

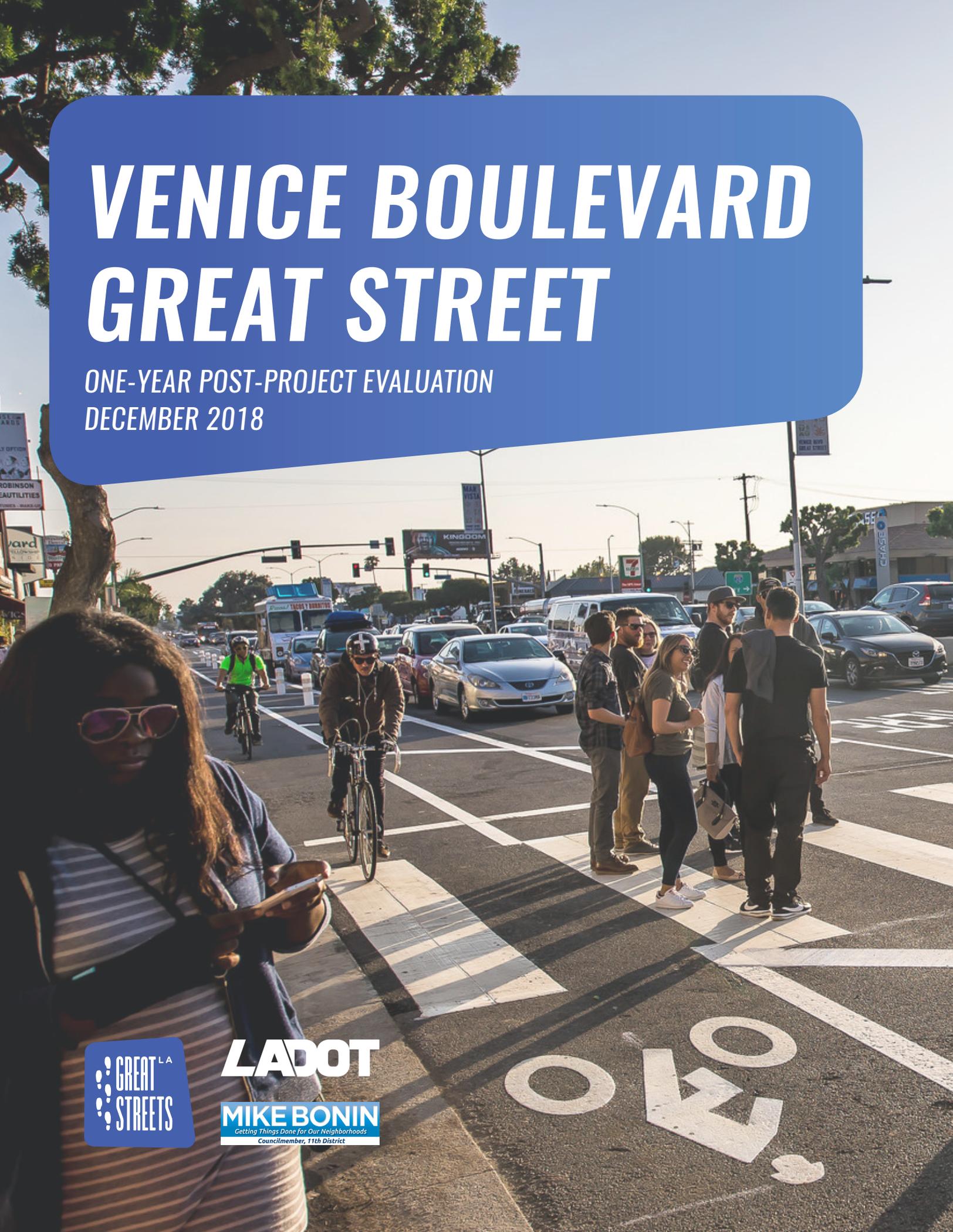
VENICE BOULEVARD GREAT STREET

ONE-YEAR POST-PROJECT EVALUATION
DECEMBER 2018



LADOT

MIKE BONIN
Getting Things Done for Our Neighborhoods
Councilmember, 11th District



WHAT IS THE GREAT STREETS INITIATIVE?

In Los Angeles, streets are our largest public asset — covering over 18% of our land mass. Mayor Eric Garcetti launched the Great Streets Initiative as his first Executive Directive in 2013 to help reimagine neighborhood centers, one main street at a time. Our streets are the backbone of our neighborhoods—the places where we live, work, learn, and recreate on a daily basis. All of our great neighborhoods deserve Great Streets that are safe, livable, accessible, and engaging public spaces for people. After a collaborative process including the Mayor’s Office, City Council staff, Los Angeles City staff, and a technical committee, a Great Street in each of Los Angeles’ 15 City Council districts was identified as our first 15 corridors. These were selected for a variety of reasons, including potential for positive change, existing community partnerships, projects and programs, opportunities to leverage other resources, and demonstrated need.

In partnership with a team of diverse stakeholders, the City started work in these corridors—prioritizing resources, coordinating interdepartmental improvements, and empowering community members in Great Streets neighborhoods to realize their visions for the future. On September 20, 2016, the City launched the Great Streets Challenge that was open to any street in the City!

GREAT STREETS GOALS

Los Angeles must carefully consider how to leverage and invest limited resources, and must strategically coordinate investments in a way that has the most meaningful benefit for Angelenos. Great Streets is a platform for investing in our communities. A hallmark of the Great Streets Initiative is a dedication to tracking progress on achieving the six goals outlined in Mayor Eric Garcetti's Executive Directive.



IMPROVED ACCESS & MOBILITY

Are we able to access destinations that matter the most to us in a safe and convenient manner?



INCREASED ECONOMIC ACTIVITY

Are we growing our local economies in beneficial ways that allow all Angelenos to prosper?



ENHANCED NEIGHBORHOOD CHARACTER

Are we contributing to the unique identities that define our neighborhoods and make them great places to live and work?



GREATER COMMUNITY ENGAGEMENT

Do all Angelenos feel that they have a say in how our city grows and are they able to participate in decision-making processes?



IMPROVED ENVIRONMENTAL RESILIENCE

Are we fostering a healthy environment for all, one with the ability to sustain itself and the capacity to adapt to changes?



SAFER & MORE SECURE COMMUNITIES

Are we helping communities to become places where people from all backgrounds and abilities feel comfortable participating in civic life?

VENICE BLVD MAR VISTA GREAT STREETS PROJECT OVERVIEW

PROJECT

0.8 Miles of Corridor
Improvements on Venice Blvd.
between Beethoven St.
and Inglewood Blvd.

LOCATION

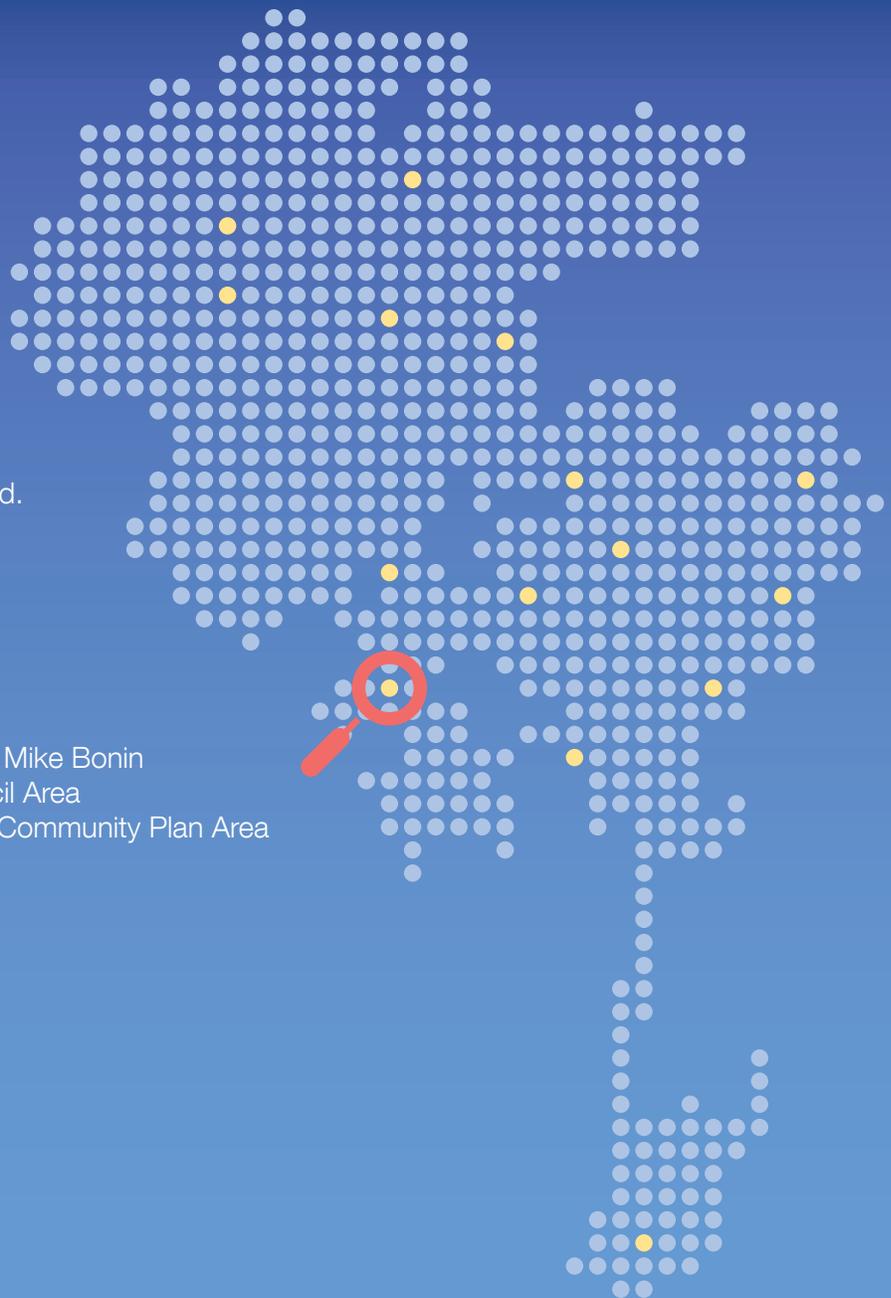
District 11 - Councilmember Mike Bonin
Mar Vista Community Council Area
Palms - Mar Vista - Del Rey Community Plan Area

TIMEFRAME

Completed May 20, 2017

COST

\$1.8 Million



ABOUT THE PROJECT

The heart of Mar Vista, Venice Boulevard, offers a special blend of local retail and community-serving uses, including unique shops, restaurants, art studios, salons, and other vital small businesses.

After being selected as one of the first 15 Great Streets, a community outreach process facilitated by Councilmember Mike Bonin and the Great Streets Initiative culminated in changes that focused on making Venice Boulevard safer for people who travel the corridor and who visit local businesses. Community outreach revealed that Mar Vista residents wanted a

Main Street that is safe and welcoming for people walking and supportive of the continued growth of restaurants, local shopping, the farmers' market, and other amenities.

This section of Venice Boulevard has experienced a high rate of traffic collisions. From 2003-2016, 360 collisions involving injury occurred on Venice Boulevard. Over half of the serious injuries involved people walking and biking. Five people lost their lives during this period.

In 2015, Venice Boulevard received additional attention when it was identified on the Vision Zero High-Injury Network. In January 2017, this segment of Venice Boulevard was identified as a Priority Corridor in the City's first Vision Zero Action Plan.

In early 2017, the City broke ground on Venice Boulevard, officially launching the Venice Boulevard Great Streets project in May 2017. The main objective was to build on Mar Vista's unique character by adding a safe and accessible neighborhood Main Street.

Prior to construction, the City engaged the Mar Vista community extensively to brainstorm designs that would help them achieve this objective. A series of outreach events (listed in the timeline section) was used to solicit input about the project.



PROJECT TIMELINE

JUNE 4, 2014

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

JANUARY- MAY 2015

The Mayor, Councilmember Mike Bonin, and LADOT kicked off a community outreach and visioning process to raise awareness about the effort to redesign this stretch of Venice Boulevard to reflect community needs

AUGUST 2015

Safety improvements along Venice Boulevard gained additional attention when it was listed on the Vision Zero High-Injury Network

DECEMBER 2015 - JANUARY 2017

LADOT works with Caltrans to relinquish Venice Boulevard (formerly State Route 187) and LADOT develops final design plans

COMMUNITY EVENTS

COMMUNITY CANVASS

January 2015

POP-UP WORKSHOPS

February 25, 2015
April 3-6, 2015
April 6-12, 2015
April 16, 2015
April 19, 2015
April 20, 2015
May 2, 2015

LADOT General Manager Seleta Reynolds and Councilmember Mike Bonin with attendees of the Venice Great Streets booth at the Mar Vista Farmers Market in January 2015



MARCH 14, 2018

LADOT hosts an open house to discuss project updates and the data from the 6-month project evaluation. LADOT receives comments and input heading into the 1-year project evaluation

JANUARY 2018

LADOT installs green paint on the bike lanes to highlight areas where cars and bicycles mix to improve visibility based on input received from the community

JANUARY 2017

The City of Los Angeles identifies this stretch of Venice Boulevard as a Priority Corridor in the City's Vision Zero Action Plan

Pop-up protected bike lane and parklet in November 2015



FEBRUARY - MAY 2017

Construction occurs for the project and is completed on May 20, 2017

JULY 11, 2017

LADOT and Councilmember Mike Bonin present project updates and other information at the Mar Vista Neighborhood Community Council meeting. Community members provided insights and ideas into the Great Streets project, and the Council supported continuing the pilot pending an evaluation study

JULY 22, 2017

LADOT hosts a community open house aimed at communicating key facets of the Mar Vista project after one-month of installation. Over 200 members of the community attended the event and many individuals shared their feedback on the project

FAMILY BIKE RIDE

May 2, 2015

COMMUNITY OPEN HOUSES

August 6, 2015
July 22, 2017
March 14, 2018

CICLAVIA BOOTH & POP-UP PARKLET

August 9, 2015

POP-UP PROTECTED BIKE LANE & PARKLET

November 28, 2015

MONTHLY ATTENDANCE AT THE MAR VISTA COMMUNITY COUNCIL GREAT STREETS AD HOC COMMITTEE MEETINGS FOR 2 YEARS

DECEMBER 2017

LADOT installs double left-turn lanes on Venice Boulevard at Centinela Avenue to allow more vehicles to turn during each green light, which addresses the primary source of delay

DECEMBER 2017

LADOT works with LAFD to provide emergency transponders that allows LAFD to temporarily change light signals in order to travel faster

OCTOBER 2017

LADOT implements right-turn modifications at Grand View Boulevard, Boise Avenue, and Mountain View Avenue along the corridor to provide better visibility based on input received at the open house

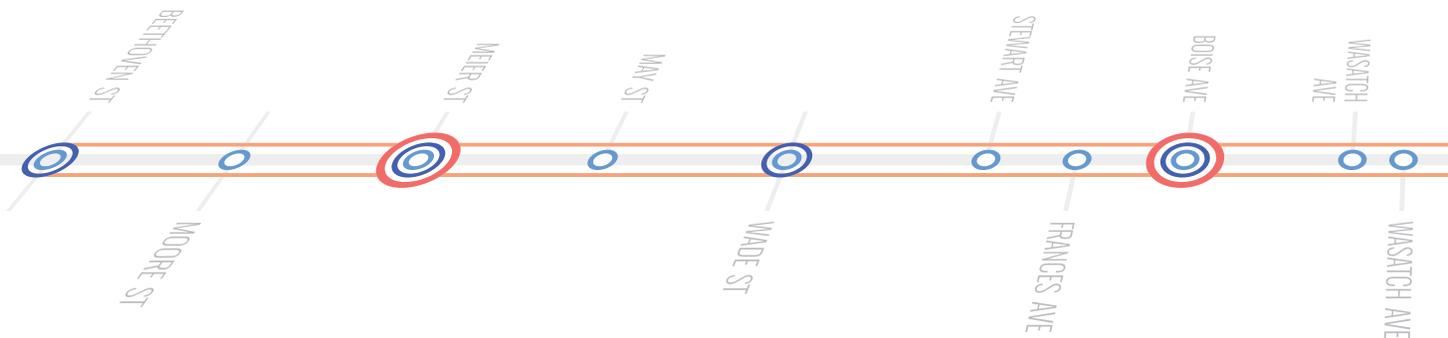
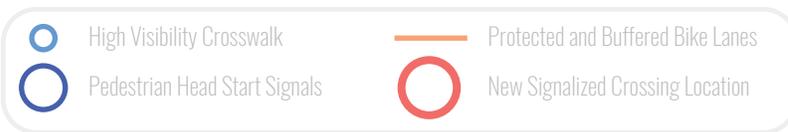
SEPTEMBER 2017

LADOT issues a 3-month Data Summary

PROJECT ENHANCEMENTS

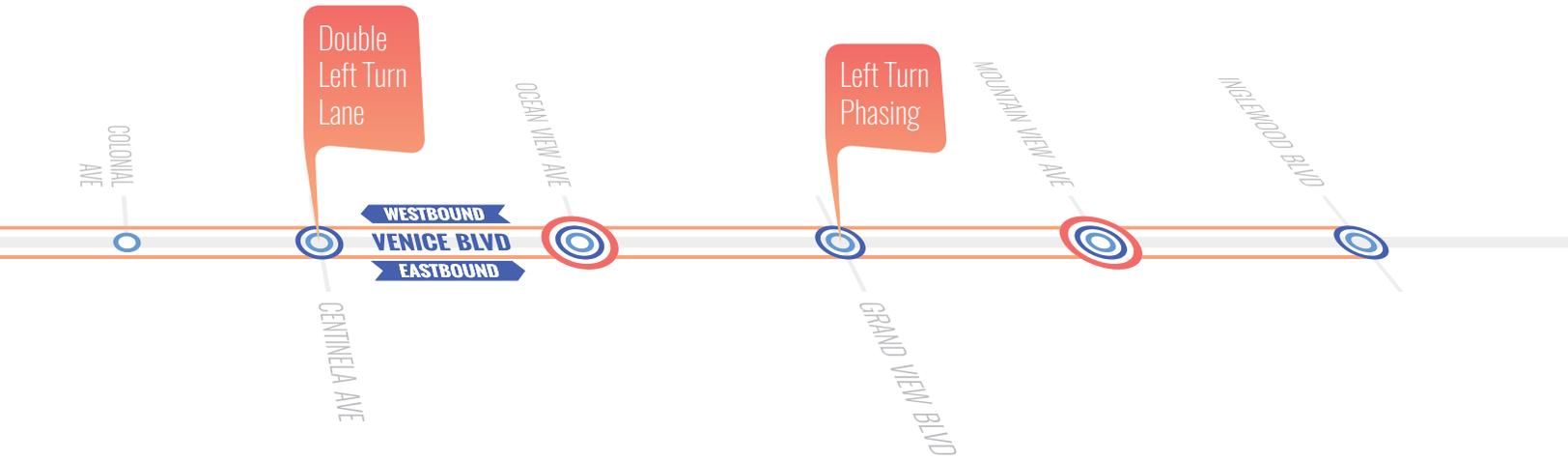


Transit Stop Enhancements
New Bike Racks
New Trash and Recycling Receptacles

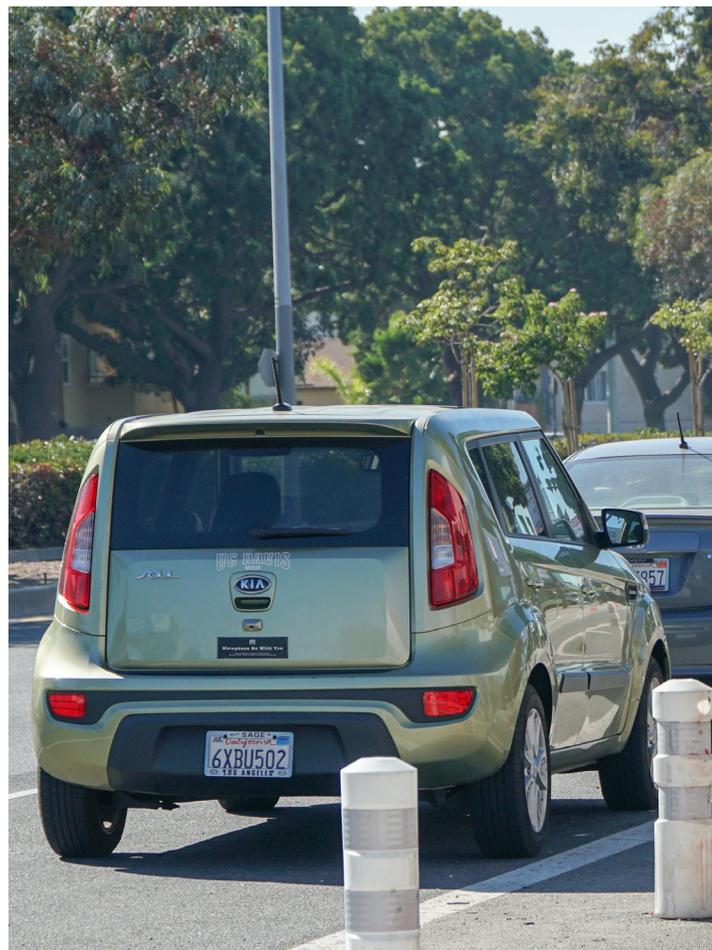


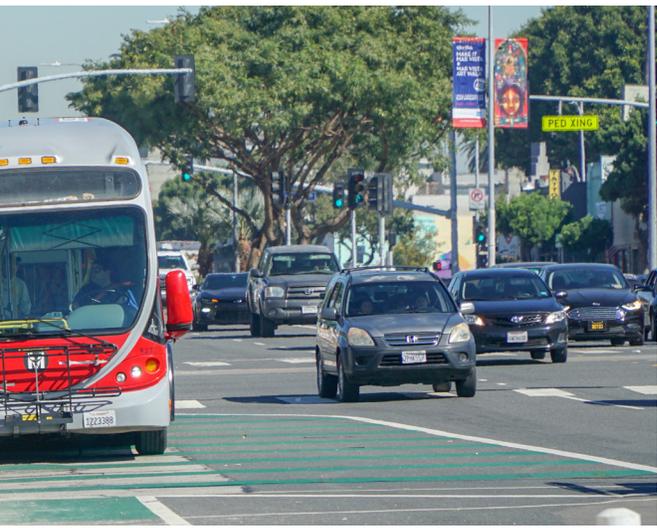


Streetlight Banners
Weekly Overnight Street Sweeping
Sidewalk Mosaic



VENICE BOULEVARD GREAT STREET IN ACTION



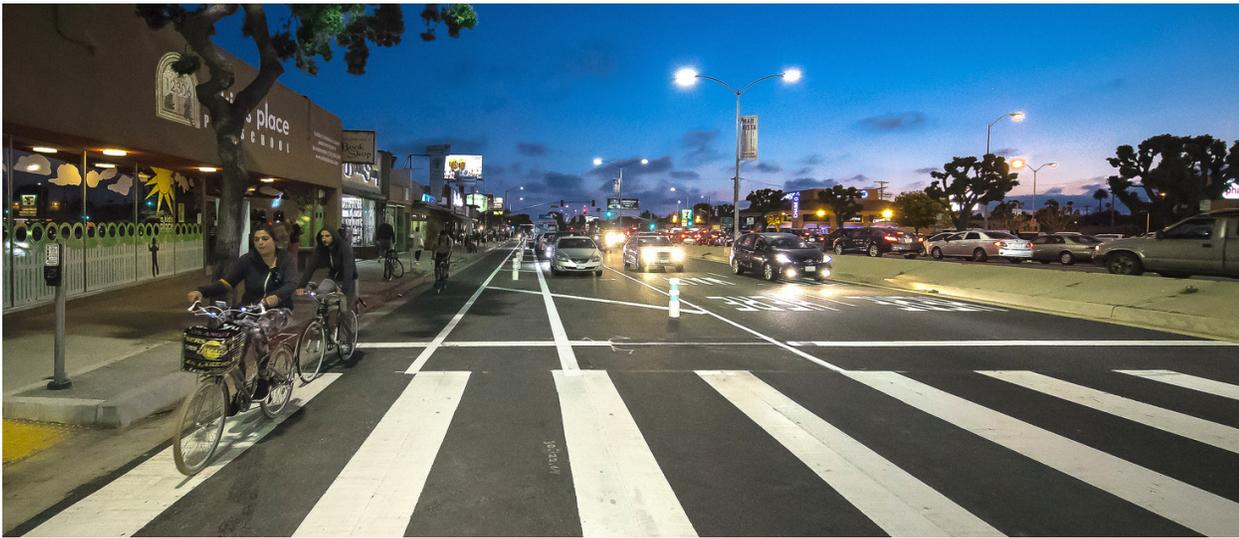


EXECUTIVE SUMMARY

Mayor Eric Garcetti's Great Streets Initiative collaborated with the Los Angeles Department of Transportation (LADOT) and other city partners to achieve Mar Vista's vision for Venice Boulevard. The extensive two-year outreach process revealed the desire for a project that would support and strengthen the corridor, provide a downtown feel to Venice Boulevard, promote the growth of local business, and provide safety for all modes of travel. In May 2017, LADOT completed a number of safety improvements to the Great Street. This included a series of permanent improvements such as four new signals and crossings, high-visibility crosswalks, and pedestrian head start signals. LADOT also used paint, signs, and other low-cost temporary materials to test the operation and reception of new roadway design features—lane reductions throughout the Great Street, protected and buffered bicycle lanes, and right turn lanes at certain intersections. LADOT committed to testing these new design features through a one-year pilot study.

After the one-year pilot period, LADOT began assembling, validating, and analyzing data that was compared to the pre-project conditions set in the 2016 Venice Boulevard Great Streets Benchmarking Report. This one-year evaluation report pairs quantitative data analysis with qualitative feedback obtained through public and business surveys. LADOT found promising trends that the Venice Boulevard Great Street is achieving its desired goals.

People travel by car and bike on the Great Street



VENICE BOULEVARD IS SAFE

- There have been no severe or fatal injuries in the one-year period.
- The protected and buffered bicycle lanes have resulted in a decrease in bicyclist injuries. We also found a higher proportion of cyclists are using the bicycle lane now instead of the sidewalk.
- Though average speeds on the corridor remain about the same, we have seen a reduction in the number of collisions that are attributed to speeding vehicles.
- The busiest intersection, Venice Boulevard and Centinela Avenue, saw a 75% reduction in collisions.
- Although there was a noticeable increase in collisions at the intersection of Venice Boulevard and Wade Street, we have found this to be an anomaly that does not align with other trends we are seeing. However, these collision types are correctable, and we are immediately constructing signal modifications to separate eastbound and westbound left-turning movements at this intersection. This improvement will eliminate these collision types.
- Excluding the Wade Street anomaly, there is a 14% reduction in overall collisions across Venice Boulevard between the two 12-month periods.

VENICE BOULEVARD IS EFFICIENT

- Multi-modal activity has increased. More people are walking, riding scooters, and using transit.
- Though bicycle ridership does not appear higher in the post-project study period, we believe this may be due to the weekday peak-periods we studied. While the 0.8 mile protected and buffered bicycle treatment may not be long enough to encourage bicycle commuting, we could find a higher number of recreational or short-trip rides during other times of the day and week. We have recently installed permanent bicycle/scooter counting stations to better understand travel patterns.
- Traffic volumes on Venice Boulevard have returned to pre-project levels, meaning that the new roadway design can still handle existing vehicular demand.
- Travel times through the entire corridor during peak periods fall mostly within a minute of what they were prior to the project. The data indicates that less than 10% of the day is impacted by the lane modification, as defined by travel times that exceed 30 seconds of pre-project travel times.
- Though travel patterns on Venice Boulevard are normalizing, we have found more vehicles on residential streets parallel to the Great Street, which can range from one to three additional vehicles per minute during evening peak periods.

Families and friends enjoy walking on the Great Street



VENICE BOULEVARD IS GOOD FOR BUSINESS

- The corridor is seeing increased business revenue. While revenue was already trending upward, we saw an even higher uptick in 2017 gross revenue. This data is not yet available for 2018.
- People are spending more when they visit Venice Boulevard. A higher proportion of patrons report that they spend \$10 or more when they visit.
- Building and construction activity in the Mar Vista surrounding area have increased significantly between the two study periods (2014 and 2017-18)
- Merchants report that their busiest times on weekdays are in the morning and evening periods, indicating that the project has not deterred customers from frequenting businesses during commuting hours.

PEOPLE ENJOY DOWNTOWN MAR VISTA

- A larger proportion of people believe that Venice Boulevard and Mar Vista is safe, attractive, lively, and has a strong identity. People are continuing to come to Venice Boulevard to shop.
- Our survey found that a smaller proportion felt the neighborhood was clean and well maintained. Since our September 2018 survey, work is being done to improve and beautify the center median. The Great Streets Initiative will continue to engage Mar Vista residents to identify high need areas for maintenance and repair on the corridor through the Great Streets annual maintenance program.

LADOT is happy to note these positive trends developing in the one-year period. There are a number of other metrics we looked at in the Venice Great Street One-Year Evaluation Report, but found some datasets did not change significantly or were not strong measures to the project's goals. We believe that the report findings support retaining the Venice Great Street.

You can learn more about this project at www.veniceblvdmavista.org.



The following pages document conditions one year after construction of the Venice Boulevard Great Streets project. This evaluation compares pre- and post-project conditions on Venice Boulevard for a set of metrics, selected by LADOT, that were measured in the 2016 Venice Boulevard Benchmarking Report and 2018 six-month post-project evaluation. We conducted this one-year analysis using consistent methods with prior evaluations whenever possible. In certain instances, we made adjustments from the Benchmark Report data:

- Some datasets used in the Venice Boulevard Benchmark Report were analyzed for a two-year period. To make comparable to one-year of post-project data, we selected the most recent of the two-years as a baseline.
- Pre-project crime and MyLA 311 Service Request data were obtained from databases that are no longer available and/or no longer in a comparable format. In both cases we ran a new query for the pre-project year maintain consistent formats to the post-project year.

While we set preference for reporting on the entire post-project year (May 2017 - May 2018), some datasets are reported by calendar year. In these cases, calendar year 2017 was used instead.

 **Improved Access and Mobility (page 16)**

 **Increased Economic Activity (page 24)**

 **Enhanced Neighborhood Character (page 28)**

 **Greater Community Engagement (page 30)**

 **Improved Environmental Resilience (page 31)**

 **Safer and More Secure Communities (page 32)**



IMPROVED ACCESS AND MOBILITY

ARE WE ABLE TO ACCESS THE DESTINATIONS THAT MATTER MOST TO US IN A SAFE AND CONVENIENT MANNER?

PEDESTRIAN AND BICYCLE VOLUMES AND OBSERVATIONS

Pedestrian and bicycle counts were collected on Tuesday, 9/22/15 and again on Tuesday 9/25/18 and Wednesday 9/26/18. The more recent counts were averaged, an industry recommended practice to reduce single day anomalies. The counts capture six-hours of pedestrian, bike, and scooter volumes, collected between 7-10am and 3-6pm on Venice Boulevard between Wasatch Avenue and Colonial Avenue. The counts also include basic characteristics about the people observed walking and biking.

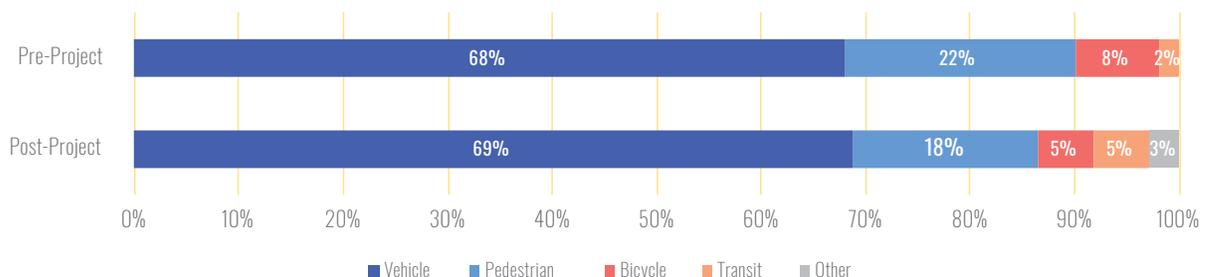
- Pedestrians, bicyclists, and scooters as a whole have increased by 11% (981 to 1,090)
- Pedestrian activity has increased by 32% (437 to 577). This increase was found on both sides of the street
- The number of scooter riders has almost doubled in the past three years (+77%) from 61 scooter riders to 108

The number of bicyclists decreased by 16% (483 to 405), though the number of bicyclists riding on the sidewalk decreased by half (16% to 8%) indicating that bicyclists feel safer riding in the protected and buffered bicycle lane. We are continuing to monitor bicycle data to determine if the project has resulted in increases in recreational and utilitarian bike trips that may fall outside of traditional vehicular peak hours.

We also noted that:

- The percentage of female pedestrians increased (31% to 36%)
- The share of pedestrians who are under 16 years old increased from 8% to 32%

Travel Mode to Street - Merchant Estimates of their Patrons Travel Patrons to Business



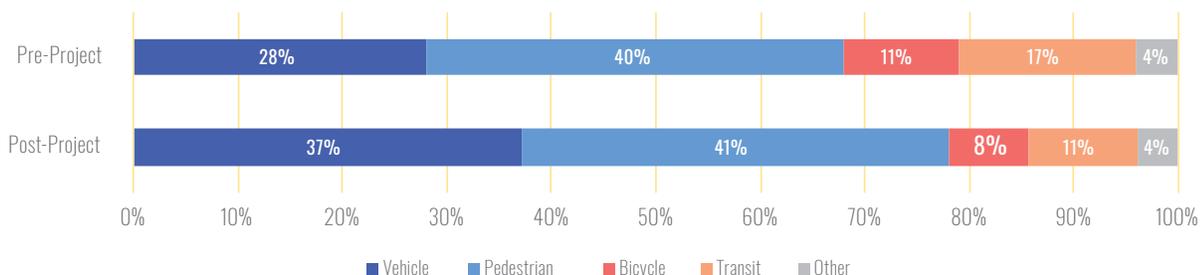
Source: Great Streets Surveys. 2015, 2018

TRAVEL TO THE GREAT STREET

A survey of merchants and people walking on the Venice Boulevard Great Street was conducted before the project was installed (May/June 2015) and after the project was completed (September 2018). Using the same survey, we asked merchants how they thought their customers arrived at their businesses, and we also asked pedestrians how they arrived at the corridor that day. 22 merchants and 75 pedestrians were surveyed in 2015 and 23 merchants and 132 pedestrians were surveyed in 2018.

Merchants overestimate the proportion of their customers who arrive by car. While they believe close to 70% of their clientele arrive by car, only 37% of pedestrians reported that they came by vehicle. More pedestrians reported that they walked to get to the Great Street (41%) than drove (37%).

Travel Mode to Street - Patrons Reported Travel Mode to Business



Source: Great Streets Surveys. 2015, 2018

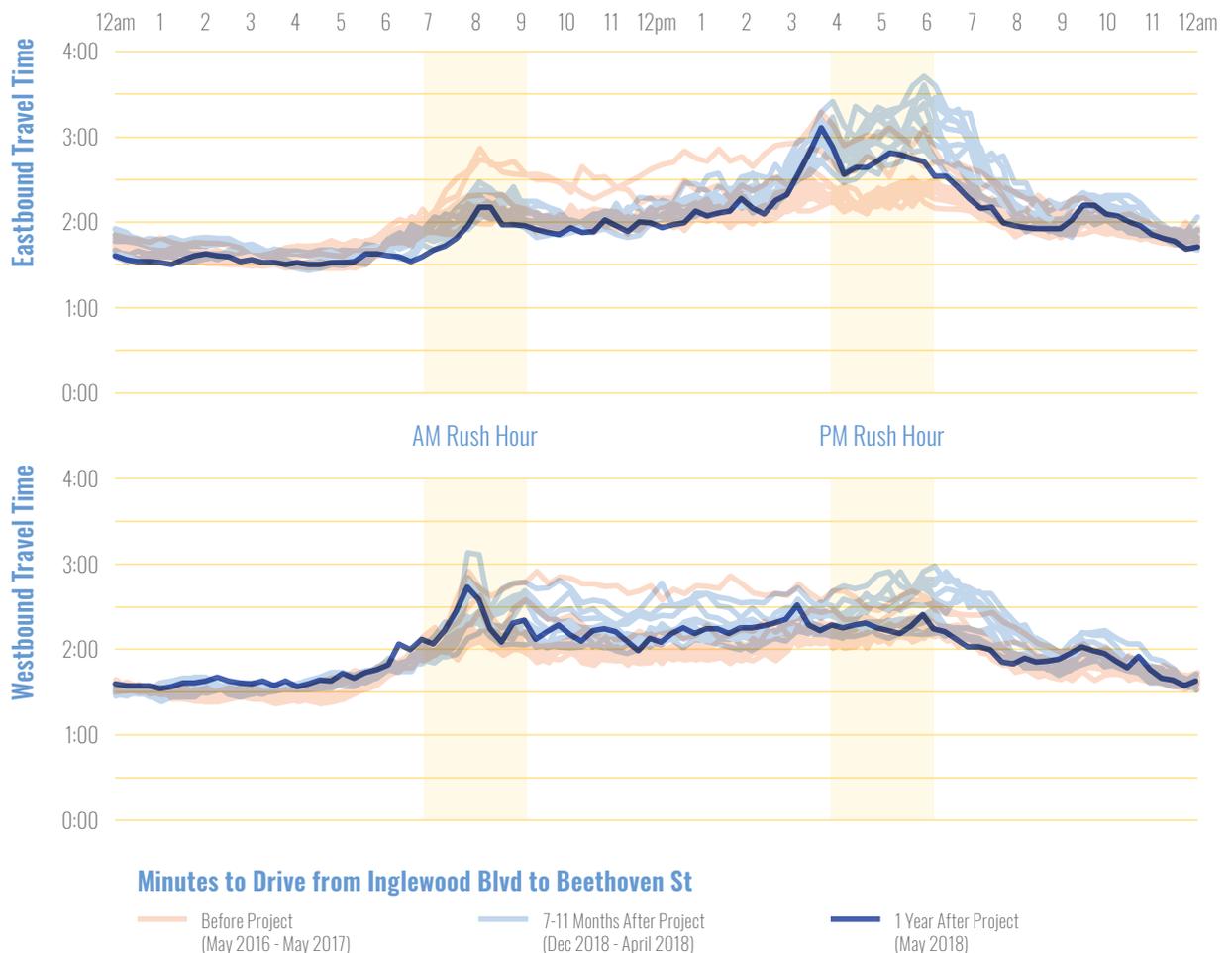
24-HOUR TRAVEL TIME

INRIX, a lead provider in on-demand traffic data, provided information on the average time to drive the length of the Venice Boulevard Great Street (between Beethoven Street and Inglewood Boulevard) in both directions, averaged every 30 minutes over 24 hours. INRIX collects and processes this data using GPS signals from mobile device users. The study included monthly average travel times for a two-year period, May 2016 to May 2018, which includes one

full year of pre-project conditions and one full year of post-project conditions.

Since the project was installed, travel times have remained within pre-project ranges during most times of the day. Travel times did spike during the evening peak period in the eastbound direction and the morning peak in the westbound direction after the project's construction. However, travel times are trending back toward pre-project conditions, and May 2018 travel times are faster than the range of previous post-project months.

Eastbound and Westbound Travel Time



Source: INRIX, 2016-2018

RUSH HOUR TRAVEL TIME

Rush hour travel times were obtained by conducting travel time runs. This requires driving the length of the corridor multiple times, recording the travel time for each run, and then averaging the times during the morning and evening peak periods per direction. A supplement to the GPS data obtained through INRIX, this data is intended to report on actual conditions during the busiest times of the day. Travel time runs were conducted during the following days:

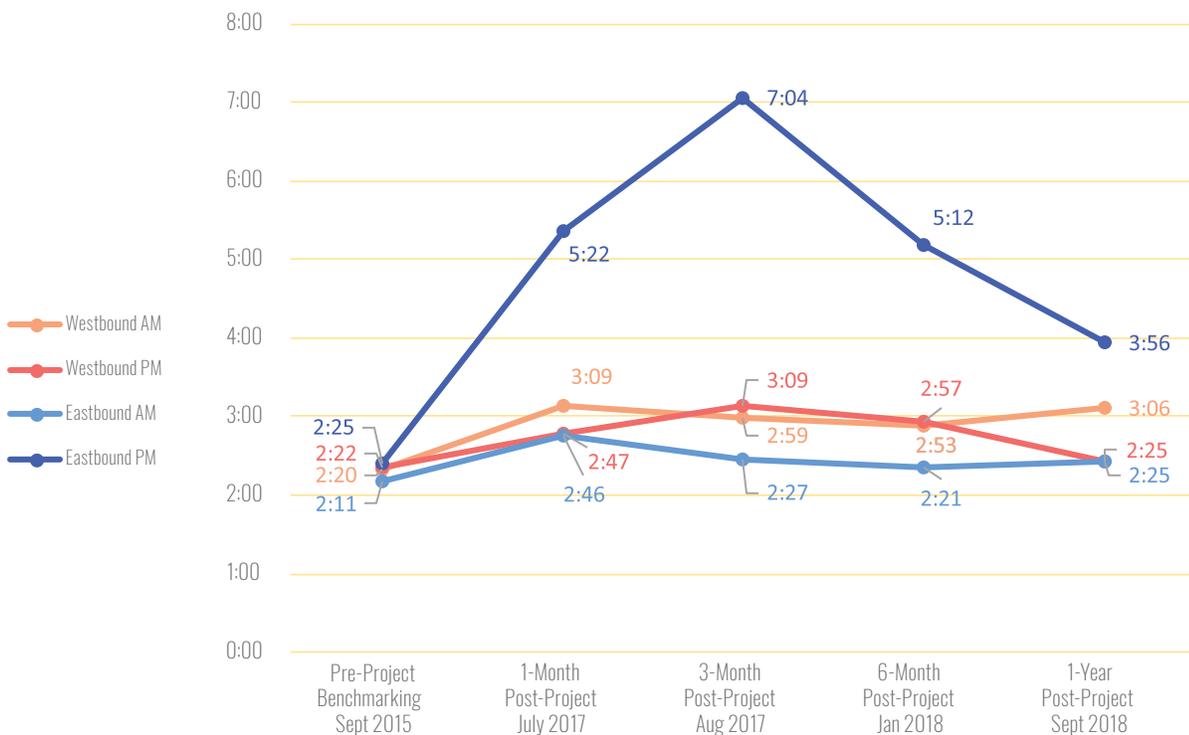
- Tuesday, August 4, 2015
- Thursday, July 13, 2017
- Thursday, August 24, 2017
- Thursday, January 11, 2018
- Thursday, October 4, 2018

We found that eastbound travel times during evening peak periods steadily increased around the three-month period, but have significantly decreased since then. This decrease could be attributed to the additional left-turn lane installed on Venice Boulevard at Centinela Avenue, which allows more vehicles to move through the street.

Eastbound morning, westbound morning, and westbound evening travel times have all remained within about one

minute of pre-project travel times during all studied periods.

Peak Travel Time



Source: LADOT. 2015, 2017, 2018

MIDDAY TRAVEL SPEED

Vehicle travel speeds were measured using radar in the middle of the day (11am-1pm) during free flow conditions. Radar was used on Venice Boulevard between Wasatch Avenue and Colonial Avenue. Vehicle speeds were recorded on the following days:

- Tuesday, September 22, 2015
- Thursday, July 13, 2017
- Thursday, August 24, 2017
- Thursday, January 11, 2018
- Tuesday, September 25 and Wednesday, September 26, 2018 (two consecutive days of data were averaged)

We found that average speeds are around the same as they were in 2015 (1 mph increase).

VEHICLE TRAFFIC VOLUMES

To monitor potential traffic diversion, traffic volumes were collected on Venice Boulevard and on residential streets parallel to Venice Boulevard: Palms Boulevard, Charnock Road, Pacific Avenue, and Victoria Avenue. Data was collected on the following periods:

- September 2015
- June 2017
- August 2017
- January 2018
- June 2018 (two consecutive days of data were averaged)
- September 2018 (two consecutive days of data were averaged)

Traffic volumes on Venice Boulevard were collected using the City's Automated Traffic Surveillance and Control (ATSAC) System. ATSAC sensors are not typically deployed on local streets and tube counts were used instead. Vehicle volumes are counted for a 24-hour period for each direction of travel, providing an average daily traffic (ADT) count.

Travel Speed



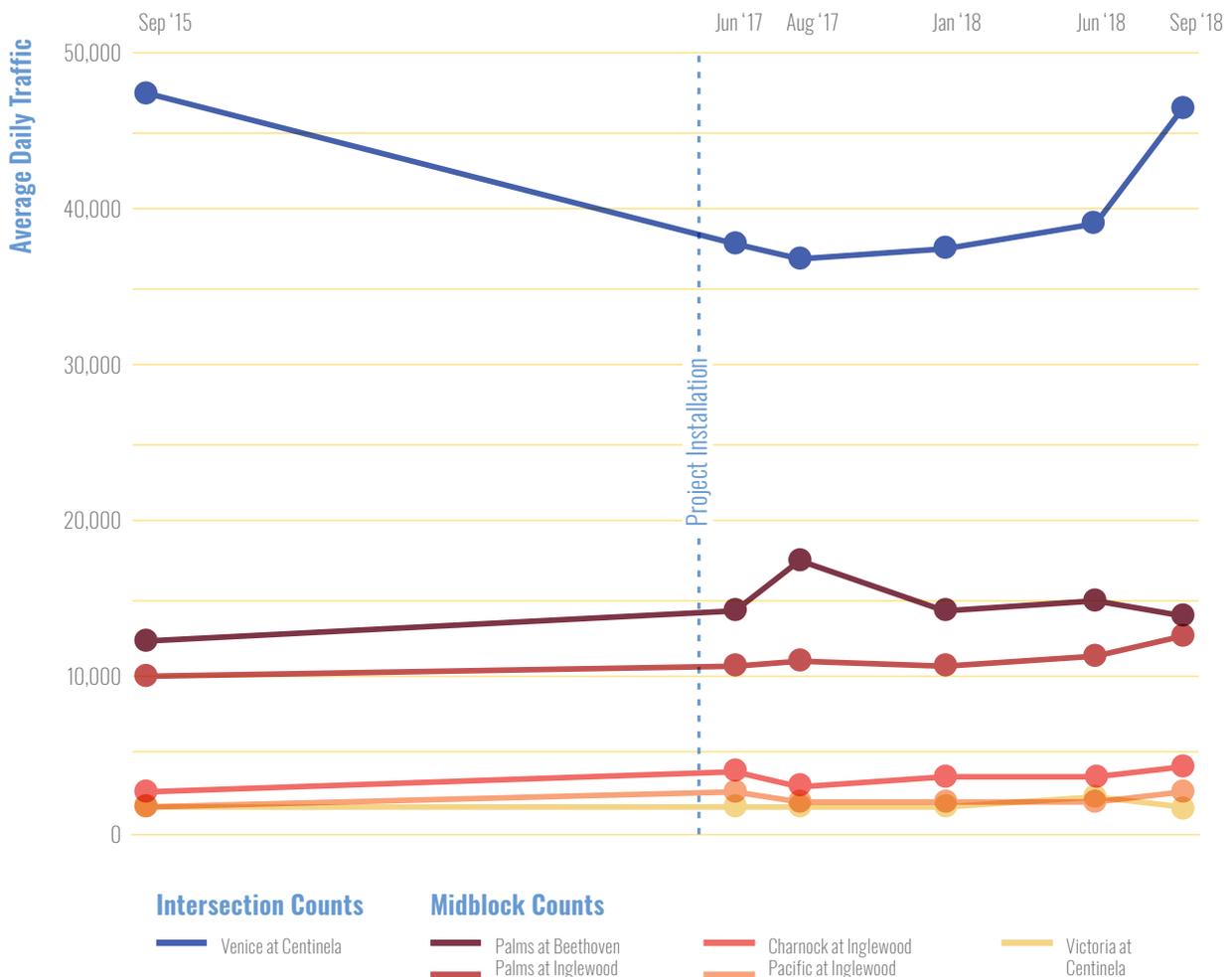
Source: National Data and Surveying Services (All Other Streets), 2015, 2017, 2018

Since the project's construction, more people are coming to Mar Vista area. While volumes on Venice Boulevard decreased for some time after construction, they have increased to pre-project levels, which is likely attributed to the addition of a second left-turn lane on Venice Boulevard at Centinela Avenue.

has seen an increase in vehicles equivalent to around one additional vehicle per minute during peak evening periods. On Charnock Road there are around three additional vehicles per minute during peak periods.

Streets parallel to Venice Boulevard also saw increases in vehicle travel, which could be encouraged by the increasing use of navigational apps like Waze. Pacific Avenue

Traffic Volumes on Parallel Streets



Source: City of LA ATSAC (Venice Blvd), National Data and Surveying Services (All Other Streets). 2015, 2017, 2018

TRANSIT RIDERSHIP

We looked at average daily ridership (boardings and alightings, averaged over a month) for transit lines that have stops on or near Venice Boulevard. These were aggregated to the nearest intersection to obtain a total average daily ridership by intersection. In the Venice Boulevard Benchmarking Report, we reported on transit ridership in October 2014. At the time, there were five lines with stops on or near Venice Boulevard:

- Metro 33
- Metro 733
- Culver City Bus 2
- Santa Monica Big Blue Bus 14
- Santa Monica Big Blue Bus Line 6

We collected transit ridership data for October 2017 as the post-project period. Culver City Bus was unable to provide monthly data for the October 2017 only, and instead provided total ridership for a four-month period (September 2017 - January 2018). To determine an average monthly ridership, the total ridership was divided by 4 months. In 2017, the same five bus lines operated on or near Venice Boulevard with the addition of a sixth line, Culver City Bus 5.

WHAT ABOUT **EMERGENCY RESPONSE?**

LADOT communicates directly with the Los Angeles Fire Department (LAFD) to work towards minimizing impacts to their operations.

In November and December 2017, LADOT worked with LAFD to provide emergency transponders that allow LAFD to preempt traffic signals so LAFD vehicles can move quickly through intersections. LAFD reported that the preemption made a difference on Venice Boulevard for their fire vehicles. LADOT found, through LAFD provided data, that LAFD vehicles were consistently moving 30-40% faster than general traffic, with an average speed of 39 mph along Venice Boulevard.

Between the pre- and post-project years, the Santa Monica Big Blue Bus updated their bus routes systemwide to accommodate the Metro Expo Line extension to Santa Monica. The Culver City Bus Line 5 is a newer weekday community circulator route that connects Inglewood and Washington Boulevards with Blair Hills via Braddock Drive.

Our analysis found that transit ridership (as defined by boardings and alightings) increased along the corridor by 8,575 riders (3,687 to 12,262 riders). This was attributed to a significant increase in ridership at Venice Blvd. & Centinela Ave. (8,172 riders) and Venice Blvd. & Beethoven St. (663 additional riders). Ridership decreased at Venice & Wade by 25 riders, at Venice & Grand View by 40 riders, and at Venice & Inglewood by 195 riders.

A Metro bus traverses the Venice Boulevard Great Street





INCREASED ECONOMIC ACTIVITY

ARE WE GROWING OUR LOCAL ECONOMIES IN BENEFICIAL WAYS THAT ALLOW ALL ANGELENOS TO PROSPER?

BUSINESS REVENUE

The Los Angeles Office of Finance provided total annual gross receipts for registered businesses on the Venice Boulevard Great Street for the 2013-2017 calendar years. The data represents retail sales or payments for services received, but does not include businesses that did not report revenue, did not pay taxes, and/or did not register with the Office of Finance. 2018 data is not yet available. This data is shown in the chart on the facing page.

While the total reported taxable revenue on the corridor has steadily increased between 2013 and 2016, it increased to a higher degree between 2016 and 2017. Taxable revenue in 2017 shows a 7% increase over 2016 and an overall 15% increase since 2013.

BUILDING PERMITS

The Los Angeles Department of Building and Safety (LADBS) provides building permit data on the Los Angeles Open Data Portal. LADBS issues permits for the construction, remodeling, and repair of buildings and structures in the City of Los Angeles. We looked at the half mile area around the Great Street, consistent with the Venice Boulevard Benchmarking Report. This information was queried for the post-project year June 2017 to May 2018.

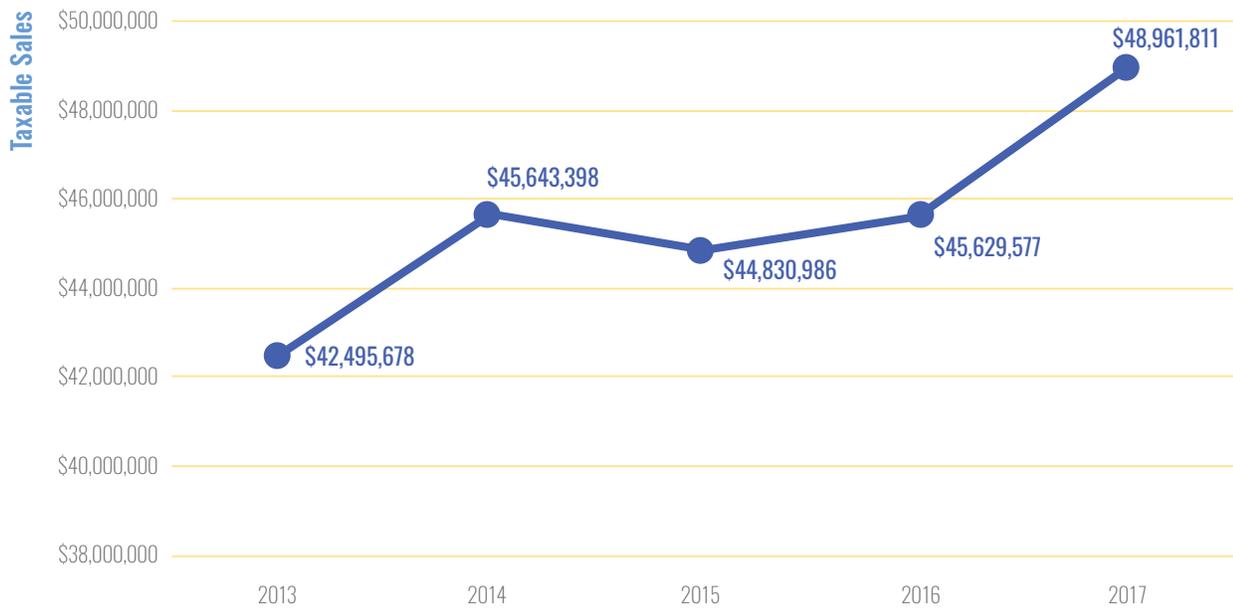
The number of building permits issued increased from 642 to 903 per year, a 41% increase.

COMMERCIAL REAL ESTATE

CoStar, a provider of commercial real estate information, supplied data for the Venice Boulevard Benchmarking Report and evaluation study. This data was selected to only include properties fronting onto the Great Street. For consistency, Costar data recently obtained for the 2014 calendar year was compared to calendar year 2017.

The percent of total commercial retail vacancy decreased from 1.6% to 0.9%. The price per square foot of commercial property increased from \$341/SF to \$832/SF. The number of commercial property leasing deals have increased from 8 to 9 per year. Median commercial property sale price decreased from \$2.9 million to \$1.4 million, though there were only two sales reported in each period, which is not enough to provide conclusive results. The number of commercial property sales, number of commercial buildings, total retail square footage remained the same.

Business Revenue on the Great Street



BUSINESS PERCEPTIONS

We used the same survey instrument in May/June 2015 and September 2018 to conduct surveys from businesses along the Venice Boulevard Great Street. 22 merchants and 75 pedestrians were surveyed in 2015, and in 2018 there were 23 merchants and 132 pedestrians surveyed.

The survey findings are summarized below:

MERCHANTS

- The median number of years in operation increased from 6 years to 10 years
- The estimated average amount spent by patrons per visit decreased from \$55 to \$38
- The estimated percentage of patrons who are local stayed about the same (80%)
- The two busiest times of day during the weekday changed from 12-2

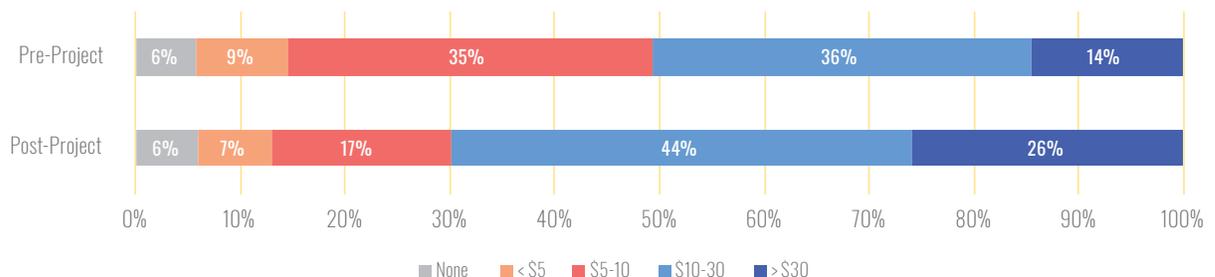
PM and 5-7 PM to opening-12 PM (earlier) and 5-7 PM (same)

- The two busiest times of day during the weekend changed from 12-2 PM and 2-4 PM to 12-2 PM (same) and 5-7 PM (later)
- The estimated common length of a visit to the business stayed the same: 10-30 minutes
- The average number of employees (excluding the business owner) increased from 3 full-time and 2 part-time employees to 4 full-time and 4 part-time employees

PATRONS

- The average age of the pedestrian respondent increased from 35 years old to 43 years old
- The percentage of pedestrians who live or work in the area stayed around the same (65%)
- The estimated common length of visits to businesses stayed the same: over an hour

Average Amount Spent per Visit



Source: Great Streets Survey, 2015, 2018

PATRON SPENDING AND VISITS

The same survey instrument in May/June 2015 and September 2018 to ask patrons how much money they spend when they visit the corridor and how frequently they visit. A larger share of people are spending \$10 or more per visit, and a larger share of people are visiting the corridor daily or several times a week, indicating that people do not feel discouraged from visiting.

The surveys found that the amount of money spent per visit by patrons has increased with a larger share of people reporting spending over \$30 (14% to 26%) and spending \$10 – \$30 (36% to 44%).

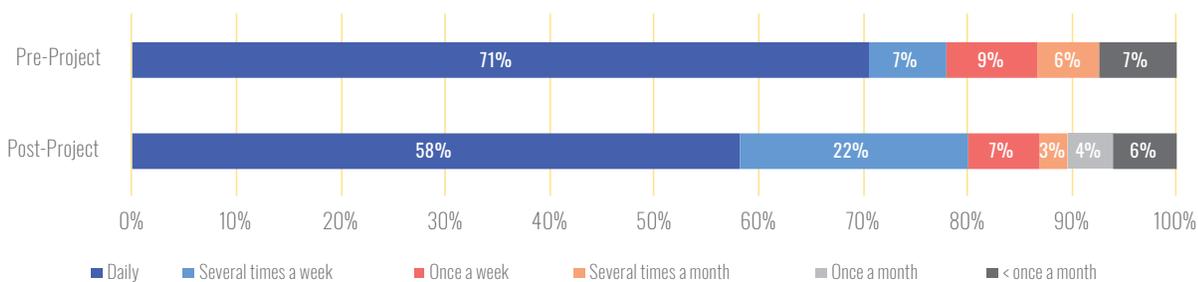
The share of people visiting the corridor frequently (daily or several times a week) has slightly increased from 78% to 80%. The share of people visiting the corridor a fair amount (once a week or several times a month) decreased from 15% to 10%. The share of people visiting the corridor infrequently (once a month or less) increased from 7% to 10%.

PARKING METER REVENUE

We looked at LADOT parking meter data to compare the number of meters, meter revenue, and revenue per meter for the 2014 pre-project calendar year and the post-project year June 2017-May 2018.

The total number of parking meters on the Great Street decreased from 89 to 71 meters due to the removal and adjustment of parking along the corridor. We found that revenue per parking meter has increased from \$1,530 to \$1,570 per meter per year. The total revenue across all meters decreased from \$136,000 per year to \$111,000 per year.

Frequency of Visits



Source: Great Streets Survey, 2015, 2018



ENHANCED NEIGHBORHOOD CHARACTER

ARE WE CONTRIBUTING TO THE UNIQUE IDENTITIES THAT DEFINE OUR NEIGHBORHOODS AND MAKE THEM GREAT PLACES TO LIVE AND WORK?

NEIGHBORHOOD PERCEPTIONS

We used the same survey instrument in May/June 2015 and September 2018 to ask patrons about their opinions of Venice Boulevard and the neighborhood. 75 pedestrians were surveyed in 2015 and 132 pedestrians were surveyed in 2018.

We found that a larger share of pedestrians strongly or moderately agreed with the statement that the neighborhood is safe (89% to 92%), attractive (77% to 84%), active (78% to 90%), and has a strong identity (61% to 76%). A smaller share of the pedestrians strongly or moderately agreed with the statement that the neighborhood is clean and well-maintained (85% to 75%).

REASON FOR VISIT

We also asked pedestrians their reason for visiting the corridor that day.

We found an increase in percentage of people who work in the area (13% to 16%), come to visit friends (3% to 6%), go shopping (2% to 11%), and or come other reasons (2% to 9%). There was a decrease in the percentage of people who live in the area, are passing by (8% to 1%), come for music and art (2% to 1%), to eat and drink (9% to 4%), and for school (7% to 3%).

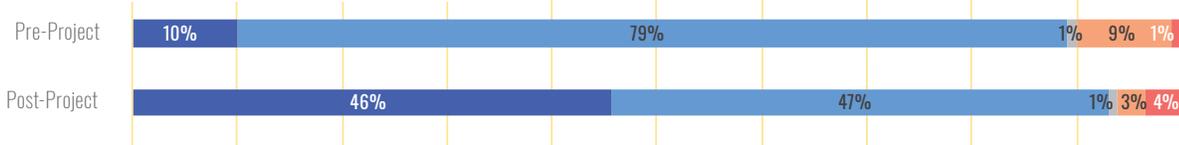
STREETSCAPE ELEMENTS

The Great Streets Initiative identified 16 key streetscape elements associated with a great street. In 2015 we noted which of these streetscape elements were present on Venice Boulevard. We conducted the same survey in 2018 after the project was completed.

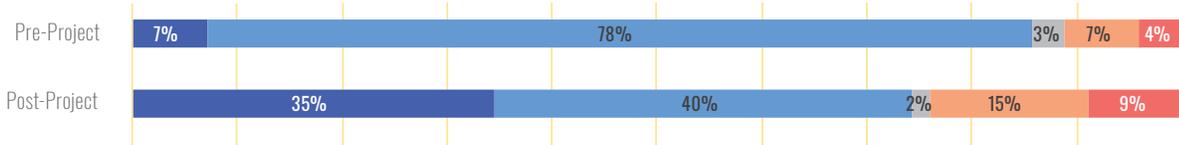
In 2018 we reported three additional elements (high-visibility crosswalks, accessible curb ramps, and mid-block crossings). Nine of the 16 elements were present in 2015 (street trees, trash cans, access to healthy food, dedicated bikeways, available parking, public gathering spaces, outdoor seating at businesses, regular special events, and civic art). These align with the Safer and More Secure Communities Great Streets goal.

Neighborhood Perceptions

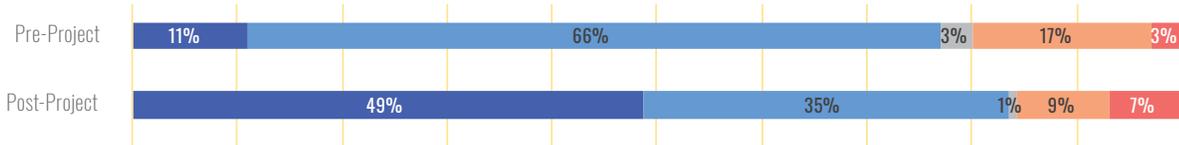
This Neighborhood is Safe



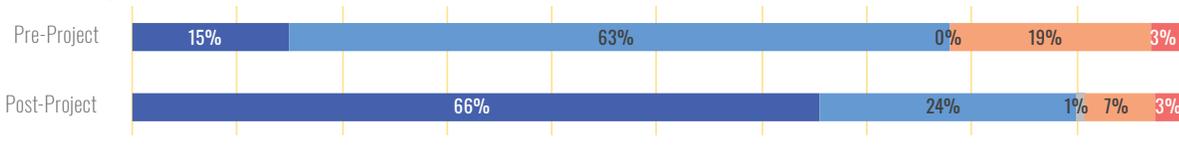
This Neighborhood is Clean & Well-Maintained



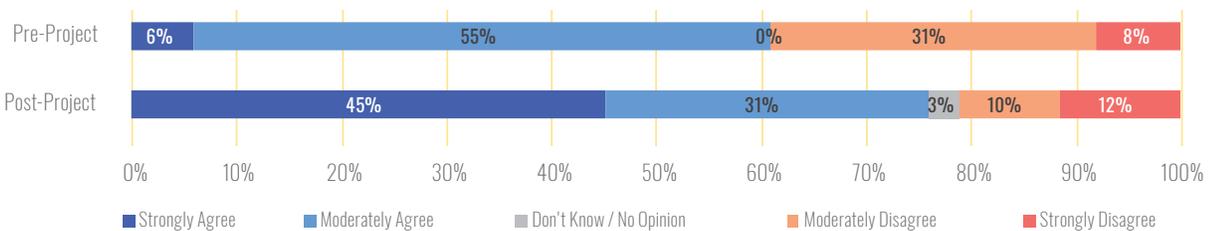
This Neighborhood is Attractive



This Neighborhood is Active & Lively



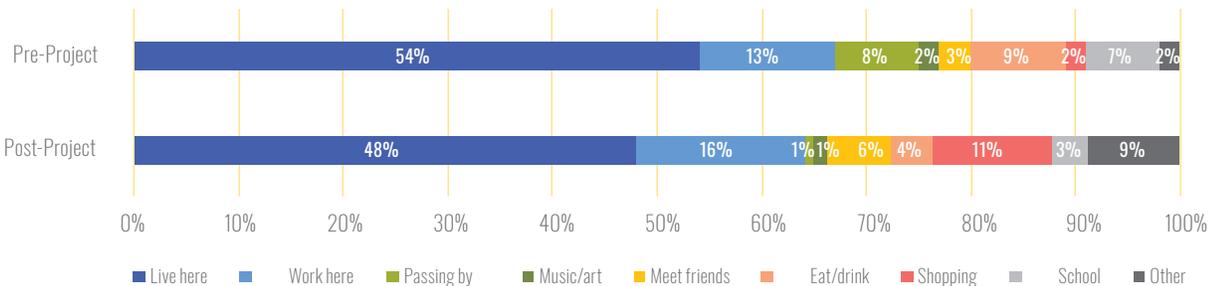
This Neighborhood Has a Strong Identity



Legend: Strongly Agree (Dark Blue), Moderately Agree (Medium Blue), Don't Know / No Opinion (Grey), Moderately Disagree (Orange), Strongly Disagree (Red)

Source: Great Streets Survey, 2015, 2018

Reason for Visit



Source: Great Streets Survey, 2015, 2018



GREATER COMMUNITY ENGAGEMENT

DO ALL ANGELENOS FEEL THAT THEY HAVE A SAY IN HOW OUR CITY GROWS
AND ARE THEY ABLE TO PARTICIPATE IN DECISION-MAKING?

MYLA 311 SERVICE REQUESTS

For the Venice Boulevard Benchmarking Report, we looked at all MyLA 311 call center requests for the half-mile area around the Great Street for the 2014 calendar year. Post-project data include all 2017 MyLA 311 requests for the same area submitted via 311, City call centers, email, mobile apps, the 311 website, and other sources. As such, the post-project data set is considerably larger than the pre-project. The Los Angeles Information Technology Agency (ITA) was not able to provide a pre-project data set with the same robustness as the post-project, nor were they able to filter the post-project data to be consistent with the pre-project. However, request categories are consistent across pre- and post-project data, so data is compared as percentages to compensate for different size data sets.

There are 20 request categories:

- Animal services
- Arts and entertainment
- Complaints
- Conservation efforts
- Economic and workforce development
- Enforcement and violation reporting
- Events
- Gang division
- Graffiti removal
- Health, family, and social services
- Housing assistance
- Planning, zoning, and building
- Public safety and emergency services

- Public services
- Public works and utilities
- Recreation
- Sanitation and cleanliness
- Transportation and parking
- Volunteer and charity
- Other

The following five report types had higher shares in the post-project period:

- Graffiti removal reports from 7% to 13%
- Health, family, and social services reports from less than 1% to 2%
- Public works and utilities from 3% to 8%
- Sanitation and cleanliness from 13% to 33%
- Other reports from 11% to 19%

The following three report types had lower shares in the post-project conditions:

- Planning, zoning, and building reports from 43% to 13%
- Public services reports from 6% to 1%
- Transportation and parking from 5% to 1%

The share of enforcement and violation reporting remained at 7%, and the remaining 11 categories each remained at less than 2%.



IMPROVED ENVIRONMENTAL RESILIENCE

ARE WE FOSTERING A HEALTHY ENVIRONMENT FOR ALL, ONE WITH THE ABILITY TO SUSTAIN ITSELF AND THE CAPACITY TO ADAPT TO CHANGES?

In the Venice Boulevard Benchmark Report, we measured the public health and environmental quality of life in Mar Vista. We did this by analyzing obesity rates and self-reported walking behavior provided by the California Health Interview Survey, Neighborhood Edition. We found that the last survey period took place in 2014, so this data was not included in the report.

We also looked at CalEnviroScreen 2.0 data provided by the California Environmental Health Hazard Assessment (OEHHA)

and environmental quality of life requests submitted to the Los Angeles 311 hotlines. The CalEnviroScreen data was not updated in time for the post-project analysis. In addition, we did not find MyLA 311 data to be a strong indicator to environmental resilience.

We will seek to find other ways of measure this goal in other Great Streets projects.

Active behavior, including walking and biking, is encouraged along the Great Street





SAFER & MORE SECURE COMMUNITIES

DO WE HAVE COMMUNITIES WHERE PEOPLE FROM ALL BACKGROUNDS FEEL COMFORTABLE PARTICIPATING IN CIVIC LIFE?

CRIME STATISTICS

We looked at crime data that is publicly available on the City's Open Data Portal. We queried crimes for the Pacific Division, consistent with the Venice Boulevard Benchmarking Report. We found discrepancies between the pre-project crime report for 2014 and the 2014 data published on the Open Data Portal. Therefore, for this report we used the Open Data Portal for both pre- and post-project data.

We found that the number of crime reports increased for all categories in the Pacific Division and citywide. Total crime reports increased by 18% citywide (194,850 to 230,560) and by 13% in the Pacific Division (10,730 to 12,150)

The data were categorized by the following types:

- Violent crimes
- Financial crimes
- Quality of life crimes
- Special crimes
- Other crimes

A view of the Venice Boulevard Great Street



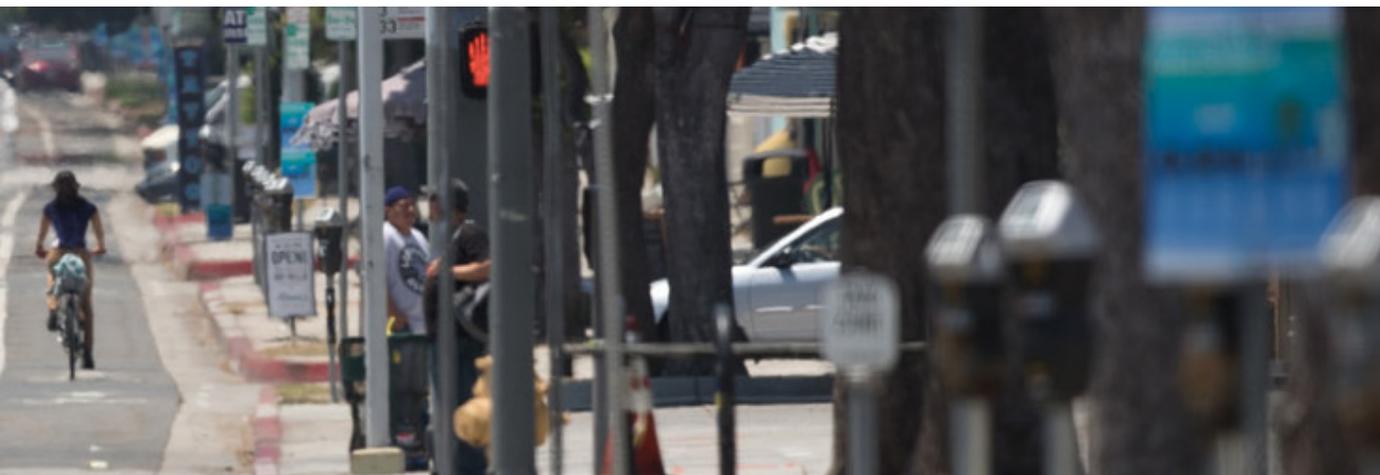
COLLISIONS

Collision data was retrieved from RoadSafe, a geospatial software for querying and managing collision data directly from California's Statewide Integrated Traffic Records System (SWITRS). We compared the 12-month period after the project (May 2017 to May 2018) with collision data dating back to 2012. For consistency with the post-project data, pre-project years all represent a May 20th to May 19th period. We sorted all collisions that occurred within the Venice Boulevard Great Street consistent with the methodology used in the Benchmarking Report and in the 6-month post-project evaluation. This analysis examines collisions by mode, severity, type, cause, location, and year. The discussion below details collision patterns since the project's construction.

SWITRS data indicates that there were 30 total collisions in the post-project year, including 3 bicycle collisions and 2 pedestrian collisions.

This amount is lower than the highest collision year in the observed data (2015) and within a comparable range of other years.

The number of severe injuries has decreased from two to zero when comparing the pre-project year to post-project year. There have been no fatalities on this corridor in any of the pre- or post-project years. The following pages provide a more detailed look at collisions on the Venice Boulevard Great Street.



COLLISION SUMMARY

- The busiest intersection, Venice Boulevard and Centinela Avenue, saw a 75% reduction in collisions.
- We found an increase in collisions at the Wade Street intersection, where 83% of collisions were the result of a left-turn conflict. We have found this to be an anomaly that does not align with other positive trends we are seeing across the corridor. However, these collision types are correctable, and we are immediately constructing signal modifications to separate eastbound and westbound left-turning movements at this intersection.
- Excluding the Wade Street anomaly, there is a 14% reduction in overall collisions across Venice Boulevard.

PEDESTRIAN AND BICYCLE COLLISIONS

- The protected and buffered bicycle lanes have resulted in a decrease in bicyclist injuries. We also found more cyclists are using the bicycle lane instead of the sidewalk.
- Bicycle collisions have declined. Two of the three bicycle collisions occurred between intersections – one 50 feet east of Beethoven Street and one 50 feet west of Colonial Avenue. The other bicycle collision occurred at the intersection of Venice Boulevard and Beethoven Street.
- One pedestrian crash occurred at the intersection of Venice Boulevard and Centinela Avenue and the other pedestrian crash occurred just west of Ocean View Avenue.

The table below shows the number of collisions per year by mode of travel, and the table on the facing page shows the number of collisions per year by location.

Collisions by Year and by Mode (May 2012 - May 2018)

□ Pre-project □ Post-project

Mode	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Auto	17	18	15	33	23	25
Bike	3	5	5	8	5	3
Pedestrian	1	3		5		2
TOTAL	21	26	18	46	28	30

Source: RoadSafe. 2012-2018

Collisions by Year and by Location (May 2012-May 2018)

Pre-project

Post-project

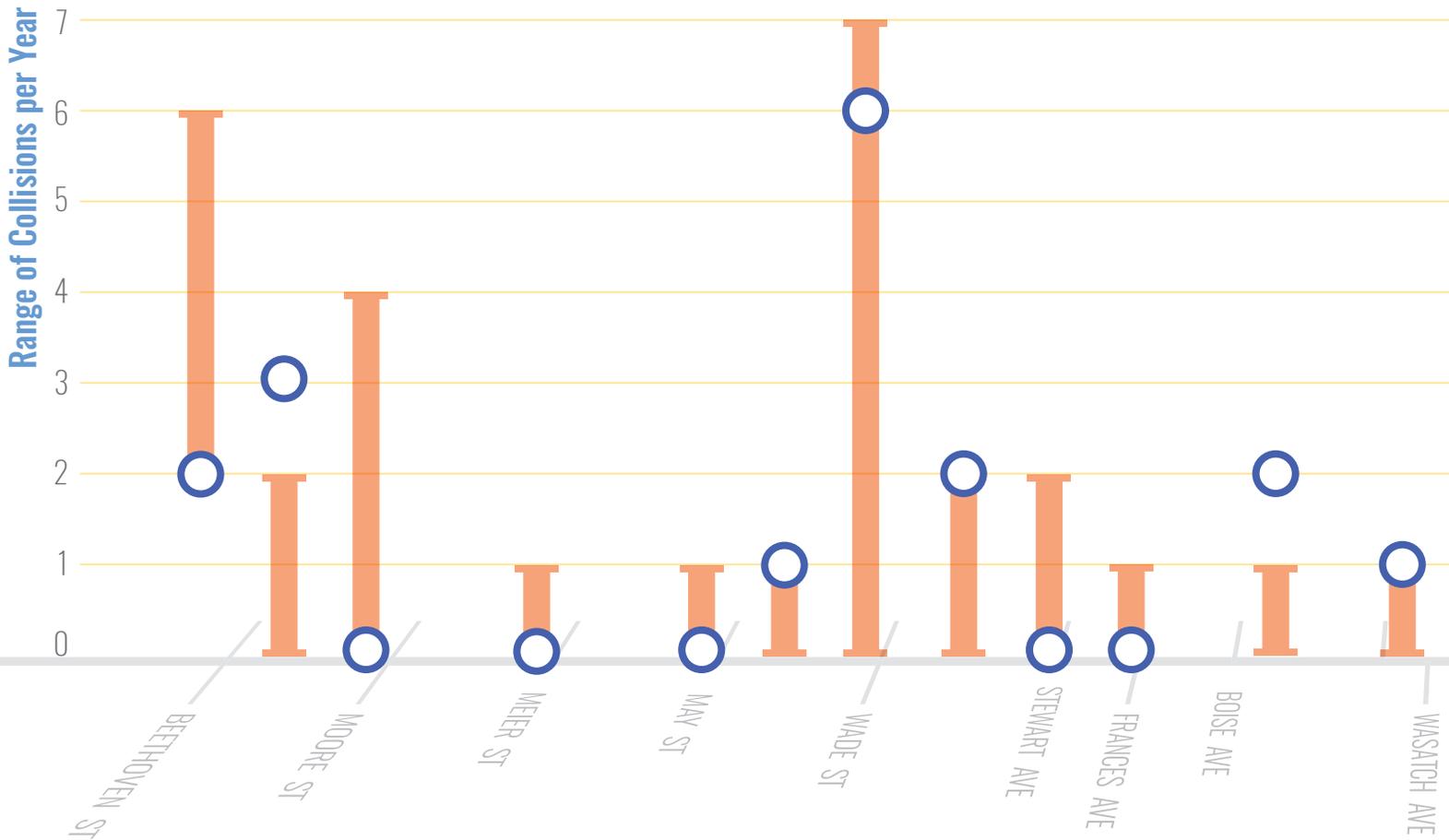
Location	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	Grand Total
Venice Boulevard & Beethoven Street	2	3	3	5	2	2	17
Between Beethoven Street & Moore Street	1	1		1	2	3	8
Venice Boulevard & Moore Street				4			4
Between Moore Street & May Street					1		1
Venice Boulevard & May Street		1	1		1		3
Between May Street & Wade Street				1		1	2
Venice Boulevard & Wade Street	1	4	1	7		6	19
Between Wade Street & Stewart Avenue	1	2				2	5
Venice Boulevard & Stewart Avenue				2			2
Between Stewart Avenue & Frances Avenue							
Venice Boulevard & Frances Avenue		1	1	1			3
Between Frances Avenue & Wasatch Avenue			1	1		2	4
Venice Boulevard & Wasatch Avenue			1			1	2
Between Wasatch Avenue & Colonial Avenue				1		3	4
Venice Boulevard & Colonial Avenue						1	1
Between Colonial Avenue & Centinela Avenue	1	1		1	2	1	6
Venice Boulevard & Centinela Avenue	3	6	5	6	4	1	25
Between Centinela Avenue & Ocean View Avenue			1	4	2	1	8
Venice Boulevard & Ocean View Avenue			1			1	2
Between Ocean View Avenue & Grand View Boulevard	1	1	1	1	2	1	7
Venice Boulevard & Grand View Boulevard	2	3		2	3	1	11
Between Grand View Boulevard & Mountain View Avenue	3			1	4		8
Venice Boulevard & Mountain View Avenue	2						2
Between Mountain View Avenue & Inglewood Boulevard	1	2		3	2	1	9
Venice Boulevard & Inglewood Boulevard	3	1	2	5	3	2	16
TOTAL	21	26	18	46	28	30	169

Source: RoadSafe, 2012-2018

A view of the Venice Boulevard Great Street



Collisions on the Great Street



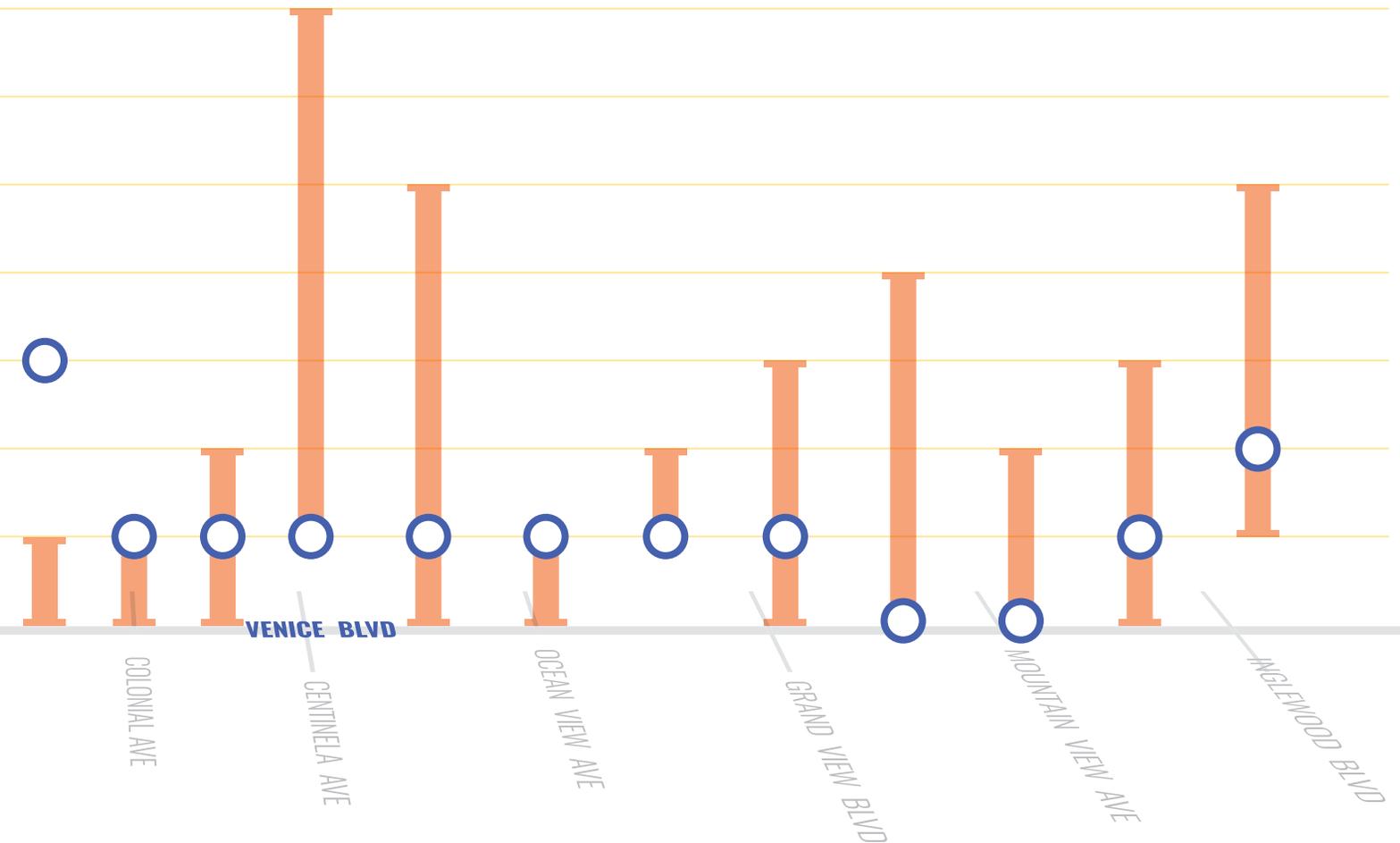
Source: RoadSafe. 2012-2018



Collisions for 1-Year Period after Project
(May 20, 2017 - May 19, 2018)



Range of Collisions for 5-Year Period before Project
(May 20, 2012 - May 19, 2017)



PUTTING IT ALL TOGETHER



ARE WE ABLE TO ACCESS THE DESTINATIONS THAT MATTER MOST TO US IN A SAFE AND CONVENIENT MANNER?

During the outreach process, residents said they wanted an accessible Mar Vista neighborhood. In the one-year period, we have seen an increase in multi-modal activity, as observed through increases in people walking, riding scooters, and using transit. Though merchants believe most of their clientele arrive by car, more customers say they arrive by walking as opposed to driving. Our traffic counts found that we could promote a Venice Boulevard that encourages other modes of travel but can also accommodate the same vehicle capacity.

We have recognized the need to collect and analyze data on other times of the day and on weekends to better understand how mobility patterns on Venice Boulevard have changed during non-commuting times.



ARE WE GROWING OUR LOCAL ECONOMIES IN BENEFICIAL WAYS THAT ALLOW ALL ANGELENOS TO PROSPER?

Mar Vista residents wanted a Great Street that was supportive to the continued growth of restaurants, local shopping, the farmers' market, and other amenities. Business revenue increased by over \$3 million between the 2016 and 2017 calendar years and is trending upward. The area has seen an increase in the number of building permits issued, indicating that there is more building and construction activity occurring in the Mar Vista. On average people are spending more money when they visit Mar Vista businesses. Furthermore, data collected shows that busy hours have increased by an average of one hour per day.



ARE WE CONTRIBUTING TO THE UNIQUE IDENTITIES THAT DEFINE OUR NEIGHBORHOODS AND MAKE THEM GREAT PLACES TO LIVE AND WORK?

As part of the Great Streets Initiative, we sought to create improvements that further enhanced the already strong neighborhood character of Mar Vista. Our public surveys provide positive feedback. More people believe the neighborhood is safe, attractive, active, and has a strong identity. The neighborhood continues to support multiple uses; more people are coming to Venice Boulevard to work and to shop. These qualitative measures indicate that the project has successfully created a sense of place inspired by the Mar Vista community. We did find that a larger proportion of people did not feel the neighborhood was clean and well maintained, and are working with city partners to improve maintenance on the corridor. We will also continue to work with the community to support other placemaking strategies.

WE SUMMARIZED HOW THE VENICE GREAT STREET ACHIEVES THE GOALS OF THE GREAT STREETS INITIATIVE



DO ALL ANGELENOS FEEL THAT THEY HAVE A SAY IN HOW OUR CITY GROWS AND ARE THEY ABLE TO PARTICIPATE IN DECISION-MAKING?

In the Venice Boulevard Benchmark Report, we used 311 call center data to measure community engagement. However, this data was reported for the 1/2 mile area surrounding the great street, and may not reveal issues specific to Venice Boulevard. We have found a higher share of people reporting neighborhood cleanliness, as measured by increases in requests for graffiti removal and sanitation. We will continue to work with our city partners to ensure our Great Street is maintained.

The Great Streets Initiative is exploring other ways we can measure this goal for future Great Streets projects.



ARE WE FOSTERING A HEALTHY ENVIRONMENT FOR ALL, ONE WITH THE ABILITY TO SUSTAIN ITSELF AND THE CAPACITY TO ADAPT TO CHANGES?

Previous metrics used to measure this goal were not found to be updated consistently that could allow easily before and after comparison. The Great Streets Initiative is working to identify other metrics that allow us to better measure this goal with data that can be collected and measured on a regular basis.



DO WE HAVE COMMUNITIES WHERE PEOPLE FROM ALL BACKGROUNDS FEEL COMFORTABLE PARTICIPATING IN CIVIC LIFE?

The community outreach process revealed that residents want a Mar Vista community that safely accommodates changing mobility needs. We saw an elimination of severe injuries in the post-project year and no fatal injuries. The bicycle lane reconfiguration has increased safety for bicyclists, shown by the reduction in bicyclist injuries. Collisions that resulted from unsafe speed have declined. We have noticed an increase of collisions at one intersection, but with the exclusion of this anomaly, we are noticing the corridor overall is safer.

We found that crimes by LAPD division may not accurately reflect changes specific to Mar Vista. LAPD Pacific Division in particular also incorporates Westchester, Palms, Venice, Venice Beach, and Playa Del Rey. We will continue to improve on the way we measure this goal for other Great Streets projects.

PRODUCED BY

Fehr & Peers

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Los Angeles Department of Building & Safety

Los Angeles Police Department

Metro

City of Culver City

City of Santa Monica

National Data & Surveying Services

TO LEARN MORE ABOUT THE PROJECT

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