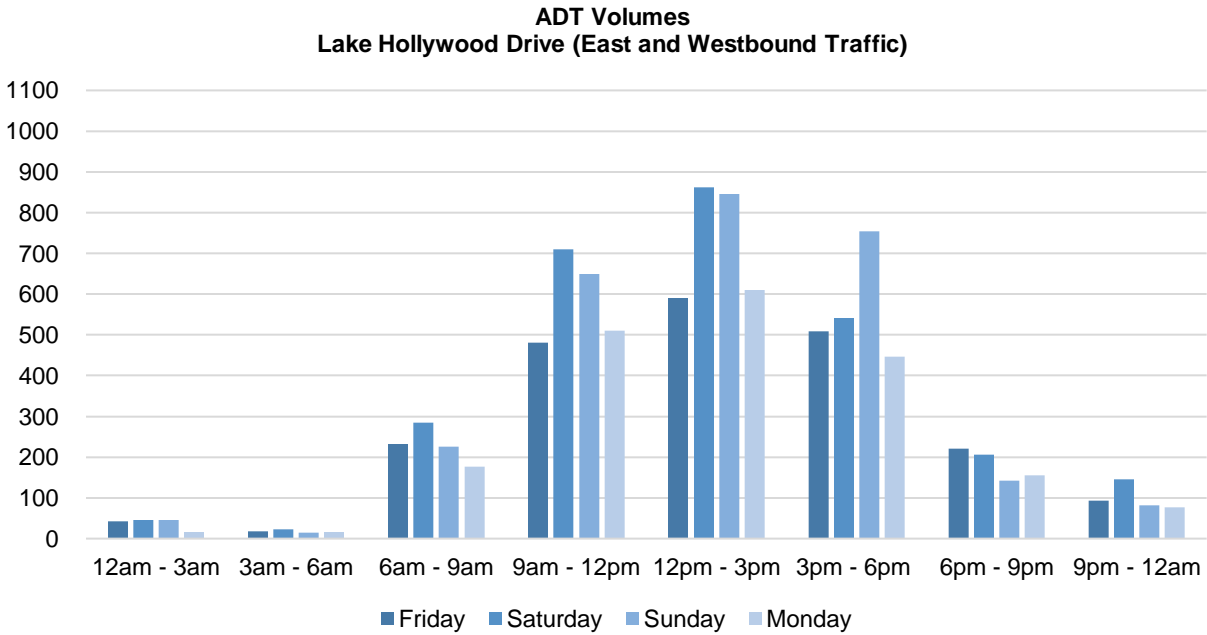
**ii. Lake Hollywood Drive (East and Westbound Traffic)**

Marginally less traffic was observed at the second Lake Hollywood Drive location that captured East-West traffic (Figure 54). ADT volumes at this location were also considerably higher on Saturday and Sunday by approximately 750 ADT counts. ADT volumes peaked on Saturday at 2,816 counts.



**Figure 54. Total ADT volumes observed on each day, Lake Hollywood Drive (East and Westbound Traffic).**

Analyzing ADT volumes across each three-hour time period reveals the same rising and falling pattern that has been observed at other locations in this analysis with minimal ADT volumes from midnight until the morning period of 6am-9am (Figure 55). After this period, ADT volumes steadily increase and are heaviest during the 12pm-3pm period, before decreasing from 3pm onwards. Additionally, ADT volumes at this location decreased from 6pm onward.

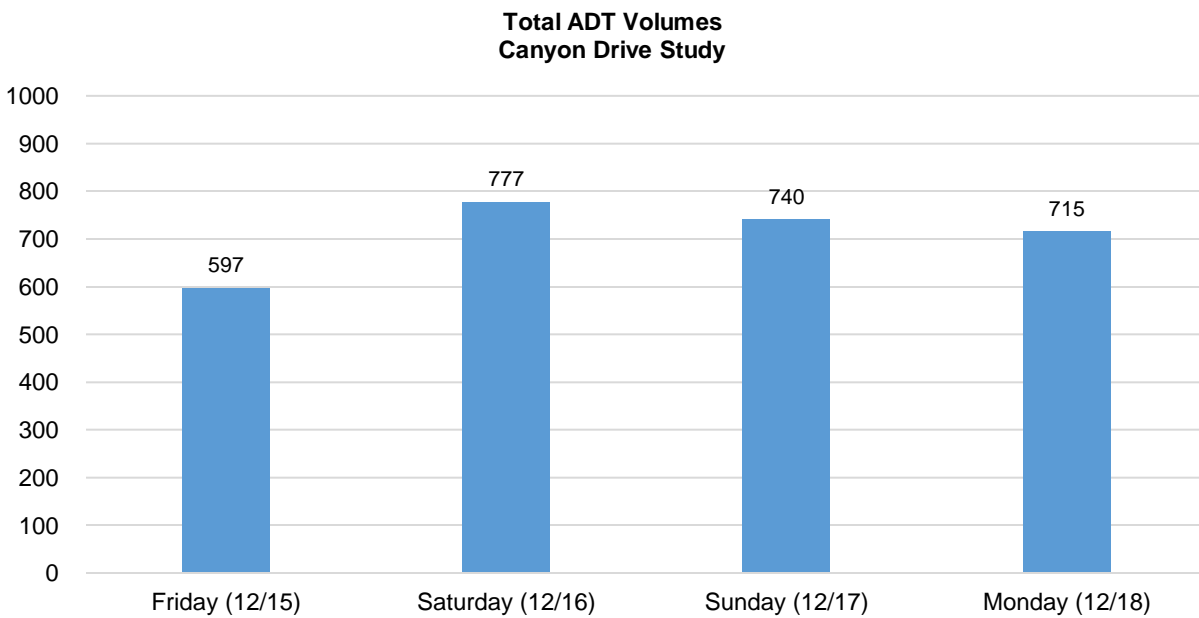


**Figure 55. Round 2 ADT volumes by time period, Lake Hollywood Drive (East and Westbound Traffic).**

# Canyon Drive Study Area

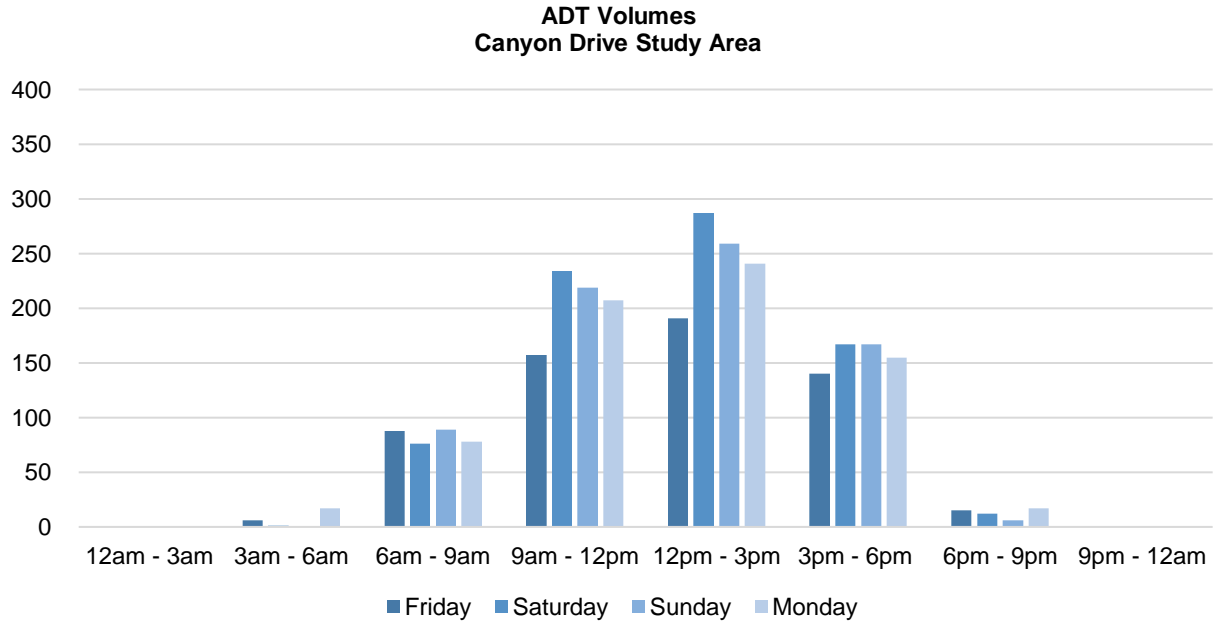
## Canyon Drive ADT Volumes

ADT volumes were collected within the Canyon Drive Study Area along Canyon Drive between the Griffith Park gate and Carolus Drive. As this location, the ADT counts capture traffic to and from Griffith Park leading to the Brush Canyon Trailhead and playgrounds. Marginally higher volumes were observed on weekend days with volumes peaking on Saturday at 777 counts (Figure 56).



**Figure 56. Total ADT volumes observed on each day, Canyon Drive Study Area.**

Analyzing ADT volumes across each three-hour time period reveals the same rising and falling pattern that has been observed at other locations in this analysis (Figure 57). Conversely, one key difference at this location is the sharper decline in traffic from 3pm-6pm to the 6pm-9pm period. This may be attributed to the fact that the Canyon Drive Gate to Griffith Park closes at sunset.

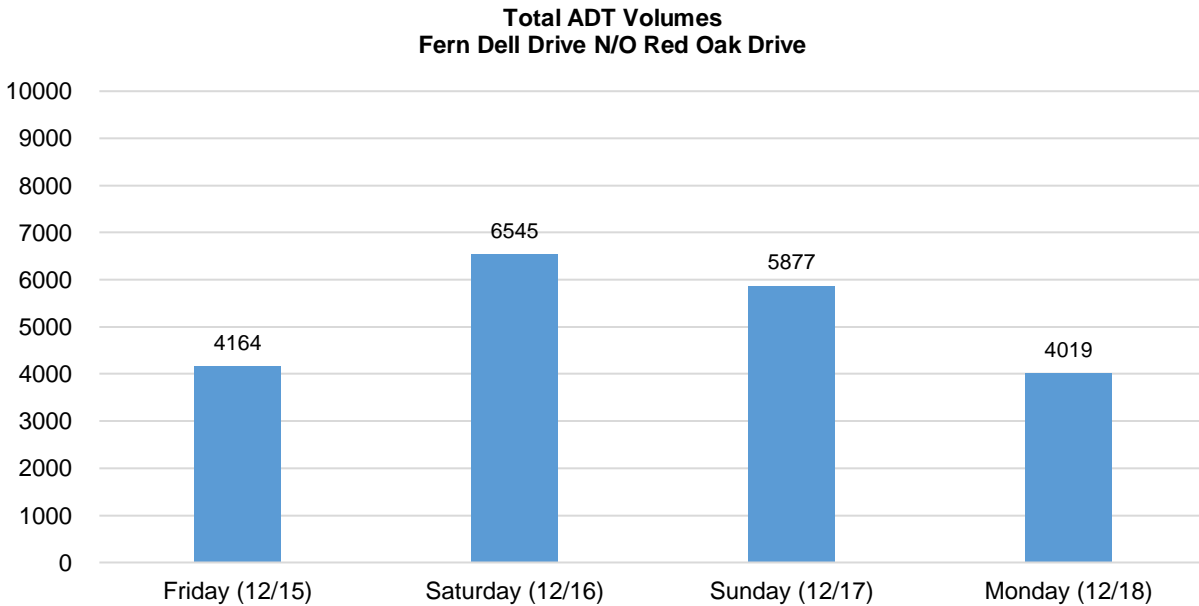


**Figure 57. Round 2 ADT volumes by time period, Canyon Drive Study Area.**

# Fern Dell Drive Study Area

## Fern Dell Drive ADT Volumes

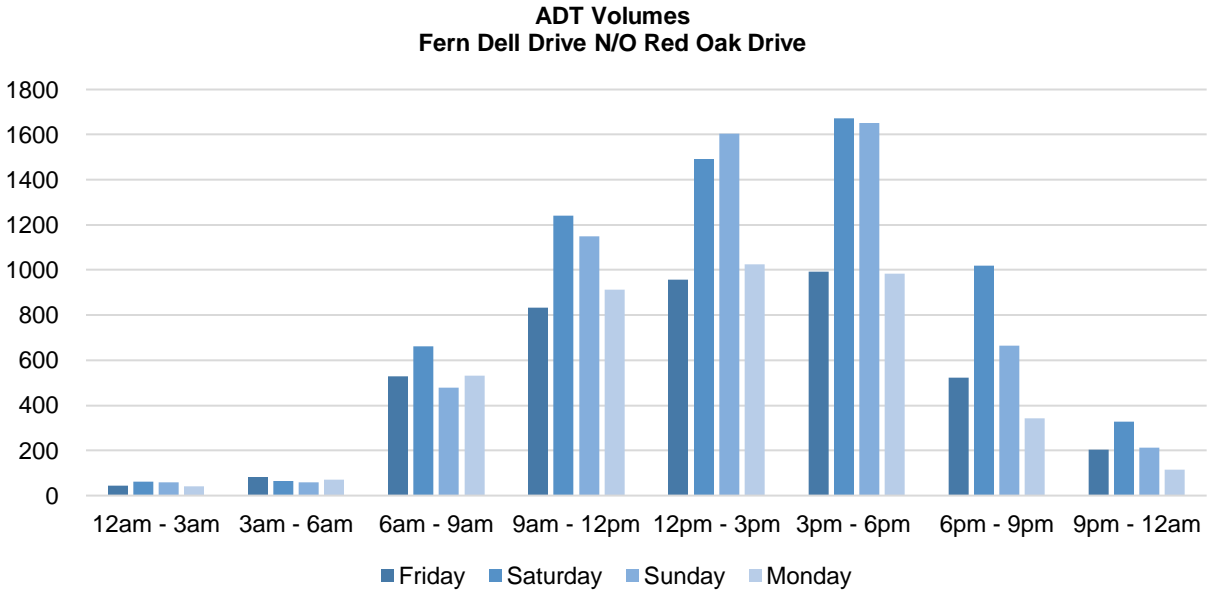
ADT volumes were collected along Fern Dell Drive north of Red Oak Drive within Griffith Park. Fern Dell Drive is one of the primary access routes to Griffith Park. This is reflected in the high volume of ADT counts observed at this location (Figure 58). Considerably higher counts were observed during the weekend. ADT volumes peaked on Saturday with 6,545 counts.



**Figure 58. Total ADT volumes observed on each day, Fern Dell Drive.**

ADT volumes recorded at this location display a similar pattern throughout the day to what has been observed at other locations (Figure 59). There is minimal vehicular activity until the 6am-9am period. ADT volumes then sharply increased from 9am-12pm, before peaking during the 12pm-3pm period. ADT volumes then gradually decreased in each successive period.



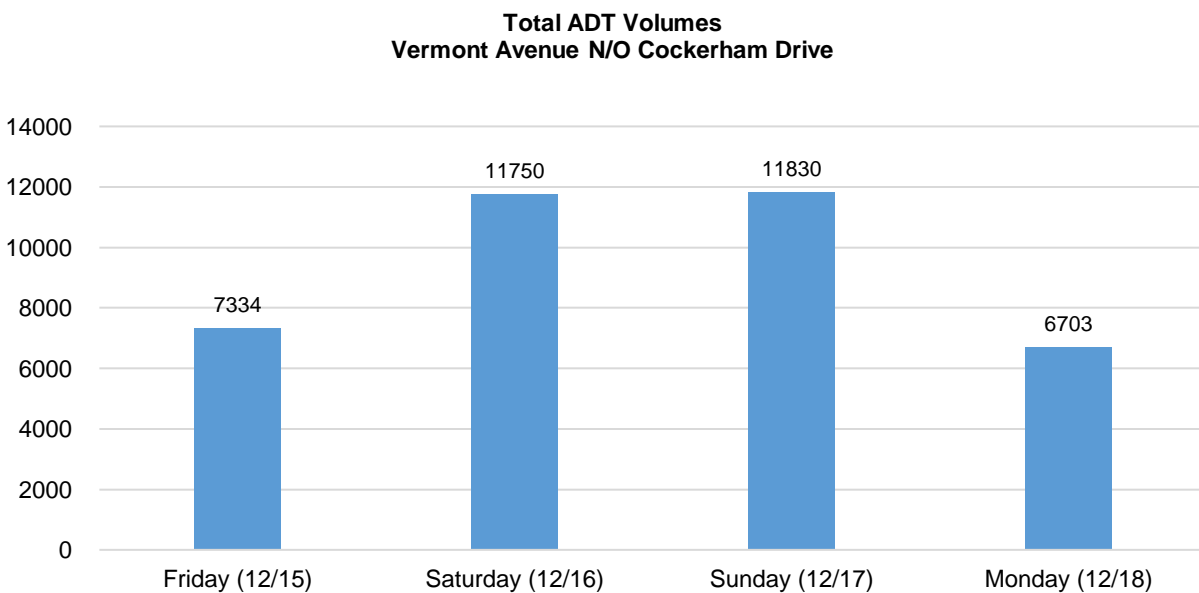


**Figure 59. Round 2 ADT volumes by time period, Fern Dell Drive.**

# Vermont Avenue Study Area

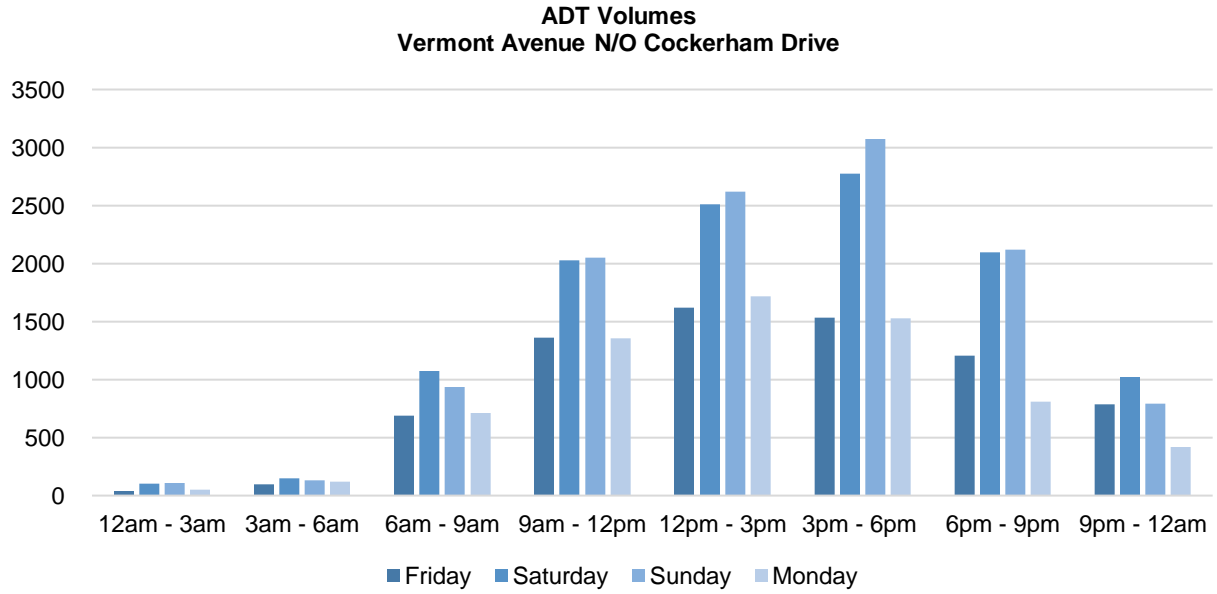
## Vermont Avenue ADT Volumes

ADT volumes were collected along Vermont Avenue north of Cockerham Drive. As with Fern Dell Drive, Vermont Avenue is one of the primary access routes to Griffith Park and also provides access to the Greek Theatre. This is reflected in the significantly high volumes of ADT observed at this location compared to the other data collection locations (Figure 60). Far higher counts were observed during the weekend. ADT volumes peaked on Sunday with 11,830 counts. This location observed the highest ADT volumes of any location in both data collection rounds.



**Figure 60. Total ADT volumes observed on each day, Vermont Avenue.**

ADT volumes recorded at this location exhibit a slightly different pattern throughout the day to what has been observed at other locations (Figure 61). There is minimal vehicular activity until the 6am-9am period, then ADT volumes sharply increased from 9am-12pm, and continued to increase in each successive period until peaking during the 3pm-6pm period. This was the only location where ADT volumes peaked during this later period. ADT volumes then gradually decreased in each successive period throughout the evening hours.



**Figure 61. Round 2 ADT volumes by time period, Vermont Avenue.**

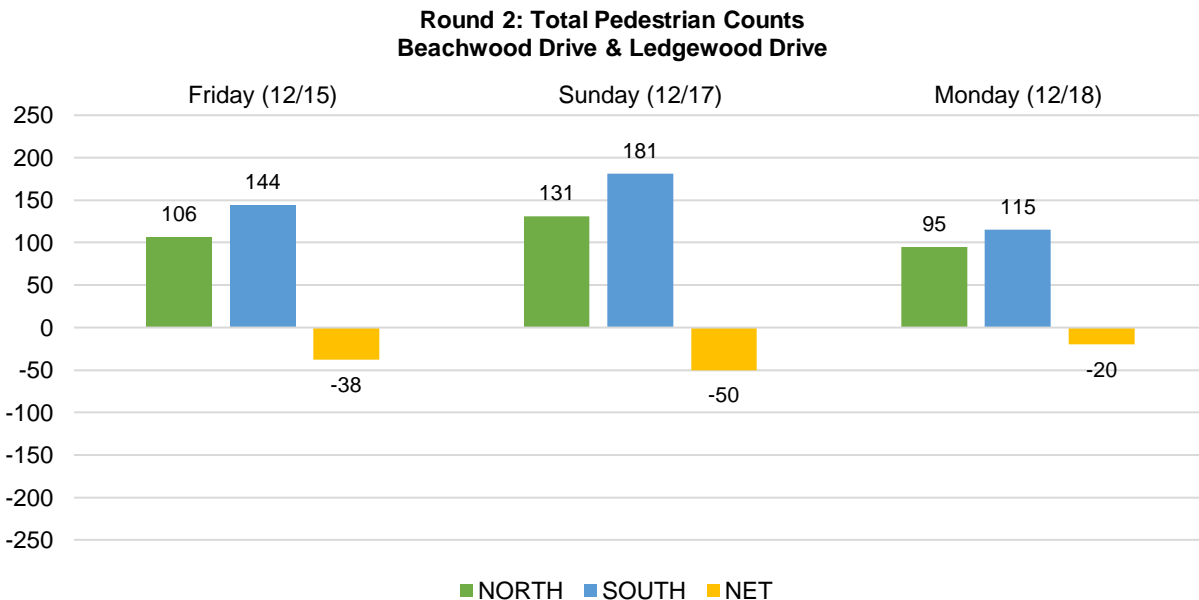
# Beachwood Study Area

## Pedestrian & Bicycle Counts

Pedestrian and bike counts were collected at the intersection of Beachwood Drive and Ledgewood Drive on Friday, December 15<sup>th</sup>, Sunday, December 17<sup>th</sup> and Monday, December 18<sup>th</sup>. Data was collected for the following three-hour time periods: AM (7am-11am), Midday (11am-3pm), and PM (3pm-7pm) consistent with the first data collection round.

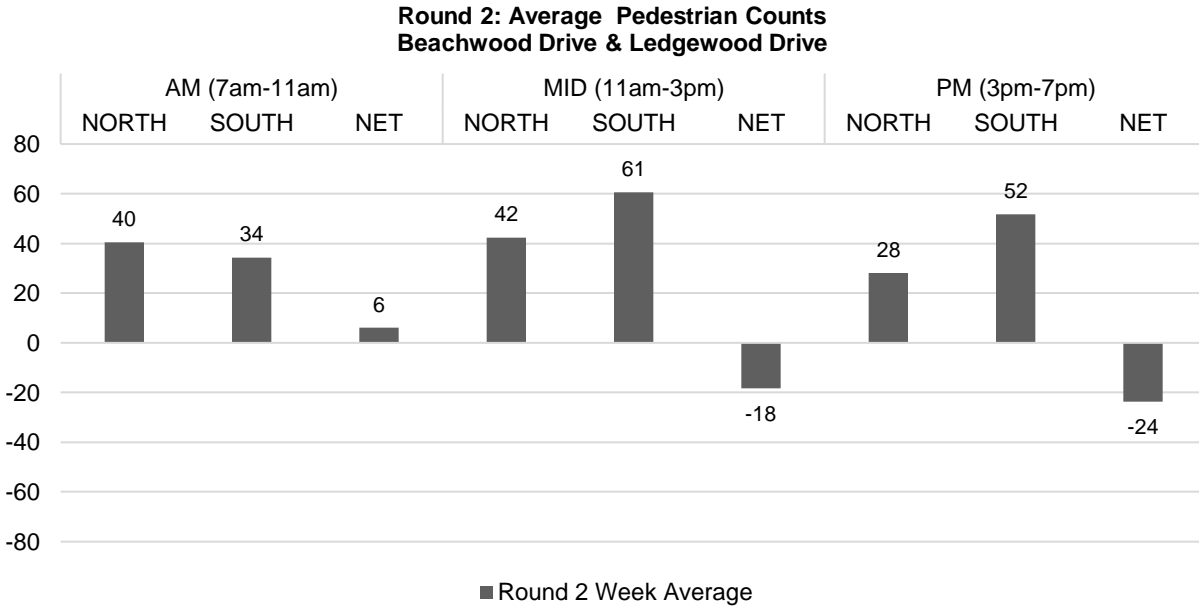
### i. Pedestrian Counts

Pedestrian North and South values correspond to pedestrians heading toward and away from the park at this location. NET pedestrian values correspond to the difference between North and South pedestrian movements. Across the week, Sundays experienced higher pedestrian activity compared to Friday and Monday (Figure 62). On Sunday, the number of North pedestrian counts peaked at 131 total pedestrians.



**Figure 62. Round 2 pedestrian activity by day, Beachwood Drive & Ledgewood Drive.**

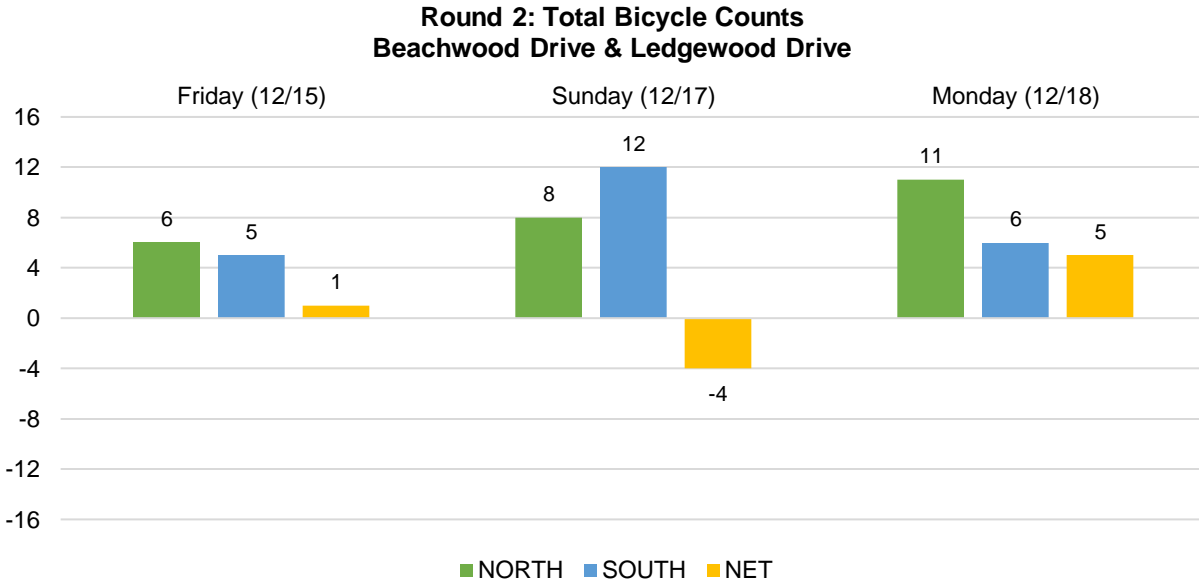
Total counts per time period were analyzed to abstract further characteristics in the data (Figure 63). Looking at total period counts averaged across the week reveals a slightly different pattern in pedestrian activity throughout the day. The AM period is the only period with positive NET movement heading in the direction of the park. However, the greatest activity was observed during the Midday period. During this period, pedestrian North counts averaged 42 and South counts averaged 61.



**Figure 63. Round 2 pedestrian activity by time period, Beachwood Drive & Ledgewood Drive.**

**ii. Bike Counts**

As with pedestrian counts, North and South values correspond to bikes heading toward and away from the park at this location, and NET values correspond to the difference between North and South bicycle movements. Across the week, bicycle activity was minimal on all days (Figure 64). Activity was highest on Sunday where 8 North counts and 12 South counts were observed at this location. Notably, with the exception of Sunday, most days experienced more North counts at this location.



**Figure 64. Round 2 bike activity by day, Beachwood Drive & Ledgewood Drive.**

# Visitor Survey

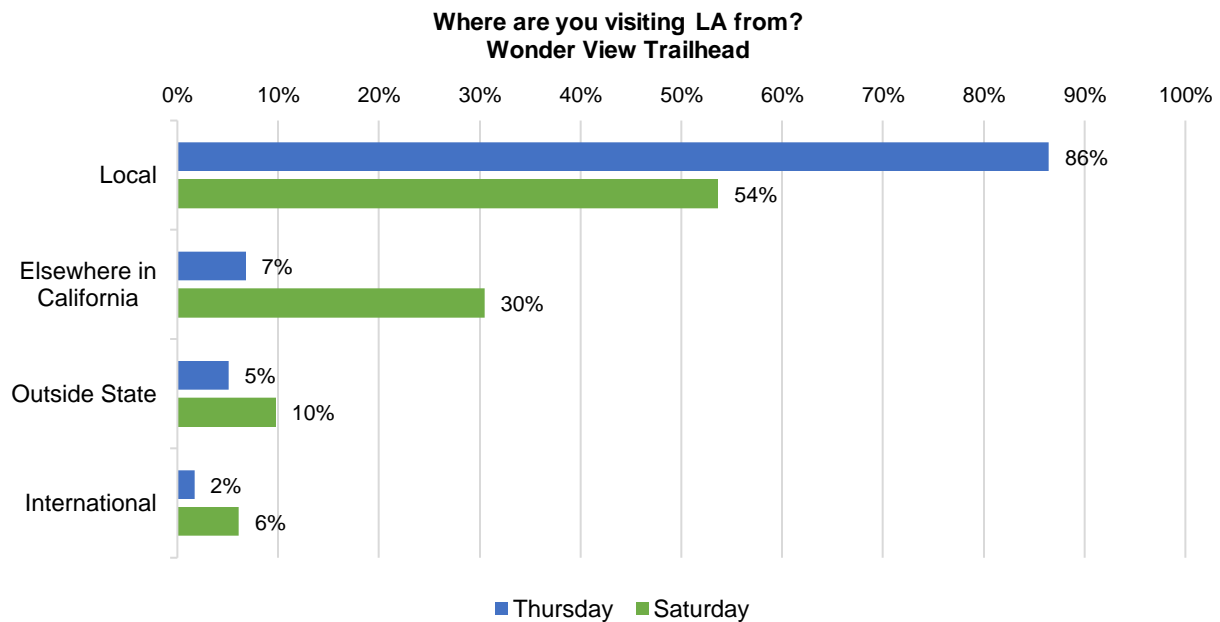
For the second round of data collection, DIXON created a visitor intercept survey to obtain direct input from participants at key locations in and around Griffith Park. NDS received 347 responses on Thursday and 439 on Saturday, for a total of 786 survey responses. Visitor surveys were conducted for the following one-hour periods: 9am-10am, 12pm-1pm, 3pm-4pm, and 6pm-7pm.

The survey consisted of 5 questions that addressed topics including where people were visiting from, how they traveled to their location, what was their main reason for visiting, how they found out about the location, and how long they thought they would stay at their location. The complete survey can be found in Appendix A.

# Wonder View Trailhead

## Where are you visiting Los Angeles from?

On both Thursday and Saturday, the overwhelming majority of respondents surveyed at the Wonder View Trailhead visited from within the local area, accounting for 86% and 54% of participant responses, respectively (Figure 65). Visitors from elsewhere in California accounted for the next largest portion of respondents with as many as 30% of participants choosing this option on Saturday. Very few participants were visiting from out of state or internationally.

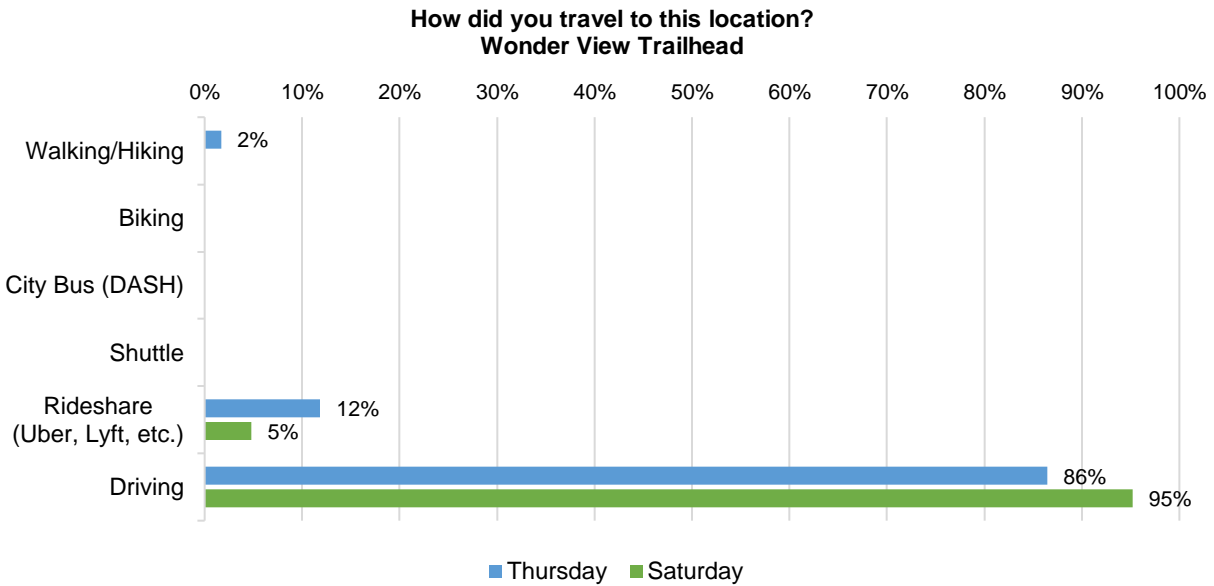


**Figure 65. Question 1 survey responses, Wonder View Trailhead.**

## How did you travel to this location?

Of the 131 survey responses recorded at the Wonder View Trailhead, an average of 90% of participants indicated that they visited by private vehicle, while no participants traveled to this location by bike, bus, or shuttle (Figure 66).

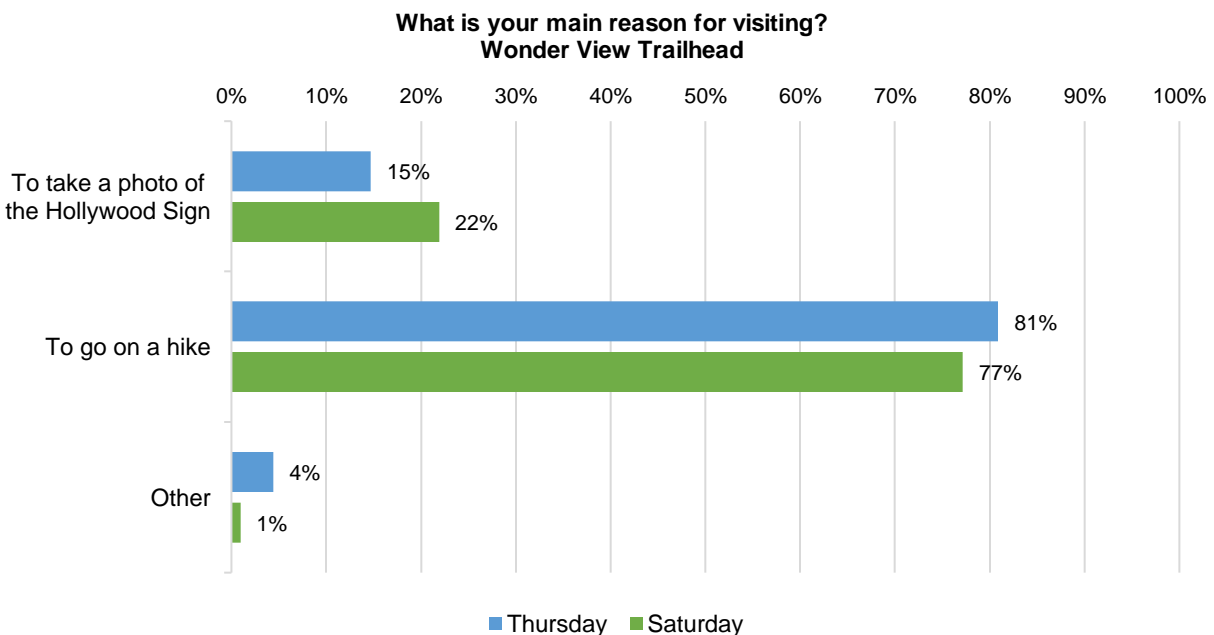




**Figure 66. Question 2 survey responses, Wonder View Trailhead.**

### What is your main reason for being here?

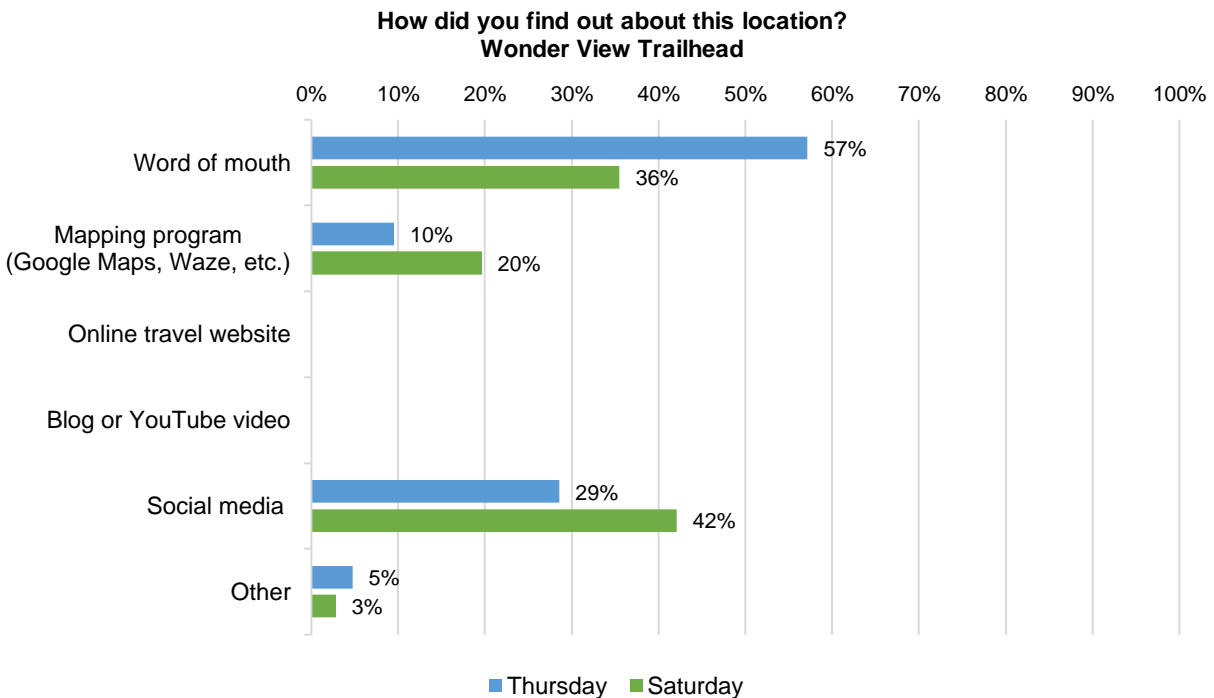
Of the 131 survey participants across both days at the Wonder View Trailhead, approximately 80% of respondents indicated that their primary purpose for visiting was to hike (Figure 67). Nevertheless, a sizeable portion of visitors, as many as 22% on Saturday, came to photograph the Hollywood Sign. The trail leads to the back of the Hollywood Sign.



**Figure 67. Question 3 survey responses, Wonder View Trailhead.**

### How did you find out about this location?

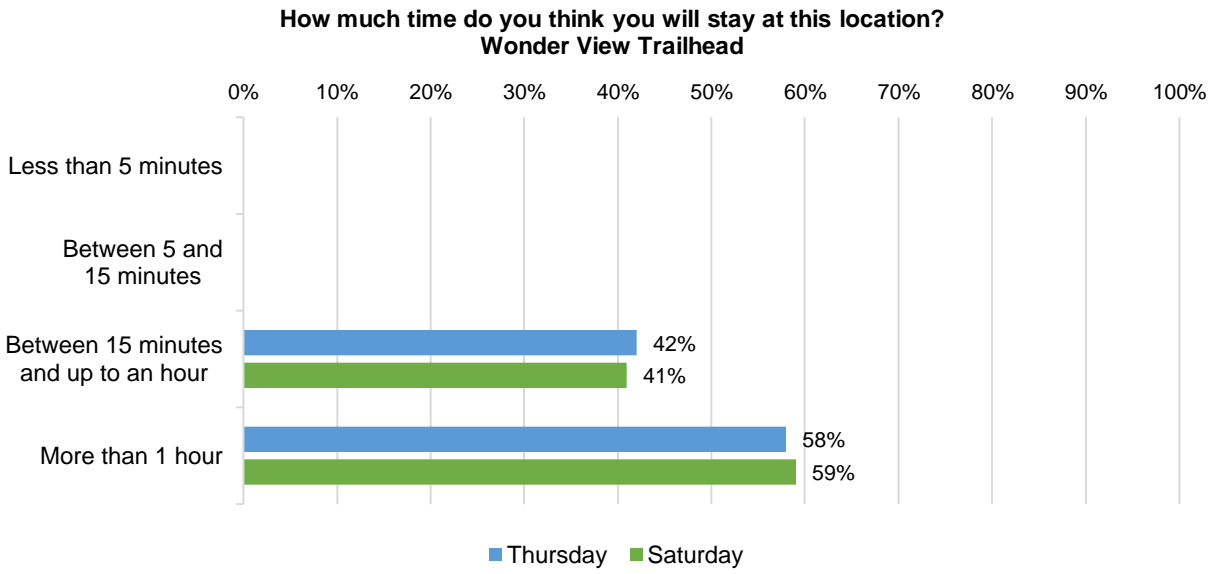
Word of mouth was the most frequently given source of information for visitors to the Wonder View Trailhead with as many as 57% of participants choosing this option on Thursday (Figure 68). This is likely explained by the high proportion of visitors who visited this location that are from the local area. Notably, many participants also selected social media as their source of information.



**Figure 68. Question 4 survey responses, Wonder View Trailhead.**

### How much time do you think you will stay at this location?

Of the 131 survey participants at the Wonder View Trailhead, all participants indicated that they thought they would stay a minimum of 15 minutes at this location (Figure 69). Additionally, approximately 60% of survey participants on both days responded that they expected to be at this location for more than an hour to hike the trail. It is evident that this location does not have a large number of short-term visitors.

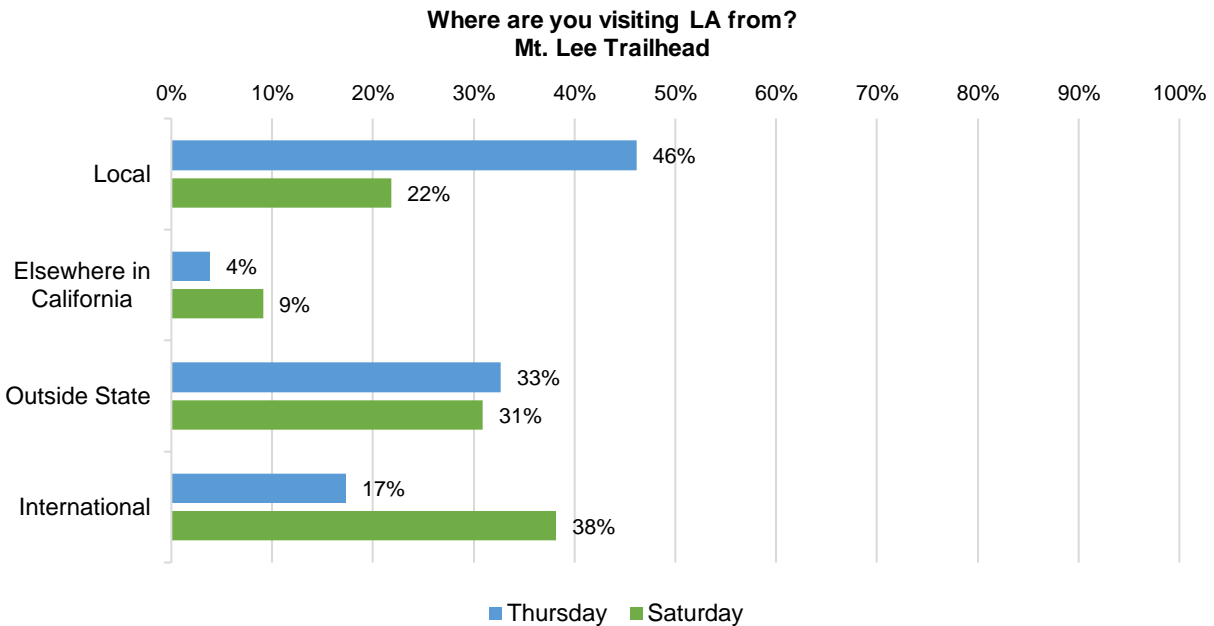


**Figure 69. Question 5 survey responses, Wonder View Trailhead.**

# Mt. Lee Trailhead

## Where are you visiting Los Angeles from?

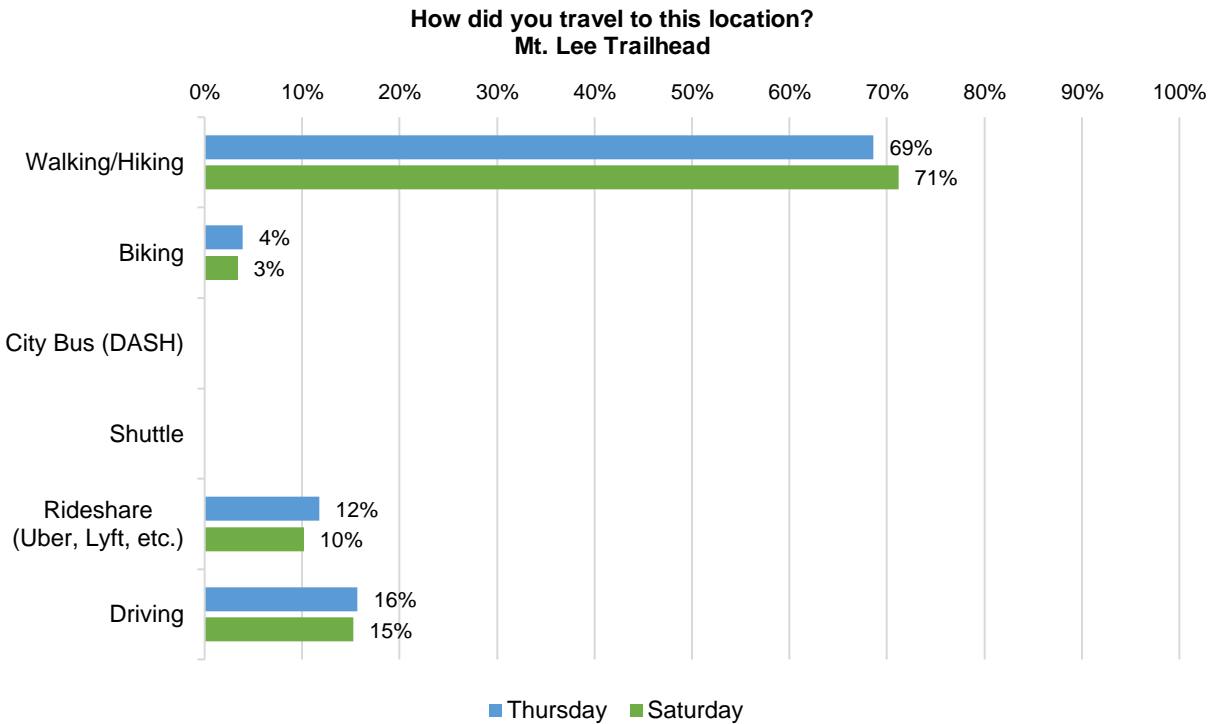
In comparison to Wonder View Trailhead, the Mt. Lee Trailhead recorded a far higher percentage of out of state and international visitors, particularly on Saturday (Figure 70). During data collection, 46% of participants indicated that they were visiting from the local area. Come Saturday, the number of local visitors halved, coinciding with an increase of international visitors to 38%. This location also proved popular with out of state visitors who accounted for approximately a third of participants on both days.



**Figure 70. Question 1 survey responses, Mt. Lee Trailhead.**

## How did you travel to this location?

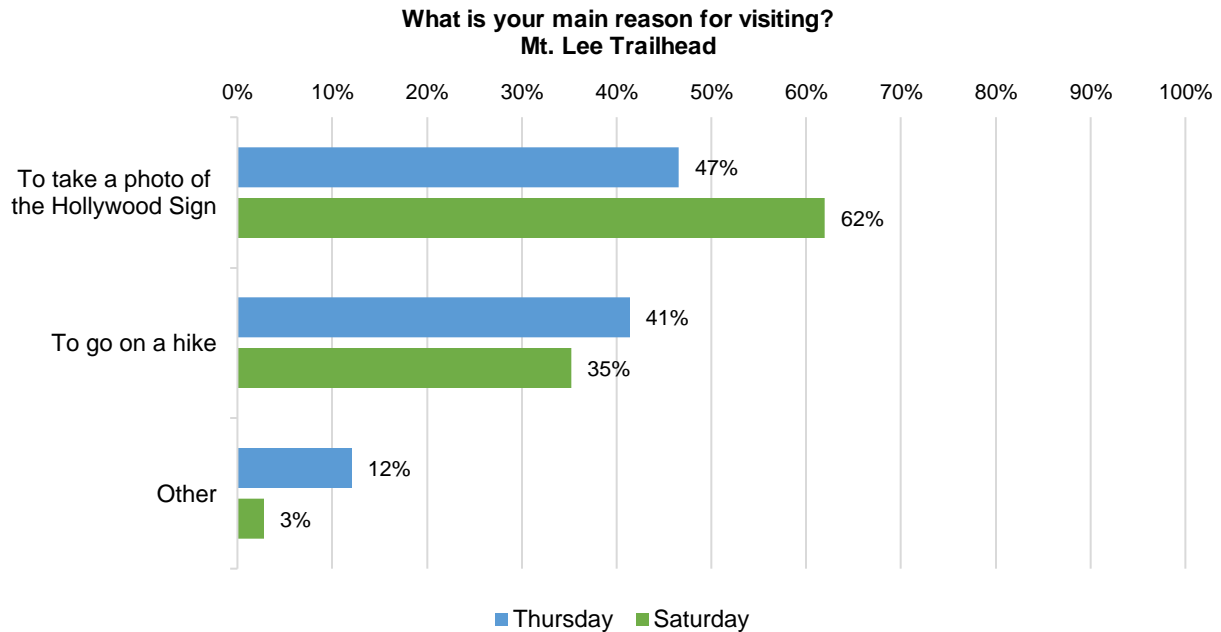
No participants at the Mt. Lee Trailhead indicated that they traveled by DASH or by shuttle (Figure 71). Interestingly, the overwhelming majority of respondents, approximately 70%, indicated that they walked to this location on both days.



**Figure 71. Question 2 survey responses, Mt. Lee Trailhead.**

### What is your main reason for being here?

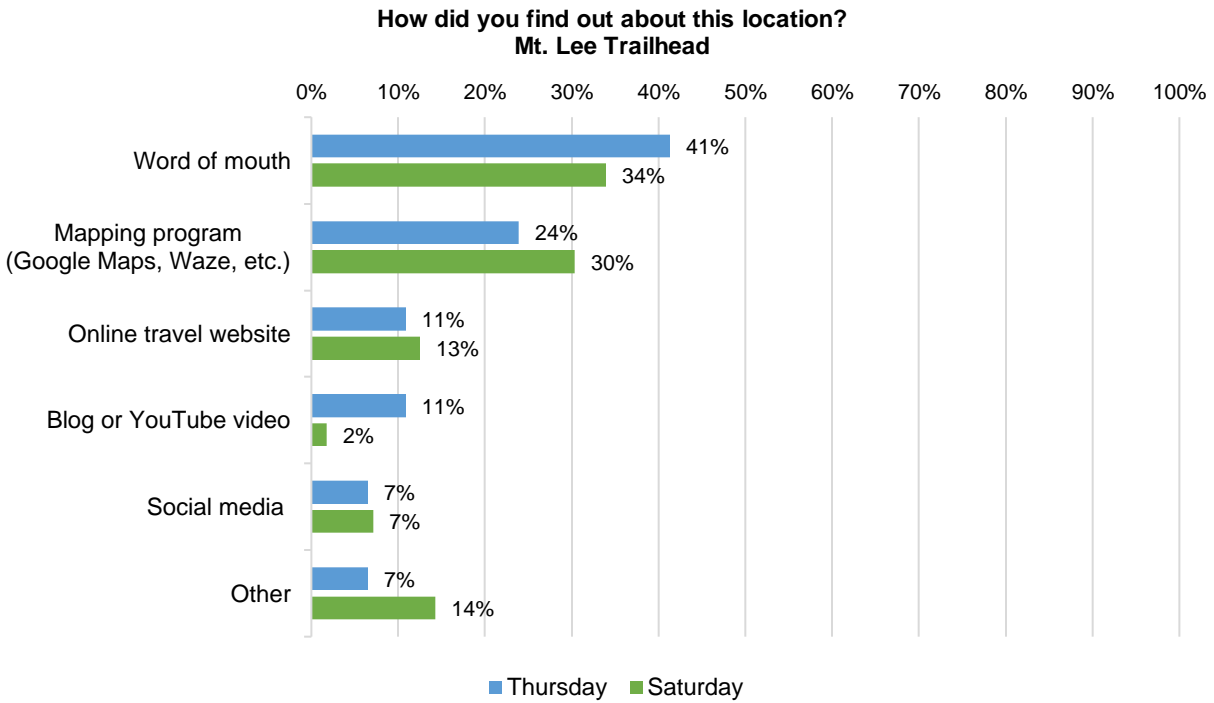
Mt. Lee Trailhead offers both a clear view of the front of the Hollywood Sign and the opportunity to hike in Griffith Park. As a result, survey results indicated a more even distribution of visitors coming to photograph the Hollywood Sign and hike the trail. On both days, marginally more survey participants indicated that they came to photograph the Sign, with 62% of visitors on Saturday stating that that was their primary purpose for visiting this location (Figure 72).



**Figure 72. Question 3 survey responses, Mt Lee Trailhead.**

### How did you find out about this location?

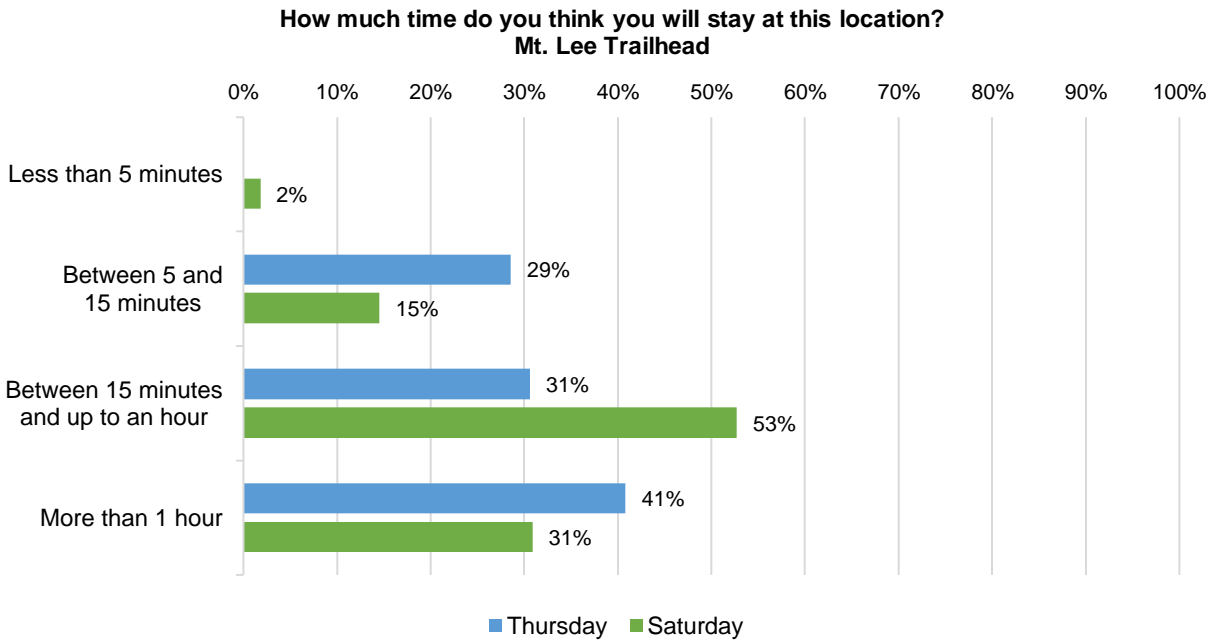
Intercept survey results observed at the Mt. Lee Trailhead, indicate that participants utilized more sources of information in learning about this location (Figure 73). The majority of participants, more than a third on both days, still selected word of mouth as their source of information. However, it is clear that mapping programs, online travel websites, and social media have a notable role to play in communicating visitor information. For example, as many as 30% of visitors on Saturday stated that they utilized mapping programs as one of their sources of information.



**Figure 73. Question 4 survey responses, Mt. Lee Trailhead.**

### How much time do you think you will stay at this location?

At the Mt. Lee Trailhead, survey results exhibited a variety in the lengths of time participants expected to stay at this location. On Thursday, 41% of visitors thought they would stay for more than one hour (Figure 74). On Saturday, as many as 53% of visitors thought they would stay between 15 minutes and one hour. This could be explained by the higher numbers of visitors on Saturday who indicated they came to photograph the Hollywood Sign.



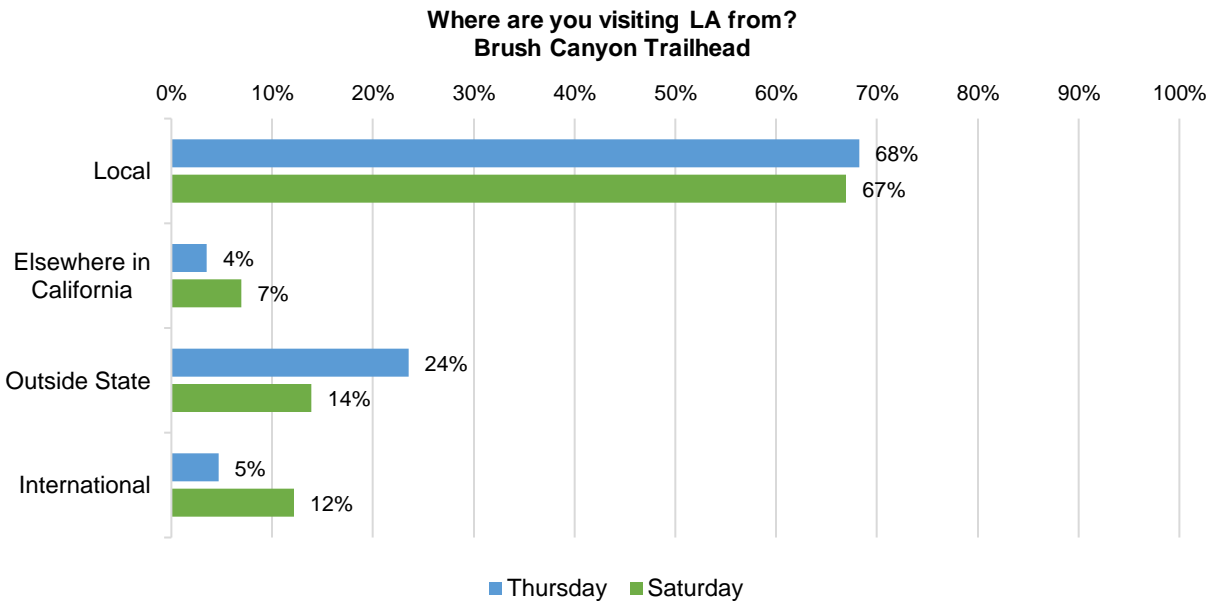
**Figure 74. Question 5 survey responses, Mt. Lee Trailhead.**



# Brush Canyon Trailhead

## Where are you visiting Los Angeles from?

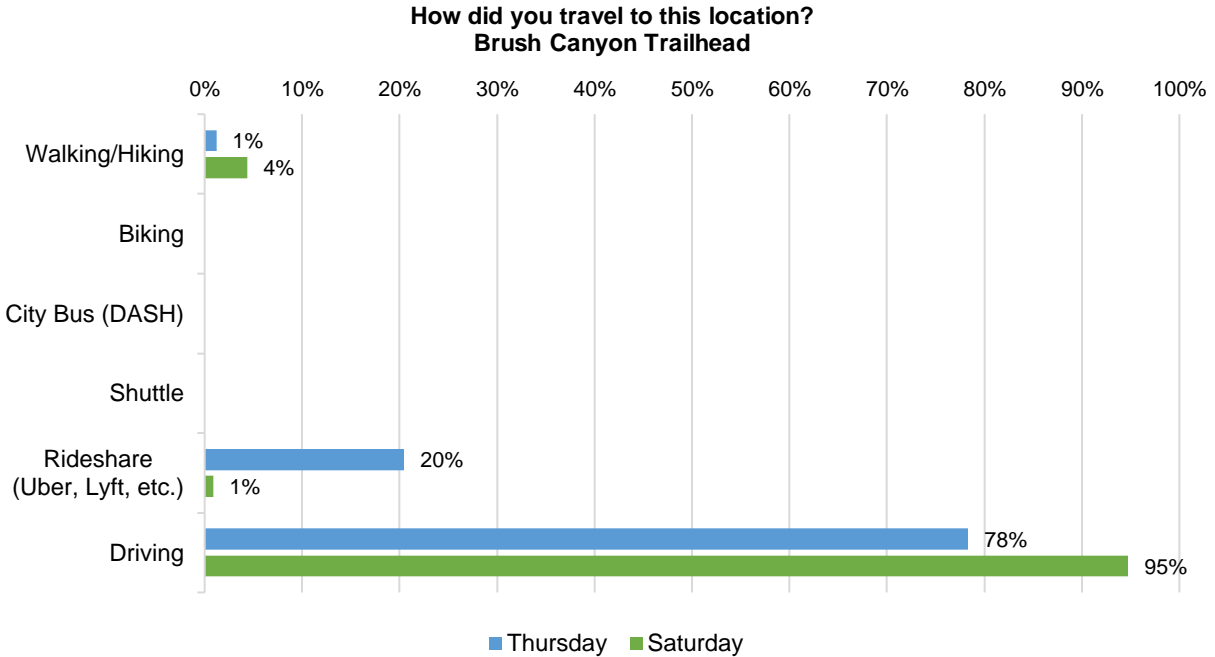
Survey responses demonstrate that this location is primarily used by locals with almost 70% of respondents visiting from within the local area on both days (Figure 75). However, the next largest group came of outside of the state, with 24% of participants on Thursday and 14% on Saturday.



**Figure 75. Question 1 survey responses, Brush Canyon Trailhead.**

## How did you travel to this location?

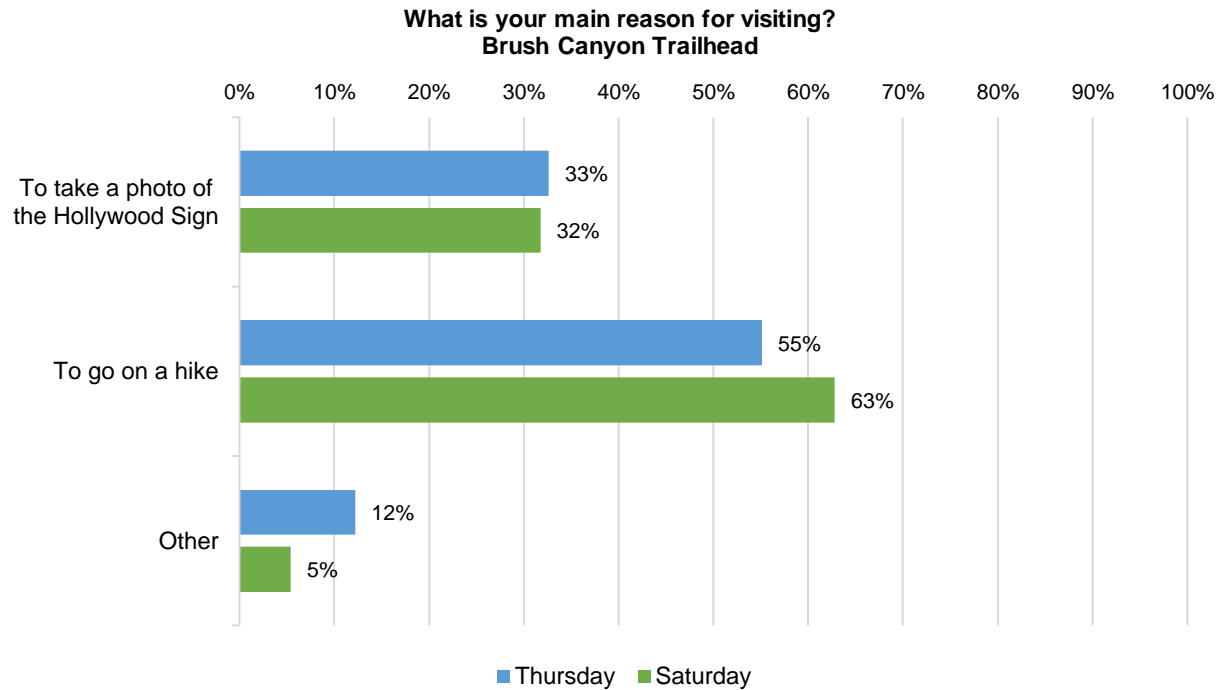
Parking is provided both on- and off-street within Griffith Park close to the Brush Canyon Trailhead. As such, in addition to the lack of transit links to this location, driving is the most popular option for visitors, particularly for those who desire to go hiking. This is exhibited in the survey results with as many as 95% of visitors traveling by their own vehicle to this location (Figure 76).



**Figure 76. Question 2 survey responses, Brush Canyon Trailhead.**

**What is your main reason for being here?**

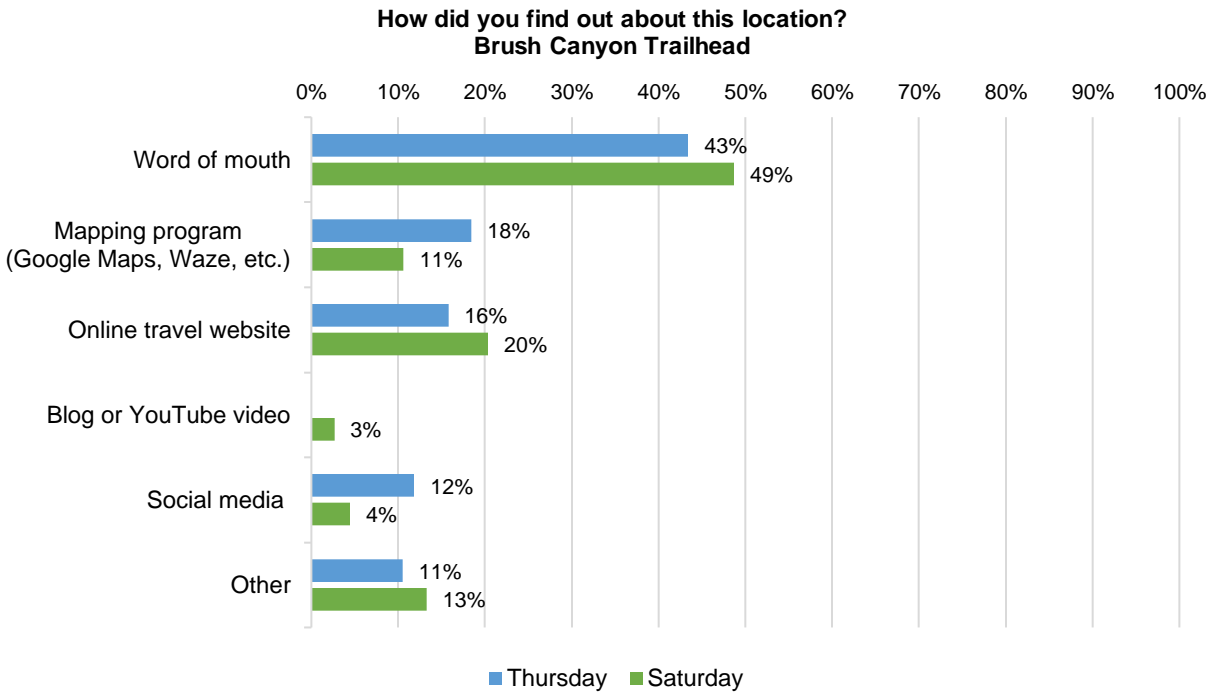
Of the 200 survey responses collected at the Brush Canyon Trailhead, more than half of respondents indicated that their primary purpose of visiting was for hiking the trail (Figure 77). As many as 63% of participants indicated that they came to hike on Saturday proving this locations popularity as hiking hot spot. However, approximately one third of respondents also indicated that they came to photograph the Hollywood Sign. Views of the Hollywood Sign are available further along the trail.



**Figure 77. Question 3 survey responses, Brush Canyon Trailhead.**

### How did you find out about this location?

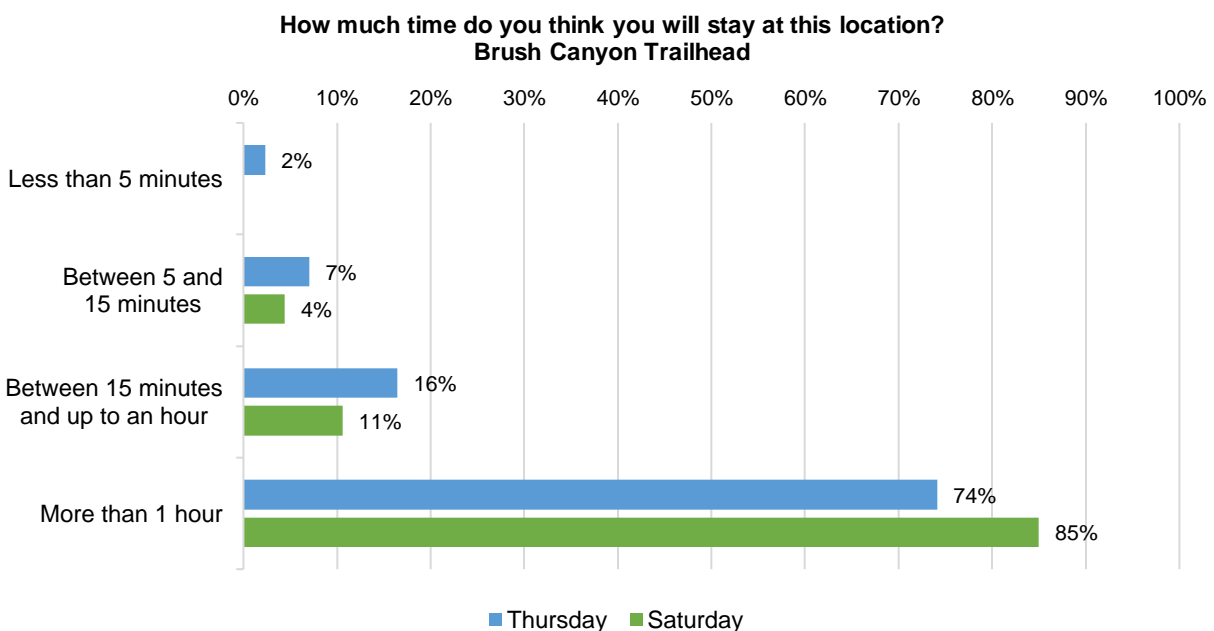
At the Brush Canyon Trailhead, word of mouth was the most common source of information being selected by over 40% of survey participants on both days (Figure 78). This can be explained by the high number of local visitors to his location. However, several other sources of information, notably mapping programs and online travel websites were also selected by a sizeable portion of survey participants.



**Figure 78. Question 4 survey responses, Brush Canyon Trailhead.**

**How much time do you think you will stay at this location?**

As many as 74% and 85% of survey respondents on Thursday and Saturday, respectively, stated that they expected to be in the area for more than an hour (Figure 79). This is likely due to the length of the hike at this location.

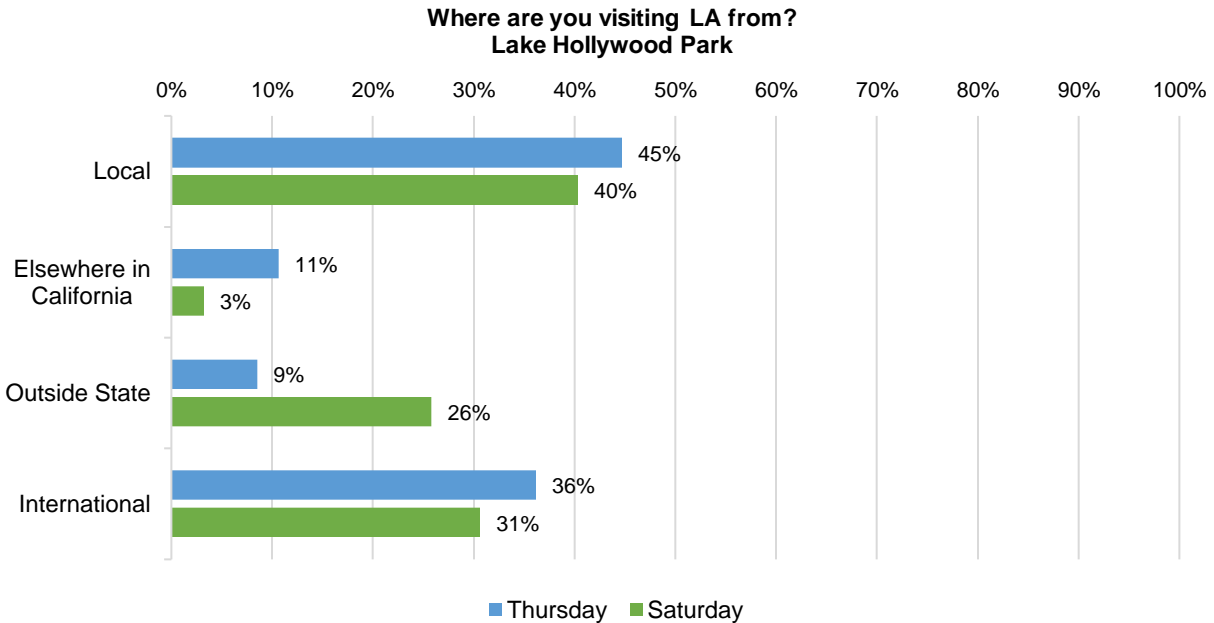


**Figure 79. Question 5 survey responses, Brush Canyon Trailhead.**

# Lake Hollywood Park

## Where are you visiting Los Angeles from?

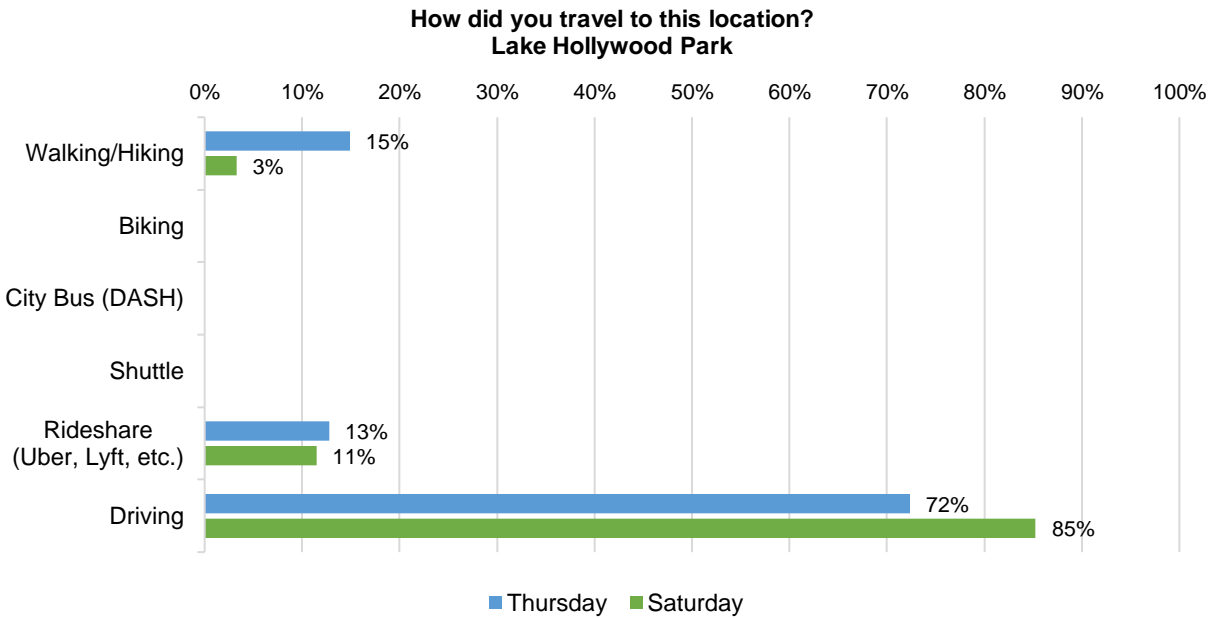
Lake Hollywood Park was a common destination for international and out of state visitors. On both days, international visitors accounted for approximately a third of survey participants (Figure 80). However, local visitors remained the largest group on both days, recording 45% and 40% of responses on Thursday and Saturday, respectively.



**Figure 80. Question 1 survey responses, Lake Hollywood Park.**

## How did you travel to this location?

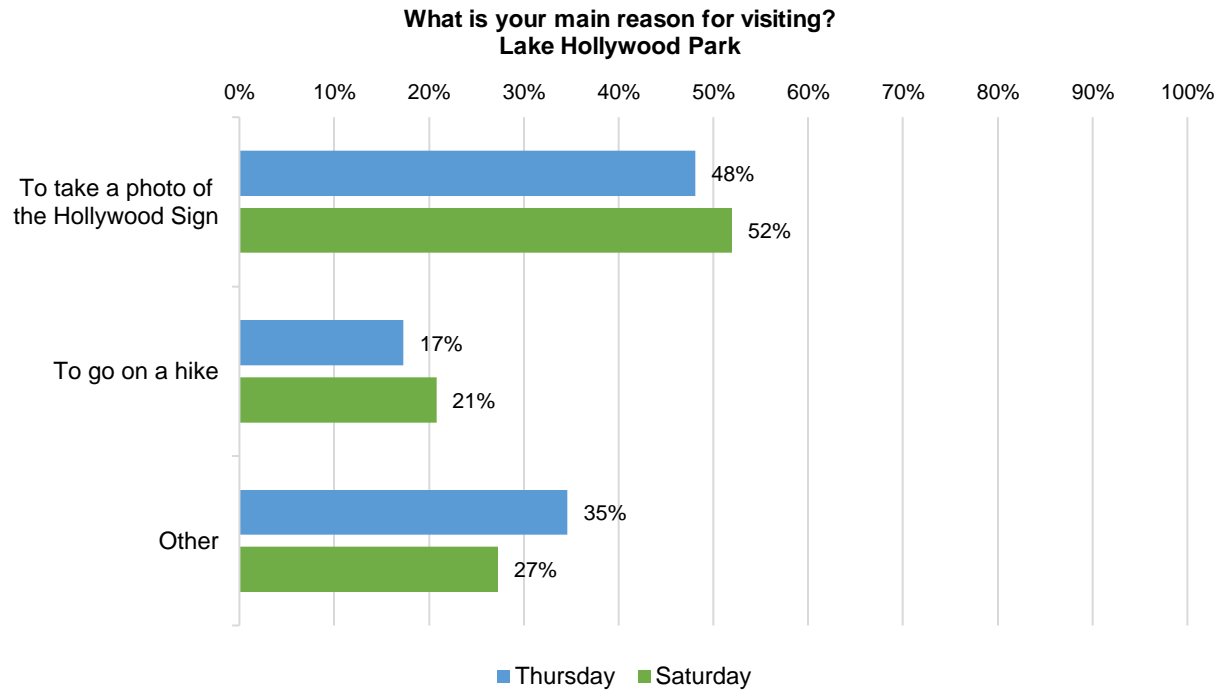
Driving was the dominant choice of transport for visitors to this location (Figure 81). Notably, 11% and 13% of visitors responded that they accessed this location with a ridesharing application on Thursday and Saturday. No visitors accessed this location by bike or by shuttle.



**Figure 81. Question 2 survey responses, Lake Hollywood Park.**

### What is your main reason for being here?

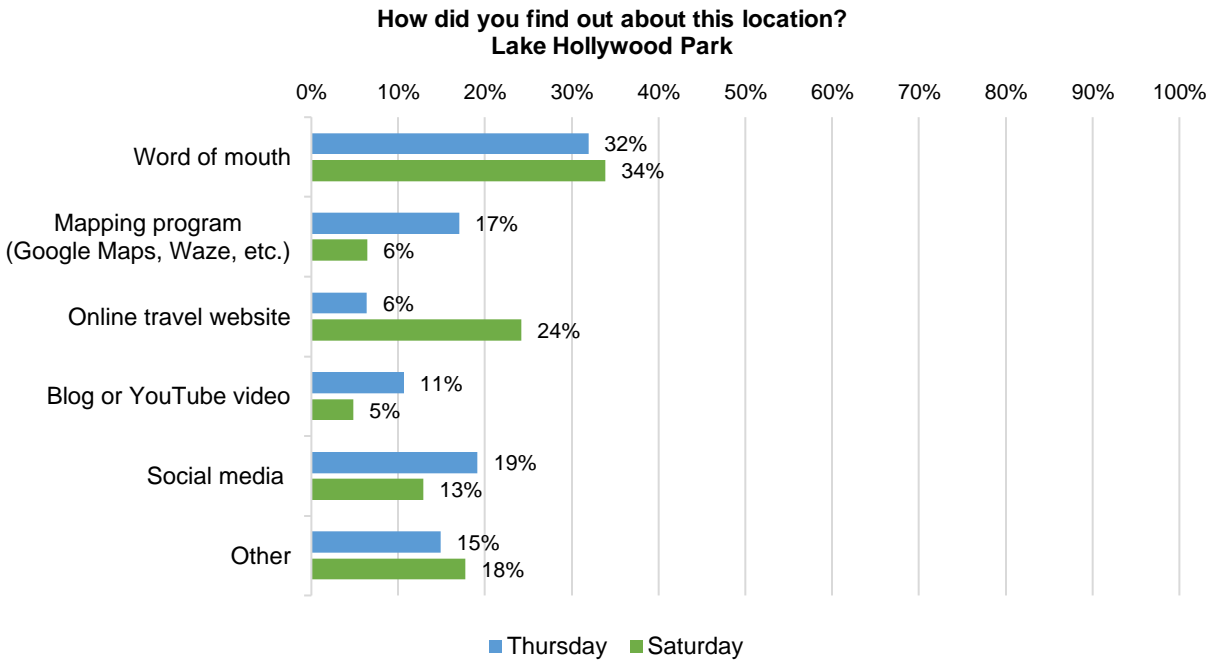
Out of all the survey locations, Lake Hollywood Park had the highest proportion of survey respondents indicating that they visited for a main reason that was not photographing the Hollywood Sign nor hiking. Approximately a third of participants selected another reason on both days, peaking at 35% on Thursday (Figure 82). The most common other answers given were walking dogs, exercising, and utilizing the playground. Nevertheless, the most common reason for visiting Lake Hollywood Park, accounting for over half of survey responses, was to take of photo of the Hollywood Sign.



**Figure 82. Question 3 survey responses, Lake Hollywood Park.**

### How did you find out about this location?

At Lake Hollywood Park, it is clear that visitors utilized a greater variety of sources of information in learning about the location. Once again, word of mouth was the most common source given by participants accounting for approximately a third of responses on both days (Figure 83). Online travel websites were utilized by 24% of survey participants on Saturday. Additionally, this location had a considerable number of participants who indicated that they had prior knowledge of the location due being local residents.

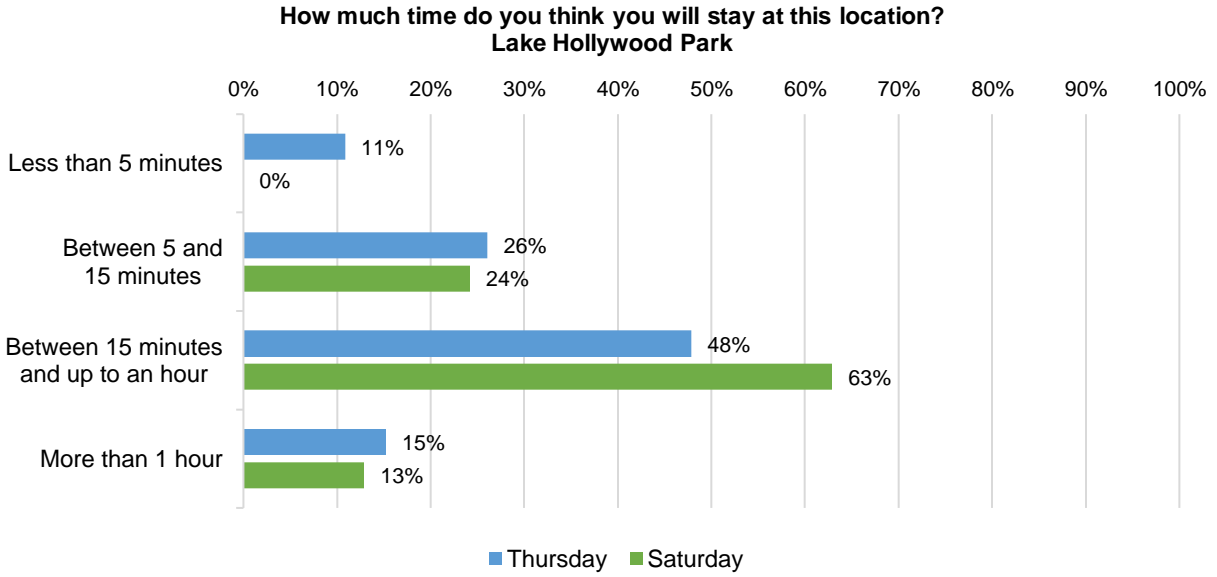


**Figure 83. Question 4 survey responses, Lake Hollywood Park.**

### How much time do you think you will stay at this location?

Of the 110 participants surveyed at Lake Hollywood Park, the majority of participants responded that they thought they would be in the area for less than an hour (Figure 84). On both days, approximately 25% of respondents said they thought they would be in the area for 5-15 minutes to photograph the Hollywood Sign. Survey results show that a greater number of visitors on Saturday thought they would stay for longer, with 63% of participants expecting to stay between 15 minutes and one hour compared 48% on Thursday.



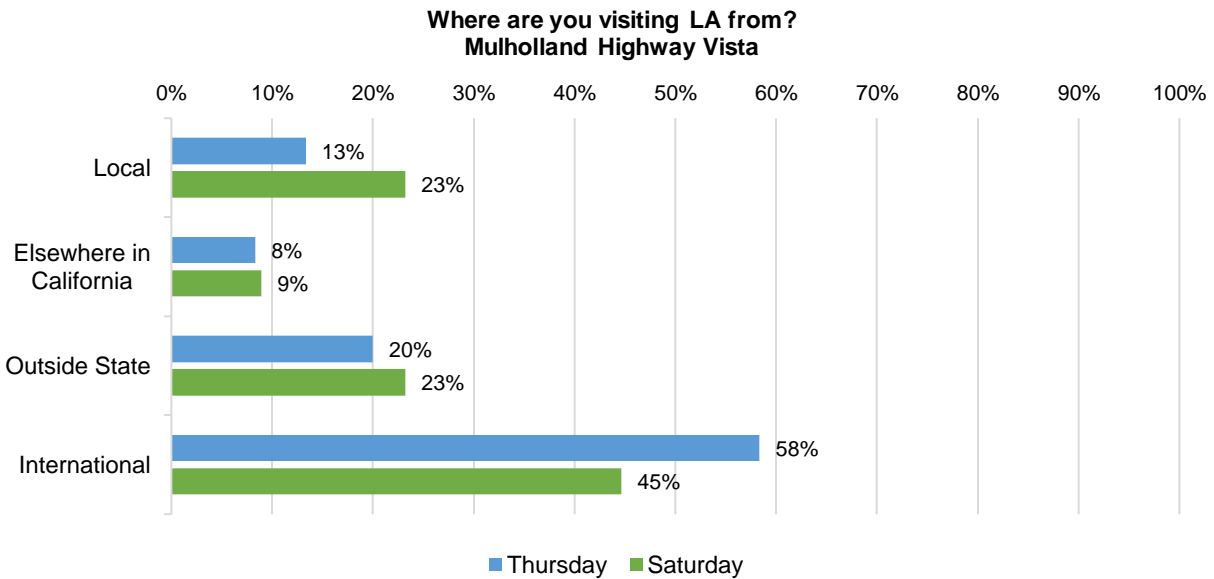


**Figure 84. Question 5 survey responses, Lake Hollywood Park.**

# Mulholland Highway Vista

## Where are you visiting Los Angeles from?

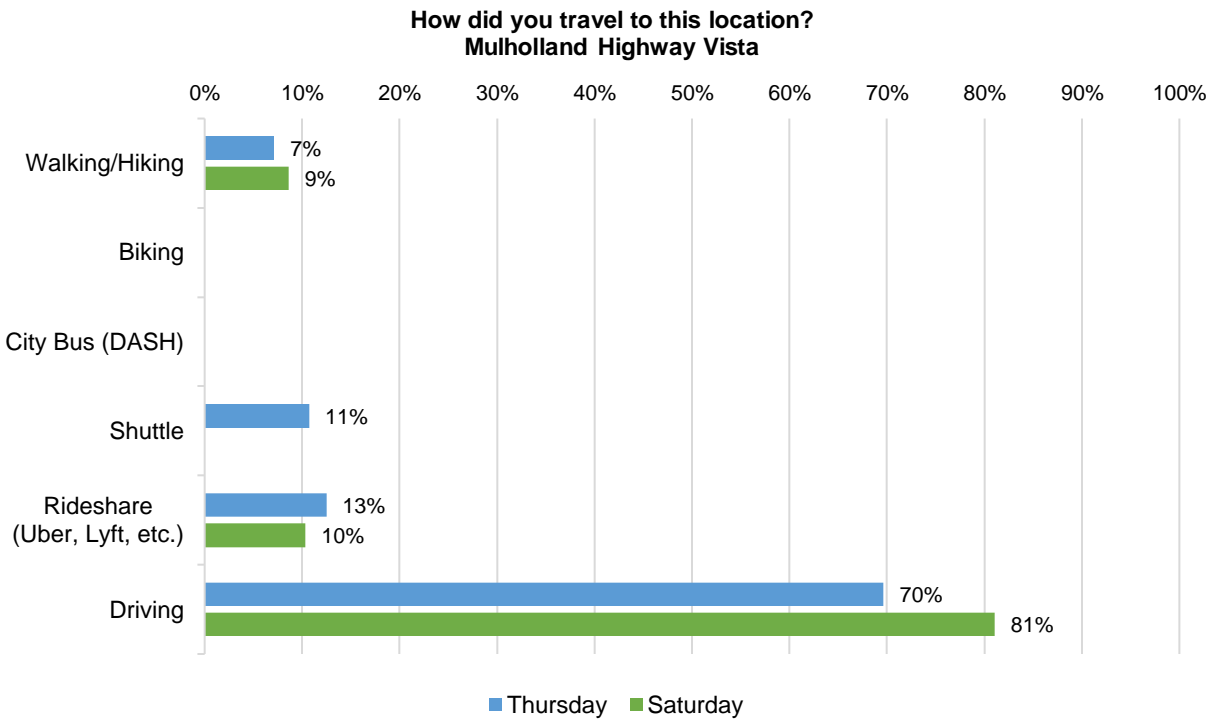
Intercept survey results demonstrate a clear increase in out of state and international visitors at the Mulholland Highway Vista compared to the adjacent Lake Hollywood Park (Figure 85). International visitors accounted for the highest percentage of survey respondents on both days, peaking at 58% on Thursday. Out of state visitors also accounted for 20% and 23% of the participants on Thursday and Saturday.



**Figure 85. Question 1 survey responses, Mulholland Highway Vista.**

## How did you travel to this location?

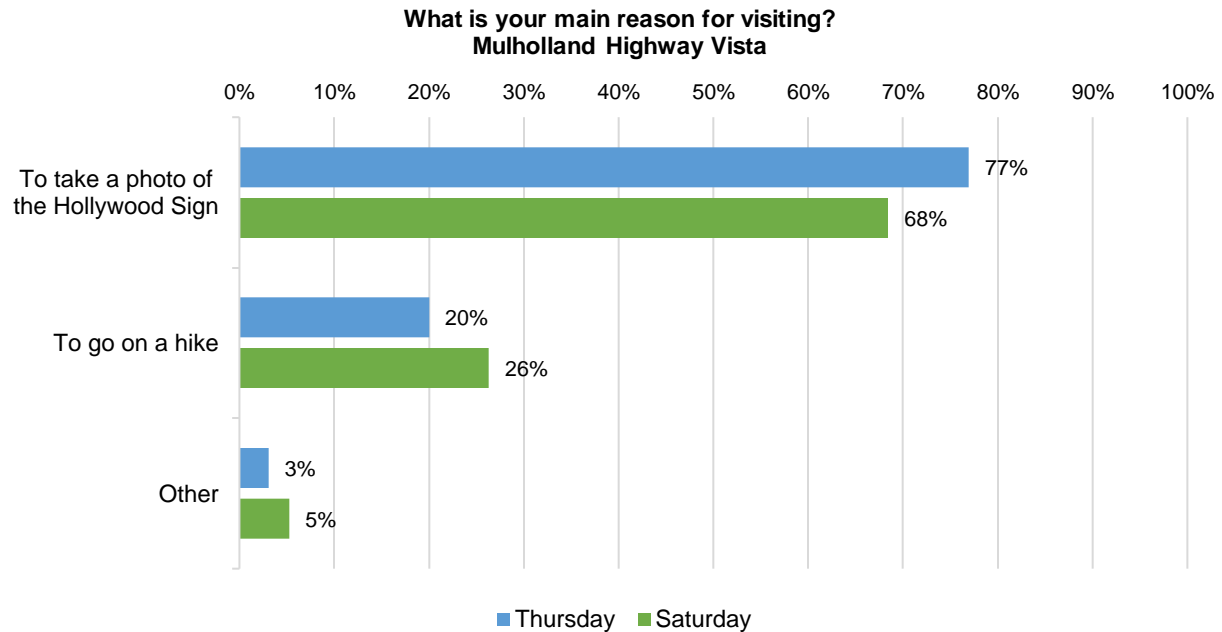
A near identical pattern of mode choice was observed the Mulholland Highway Vista compared to Lake Hollywood Park. 81% of participants drove on Saturday and 70% on Thursday (Figure 86). 10-13% of the participants utilized ridesharing to access the vista on each day.



**Figure 86. Question 2 survey responses, Mulholland Highway Vista.**

### What is your main reason for being here?

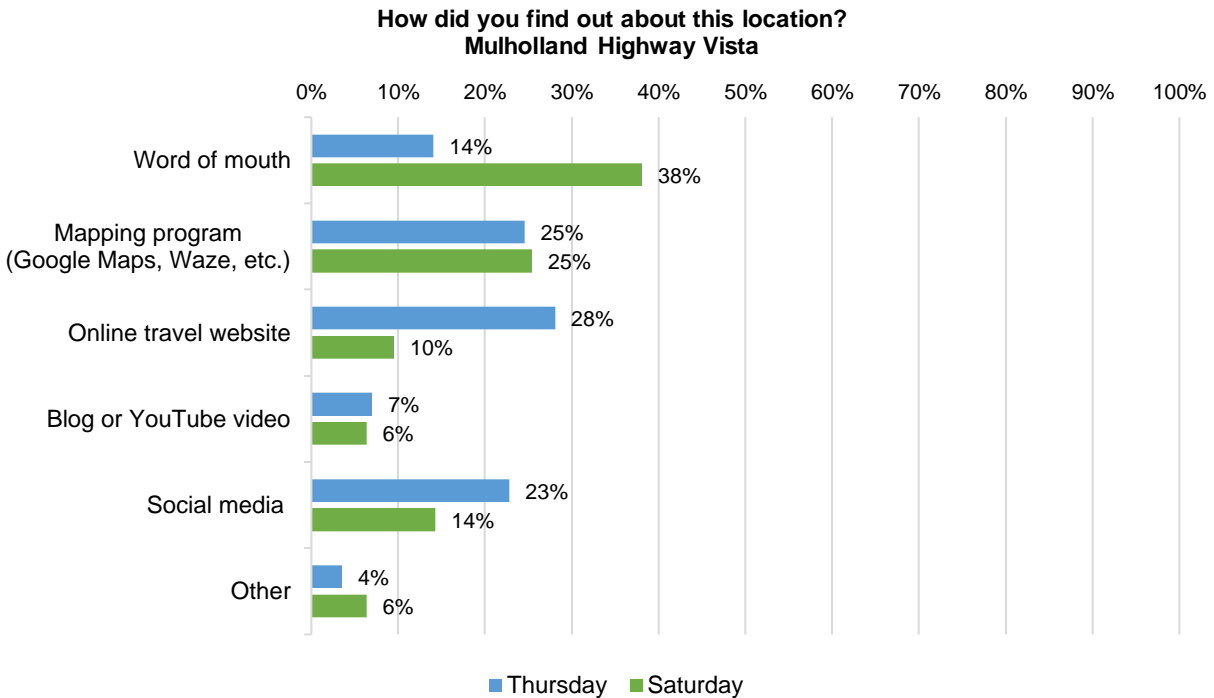
Of the 111 participants surveyed at the Mulholland Highway Vista, the majority of participants stated that their primary reason for visiting the vista was to photograph the Hollywood Sign. As many as 77% on Thursday and 68% on Saturday visited for this purpose taking a photo (Figure 87). More international visitors are choosing this location compared to other surveyed locations to photograph the Sign, and they are choosing to drive themselves to do so.



**Figure 87. Question 3 survey responses, Mulholland Highway Vista.**

### How did you find out about this location?

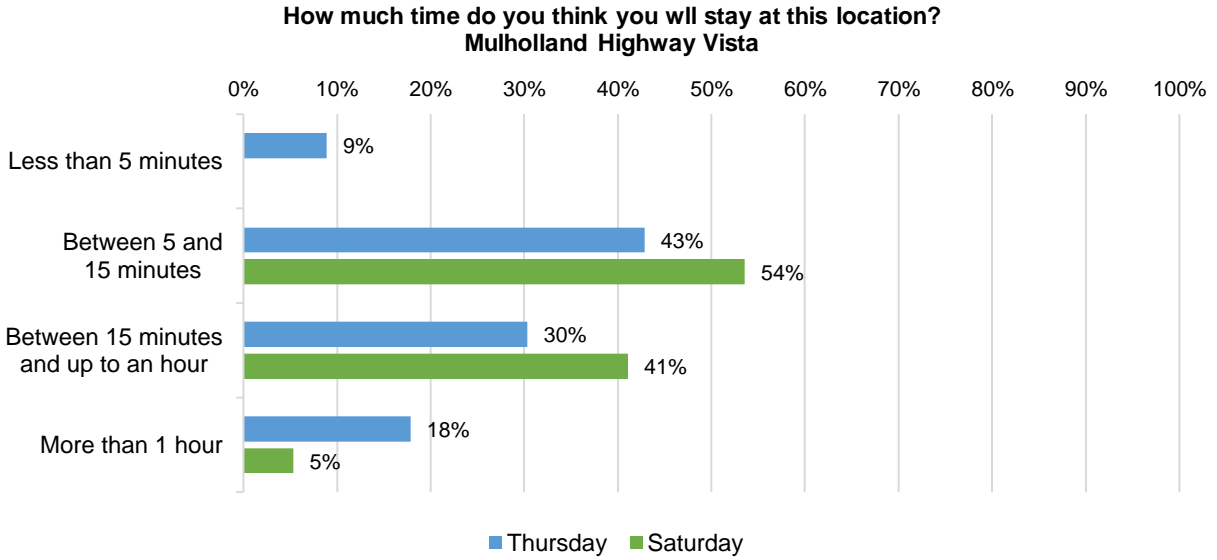
Intercept survey participants at the neighboring Mulholland Highway Vista utilized a variety of information sources in finding out about the location (Figure 88). The most common source of information across both days was mapping programs, accounting for 25% of survey responses on each day. Additionally, this location had a higher proportion of participants selecting social media as a source of information with 23% of participants selecting this option on Thursday.



**Figure 88. Question 4 survey responses, Mulholland Highway Vista.**

### How much time do you think you will stay at this location?

As one of the predominant Hollywood Sign viewing locations for international and out of state visitors, the majority of participants surveyed at this location indicated that they intended to stay between 5 and 15 minutes (Figure 89). However, as many as 30% of respondents on Thursday, and 41% of respondents on Saturday, stated that they expected to be at this location for between 15 minutes to one hour. This communicates that there is a fairly even split between visitors who come to photograph the sign briefly and those who like spend a little longer utilizing the space and enjoying time at the Vista.

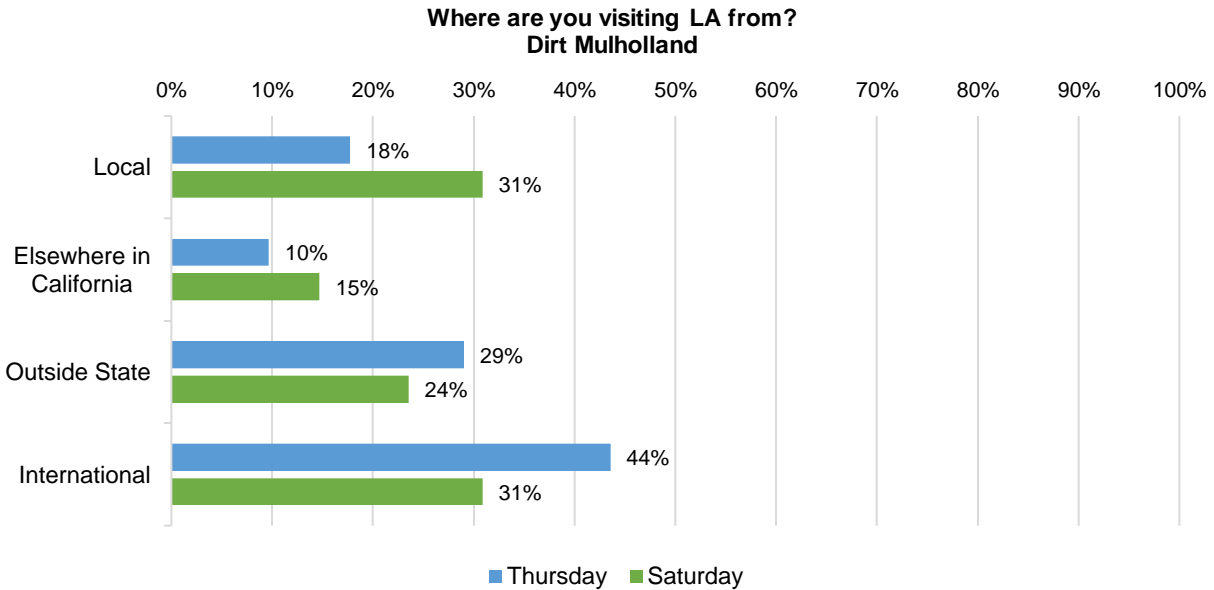


**Figure 89. Question 5 survey responses, Mulholland Highway Vista.**

## Dirt Mulholland

### Where are you visiting Los Angeles from?

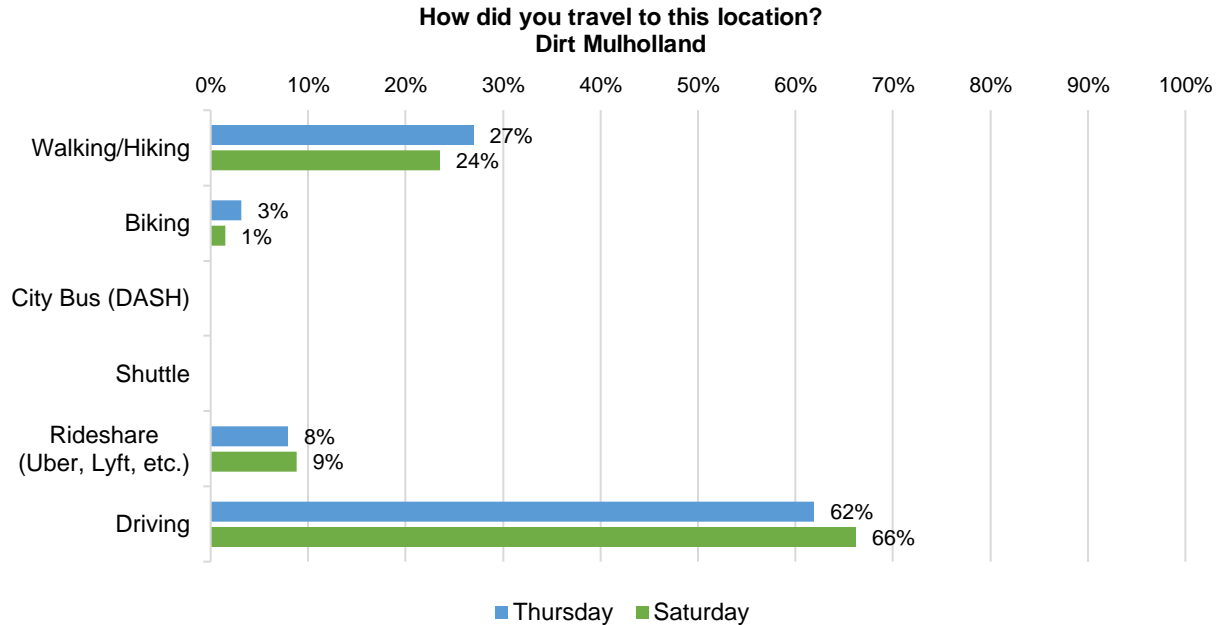
International and out of state visitors accounted for the highest percentage of survey responses at the unpaved location of Mulholland Highway, called Dirt Mulholland (Figure 90). International visitors accounted for 44% of visitors on Thursday and 31% of visitors on Saturday. Likewise, 31% of participants were from the local area on Saturday.



**Figure 90. Question 1 survey responses, Dirt Mulholland.**

### How did you travel to this location?

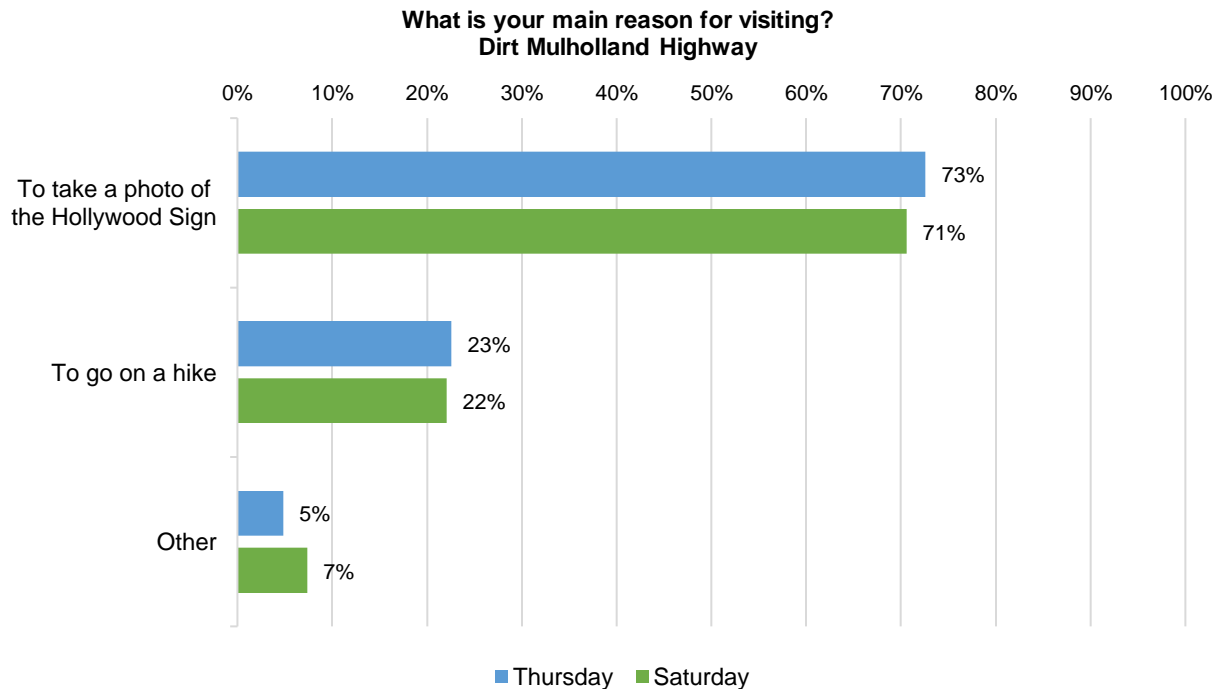
Intercept survey results show that the unpaved Dirt Mulholland location had the second highest percentage of participants accessing the location by Walking/Hiking after Mt. Lee Drive Trailhead (Figure 91). Walking/Hiking accounted for approximately a quarter of participants' travel mode on both Thursday and Saturday. However, driving is still the dominant form of transport. Over 60% of participants on each day stated that they traveled by private vehicle, while approximately 10% of participants stated they traveled with a rideshare service.



**Figure 91. Question 2 survey responses, Dirt Mulholland.**

**What is your main reason for being here?**

More than 70% of the 130 participants at the Dirt Mulholland survey location indicated that they came to photograph the Hollywood Sign (Figure 92). Additionally, almost a fifth of respondents on both days indicated that they came to hike from this location.

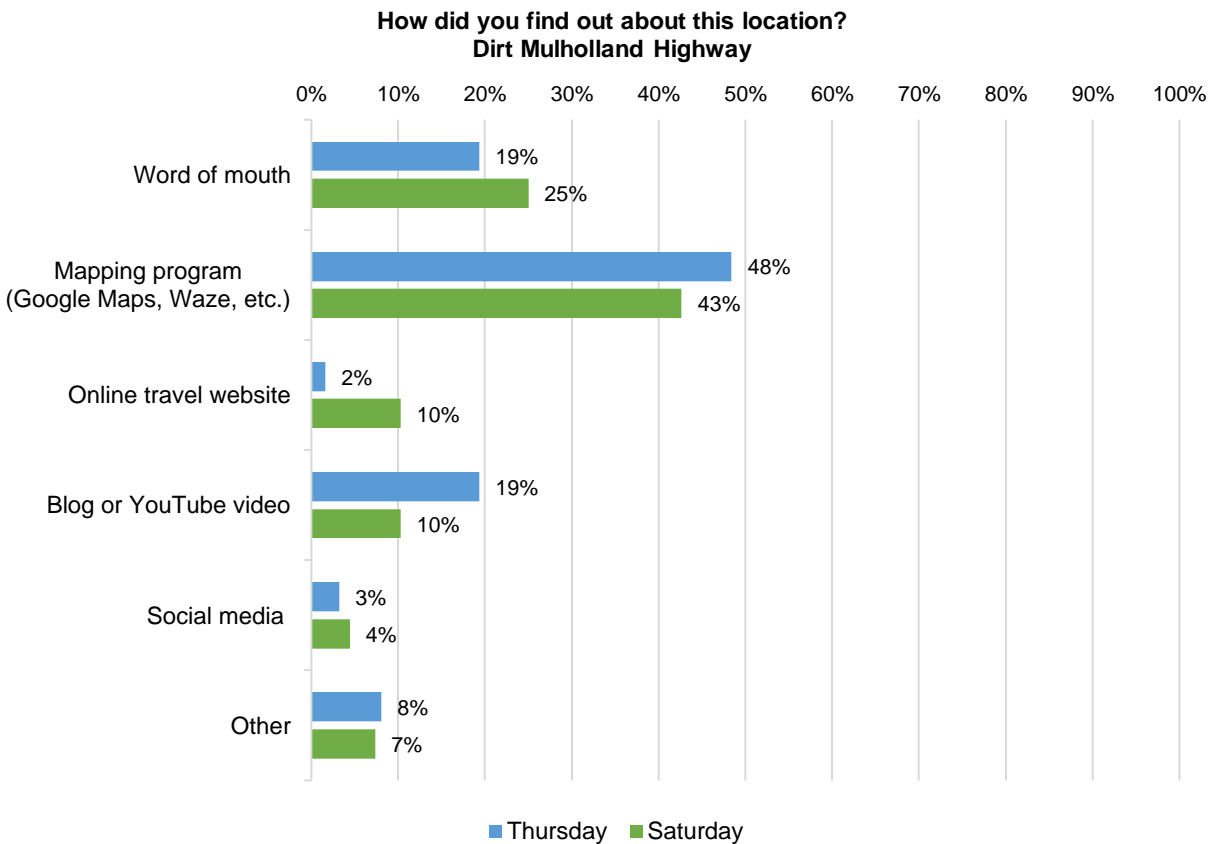


**Figure 92. Question 3 survey responses, Mulholland Highway Vista.**



### How did you find out about this location?

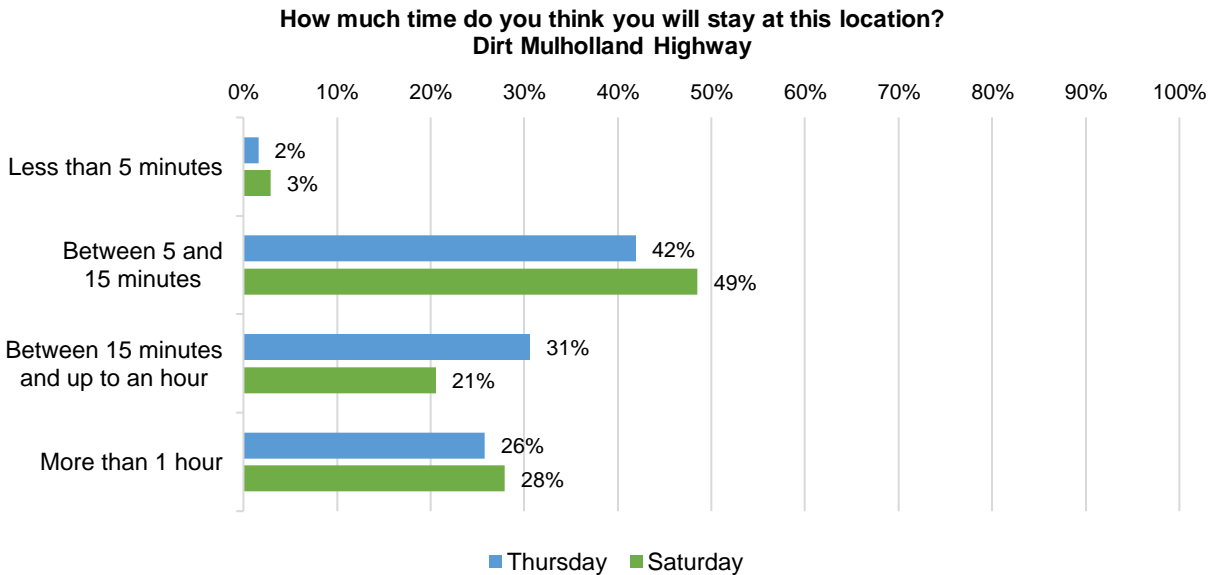
The Dirt Mulholland location is high up the hillside and can be difficult to find. As a result, a high number of participants selected mapping programs as a key source of information. As many as 48% respondents on Thursday and 43% of respondents on Saturday selected this option (Figure 93).



**Figure 93. Question 4 survey responses, Dirt Mulholland.**

**How much time do you think you will stay at this location?**

The majority of visitors to the Dirt Mulholland location communicated that they expected to stay between 5 and 15 minutes (Figure 94). In comparison to the Mulholland Highway Vista, this location had a higher proportion of survey participants indicating that they expected to stay longer. As many as 28% participants indicated that they expected to stay for more than one hour.



**Figure 94. Question 5 survey responses, Dirt Mulholland.**

## Round 2 Overall Trends and Comparisons

Overall trends observed from data collected during Round 2 are summarized below.

### **ADT Volume Counts:**

- ADT volume counts were considerably higher on Saturdays and Sundays across all data collection sites.
- ADT volume counts at Fern Dell Drive and Vermont Avenue were heaviest during the 3pm-6pm time period. At all other locations, ADT volume counts were heaviest during the 12pm-3pm time period.
- The highest ADT volumes were observed at Vermont Avenue, exceeding 11,000 counts on both Saturday and Sunday.

### **Pedestrian and Bike Counts:**

- Sunday experienced a higher number of pedestrians heading north at Beachwood Drive and Ledgewood Drive with a total of 132 pedestrian North counts observed.
- Pedestrian activity was highest during the Midday period with an average of 42 North counts and 61 South counts observed at the intersection of Beachwood and Ledgewood Drives.
- Bicycle activity was minimal on all days at the intersection of Beachwood Drive and Ledgewood Drive.

### **Visitor Intercept Survey:**

- The Mulholland Highway Vista and Dirt Mulholland locations were the most common locations for out of state and international visitors. At these locations, international and out of state visitors accounted for well over half of the participants surveyed, peaking at 78% of participants on Thursday at Mulholland Highway Vista.
- Driving was the dominant mode of transportation for accessing the survey locations. Driving accounted for approximately 80% of travel across both days at all locations, excluding Mt. Lee Trailhead where 70% approximately of survey participants walked or hiked on each day.
- Photographing the Hollywood Sign was the dominant reason for visiting the Mt. Lee Trailhead, Lake Hollywood Park, Mulholland Highway Vista, and Dirt Mulholland Highway. Of these locations, the Mulholland Highway Vista and Dirt Mulholland locations were the most popular locations to photograph the Sign, accounting for over 70% of visitors' trips on each day.
- Word of mouth was the most common source of information cited across both days for learning about locations to visit, excluding both Mulholland Highway locations. At those locations, mapping programs were the most common source of

information cited by survey participants accounting for over 25% of responses at Mulholland Highway Vista and 45% at the Dirt Mulholland Highway.

- Of the dominant sign viewing locations – Mt. Lee Trailhead, Lake Hollywood Park, Mulholland Highway Vista, and Dirt Mulholland Highway, the majority of survey participants indicated that they expected to stay 15 minutes to one hour at Mt. Lee Trailhead and Lake Hollywood Park. At both Mulholland Highway locations, the majority of participants, approximately 45%, stated that they expected to remain at the location between 5 and 15 minutes.

# Conclusion

This report supplements DIXON's Comprehensive Strategies Report (CSR), which aims to improve access, mobility, and safety in and around Griffith Park and around the Hollywood Sign. The data collection types, locations, and weeks were selected to better understand mobility trends during peak and non-peak periods. These data analysis results are intended to allow the City to make program adjustments and enhancements that will cater to the variety of needs and uses at each location. Although this data is just a sample of the impacted locations, it will provide a baseline snapshot that the City may use to measure progress overtime.

# Appendix A: Intercept Survey Questions

**1. Are you visiting Los Angeles?**

- a. If local, what is your zip code? \_\_\_\_\_
- b. If visiting, from where are you visiting?
  - i. Elsewhere in California : \_\_\_\_\_
  - ii. From another state in the United States: \_\_\_\_\_
  - iii. From outside the United States: \_\_\_\_\_

**2. How did you travel to this location?**

- a. Walking/Hiking
- b. Biking
- c. City Bus (DASH)
- d. Shuttle
- e. Rideshare (Uber, Lyft, etc.)
- f. Driving

**3. What is your main reason for being here?**

- a. To take a photo of the Hollywood sign
- b. To go on a hike
- c. Other: \_\_\_\_\_

**4. How did you find out about this location?**

- a. Word of mouth
- b. Mapping program (Google Maps, Waze, etc.)
- c. Online travel website
- d. Blog or YouTube video
- e. Social media (Instagram, Facebook, Reddit, etc.)
- f. Other: \_\_\_\_\_

**5. How much time do you think you will stay at this location?**

- a. Less than 5 minutes
- b. Between 5 and 15 minutes
- c. Between 15 minutes and up to an hour
- d. More than 1 hour