



BENCHMARKING GREAT STREETS

**CARTER RUBIN, OFFICE OF LOS ANGELES MAYOR ERIC GARCETTI
CULLEN MCCORMICK, FEHR & PEERS**





ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 1

Issue Date: October 10, 2013

Great Streets Action Plan

I am directing the Great Streets Working Group to develop a Great Streets Action Plan, which will produce the following deliverables:

1. **Criteria and strategy for identifying streets to be included in the Great Streets Program**
2. **Candidate list of 40 potential streets**
3. **Comprehensive matrix of project elements and associated costs**
4. **Strategy for the coordination of city services to Great Streets**
5. **Project implementation timeline**
6. **Funding strategy**
7. **Metrics and benchmarks to evaluate and track project impacts**

GREAT STREETS GOALS

ENHANCED NEIGHBORHOOD CHARACTER

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



GREATER COMMUNITY ENGAGEMENT

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

IMPROVED ENVIRONMENTAL RESILIENCE

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



SAFER & MORE SECURE COMMUNITIES

Do we have communities where people from all backgrounds feel comfortable participating in civic life?



IMPROVED ACCESS & MOBILITY

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



INCREASED ECONOMIC ACTIVITY

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





OPEN DATA PORTAL



LAPD Crime and Collision Raw Data for 2015

(No description provided)

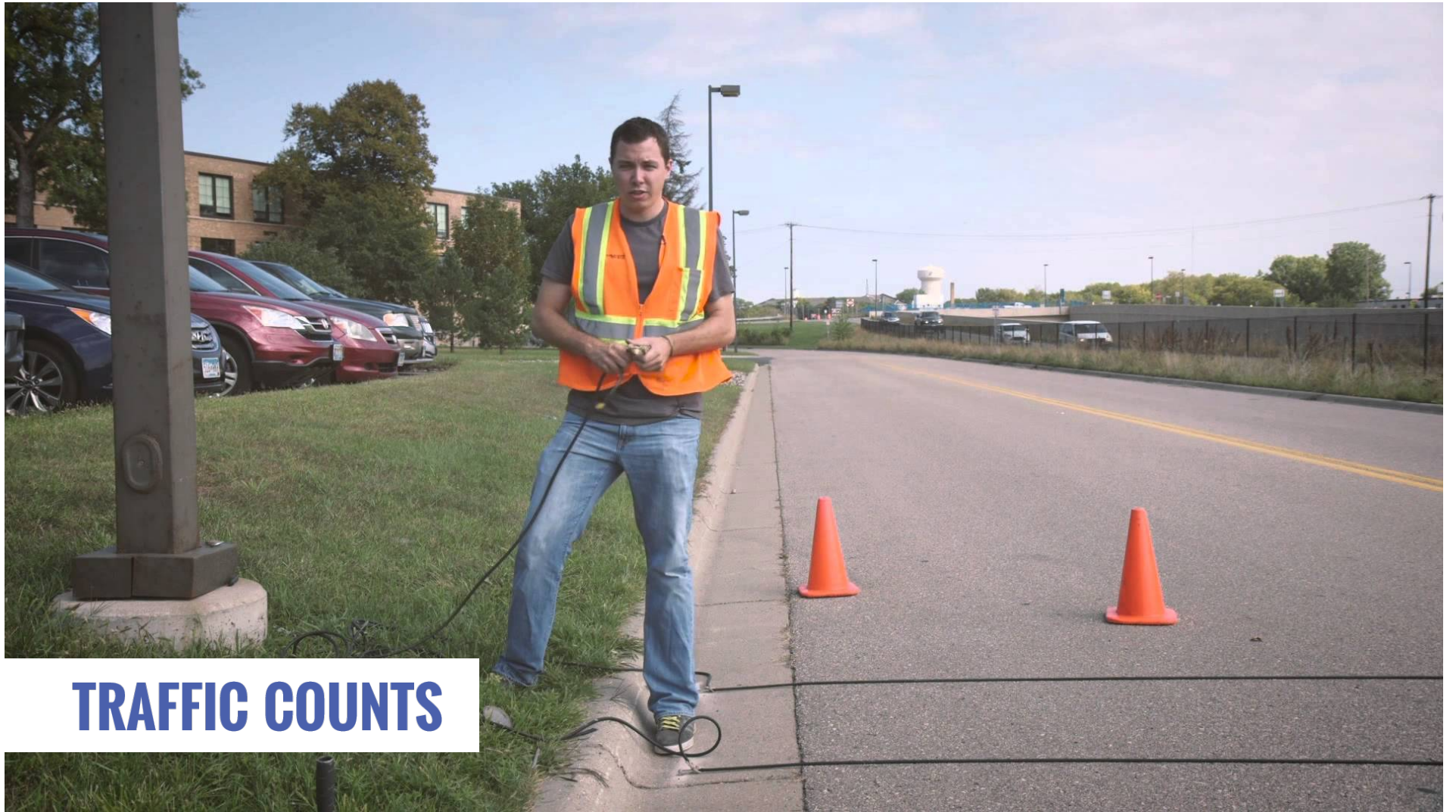
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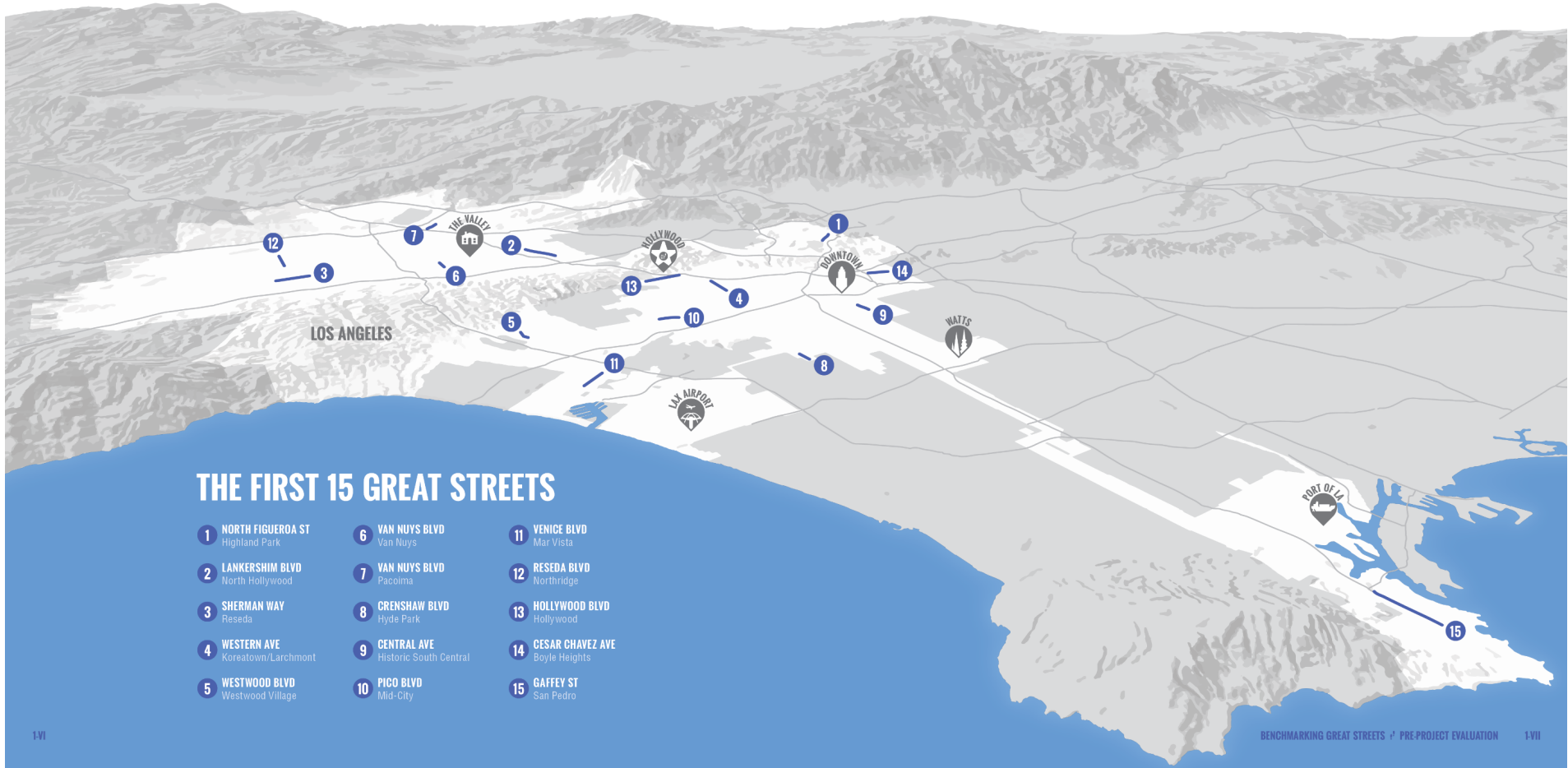
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8	12/02/2015 12:00:00 AM	150126778	12/02/2015 12:00:00 AM	1500	01	Central	0
9	12/02/2015 12:00:00 AM	150126783	12/02/2015 12:00:00 AM	1515	01	Central	0
10	12/02/2015 12:00:00 AM	150126786	12/02/2015 12:00:00 AM	1315	01	Central	0
11	12/02/2015 12:00:00 AM	150221860	12/02/2015 12:00:00 AM	0030	02	Rampart	0
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INTERCEPT SURVEYS



TRAFFIC COUNTS



THE FIRST 15 GREAT STREETS

- | | | |
|--------------------------------------|---|--------------------------------------|
| 1 NORTH FIGUEROA ST
Highland Park | 6 VAN NUYS BLVD
Van Nuys | 11 VENICE BLVD
Mar Vista |
| 2 LANKERSHIM BLVD
North Hollywood | 7 VAN NUYS BLVD
Pacoima | 12 RESEDA BLVD
Northridge |
| 3 SHERMAN WAY
Reseda | 8 CRENSHAW BLVD
Hyde Park | 13 HOLLYWOOD BLVD
Hollywood |
| 4 WESTERN AVE
Koreatown/Larchmont | 9 CENTRAL AVE
Historic South Central | 14 CESAR CHAVEZ AVE
Boyle Heights |
| 5 WESTWOOD BLVD
Westwood Village | 10 PICO BLVD
Mid-City | 15 GAFFEY ST
San Pedro |

César Chávez Av

Boyle Heights

OVERVIEW

César Chávez Avenue in Boyle Heights is one of Los Angeles' most active commercial corridors. Originally served by the Red Car system, the avenue has early-1900s tree-lined blocks of neighborhood-oriented shops, restaurants, and services, and is an epicenter of Latino and Chicano culture in L.A.

According to the US Census American Community Survey (ACS) five-year estimates (2008-2012), there are about 60,200 people living in the Census block groups within one-half mile of the Great Streets corridor. The charts below provide more demographic information using the same source.

AT A GLANCE

EVERGREEN - ST. LOUIS
Area of analysis

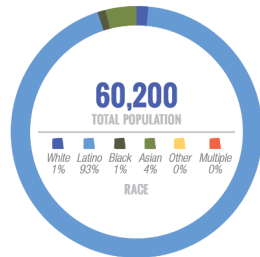
0.7 MI
Corridor Length

JOSÉ HUÍZAR
City Councilmember,
District 14

BOYLE HEIGHTS
Neighborhood Council

BOYLE HEIGHTS
Community Plan Area

DEMOGRAPHICS AROUND THE GREAT STREET



SURVEY DATA

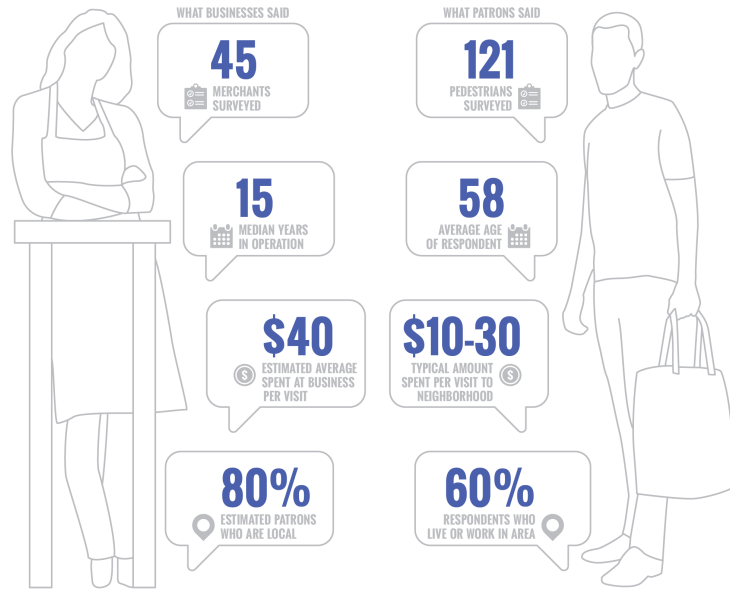
BUSINESS PERCEPTIONS

WHAT YOU SEE BELOW

Summary of the most common responses we heard from surveyed businesses and patrons of the area

SOURCE & DATES

Survey of 45 merchants and 121 pedestrians along the Great Street, collected by Fehr & Peers in English & Spanish on representative weekdays and weekends, June - July, 2015



GREAT STREETS STREETScape ELEMENTS

LEGEND

PRESENT ABSENT

WHAT YOU SEE BELOW

Great Streets include a host of amenities that help express their character and make them quality places to live, work, and socialize. While it's not possible to quantify every feature that contributes to a Great Street, the matrix below shows whether certain key attributes can be found along this corridor

SOURCE & DATES

Physical inventory of corridor, collected by Fehr & Peers, 2015

IMPROVED ENVIRONMENTAL RESILIENCE	STREET TREES	DROUGHT-TOLERANT LANDSCAPING	TRASH CANS	ACCESS TO HEALTHY FOOD
SAFER & MORE SECURE COMMUNITIES	HIGH-VISIBILITY CROSSWALKS	ACCESSIBLE CURB RAMPS	PEDESTRIAN-SCALE LIGHTING	MID-BLOCK CROSSINGS
IMPROVED ACCESS & MOBILITY	SMOOTH & ACCESSIBLE SIDEWALKS	TRANSIT STOP SEATING & SHELTER	DEDICATED BIKEWAYS	AVAILABLE PARKING
ENHANCED NEIGHBORHOOD CHARACTER	PUBLIC GATHERING SPACES	OUTDOOR SEATING AT BUSINESSES	REGULAR SPECIAL EVENTS	CIVIC ART

TRAVEL DATA

TRAVEL MODE SPLIT AND PEDESTRIAN & BIKE RIDER OBSERVATIONS

WHAT YOU SEE BELOW

Top: Percentages of people observed traveling along the Great Street in vehicle (including bus), on foot, and by bike. The data below do not isolate transit ridership

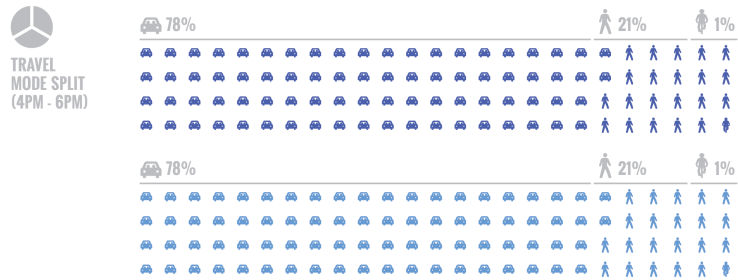
Bottom: Characteristics of people observed walking and biking along the Great Street

SOURCE & DATES

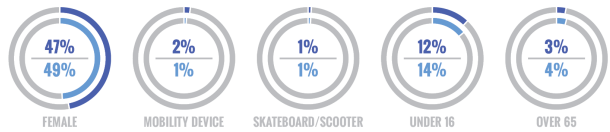
Collected by NDS on Tuesday, August 11, 2015 & Saturday, August 8, 2015

LEGEND

■ Weekday ■ Weekend



PEDESTRIAN OBSERVATIONS



BIKE RIDER OBSERVATIONS



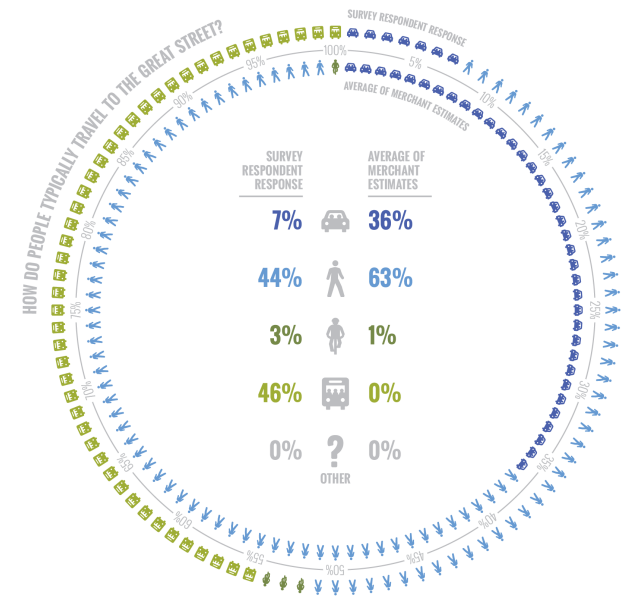
TRAVEL MODE TO GREAT STREET

WHAT YOU SEE BELOW

Comparison of pedestrian survey respondents' stated mode of travel to the Great Street and surveyed merchants' estimates of how their customers travel to the Great Street

SOURCE & DATES

Survey of 45 merchants and 121 pedestrians along the Great Street, collected by Fehr & Peers in English & Spanish on representative weekdays and weekends, June - July, 2015



DOWNLOAD THE REPORTS!
LAGREATSTREETS.ORG/BENCHMARKING

