

CENTRAL CITY NEIGHBORHOOD PARTNERS



Westlake Traffic Safety Plan and Program

A COMMUNITY-DRIVEN PLAN TO IMPROVE
TRAFFIC SAFETY AND MOBILITY IN WESTLAKE





**Keeping
our community
and families
safe**



Central City Neighborhood Partners is a non-profit collaborative that invests in building partnerships and linking resources to improve the health and economic outcome of low-income families living in the Westlake community of the City of Los Angeles. Over the past 17 years, CCNP has focused its efforts in fostering economic development and creating systemic change to address the issues impacting Westlake families. Recognizing the unique obstacles families face in accessing services, CCNP has focused its efforts in creating equitable, efficient transportation choices through policy reform and infrastructure improvements. For more information visit: www.laccnp.org



Los Angeles Department of Transportation Watch the Road Campaign is committed to increasing traffic safety and mobility in the Los Angeles region by changing motorist, bicyclist and pedestrian behavior through coordinated education and enforcement efforts. For more information visit: www.watchtheroad.org

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Westlake Traffic Safety Plan and Program

A community-driven plan to improve traffic safety and mobility in Westlake.

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from the California Department of Transportation*

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Our sincere appreciation to the Westlake residents for sharing their thoughtful input, life experiences, and commitment to improving the safety conditions of our community. We also thank the project team members for their invaluable contributions in assisting the Westlake residents in creating the Westlake Traffic Safety Plan and Program.

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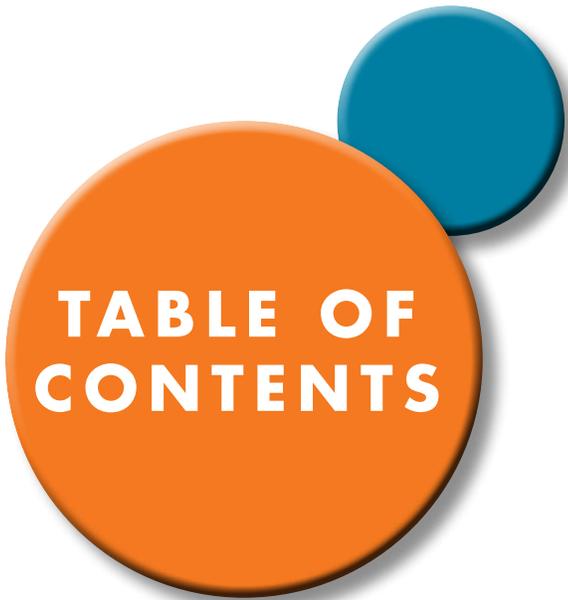


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Improving traffic safety and mobility is a priority for Westlake families.

Last year, there were 338 traffic collisions in Westlake, an increase of 5% from the previous year. Nine of the collisions were fatal with the greatest number of traffic collisions occurring on the streets of Alvarado, 6th, 3rd, and Temple. Committed to improving safety conditions, the Westlake Traffic Safety Plan and Program is a community-led project that seeks to change driver, pedestrian and bicyclist behavior, make streets safer and friendlier, and reduce the number of traffic-related collisions.

Led by Central City Neighborhood Partners (CCNP) in partnership with the Los Angeles Department of Transportation (LADOT) and with participation and support of Councilmember Ed P. Reyes from the First Council District, CCNP and our coalition of community-based organizations and consultants, guided the community's predominately low-income Spanish-speaking community in creating a culturally-sensitive traffic safety plan and program for Westlake.

The plan builds on the LADOT Watch the Road program, a public education and awareness campaign by incorporating strategies that specifically targets the Latino population. The strategies developed guided the creation of this plan that identifies safe and efficient traffic safety measures, recommendations for traffic safety enhancement projects, and promotes 10 good behaviors for roadway safety through a media campaign and sponsorship program:

1. *Follow the Speed Limit*
2. *Drive Defensively*
3. *Drive Attentively (No Texting)*
4. *Respect Red Lights*
5. *Never Drive Drunk*
6. *Yield to Pedestrians*
7. *Look Before Walking*
8. *Walk Inside Crosswalks*
9. *Bicycle with Traffic*
10. *Buck Your Seat Belt – Every Trip, Every Time*

The development of this plan involved three major elements: 1) research and analysis, 2) public outreach and education, and 3) project analysis and evaluation.

Research and Analysis

To gain a clear understanding of the causes and effects of the traffic safety issues in the Westlake community, the project team guided 12 promotoras in a participatory research and analysis process. This process included gathering facts and figures on traffic collision data as well as reviewing material already produced from traffic safety programs such as LADOT's Watch the Road program. Utilizing this baseline research, the promotoras supplemented the data by gathering the community's perspective on traffic safety and mobility issues through walk and bike audits, field observations, and individual and group surveys. Following this research, the promotoras worked with the project team to analyze the information and develop the community participation methodology for sharing and disseminating the information to the community in efforts to identify solutions and create system changes in roadway safety.

The Westlake Traffic Safety Plan and Program is a community-led project that seeks to change driver, pedestrian and bicyclist behavior, make streets safer and friendlier, and reduce the number of traffic-related collisions.

Public Outreach and Education

To engage Westlake's predominately Spanish-speaking immigrant community in the participatory planning of the Westlake Traffic Safety Plan and Program, the promotoras conducted culturally and linguistically-relevant public outreach and education. Using the Latin American promotora model that reaches underserved communities through peer education, CCNP trained 12 promotoras concerned with traffic safety issues in their neighborhoods to become promoters for roadway safety. The promotoras conducted targeted outreach and used their unique ability of engaging community residents who share the same cultural and language barriers as the promotoras to educate and spread traffic safety information and advocacy into their community. Outreach and education efforts included:

- **Focused Discussions** – Engaging and distributing 17,500 flyers to community members, introducing them to the project and inviting them to be part of the participatory planning. Focused discussions were held one-on-one and in group settings at community-based organizations, schools and community events;
- **Community Meetings** – Convening a total of 37 community meetings where residents and other stakeholders from the community could learn more about the project and participate in interactive exercises to help identify neighborhood safety concerns, refine ideas and generate new solutions;
- **Participatory Planning Workshops** – Engaging the community in a series of workshops that involved mapping exercises, walk and bike audits, and design opportunities to improve traffic safety and mobility;
- **Focus groups** – Conducting focus groups with over 390 residents to refine campaign message and strategy;
- **Educational Workshops** – Conducting educational workshops for 8,722 individuals;
- **Campaign Support** – Galvanizing 675 community members to promote and pledge to adopt the 10 good behaviors for road safety; and
- **Media** – Expanding outreach through billboard, radio and television media outlets

Through this active community engagement process, the community identified traffic safety challenges and recommended tangible solutions for the traffic safety plan, which included:

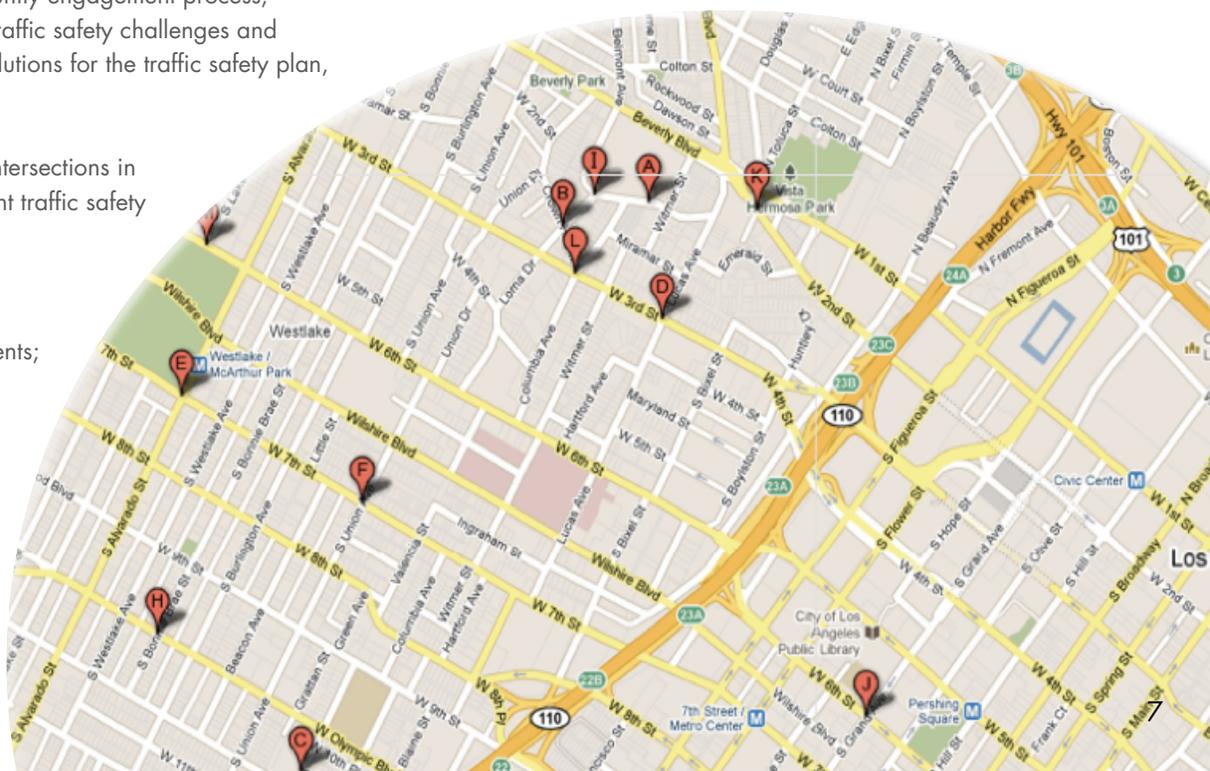
- Identifying streets and intersections in need of safe and efficient traffic safety measures;
- Identifying streets and intersections in need of infrastructure improvements;

- Identifying priority locations for implementing safe routes to school measures;
- Identifying high-risk corridors in need of traffic safety programs; and
- Developing culturally-relevant traffic safety messages to increase awareness and improve roadway behavior

Analysis and Evaluation

In order to measure the effectiveness of the traffic safety campaign, CCNP had community members observe a variety of intersections prior to and after the campaign. The community members observed different actions at selected intersections to develop an understanding of traffic safety behaviors found within the study area. The community members used the methodology developed by LADOT as a part of the Watch the Road Campaign. The types of behavior analyzed by the community members included complete stop studies, vehicle right turn on red studies, pedestrian traffic safety behavior, and vehicles yielding to pedestrian.

The observations were made both prior to and after the traffic safety campaign. Intersections were categorized based upon observed behavior of drivers and pedestrians. **The observations took place at the following locations identified on the map below.**



INTRODUCTION

The Westlake Traffic Safety Plan and Program is a community-driven initiative that was developed in 2008 by CCNP in partnership with LADOT. The purpose of the project was to address the community's growing concern of pedestrian safety, traffic volumes, speed and traffic-related crashes in their neighborhood; change the attitude and behavior of the community through positive traffic safety messages; and improve mobility by making streets safer and friendlier.



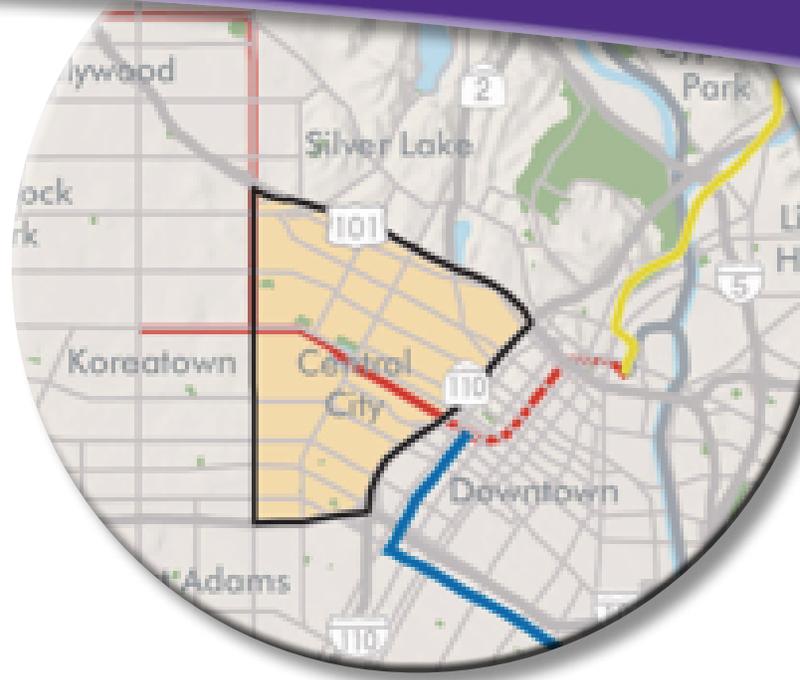
The project grows out of the success of CCNP's Community Transportation Plan. In 2004 with funding from Caltrans, CCNP initiated the first community-driven transportation plan of its kind for Westlake. From 2004-2006 CCNP, the City of Los Angeles and our project partners created a "learning community" of more than 35 low-income residents who assessed the 400 bus stops in the neighborhood; conducted 997 bus ridership surveys; polled 512 residents; and participated in 12 community meetings. This participatory planning process resulted in proposals for 33 specific transportation infrastructure improvement projects that directly addressed the most urgent needs of the neighborhoods low-income transit dependent residents. The project also built a community of conscious, skilled resident planners ready to follow through on the implementation of their plan and the creation of future plans. In 2008, The American Planning Association (APA) awarded CCNP the 2008 National Planning Excellence Award for a Grassroots Initiative for the project, stating **"CCNP's successful approach is a stellar example of grassroots advocacy and community building."** The concrete success and national recognition achieved by CCNP's first transportation planning project inspired CCNP and community leaders to think broader.

Improving bus stops is essential, but what about making the walk from home to the stop or from the stop to school safer. And could it be possible to stop planning our neighborhood around cars and individual vehicle traffic, when over 40% of our neighbors rely on walking, biking and public transit as their primary mode of transportation?

Our new found capacity and these pressing questions led us to apply for a Caltrans Environmental Justice Planning grant to develop a traffic safety plan and program for the Westlake neighborhood of Los Angeles. This plan is one of the recommended programs from the CCNP Community Transportation Plan that community members wanted to see implemented.

Project Area

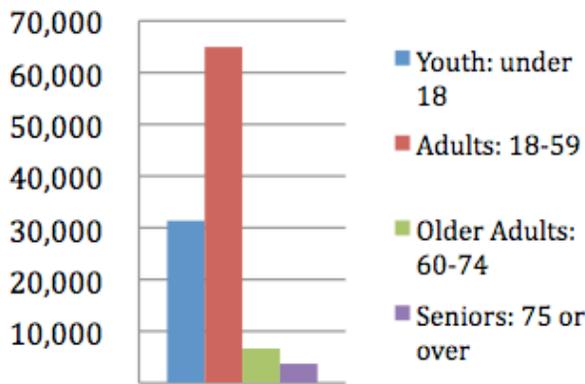
The Westlake community is located just west of Downtown Los Angeles, bordered by the 110 Freeway to the east, the 10 Freeway to the south, the 101 Freeway to the north and Vermont to the west. This area is comprised of self-identified neighborhoods that share borders and contain approximately 106,714 residents of which 67% are foreign born. The neighborhoods include: Westlake, Pico-Union, Belmont, MacArthur Park, Rampart, Temple-Beaudry, and Historic Filipinotown.



A Look at Demographics in Westlake¹

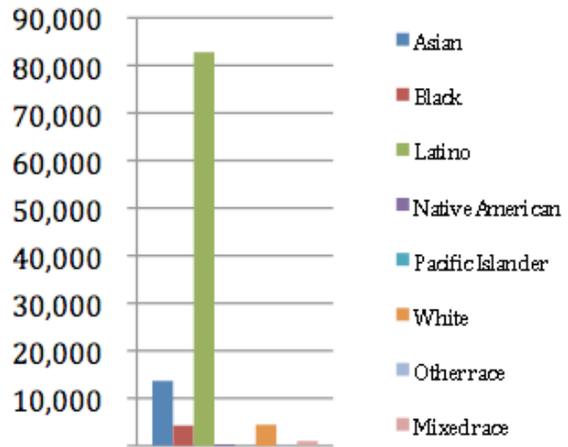
POPULATION

Westlake is approximately 3.17 square miles and has a population of 106,714 residents.



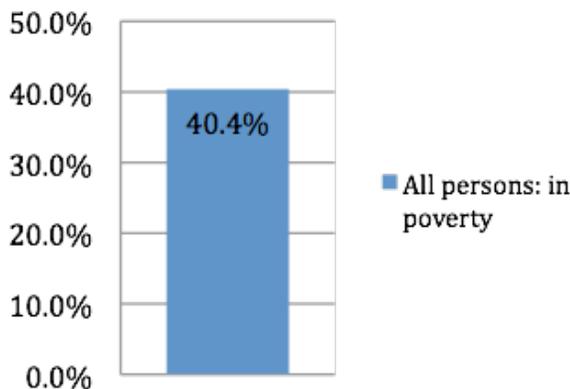
RACE

Population by race in the Westlake area.



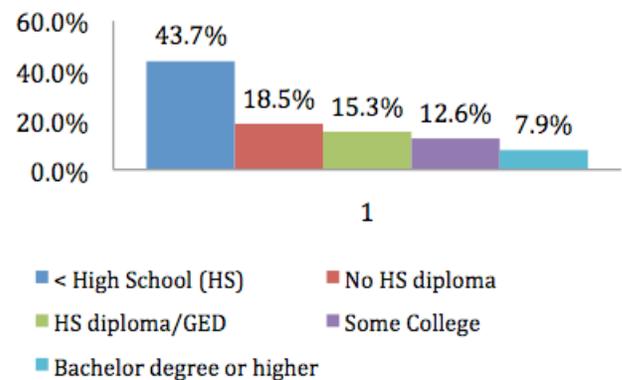
POVERTY

Poverty is determined based on federal poverty rate.



EDUCATIONAL ATTAINMENT

Education attainment in Westlake



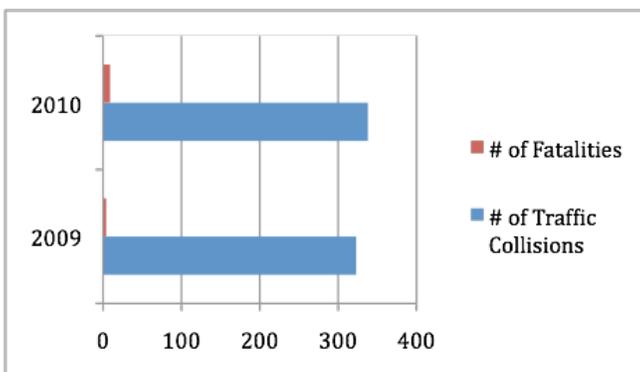
Traffic safety has been an on-going concern for Westlake families. In repeated surveys and community meetings, we have heard heart wrenching stories of community members losing family and friends to traffic collisions. Many of these stories involved victims walking in marked crosswalks. To better help the community develop solutions to improve traffic safety and mobility in their neighborhood, CCNP worked with LADOT, Los Angeles Police Department (LAPD) Central Traffic Division and other city departments to collect current traffic collision data as well as material already produced from traffic safety programs to assist community members in developing a traffic safety plan and program for their neighborhood.



Traffic Collision

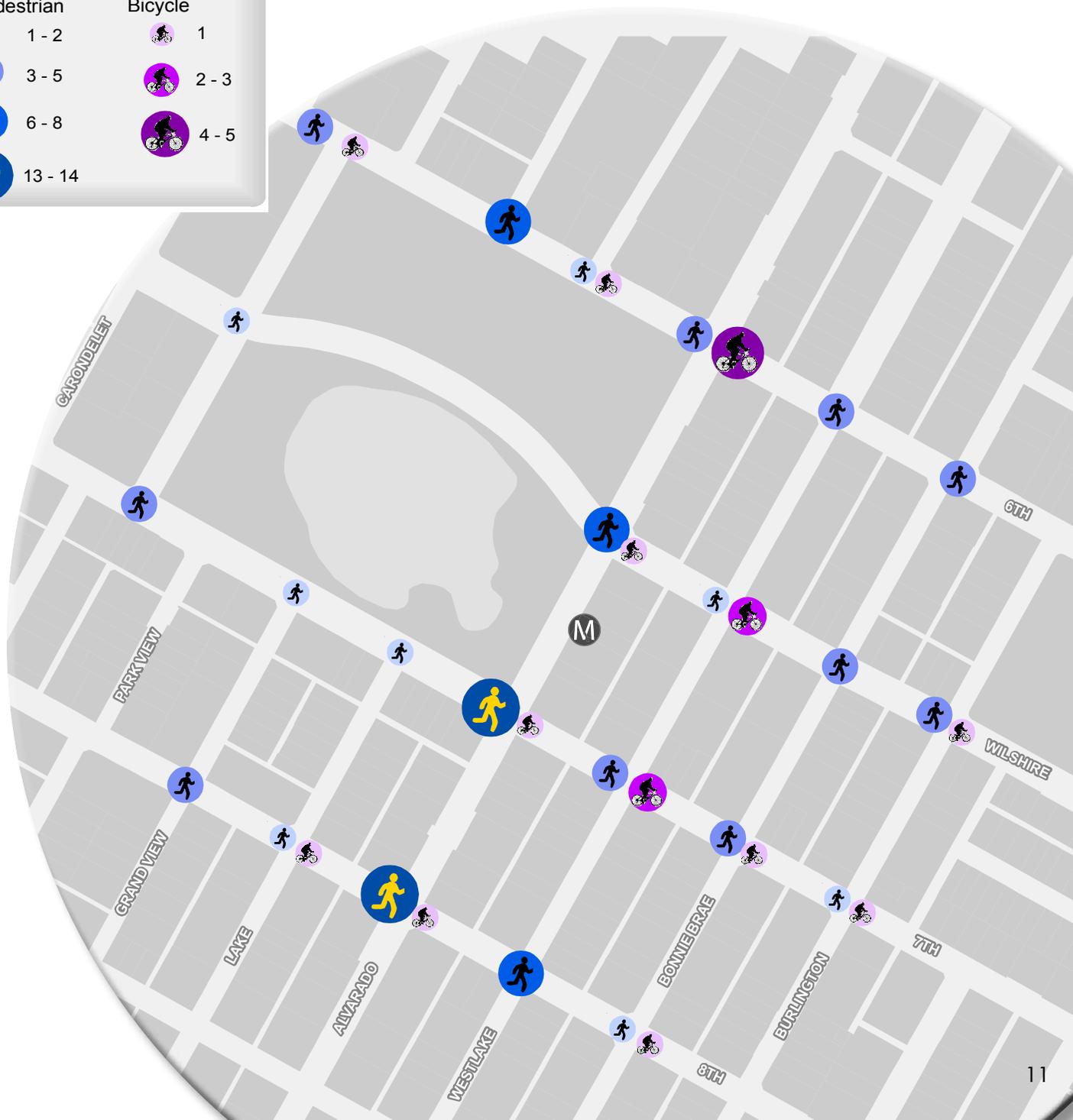
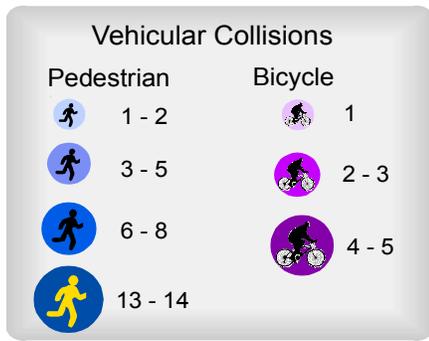
Last year there were 338 traffic collisions in Westlake, a 5% increase from the previous year.² In the past two years, the top five streets where traffic collisions occurred were on Temple, 3rd, 6th, Alvarado and Sunset, with the most pedestrian and bicycle accidents concentrated near MacArthur Park.³ The two intersections with the most pedestrian and vehicular collisions were at 7th and Alvarado and 8th and Alvarado, while the intersection with the most bicycle collisions were at 6th and Alvarado, as illustrated to the right. On 7th Street alone there have been 376 car accidents in the past five years. 49 have involved pedestrians and 27 have involved bicyclist. The primary collision factors include: unsafe speed, unsafe start or backing, left turn violation, red light violation, and straddling or changing lanes when unsafe.⁴ Further, of these traffic collisions, 13 resulted in fatalities, four in 2009 and nine in 2010.⁵ 65% of the fatalities involved pedestrians, as per the LAPD Central Bureau Fatal report.

According to community stakeholder interviews, some of the factors contributing to the traffic collisions are high population density combined with Westlake's location as a major automobile and transit corridor that connects Downtown Los Angeles to the Westside; the lack of infrastructure to support the number of pedestrians and bicyclist; the number of foreign born residents driving without a driver's license; lack of traffic law knowledge among foreign born residents; and language barriers.



Pedestrian & Bicycle Collisions

Pedestrian and Bicycle accidents are not distributed equally with the level of use, but rather concentrated at particular locations, providing excellent direction for targeting the implementation of safety measures. *Source: LADOT 2004-2009*



TRAFFIC SAFETY PROGRAMS

To assist the community in developing a traffic safety program that would address the safety issues identified in their research, the project team researched recent traffic safety campaigns and measures implemented by the City of Los Angeles that focused on reducing the number of traffic collisions and fatalities in the Los Angeles region. This included programs that involved education, enforcement and design improvements.

Two examples are the Hispanic Outreach: El Protector Azul and the Watch the Road program.

Hispanic Outreach: El Protector Azul (Blue Protector)

In 1995, the LAPD initiated the Hispanic Outreach: El Protector Azul program to help reduce the incidence of crash-related injuries and fatalities involving the Hispanic population. The objectives of the program included the following:

- Provide traffic safety education targeted to Spanish-speaking drivers;
- Reduce the number of DUI arrests involving drivers with Hispanic surnames;
- Reduce the number of crashes involving drivers with Hispanic surnames;
- Increase traffic safety education efforts in general; and
- Increase total hazardous citations, including DUI arrests, seat belt and child restraint citations.

El Protector Azul is a multifaceted outreach program targeting the Hispanic community in the South Central and San Pedro/Wilmington areas of Los Angeles. The program features education by a Spanish speaking officer who promotes a positive image of the Hispanic driver who cares for his family by taking responsibility for traffic safety.

- During the first year of the program, the numbers of traffic crash reports involving Hispanic individuals dropped from 65% in 1994 to 29.4% in 1995.



- During the first year of the program, DUI arrests of Hispanic motorists declined from 68% in 1994 to 48.4% in 1995.
- Alcohol-related collisions involving Hispanic drivers decreased from 68% in 1994 to 58.2% in 1995.
- 74,551 Spanish-speaking students attended 151 educational presentations.
 - At sobriety checkpoints stopping 21,853 vehicles, 5,244 vehicles were detained and 195 drivers arrested for driving under the influence.

Watch the Road

In May 2004, LADOT in partnership with the Los Angeles County Metropolitan Transportation Authority, Southern California Association of Governments (SCAG), California Highway Patrol California Department of Transportation and others launched a traffic safety public education and awareness campaign. The "Watch the Road" campaign is designed to reduce the bad behaviors of roadway users, such as drivers, bicyclists and pedestrians. The goal is to reduce crashes, which in turn reduces fatalities, injuries and congestion.

Over a five-year period in Los Angeles County alone, more than 3,500 people have died in traffic crashes. There were a million traffic collisions during this period, and almost a half million people were injured. Studies have shown that many of these crashes were preventable and probably involved one of ten bad behaviors:

1. *Driving too fast (speeding)*
2. *Aggressive driving*
3. *Inattentive driving (e.g., cell phone)*
4. *Driving, cycling or running through red traffic lights*
5. *Driving under the influence (DUI)*
6. *Not yielding to pedestrians*
7. *Walking without looking*
8. *Walking outside crosswalks*
9. *Bicycling against traffic*
10. *Not buckling up*

The program is based on a series of messages to highlight various bad behaviors and make people think about what is important: life. **The first two messages developed were:**



Warning: **Slow down,**
your family is waiting
for you.
Watch the road.



watchtheroad.org



Warning: **It's better to**
lose one minute of
your life than your life
in one minute.
Watch the road.



watchtheroad.org

Building On What Has Already Been Done

Utilizing the preceding baseline research, the project team presented this information to 12 promotoras, who supplemented the data with walk and bike audits, field observations, and individual and focus group surveys to gain the community's perspective on the findings as well as traffic safety and mobility issues.

Following this research, the promotoras worked with the project team to analyze the information and develop the community participation methodology for sharing and disseminating the information. Based on the community feedback, the team decided to adopt the Watch the Road campaign, but instead of focusing the Westlake's traffic safety plan and program on the 10 bad behaviors, the team decided to focus on the behavior we wanted the community to model – 10 Good Behaviors for Roadway Safety:

1. *Follow the speed limit*
2. *Drive defensively*
3. *Drive attentively (no texting)*
4. *Respect red lights*
5. *Never drive drunk*
6. *Yield to pedestrians*
7. *Look before walking*
8. *Walk inside crosswalks*
9. *Bicycle with traffic*
10. *Buckle your seat belt – Every trip, Every time!*

To successfully assemble this campaign, the following recommendations were suggested:

- Develop a traffic safety coalition to guide the project
- Develop a community traffic safety education and awareness plan
- Develop potential sponsorship opportunities
- Develop culturally-relevant education materials and implement a traffic safety campaign targeted to Westlake's Latino population
- Evaluate the success of the campaign

The project team adopted the following evaluation program designed to measure changes in the campaign:

- Awareness for responsible driving, bicycling and walking
- Call-to-action of target audiences
- Behavior modification of target audiences
- Reduction in fatal and injury crash rates



EDUCATION/ AWARENESS	CALL-TO-ACTION	BEHAVIOR MODIFICATION	PEDESTRIAN ACCIDENTS AND CONGESTION
<ul style="list-style-type: none"> • Heightened awareness by the public of their personal responsibilities • Quality and quantity of message • Ability of the consumer to understand and remember the message 	<ul style="list-style-type: none"> • Ability of the campaign to convince the target market to try to change their behavior • Roadway users who say their behavior changed for the positive 	<ul style="list-style-type: none"> • Actual change in behavior such as slowing down, becoming more aware of pedestrians, looking both ways, stopping or yielding 	<ul style="list-style-type: none"> • Actual and projected decrease in accidents and congestion related to the campaign • Reduction in bad behavior in targeted area

While the Watch the Road campaign was designed to reach a county-wide audience, this traffic safety campaign was tailored to meet the specific needs and issues of the Westlake community, which is predominately non-English speaking, Latino immigrants. The proposed campaign understood the language and cultural barriers that increased the difficulty for the community to receive traffic safety messages and proper education. In this campaign, the project team worked with the community and used both traditional and non-

traditional communication tools to reach the target audience through participatory planning. The project team recognized the importance of actively involving the community in the development of the communication tools so that marketing messages were effective for the community.

The community worked within the framework established by the LADOT Watch the Road Campaign. The following describes the outreach and education process developed for this project.



This traffic safety campaign was tailored to meet the specific needs and issues of the Westlake community.

Promotoras conducted culturally and linguistically-relevant public outreach and education to engage Westlake's predominately Spanish-speaking immigrant community in the participatory planning of the Westlake Traffic Safety Plan and Program.

Using the Latin American promotora model that reaches underserved communities through peer education, CCNP trained 12 promotoras concerned with traffic safety issues to become promoters for roadway safety. The promotoras conducted targeted outreach and used their unique ability of engaging community residents who share the same cultural and language barriers as the promotoras to educate and spread traffic safety information and advocacy into their community. Multiple means of outreach ensured that residents from across the community had opportunities to participate meaningfully in the planning process, which ultimately involved over 100 community members. Some community members attended only one meeting, while others participated in multiple outreach and education activities.



Outreach

The first round of outreach activities involved individual and group discussions to introduce community members to the project. 17,500 flyers were distributed in Spanish inviting families to learn more about the project through community meetings and workshops. Promotoras distributed the flyers to pedestrians along key streets and intersections with a high incidence of traffic collisions, community-based organizations with a long standing history serving Spanish-speaking families, day labor sites, and community events. At these venues interested families were invited to sign-up for community meetings and workshops.

Subsequent outreach activities involved targeted outreach to the 17,500 families that received flyers. Promotoras called families to personally invite them to community meetings and workshops and in cases where families could not be reached, the promotoras hand delivered or mailed invitations to their homes.

Education

Together with the project team, the promotoras led the educational component, which consisted of the following activities: hosting community meetings, facilitating participatory workshops, galvanizing community support, and developing a media campaign and sponsorship program.

Community Meetings

37 community meetings were held in Spanish. At the meetings, promotoras expanded on the purpose of the project, presented research findings, asked attendees to share their thoughts about traffic safety and mobility, and encouraged attendees to be part of the solution by working with the project team in leading the traffic safety plan and program for Westlake. This also included collecting public comments on the traffic safety messaging.

Traffic Safety Coalition

CCNP identified a core group of community leaders to serve as representatives in the traffic safety coalition. The traffic safety coalition's primary role was to ensure that the Westlake Traffic Safety Plan and Program considered and represented public input. The traffic safety coalition also served in an advisory role for recommendations incorporated in the plan.

Community Participatory Workshops

Combining the best of community organizing and participatory planning, the community workshops sought to empower Westlake residents with the skills and knowledge, technical staff and organization they needed to create their own plans for their own neighborhood.

- 1 The first workshop began with each community member introducing themselves, identifying neighborhood safety concerns on a community map and overlaying the data with research data to identify priority streets and intersections in need of safe and efficient traffic safety measures.

- 2 At the second workshop, community members reviewed and discussed the results from the first workshop. Following the discussion, community members broke out into groups to visit the streets and intersections identified in need of traffic safety measures. At the site location, community members photographed the safety issues and upon returning from their field work, shared their pictures with the entire group, using current technology to immediately document their work.

- 3 In the third and fourth workshops, community members again broke out into working groups. Using the research data and photographs from the previous workshops, community members identified possible solutions and developed strategies for improving streets and intersections at greatest risk of traffic collisions. A list of these projects and recommendations begin on the following page.



BIKE ROUTES

Project Description

Improve mobility by implementing neighborhood bike lanes.

Current Status

Currently, the City of Los Angeles is getting ready to implement bike lanes along 7th Street, spanning from Catalina Street to Figueroa Street in Downtown Los Angeles.

Recommendations

Expand bicycle lanes to serve the needs of local residents and meet the following three objectives:

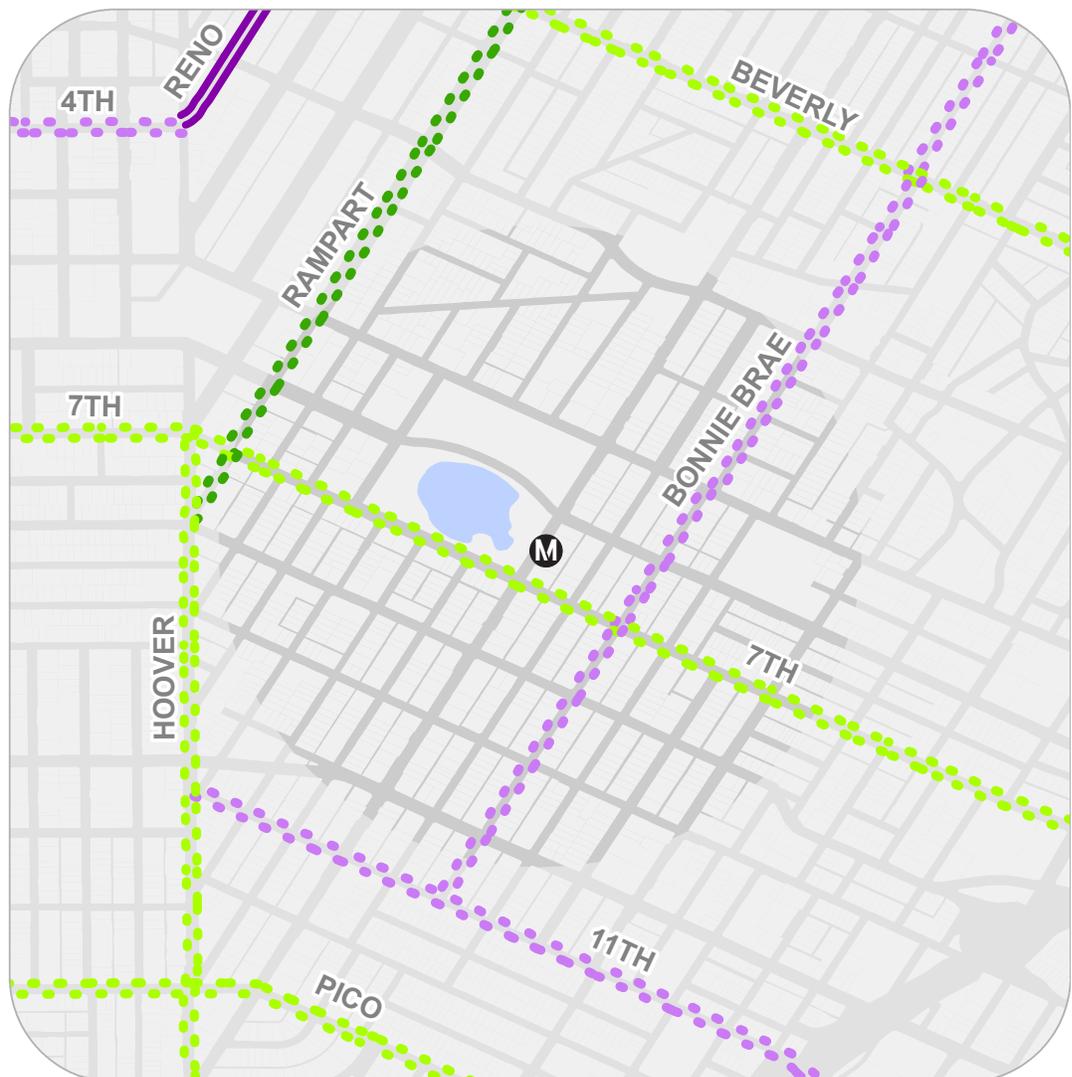
- 1) provide safety to high school students who already ride their bikes to local schools;
- 2) connect all local schools in the neighborhood which will result in an increase number of student bike riders; and
- 3) run along streets local residents use in the neighborhood to run their errands.

Shared Roadways

- Bicycle Route (Signage Only)
- Bicycle Friendly Street

Proposed Bicycle Paths

- Bicycle Lane
- Bicycle Lane but Currently Infeasible



SAFE ROUTES TO SCHOOL

Project Description

Implement safe routes to schools.

Current Status

Unsafe streets and narrow sidewalks do not support safe routes to school for elementary, middle and high school students.

Recommendations

Apply for Safe Routes to School funding to support priority locations for implementing safe route to school measures.



WASHINGTON AND UNION

Project Description

Improve traffic signals and reduce accidents. Improve pedestrian lighting to improve safety at this location.

Current Status

An intersection is one of the most critical and most complicated elements in transportation design. It must consider efficiency, safety, speed, cost and vehicle capacity issues.

The street is very narrow. DASH buses and motorist compete for space. There have been 26 traffic collisions at this intersection, according to LAPD Central Traffic Division.

The community would like the City to examine pedestrian safety issues at this location. The southwest corner bus stop needs lighting and the tree needs to be trimmed. The community would also like the City to examine traffic safety issues and reduce potential vehicle conflicts.

There seems to be a lack of pedestrian lighting and potential conflicts related to left turn lane onto Union from Washington. The combination of a lack of lighting and its close proximity to the I-110 Harbor Freeway reduce visibility in the area.

Recommendations

Determine the viability of traffic signal improvements at this location that could reduce accidents as cars on Washington turn onto Union. Perhaps this location needs a left turn signal or more car space in the Washington left turn lane.



TEMPLE AND ALVARADO

Project Description

Pedestrian safety needs to be improved at this intersection. Alvarado is very “hilly” and many motorists do not slow down as they approach the intersection and often do not see any pedestrians in advance of the intersection.

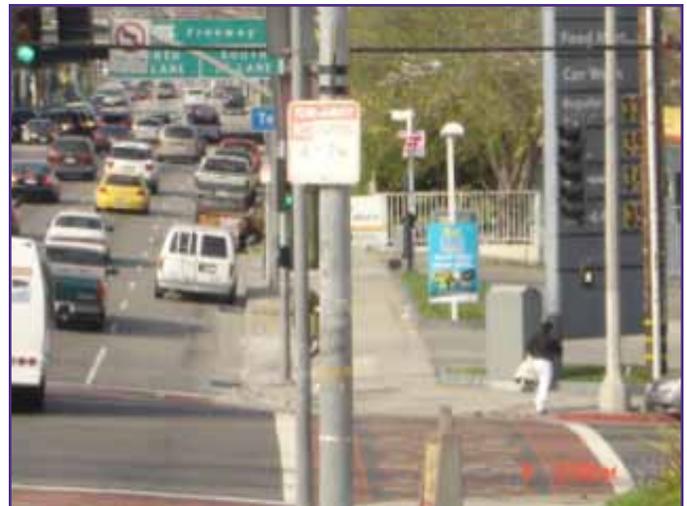
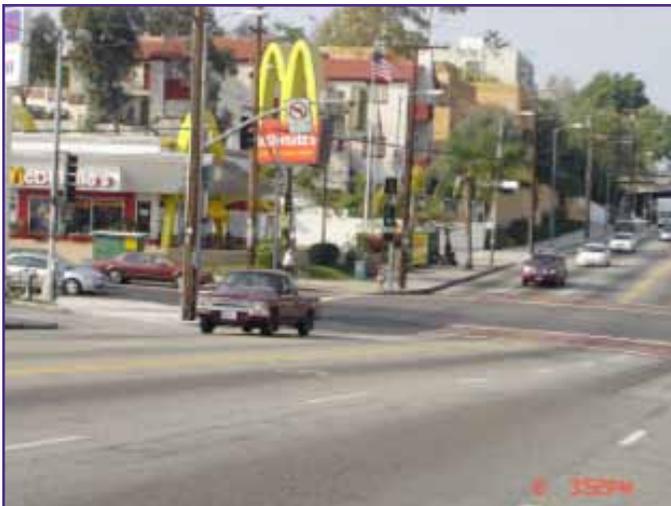
Current Status

The intersection consists of two gas stations and two fast food restaurants (McDonalds and El Pollo Loco). It is located near freeway on and off-ramps located on Alvarado. A pedestrian was killed at this location in November 2005.

The intersection crossing signals do not provide enough time for pedestrians to cross. In addition, cars taking left turns from Alvarado on to Temple create a dangerous situation for pedestrians. The crosswalk treatments to help pedestrians cross the street have been partially destroyed by a recent resurfacing project. There are many driveways with varying sidewalk widths. Residents would like more pedestrian crossing signs to remind motorists of pedestrians and international signage or is trilingual (English, Spanish and Tagalog).

Recommendations

- Examine feasibility of pedestrian improvements at this intersection
- Ensure adequate pedestrian circulation, safety and easy-to-cross streets
- Fix crosswalk



ALVARADO AND BEVERLY

Project Description

Examine feasibility of implementing pedestrian improvements at this location. Alvarado is very “hilly” and motorists don’t slow down as they approach the intersection and often don’t see any pedestrians in advance.

Current Status

There is a mini-mall, medical facility and a gas station at this intersection. A pedestrian was injured in 1995 and two killed at this intersection, one in 2000 and one in 2010. Residents would like more pedestrian crossing signs to remind motorists of pedestrians, and signage that is international and/or is trilingual (English, Spanish and Tagalog).

Recommendations

- Examine feasibility of pedestrian improvements for the project area
- Ensure adequate pedestrian circulation, safety and easy-to-cross streets



ALVARADO AND GLENDALE

Project Description

Examine feasibility of improving traffic flow and reducing congestion at the Alvarado and Glendale intersection. Examine pedestrian safety crossing streets.

Current Status

An intersection is one of the most critical and most complicated elements in transportation design. It must consider efficiency, safety, speed, cost and vehicle capacity issues.

There is substantial traffic congestion at this location with a long line of cars on Glendale Blvd. and Alvarado St. The intersection is very complicated due to the angle of crossing streets and intersection of many roads within close proximity.

The intersection already includes many design elements to maximize the operational quality of the intersection. It includes many safety elements to reduce accidents and improve critical movements. However, the intersection still suffers from chronic traffic congestion, poor level of service and is often used as a regional alternative to access freeways.

Recommendations

- Work with LADOT and Bureau of Street Services to see if there are additional improvements that may be beneficial to the community and help to reduce congestion at this intersection.



PARK VIEW AND 7TH

Project Description

This is an unsafe pedestrian crossing due to signal timing issues for pedestrians crossing 7th Street.

Current Status

It is difficult for pedestrians to walk across 7th Street. Crossing signal needs to be recalibrated to allow ample time for pedestrians to cross the street.

The intersection also serves as a major route to schools and would benefit from a Safe Routes to School program.

Recommendations

- Report crossing street issue to council office and LADOT.
- Work with LADOT to change signal timing of this location.
- Examine the possibility of implementing a safe routes to school program



COURT AND BIXEL

Project Description

Install traffic calming measures to slow down vehicular traffic on Court near Bixel. Increase traffic enforcement in the area.

Current Status

Vehicles traveling southbound on Court travel at excess speeds through the Bixel intersection at Spiraling Orchard. Students from Betty Plasencia School must walk through this area with cars traveling at unsafe speeds.

Recommendations

- Contact LAPD and request enforcement to reduce speeds in the area.
- Contact LADOT to determine feasibility of potential traffic calming measures and pedestrian safety improvements.
- Work with Council District to implement traffic safety measures.



TOLUCA AND DOUGLAS

Project Description

This is a dangerous intersection that lacks sidewalks and crosswalks. Located near Glendale, Lucas, 1st and 2nd Streets, motorists driving northbound on 1st Street travel too fast and use this auxiliary lane to access eastbound Glendale Blvd.

Current Status

The intersection lacks signal lights and crosswalks. Northbound traffic travels through this intersection without any impediments from traffic signals or crosswalks.

There are also intersection control issues for vehicles turning onto Douglas or Toluca at this location.

Recommendations

- Issue request to City Council office and LADOT to conduct a traffic study at this location. The purpose of this study is to determine the potential traffic safety improvements that are feasible at this location.



HOOVER AND VENICE

Project Description

Examine the feasibility of improving traffic safety at this intersection.

Current Status

An intersection is one of the most critical and most complicated elements in transportation design. It must consider efficiency, safety, speed, cost and vehicle capacity issues.

Recommendations

- Examine potential design elements that can improve operational quality and traffic safety at this intersection.
- Examine if design elements can separate conflicting vehicular movements while maintain operational efficiency.
- Three of the four corners are wheelchair accessible, install curb cut at fourth corner to allow for wheelchair accessibility at all four corners of this intersection.



Design Prototypes for Project Recommendations

Following projects and recommendations, residents then held a series of workshops to explore prototype designs for improving specific intersections. The residents’ design workshops resulted in specific recommendations for key targeted intersections that can also be applied to other priority intersections.

PROTOTYPE INTERSECTION DESIGN #1: ALVARADO & 3RD

Existing Condition



Proposed Improvements

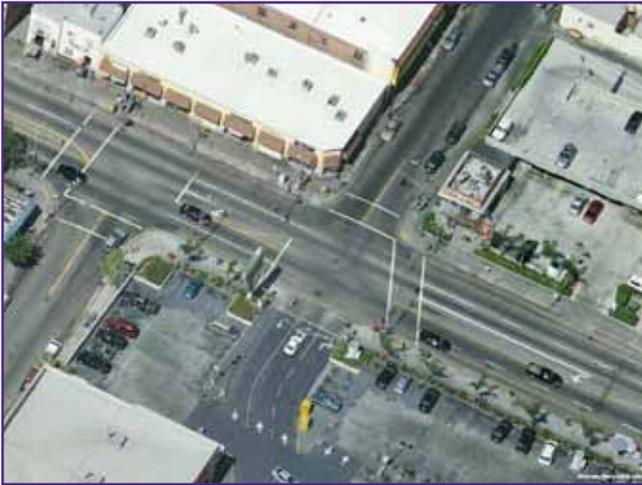
Improve streets with bulb outs, curb extensions, crosswalks and advance bars



PROJECTS AND RECOMMENDATIONS

PROTOTYPE INTERSECTION DESIGN #2: BURLINGTON & 6TH

Existing Condition



Proposed Improvements

The residents' second intersection design addresses providing safe passage across the wide thoroughfares that cross the neighborhood. Residents recognized the potential for a combination of crossing islands and bulb-outs to create a much safer, more comfortable pedestrian experience.



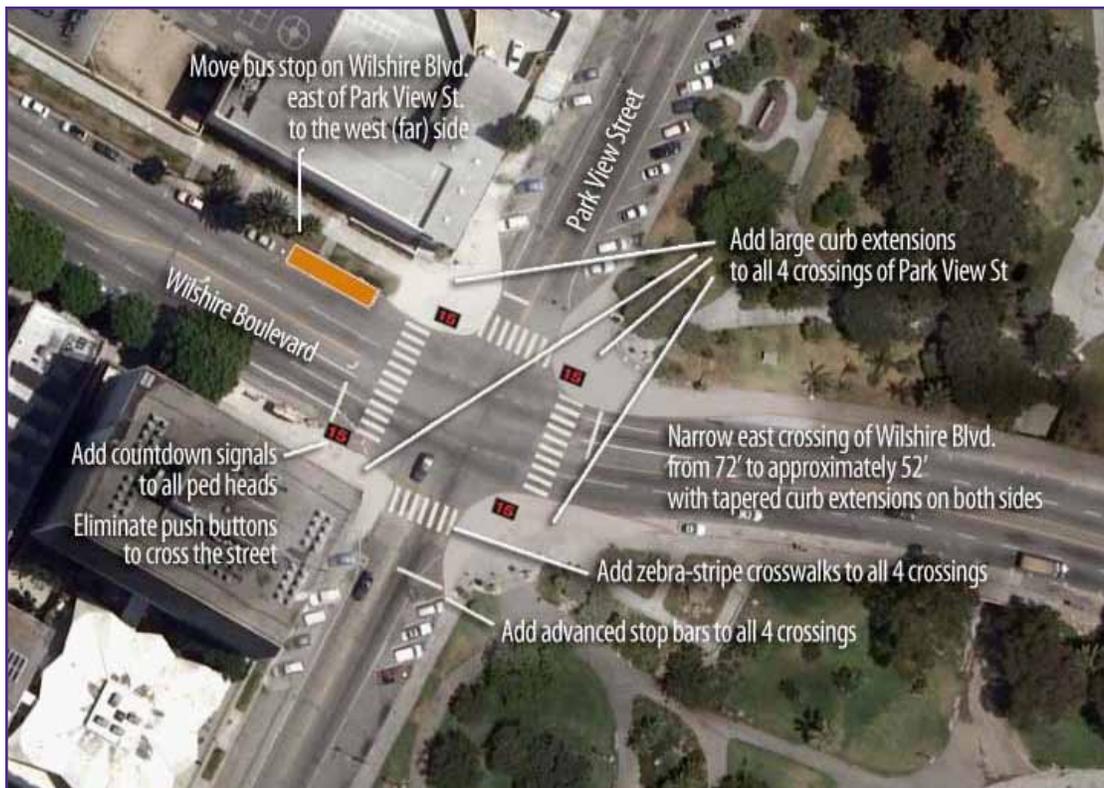
PROTOTYPE INTERSECTION DESIGN #3: WILSHIRE BLVD & PARK VIEW

Existing Condition



Proposed Improvements

In the third prototype design, residents planned for improving the crossing experience where islands were not an option. The potential impact of countdown signals was widely discussed and seen as a key improvement of this intersection and many others in the neighborhood.



Campaign Support

With traffic safety knowledge and priority projects identified, the project team was ready to raise awareness and implement a call-for-action to improve system changes in roadway safety. To assist in these efforts, the project team developed a fact sheet that presented research results and identified traffic safety opportunities to reduce traffic deaths and injuries. The fact sheet was used to garner campaign support from our local elected officials, city departments, businesses, schools, community-based organizations, faith-based organizations and individuals. Community members scheduled appointments and met with representatives to share neighborhood safety challenges and asked community leaders for their support by taking the pledge to adopt the 10 Good Behaviors for Roadway Safety, helping us promote and educate others about the issue, and working with us to implement neighborhood safety priorities.

Media Outreach Plan

To create and sustain change, the community worked with the project team to develop a media outreach plan. The plan was designed to assist the community in communicating traffic safety issues and inspiring a call-for-action that supports safe and efficient traffic safety measures to protect Westlake families from traffic collisions through advertising; public relations; and social support and educational resources.

To ensure the media plan's effectiveness, the project team adopted the **Watch the Road** branding, which was already being used throughout the Los Angeles region. By adopting the Watch the Road branding, it brought brand recognition and helped us all communicate a clear consistent message region-wide.

GOAL 1: ELEVATE AWARENESS OF TRAFFIC SAFETY ISSUES

Objective	Lead Agency	Action Steps	By When
Analyze and distribute traffic safety information	CCNP, Promotoras and MK Planning Consultants	Collect traffic safety data	October 31, 2009
Assess street and intersection conditions	CCNP and Promotoras	Conduct walk and bike audit	November 30, 2009
Develop social media engagement concept	MK Planning Consultants	Design and execute Facebook and Twitter page	July 31, 2010
Develop radio and television public service announcements	MK Planning Consultants	Package and distribute public service announcements	August 31, 2010
Develop billboard advertising	MK Planning Consultants	Solicit billboard media outlets	August 31, 2010
Develop sponsorship plan	MK Planning Consultants	Solicit sponsors	August 31, 2010
Develop educational material	CCNP	Design educational material	October 31, 2010
Recruit campaign partners/supporters	CCNP	Identify and distribute campaign support information to the public	January 31, 2011

GOAL 2: IMPROVE MOTORIST, BICYCLIST AND PEDESTRIAN BEHAVIOR WHEN SHARING THE ROAD

Objective	Lead Agency	Action Steps	By When
Educate motorist, bicyclist and pedestrians on safe behavior and laws	Promotoras and CCNP Partners	Distribute 14,500 flyers/ educational material and conduct traffic safety workshops	January 31, 2011

Advertising

The advertising methods the project team used to deliver our message were radio, television and billboard media outlets.

Radio Distribution – Watch the Road public service announcements were packaged and sent to the radio stations identified below.



With traffic safety knowledge and priority projects identified, the project team was ready to raise awareness and implement a call-for-action to improve system changes in roadway safety.

STATION	DIAL	FORMAT	CITY
KHWY FM	98.9	ADULT CONTEMPORARY	BARSTOW
KHYZ FM	99.5	ADULT CONTEMPORARY	BARSTOW
KEBN FM	94.3	SPANISH	BURBANK
KRXV FM	98.1	AC	BARSTOW
KBOV AM	1230	CHR (GOLD)	BISHOP
KIBS FM	100.7	CTRY	BISHOP
KBIG FM	104.3	AC	BURBANK
KFI AM	640	N/T	BURBANK
KLAC AM	570	N/T (SPORTS)	BURBANK
KOST FM	103.5	AC (SOFT)	BURBANK
KPWR FM	105.9	B/U	BURBANK
KXFG FM	92.9	COUNTRY	COLTON
KFRG FM	95.1	CTRY	COLTON
KBRT AM	740	REL	COSTA MESA
KIEV AM	870	NEWS/TALK	GLENDALE
KKLA AM	1240	RELIGIOUS	GLENDALE
KKLA FM	99.5	REL	GLENDALE
KRLA AM	870	N/T	GLENDALE
KJLH FM	102.3	AC/B/U	INGLEWOOD
KTYM AM	1460	REL/REL (GOSPEL)	INGLEWOOD
KOSS FM	105.5	ADULT CONTEMPORARY	LANCASTER
KEFR FM	89.9	EDUCATION	LE GRAND
KFRN AM	1280	RELIGIOUS	LONG BEACH
KJAZ AM	1260	JAZZ	LOS ANGELES
KLSX FM	97.1	NEWS/TALK	LOS ANGELES
KMZT FM	105.1	CLASSICAL	LOS ANGELES
KNOB AM	540	CLASSICAL	LOS ANGELES
KAVL AM	610	N/T (SPORTS)	LANCASTER
KFWB AM	980	N/T (SPORTS)	LOS ANGELES
KMPCAM	1540	ETH	LOS ANGELES
KNX AM	1070	N/T	LOS ANGELES
KRTH FM	101.1	CHR (GOLD)	LOS ANGELES
KTWV FM	94.7	JAZZ	LOS ANGELES

OUTREACH AND EDUCATION

Results

TV Access was able to confirm the following usage by area radio stations:

Stations Reporting Airings: 12

Broadcasts Reported: 2,393

Average Broadcasts Per Station: 199

Broadcast Audience Impression: 22,277,600

Equivalent Dollar Value: \$150,759.0

STATION	HERTZ	CITY	STATE	MARKET	AIRINGS	AUDIENCE
KRXV FM	98.1	Barstow	CA	Los Angeles	540	2808000
KHYZ FM	99.5	Barstow	CA	Los Angeles	540	2538000
KHWY FM	98.9	Barstow	CA	Los Angeles	100	110000
KIBS FM	100.7	Bishop	CA	Los Angeles	100	50000
KBOV AM	1230	Bishop	CA	Los Angeles	100	50000
KPWR FM	105.9	Burbank	CA	Los Angeles	100	10550000
KEBN FM	94.3	Burbank	CA	Los Angeles	100	750000
KKLA AM	1240	Glendale	CA	Los Angeles	100	20000
KAVL AM	610	Lancaster	CA	Los Angeles	300	3930000
KOSS FM	105.5	Lancaster	CA	Los Angeles	300	1410000
KPRO AM	1570	Riverside	CA	Los Angeles	100	20000
KAJL FM	92.7	Thousand Oaks	CA	Los Angeles	13	41600

Television Distribution

Watch the Road public service announcements were packaged and sent to the television stations identified in table below.

Station	Channel #	Network	City	State
TIME WARNER CABLE	57	CBL	ANAHEIM	CA
TIME WARNER CABLE (9076)	3	CBL	ANAHEIM	CA
KPXN-TV	30	IND	BURBANK	CA
KRCA-TV	62	IND	BURBANK	CA
NBC4-TV	4	NBC	BURBANK	CA
KNBC	4	NBC	BURBANK	CA
KABC-TV	7	ABC	GLENDALE	CA
KCTH CABLE TV	27	CBL	HAYWARD	CA
CITY HUNTING BCH, HBTV 3	3	CBL	HUNTINGTON BEACH	CA
KOCE-TV	50	PBS	HUNTINGTON BEACH	CA
THE CHAMBLEE FOUNDATION	34	CBL	LAKE HUGHES	CA
LONG BCH COMM TV CH 57/65	57	CBL	LONG BEACH	CA
KCOP-TV	13	MYTV	LOS ANGELES	CA
KCLS-TV	58	PBS	LOS ANGELES	CA
KSCI-TV	18	IND	LOS ANGELES	CA
KTLA-TV	5	CW	LOS ANGELES	CA
KTTV-TV	11	FOX	LOS ANGELES	CA
NORWALK COMMUNITY CABLE	0	CBL	NORWALK	CA
KDOC-TV	56	IND	SANTA ANA	CA
CENTURY CABLE PAC	0	CBL	SANTA MONICA	CA
CITY TV OF SANTA MONICA	0	CBL	SANTA MONICA	CA
KCAL-TV	9	IND	STUDIO CITY	CA
KCBS-TV	2	CBS	STUDIO CITY	CA
TOTV CATV (9131)	10	CBL	THOUSAND OAKS	CA
CH 30/TIME WARNER CABLE	30	CBL	TORRANCE	CA
USA MEDIA	12	CBL	TRUCKEE	CA
KHIZ-TV	64	IND	VICTORVILLE	CA
WCCT TV	56	CBL	WALNUT	CA
TIME WARNER CABLE	8	CBL	WESTLAKE VILLAGE	CA
KATZ CATV SYSTEMS (9132)	0	CBL	WOODLAND HILLS	CA



Results

TV Access was able to confirm the following usage by area television stations:
 CCNP Westlake "Watch the Road" TV Report
 Report Start Date: August, 2010
 Posting Date: 2/15/2011
 Results Through: 2/28/2011

Stations Reporting Airings: 4
Broadcasts Reported: 251
Average Broadcasts Per Station: 63
Broadcast Audience Impression: 30,043,837
Equivalent Dollar Value: \$34,136.00

STATION	NAME	CH	NETWORK	CITY	STATE	MARKET	AIRINGS	AUDIENCE
KNBC	KNBC	4	NBC	Burbank	CA	Los Angeles	75	30000000
9454	KCTH CABLE TV	27	CBL	Hayward	CA	Los Angeles	75	18750
9121	CHAMBLEE FOUNDATION	34	CBL	Lake Hughes	CA	Los Angeles	26	18525
9132	KATZ CATV SYSTEMS	0	CBL	Woodland Hills	CA	Los Angeles	75	6562

Billboard Distribution

The community worked with the project team to develop the concept and creation of billboard displays based on the current Watch the Road campaign. The billboard displays were strategically placed in key locations along corridors with a high incidence of traffic collisions and fatalities.



Public Relations

Media advisories and press releases were used to bring attention to our cause and highlight the community's effort to develop and implement the traffic safety plan and program.

Social Support and Educational Resources

To effectively reach the Latino population, the project team used the strong cultural ties our promotoras have within the community to socially support and deliver our campaign message, while our community partners supported the project with their educational resources, which included: traffic and child passenger safety classes, bicycle rodeos, and traffic safety guides and pamphlets. Through these efforts 8,722 community members were reached. In addition to these efforts, the project team also worked with the community to develop concepts and then design the social media engagement strategies. 390 residents provided feedback, which was used to deliver social networking messages through the use of Twitter and Facebook.

Media Outreach Results

As a result of these media outreach efforts, the project team galvanized 675 community members, who pledged to adopt the 10 Good Behaviors for Roadway Safety and participate in public relation activities to garner campaign support.

Sponsorship Plan

CCNP was able to gain sponsorships from the Los Angeles (LA) Galaxy Major League Soccer Team by partnering with TEAM Coalition. TEAM Coalition is an alliance of professional and collegiate sports, entertainment facilities, beverage providers, broadcasters and governmental traffic safety experts working together to promote responsible and positive fan behavior at sports and entertainment facilities. Through this partnership, TEAM Coalition created the partnership with the LA Galaxy to promote our traffic safety campaign in the project area. The partnership with TEAM Coalition allowed CCNP to further spread our traffic safety campaign. This made it possible for

individuals to participate by pledging online to follow the top 10 Good Behaviors for Roadway Safety. TEAM Coalition was able to get more participation from community members by leveraging its existing Responsibility Has Its Rewards sweepstakes. The Responsibility Has Its Rewards sweepstakes is a joint campaign between the NHTSA, US DOT, various state transportation offices, and the NBA, NHL, NFL, MLS, and MLB. The goal of the sweepstakes is to promote traffic safety positive fan behavior.

Partnering with the LA Galaxy further strengthened the partnership between TEAM Coalition and CCNP. The LA Galaxy provided further incentive for community members to pledge online and participate with TEAM Coalition's Responsibility Has Its Rewards sweepstakes as well as the Top 10 Good Behaviors for Roadway Safety. LA Galaxy

merchandise was given to community members who pledged and participated in the program. The grand prize winner was selected randomly to attend the final LA Galaxy game of the season on Sunday, October 24, 2010.

The sponsorship program was extremely successful as over 500 community members participated in the online pledge, which was consistent with the traffic safety campaign that was promoted from CCNP.

The partnership allowed community members to become better engaged with the traffic safety campaign.

Community members became better engaged with the traffic safety campaign thanks to CCNP.

Promotional and Education Material

To develop details of the campaign, promotional, and educational material, CCNP assembled a team of twelve promotoras. This group of community activists worked with CCNP and the Project team to develop the program. The group discussed past CCNP transportation project activities, reviewed traffic safety information, and selected preferred messages to address bad behavior, specifically:

- Driving to Fast
- Inattentive Driving

The Promotoras were also concerned with:

- Driving, cycling, and running through red traffic lights
- Driving under the influence (DUI)
- Not yielding to pedestrians

CCNP and its project team also recognized the need to work on behaviors within the community. This specifically included pedestrian education regarding traffic safety.

The project team knew the importance of family messages and spent time collecting feedback from the community on potential messages and themes to be used in the community to reduce the number of traffic delays caused by car/pedestrian accidents, injuries and fatalities accidents in the project area. The community reviewed bad behaviors and messages identified in the Los Angeles Watch the Road Campaign and worked closely with LADOT when developing the traffic safety campaign.



After reviewing bad behavior and messages, the community decided to focus its efforts on specific behaviors that can be changed in the neighborhood. The CCNP community also decided to communicate with people who drove through the community, alerting the drivers to be more aware of the high number of pedestrians in the area and the importance of safe driving.

Based on this information regarding bad behavior, the community reviewed messages and selected two for use in this traffic safety campaign. These two messages were previously tested and well-received as the key message for the original LADOT "Watch the Road" Program.

Team members then developed the traffic safety campaign.

Traffic Safety Campaign

The CCNP methodology is based upon a community approach involving extensive work at the grass-roots level. The team utilized a methodology that brought forth the best value with the limited available resources by enlisting the assistance of a highly qualified team of experts with national experience on traffic safety and public service messages. A key aspect of the program were the specific components and messages that were developed using a context sensitive planning process that actively sought community participation. The community used messages from NHTSA, TEAM and LADOT's Watch the Road and applied those tenants, principles, and themes so that all developed materials were culturally appropriate and sensitive to the community.

CCNP decided to use the identified top 10 bad behaviors in the Watch the Road campaign as the starting point to develop its own traffic safety campaign specifically designed for this unique community.

METHODOLOGY

The project team used the methodology originally designed for the LADOT Watch the Road Campaign. This methodology utilized the following industry standard measurement tools such as media impressions, frequency, reach and gross rating points. As part of the Watch the Road Campaign, LADOT developed an evaluation methodology that measured speeding, stopping, vehicles yielding to pedestrians and pedestrians looking both ways before crossing streets.

Building upon that campaign with assistance from LADOT, CCNP promotoras conducted all the traffic studies. A series of meetings identified 11 intersections to evaluate. The team conducted a pre-evaluation and post evaluation to monitor changes in speed, stopping, vehicles yielding to pedestrians and safe pedestrian street crossing. These observations were completed during the AM and PM hours of the weekdays. The project used the data to identify changes in behavior.

Note that while the CCNP Project team sample size is statistically too small to provide enough data for proper analysis, it does provide sufficient information for a qualitative assessment and allow the report to make qualitative conclusions. As well, keep in mind, because this was a community exercise there may be other unaccountable variables that impacted the results.

In order to make the proper qualitative assessments, the community members utilized LADOT criteria when making

observations and conducting the studies. The LADOT has created a set of criteria and/or methodology that identifies speeding, stopping, and stopping at stop signs.

Speeding

The project team worked with LADOT to identify free-flow sections of city streets in the study area and then monitor using the City of Los Angeles Automated Traffic Surveillance and Control (ATSAC) System. Originally designed during the 1984 Olympic Games, the ATSAC System has been implemented at 3,100 of 4,300 City of Los Angeles signalized intersections.

As part of the Watch the Road campaign, LADOT monitored speeding at specific locations in the City of Los Angeles. Streets were selected due to their speeding issues. Of the streets selected, half of the locations had average speeds more than 10 miles per hour over the speed limit.

Stopping

The CCNP project team examined driver behavior at four-way stop signs and at right turns on red at traffic signals. LADOT established four categories of behavior. This includes:

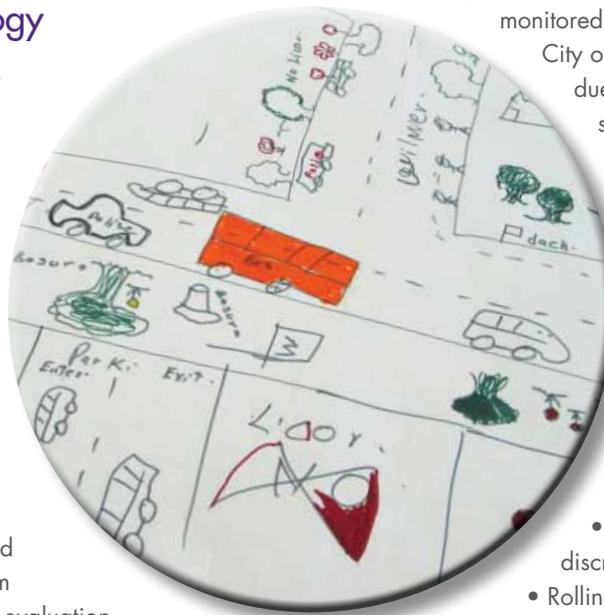
- Full stop (discretionary and non-discretionary)
- Rolling (California stop under 3 miles per hour)
- Yielding (3 miles per hour to 15 miles per hour)
- No stop (over 15 miles per hour)

Stopping at Intersections

At a signalized intersection, drivers are evaluated on whether they yielded to pedestrians when making a right turn on red. For this study, the CCNP project team used the following categories in evaluating stopping behaviors at traffic signals:

- Full stop (discretionary stop at/before the limit line or beyond the limit line)
- Stopped by traffic (nondiscretionary/forced stop)
- Nearly stopped (rolling California stop under 3 miles per hour)
- No stop (over 3 miles per hour)

Additionally, turning on a green light has also been measured.



The number of drivers who yielded to pedestrians during a green cycle was counted.

Stopping at Stop Signs

For this study, the CCNP project team used the following categories in evaluating stopping behaviors at all-way stop signs:

- Full stop (discretionary stop at/before the limit line or beyond the limit line)
- Stopped by traffic (nondiscretionary/forced stop)
- Nearly stopped (rolling California stop under 3 miles per hour)
- No stop (3 miles per hour to 15 miles per hour)

Vehicles Yielding to Pedestrians

LADOT has also developed a methodology to analyze if vehicles yield to pedestrians. This is based upon a driver's recognition of pedestrians crossing the street, and their willingness to yield right-of-way to pedestrians in a safe manner. Results from the previous LADOT study of 10 locations and over 2,800 samples, indicated that vehicles yielded properly only 29% of the time. Of the vehicles, 41% yielded to left-side pedestrians and only 25% yielded to right-side pedestrians.

CCNP conducted their study using similar methodology as LADOT, and they used the following categories:

- Safe yield (the motorist began to brake at a comfortable stopping distance)
- Late yield (the motorist had to perform a panic stop)
- No yield (the motorist did not yield to the pedestrian)

Pedestrian Behavior

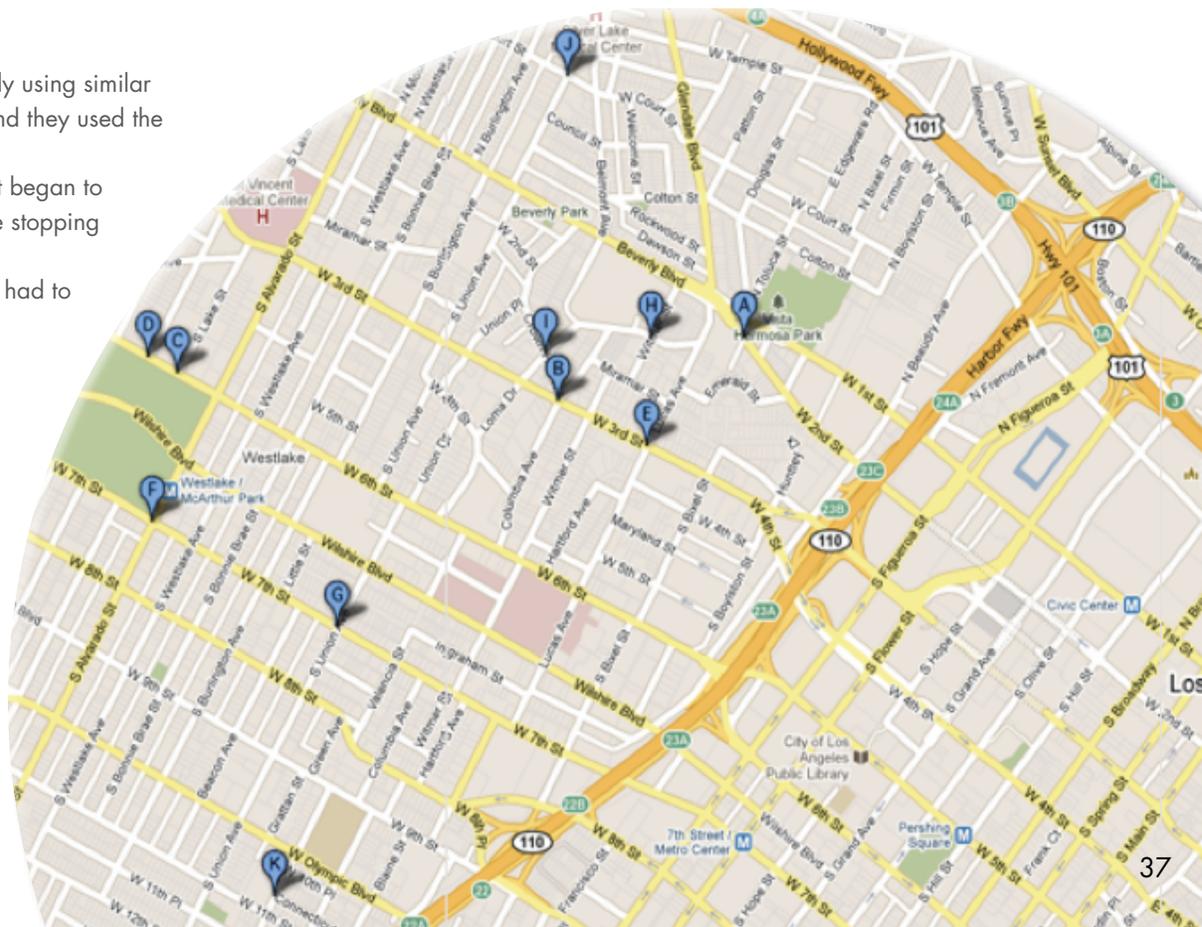
The last LADOT measurement is to analyze pedestrian behavior and determine if pedestrians are looking both ways

before crossing the street. In its previous study, LADOT determined that pedestrians looked both ways 76% of the time and that 73% of the pedestrians stopped before entering the street. Just as important, 80% of the pedestrians in the vicinity used marked sidewalks.

Intersections Studied

As part of this study, safety issues at following intersections were observed:

- A 2nd St. & Toluca St. Los Angeles, CA
- B 3rd St. & Columbia Ave. Los Angeles, CA
- C 6th St. & Lake St. Los Angeles, CA
- D 6th St. & Grand View St. Los Angeles, CA
- E 3rd St. & Lucas Ave. Los Angeles, CA
- F 7th St. & Alvarado St. Los Angeles, CA
- G 7th St. & Union Ave. Los Angeles, CA
- H 2nd St. & Witmer St. Los Angeles, CA
- I Loma Dr. & Crown Hill Ave. Los Angeles, CA
- J Union Ave. & Court St. Los Angeles, CA
- K Valencia St. & Connecticut St. Los Angeles, CA



MAP A: 2ND AND TOLUCA ST. LOS ANGELES, CA

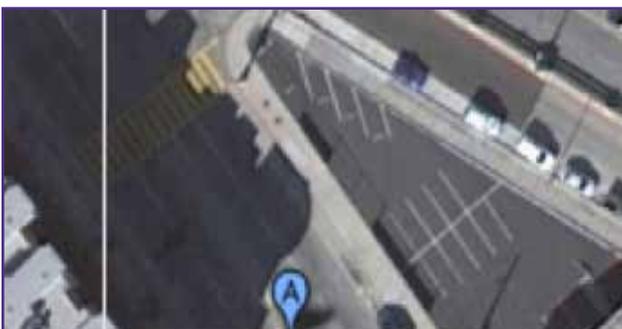
Analysis

At the 2nd St. and Toluca Street intersection, the CCNP team noted that drivers consistently yielded late when pedestrians would cross the intersection. The reason for this is unknown, however, the signage at this intersection was observed to be non user-friendly. As can be seen in the pictures taken at the intersection, there is no signal to stop the automobiles but a yield and crossing sign. Also, due to bridge/overpass abutting this intersection, street-sign post could be a distraction to drivers who tend to see past the crossing hence yielding late.

The Belmont Station apartments, which is located adjacent to the crossing has one of its garage exit onto 2nd street. Drivers exiting the parking garage and heading west may have a more difficult time seeing the pedestrians waiting to cross, or are crossing. Also, some signs were obstructed from view due to landscaping on 2nd street. It was observed that, vehicles heading west on 2nd street typically had higher speeds and the visual obstructions blocking the signs increased the dangers for pedestrians crossing the intersection.

The crossing by itself had several problems. Physical design elements like ramps that provide easily accessible for handicap, elderly, and baby strollers were missing. Due to the existing road configuration around this intersection, there are several other pedestrian crossings adjacent to 2nd St./Toluca St. The signs at these intersections were observed to be poorly marked.

These observations led the CCNP team to express concern about pedestrian safety at this intersection.



MAP B: 3RD ST. AND COLUMBIA AVE. LOS ANGELES, CA

Analysis

The CCNP team observed that cars often times did not yield for pedestrians during increased traffic at this intersection. An interesting observation to be noted is yielding of drivers for pedestrians was gender-biased. When women or mothers crossed, vehicles often yielded for them, where as, that was not the case with men.

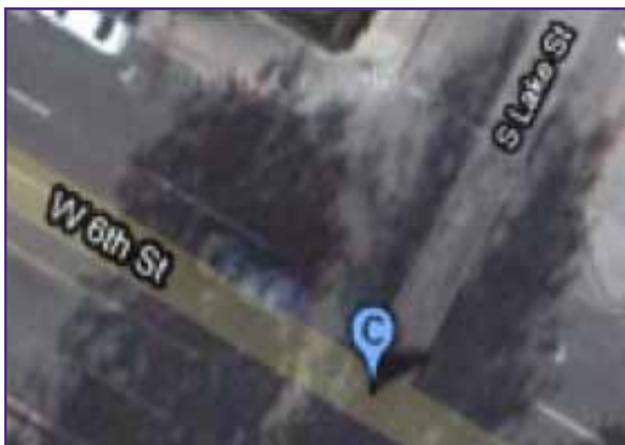
The intersection at 3rd and Columbia is a very confusing one, as Crown Hill Ave also intersects at this junction. Due to the proximity between these two intersections, the safety issue cannot be assessed in isolation. 3rd Street east of Columbia Avenue has no stripes to indicate crossing and doesn't have a signal either. Due to the confusing striping, both pedestrians and drivers tend to accelerate through the intersection, either to reach the crossing on 3rd Street, or to cross Crown Hill Avenue and continue west on 3rd Street. There is also a lack of signage at this intersection to help with wayfinding or alert drivers to the pedestrians that maybe crossing. Although, there is a pedestrian sign located on Crow Hill for those heading south onto 3rd Street, the sign is obstructed due to on street landscaping.



MAP C: 6TH ST. AND LAKE ST. LOS ANGELES, CA

Analysis

6th and Lake is located to the west of the busy intersection of 6th and Alvarado. The crossing does not have many physical obstructions, but due to the high level of pedestrian activity and parking located west of Lake, drivers often times have to drive past the pedestrian crossing lane in order to be able to make a right or left turn. There is no signal at this intersection. Drivers if focused on turning right, may not pay attention to the pedestrians heading west on 6th as they cross Lake Street. The primary age of the pedestrians crossing Lake Street were observed to be older in age and required more time to cross. In addition, the high pedestrian traffic located just east of this intersection at 6th and Alvarado, spills onto 6th and Lake street. This leads to longer wait time for drivers and impatient drivers not paying attention to older residents crossing the intersection.



MAP D: 6TH ST. AND GRAND VIEW ST. LOS ANGELES, CA

Analysis

The intersection of 6th and Grand View St. has a flashing pedestrian crossing that leads directly into the McArthur Park Community Center. This is a major recreational area for children and teenagers alike. There are a couple of schools located around this intersection along with bus stop for Metro Local Bus Lines 18 and 603. Located to the north of this crossing is St. Nicholas Elementary and Preschool and to the east of the crossing is McCallister High School. Accessing either the high school or the bus stop requires pedestrians to cross the flashing pedestrian crossing located at 6th and Grand View St. For the most part, except during increased traffic periods, most cars yielded for pedestrians as they crossed the intersection.



MAP E: 3RD ST. AND LUCAS AVE. LOS ANGELES, CA

Analysis

The intersection of 3rd Street and Lucas Avenue is a signalized intersection that serves two schools – the Miguel Contreras Learning Complex School and Evelyn Thurman Gratts Elementary School. The CCNP team noted that vehicles often yielded for pedestrians especially when cars would turn right on greens. Drivers often times practiced safe habits and looked both directions before attempting to complete the turn. Children can be seen crossing this intersection at nearly all times of day. Due to the location of the intersection all the sidewalks located near the Miguel Contreras Learning Complex has been significantly upgraded and can support large pedestrian crowds. The sidewalks serving the Evelyn Thurman Gratts Elementary School do not have the same upgraded sidewalks, but have four large lane crossings.

Safety concerns for the area stem from the signals used by the students utilizing the amenities located at Miguel Contreras Learning Complex School. It was observed that the signals for the pedestrian crossings were not always responsive, and took a long time to turn green. Secondly, due to the fancy rails and amenities located on the Miguel Contreras Learning Complex School, children using skateboards and BMX bikes crowd the area to use it as a recreational area. Sometimes the students or their skateboard or BMX bike get dangerously close to the street, or they actually enter the intersection. Drivers heading east on 3rd Street and making a right onto Lucas Avenue have a high chance of hitting the student who may have accidentally crossed into the intersection.



MAP F: 7TH ST. AND ALVARADO ST. LOS ANGELES, CA

Analysis

7th St. and Alvarado St. is a signalized intersection that is located just south of the Westlake McArthur Park Metro Redline Station. Being a large signalized intersection, cars typically yielded to pedestrians crossing this major intersection. The 7th and Alvarado Street intersection has many pedestrian attractions including shopping areas, eating establishments, park, etc. Some of those attractions include Langers, McArthur Park, Westlake/McArthur Park Redline station and rows of local shops located on 7th street and south on Alvarado.

This intersection experiences increased pedestrian density and activity. To take advantage of the foot-traffic, many of the local businesses try to advertise their products by putting up sign boards on the side-walks. This kind of advertising can sometimes obscure the visibility of pedestrians, especially for drivers making right turns at this intersection. Loitering at the park, camped out residents, street-vendors, etc serve as a magnet to a lot of stop-and-go pedestrian traffic. This creates temporary bottlenecks on the sidewalks, preventing a free-flow movement for the pedestrians. Pedestrians seem to be navigating around obstacles in order to get to their destinations, or trying to transfer to bus/rails, who are sometimes seen stepping out on to the streets. Pedestrian crossing to the west of 7th Street, was observed to be striped but with no flashing indicators. Pedestrians who chose to cross 7th Street in order to reach McArthur Park or the McArthur Park Primary Center face a 5 lane street that fails to meet ADA standards.



MAP G: 7TH ST. AND UNION AVE. LOS ANGELES, CA

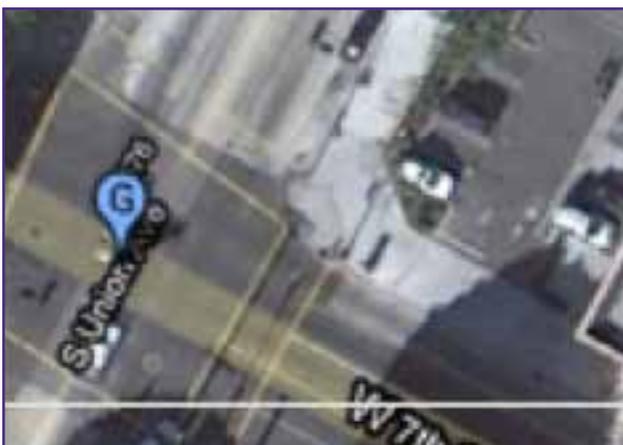
Analysis

7th Street and Union is also a signalized intersection where vehicles were observed to typically stop when the traffic signal changes. One of the largest safety issue as reported by the local business owners was bicyclists' safety. The owner of the Little Caesar Pizza and La Dolce Vita Café claim that cyclists are often times at risk of getting hit as they bike on the sidewalks, and the cars turning onto Union do not always pay attention to the bicyclists coming from the sidewalks.

The sidewalk on the northern end of this intersection appears to be extra wide and can accommodate bicyclists and pedestrians. However, parked cars on 7th Street can obscure views and create a traffic hazard for bicyclist and pedestrians.

Both the business owners indicated that the high number of accidents were caused by vehicles making left turns, and that the added influx of pedestrians and bicyclist who try to quickly cross the intersection have sometimes led to vehicle collisions and/or pedestrian accidents.

This area also serves many senior and handicap pedestrians who require more time to cross, especially if pavements are not ideal for those who have difficulty walking on uneven surfaces. The pedestrian crossings at this intersection are in poor condition and were observed to increase the crossing time for senior and handicapped pedestrians.

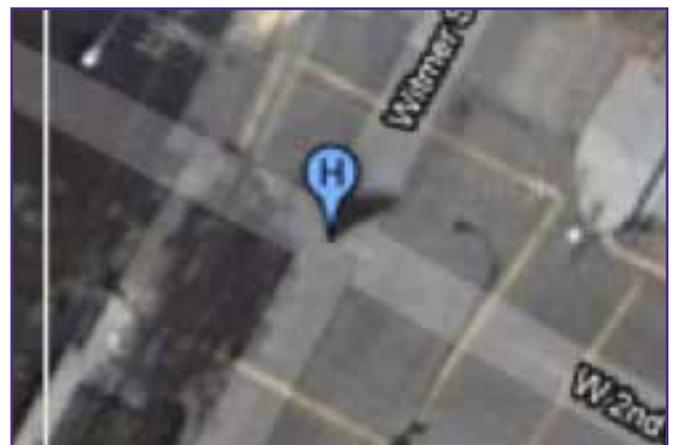


MAP H: 2ND ST. AND WITMER ST. LOS ANGELES, CA

Analysis

The 2nd Street and Witmer Street intersection is a stop sign intersection that suffers from lack of visibility. The stop sign for those heading east on 2nd Street suffers from poor visibility due to tree branches covering its visibility. As well, there is no sidewalk located on the northern end of 2nd street as it approaches the intersection, which causes pedestrians to either walk on street, underneath the shade of several trees, further decreasing the pedestrian's visibility to vehicles traveling in the same direction.

CCNP team observed cars often times yielded at the stop sign at this intersection. Still, there were a large number of vehicles that rolled through the stops, which increases the need for pedestrians to look both ways when crossing at crosswalks.



MAP I: LOMA DR. AND CROWN HILL AVE. LOS ANGELES, CA

Analysis

The crossing at Loma Dr. and Crown Hill Ave. is a four way stop sign intersection. The intersection is used to access Belmont High School and Para Los Ninos Pre-School. Similar to other stop sign intersections, drivers often yielded to pedestrians as they crossed.

This particular intersection does not have striped cross walks and the condition of the roads is very poor. The sidewalks also appeared to be in a very poor condition as well. Tree roots have caused massive damage to the sidewalks leading to uneven surfaces and making it very difficult for the elderly and handicap usage. It was also noted that vehicles parked along the street blocked ramp access for the pedestrians in need, making it difficult to cross the street.

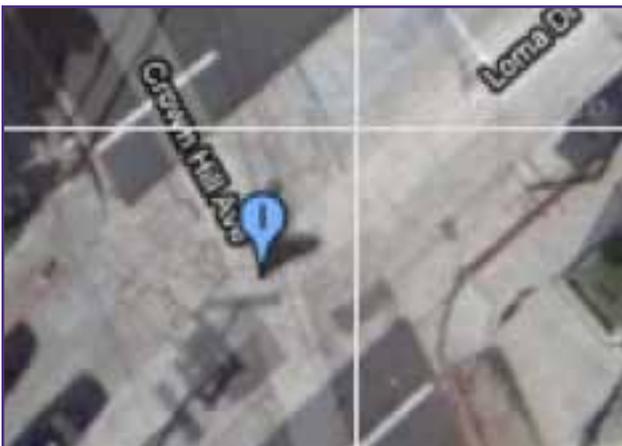
MAP J: UNION AVE. AND COURT ST. LOS ANGELES, CA

Analysis

The intersection located at Union Avenue and Court Street is a four-way stop sign intersection. This intersection serves primarily students and residents who cross and access Our Lady of Loretto Elementary School and the various churches located near the intersection.

The CCNP team observed that drivers typically yielded for pedestrians, but not necessarily in time to stop before the crosswalk. The crossings were observed to be poorly maintained, as well. The crosswalks have plenty of potholes that increase the difficulty for handicap or elderly pedestrians when crossing.

On the northern end of Union Ave, the sidewalks are covered with construction material, which minimizes the overall width of the sidewalk. The materials located on Union Avenue do not seem to serve any on-going construction around this intersection. Finally, there is a lack of signage on Union Avenue to adequately inform drivers that they are approaching a school zone and pedestrian crossing. Heading west on Court Street, there is one pedestrian crossing sign, that has a minor visibility obstruction from the landscaping found on Court Street.



MAP K: VALENCIA ST. AND CONNECTICUT ST. LOS ANGELES, CA

Analysis

The Valencia and Connecticut Street intersection along with the intersection at Olympic and Valencia Street offers access to the Tenth Street Elementary School. The CCNP team observed that vehicles typically stopped for pedestrian crossings at this intersection. The intersection located at Olympic and Valencia Street is a signalized intersection and the vehicles seemed to typically obey traffic lights.

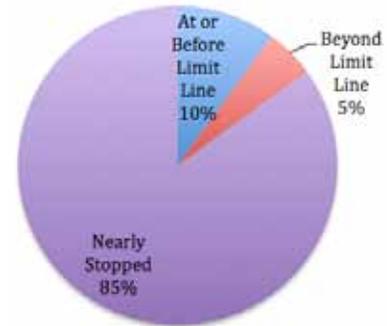
The pedestrian safety concern for the area is the lack of accurate signage informing drivers to be more cautious due to the school's location. On Valencia, south of Olympic there are no school zone signs, pedestrian crossing, or other signs indicating that children will be crossing the street. The school has multiple entrances and crossings, that drivers should be notified when driving down the street. Also, signs indicating speed limits around a school are located past Valencia Street to the west. This is a safety issue as it doesn't notify drivers heading west in adequate warning, that children will be crossing. Instead, the signs that are located to the west past Valencia appears to serve Loyola Law School instead of Tenth Street Elementary. Finally, drivers north of Olympic driving south on Valencia will find a pedestrian crossing sign that is angled away from drivers line of view. This appears to limit the visibility of the sign. Also, driver behavior in the area needs to improve, as vehicles tend to park at all locations in the neighborhood.



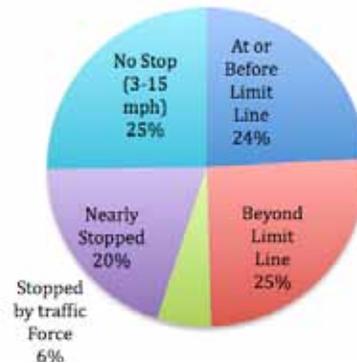
RESULTS

Complete Stop Study

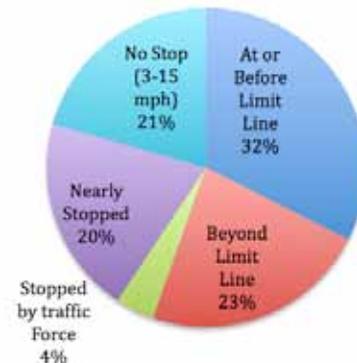
LADOT Study



Before Campaign



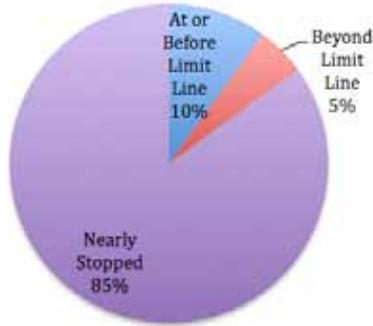
After Traffic Safety Campaign



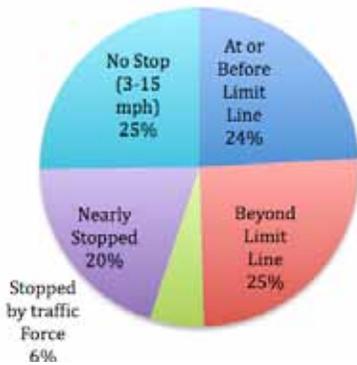
Generally, most vehicles surveyed in the Los Angeles Department of Transportation (LADOT) Watch the Road study area stopped or nearly stopped at a stop sign. However, there is a substantial percentage of vehicles in the CCNP area that did not stop at a stop sign (21% to 25%). This may indicate that there needs to be more education and enforcement in the study area to change behavior on a permanent basis.

RESULTS

Complete Stop Study LADOT Study



Before Campaign



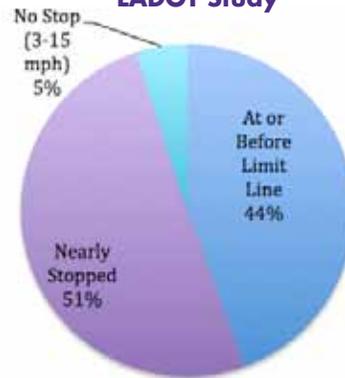
After Traffic Safety Campaign



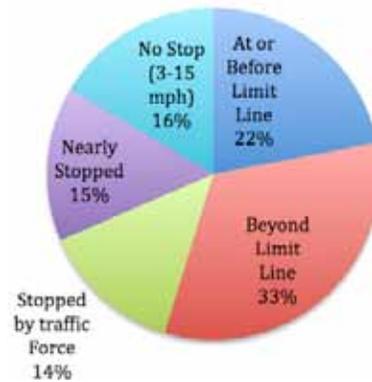
Generally, most vehicles surveyed in the Los Angeles Department of Transportation (LADOT) Watch the Road study area stopped or nearly stopped at a stop sign. However, there is a substantial percentage of vehicles in the CCNP area that did not stop at a stop sign (21% to 25%). This may indicate that there needs to be more education and enforcement in the study area to change behavior on a permanent basis.

RESULTS

Vehicle Right Turn on Red LADOT Study



Before Campaign



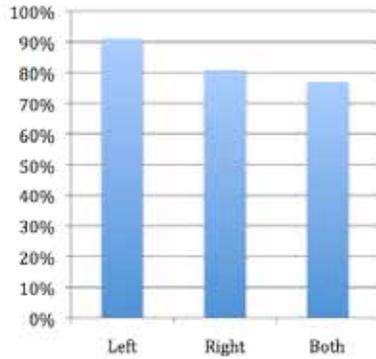
After Traffic Safety Campaign



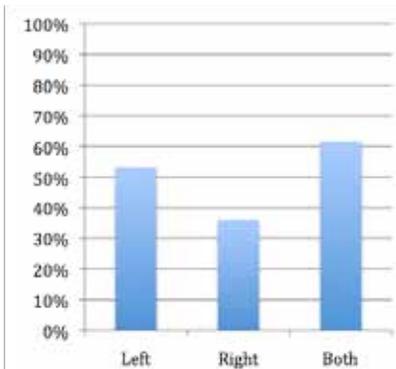
As with the stop signs, generally, most vehicles surveyed in the Los Angeles Department of Transportation (LADOT) Watch the Road study area stopped or nearly stopped before turning right. However, there is a substantial percentage of vehicles in the CCNP area that did not stop at a stop sign (16% to 19%). This again may indicate that there needs to be more education and enforcement in the study area to change behavior on a permanent basis.

RESULTS

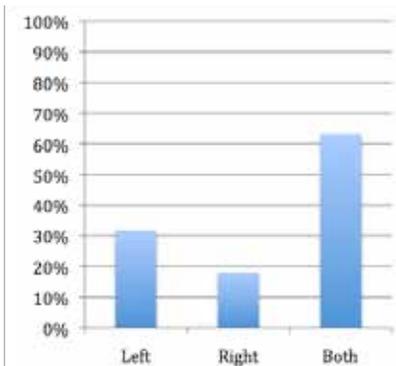
Pedestrian Behavior Prior LADOT Study



Before Campaign



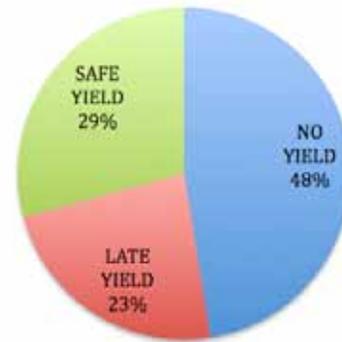
After Traffic Safety Campaign



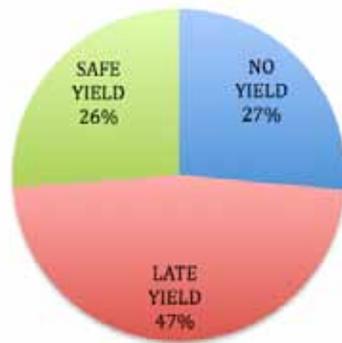
Regarding pedestrian behavior, most of the City of Los Angeles will look left, right or in both directions. In the CCNP study area, a much higher percentage of pedestrians did not look left, right or in both directions before crossing the street. This may indicate that there needs to be more education and enforcement in the study area to change pedestrian behavior on a permanent basis.

RESULTS

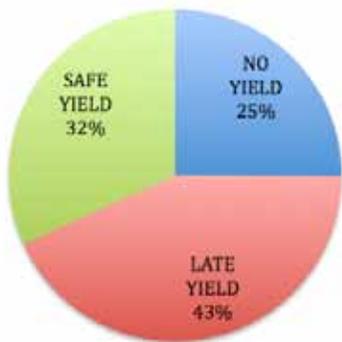
Yield to Pedestrian Behavior Prior LADOT Study



Before Campaign



After Traffic Safety Campaign



In the CCNP study area, vehicles seemed more likely to stop for pedestrians (25% to 27% no yield in the CCNP area compared to 48% no yield for the City of Los Angeles). This is the only behavior studied that demonstrated "safer" conditions in the CCNP study area. This may be related to the high number of pedestrians in the project area create more awareness among drivers and a greater willingness to yield to pedestrians.

Recommendations and Lessons Learned

After assessing the qualitative data, the CCNP team emerged with some lessons learned regarding the safety of the eleven intersections that were observed. The following are the lessons learned:

1. Further campaigns can further examine issues related to how drivers respond differently to pedestrians trying to cross based on gender, time of day, and age.
2. Future campaigns should use a timeline that aligns with the community calendar so that the messaging and marketing can be most effective.
3. Changing behavior is a long term process that requires an understanding of message development, communication tools, media, sponsorship, community and then education/awareness, an effective call-to-action, before finally resulting in possible behavior change.
4. Securing community and corporate sponsors is a long term process that can be very effective. It must include both local and regional partners.
5. Creating an effective traffic safety evaluation program is a balancing act between transportation data, behavioral analysis, and community needs.
6. Traffic safety is a long term commitment. The present study provides a great baseline for creation of a more comprehensive traffic safety plan for the community and to seek future funding and partnership opportunities.



Drivers respond differently to pedestrians who try to cross based on gender, time of day, and age.

An early finding of the study is that drivers respond differently to pedestrians based on gender. While training for this project, drivers stopped to let a female volunteer cross Bixel Street (ten out of ten case studies) compared to not stopping for a male volunteer as he tried to cross the street (zero out of ten case studies). The CCNP team consistently observed drivers yielding to females as compared to males. The project team found no study that thoroughly examines this behavior. Future traffic safety campaigns should consider:

- Drivers are more aggressive during peak commute hours (AM and PM) travel hours.
- Pedestrians in the CCNP project area try to cross active intersections for a variety of reasons. Future campaigns can focus on locations and times with high activity. This can be related to activities at schools, faith based organizations, businesses and community based organizations.
- Drivers react differently to the gender and age of the pedestrians who are trying to cross.

Future campaigns can incorporate these findings and should further explore these relationships between pedestrian safety and driver/pedestrian behavior. Doing so should allow the creation of a more targeted campaign that may be more effective at sharing its message to promote pedestrian safety.

All campaigns must consider the community calendar.

While implementing the traffic safety campaign, CCNP team members recognized the vast number of events that occur within the community on a monthly basis. These events attract different residents and crowds that the traffic safety campaign is trying to target. In order to maximize exposure of the campaign and create better synergy with the community and

incorporate planned events, the traffic safety campaign should work with the community to ensure traffic safety education and awareness at community events. The community calendar and these events are an effective message outlet for traffic safety and transportation information and will help to create momentum for future campaigns.

Causing behavior change is a long term process.

The CCNP traffic safety campaign occurred over a relatively short time frame. It lasted for a span of seven months, beginning on July, 2010 and ending in February, 2011. Changing behavior is a long term process that requires an understanding of message development, communication tools, media and the community. Cultivating and creating sponsors and partners enhances these campaigns. Behavior change will require a long term commitment that stresses education and awareness. The education and awareness message must be an effective call-to-action before it results in behavior change.

The traffic safety campaign can use a broad or specific message that highlights the needs of the community and actively addresses their needs in a manner that benefits both the audience and the mission of the campaign.

Securing community and corporate partnerships is a long term process and must include both local and regional partners.

The CCNP Traffic Safety Campaign sought sponsorships that would enhance the program and provide either additional resources or marketing opportunities. The project team was able to secure local and regional corporate sponsors for the program such as the TEAM Coalition and the Los Angeles Galaxy. The project team secured support from local partners and other community organizations.

This initial effort to secure community and corporate partners resulted in a total sponsorship valuation of \$36,250. The program could have been even more effective if the campaign would have included regional and long term benefits for its partners.

Creating effective traffic safety evaluation program is a balancing act between transportation data, behavioral analysis, and community needs.

Evaluating an effective traffic safety program is a balancing act that requires careful analysis of transportation data, surveys and community needs, goals and objectives. Each community is unique and requires development of a traffic safety program to meet specific goals and objectives.

The traffic safety evaluation program developed for this project is built upon previous efforts of the Los Angeles Department of Transportation and the Watch the Road Program. The most effective evaluation programs have extensive qualitative and quantitative analysis tools that can measure the call-to-action and change in behavior. Many times the campaign requires analytical skills based upon field observations to assess traffic safety issues. An effective evaluation program should also consider the community perspective, analyzing the effectiveness of a campaign based upon their goals and objectives.

Traffic safety is a long term commitment.

Improving traffic safety cannot happen overnight. It requires a long term commitment to bring in education, engineering and enforcement to effectively change behavior in a community. The present study provides a great baseline for creation of a more comprehensive traffic safety plan for the community and to seek future funding and partnership opportunities.



FUNDING SOURCES

A variety of federal, state and local sources can provide funding for the recommended projects and programs identified in the Westlake Traffic Safety Plan and Program. Staff will need to apply for these grants. The table on page 50 provides additional information about the following funding sources:

Federal

Safe Routes to School (SRTS) Program

Safe Routes to School (SRTS) aims to encourage children in grades Kindergarten through Eighth (K-8) to walk and bike to school. Consistent with other federal aid programs, individual State Departments of Transportation (DOT) are responsible for the development and implementation of grant funds. The Federal SRTS program is separate from the State funded Safe Routes to School Program, described later in the document. Some of the expected outcomes of the program include:

- Improved bicycle, pedestrian and traffic safety around schools
- Increased numbers of children walking and bicycling to and from schools
- Decreased traffic congestion around schools
- Reduced childhood obesity
- Improved air quality, community safety and security, and community involvement
- Improved partnerships among schools, local agencies, parents, community groups, and non-profit organizations

A minimum of 70 percent of each year's apportionment is available for infrastructure projects with up to 30 percent for non-infrastructure projects.

Infrastructure Projects

Infrastructure projects are engineering projects or capital improvements that improve safety and the ability of students to walk and bicycle to school. They typically involve the planning, design, and construction of facilities within a two-mile radius

of a grade school or middle school. The maximum funding cap for an infrastructure project is \$1 million. California Department of Transportation (Caltrans) does not set minimum caps. The project cost estimate may include eligible direct and indirect costs. Direct costs include the cost of construction materials. Indirect costs may include salaried employees or staff time allotted to the project. Infrastructure projects should directly support increased safety and convenience for K-8 children to walk and bicycle to school, including children with disabilities.

Eligible projects include:

- Bicycle projects such as new bicycle paths, racks, bicycle lane striping and widening, new sidewalks, widened sidewalks, sidewalk gap closures, curbs, gutters, and curb ramps;
- Pedestrian projects such as new trails, paths, and pedestrian over and under crossings, roundabouts, bulb-outs, speed bumps, raised intersections, median refuges, narrowed traffic lanes, lane reductions, half or half street closures and other speed reduction techniques;
- Traffic control devices such as a new or upgraded traffic signals, crosswalks, pavement markings, traffic signs, traffic stripes, in roadway crosswalk lights, flashing beacons, bicycle-sensitive signal actuation devices, pedestrian countdown signals, vehicle speed feedback signs, and pedestrian activated upgrades.

A variety of federal, state and local sources can provide funding for the recommended projects and programs identified in the Westlake Traffic Safety Plan and Program.

Non-Infrastructure Projects

Non-infrastructure projects are education/encouragement/enforcement activities intended to change community behavior, attitudes, and social norms to make it safer for children in grades K-8 to walk and bicycle to school. Non-infrastructure projects should increase the likelihood of programs becoming institutionalized once in place. The application for a non-infrastructure project must clearly state the deliverables and the final invoice or progress report must attach tangible samples, e.g., sample training materials and promotional brochures. The funding cap for a non-infrastructure project is \$500,000. Multi-year funding allows the applicant to staff up

and deliver their project over the course of four (4) years, thereby reducing overhead and increasing project sustainability.

Non-infrastructure projects must fall into one or more of the following categories:

- **Education** – Teaching children about the broad range of transportation choices, instructing them in important lifelong bicycling and walking safety skills, and launching driver safety campaigns near schools;
- **Enforcement** – Partnering with local law enforcement to ensure traffic laws compliance near schools (this includes enforcement speeds, yielding to pedestrians in crossings, and proper walking and bicycling behaviors), and initiating community enforcement such as crossing guard programs or pedestrian right-of-way string programs;
- **Encouragement** – Using events and activities to promote walking and bicycling;
- **Evaluation** – Monitoring and documenting outcomes and trends by collecting data before and after intervention(s);
- **Engineering** – Creating improvements near schools to reduce speeds, alleviate conflicts with motor vehicle traffic, establish safer and fully accessible crossings, and provide walkways, trails and bikeways.

Note: While typical non-infrastructure projects fall under one or more of the top four E’s listed above, some non-infrastructure activities may involve design. For that reason, Engineering is included as the fifth E above.

Eligible projects may target a single local school or school district, or an entire State. The most effective non-infrastructure activities occur within the framework of a community coalition. Thus the plan strongly supports establishing a SRTS community coalition. A community coalition begins by convening community stakeholders at a walkable/bikeable community workshop. The coalition works to pursue concrete steps to make the community more walkable and bikeable. The workshop serves as the impetus to bring together key partners, including schools, elected officials, local government, parks and recreation, law enforcement, emergency services, public health, business owners, residents, advocacy groups and other organizations. Participants in the community coalition design and implement a plan that incorporates the five Es.



State of California

Bicycle Transportation Account-State

The State of California Bicycle Transportation Account (BTA) is an annual statewide discretionary program that funds bicycle projects through the Caltrans Bicycle Facilities Unit. Available as grants to local jurisdictions, the program emphasizes projects that benefit bicycling for community purposes. As of 2009, the BTA makes \$7.2 million available each year. The local match is a minimum of 10% of the total project cost.

BTA projects intend to improve safety and convenience for bicycle commuters and can include:

- New bikeways serving major transportation corridors
- New bikeways removing travel barriers to potential bicycle commuters
- Secure bicycle parking at employment centers, park-and-ride lots, rail and transit terminals
- Bicycle-carrying facilities on public transit vehicles
- Installation of traffic control devices to improve the safety and efficiency of bicycle travel
- Elimination of hazardous conditions on exiting bikeways
- Planning
- Improvement and maintenance of bikeways

Eligible project activities include:

- Project planning
- Preliminary engineering
- Final design
- Right of way acquisition
- Construction and/or rehabilitation

Office of Traffic Safety (OTS) Grant

Office of Traffic Safety Grants (OTS) fund safety programs and equipment. Bicycle and Pedestrian Safety is a specifically identified priority. This category of grants includes enforcement and education programs, which can encompass a wide range of activities, including bicycle helmet distribution, design and printing of billboards and bus posters, other public information materials, development of safety components as part of physical education curriculum or police safety demonstrations through school visitations.

The grant cycle typically begins with a request for proposal in October due the following January.

Safe Routes to School (SR2S) Program

The State-legislated Safe Routes to School (SR2S) program began in 1999. Since then, seven funding cycles have been completed. The State typically announces the list of awarded projects in the fall.

Although both the federal and state have similar goals and objectives, they have different funding sources, local funding match requirements and other program requirements (see previous section).

The SR2S program aims to reduce injuries and fatalities to school children and to encourage increased walking and bicycling among students. The program achieves these goals by constructing facilities that enhance safety for students in grades K-12 who walk or bicycle to school. Enhancing the safety of the pathways, trails, sidewalks and crossings also attracts and encourages other students to walk and bicycle.

The SR2S program is primarily a construction program. Construction improvements must occur on public property. Improvements can occur on public school grounds providing the cost is incidental to the overall project cost. Statewide, the program typically provides approximately \$25 million annually. The maximum reimbursement percentage for any SR2S project is ninety percent. The maximum amount that SR2S funds to any single project is \$900,000.

Eligible project elements include bicycle facilities, traffic control devices and traffic calming measures up to ten percent of project funding can go toward outreach, education, encouragement and/or enforcement activities.

Regional

Metro Call for Projects (CFP)

Metro is responsible for allocating discretionary federal, state and local transportation funds to improve all modes of surface transportation. Metro also prepares the Los Angeles

County Transportation Improvement Program (TIP). A

key component of TIP is the CFP program, a competitive process that distributes the discretionary capital transportation funds to regionally significant projects.



Every other year (pending funding availability), Metro accepts CFP applications in several modal categories. The Metro Long Range Transportation Plan determines funding levels based on mode share. As of the writing of this Plan, the Call is currently on an odd-year funding cycle with applications typically due in the odd years (next anticipated call is in 2013).

Local jurisdictions, transit operators other eligible public agencies may submit applications proposing projects for funding. Metro staff ranks eligible projects and presents preliminary scores to Metro's Technical Advisory Committee, comprised of members of public agencies, and the Metro Board of Directors for approval. Upon approval, SCAG updates and formally transmits the TIP to the SCAG and the California Transportation Commission. The TIP becomes part of the five-year program of projects scheduled for implementation in Los Angeles County.

The modal categories relevant to the implementation of bicycle projects and programs are Bikeway Improvements, Regional Surface Transportation Improvements, Transportation Enhancement Activation, and Transportation Demand Management. Typically funding provided for bicycle improvements include the deferral transportation fund.

Private and Non-Profit

Bikes Belong Coalition, Ltd.

The American Bicycle Industry sponsors the Bikes Belong Coalition, which encourages people to ride bicycles throughout the United States. The coalition administers grants up to \$10,000 to develop bicycle facilities through the Federal Transportation Act.

Robert Wood Johnson Foundation (RWJF)

The RWJF funds aim to improve health and health care in the United States. RWJF funds approximately 12 percent of unsolicited projects with grant funds ranging from \$2,000 to \$14 million. Bicycle and pedestrian projects applying for RWJF funds qualify under the program’s goal to “promote healthy communities and lifestyles.”

FUNDING SOURCES

Grant Agency	Due Date	Fund Source(s)	Annual Funding (Approx.)	Matching Requirement	Eligible Bikeaway			Comments
					Commute	Recreation	Safety/Ed	
SRTS (Federal)	April	Caltrans	\$48.5 million (Nationally)	—	X	X	X	Infrastructure improvements must be within 2 miles of elementary or middle school
Bicycle Transportation Account	December	Caltrans	\$7.2 million	Min. 10% local match on construction	X		X	State-funded. Projects that improve safety and convenience of bicycle commuters.
Office of Traffic Safety Grants	January	Office of Traffic Safety	\$56 million	—			X	Bicycle and pedestrian projects have been funded through this program
SR2S (State)	June or July	Caltrans	\$18 million	10% min	X	X	X	Primarily construction program to enhance safety of pedestrian and bicycle facilities
Metro Call: Bikeway Improvements	Odd # yrs	Metro	\$17.5 million	20% local match	X			Refer to last Call for Projects Application Projects for eligibility requirements
Metro Call: RSTI	Odd # yrs	Metro	\$110 million	35% local match	X		X	Refer to last Call for Projects Application Projects for eligibility requirements
Metro Call: TEA	Odd # yrs	Metro	\$6.5 million	20% local match	X			Refer to last Call for Projects Application Projects for eligibility requirements
Metro Call: TDM	Odd # yrs	CMAQ	\$3.5 million	20% local match	X			Refer to last Call for Projects Application Projects for eligibility requirements
Metro Call: Pedestrian Improvement	Odd # yrs	SLPP; TEA; CMAQ, RSTP	\$20 million	20% local match	X			Refer to last Call for Projects Application Projects for eligibility requirements
Private Funding Sources	Ongoing	Private Donors	N/A	N/A	X	X	X	Community and corporate sponsorships

*Metro Call for Projects funding levels may vary greatly from cycle to cycle. Approved funding from the 2007 CFP provided the basis for this table’s annual estimates.

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