

14-0770

JUN 11 2014

TRANSPORTATION

MOTION

ENERGY & ENVIRONMENT

The City of Los Angeles continues to suffer from an increase in traffic, an increase that has been continual for decades. As studies have shown, the City's traffic reduces economic activity and the amount of time residents are able to spend with their families. Traffic impacts all communities across the City; no resident is left untouched by our traffic problems.

The Westside Coalition is a group formed by community leaders, activists and volunteers dedicated to bettering the lives of the residents of our City. The Westside Coalition has proposed to introduce the Enhanced Traffic Pathway Analytics Program (ETPAP), the mission of which is to provide a public benefit and to improve the quality of life of the residents of the City of Los Angeles by reducing traffic and providing traffic mitigation and monitoring information, free of charge, to the Los Angeles Department of Transportation.

The ETPAP consists of advanced traffic monitoring and management systems located throughout Century City and surrounding communities who have chosen to participate in the program. These systems include video and license plate reading cameras, as well as unique software that will be developed to analyze traffic patterns. This system will serve as a tool to provide essential information to the City of Los Angeles as it looks for ways to improve traffic flows, and will be used to combat traffic problems in unique and creative ways that have never before been implemented. Further, it has been estimated that the introduction of the ETPAP could save the City millions of dollars annually by partially alleviating the need for LADOT to prepare full traffic studies. This system would provide traffic counts in the areas that are covered by the system, free of charge.

The ETPAP will never store any personally identifiable information, a key measure to ensure that Angelinos' privacy is protected.

The ETPAP represents an opportunity for the City of Los Angeles to implement a pilot program for the use of cutting-edge technologies in new ways – at no cost to tax payers. It is an excellent chance for the City to determine what works and what doesn't work as we move forward with making Los Angeles the most technologically advanced city in the nation.

I THEREFORE MOVE that the City Council direct the Department of Transportation, with assistance of the Office of the City Attorney and the Chief Legislative Analyst to engage directly with the Westside Coalition, and report to the Transportation Committee within 30 days with an outline and implementation plan for the expeditious introduction of ETPAP in the City.

I FURTHER MOVE that the City Council direct the Department of Water and Power and the Department of Transportation, with the assistance of the City Attorney and the Chief Legislative Analyst to review the financial value of the benefits that will be provided by the ETPAP, and determine if a public benefits finding can be made to justify the reduction or elimination of fees for the installation of the ETPAP and the reduction or elimination of costs for power service would be justified.

PRESENTED BY: Paul Koretz  
PAUL KORETZ  
Councilmember, 5<sup>th</sup> District

SECONDED BY: Paul Kereorian

ORIGINAL

JUN 7 2014