

For the seventh consecutive year, Los Angeles County set a new tourism record with 48.3 million tourists in 2017, a 2.2% increase over the previous year. Many of the most prominent tourist attractions in Los Angeles are located in Council District 4, including Museum Row, the Hollywood Bowl, the Ford Theatre, the Hollywood Sign, the Griffith Observatory and Griffith Park.

Tourism is a critical function of regional job growth and an important driving force of Los Angeles' economy. While the City continues to bolster tourism, we should also be cognizant of its impacts. Tourism has increased traffic and exacerbated safety concerns in neighborhoods surrounding popular attractions. Residential streets have experienced significant over-use and gridlock, making it difficult for emergency vehicles to respond to calls, increasing risks to pedestrian safety, reducing available street parking, and as a result, limiting access to popular tourist attractions.

In March, 2017, Council District 4 has allocated \$120,000 for Dixon Resources Unlimited to conduct a comprehensive access and mobility study to improve park access, safety, and mobility for the surrounding neighborhoods of Griffith Park and the Hollywood Sign.

Dixon recently released a completed Comprehensive Strategies Report with input from community stakeholders, which offers a total of 30 strategies to improve access to Griffith Park and trailheads, improve accessibility for emergency vehicles, expand transit options, enhance pedestrian safety, improve traffic flow and reduce congestion, increase parking efficiency and compliance rates, and proactively manage visitors to the Park and Hollywood Sign.

It is imperative that the City explore all potential improvements, to enhance pedestrian safety, improve traffic, parking and emergency vehicle access to Griffith Park's surrounding neighborhoods, while effectively managing the flow of visitors to the Park and Hollywood Sign.

I THEREFORE MOVE that the City Council instruct the Department of Recreation and Parks, with the assistance of the Department of Transportation, Bureau of Engineering, Chief Legislative Analyst and any other necessary departments, to report on the feasibility of implementing proposed strategies from the 2018 Griffith Park Comprehensive Strategies Report which is designed to study the traffic and congestion impacts at various entry and exit points around Griffith Park.

I FURTHER MOVE the report should include recommendations on the most beneficial, economical and highest priority strategies for the City to implement as fast as possible.

I FURTHER MOVE to instruct the City Administrative Officer to review and provide recommendations of potential funding sources to implement the prioritized strategies from the study.

PRESENTED BY: _____

DAVID E. RYU

Councilmember, 4th District

SECONDED BY: _____

ORIGINAL

JAN 17 2018

[Handwritten signature]