Mayor’s Innovation Project
Re-making the Streets of Los Angeles
How’d we do that?
Step One: It’s not a street
What do we expect of our streets?

THEN

Speed
Mobility
Safety

NOW

Multi-Modal Options
Public Health/Safety
Economic Development
Environmental Quality
Community Building/Livability
Equity

Credit: Tom Maguire, NYC DOT
Motor Vehicles

Average 85th % Speed:
- Weekday: 28.4 MPH
- Weekend Day: 27.6 MPH

Percent Driving over 25 MPH:
- Weekday: 17.8%
- Weekend Day: 14%

Total Volume

<table>
<thead>
<tr>
<th></th>
<th>Weekday</th>
<th>Weekend Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicles</td>
<td>17,600</td>
<td>15,600</td>
</tr>
<tr>
<td></td>
<td>15,905</td>
<td>23,101</td>
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<tr>
<td>Pedestrians</td>
<td>812</td>
<td>903</td>
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*using Tuesday 1/28/2014 data*
Between 2007 and 2012, **120 intersection** and **94 midblock collisions** were reported as occurring along the Broadway Corridor (not including collisions reported on Broadway’s cross streets).

The most common movements preceding collision include both vehicles proceeding straight (93) and rear ending a stopped car.

Intersection collisions have been declining since 2007, while midblock locations have seen no change in annual reported collisions.

The primary cause of intersection collisions was violation of traffic signals and signs. Most midblock collisions were caused by unsafe lane changes and unsafe speed.
Do these projects affect businesses?
Key Findings

Seven of the eight study streets performed as well as or better than the surrounding neighborhood for the three years after construction.

Difference in rate of growth of retail sales taxes between Study Street and Neighborhood (3 year average)

- Valencia 1999: 1.9%
- Polk 2000: 6.7%
- Polk 2009: 0.0%
- Divisadero 2009: -5.3%
- Castro 2010: 19.0%
- Valencia 2010: 12.5%
- Leland 2010: 2.2%
- Powell 2011: 7.4%
How’d we do that?
Step Two: Policy Matters
GREAT STREETS
FOR LOS ANGELES

STRATEGIC PLAN

City of Los Angeles
Department of Transportation

LADOT

Strategic Plan
2015 and beyond...
City of Los Angeles
Department of Transportation

Seleta J. Reynolds
LADOT General Manager
A Safe, Livable, Sustainable, Well Run and Prosperous City

Vibrant and prosperous neighborhood business districts, a goal of Great Streets corridors and People St initiatives, will support our economy, both by connecting places and by creating new neighborhood destinations for people to visit, see friends and family, and shop.

Improved flow of freight traffic will support the profitability and productivity of businesses, and increase the availability and affordability of goods.

Efficient parking and loading options will improve access to businesses and destinations.

More mobility choices such as bike sharing and carsharing, will provide access to people, places, and jobs.

Modernized and well-maintained infrastructure will improve the reliability and resilience of our transportation system to disruptions and keep LA’s economy moving through the 21st Century.

Safer streets for walking and biking will increase foot traffic and support commercial activity.

Better customer information through the dissemination of real-time information will help individuals and businesses make better travel decisions.
How’d we do that?
Step Three: Change the Rules
Prevailing design guidelines define every street as a highway.
How’d we do that?
Step Four: Get out of town
How’d we do that?
Step Five: Change the players