Welcome to the Venice Blvd Great Street Open House!

Here’s what will be happening tonight...

**What’s New on the Great Street**

This station will bring you up to speed on the recently added turn lanes, colored paint, and other changes to make Venice Blvd safer and easier to use.

**The Data Lab**

Here, we’ll have the latest findings from the ongoing Venice Blvd project evaluation related to safety and traveling the corridor. LADOT staff will be on hand to answer your questions and help explain the data.

**Comment Station**

LADOT is committed to a transparent and accessible process, and we look forward to sharing our findings and hearing your experiences. That’s why the Comment Station will offer multiple ways for you to provide your feedback and connect with City staff.

**Recent Project Milestones**

**JULY 2017**

- **1-Month Open House**
  - LADOT issues a 1-Month Data Summary regarding speeding drivers. Data demonstrates a decrease in the number of drivers speeding above the 40mph speed limit. In addition, the latest data shows that the majority of trips through Venice Blvd are within 30 to 90 seconds of pre-project times.
  - LADOT hosts a community Open House to discuss the key facets of the Venice Blvd project, one month after installation. Over 200 members of the community attended the event and many individuals shared their feedback on the project.

**SEPTEMBER 2017**

- **3-Month Project Update**
  - LADOT issues a 3-Month Data Summary. Preliminary data provided by LAPD shows a small decrease in the number of collisions and injury collisions on Venice Blvd. Additionally, the data update shows that the majority of trips on the corridor are now within zero to 60 seconds of pre-project times.

**OCTOBER 2017**

- **Right-Turn Modifications**
  - LADOT implements right-turn modifications at Grand View Blvd, Boise Ave, and Mountain View Ave along the corridor to provide better visibility.

**DECEMBER 2017**

- **Left-Turn/LAFD Modifications**
  - LADOT installs double left-turn lanes on Venice Blvd at Centinela Ave to allow more vehicles to turn during each green light.
  - LADOT works with LAFD to provide emergency responders that allow the fire department to temporarily change light signals that allow them to travel faster. LADOT studied emergency travel times and found that LAFD vehicles had an average speed of 39MPH along the Venice Blvd Great Street. Non-emergency vehicles had an average speed of 28MPH, meaning that emergency vehicles are traveling through the corridor at faster rates during emergencies.

**JANUARY 2018**

- **Green Paint**
  - LADOT installs green paint on the bike lanes to highlight areas where cars and bicycles mix for better visibility.
LADOT said this project was a 1 year pilot. What happens in June 2018? How and when will you determine whether this is a successful pilot?

Once the first year of the pilot project is complete in late May 2018, LADOT will perform a detailed analysis on the range of data gathered to understand the project benefits and impacts over this initial project time period. This will include the travel trend information that has been reported at the 1, 3, and 6-month timeframe, and will also include more data sources to compare to the project benchmarking report prepared in 2015. The following information will be gathered to measure desired outcomes for the project.

- Increased Economic Activity
- Business operator & customer perceptions
- Business tax information, if available
- Improved Access & Mobility
- Driving, walking, & biking traffic volumes
- Vehicle speed
- Travel mode split
- Travel time through the corridor
- Pedestrian and bike rider observations
- Enhanced Neighborhood Character
- Neighborhood perceptions
- Streetscape elements
- Safer & More Secure Communities
- Crime statistics
- Safety perceptions
- Traffic collisions

Gathering and analyzing all of this information will take some time. Most of these data require a minimum of 1-2 months to collect and synthesize. However, the longest lead time will be for traffic collisions data, which may take longer for full processing and validation from the Statewide Integrated Traffic Records System (SWITRS). Project staff will also require 1 month to develop this information into a report and present key findings to LADOT management and the Council Office.

Together, Councilmember Mike Bonin and LADOT General Manager Seleta Reynolds will consider the report findings alongside comments received throughout the process by LADOT, the Council Office, the Mayor’s Office, and the Mar Vista Community Council and make a decision about the future of the project. The potential paths forward for the project include the following:

1. Ending the pilot project and returning the street to the original configuration.
2. Making further changes to the corridor based on feedback and data and then continuing the pilot project.
3. Making the temporary project installations permanent.
Data collection and analysis takes time. In order to ensure data is collected and analyzed appropriately and accurately, the project team goes through multiple reviews before presenting information publicly, which results in a necessary delay. LADOT is committed to analyzing and presenting information in an accurate manner. Additionally, data collected at the 1, 3, and 6-month time period are very preliminary. LADOT will be conducting a more comprehensive review of project impact at the 1-year time frame to inform project next steps.

LADOT installed the project 9 months ago. Why are we just looking at the 6-month data now?

Data collection and analysis takes time. In order to ensure data is collected and analyzed appropriately and accurately, the project team goes through multiple reviews before presenting information publicly, which results in a necessary delay. LADOT is committed to analyzing and presenting information in an accurate manner. Additionally, data collected at the 1, 3, and 6-month time period are very preliminary. LADOT will be conducting a more comprehensive review of project impact at the 1-year time frame to inform project next steps.

Did you provide data at the 1-month and 3-month time period?

Yes. LADOT hosted an open house on July 22, 2017 to present preliminary 1-month data, and published a 3-month data report on the project website (https://www.veniceblvdmarvista.org/evaluation/). Additionally, LADOT mailed a hard copy of the 3-month data to the Mar Vista community.

Have there been more crashes on Venice since the project was installed?

Preliminary analysis of available data shows that total crashes over the time period from May – December in 2017 along this portion of Venice Blvd have decreased by 1 collision (from 19 to 18) compared to that same time period in 2016. Minor injury collisions have increased by 2 collisions (from 13 to 15) during that same time period. This data is too low to be statistically significant, and our transportation engineers will perform a more detailed analysis of crash types and movements of involved parties in order to determine whether these crashes have any relation to the project design at the 1-year time frame.

But I’ve observed many more traffic crashes than you show in your data. How can that be accurate?

LADOT is committed to a rigorous and reliable analysis of pre- and post-project conditions. In order to perform this type of analysis, we require collision data that is consistently collected in the same manner for the pre-project period and the post-project period. Traffic crashes that are reported through Traffic Collision Reports (TCRs) generated by LAPD and validated through the Statewide Integrated Traffic Records System (SWITRS) are the transportation industry standard for reliable collision analysis.
## Frequently Asked Questions

### What outreach has been done to date?

Over the course of 2015, LADOT, CD11, and the Mayor's Office conducted 12 community events to discuss the project and its potential design elements. This includes:

- 01/2015 - Community Canvas at local grocery stores, community meetings, and events
- 01/25/15 - Pop-up workshop at the Mar Vista Farmers Market
- 04/03/15 - 04/6/15 - Mobile Pop-up Workshop at Grand View Market
- 04/06/15 - 04/12/15 - Mobile Pop-up Workshop at Venice Grind
- 04/16/15 - Mobile Pop-up Workshop at Venice High School
- 04/20/15 - Mobile Pop-up Workshop at Mar Vista Branch Library
- 04/19/15 - Mobile Pop-up Workshop at the Farmers Market
- 05/02/15 - Family bike ride and mobile pop-up workshop
- 08/2015 - Invitation (email/posts) to the Community Open House
- 08/06/15 - Community Open House
- 08/09/15 - Booth and pop-up parklet at CicLAvia
- 11/28/15 - Pop-up protected bike lane and parklet at Make It Mar Vista
- Regular attendance at the MVCC Great Streets Ad Hoc Committee meetings

### How will LADOT provide more clarity for drivers and other users about the lane changes along the Venice Blvd Great Street?

LADOT has posted educational signs that provide guidance on how to use the new and improved Venice Boulevard in numerous locations along the corridor.

### Has pedestrian activity increased since the street reconfiguration? Has bike activity?

LADOT will evaluate pedestrian and bicycle activity as part of the 1-year pilot evaluation.
In the Statewide Integrated Traffic Records System (SWITRS), collisions are coded based on their severity. There are five total classifications, detailed below:

- **Property Damage Only**
- **Complaint of Pain:** This classification could contain authentic internal or other non-visible injuries and fraudulent claims of injury. This includes: 1. Persons who seem dazed, confused, or incoherent (unless such behavior can be attributed to intoxication, extreme age, illness, or mental infirmities). 2. Persons who are limping but do not have visible injuries; 3. Any person who is known to have been unconscious as a result of the collision, although it appears he/she has recovered; 4. Persons who say they want to be listed as injured but do not appear to be so.
- **Other Visible Injury:** This includes: bruises (discolored or swollen); places where the body has received a blow (black eyes and bloody noses); and abrasions (areas of the skin where the surface is roughened or blotchy by scratching or rubbing which includes skinned shins, knuckles, knees, and elbows).
- **Severe Injury:** An injury other than a fatal injury which results in broken bones, dislocated or distorted limbs, severe lacerations, or unconsciousness at or when taken from the collision scene. It does not include minor laceration.
- **Fatality:** Death as a result of injuries sustained in a collision or an injury resulting in death within 30 days of the collision.

The large majority of collisions on Venice Blvd have been in the first three categories. The last two categories - collectively referred to as “KSI” (Killed or Seriously Injured) - are the most reliably reported data and used to understand transportation safety trends for a particular area over a longitudinal study, typically 2 - 5 years.

LADOT communicates directly with the Los Angeles Fire Department (LAFD) to address any concerns and work towards minimizing impact to their operations. LADOT has provided transponders that preempt traffic signals so LAFD can move through the intersections quicker. LAFD reports that the preemption is making a difference on Venice Blvd for their fire vehicles. In late December 2017, LADOT data indicates that LAFD vehicles are consistently moving 30-40% faster than general traffic, with an average speed of 39 mph along Venice Blvd compared to an average speed of 28 mph for non-emergency vehicles. Due to this success, LAFD is working with LADOT to procure additional transponders for other fire stations in Los Angeles.

The current roadway width would not allow for such a configuration. A buffer between the parking lane and bicycle lane is necessary to provide a separation for opening passenger car doors. Additionally, the new street design helps accomplish the project’s overall goal to calm traffic and improve safety on the street.
VENICE BLVD
FREQUENTLY ASKED QUESTIONS

Q
Has the project on Venice increased cut-through traffic on neighboring streets? Where did you conduct before/after counts to assess cut-through traffic?

A
Traffic was counted at the following locations:
- Palms Blvd east of Beethoven St
- Palms Blvd east of Inglewood Blvd
- Charnock Rd west of Inglewood Blvd
- Victoria Ave west of Centinela Ave
- Pacific Ave west of Inglewood Blvd
- Venice Blvd at Centinela Ave

Data were collected for 24 hours (from 12:00am to 11:59pm) on the following days:
- Tuesday, September 22, 2015 (pre-project benchmarking)
- Monday, June 26, 2017 (1 month post-project evaluation)
- Tuesday, August 22, 2017 (3 months post-project evaluation)
- Thursday, January 11, 2018 (6 months post-project evaluation)

Since the installation of the pilot project, traffic has remained consistent or trended upward slightly on the four examined streets parallel to Venice Blvd (Palms Blvd, Charnock Rd, Victoria Ave, and Pacific Ave). One exception is Palms Blvd east of Beethoven St. Traffic volumes on this segment climbed after the Venice Blvd Great Street’s construction but have trended downward since the Great Street project adjustments were completed in December 2017. LADOT will continue to monitor this traffic volume to see if it is still fluctuating or has begun to settle by the one-year mark. The one-year analysis will also include an evaluation of volume thresholds for street classifications, and whether LADOT recommends mitigation strategies for cut-through traffic.

Q
Have you tried to increase enforcement on the street? How successful has enforcement been in managing crash severity?

A
LAPD has very limited resources for enforcement, and each traffic captain has discretion over details that focus on educating on and enforcing against traffic violations for people walking, bicycling, and driving. Even if this enforcement were to be enhanced, these details would still only cover limited days and times on Venice Blvd. Studies show that enforcement, while a critical tool in improving safety, has a very limited and short-term impact by itself. Combining education and enforcement with re-designed streets is the most effective method for comprehensively improving behavior and leading to safer outcomes.

Q
What studies were done (environmental or traffic) before this project was installed?

A
As part of the Great Streets benchmarking analysis, we studied traffic counts, speeds, collisions, and travel times. This is a pilot demonstration, therefore it is exempt from an environmental process. If it is made permanent, there will be an environmental assessment and accompanying public process.
## Frequently Asked Questions

### How are you measuring impacts to businesses?

The LA Great Streets Initiative conducted a benchmarking report in 2015 - 2016 and studied: types of businesses, revenues, commercial real estate values, business perceptions, median income, and more, and will conduct a follow up review after the 1-year pilot is complete.

### How much did this project cost?

This project cost approximately $1.8M. Approximately 95% of the cost was for the new traffic signals, pedestrian access ramps, upgrades to the median island, and other civil intensive work.

### How does this design impact people with disabilities?

LADOT is working with the Department of Disability to identify and develop accommodations at key locations for this project.

### Venice Boulevard is an evacuation route. How does this street design impact evacuation in emergencies?

Evacuation routes as a result of disaster can be safely implemented on any major roadway, regardless of the street design. In many instances, we convert the entire roadway into a one-way street flowing away from a disaster zone.
These additions help the Los Angeles Fire Department respond faster to emergencies by making traffic lights green for their vehicles.

Green Bike Lane Paint
This improvement highlights areas where cars and bicycles mix near intersections and driveways to improve safety.

Turn Lane Modifications
Right-turn lanes at Grand View Blvd and left-turn lanes at Centinela Ave were modified to allow more vehicles to turn and provide better visibility.
From December 2 - 4, 2017, LADOT installed dual left-turn lanes at Venice Blvd and Centinela Ave. This modification was designed after detailed observation of traffic operations at this intersection and based on community feedback. This modification is anticipated to improve traffic flow through this intersection.

Green Bike Lane Paint

This improvement highlights areas where cars and bicycles mix near intersections and driveways to improve safety.

Turn Lane Modifications

Right-turn lanes at Grand View Blvd and left-turn lanes at Centinela Ave were modified to allow more vehicles to turn and provide better visibility.

Emergency Vehicle Transponders

These additions help the Los Angeles Fire Department respond faster to emergencies by making traffic lights green for their vehicles.
**VENICE BLVD**

### Summary of Data Findings

#### Rush Hour Travel Time

**What is it?**
This is the average time it takes to drive along the corridor of Venice Blvd from 4pm to 6pm (the PM peak period) and 7am to 9am (the AM peak period). This process is repeated for as many trips as are needed to capture the data collection period. The time is measured between the first vehicle passing over a pneumatic tube and the last vehicle passing over the pneumatic tube. Data is collected using SWITRS for 1 month post-project completion.

**How is it Collected?**
Data collection involves the use of a pneumatic tube. Pneumatic tubes are conduits that are installed in a section of roadway, as well as the average speeds of all vehicles that pass through the study corridor. This data is then compiled and analyzed to determine the average time it takes to travel the corridor.

**When and where is it Collected?**
Data were collected for 24 hours a day, seven days a week, during the AM and PM peak periods. This includes data from both eastbound and westbound directions. The data collection period was from May 20, 2017 to December 31, 2018.

**What did we Learn?**
LADOT analyzed collision data from May 20, 2017 to December 31, 2018 to determine the average time it takes to travel the corridor. This data was used to assess the impact of the Great Street project on travel time.

### 24-Hour Travel Time

**What is it?**
This is the average time it takes to drive along the corridor of Venice Blvd from 4pm to 6pm (the PM peak period) and 7am to 9am (the AM peak period). This process is repeated for as many trips as are needed to capture the data collection period. The time is measured between the first vehicle passing over a pneumatic tube and the last vehicle passing over the pneumatic tube. Data is collected using SWITRS for 1 month post-project completion.

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**What did we Learn?**
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### Emergency Responder Travel Time

**What is it?**
This is the average time it takes to drive along the corridor of Venice Blvd from 4pm to 6pm (the PM peak period) and 7am to 9am (the AM peak period). This process is repeated for as many trips as are needed to capture the data collection period. The time is measured between the first vehicle passing over a pneumatic tube and the last vehicle passing over the pneumatic tube. Data is collected using SWITRS for 1 month post-project completion.

**How is it Collected?**
Data collection involves the use of a pneumatic tube. Pneumatic tubes are conduits that are installed in a section of roadway, as well as the average speeds of all vehicles that pass through the study corridor. This data is then compiled and analyzed to determine the average time it takes to travel the corridor.

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Data were collected for 24 hours a day, seven days a week, during the AM and PM peak periods. This includes data from both eastbound and westbound directions. The data collection period was from May 20, 2017 to December 31, 2018.

**What did we Learn?**
LADOT analyzed collision data from May 20, 2017 to December 31, 2018 to determine the average time it takes to travel the corridor. This data was used to assess the impact of the Great Street project on travel time.

### Traffic Speed

**What is it?**
This is the number of collisions in each analysis period that were related to traffic volume or traffic conditions on the project corridor. This includes data from May 20, 2017 to December 31, 2018.

**How is it Collected?**
Data were collected from collision reports submitted to the California Department of Transportation (Caltrans). These reports include information about the type of collision, location, and time of occurrence.

**When and where is it Collected?**
Data were collected from collision reports submitted to Caltrans for the corridor from May 20, 2017 to December 31, 2018.

**What did we Learn?**
LADOT analyzed collision data from May 20, 2017 to December 31, 2018 to determine the number of collisions in each analysis period that were related to traffic volume or traffic conditions on the project corridor. This includes data from May 20, 2017 to December 31, 2018.
In late December 2017, Los Angeles Fire Department (LAFD) vehicles had an average speed of 39 MPH along the Venice Blvd Great Street. Non-emergency vehicles had an average speed of 28 MPH. This means that LAFD vehicles traveled about 40% faster than regular traffic. LAFD acknowledges this effort as a success, and they are working with LADOT to identify additional transponders for additional fire stations in Los Angeles.
VENICE TRAFFIC VOLUMES BLVD

Project Timeline

2015-2016 Pre-Project Benchmarking
MAY 2017 Project Opening
JULY 2017 1-Month Open House
SEPTEMBER 2017 3-Month Project Update
DECEMBER 2017 Project Adjustments
JANUARY 2018 6-Month Data
MARCH 2018 Open House

Traffic Volumes on Parallel Streets
Average Daily Auto Traffic Count Locations

Palms Blvd
Beethoven St
Centinela Ave
Grand View Blvd
Inglewood Blvd
Victoria Ave
Charnock Rd
Venice Blvd
Pacific Ave

Traffic Volumes

<table>
<thead>
<tr>
<th>Location</th>
<th>2015-2016</th>
<th>2017-2018</th>
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<tbody>
<tr>
<td>Palms Blvd at Centinela Ave</td>
<td>12,380</td>
<td>9,900</td>
</tr>
<tr>
<td>Palms Blvd East of Beethoven St</td>
<td>33,830</td>
<td>32,110</td>
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<tr>
<td>Palms Blvd East of Inglewood Blvd</td>
<td>3,960</td>
<td>3,890</td>
</tr>
<tr>
<td>Charnock Rd West of Inglewood Blvd</td>
<td>6,600</td>
<td>6,500</td>
</tr>
<tr>
<td>Pacific Ave West of Inglewood Blvd</td>
<td>9,600</td>
<td>9,500</td>
</tr>
<tr>
<td>Victoria Ave West of Centinela Ave</td>
<td>12,000</td>
<td>11,000</td>
</tr>
</tbody>
</table>

Source: NDS
VENICE TRAFFIC COLLISIONS BLVD

All Collisions: Trends

Injury Collisions: Trends

All Collisions: Raw Data

Injury Collisions: Raw Data

Collisions Shown for Each Year are from May 20 to December 31 for Consistency with Post-Project Data.

All Collisions are Shown from May 20, 2012 to December 31, 2017.