

# HISTORY OF THE GREAT STREETS INITIATIVE

## ON MAR VISTA'S VENICE BLVD

JUNE 4, 2014

Venice Blvd is identified as a priority for improvements under the Great Streets Initiative.

JAN – MAY 2015



LADOT conducts community outreach through a neighborhood canvass, at the Mar Vista Farmers' Market, and through mobile workshops.

AUG 2015

Venice Blvd in Mar Vista identified as part of Los Angeles' High Injury Network.

AUG 2015



LADOT hosts a community open house to share the conceptual design. Conceptual design also shared during CicLAvia along Venice Blvd.

NOV 2015



Make It Mar Vista hosts a demonstration of a pop-up protected bike lane, temporary parklets, interactive mural painting, live performances, and an art exhibit.

DEC 2015 – JAN 2017

LADOT works with Caltrans to relinquish Venice Blvd (formerly State Route 187) and develop final design plans for signal construction, ADA ramps, etc.

FEB – MAY 2017



Construction occurs for the Venice Blvd pilot project.

JUNE 2017

The Venice Blvd Great Streets pilot project launches.

JULY 2017

Mar Vista community council considers the Venice Blvd pilot project and asks for report back in 6-months.

EARLY 2018

6-month review of pilot project.





# UPGRADES

## ON MAR VISTA'S VENICE BLVD



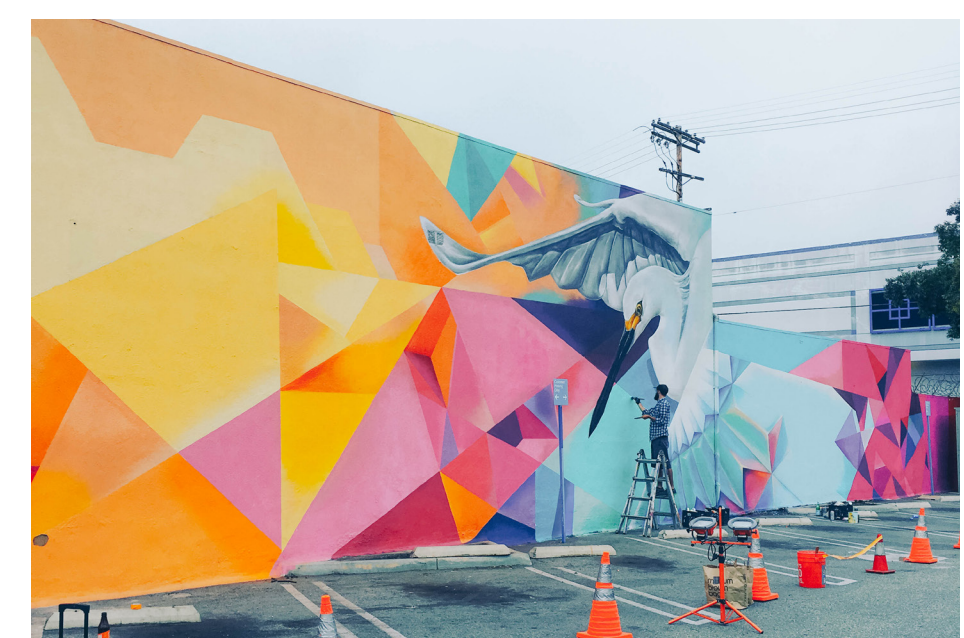
LADOT used low-cost, quick-to-install materials to create the pilot project features.

**A pilot project is underway**, testing new lane configurations, parking, and safer crossing points to improve safety on Venice Blvd between Beethoven St and Inglewood Blvd. These changes were designed with community input conducted throughout 2015 and 2016, including:

- ▶ 442 community surveys
- ▶ 4 public workshops
- ▶ 3 ongoing outreach displays
- ▶ 2 community walks/bike rides
- ▶ 3,500 individual inputs on project elements
- ▶ 71% of participants in process from Mar Vista Community (90066 zip)
- ▶ Regular attendance at Mar Vista Community Council

**Feedback from Mar Vista community members indicated a desire for** Venice Blvd to feel more like a Main Street destination and not a freeway. LADOT designed project elements that improve safety, support Mar Vista's vibrant neighborhood, and enhance the small business climate. They include:

- ▶ Four new fully signalized crosswalks
- ▶ Protected and buffered bike lanes
- ▶ Pedestrian head-starts and high-visibility crosswalks
- ▶ Community art installations



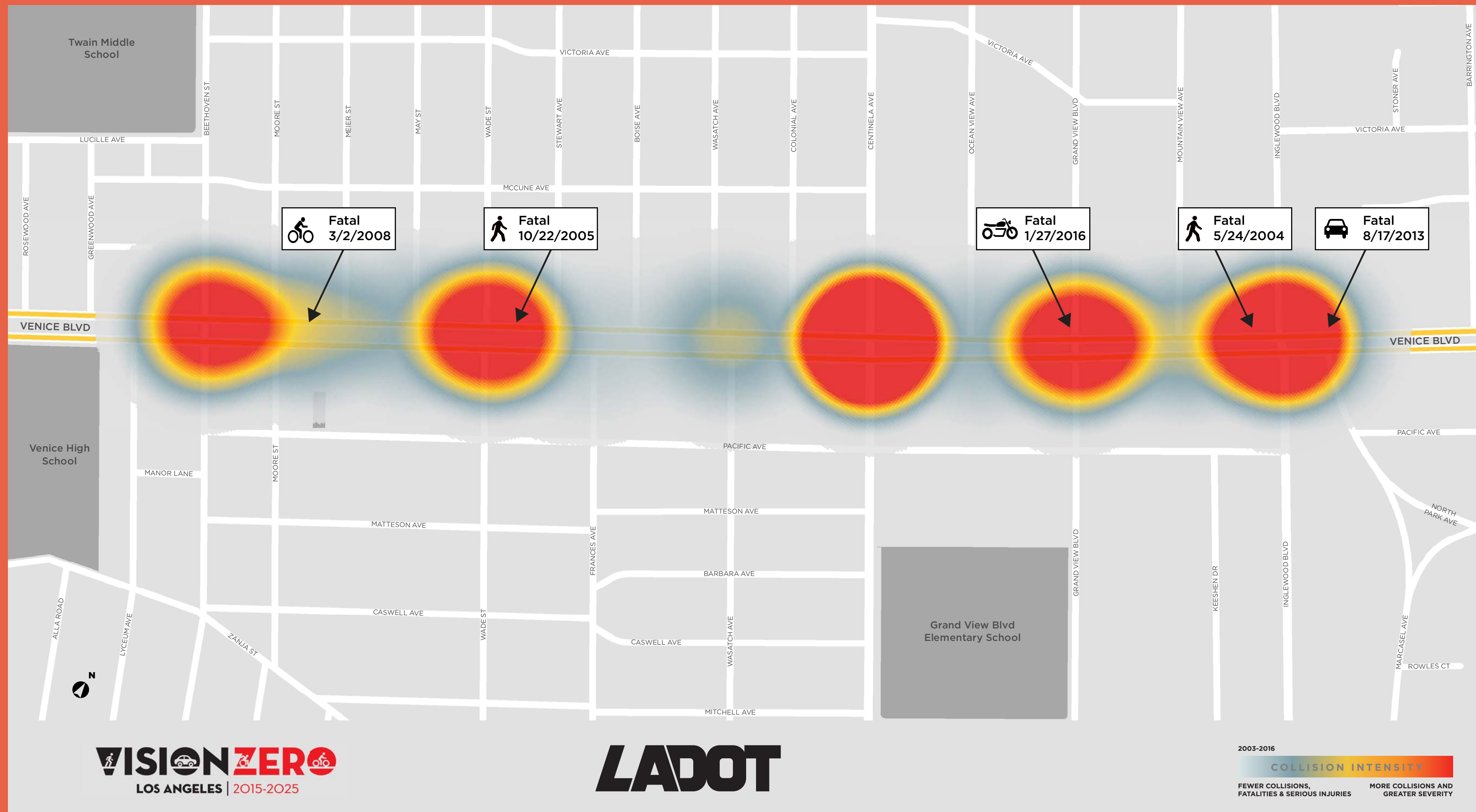
**The pilot project will test the new street design**, allowing LADOT engineers to collect real-time data and community feedback about the changes at one-month, three-month, and six-month intervals. After a one-year evaluation of installation, LADOT will return to the community in an open house format to discuss opportunities for any potential next phases of the project and to assess which features can be made permanent.





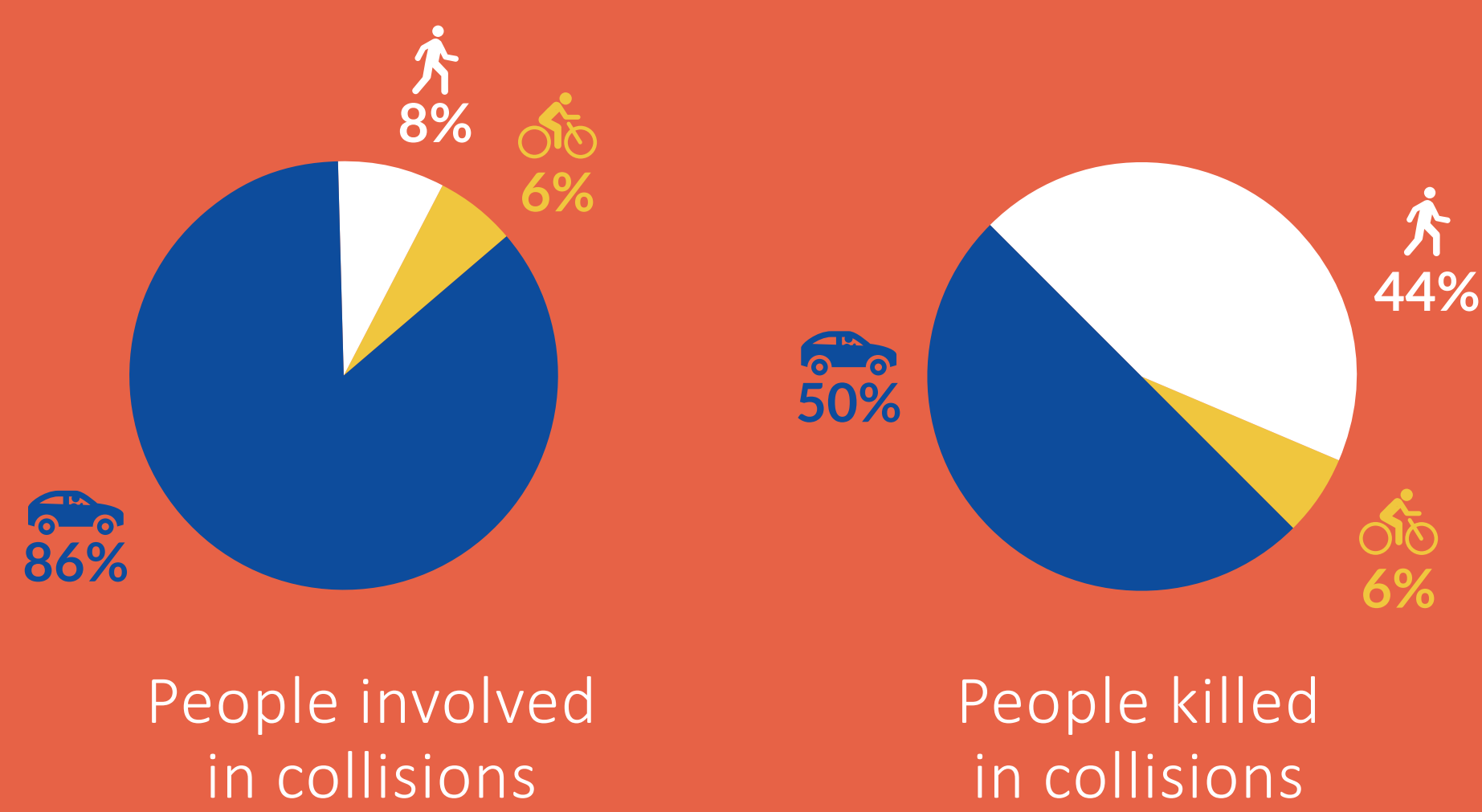
# SAFETY CHALLENGES

## ON MAR VISTA'S VENICE BLVD

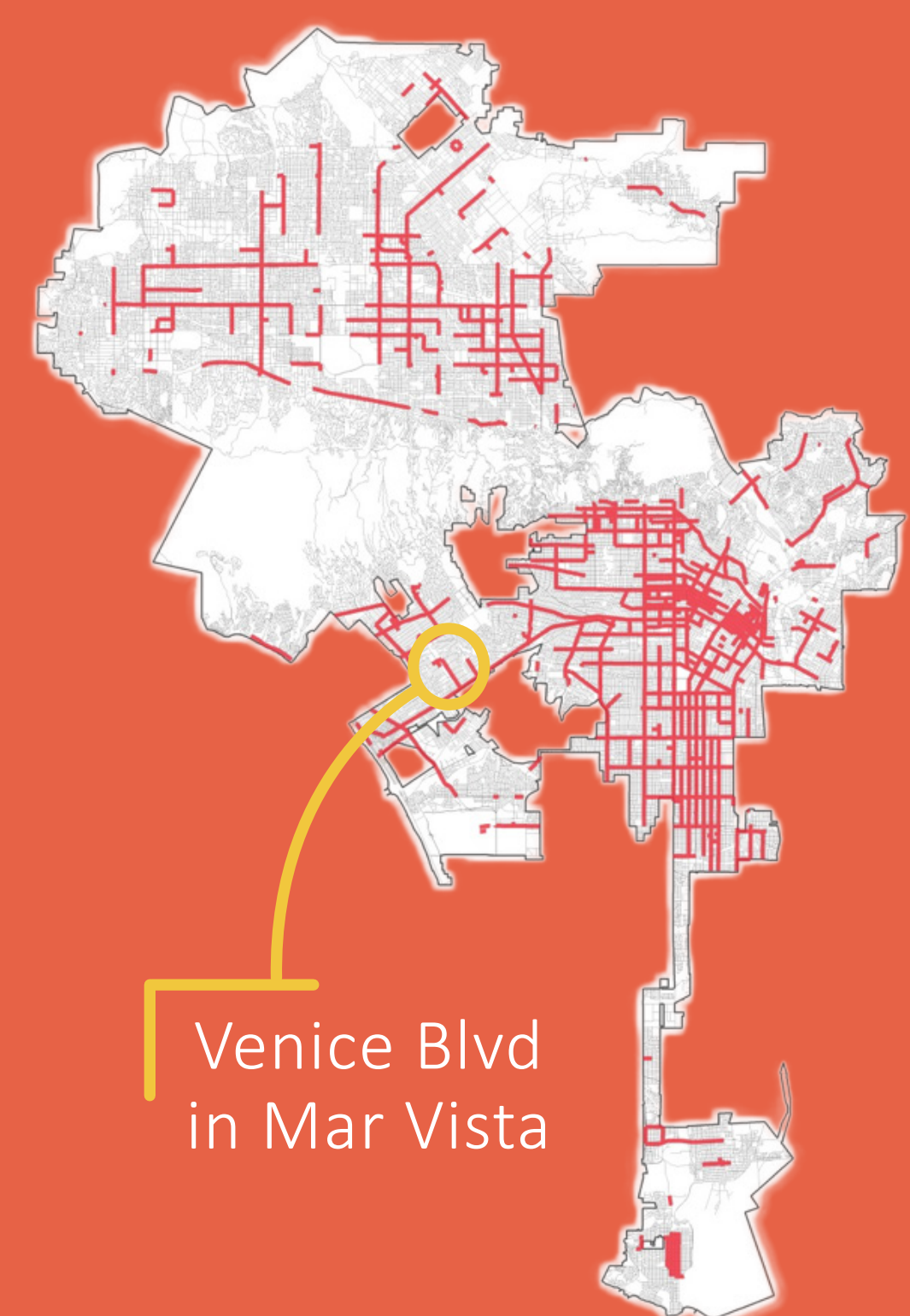


From 2003-2016, 360 collisions involving injury occurred on Venice Blvd. **Over half of the serious injuries involved people walking and biking.** Five people lost their lives.

### Los Angeles Collision Landscape:



### High Injury Network (HIN):



Venice Blvd in Mar Vista

6% of our streets account for 65% of deaths and serious injuries for people walking & biking.

### Vehicle Speed Death Risk:





# SAFETY IMPROVEMENTS

## ON MAR VISTA'S VENICE BLVD

LADOT made the following safety improvements after careful consideration done through engineering feasibility, technical evaluations, and a community input process:



- ▶ Four new pedestrian crossings with full traffic signals
- ▶ New left-turn arrows at Grand View
- ▶ Brighter, high visibility crosswalks

- ▶ Pedestrian head starts for safety & visibility
- ▶ Signal optimization to balance traffic flow
- ▶ Protected and buffered bike lanes
- ▶ Buffer zone and vertical element between bike lane and parked vehicles



The "Benchmarking Great Streets: Venice Boulevard" report provided important information to inform our design decisions during the pilot phase.



We also analyzed and considered other design options, which were not pursued for technical and feasibility reasons. You can learn more about the features that were considered and presented in

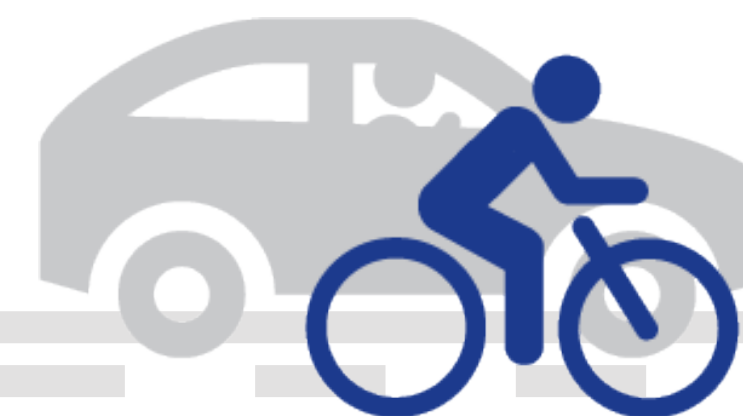
August 2015 by reading the "Investing in Mar Vista's Venice Boulevard as a Great Street" handout, available at this station.

### Key VISION ZERO Safety Principles:



#### SPEEDING KILLS

A pedestrian hit at 40 mph has a **10%** chance of survival. A pedestrian hit at 20 mph has an **80%** chance of survival.



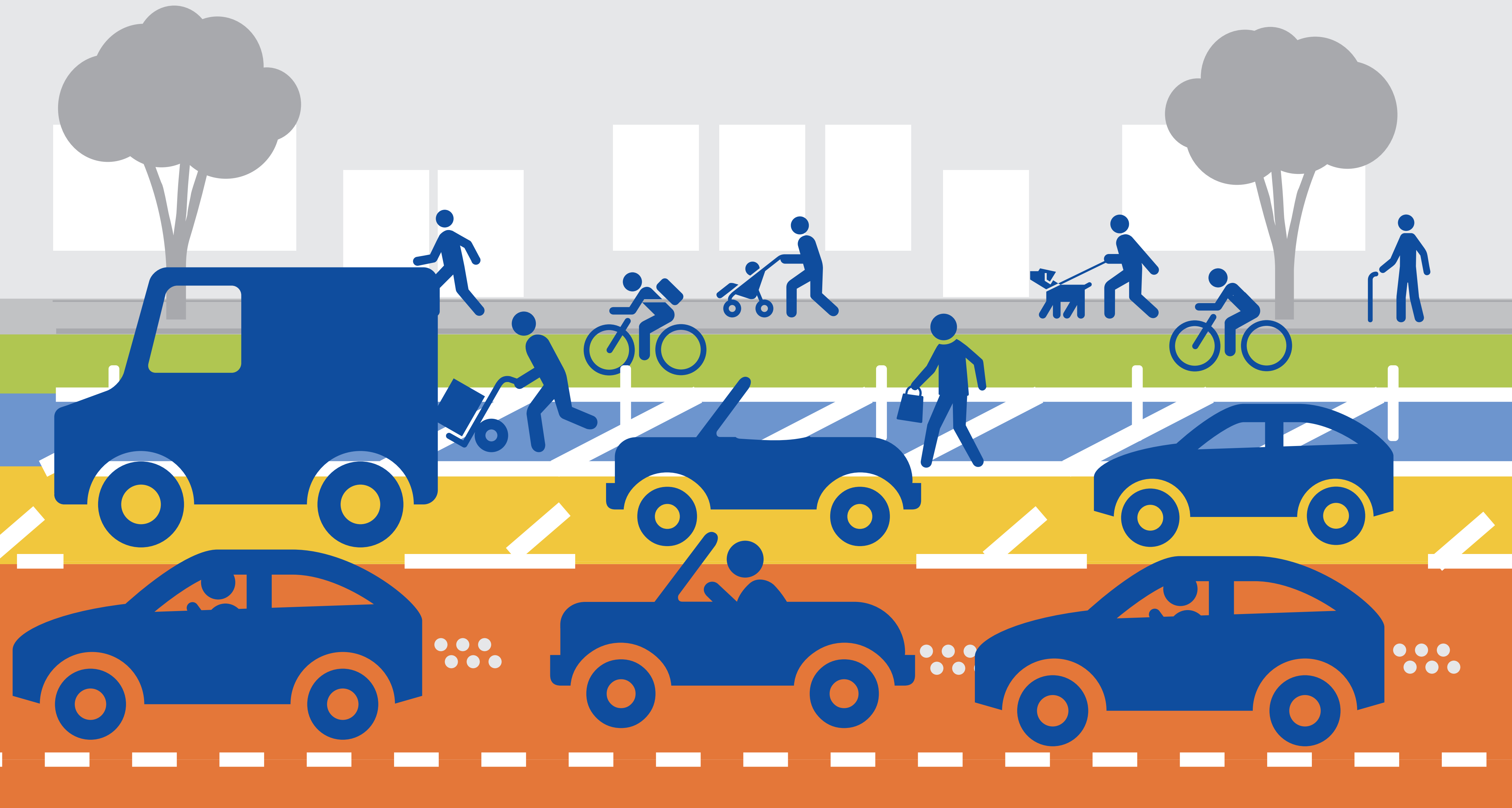
#### STREET DESIGN MAKES A MAJOR DIFFERENCE

**6%** of our streets account for **65%** of deaths and serious injuries for people walking and biking.





# HOW TO USE THE NEW STREET



## **DRIVE**

Stay in travel lane.  
Do not drive in parking lane or bicycle lane.



## **LOAD**

Use buffer zone to get to your parked car. Look for passing bicycles when opening car doors and crossing the bicycle lane.



## **PARK**

Park your car in marked parking stalls, to the left of the buffer zone and bicycle lane.



## **BIKE**

Ride in the new bicycle lanes.  
Watch for crossing pedestrians.



## **WALK**

Look for oncoming bicycles when crossing bicycle lanes.

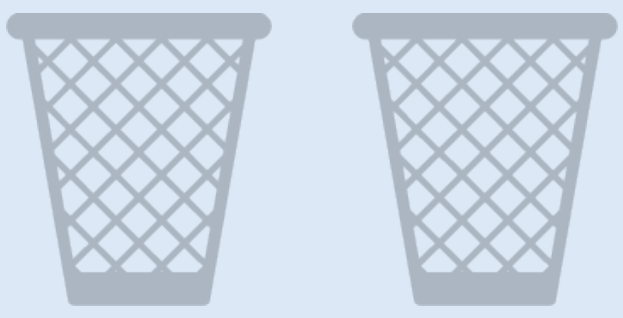




# HOW TO USE THE NEW STREET



Protected bike lanes.



Additional trash and recycling receptacles.



More street trees.



Pedestrian head starts and high-visibility crosswalks.





# BENEFITS

## FROM SIMILAR PROJECTS

**In Los Angeles, CA, similar street designs** reduced the risk of traffic injury and had a positive impact on businesses:

- ▶ Along similar corridors, collisions decreased 32.4% and injuries 36.7%.
- ▶ Along Rowena Ave in 2008 and 2010, there were six crashes where unsafe speed was a contributing factor. In 2013 and 2015, after street changes were made, there were zero crashes involving unsafe speeds.
- ▶ Along York Blvd corridor there was a net-positive impact to businesses after LADOT implemented a similar street design.

**When similar street designs** were implemented in other cities, researchers found that:



**In New York, NY, the risk of traffic injury was reduced:**

Crashes with injuries fell 17%  
Pedestrian injuries fell 22%  
Total injuries fell 20%



**In New York, sales increased 49% along 9th Avenue, where the changes were made,** while there was a 3% sales increase across the rest of Manhattan.

a 3% sales increase across the rest of Manhattan.



**Across the country, protected bike lanes encourage more people to travel by bike:**

In Washington, D.C., bike ridership **increased 200%** after protected bike lanes were installed.

In New York, NY, bike ridership **increased 190%** after protected bike lanes were installed.

In San Francisco, CA, bike ridership **increased 115%** after protected bike lanes were installed.





# MAR VISTA COMMUNITY INPUT ON NEIGHBORHOOD FEATURES

Following community input sessions in 2015 and 2016, **Mar Vista residents expressed interest in:**



Landscaping



Lighting



Seating



Outdoor gathering spaces



Regular special events

**To create a vibrant main street for Mar Vista,** the following features were installed and initiated:

- ▶ Mar Vista Great Street streetlight banners
- ▶ Proactive sidewalk and tree well maintenance
- ▶ A pop-up demonstration parklet at CicLAvia
- ▶ 14 new bike racks
- ▶ 13 new trash and recycling receptacles
- ▶ Weekly overnight street sweeping
- ▶ Solar powered Soofa bench and 2 signal cabinet murals

**Great Streets and LADOT have partnered on the following events in Mar Vista:**



Make It Mar Vista



Mar Vista Art Walk



CicLAvia

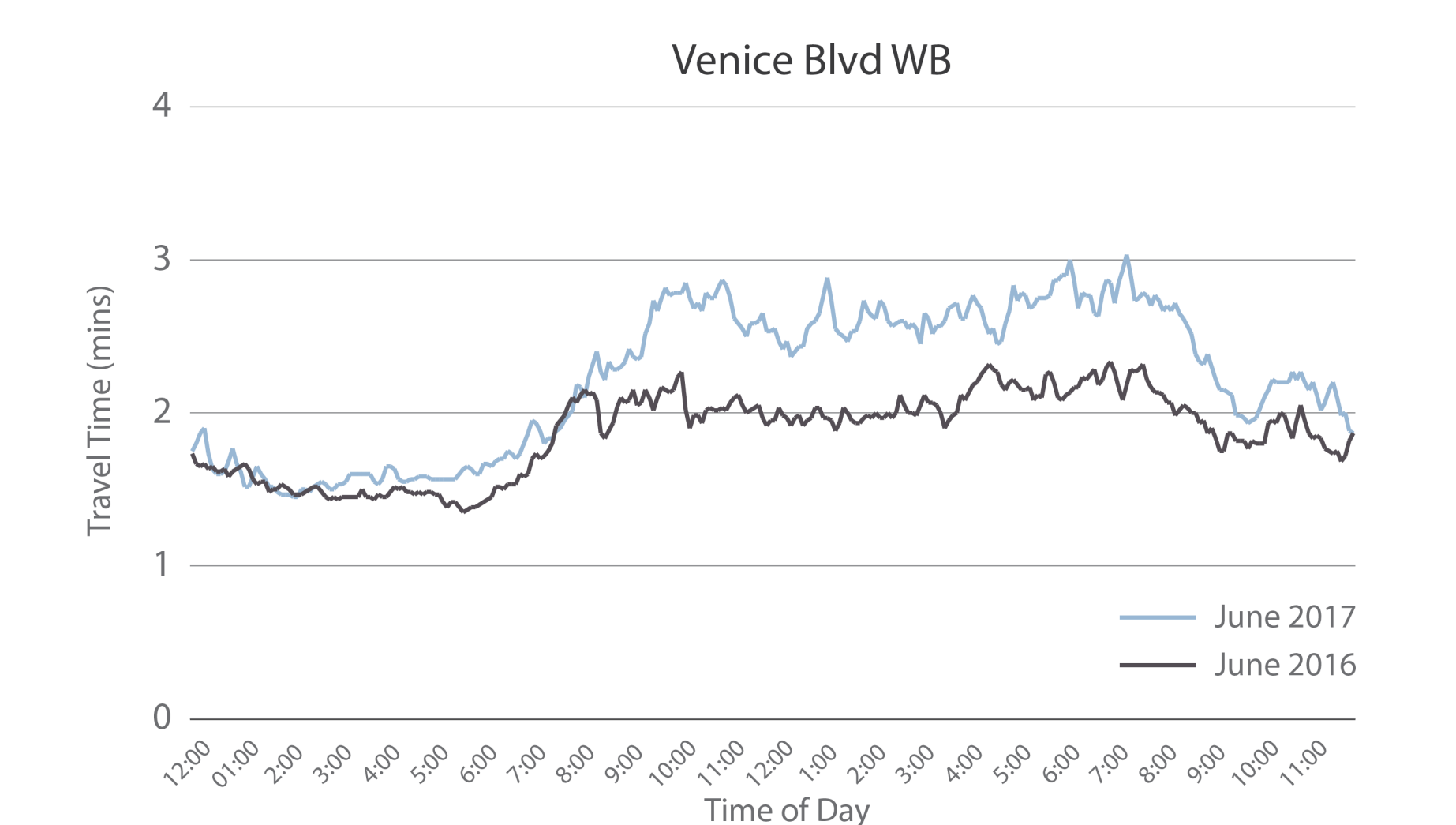
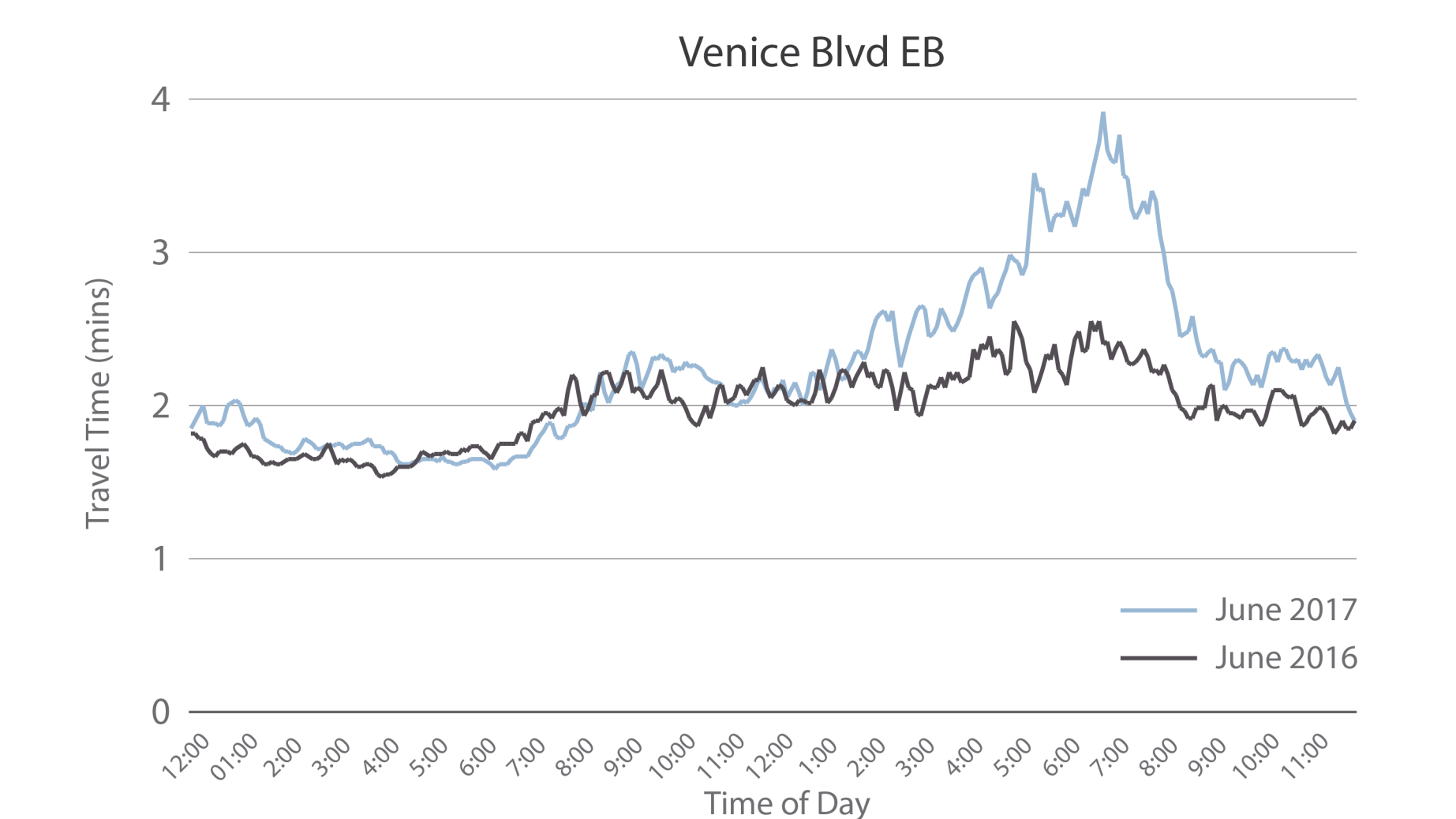




# TRAFFIC DATA

**LADOT is monitoring project impacts and benefits** at one-month, three-month and six-month intervals. We will share updated data as it becomes available over time. At present, we have preliminary information to share.

To evaluate the project, LADOT has procured a contract with the data company INRIX. INRIX uses data from GPS-enabled devices such as smartphones and vehicle fleets to provide current and historical travel time, speed, and vehicle volume data. This cutting edge data source will allow us to measure traffic changes more quickly and accurately compared to traditional data collection methods.



**TRAVEL TIMES:** LADOT is studying travel times during key commuting periods. Initial studies of the corridor indicate that travel times throughout the corridor have increased by over 30 seconds during the PM peak period. Travel times during the AM peak period have increased slightly for the westbound direction, and remain relatively unchanged for the eastbound direction.

LADOT will continue to monitor travel time data. More information will be available at the three-month and six-month intervals.

CORRIDOR	7-10 AM AVERAGE TRAVEL TIME			3-6 PM AVERAGE TRAVEL TIME		
	Pre-Project	Post-Project	Change	Pre-Project	Post-Project	Change
Beethoven to Inglewood (EB)	02:04	02:05	+00:01	02:15	02:52	+00:37
Inglewood to Beethoven (WB)	02:02	02:18	+00:16	02:08	02:40	+00:32

Travel Time Data Provided by INRIX





# TRAFFIC DATA

**SPEED:** The pilot project has reduced speeding along Venice Blvd, representing a 90% decrease in the number of drivers going more than the posted speed of 40mph. This provides safety benefits to the corridor, and if this trend continues, lower speed limits can be posted.

DIRECTION	VENICE WEST OF LOUELLA		VENICE WEST OF COLONIAL		VENICE WEST OF BARRY	
	EB	WB	EB	WB	EB	WB
PRE-PROJECT	45	44	41	41	45	43
POST-PROJECT	43	41	38	36	44	44
CHANGE	-2	-3	-3	-5	-1	+1



## VOLUME AND CUT-THROUGH TRAFFIC:

Preliminary data has shown an increase in traffic on Pacific Ave and Charnock Rd.

We will be monitoring this closely and working with local communities along affected streets to determine best-fit solutions to address this issue.





# WHAT WE'VE HEARD

## AND HOW WE'RE RESPONDING



### Mar Vista's Venice Blvd is a Pilot Project

The new lane configuration and neighborhood improvements on Mar Vista's Venice Blvd are the result of a community-driven, one-year pilot project installed with low-cost and temporary materials. Parts of the pilot may become permanent if adopted at the end of the project.

#### ISSUES WE'VE HEARD AND OBSERVED

First Responders

#### HOW WE'RE RESPONDING

LADOT is working to ensure that key services work smoothly with the new street design. LADOT staff is communicating directly with local fire department managers to address any concern and work towards minimizing the impact to their operations.

Accessibility

For all LADOT parking protected bike lane projects, we have been working with the Los Angeles Department on Disability, Metro Access, and people with disabilities to identify areas with access constraints.

Evacuation

Evacuation operations as a result of disasters such as tsunami, fire, etc., can be safely implemented on any major roadway regardless of the configuration of lanes, e.g., utilizing the entire roadway in a single direction.

Visibility at Intersections

LADOT is studying and optimizing design features to ensure safety in our design. We are studying visibility at intersections in all directions and looking to install green paint at conflict areas.

Signal Operations

LADOT is currently optimizing signal operations and modifications as well as adjusting crosswalk crossing times.

Cut Through Traffic

Preliminary data has shown an increase in traffic on Pacific Ave and Charnock Rd. We will be monitoring this closely and working with local communities along affected streets to determine best-fit solutions to address this issue. For more information, please visit the "Traffic" board at Station 7.





# BE HEARD

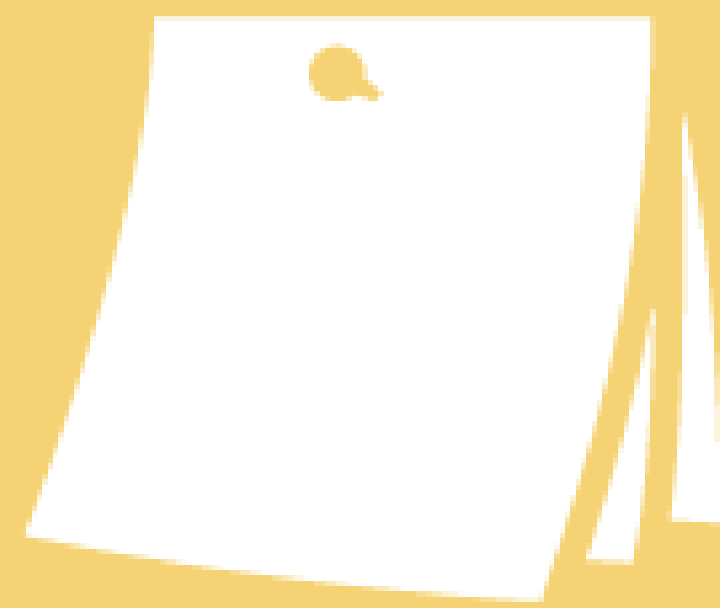
**SHARE YOUR INPUT & OBSERVATIONS,  
AND STAY INVOLVED**



LEAVE A VOICE  
COMMENT



LEAVE US  
A NOTE!



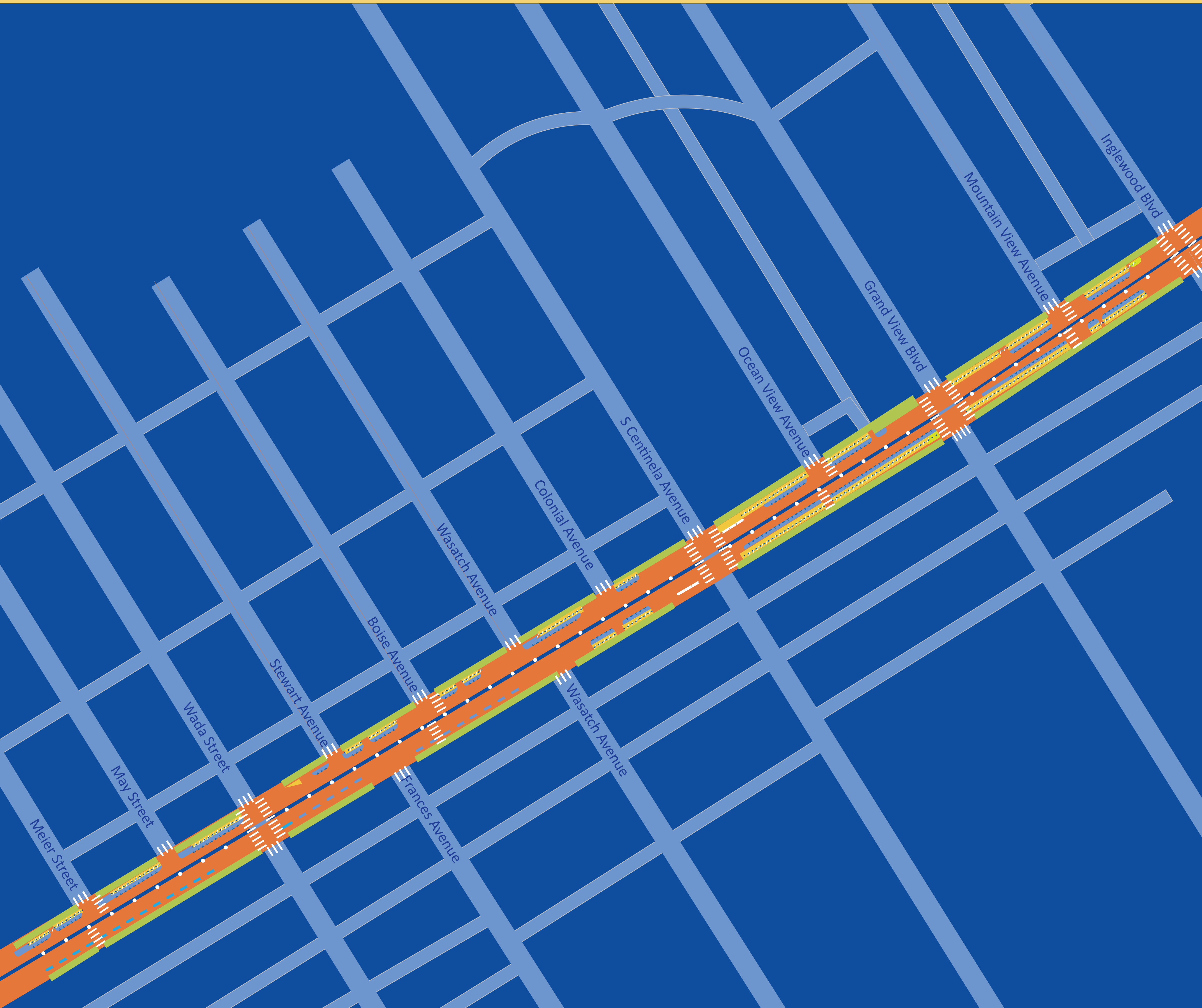
WHICH IDEA IS  
YOUR FAVORITE?





# BE HEARD

SHARE YOUR INPUT & OBSERVATIONS,  
AND STAY INVOLVED

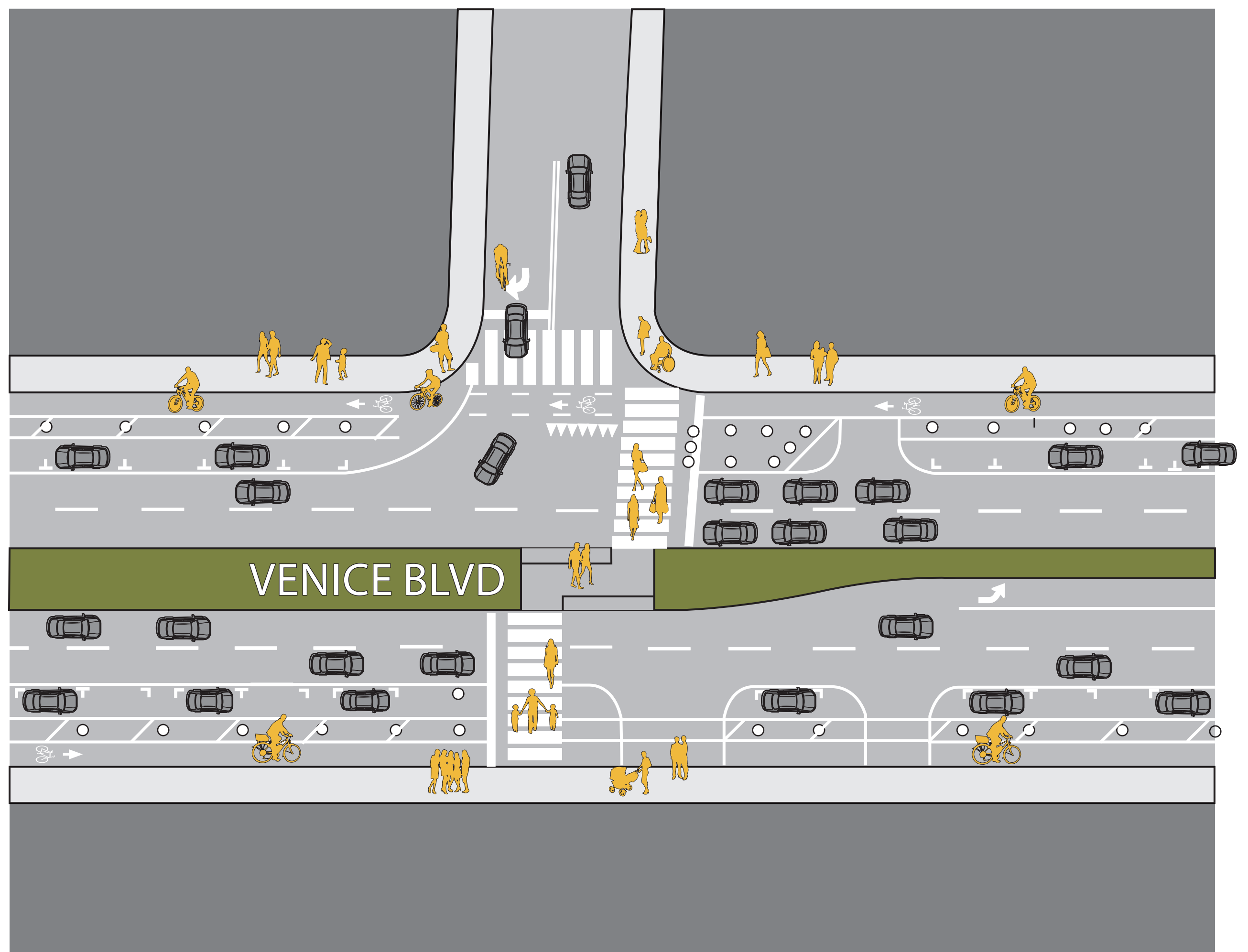




# IMPROVING RIGHT TURNS AT INTERSECTIONS

## Example Intersection Existing Right Turn Design

The existing design was intended to slow right turning vehicles by reducing the turning radius. Based on observations and community feedback, this design will be modified at some intersections. *See below*



## Example Intersection Proposed Right Turn Design

A new right turn configuration has been designed and is planned for installation at the following six locations:

- Meier St / Venice Blvd, westbound
- Boise Ave and Venice Blvd, westbound
- Mountain View Ave / Venice Blvd, westbound
- Ocean View Ave / Venice Blvd, westbound
- Grand View Blvd / Venice Blvd, westbound
- Grand View Blvd / Venice Blvd, eastbound

The new design will enhance visibility for people driving and bicycling at right turn intersections. There will be a loss of 1-3 parking spaces per location. However, LADOT is examining the corridor to identify locations where parking can be recaptured.

