



# CITY OF SANTA MONICA PEDESTRIAN ACTION PLAN



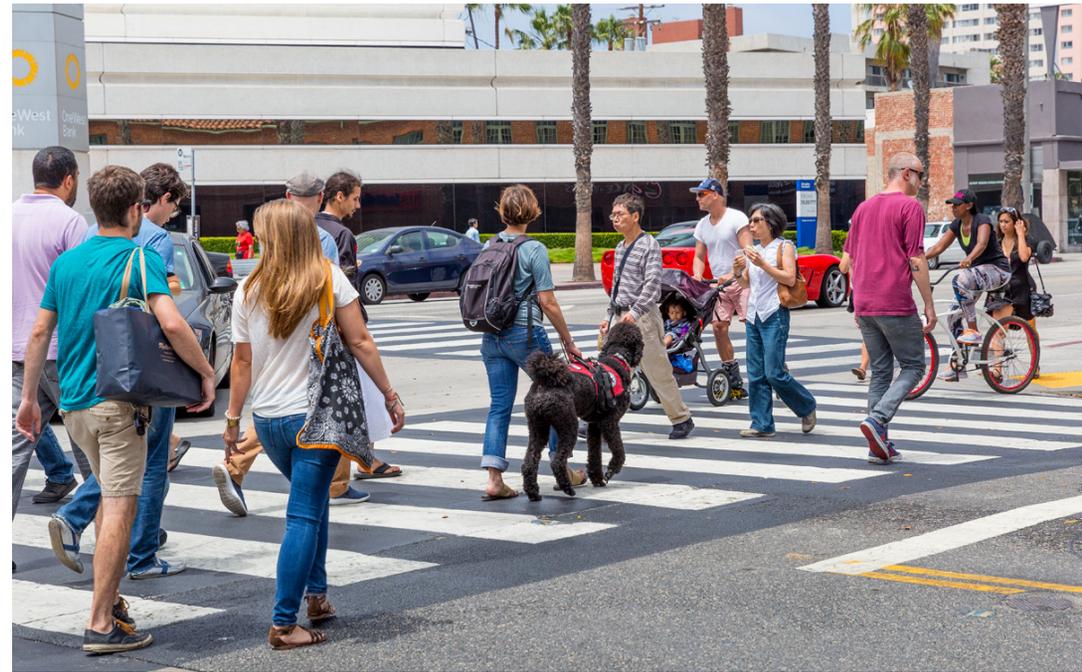
**WHAT'S YOUR IDEA?**

Join the conversation about a Pedestrian Action Plan to make walking in Santa Monica safe and enjoyable.



★★ [PedPlan.SantaMonicaTownHall.org](http://PedPlan.SantaMonicaTownHall.org) ★★

*Shaded sidewalks. Plant trees*



**DRAFT OCTOBER 2015**



CITY OF SANTA MONICA  
**PEDESTRIAN ACTION PLAN**

**DRAFT OCTOBER 2015**



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# ACKNOWLEDGEMENTS

Special thanks to all of the members of the Santa Monica community who contributed throughout the planning process.

Your input and expertise shaped this plan and your continued involvement will make Santa Monica a more pedestrian-friendly community!

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# EXECUTIVE SUMMARY

## Setting the Stage

Santa Monica is a great place to walk – and we want to make it even better and safer for people of all ages and abilities. This Pedestrian Action Plan recognizes and celebrates walking as a core part of the City’s identity and character, while laying out a specific vision, standards, priority projects, and programs to guide improvements to the walking environment over the next 15 years. Making coordinated, strategic and continuous investments for pedestrians can make Santa Monica an even better place to walk.

The Pedestrian Action Plan continues the City’s longstanding effort to prioritize people walking in its planning and transportation decisions, promoting equity, and ensuring comfort for a wide range of users. This has included citywide planning efforts such as the 2010 Land Use and Circulation Element, as well as more focused, pedestrian-supportive plans, such as the Downtown Specific Plan, Bergamot Area Plan, and public improvement projects. More recently, the City Council has directed creation of “Vision Zero Santa Monica,” a goal to eliminate preventable severe injuries and fatalities of people using roadways in the City. The continued evolution of the City and major infrastructure investments such as the new Expo Light Rail line will increase the number of people walking here, and change walking routes. With thoughtful planning, walking can improve community health through injury prevention and increased physical activity.





*Streets should be accessible to everyone.*



*Walking is part of the sustainable Santa Monica lifestyle.*

Now, for the first time in the community's history, the Pedestrian Action Plan provides a unified plan for the future of walking in Santa Monica, acknowledging its unique context, challenges, and opportunities while laying out a roadmap for the next 15 years by suggesting practices, programs, and projects that will lead to a safer and more attractive city for visitors and residents.

The framework for this plan was developed through a detailed analysis of land use patterns, community input, collision history, pedestrian environment, socio-economic factors and anticipated demand for walking based on destinations and the opening of the Expo Light Rail line.

## Community Themes

Hundreds of community members participated in workshops, meetings, online forums, and surveys to help develop the Pedestrian Action Plan. Their input coalesced around the following four essential cross-cutting themes, which inform the Plan's policies, implementation actions, and overall philosophy:

- 1. Walking is part of the sustainable Santa Monica lifestyle and enhances wellbeing.** Residents state that walking is a defining experience of living in Santa Monica, and is vital to staying happy and healthy.
- 2. More pedestrians of all ages and fewer collisions.** Consistent with the Council's Vision Zero directive, there is agreement that the number of pedestrians should continue to increase, even while pedestrian fatalities and injuries are reduced and eliminated, so that more people enjoy this wonderful, sustainable activity.

### **3. Making the connections, removing the obstacles.**

Improving pedestrian connections and removing barriers will increase people's willingness and ability to walk, including reducing barriers to crossing the freeway and major boulevards.

### **4. A shared priority, a shared responsibility.**

There should be respect and civility among all users of the City's public realm. Pedestrian safety and comfort must be a collaborative effort between walkers, drivers, bike riders, transit riders, and anyone who uses public space.

## The Analytical Approach

The Pedestrian Action Plan utilized detailed physical, socio-economic, operational and performance data to develop a robust and fact-based plan of action. Relying on data analysis enables the Pedestrian Action Plan to quantify:

- How many people are walking and where
- The current status of the pedestrian environment
- How well the current pedestrian network and infrastructure works for walking

## Meeting Demand

The analysis reveals that walking supply will not meet the demand near the Expo Light Rail station areas at Bergamot, Memorial Parking and Downtown. Today, bi-annual intersection counts show that people walking outnumber vehicles at some of the City's busiest intersections, particularly in Downtown and near the Beach. Detailed future demand modeling considered

residential density, community destinations such as parks and schools, transit hubs, commercial areas, and household characteristics such as vehicle ownership and income. Over 18 percent of Santa Monica is identified as a high demand area for walking, and demand is increasing on streets that have been designed to prioritize regional traffic, in part because of their rich transit and commercial services.

## Addressing Safety

Safety was cited as a primary concern for most community members, and a significant factor in the feeling of comfort while walking. Analysis of collision data from 2001-2012 showed an average of 100 reported injury collisions per year. Seniors and youth were disproportionately represented relative to their share of the population. Police reports indicate that approximately 70 percent of crashes were associated with driver failure to yield, indicating that solutions involve all roadway users. Pedestrians were crossing in a marked crosswalk in over 65 percent of collisions. Many crashes occurred with drivers turning left at a signalized intersection or proceeding straight through an intersection.

## Improving Facilities

Santa Monica is fortunate to have a relatively consistent street and alley system that supports many pathways to destinations. This grid system breaks down with a limited number of streets that cross the I-10 freeway and Pacific Coast Highway, and sometimes limited and challenging conditions crossing major boulevards with multiple lanes of vehicle traffic. Higher speed limits on these streets result in increased severity of injury when crashes occur. Sidewalks are provided on almost 95 percent of Santa

Monica streets, and the Plan prioritizes closing the remaining gaps. Pedestrian scale lighting is much more limited, however, and providing adequate sidewalk width and evening illumination to meet increasing demand for walking is a priority going forward. These analyses of pedestrian demand, performance and facilities were used to carefully determine recommendations that serve the needs of all road users and improve walking in Santa Monica.

## Plan, Policies, and Actions

The Pedestrian Action Plan includes goals and policies that set citywide direction in key areas related to walking. Policies provide support for pedestrian safety, the elimination of pedestrian barriers, and education efforts, as well as efforts to promote health and sustainability through walking. Perhaps most importantly, the Plan identifies a coordinated set of practices, programs, and projects that will improve the City's walking environment over the next 15 years.

## Practices

Practices describe how City departments approach their daily activities. Some of the most important new practices include elevating pedestrian design and concerns when designing any city project, so that pedestrian improvements are naturally incorporated. Maintenance of City facilities is a significant and on-going activity and expense. The Plan recommends that pedestrian upgrades be incorporated into maintenance efforts so they become a day-to-day part of operating activities and budgets. Pursuing strategies to reduce maximum speed limits and increase compliance with posted speeds are proposed to decrease the incidence of crashes and to reduce injury severity when crashes occur.



*Community feedback informs all aspects of the plan.*



*Walking to school promotes health and sustainability.*

## Programs

Programs provide encouragement, outreach, education and a human touch to encourage walking in Santa Monica. Complementary programs proposed in the Plan include the Vision Zero Santa Monica safety and design program, pedestrian safety campaigns, Safe Routes to School, and a comprehensive wayfinding and signage program. Safe Routes to School programs are geared toward teaching kids about the “rules of the road” and encouraging them to take active transportation to school. Programs provide an opportunity to partner with community organizations and institutions to increase participation and create a culture where walking is a preferred mode of travel.

## Infrastructure

The Plan identifies over 100 individual opportunities to meaningfully improve the pedestrian experience through new or enhanced facilities such as crosswalks, curb extensions, wider sidewalks, signals, and pedestrian amenities. Infrastructure projects were prioritized using community expressed values and factors that accounted for access to rapid transit, high collision corridors and intersections, and areas of concentrated jobs and housing. Projects that enhance connections to community assets such as the Downtown, schools, parks, and the beach are particularly prevalent in the Plan. These improvements are anticipated to positively affect the most residents, although they are primarily located in commercial areas. Projects range from large-scale infrastructure projects previously identified, such as better accommodating pedestrians on the northern portion of the Beach Path, to more fine-grained changes, such as installing parklets along Main Street or creating sidewalks on the eastern end of Olympic Boulevard.

The Plan calls for the various capital projects to be completed within a 5-year, 10-year, or 15-year timeframe, depending on project readiness, funding, and priority. Short-term projects include new curb ramps, signal timing changes, pavement markings along paths to schools, sidewalks leading to Bergamot Station, and pedestrian scrambles in Downtown. Longer-term projects include a number of greenways, lighting, reconfigured intersections, new median refuge islands, relocated transit stops, and a concerted effort to overhaul Michigan Avenue (the already-begun “MANGo” project). Other important infrastructure improvements – such as the long-planned capping of Interstate 10 to link Downtown and City Hall – are not specifically called out in the Plan but would be coordinated with the Plan’s pedestrian improvements.

Finally, the Plan establishes a monitoring and evaluation strategy to ensure the City is meeting the stated goals over time.

## Pedestrian Standards

The Plan includes a number of technical resources related to design and project implementation. These will be included as technical appendices that accompany the final document:

- Appendix A contains specific examples for capital improvements that can be used to apply for funding and further the timely implementation of projects.
- Appendix B provides detailed information about potential funding sources.
- Appendix C examines First Mile-Last Mile pedestrian access to bus and light rail service.
- Appendix D contains a Pedestrian Design Toolkit, which will be leveraged during design and planning of future improvements.

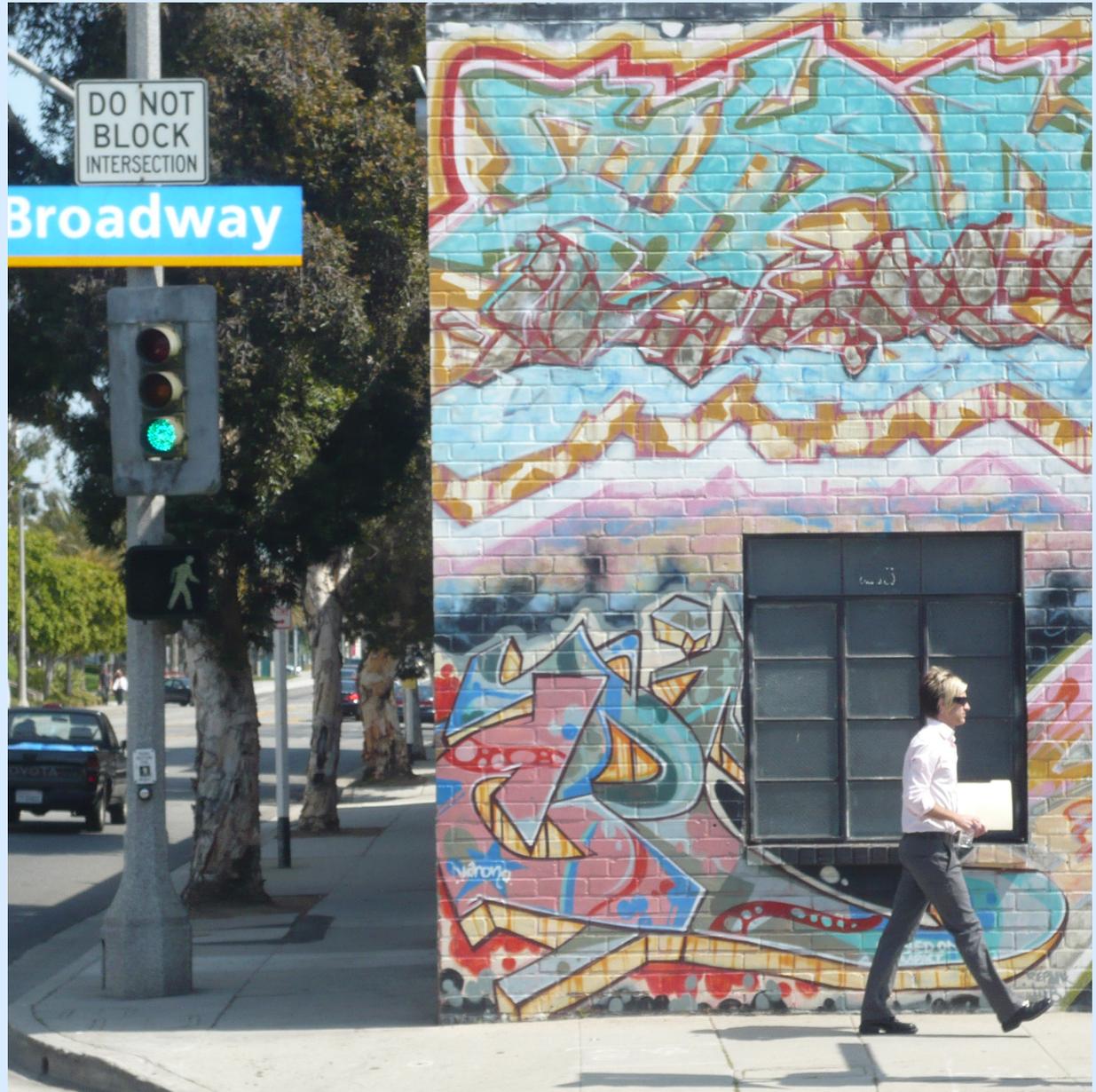


*Changes that improve access to rapid transit is prioritized.*

# CHAPTER 1: BACKGROUND + COMMUNITY PARTICIPATION

Santa Monica is a city of walkers. Most residents, visitors and workers walk on a regular basis for recreation, for exercise, and to get where they need to go. Many residents cite walking as a primary reason they choose to live here. The Pedestrian Action Plan presents a vision for Santa Monica's pedestrians. It's purpose is to ensure comfortable, safe, and attractive places to walk so that walking becomes a first choice for travelling around Santa Monica.

This chapter describes the community process that guided the Plan. It also describes the need for a Pedestrian Action Plan, and the existing policy context that guides it.



## Introducing: Vision Zero Santa Monica!

Vision Zero is a national movement to eliminate preventable deaths and serious injuries that result from traffic collisions. It is rooted in the belief that protection of life, health, and safety should be a civic priority. Vision Zero emphasizes shared responsibility among all road users, street design that promotes safety and minimizes risks, and better enforcement and education to prevent unsafe behavior.

On March 17, 2015, the Santa Monica City Council directed a “Vision Zero Santa Monica,” and accepted the U.S. Department of Transportation Mayor’s Challenge for Safer People and Safer Streets. This cross-cutting policy directive provides a strong imperative for the Pedestrian Action Plan, while prioritizing safety in the City’s overall transportation planning and design efforts. It also includes direction for public spaces and streets to be safe

for everyone from ages “8 to 80,” recognizing the needs of different people at all stages of life, and the importance of protecting our streets’ most vulnerable users. Santa Monica joins dozens of other cities nationwide – including nearly 20 in California – that have adopted Vision Zero targets in recent years. This includes Los Angeles, San Diego, San Francisco, and San Jose, as well as Chicago, New York City, Portland and a number of small and mid-size California cities such as San Mateo, Santa Barbara, and Fremont.

Vision Zero Santa Monica acts as an agreement between the community and City to coordinate efforts and concentrate on the elimination of traffic injuries and fatalities. It obligates the City of Santa Monica to consistently prioritize road user safety, and calls for accountability from all users of the roadway. Specifically, Vision Zero Santa Monica calls for the following strategies, each of which is supported by the goals, policies, and actions in the Pedestrian Action Plan:

- **Project Design.** Define and construct projects to improve the safety for people using the street.
- **Operations.** Implement operational changes to reduce vehicle speeds that threaten pedestrian and bike safety.
- **Programs.** Support programs that educate people walking, biking, and driving.
- **Behavior and Enforcement.** Encourage safe behaviors for all road users and engage community leaders in promoting safety, including enforcement of distracted and unsafe vehicle operation.
- **Walkability.** Promote walkable environments – on Downtown streets, in neighborhood commercial areas, along boulevards, and within neighborhoods – to promote health and economic strength.



*Vision Zero Santa Monica encourages safe behavior for all road users.*



**53%** of Residents Walk Daily

(Santa Monica Community Survey, 2013)

## 1.1 The Need for a Pedestrian Action Plan

Beginning with Santa Monica's 1984 General Plan, multiple City plans emphasize prioritizing pedestrians, and many adopted policies address walking. All of these plans have a common vision: they recognize that the vitality of the City relies on an active pedestrian network. After more than 30 years of dialogue, the Pedestrian Action Plan provides a detailed approach to prioritizing pedestrians in the design and operation of the transportation system.

On March 17, 2015 the Santa Monica City Council directed a "Vision Zero" policy to commit all City departments to supporting a vision for pedestrian safety, to eliminate all traffic fatalities and severe injuries. The Council action to join the United States Secretary of Transportation's call for "Safer People, Safer Streets" included striving to ensure that the City's actions reflect that if spaces are designed for people who are 8 or 80, are quality places for all members of the community. This Council action reinforces the call for the strongest possible policy support for pedestrians.

The Pedestrian Action Plan addresses the removal of barriers to enhance safety and comfort for the growing number of pedestrians. The high quality pedestrian network described later in this Plan will support all aspects of the transportation system, including connections to bus stops, light rail stations, and shared parking facilities.

Santa Monica is fortunate to have a comprehensive network of sidewalks that makes getting around on foot possible for most people, to most places in the

city. Additional pedestrian amenities, education and operations will further optimize the walking Santa Monica experience, making walking an easy and obvious choice for the Santa Monica community. The Plan provides a comprehensive, pedestrian-centered vision, and tools for evaluating all opportunities at every level of the City to improve pedestrian conditions and support the safest possible environment for our City's walkers.

Pedestrians have been a primary focus in the implementation of major streetscape projects that contribute to the public realm, including along Pico, Wilshire, and Ocean Park Boulevards; the Third Street Promenade and Transit Mall in Downtown; and numerous beach area improvements. However, despite these significant projects, the City has not identified a method to systematically improve its pedestrian facilities across the City for a consistent and comprehensive network.

Further, until now, the City has not established an ongoing program for data gathering to monitor improvements that benefit pedestrians. This will be a key step for achieving grant funding from regional and federal resources to finance physical enhancements to the pedestrian network, or to fund operational and program-based initiatives. The Pedestrian Action Plan addresses these policy and infrastructure needs, while providing a community roadmap for the future of walking in Santa Monica.

**Vision Zero is a strategy to eliminate all traffic fatalities and severe injuries.**

Santa Monica boasts a higher number of pedestrians per square mile than other similarly-sized Southern California cities. One reason that people want to live, visit, shop and work here is because walking to all these activities is convenient and enjoyable. Walking is such an accepted and fundamental part of the Santa Monica experience that it does not naturally present itself for advocacy or specific funding priority. The current pedestrian renaissance coupled with awareness of the need for improved infrastructure shortfalls is changing this. This Plan provides the central link, ensuring that upgrades to the City's walking facilities address current and future demand, while anticipating the rising trend for walking as a critical first mile-last mile component of transit and rail travel.

### THIS PEDESTRIAN ACTION PLAN :

- 1) IDENTIFIES COMMUNITY CONCERNS
- 2) ANALYZES SANTA MONICA CONDITIONS
- 3) PROPOSES ACTIONS

### BY INCLUDING:

- Community vision
- Data analysis
- Goals and policies that address four key themes
- Existing and future conditions
- Short and long term actions
- Toolbox
- Implementation
- Measuring and monitoring



*The Walking School Bus combines safety, education, and fun.*



*The Farmer's Market is a creative use of the street that enlivens public space.*

## Health

The Surgeon General's 2015 'Call to Action on Walking and Walkable Communities' reinforces the ability to combat chronic disease nationwide and the importance of this public health strategy. Forward-thinking cities all over the nation have adopted policies to support walking through street design and operations, and Americans are becoming aware that walking is a convenient and inexpensive way to stay healthy. Contributing to walking's popularity are baby boomers - a generation of movers and shakers, runners and sports-lovers who will stay active well into their later years, trading in their roller blades and skis for walking shoes. Growing awareness of the need to combat the national epidemic of obesity is leading public health officials to encourage walking for well-being. Recent Santa Monica data shows that 6 out of 10 people walk for physical activity, while the number of adults who walk for transportation grew 6% from 2005 to 2010.

## Sustainability

Santa Monicans are proud to be on the cutting edge of a national trend towards sustainability. The focus on reducing greenhouse gas emissions is both a national and Santa Monica community priority. To reduce greenhouse gas emissions, the City is coordinating improvements to the transit and pedestrian networks in addition to implementing strategies for reducing the overall number of automobile trips. Transportation accounts for 38 percent of Santa Monica's greenhouse gas emissions.

## Transportation

As the City prepares for the arrival of light rail transit, it is anticipated that interest in walking will expand, placing new demands on sidewalks and pathways. New walkers will join the scores of people including seniors and young Santa Monicans who depend upon walking for daily transportation. New street designs are emerging to embrace the demand for people walking and biking. The projects and programs of the Pedestrian Action Plan will make walking a natural first choice, improving the walking environment to benefit the individual walker, the Santa Monica community, and the global environment. Nearly 79% of residents surveyed for this plan walk on a regular basis for recreation or exercise, including over 5% who walk to their place of work. Locally, 9% of Santa Monica households do not own a car and coordinate their daily routines on foot, bike or by transit.

## Recreation

Santa Monica is known for its natural beauty, wonderful weather, and variety of active lifestyles. Walking is also a community building activity in Santa Monica, providing an opportunity to meet people who live and work nearby. Santa Monica's Wellbeing Project reports that local relationships could be stronger to support wellbeing. During the outreach for the 2010 Land Use and Circulation Element Update, walking was identified as a favorite outdoor activity in Santa Monica, with many people citing its social benefits which could be enhanced if the popularity of walking increases.

**1** Pedestrian is injured each week, on average, in Santa Monica.

## Comfort

Currently, 60% of residents say they are comfortable walking along the existing pedestrian network, which leaves a large percentage of Santa Monicans who are uneasy about being a pedestrian. If 40% of residents are uncomfortable, the City has work to do to improve their walking experience, employing the most current operations and design for safety to inspire these residents to choose walking.

The primary focus of the Pedestrian Action Plan is for all people to feel comfortable engaging in the City's most popular and sustainable activity.

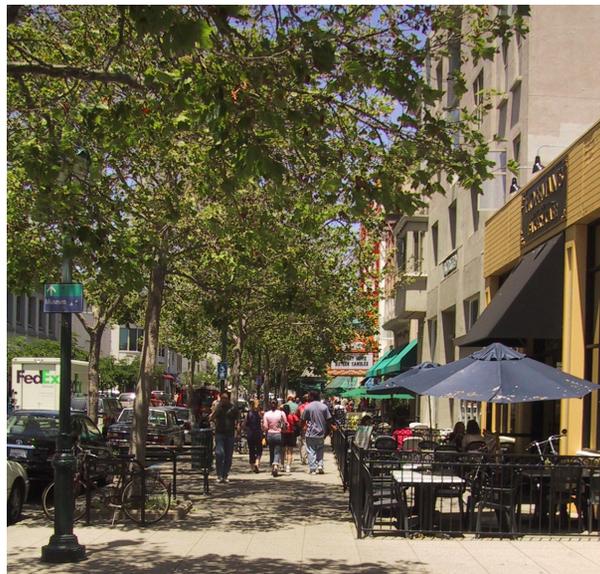
## Tourism and Economic Vitality

Santa Monica's downtown was ranked in the nation's top ten by Forbes Magazine because of its walkability. Our neighborhoods provide miles of landscaped sidewalks and street furnishings designed to make walking a pleasant experience. Residents and visitors alike frequently enjoy walking as a convenient way of exploring the City. To this point, Santa Monica travel and tourism statistics show that over 70% of hotel visitors choose to visit Santa Monica without a car. From window shopping, strolling on the beach and pier, getting to school and work, or dashing out to the corner store instead of jumping in the car, walking defines the character of Santa Monica that attracts visitors from all over.

Local travel data shows that over **70%** of hotel patrons visit Santa Monica without a car.

## Safety

A review of traffic collision statistics shows that the City averages 100 pedestrian-involved collisions annually including both injury and non-injury collisions. There is a need to improve future comfort and safety for the growing number of Santa Monica walkers. Walking is critical to the livability, economic, and sustainability priorities of the City. Community outreach and stakeholder input makes it increasingly clear that there is a desire for the City to improve pedestrian design, integrate multi-modal transportation operations, and provide community education to reduce driver and pedestrian error. The City can prioritize optimal pedestrian design with different work groups coordinating efforts and education so that preventable incidents related to driver and pedestrian error can be eliminated where possible.



*Well-designed pedestrian facilities allow for increased foot traffic and activity for businesses*



*Wide tree-lined sidewalks make walking a pleasant experience.*



*Downtown Santa Monica is nationally recognized for its walkability.*

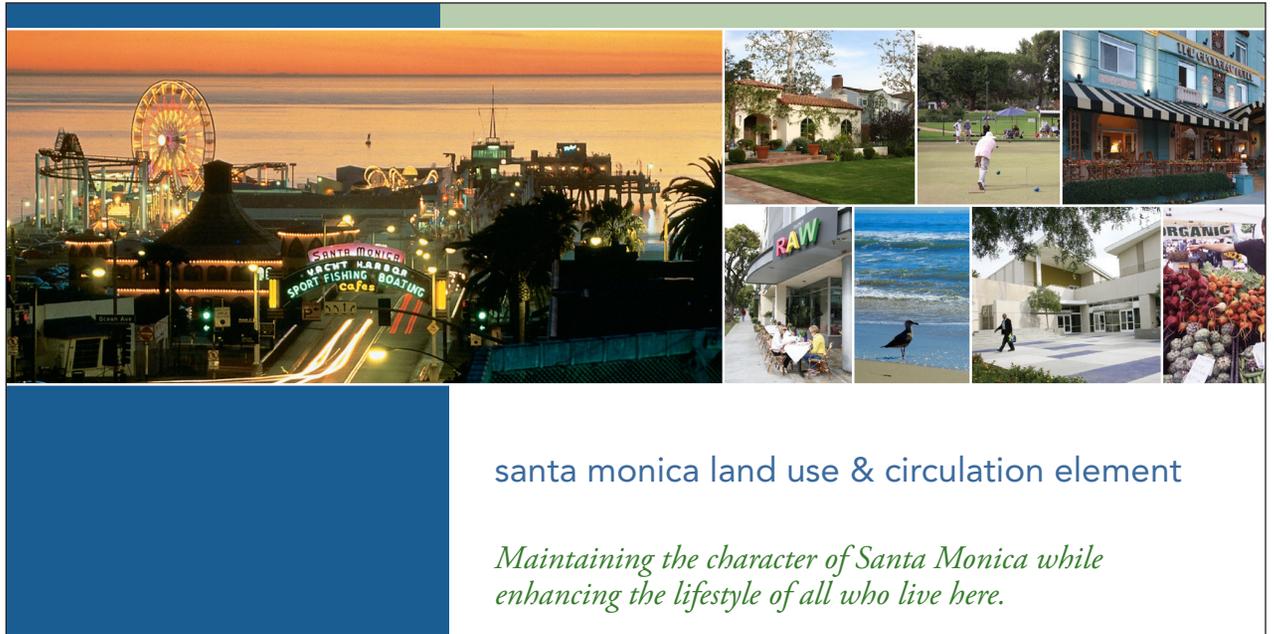
## 1.2 Policy Context

The Pedestrian Action Plan translates the community's vision for walking into specific goals, policies, standards, and implementation actions that can be incorporated into departmental work plans. It provides detailed new guidance in the following key areas:

- Pedestrian facility design guidelines and standards
- Specific proposed pedestrian improvements and locations
- A timeline for funding and implementing new pedestrian facilities
- Operations and enforcement actions that prioritize pedestrian safety
- Design and operations strategies to implement Vision Zero Santa Monica.

The Pedestrian Action Plan complements – and is supported by – the following Plans and policies:

**LAND USE AND CIRCULATION ELEMENT (2010, REVISED IN 2015).** The Land Use and Circulation Element (LUCE) is a comprehensive vision for the City's future. It integrates land use strategies and transportation activities citywide to promote active living and sustainability. At the basis of the LUCE pedestrian strategy is the idea that a complete, high-quality pedestrian network is necessary to make all aspects of the transportation system function well. Adopted LUCE policies prioritize inclusive walking for people of all ages and abilities, providing access to a diverse community of people and neighborhoods.



### santa monica land use & circulation element

*Maintaining the character of Santa Monica while enhancing the lifestyle of all who live here.*

*The 2010 Land Use and Circulation Element (updated in 2015) redefined the role of streets to accommodate a variety of different transportation types, not just automobiles.*

**VISION ZERO SANTA MONICA (2015).** Sets a citywide policy goal of eliminating preventable pedestrian injuries and fatalities.

**SANTA MONICA BIKE ACTION PLAN (2011).** Describes a powerful vision for fun, comfortable bicycling conditions throughout Santa Monica, while keeping pedestrian safety in mind.

**SUSTAINABLE CITY PLAN (1994; REVISED IN 2003, 2006, AND 2014).** Incorporates measurable social, environmental, and economic sustainability goals to unify the City's sustainability efforts. Identifies walking in transportation strategies to reduce greenhouse gas emissions and increase sustainable transportation options.

**SANTA MONICA URBAN FOREST MASTER PLAN (2010).** Preserves and diversifies the tree canopy to broaden the benefits of Santa Monica's urban forest. Urban forests improve the conditions for walking with shade and buffers from moving vehicles.

**OPEN SPACE ELEMENT (2001) AND THE PARKS AND RECREATION MASTER PLAN (1997).** Describes goals and initiatives for development of a network of parkland and open space. As major destinations for residents and places for fitness routines, the parks play a strong role in walking. Public spaces need to be safe for people walking and can encourage walking as part of daily life.

### 1.3 Community Engagement and the Planning Process

The outreach for the 2010 Land Use and Circulation Element (LUCE) revealed the need for an increased focus on walking and the pedestrian environment, and set the stage for the Pedestrian Action Plan. For a six-year period, beginning in 2004, LUCE workshops and events inspired community-wide conversations about the City’s future and issues that affect people’s quality of life. Encouraging and improving walking emerged as one of the key issues. Thousands of Santa Monicans shared their opinions and concerns about the ways people move around the City, the destinations that matter most to them, and the physical conditions that the current generation needs to foster in order to lay a sustainable foundation that supports the next one.

Throughout the LUCE process, improvements to Santa Monica’s pedestrian environment arose as a strongly expressed community priority. Based on this input, the LUCE seeks “...to make walking safe and pleasurable for everyone, on all streets and at all times of day. The Plan pays particular attention to the needs of children, the elderly and disabled” (LUCE, p. 15).

Since LUCE adoption, the effort to make walking more appealing has continued in the planning efforts for the Bergamot Area Plan, Downtown Specific Plan, the Memorial Park Neighborhood Plan, and in requirements for private projects developed during that time frame. These plans each consider ways to more effectively tie existing neighborhoods to goods, services, and transit. They also seek to implement the LUCE target of “No Net New P.M. Trips” by off-setting existing and new automobile trips with alternative travel options.

Community members have continued to regularly express the importance of making Santa Monica a safe, convenient, and pleasant place to walk. Residents and merchants often contact City Hall seeking solutions to pedestrian safety concerns, suggesting new stop signs, asking for the installation of crosswalks, inquiring about flashing in-pavement light systems next to crosswalks, or reporting unsafe behavior. With 79 percent of Santa Monicans indicating that they walk daily or a few times a week (2013 Residents Survey), there are many eyes on the street to help define the needs of the walking public.

Following on these efforts, the outreach for the Pedestrian Action Plan has focused on addressing community concerns and prioritizing them through City programs and public works projects. Community engagement for the Pedestrian Action Plan involved community meetings, on-line conversations, and participation in neighborhood events to gather priorities and ideas. This forged a deeper understanding of issues and priority projects while building strategic alliances and new sources of pedestrian advocacy.

Figure 1.3 Input by Commissions and Stakeholders

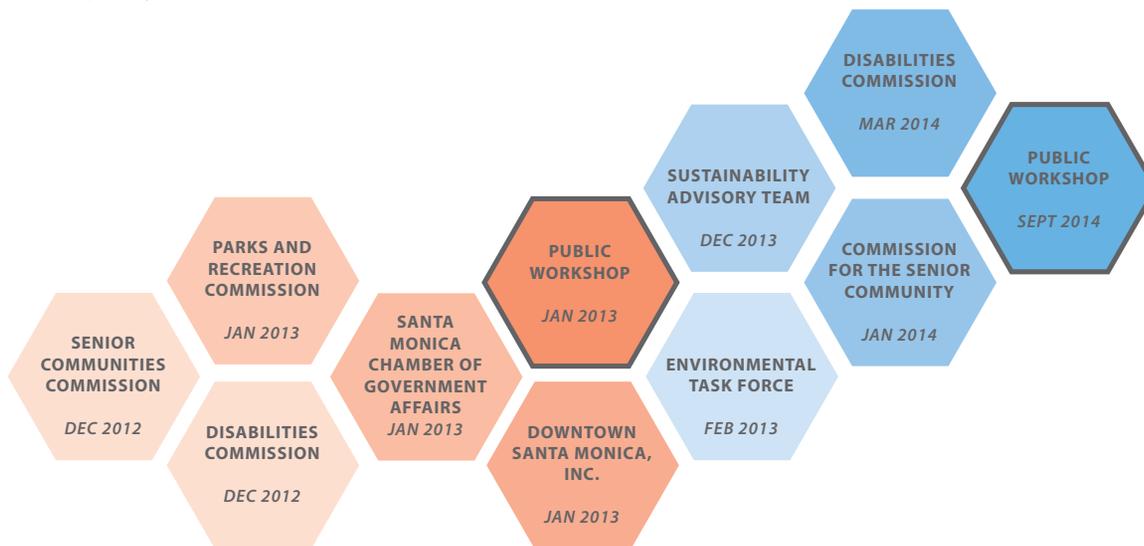
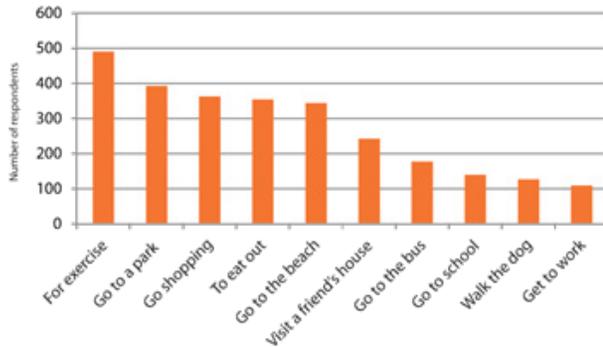


Figure 1.1 Why Santa Monicans Walk



Source: City of Santa Monica Pedestrian Survey, 2013.

### WHAT THE SANTA MONICA COMMUNITY SAID:

- More, improved **crosswalks**
- Wider, well maintained **sidewalks**
- **Separate paths** for bikes and pedestrians
- **Beautiful walking routes** with trees, landscape, public art
- **Enforcement** of pedestrian-related vehicle violations
- Improved **lighting** at sidewalks, walkways and intersections
- **Clean** sidewalks, walkways, and beaches
- More, maintained and visible crossing **lights in the road** (In-roadway Warning Lights or IWRL)
- **Traffic Signals** with shorter waits and more time to cross
- New, improved freeway **crossings** and pedestrian **overpasses**

**COMMUNITY SURVEYS.** The planning process included many surveys administered by City of Santa Monica staff, and by the newly-formed Santa Monica Walks!, a nonprofit organization engaged in making Santa Monica more walkable. Over 600 in-person surveys were completed during the Santa Monica Festival, National Night Out and other local events. Pedestrian-related questions were also incorporated into an annual city-wide resident survey. The City's Pedestrian Survey results provided information about the reasons people walk in Santa Monica (see Figure 1.1). Treasured walking places include the beach, Palisades Park, neighborhood parks, the Promenade, Main Street, and Montana Avenue. Many Santa Monicans see walking as recreation, though this Plan anticipates that the new EXPO light rail line will bring an increase in utilitarian trips as people walk to and from the station to make longer trips they used to make by car.

**PUBLIC WORKSHOP #1.** The first public workshop was held in January 2013 with over 70 participants. Attendees were asked about their walking habits and how they felt about walking in Santa Monica. The attendees offered thoughts on how walking could be made safer and more enjoyable for everyone, and what could be done to make them want to walk more.

Members of the public voiced great support for pedestrian culture at this kick-off meeting and were most concerned about safety. Many ideas were suggested to make walking more pleasant; such as additional lighting. There were also many suggestions for improving the pedestrian experience and safety at intersections: including crosswalks, speed limit reductions, scramble crossings, synchronized lights, and removal of allowed right turns on red for vehicles.

**PUBLIC WORKSHOP #2.** The second workshop was held on September 22, 2014, to discuss and collect comments on elements to be included in the draft Pedestrian Action Plan. The event was a formal meeting of the Planning Commission, with over 60 participants from the public.

Participants viewed a series of poster boards that summarized the work to date depicting existing conditions for pedestrians, demand for pedestrian facilities, and suggested projects and programs. The pedestrian design tool kit was also provided, allowing members of the public to comment on the proposed components of the Plan. An open microphone period welcomed comments and questions about people's key issues and gave input to the Planning Commission.

Participants were supportive of the plan, stressing the desire for the City to adopt a Vision Zero policy and to ratify the City's complete street practices as a formal policy. Many community members recommended education should be targeted towards risky driver behavior rather than towards pedestrians given the data showing that fault frequently was due to a driver's failure to yield.

Support for specific elements of the plan included pedestrian scrambles, more crosswalks, leading pedestrian intervals, and focus on areas around schools. It was also noted that crossing the I-10 Freeway was problematic due to heavy traffic volumes and a lack of infrastructure such as curb ramps. It was suggested that these impediments acted as a serious barrier to pedestrians, and the need for easy crossing would only increase once Expo light rail is operational.



**ONLINE FORUM.** The workshop feedback was used to create a unique online Town Hall forum hosted by Mindmixer (Now known as MySidewalk), where members of the public could participate in an extended multi-month discussion about the issues that most mattered to them. This allowed participants to exchange ideas about important issues and stay informed about the process of the plan. The project team encouraged this discussion by having a contest called “The Question of the Week,” where a guiding question was released each week for public discussion. A prize was awarded to the individual that participated the most in the discussion. During the six months that this online tool was active, the site received 2,665 visits, 1,476 unique visitors, and 12,714 page views. This process extended public input beyond the typical public meeting and survey tools, to gather diverse voices and opinions, and reduce barriers to participation.

This innovative online process generated a number of comments and suggestions about how to improve street crossings, calm traffic, improve lighting, and increase the capacity of sidewalk space for pedestrians (see Figure 1.2). The most frequent comment was to reduce conflicts between bicycles and pedestrians on City sidewalks. The idea with the second-most number of votes was improving pedestrian safety at intersections by implementing a number of enhanced pedestrian crossing treatments. Among those cited were: pedestrian scramble phases, in-pavement lighted crosswalks, signalized intersections, lead pedestrian intervals, raised crosswalks, curb extensions, median refuge islands, automated pedestrian signals, and flashing signs. All of these tools are described in this document.

### Santa Monica Walks!

Santa Monica Walks! was founded in 2013 as an arm of Los Angeles Walks, a nonprofit agency actively engaged in making communities more walkable. Though still in its early stages, Santa Monica Walks! gathered community feedback about walking conditions in

Santa Monica through surveys at the Santa Monica Festival, National Night Out and local outreach events. A group of dedicated and passionate residents, Santa Monica Walks! helps to raise awareness of walking issues which are often neglected or under-reported. Their efforts during the Pedestrian Action Plan helped to identify locations and corridors for improvement.



## What do Santa Monicans say Makes Walking Uncomfortable?

### Existing Barriers to Safety and Comfort Cited by Residents

- High vehicle traffic volumes
- High vehicle speed
- Inadequate crosswalk markers
- Too few pedestrian refuge islands or medians
- Streets too wide for drivers to see pedestrians
- Corners designed for fast turns-also lengthens crossing distance
- Signals don't provide sufficient pedestrian crossing time
- Presence of multiple transit stops: leads to driver distraction
- Low lighting levels



Lack of street furniture, trees, and buffer from traffic creates a hostile walking environment



Narrow sidewalk design in high-traffic corridors discourages pedestrian activity



High Traffic



Poorly Marked Crossings



Lack of Sidewalks

Heavy vehicle volumes and high speeds were frequently cited as barriers for pedestrians.



Community members spoke passionately about walking at forums throughout the City.

### #1

Resolve conflicts between pedestrians, bicyclists and skateboarders by providing better bike facilities, enforcement and education

### #2

Improve pedestrian safety with enhanced crossing treatments

### #3

Enforce laws to reduce dangerous driving, i.e. speeding, rolling stops, talking/texting on cell phones

### #4

Widen sidewalks, parkways, and/or narrow roadways

### #5

Improve pedestrian safety at crossings by adding crossing treatments, such as crosswalks, stop signs and curb ramps

### #6

Improve lighting along sidewalks and paths for better visibility and security

### #7

Improve the pedestrian environment at freeway crossings with landscaping, wider sidewalks, public art, hand rails, and enhanced crossings

### #8

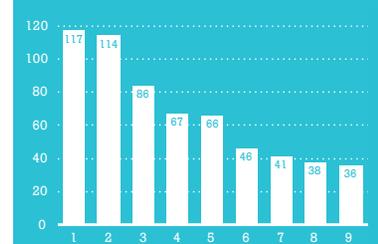
Add more trees and/or ground landscaping along streets and sidewalks for natural beauty, fruit, and habitat

### #9

Clean and maintain condition of sidewalks so they are free of litter, debris, cracks, tripping hazards and dog waste







Idea Number	Number of Comments
1	117
2	114
3	88
4	67
5	66
6	48
7	41
8	38
9	36

Number of comments for top ideas.

The most popular ideas submitted via the Pedestrian Action Plan website.

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**BROADCASTING INFORMATION.** The City publicized the Pedestrian Action Plan effort in Seascap (the City's produced community newsletter), at public events, in meetings, with various boards, and through presentations to commissions and community groups. Comments received through these means mirrored those gathered through public meetings, online venues, and surveys, and have informed the shaping of this plan. A summary of priorities received in these different venues is as follows:

### PRACTICES

- Vision Zero: Adopt a Vision Zero program. Find ways to get drivers to slow down
- Pedestrian Coordinator: The City should hire and fund a Pedestrian Coordinator
- Signal Timing and Enhancements: Add scramble crossings and eliminate right turns on red as part of ongoing signal maintenance
- Sidewalk Condition: Continue to maintain, keep clear, and improve the public sidewalk system in respectable condition

### PROGRAMS

- Education Programs: Strong support for public education including drivers, pedestrians, and cyclists
- Activities that Promote Walking: Facilitate the creation of programs to support a pedestrian culture, encouraging walking and making it more enjoyable

### LOCATION-SPECIFIC PROJECTS

- Improvements are needed to help encourage people to get out of their cars
- Enhance pedestrian visibility with curb extensions
- Street Crossing Enhancements: Provide more crosswalks, synchronized lights, pedestrian ramps, and lighting
- Wayfinding: Informational signage and markers for the Downtown and Beach
- Sidewalk Capacity: Locations where additional sidewalk width is needed
- Amenities: Support and many ideas for amenities that make walking more pleasant

### COMMUNITY THEMES

The following four community themes emerged from the community engagement process.

**THEME 1:** Walking is part of the Sustainable Santa Monica Lifestyle and Enhances Wellbeing

**THEME 2:** More Pedestrians of all Ages and Abilities and Fewer Collisions

**THEME 3:** Making the Connections, Removing the Obstacles

**THEME 4:** Walking: a Shared Priority and a Shared Responsibility



*Santa Monicans mostly want to feel safe and comfortable while traversing the City on foot. Priorities for walkway enhancements, crossings and City operations measures are included in this Plan.*

## SANTA MONICA STREETS EVOLVE WITH THE COMMUNITY

Streets have been a framing component of cities and towns throughout human history, dating back to the Roman Road and beyond. During the early days of the internal combustion engine, American road design increasingly focused on moving cars quickly and efficiently, often to the detriment of pedestrian safety and comfort. Today, walking is becoming more and more popular and there is a growing recognition of the benefits it provides to health and the environment. As more people are walking and riding on Santa Monica streets, we must provide them with a safe and efficient share of streets and intersections.

Santa Monica began its life as a modern city in 1875, before the automobile dominated the design of American cities. It depended on passenger and freight trains to move people and goods from Downtown Los Angeles to this new community by the edge of the ocean. Early photos show crowds of beachgoers alighting from those trains, enjoying the piers, bath houses and other amusements. Once they arrived, pedestrians dominated the beach area and Downtown.

The evolution of Main Street, the hub of the Ocean Park community, illustrates the evolving street usage in

Santa Monica over the last 150 years. In the first photo (at right), employees of Lee H. Young Groceries at the corner of Hill and Main are leaning on the hitching posts for customers to park their horses. By 1926, Lee H. Young and the hitching posts were replaced by a brick building, fronted by a wide new boulevard that accommodated the new motor cars. During the 1970s, Main Street's original sidewalks were narrowed and the roadway widened to provide two vehicle lanes in each direction and parking. The most recent photo of Main Street shows a 21st Century transformation that responds to the demand for improved bicycle travel and a more walkable lifestyle as a sustainable alternative to automobile travel. High-visibility green bike lanes were installed in 2014.

Because of its ingrained car culture, Southern California has been slow to embrace the reorganization of its streets to prioritize the pedestrian, and many of today's drivers grew up in an era when the roadway was designed primarily for cars. A well-understood common language of safety for automobile operations in a high-pedestrian locale must become an inherent factor in the discussion of travel. Increased transit and rail options throughout the region are changing the language of driving. As the streets become repopulated with more pedestrians and bicyclists, travelers of all modes are learning to safely and responsibly share the road.



*Early streets accommodated pedestrians and horse-drawn carts.*



*In the 70s and 80s, boulevards took on greater dimensions to accommodate vehicle flow, leaving little space for the pedestrian.*



*Recent attention has focused on bike lanes and pedestrian features in new streetscapes.*

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## CHAPTER 2: COMMUNITY THEMES

The Pedestrian Action Plan process engaged hundreds of Santa Monicans in a discussion about walking in their community. This input shapes the Plan by defining major themes and focus areas for future action. Community input is clear: Santa Monicans care deeply about walking in their community with concerns about the quality of walking, safety and the care of others. Santa Monica's walkability in a beautiful setting is a primary reason that people choose to live here. The Pedestrian Action Plan responds to this activity centered lifestyle by identifying the improvements that will support and enhance future walkability for all. The community outreach described in Chapter 1 identified four overarching themes that guide this Plan. They are:

- (1) Walking is part of the sustainable Santa Monica lifestyle and enhances wellbeing
- (2) More pedestrians of all ages and abilities and fewer collisions
- (3) Creating a connected network for walking and removing the obstacles
- (4) Roadway safety for all users is a shared priority and a shared responsibility

Each of these themes informs the Plan in a cross-cutting way, and each is described in the following chapter.





If approximately **10%** of **current** drivers shift to other means of travel, including **walking**, Santa Monica can achieve the LUCE goal of **no additional** peak hour afternoon automobile trips.



Residents who live in **car-dependent** communities have an increased risk for **health problems**, such as obesity, diabetes, and social isolation.

## Theme 1. Walking is Part of the Sustainable Santa Monica Lifestyle and Enhances Wellbeing

"The one thing that will make Santa Monica more walkable is more stores and services within comfortable walking distance of people. To get more businesses, more customers are needed. Once you have a lot of people walking, everything else will follow: sidewalk enhancement, pedestrian awareness for drivers, etc. If there are stores, restaurants, services, yoga studios a hop away, people will walk."

-Thomas F., Community Survey

Santa Monicans like to walk, and this natural inclination supports goals of a healthy, sustainable lifestyle. Residents perceive that walking raises their quality of life. Time and time again, community members who contributed to the Pedestrian Action Plan spoke passionately about walking as a way of staying healthy, keeping fit, and recharging their batteries. Walkers get a workout while enjoying Santa Monica's exquisite natural scenery, and they save money by driving less.

Many schools, local institutions, and employers have embraced walking as a means to combat obesity with physical activity. Starting the day with walking improves students' readiness to learn and employees' ability to remain focused and energized. It is estimated that 31 percent of Santa Monica elementary and middle schools students walk to school.

Walking just 30 minutes every day can increase cardiovascular health, strengthen bones, reduce excess body fat, and reduce the risk of developing conditions such as heart disease, type 2 diabetes, osteoporosis, and

some cancers. Unlike most exercise programs, walking is free, doesn't require any special equipment or training, and is available to everyone.

To walk in your own neighborhood offers social benefits that extend beyond physical health. The informal social interaction that comes with walking helps people develop connections and a sense of belonging, supports civic involvement, and empowers community members with a heightened sense of security in their surroundings. These emotional and intellectual factors reduce isolation and promote wellbeing.

Fewer than half of the Santa Monica residents polled for the Wellbeing Project in 2014 get the recommended amount of daily physical exercise. Only about a third of U.S. adults reach the recommended level of physical activity of 30 minutes five times a week. The National Center for Health Statistics reports that on average, every minute of walking can extend a life by 1.5 to 2 minutes, and walking for 30 minutes, 3 to 5 times per week can reduce the symptoms of depression by 50% .

Not only is walking a healthy lifestyle choice for the individual, but choosing to walk instead of driving is a healthy choice for the entire community. Ensuring that walking to nearby destinations is pleasant, comfortable and safe is one of the best ways to support sustainable transportation choices, help neighborhood businesses, and promote the overall sustainability of the Santa Monica community. Short vehicle trips emit almost twice the carbon dioxide per mile compared to longer trips, yet over 40 percent of trips in LA County are shorter than 2 miles. In Santa Monica, over 65 percent of Santa Monicans live within a 5-minute walk of goods, services and jobs, representing a significant opportunity to reduce CO<sub>2</sub> emissions through greater rates of walking.

Walking is enjoyable, and it is good for everyone at all stages of life, whatever the ability or income level. When people walk in Santa Monica, they should be comfortable and safe, regardless of their age, ability, neighborhood, or economic status. This will foster a healthier community for everyone.



The Santa Monica Pier  
hosts  
**6,000,000**  
Walkers Per Year

## Theme 2. More Pedestrians of all Ages and Abilities and Fewer Collisions

"Let's get to a place where we don't tolerate any accidents whether vehicles, cyclists, pedestrians, whatever."

-Table comment, Public Workshop

At different stages of their lives, people have changing needs for safety and comfort while walking. To recognize this, Santa Monica pathways should be designed to serve walkers of all abilities and ages, from 8 to 80 and beyond. Whereas high visibility is critical for children, smooth surfaces and curb ramps become priorities for the elderly and families with strollers. With 5% of Santa Monica residents older than 80 and 8% younger than 9, all pathways should accommodate the needs of all these users, so a child and grandparent can walk together.

Santa Monica is a City that pays attention. When a pedestrian in Santa Monica perishes from a preventable collision, the whole community mourns, and there is a focus on preventing future collisions. In March 2015, the Santa Monica City Council directed action on a Vision Zero policy to eliminate all roadway fatalities. This policy guides many of the safety improvements and facility upgrades envisioned in this Plan.

With a mostly flat topography and year-round temperate climate, Santa Monica streets carry a lot of walkers. According to the 2011-2013 American Community Survey, almost 2,500 Santa Monicans walk to work, representing roughly 5% of all commuters. This is almost double the county, statewide, and national rates. In fact, nine City intersections, mostly located in Downtown, carry more

pedestrians than vehicles during the peak hour. This high level of pedestrian activity is something to celebrate and cultivate, and it underscores the need for safe and comfortable pedestrian facilities.

Residents cited Downtown, the Pier, the beach and Main Street as popular walking destinations, and the numbers support it--the Santa Monica Pier alone hosts six million walkers a year. The intersection of Ocean and Colorado Avenues has the greatest number of pedestrians in the City and averages nearly twice as many pedestrians as motorists daily. Wilshire Boulevard, Broadway, and Fourth Street also carry heavy pedestrian volumes, and citywide pedestrian counts rose 20 percent from 2011 to 2013. The arrival of the Expo Light Rail has the potential to transition thousands of car commuters into rail riders, who will walk the City's streets in far greater numbers than today.

In workshops and surveys, participants of all ages and abilities were enthusiastic about educational programs, infrastructure, and encouragement to increase walking. Many Santa Monica residents expressed interest in changing their daily routines to integrate walking if conditions were right. In turn, they noted that pedestrian safety remains a top concern. Conflicts between people walking and driving continue to make pedestrians uneasy, especially at street crossings and at night.



About **70%** of all pedestrian collisions involve a violation by the **driver** of a passenger car.

Despite the City’s reputation as a walking environment, 40% of residents stated they are not comfortable walking in the City. This reported discomfort is more than a perception. As part of this planning process, the City completed an in-depth analysis of all injury collisions involving pedestrians between 2001 and 2010, as detailed in Chapter 4. This analysis showed that 965 pedestrian-related collisions occurred, resulting in 995 injuries and 23 deaths (excluding the tragic 2003 Farmers Market incident). An analysis of existing conditions shows that improvements can be made to address the concerns of those that do not feel comfortable walking in Santa Monica.

An analysis of City pedestrian collision rates shows a relatively small number of the city’s streets and intersections account for the majority of all collisions. Nine of the City’s major travel corridors showed higher collision rates per mile when compared to the City overall. Seven of the nine road segments with the most collisions were major east/west corridors where automobiles tend to move quickly during off-peak hours due to wide

Figure 2.1 Health and Sustainability Analysis



roadways and synchronized traffic signals. Downtown has the highest density of pedestrian collisions in the City, and 67 percent of these collisions occurred while pedestrians were in the crosswalk. This suggests that these intersections should be high priorities for safety improvements, as called for in the Pedestrian Action Plan’s policies and actions.

Drivers entering Santa Monica must be reminded to be more alert in the City’s multi-modal environment because the primary cause of pedestrian-involved collisions

analyzed for this Plan is a high rate of driver failure to yield. This Plan includes tools such as educational programs and materials to bring all drivers’ attention to the pedestrian heavy city they drive in, increasing awareness and safety. The community and stakeholder engagement process resulted in requests to support heightened visibility of pedestrians through sidewalk improvements, signage, and education. Participants called for greater enforcement of traffic rules, and recommended increased police foot-patrols, and higher penalties for moving violations, with specific suggestions for locations to observe unsafe driving.

### Theme 3. Making the Connections, Removing the Obstacles

"People commuting to work often have to cross pedestrian barriers that leisure walkers can avoid. Special consideration should be given to pedestrian barriers such as major intersections, freeway passes, and low light areas that commuters use to access transportation hubs."

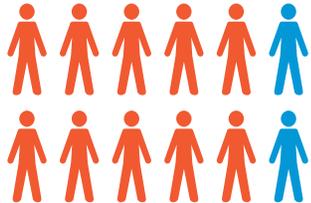
-Rebecca R., Community Survey

When people make choices about walking or driving, they consider factors such as convenience, safety, wellbeing, and the time it will take to get to their destination. To allow people to make the healthy and sustainable choice to walk, the network of pathways must be complete, connecting walkers to their destinations. Santa Monica has many beautiful streets where walking is an enjoyable experience, but there are also gaps and barriers that dissuade people from the journey. These obstacles may be gaps in the infrastructure, a lack of amenities such as lighting or traffic corridors with challenging crossings.

Santa Monica’s lovely tree-lined residential streets are crisscrossed with boulevards and avenues that move large volumes of local and regional traffic. As areas of commerce and transit, these corridors are often destinations for neighborhood walkers, but also function as barriers for them. Walkers faced with intimidating conditions, due to high volume or fast traffic and low quality pedestrian infrastructure, may choose to drive instead. Outreach and analysis shows that improving connectivity across traffic corridors, and providing an efficient, high functioning pedestrian grid, is a priority to Santa Monicans on par with maintaining the vehicle network.

Community members expressed considerable concern about their ability to access key destinations by foot during the day or night because of barriers. Residents asked for enhanced connections to destination points, including the three future Expo stations. Respondents overwhelmingly supported overcoming these barrier conditions by enhancing sidewalks, bridges, and pedestrian pathways, improving crosswalks both in general and at specifically identified intersections. Some of the ideas proposed by community members include:

- Pedestrian scramble phases,
- In-pavement lighted crosswalks,
- Leading pedestrian intervals,
- Raised crosswalks,
- Improved nighttime lighting, curb extensions,
- Reduced intersection radii, and
- Eliminating right turns on red.



Citywide pedestrian counts rose **20%** between 2011 and 2013.



A lack of sidewalks on Olympic Boulevard severely restricts pedestrian movement through the Bergamot Plan area.



*Aesthetics are key to making the Third Street Promenade an enjoyable walking experience.*

**THE FOLLOWING INTERSECTIONS ARE EXPECTED TO ATTRACT HIGHEST LEVELS OF PEDESTRIAN ACTIVITY AND ARE CRITICAL TO NETWORK CONNECTIVITY:**

- Colorado Avenue at Ocean Avenue
- Colorado Avenue at 4th Street
- Lincoln Boulevard at Pico Boulevard
- Lincoln Boulevard at Ocean Park Boulevard
- Wilshire Boulevard at 14th Street
- Wilshire Boulevard at 26th Street
- Santa Monica Boulevard at 20th
- Colorado Avenue at 17th Street
- Olympic Boulevard at 26th Street

The single biggest obstacle to the pedestrian network is the Interstate 10 Freeway which has only nine crossings in the City. During outreach conducted for the Pedestrian Action Plan, current residents expressed frustration that many of the existing freeway crossings lack pedestrian infrastructure such as curb ramps, adequate lighting, and amenities. The freeway crossings will become challenging for more people as pedestrians seek to access the Expo Light Rail line, which closely parallels the freeway.

Additional challenges occur after dark on streets with poor lighting, especially in the shorter days of winter. Current walking routes to bus stops can take people out of their intended direction of travel, and need close attention. Implementation of updated lighting will aid pedestrian safety and convenience.

This Pedestrian Action Plan examines people's travel patterns, existing pedestrian infrastructure, and bus and rail transit access to identify connectivity gaps for

immediate resolution. Priorities focus on areas where short-term improvements enhance safety, aesthetics, and provide greater accessibility to the highest number of pedestrians. The analytic methodology is used to determine where to locate improvements to address the City's greatest connectivity challenges as well as to enhance safety for the large volume of pedestrians connecting to transit hubs. Identifying these priority locations based on high usage and/or key infrastructure obstacles helps ensure cost-effective improvements that can measurably improve walking conditions.

Paying attention to aesthetics is also important to making walking enjoyable. To truly remove obstacles and create an optimal pedestrian network, the City will promote urban design that addresses private development, public infrastructure, and landscaping. Streets and sidewalks are public open spaces that should serve everyone with the same high quality as Santa Monica parks and cultural facilities.

# Theme 4. Walking: A Shared Priority, A Shared Responsibility

"When you are behind the wheel of a car, you should think about how you are the guardian of every person on the street. Pedestrians should be cautious, but it's the drivers who are sitting behind a ton of steel. What's the rush?"

- Esther L., Public Workshop

At some point during every trip, everyone is a pedestrian, whether walking to school or walking from a parking lot to the front door of a grocery store. A safe pedestrian realm is a universal need and a shared responsibility. Whether walking for recreation or by necessity, Santa Monicans should feel comfortable, seen, and respected in the roads.

Vision Zero Santa Monica requires that individuals living or visiting the community need to take responsibility for their actions and adjust their behavior accordingly, to bring traffic fatalities down to zero.

Community members expressed that the shared sense of civility and responsibility for everyone on the street has eroded in recent years. Santa Monica must be innovative in creating a dialogue of respect and courtesy that recognizes that Santa Monica travelers make their journeys in a variety of ways. A "multilingual" safety strategy must be developed that reaches all road users.

Shared responsibility can begin with a coordinated community response to data showing that more than two-thirds of pedestrian fatalities result from driver error. A strong desire for safety for all users emerged from the

community outreach process, and was supported by the Council's 2015 action to embrace Vision Zero policy. The identification of infrastructure gaps, and the City's commitment to prioritizing pedestrian improvements with proven designs to minimize collisions are the first steps to implementing the improvements that solidify an optimal walking network. This process also includes looking at multiple actions to slow the speed of autos as they progress through neighborhood streets and commercial areas.

Community members consistently report that drivers, pedestrians, bicyclists, and skateboarders often disregard the 'rules of the road.' While natural to point to the behavior of others, everyone in Santa Monica needs to evaluate their own behavior and pledge to take responsibility for their actions.

To fully embrace being a Vision Zero community, the City's actions must reinforce regulations, support meaningful enforcement of traffic laws, and change the physical environment. Collision report data and informed operations strategies will help local law enforcement target the major causes of pedestrian-related injury, and will guide City departments who have a role in supporting pedestrians. Consistent statistics will help define priorities by location and type of violation.

Chapter 5 of the Pedestrian Action Plan provides a full implementation strategy for infrastructure, operations, and data standards to ensure the most efficient identification of future problem areas.



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## CHAPTER 3: GOALS + POLICIES

Goals and policies translate community input, priorities and shared understanding into aspirational language that can guide future action and decision making. Goals define the future desired conditions and policies identify methods to achieve them.

Using the community themes as an initial framework, the goals and policies in this chapter support the City's vision of creating a safe and healthy pedestrian network. The goals of the Pedestrian Action Plan facilitate policy support for investments in the pedestrian network that will reduce pedestrian-related collisions. The Pedestrian Action Plan proposes that Santa Monica be at the forefront of pedestrian-focused street design, operations and education, with specific improvements. The eight goals are highlighted with supporting policies.



## Goals of the Pedestrian Action Plan

1

**VISION ZERO.** The safety of people walking in Santa Monica is a shared responsibility, so actions target the elimination of collisions.

2

**A HEALTHY COMMUNITY.** Streets and sidewalks are designed to promote the healthy, active and safe Santa Monica lifestyle.

3

**COMMUNITY COMPASSION.** Citywide investments foster a sense of community by supporting people of differing abilities and promoting social equity.

4

**SUSTAINABILITY AND STEWARDSHIP.** More people walk in Santa Monica than ever before, which promotes environmental sustainability and stewardship of our natural resources.

5

**WALKING AS THE FIRST CHOICE.** Santa Monica makes transportation, land use and building design decisions that make walking a logical first choice transportation option for those who are able.

6

**A BARRIER-FREE NETWORK.** Santa Monica has a pedestrian network that connects transit, bicycling and shared parking options.

7

**PEDESTRIAN AWARENESS AND EDUCATION.** The community has a high awareness about safety, the benefits of walking for good health, and the viability of walking in Santa Monica.

8

**COORDINATED CITY EFFORTS.** City departments work together on activities that affect walking.

## Goal 1: Vision Zero. The safety of people walking in Santa Monica is a shared responsibility.

**VZ 1** – Implement Vision Zero Santa Monica, challenging City staff and community members to eliminate all preventable fatalities and severe injuries from roadway collisions within the next ten years.

**VZ 2**- Produce a regular public progress report on Vision Zero Santa Monica.

**VZ 3**- Continually increase the quality of pedestrian-involved collision data through interagency data agreements, and on-going Police Department training on collision reporting and data collection strategies.

**VZ 4** – Share data with the City’s Well-Being Project and other publicly accessible data sharing initiatives.

**VZ 5**- Continue to review Primary Collision Factor (PCF) data and continue monthly directed enforcement efforts to address the most common PCFs.

**VZ 6**- Implement the Plan’s recommended infrastructure improvements and conduct before and after evaluation of key projects.

**VZ 7**- Institutionalize pedestrian awareness in all drivers’ education programs, including training for professional drivers.

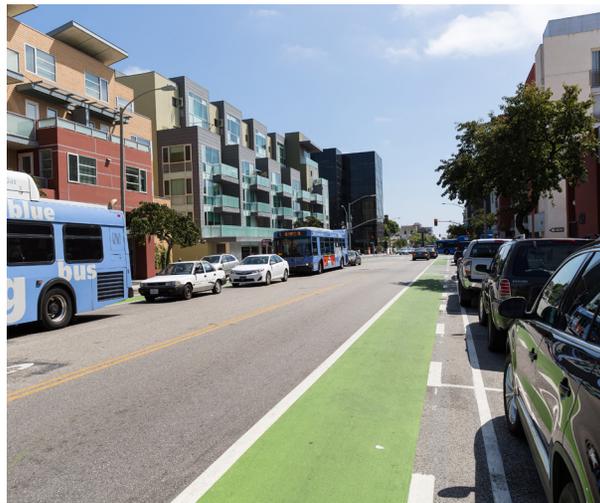
**VZ 8**- Institutionalize street safety education for children K-12 in partnership with the Santa Monica-Malibu Unified School District.

**VZ 9**- Adopt guidelines for under what circumstances to install Audible Pedestrian Signals.

**VZ 10**- Continue to explore designs to increase the probability that drivers will yield the right-of-way in crosswalks.

**VZ 11**- Provide and seek training on current and best practices of enforcement actions and awareness campaigns that reduce Failure to Yield behavior by drivers.

**VZ 12**- Discourage cycling on sidewalks, particularly for adults, through signage and better provision of on-street bicycle facilities; consider policy change to allow school age children to ride on the sidewalk.



*Multiple modes interacting safely.*

### SUPPORTING POLICIES FROM SANTA MONICA’S LAND USE AND CIRCULATION ELEMENT

**T7.2** Continue to enhance **street lighting** for pedestrians.

**T7.3** Continuously implement **technology** to improve the pedestrian environment, including pursuing the latest innovations.

### HOW DOES “VISION ZERO” AFFECT OTHER GOALS AND POLICIES?

**GOAL 2** Injury prevention is a key component of health.

**GOAL 3** Vision Zero is driven by compassion for our friends, family, and community.

**GOAL 4** Pedestrian safety encourages walking and its environmental benefits.

**GOAL 5** Making walking the first choice requires a shared commitment to safety.

**GOAL 6** For transit, bicycling, and shared parking to be successful, people must be comfortable walking.

**GOAL 7** Community awareness supports a safe environment for all road users.

**GOAL 8** Vision Zero is a goal for all City departments.

**Goal 2: A Healthy Community.** Streets and sidewalks are designed to promote the healthy, active and safe Santa Monica lifestyle.

**POLICIES**

**HC 1-** Partner with the Well-Being Project to study and act upon the impacts of street and walking improvements on public health and social wellbeing.

**HC 2-** Partner with community organizations on active transportation programming and advocacy.

**HC 3-** Monitor neighborhood walkability, health and equity indicators to identify areas that would benefit from actions in the Pedestrian Action Plan.

**HC 4-** Adopt a complete streets policy.

**HC 5-** Develop street standards to encourage the routine incorporation of pedestrian improvements in all projects.

**HC 6-** Support initiatives focused on reducing health disparities between different segments of the community through walking and active transportation.



*Safe Routes to School increases physical activity for children and young adults and encourages healthy travel behavior down the road.*

**SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT**

**T6.1** Create appropriate enhancements to **pedestrian crossings** at key locations across all major boulevards.

**T6.2** Explore **shared street designs** in the designated areas.

**T6.3** Seek to improve the quality of the designated **recreation corridors**.

**T6.4** Use a combination of physical improvements and programs to **promote** walking.

## Goal 3: Community Compassion and Equity.

Citywide investments foster a sense of community by supporting people of differing abilities and promoting social equity.

**CC 1-** Focus capital projects to address community needs in a mix of project locations throughout the City.

**CC 2-** Use universal design principles in City projects in order to provide a pleasant experience for persons with disabilities, creating a comfortable and safe walking environment for people from 8 to 80.

**CC 3-** Seek input from the Disabilities Commission, Commission for the Senior Community, and other stakeholders on the highest priority locations for improved access, and most desirable design solutions.

**CC 4-** Encourage partnerships among transit providers, City agencies and community-based organizations to expand the 50+ and Senior Programs, including options focused on walking for transportation and recreation.

**CC 5-** Provide programming, policy, and project materials in English, Spanish, and other languages as appropriate.



*Street design should provide ample access for all people.*

**CC 6-** Hold public design competitions focused on activating under-used spaces or encouraging walking through other creative active transportation programs and fund their implementation.

**CC 7-** Support Santa Monica's organizations, groups, clubs, and civic associations to participate in temporary urban interventions such as open streets events, Park(ing) Day, and parkway greening.

**CC 8-** Provide access to vibrant, healthy, walkable places for people in all socio-economic classes.

**CC 9-** Reinforce the City's community input process, currently the Go System, and better coordinate the City's response to requests.

### SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT

**LU 19.2** Design and operate streets with **all users** in mind including bicyclists, transit users, drivers and pedestrians of all ages and abilities.

**Goal 4: Sustainability and Stewardship.** More people walk in Santa Monica than before, which promotes environmental sustainability and stewardship of our natural resources.

**SS 1-** Incorporate open space, street trees and permeable or planted areas, and pedestrian capacity and amenities, in street improvement projects as appropriate.

**SS 2-** Encourage walking by designing quality public spaces with supportive amenities such as benches, public art, and child-friendly areas in new projects.

**SS 3-** Raise trip reduction goals, objectives, and mandates based on increased availability of public transit stations (including Metro and Big Blue Bus), walking, and biking infrastructure.

**SS 4-** Programs to encourage walking as an alternative to vehicle trips to reduce greenhouse gas emissions.



*Street trees and vegetation enhance the walking environment and promote sustainability.*

**SUPPORTING POLICIES FROM SANTA MONICA’S LAND USE AND CIRCULATION ELEMENT**

**LU1.6** Complete Green Streets and Open Spaces. Encourage neighborhood streets to function as **neighborhood gathering places** that promote sociability and human interaction, and feature pedestrian- and bicycle-friendly design, within a rich canopy of street trees and parkway landscaping.

**LU2.1** Redirect Growth. Redirect growth away from residential neighborhoods onto **transit corridors**, where new uses are served by convenient transportation networks.

**LU2.5** Vehicle Trip Reduction. Achieve vehicle trip reduction through comprehensive strategies that designate land uses, establish development and street design standards, implement sidewalk, bicycle and roadway improvements, expand transit service, manage parking, and strengthen **Transportation Demand Management** programs that support accessibility by transit, bicycle and foot, and discourage vehicle trips at a district-wide level. Monitor progress using tools that integrate land use and transportation factors. Increase bicycle and pedestrian connectivity in transit districts and adjust bus and shuttle services to ensure success of the transit system.

**Goal 5: Walking as the First Choice.** Santa Monica makes transportation, land use and building design decisions that make walking a logical first choice transportation option for those who are able.

**WC 1-** Create on-going pedestrian funding in the CIP Process. Prioritize pedestrian project funding in the CIP, using City funding, development agreements and grants to fund new pedestrian facilities either independently or alongside facilities for biking and public transit.

**WC 2-** Develop a pedestrian priority public benefit category for inclusion in Development Agreements.

**WC 3-** Expand the mission of No Net New PM Peak Hour Trips through initiatives such as creating high-quality pedestrian environments around Expo stations, encouraging a transportation allowance for pedestrians, and including walking in trip planner programs. Incorporate walking priority in Transit Management Organization services and marketing.

**WC 4-** In partnership with non-governmental organizations, hold walk audits at least one time per year for the purpose of informing capital project funding.



*Well-designed pedestrian spaces are comfortable, attractive and safe.*

**WC 5-** Pursue and support measures that institutionalize walkability within the Municipal Code and other City documents.

**WC 6-** Update City design guidelines and street standards to include best practices for pedestrian safety and comfort.

**WC 7-** Foster integrated residential and commercial walking programs.

**WC 8-** Increase the number of children walking to school regularly by expanding the Safe Routes to School Program.

**WC 9-** Host community events that promote walking to public and private gathering places such as the Promenade, libraries, etc.

#### SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT

**T6.5** As large industrial blocks are redeveloped with more urban uses, **increase connectivity** through direct and safe pedestrian connections.

**T6.6** Ensure that all planning processes, such as neighborhood and specific plans, identify areas where **pedestrian improvements** can be made, such as new connections, increased sidewalk width, improved crosswalks, improved lighting, and new street furniture.

## Goal 6: A Barrier-Free Network.

Santa Monica has a pedestrian network that connects transit, bicycling and shared parking options.

**BN 1-** Implement first-last mile walking connections to transit.

**BN 2-** Support projects that improve pedestrian connectivity, even if they may reduce maximum vehicle flow speed.

**BN 3-** Address pedestrian connections across the I-10 Santa Monica Freeway to close gaps in the pedestrian network and improve access to transit.

**BN 4-** Prioritize improved access to Big Blue Bus stops.

**BN 5-** Sustain efforts to secure funding for projects within the timelines called for in the Plan.

**BN 6-** Improve pedestrian access to the beach and other major destinations through signs, sidewalk retrofits and other innovations.

**BN 7-** Improve Safe Routes to School including actions to deploy crossing guards, build projects, and develop programs to connect students walking to school.

**BN 8-** Foster pedestrian connections within neighborhoods that encourage community interaction and reinforce community belonging.

**BN 9-** Promote safe passage and continuous connectivity for pedestrians during construction projects by providing ADA compliant temporary pedestrian walkways, if the sidewalk must be closed.

### SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT

**T8.1** Consider the use of impact fees or development fees for pedestrian improvements.

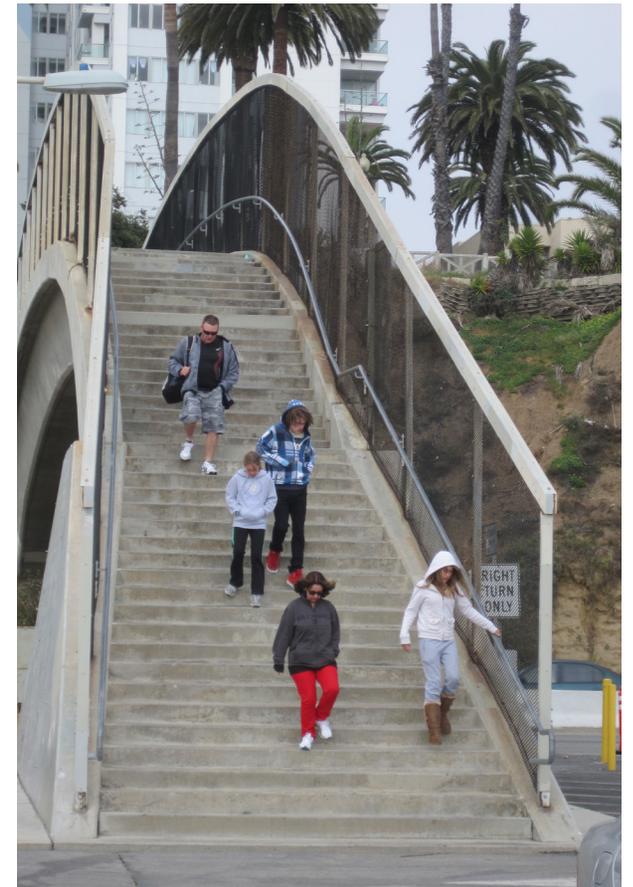
**T8.2** Encourage the development of Business Improvement Districts or Community Benefits Districts for Downtown, the transit village and Neighborhood Commercial areas and leverage pedestrian improvement funds through those districts.

**T8.3** Facilitate Crime Prevention through Environmental Design (CPTED) principles in the maintenance of landscaping and building design standards.

**LU8.4** Roadway Management. Prioritize investment in amenities for pedestrian, bicycle and transit movement to facilitate green connections and mobility.

**BN 10-** Hold competitions, support case studies by students and other organizations, and encourage local groups focused on activating under-used spaces or encouraging walking through other creative active transportation programs and fund their implementation.

**BN 11-** Link Santa Monica's neighborhoods with comfortable routes to transit.



Overcrossings provide critical pedestrian connections from Ocean Ave to the beach.

## Goal 7: Pedestrian Awareness and Education.

The community has a high awareness about safety, the benefits of walking for good health, and the viability of walking in Santa Monica.

**PE 1-** Implement at least one major pedestrian education, and/or encouragement program per year in the community.

**PE 2-** Include outreach to residents and employees walking as a transportation option in Transportation Demand Management (TDM) programs.

**PE 3-** Partner with community-based organizations to improve knowledge of pedestrian safety issues.

**PE 4-** Implement a pedestrian education, and/or program to encourage more students to walk in SMMUSD schools.

**PE 5-** Utilize technology to provide community members with pedestrian information, updates, travel and routing information, and upcoming events.

**PE 6-** Encourage, permit, and support organized pedestrian events that support physical activity and spread awareness about pedestrian safety.

### SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT

**LU7.2** Trip Reduction. Work with the hospitals to create a TDM District and programs to comprehensively address **parking and trip reduction** goals, and to develop convenient connections between the hospitals and the Memorial Park Light Rail Station.

**LU8.1** Transportation Demand Management. Require participation in TDM programs for projects above the base to **encourage walking**, biking, and transit, and to reduce vehicle trips. Engage existing development in TDM Districts and programs to encourage reduction of existing vehicle trips.



*Public education increases awareness about safety and the benefits of active transportation.*

## Goal 8: Coordinated City Efforts.

City departments work together to improve conditions for walking.

**CE 1-** Develop shared communications, data collection protocols, and systems so that improvements and programs for pedestrians can be coordinated across departments.

**CE 2-** Regularly review data on pedestrian patterns, including usage, enforcement and safety, using data that can be shared across departments.

**CE 3-** Utilize information from interdepartmental data and communications to target enforcement on behaviors that cause collisions.

**CE 4-** Develop road standards based on green, healthy, active street principles that improve pedestrian visibility and safety through a joint effort of the PW and PCD departments.

**CE 5-** Provide training for City staff on topics related to design principles for sustainable pedestrian design.

**CE 6-** Fund and fill a Pedestrian Coordinator position within Planning and Community Development to provide the needed staff resources to implement Vision Zero Santa Monica, and other goals of this Plan.

**CE 7-** Ensure all departments that review plans minimize the duration of construction impacts and require ADA compliant pedestrian connectivity during construction.

**CE 8-** Maintain street trees and parkways; abate overgrowth to provide ample space for people walking.

**CE 9-** Develop projects and programs in collaboration with representatives from the Public Works, Community and Cultural Services, Police, and Planning & Community Development Departments.

**CE 10-** Adopt a Complete Streets Policy to guide interdepartmental efforts.

**CE 11-** Strive to ensure each City department understands the importance of improving the pedestrian environment is their responsibility.

**CE 12-** Incorporate pedestrian improvements in maintenance activities and budgets.

### SUPPORTING POLICIES FROM SANTA MONICA'S LAND USE AND CIRCULATION ELEMENT

**LU9.1** Performance Measures Tied to LUCE Goals. Establish **performance measures** tied to LUCE goals that address transportation, housing, neighborhood conservation, and a sustainable economy.

**LU9.2** Citywide Review. Prepare a regularly published **report** evaluating the performance of the LUCE based on established performance measures. Coordinate the publication with the Sustainable City Report Card.

**LU 9.3** Adapt to Changing Conditions. Allow for **course corrections** in response to changing conditions. These adaptations could include revisions to LUCE policies and standards, reallocating resources, or “putting on the brakes” when necessary.

**LU9.4** Coordinate Capital Improvements. Coordinate the City's **capital improvements** in specified transit-focused areas to integrate with desirable development.

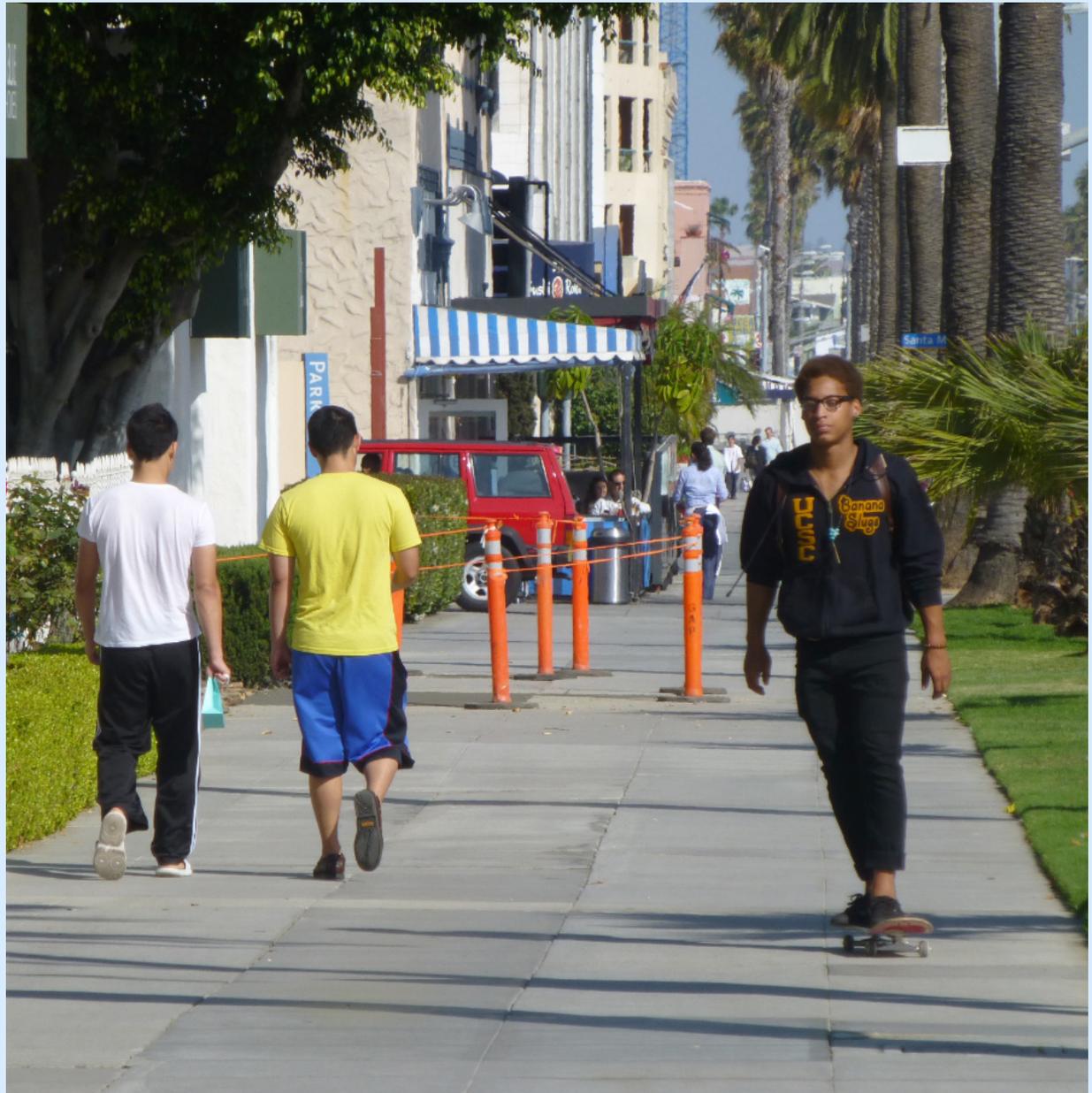
# CHAPTER 4: EXISTING + FUTURE CONDITIONS

Community feedback has provided a framework for understanding the Santa Monica walking experience, and community members' experiences and stories inspired these questions: Where will future walking activity be highest? What routes will people walk to Expo Light Rail stations? Where are collisions most frequent? What is the role of driver age in collisions? To what extent are bicyclists involved in reported pedestrian collisions?

As activity, transit, and population patterns evolve, the means to achieve improvements to walkability must also evolve. Community ideas were paired with the results of transit access, sustainability, public health, and safety studies to propose actions that will effectively improve walking in Santa Monica. To achieve the community goal of an easy and safe walking experience requires evaluation of current and anticipated changes.

In this chapter, data from multiple sources are used to answer these and other questions to develop a more complete understanding of the state of walking throughout Santa Monica. This chapter includes:

- **4.1 Walking in Santa Monica** – How many people are walking and where?
- **4.2 Physical Conditions** – What is the current pedestrian environment?
- **4.3 Performance** – How well is the current pedestrian network and infrastructure working?



## 4.1 Walking in Santa Monica

Several methodologies were employed to assess where people walk – both today and in the future. Pedestrian counts show where people are already active based on counts taken at signalized intersections. The Pedestrian Action Plan compiled detailed land use, transit, and demographic information into a demand analysis that predicts areas where future walking trips will be generated throughout the City. This demand data, coupled with an analysis of the existing infrastructure and qualitative data regarding conditions in Section 4.3, will inform decision makers where investment is needed and help prioritize infrastructure improvements.

### Pedestrian Counts and Survey Data

Pedestrian counts are conducted by the City biannually and show where most of the pedestrian travel is occurring throughout the day (see Figure 4.1). The greatest observed pedestrian volumes are in the Downtown, on Main Street, and on commercial areas of the City’s major boulevards. High pedestrian volumes mirror the location of key destinations within the City. Many people are walking close to Santa Monica College and Santa Monica High School. Counts show that even the relatively lowest activity locations have significant hourly pedestrian demand. The walking experience at the Santa Monica Pier, beachfront, and Third Street Pedestrian Promenade is popular for residents and tourists alike. Santa Monica’s 2013 Community Survey indicates 53% of residents walk daily in Santa Monica, with an additional 23% walking at least a few times a week.

Figure 4.1 Pedestrian Counts at Intersections

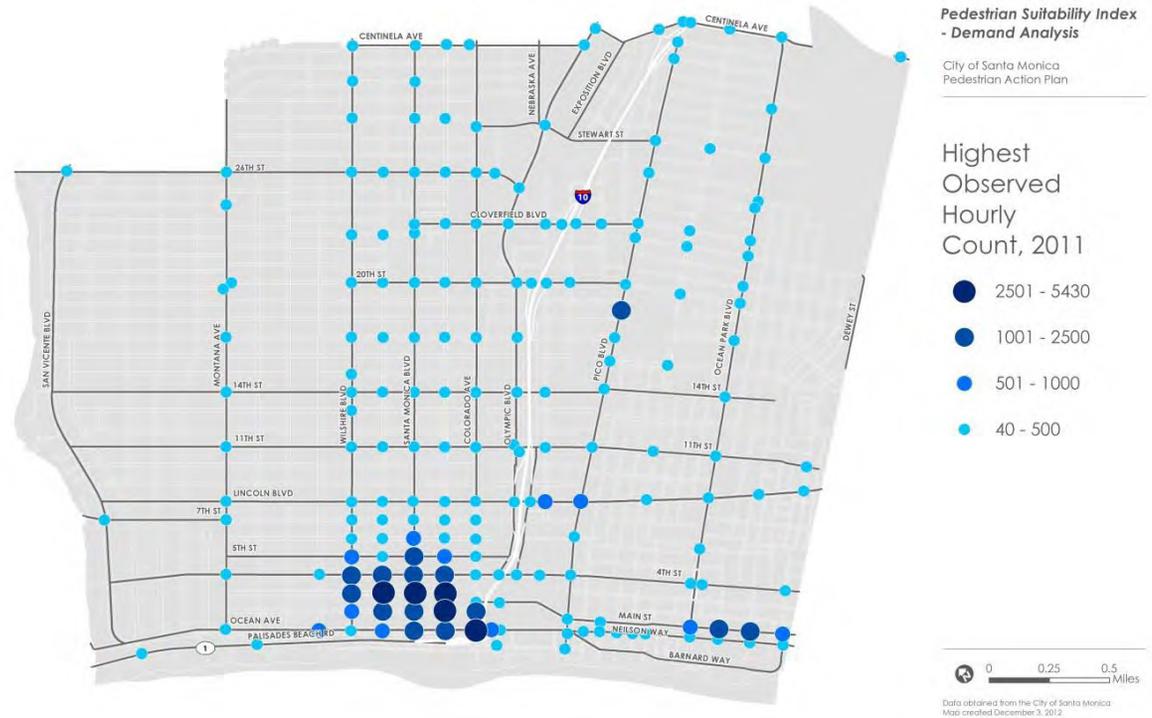


Figure 4.2 Weekday PM and Weekend Peak Hours Pedestrian Counts on Major Corridors

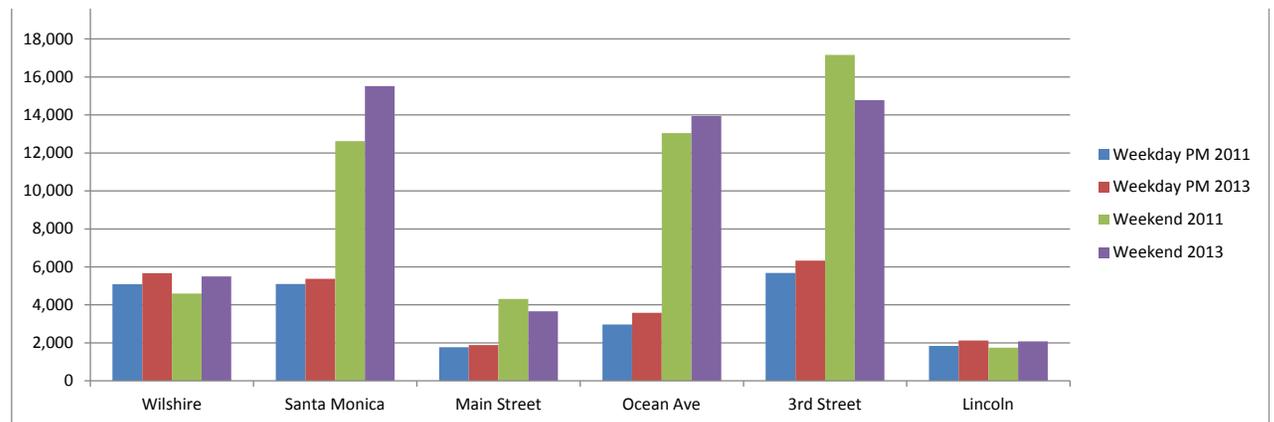


Figure 4.2 depicts peak hour pedestrian counts for several of the City's major travel corridors. The data was gathered during weekday PM and weekend peak hours. Between 2011 and 2013, total pedestrian counts increased 20 percent, and each location experienced an increase in pedestrian traffic. The greatest growth in both absolute and percentage terms is Santa Monica Boulevard which saw a 23 percent increase. Walking to school is also prevalent. During the 2012 Safe Route to School pilot program, four schools were surveyed which showed that collectively about 30 percent of the student population walked to school.

## Pedestrian Demand Analysis

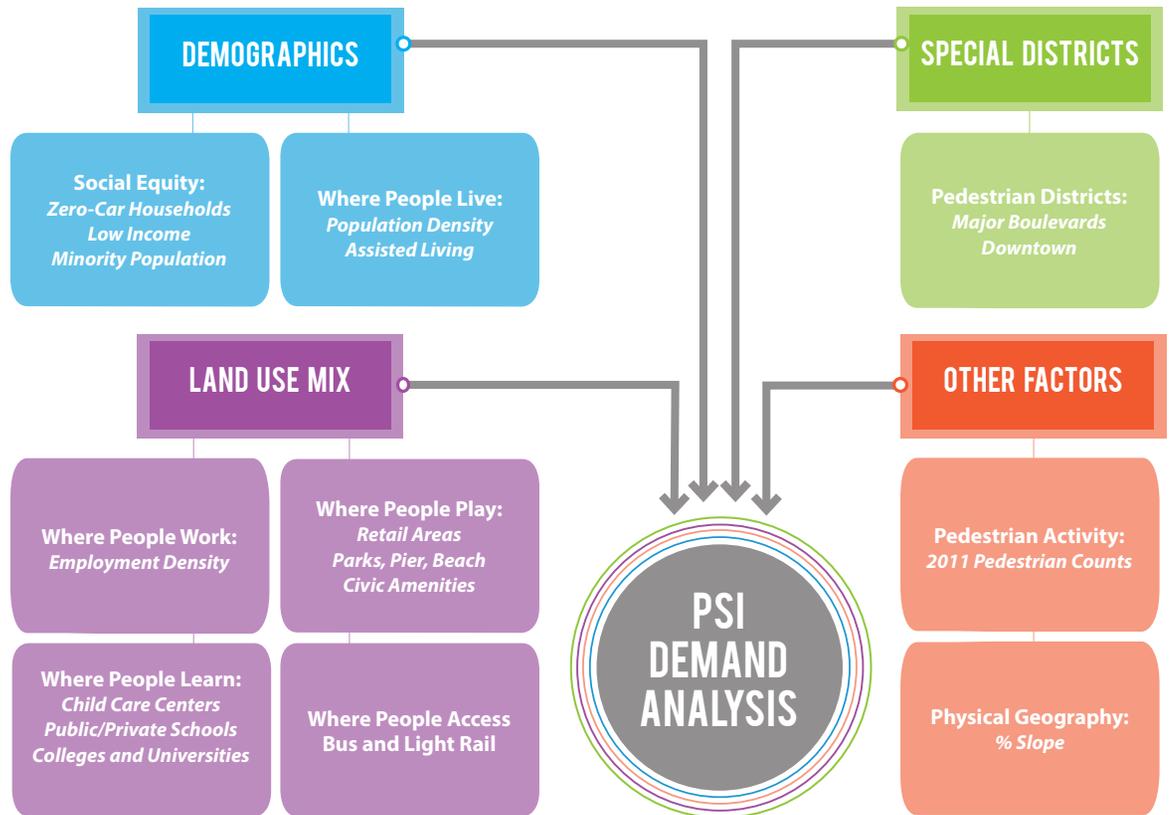
The Pedestrian Action Plan reviewed, mapped, and analyzed factors that would indicate where people walk.

Where people walk is a function of where they live and work, where they are going, and what type of trip they are taking. Overall pedestrian activity levels relate to where people live, work, go to school, shop, spend their free time, access transit, and the availability of personal resources, such as their income. Figure 4.3 illustrates the variables included in the demand analysis.

Figure 4.4 illustrates the locations of future walking demand as a function of land use and transportation features. The map combines previously described pedestrian demand factors into a weighted heat map to define expected high demand and improvement areas.

Approximately 18 percent of the city (1.5 square miles) is identified as having high estimated demand (shown in red). High demand areas represent a confluence in places where people live and work, key destinations, and

Figure 4.3 Pedestrian Suitability Index Demand Analysis Inputs



locations with planned light rail. Moderate demand is seen in between high demand areas, representing pedestrian movement between, to, and from destinations.

While many factors affect walking, the single greatest impact is seen from the arrival of Expo Light Rail. In areas where walking was already prevalent, Expo riders will add to pedestrian numbers. In areas like Bergamot and Memorial Park stations, Expo Light Rail will introduce a strong increase in demand for walking and pedestrian accommodations. Meeting new and increased demand

is needed to promote walking as a sustainable activity as well as for safety.

As the number of people walking in the city increases, prioritizing improvements should start with the areas where people most want to walk. Improvements and pedestrian enhancements in these areas will impact a greater number of people and the better people feel about walking in these locations, the more likely they are able to choose walking as part of their daily routines.

Figure 4.4 Areas of High Expected Pedestrian Demand



Figure 4.5  
Population Density and Assisted Living Facilities



### POPULATION AND HOUSING

Demand for walking increases near where people live, and greater density can intensify that demand. Residential concentrations were determined using 2012 US Census block level population data using Santa Monica's average population density (15.66 people per acre) as a baseline. Areas that exceeded the baseline were identified. The greatest population density can be found in the Pico, Ocean Park, Downtown, Mid-City, and Wilmont neighborhoods. In these districts, we can expect to find greater numbers of people walking.

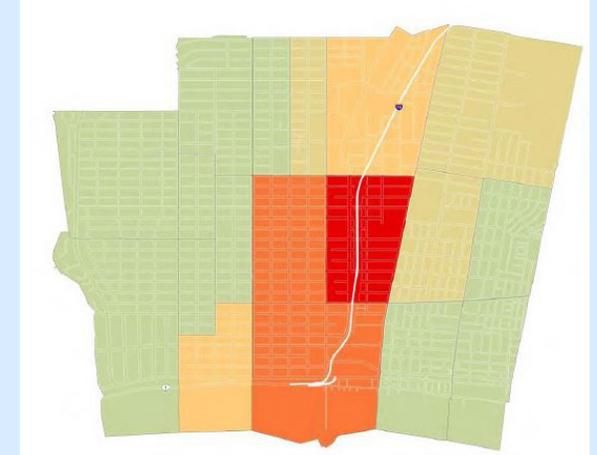
Figure 4.6  
Bus Ridership and Planned LRT Stations



### TRANSIT ACCESS

Transit stops generate localized walking trips as well as pathways to and from neighborhoods, schools, and activity centers. Santa Monica has existing major transit stops along Wilshire, Santa Monica, Pico, Ocean, and Lincoln Boulevards. Improving walkways to bus stops and light rail stations encourages transit use, connects city destinations, and improves health, traffic congestion, and greenhouse gas emissions.

Figure 4.7  
Social Equity



### EQUITY

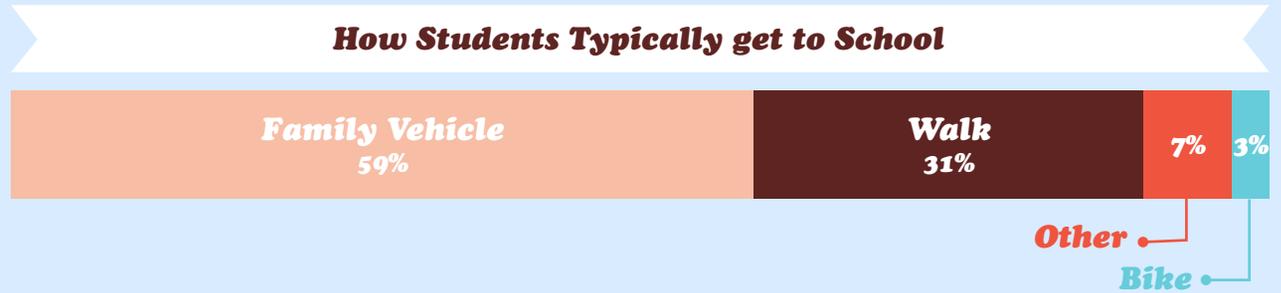
Households without cars, renter households, non-white and low-income households walk more on average. Social equity scores were generated by weighting these criteria equally. Results show the highest social equity scores in the Pico and Mid-City neighborhoods, with a higher score representing greater social equity disparities. Santa Monica recognizes the need to prioritize pedestrian-oriented investment in sectors of the community where walking may be more critical and in neighborhoods where it will make the most difference to people.

### Safe Routes to School

Residents felt strongly that students should be encouraged to walk or bike to school, and that they should feel safe doing so. Santa Monica’s neighborhood-based schools, where most students attend the school closest to their home, gives most of the school population the opportunity to walk to school. In 2012, two middle schools and two elementary schools took part in a ‘Safe Routes to School’ program. It was determined that thirty percent of student enrollment within those four schools walked to school (see Figure 4.8). This is significantly higher than the 13 percent who walked nationally in 2009. By enhancing the network of streets that provide pathways to school, the City would improve neighborhood and school walkability and reduce vehicle trips on sensitive residential streets.

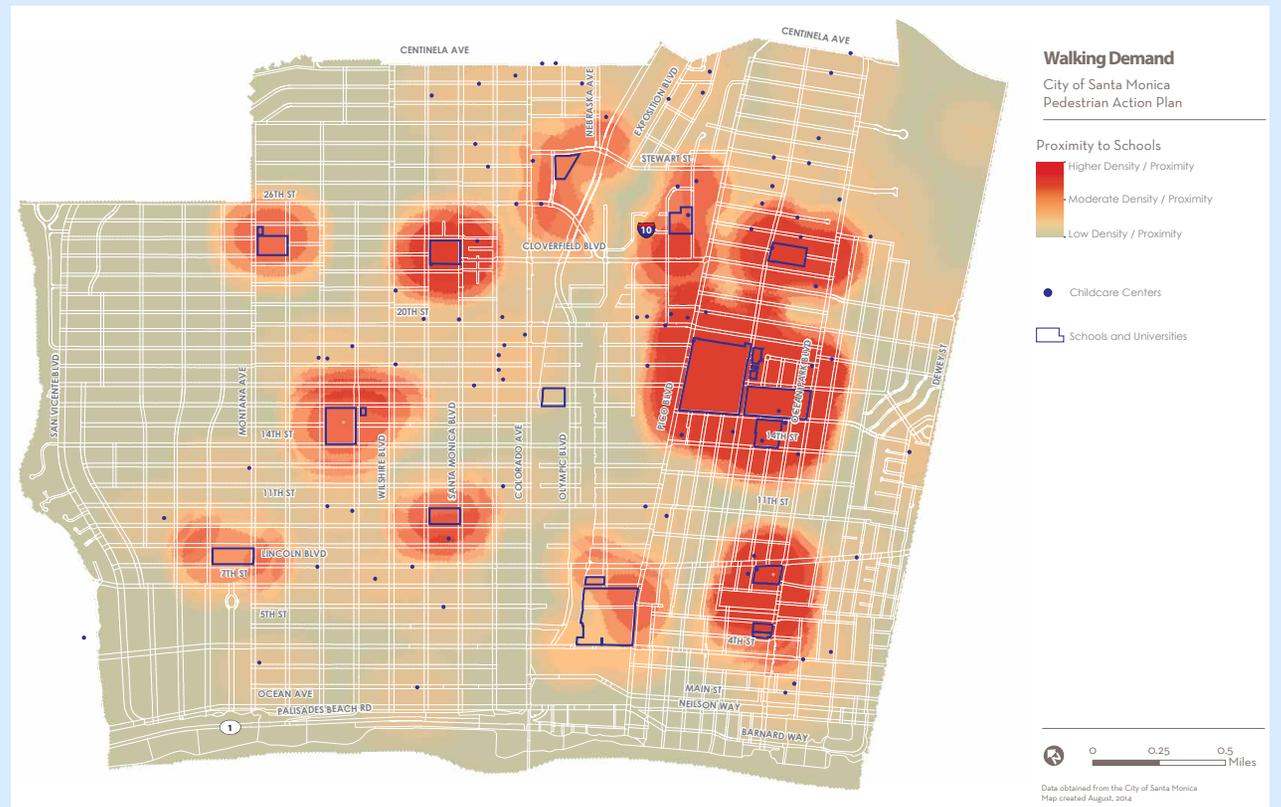
According to research published in the Journal of the American Planning Association in 2006, a 5 percent increase in neighborhood walkability is associated with a 6 percent reduction in vehicle miles traveled. Figure 4.8 shows the relationship between schools and walking in the city. The demand analysis identifies schools and the high walking demand areas surrounding each school site. (Figure 4.9) Improving the walking conditions and crossings in these higher demand areas would encourage families to walk to school, supporting goals for student health and reduced vehicle trips.

Figure 4.8 Student Counts, 2012



Source: Hand Tally Counts at Will Rogers Learning Community, Roosevelt Elementary School, John Adams Middle School, and Lincoln Middle School (September 2012)

Figure 4.9 Proximity to Schools



## 4.2 Physical Conditions

### Pedestrian Physical Conditions

Santa Monica is fortunate to have a relatively consistent street and alley system that is advantageous to walking because it supports many easily navigated paths to destinations. The complementing alley network also significantly reduces the number of driveways a pedestrian must cross. Grid systems are extremely helpful for supporting transit and enabling the layering of networks that serve people walking, biking, and driving. The physical presence of conditions that contribute or detract from comfortably using sidewalks or crosswalks was quantified through a Pedestrian Suitability Index supply analysis. Figure 4.4 describes the multiple inputs. And the maps in Figures 4.13 and 4.17 illustrate sidewalk and crossing suitability findings.

The Santa Monica grid pattern breaks down when it comes up against I-10, since only a limited number of streets cross the freeway. Streets immediately north and south of Olympic Boulevard do not follow the fine-grain block pattern found elsewhere in the city, with large blocks and deadend streets in the Bergamot and Memorial Park areas. The barriers caused by the I-10 Freeway and the combination of Pacific Coast Highway adjacent to Palisades Bluffs are depicted in Figure 4.10. Overlaid with busy streets with higher speed limits, an image of locations where it is difficult to walk emerges.

Figure 4.10 Conditions that Deter Walking



#### TOP 10 BARRIERS THAT LIMIT PEDESTRIAN SAFETY AND COMFORT

- High vehicle traffic volumes
- High vehicle traffic speed
- Inadequate crosswalk marks
- Limited use of raised medians or pedestrian refuge islands
- Universal design limitations
- Wide turning radius corners
- General signal features
- Presence of multiple transit stops
- Dedicated bus lanes
- Low lighting levels

Source: Safetec, 2010

## Barriers in the City of Santa Monica

**HEAVY TRAFFIC.** Boulevards and streets with more than three lanes accommodate high levels of faster moving vehicle traffic that reduce pedestrian comfort. Large intersections with multiple through and turning movements create longer crossing distances, minimum pedestrian crossing timing, and conflicts with turning cars. At unsignalized intersections, the resulting flow of cars on boulevards provides only limited gaps in traffic for pedestrians to cross comfortably and an atmosphere where drivers feel pressured to maintain traffic flow, rather than yield to pedestrians at crossings.

**SIDEWALK WIDTH AND BUFFERS.** Sidewalks with utility equipment and ill-placed street furniture can make modest sidewalks difficult to use. Narrow sidewalks make passing another person or walking side-by-side difficult. A lack of street trees, planting strips or parking lanes bring pedestrians physically closer to moving cars. All of these conditions deter walking.

**CROSSING TREATMENTS.** Pedestrians often cross busy roadways outside of signalized intersections because of the long distances between crossings, particularly on commercial corridors such as Pico Boulevard, Colorado Avenue, Ocean Avenue and Olympic Boulevard. These crossings often require pedestrians to navigate several lanes of fast-moving traffic, typically with no refuge at the halfway point. Some stand-alone Santa Monica crosswalks installed at high pedestrian activity locations across 4-6 lanes, such as those along Wilshire and Santa Monica Boulevards, do not always provide comfortable crossing. High visibility crosswalks provide a clear indication to drivers that they should expect pedestrians, and also remind pedestrians that they are in a potential conflict

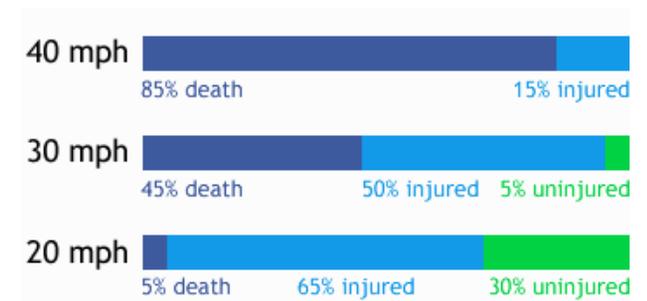
zone. Studying opportunities for upgrading crossings with appropriate design guidance could improve crossing behavior and motor vehicle compliance.

**TURNING RADII.** Many of Santa Monica’s major roadways have corners with a relatively large radius. Large turning radius corners result in increased vehicle speed, increased crossing distances, and extended time/distance exposure for pedestrians—factors associated with increased pedestrian injury. Urban environments typically use turning radii of 15 feet. Although larger turn radii make it easier for trucks and buses to turn, they also facilitate high speed turns by drivers in personal vehicles, and increase crossing distances and time exposure for pedestrians.

**DEDICATED BUS LANES.** The existence of traffic lanes dedicated to buses increases the predictability of bus service, leading to better service. Frequently the bus lanes are placed directly against the curb. A buffer in the form of on-street parking, planting strips or parkways, street trees and additional sidewalk width can counter the potential concerns about these facilities.

**LIGHTING.** Lighting at crosswalks and intersections is adequate throughout the city (as is required by State regulations). However, many community members expressed dissatisfaction with lighting along sidewalks. Poor lighting increases fears about personal safety and discourages pedestrian activity whereas quality lighting and appropriate placement can increase the comfort and safety of the pedestrian while improving the ambiance of the street. Major segments without pedestrian lighting are found at all I-10 underpasses and overpasses; Downtown; Wilshire, Santa Monica, and Ocean Park Boulevards; and Colorado Avenue; around SAMOHI; and the area around Woodlawn Cemetery.

Figure 4.11 Pedestrian Injuries at Impact Speeds



*The relationship between pedestrian injury severity and motor vehicle impact speeds. Source: Federal Highway Administration*

**HIGH SPEED.** Throughout the city, the posted vehicle speed is generally 25-35 mph. But 2013 surveys of speeds on major streets revealed that the prevailing speed is higher than the posted speed in many locations including parts of San Vicente Boulevard, Montana Avenue, Wilshire Boulevard, Santa Monica Boulevard, Ocean Park Boulevard, Ocean Avenue, Nielson Way, 4th Street, Lincoln Boulevard, 17th Street, and 20th Street. Community members often ask for strategies that reduce motor vehicle speeds, as they contribute to unpleasant walking conditions. In addition to regular enforcement of the speed limit, design strategies that reduce speeds may make streets more efficient for all roadway users and decrease both the probability and severity of collisions as higher speeds have been documented to result in greater likelihood of pedestrian fatalities and severe injuries (Figure 4.11).

## Supply Analysis

Section 4.1 described the suitability of anticipated demand for pedestrian facilities. The Pedestrian Action Plan process also enabled a analysis that provides a comprehensive snapshot of the quality and location of the existing pedestrian infrastructure. The infrastructure analysis evaluated sidewalk and crossing suitability. Figure 4.12 illustrates the multiple variables that went into each analysis.

The combined analysis of demand and supply provides an understanding of where it will be a challenge to accommodate rising pedestrian activity as people seek to connect places where they will live, work and play through walking and transit use.

## Physical Analysis

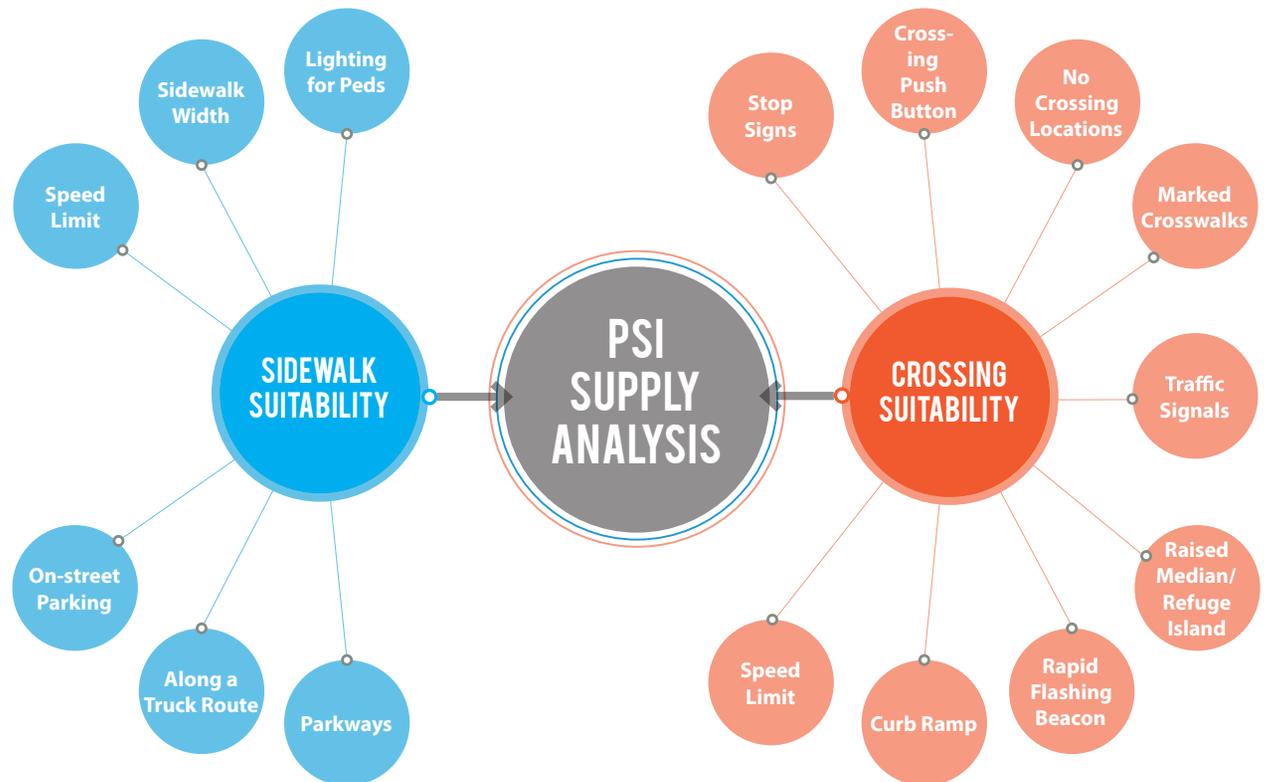
### Sidewalks

Sidewalk width, buffers between pedestrians and traffic such as parked cars or parkways, posted speed limit, presence of lighting and truck/transit routes are combined to identify the street segments where people might be discouraged from walking, shown in red on Figure 4.13.

While sidewalks of 12 feet wide exist on many commercial streets, these are also many of the locations with the highest anticipated demand. Comparitvely wide sidewalks are insufficient in these areas. The analysis indicates narrower sidewalks are sufficient in most residential heighborhoods when clearance is maintained.

Approximately 80 of 261 miles in the network, 31 percent, represent potential areas that may warrant sidewalk

Figure 4.12 Pedestrian Suitability Index Supply Analysis Inputs



improvements such as increased pedestrian space that is sufficient for accommodating heavy use or, increasing the separation between pedestrians and adjacent traffic. Most of the remaining roadways without sidewalks are located in the evolving industrial area in the eastern part of the City, and on heavily vehicle-traveled streets such as Olympic Boulevard. These gaps may require pedestrians to walk out of their way or walk in the street, deterring walking and creating safety concerns. Completing the sidewalk network and widening high demand sidewalks

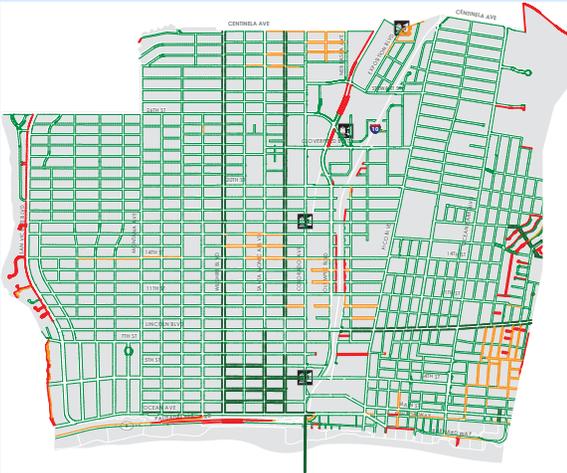
will likely create a safer and more convenient, and thus more enjoyable, walking environment.

The suitability score is shown on the map as lines representing sidewalk locations on either side of a street and dots at intersections. Suitability includes the quality features described on the previous pages. They range from red to green, with orange representing locations where the suitability of the sidewalk is lowest and green is highest.

Figure 4.13 Sidewalk Suitability



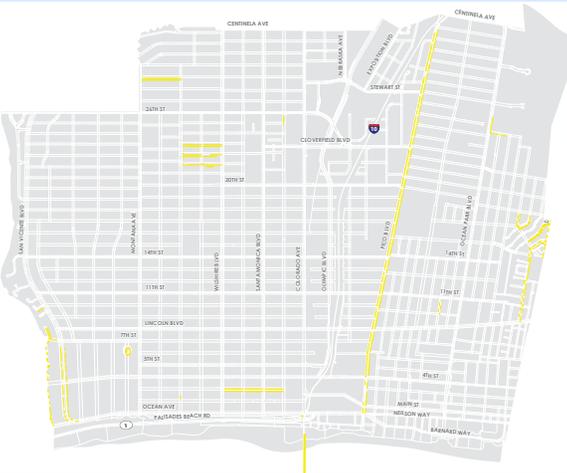
Figure 4.14 Sidewalk Width



**SIDEWALK WIDTH**

Santa Monica is fortunate to have sidewalks adjacent to 96 percent of the City’s streets. Sidewalk width is an important indicator of a sidewalk’s readiness to accommodate high volumes of foot traffic. In most places, sidewalks of 5-12 feet in width are needed to accommodate two people walking side by side easily, but in areas with high demand this width is not suitable. Downtown, Bergamot Village and the planned Expo stations represent some of the highest anticipated pedestrian demand and a sidewalk segment less than 12 feet wide will not accommodate such heavy traffic comfortably (shown as heavy green lines in Figure 4.14).

Figure 4.15 Sidewalk Lighting



**LIGHTING**

Minimum standards for intersection lighting over crosswalks are provided, however, many community members expressed dissatisfaction with lighting along sidewalks. Poor lighting increases fears about personal safety and discourages pedestrian activity. Low lighting in busy pedestrian districts like Downtown also seem out of character with these inviting destinations. Pedestrian lighting has been installed as part of a few specific capital projects, corridor improvements, or assessment districts, as indicated by the yellow lines in Figure 4.15.

Figure 4.16 Sidewalk Buffer



**SIDEWALK BUFFER**

Buffers represent a key safety feature and greatly contribute to the quality of the pedestrian environment by separating walkers from moving traffic. Buffers can be parked cars, planting strips, or other safety features. About 63 percent of the City has both a buffer and on street parking, the best condition for pedestrians. About 13 percent of the City has neither. In Figure 4.16, green lines indicate the sidewalks with sufficient buffers, while the red lines indicate the sidewalks with the least sufficient buffers.

### Crossings

The pedestrian crossing suitability analysis accumulates the presence of street crossings features such as access ramps, traffic control, cross street speed limits and other variables. This index assesses the visible presence of crossing features without assessing the perception of safety. The crossing suitability analysis shows in red and orange in Figure 4.17 where crossings are located that could benefit from additional features. These intersections rank lowest citywide, and represent gaps in the pedestrian network. Many of these locations are clustered at unsignalized crossings of large boulevards such as Lincoln, where high traffic volumes pose a significant barrier, separating the sides of the boulevard. This crossing suitability can be combined with the performance analysis in Section 4.3 to frame a more complete picture of pedestrian conditions.

Approximately 4.5 percent of intersections (46 of 1,007) in the city lack curb ramps. These intersections should be prioritized for upgrades to improve access for people with disabilities, parents with strollers, and other users.

Figure 4.17 Crossing Suitability



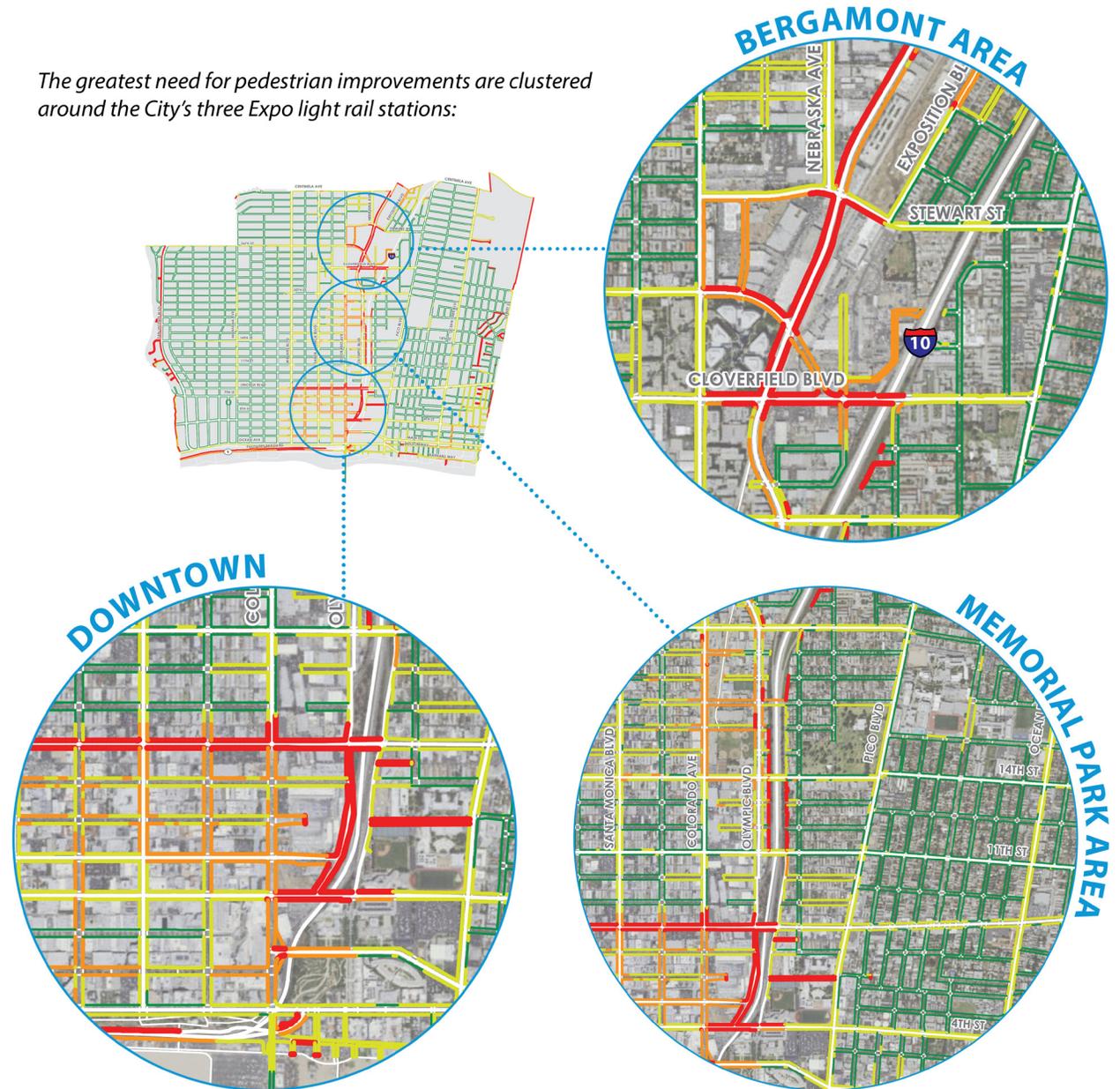
## Combined Demand and Supply

Combining supply and demand data shows where locations with the greatest needs exist. Suitability Index demand analysis Figure 4.4 describes the multiple inputs. This identifies where improvements can be focused to connect neighborhoods, schools, and activity centers to major transit stops and future Expo stations. Each of the three planned Expo stations have locations of high demand and low supply, indicating the need for infrastructure enhancement, namely wider sidewalks to improve walking conditions and facilitate adequate transit access.

Pedestrian routes like those that are in high demand but have a low supply are a focus for City investment in this Plan. On the other hand, green lines represent areas of the city where the existing infrastructure is suitable to meet the current and future demand since not as many people are walking (see Figure 4.18). These areas are primarily in the City's single family residential neighborhoods.

Figure 4.18 Supply and Demand Modeling for the Pedestrian Action Plan

*The greatest need for pedestrian improvements are clustered around the City's three Expo light rail stations:*



## Wellbeing

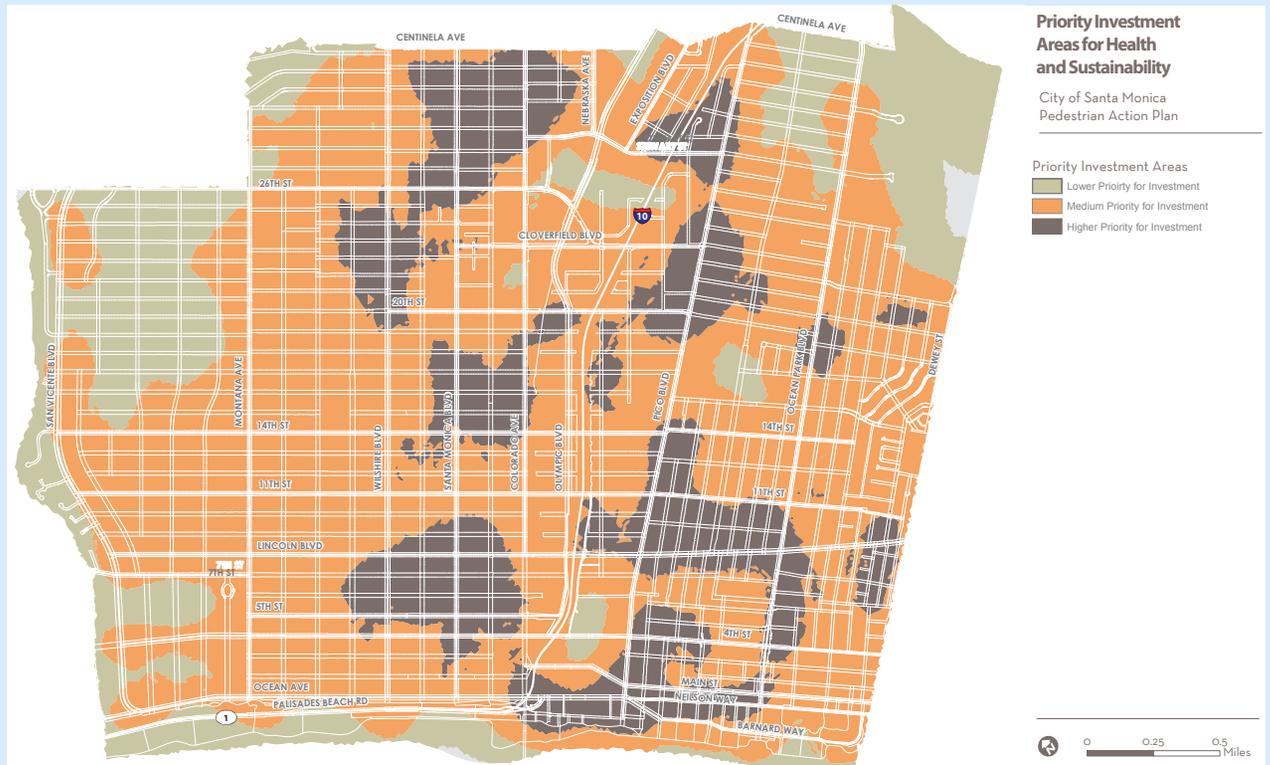
Being able to walk safely and comfortably to jobs, school, shopping areas, medical care, and transit centers is an important contributor to enhanced wellbeing. It is especially so for households that don't own cars and rely on walking, biking or public transit for mobility. In addition to fostering the economic opportunities necessary for individual wellbeing, walkability increases access to enrichment programs and activities that can encourage a sense of community – another dimension of wellbeing.

The Pedestrian Action Plan analyses identify locations where programs or infrastructure should be targeted to accommodate predicted volumes of pedestrians, to address potential safety issues, and to facilitate walking as a means of active transportation to get to school or work, or to the bus and light rail systems. In recognition that walking may be more critical to health, social equity, sustainability and overall wellbeing in certain sectors of the community, a Community Health and Sustainability (CHS) Index was created for the Plan to help prioritize pedestrian-oriented investments through this alternative lens.

## Community Health and Sustainability Index

The CHS Index was developed to examine the relationship between various health, sustainability, and equity topics – including social and economic factors, vulnerable populations, mortality, morbidity, the physical environment, pollution, and crime. The Index is a place-based model, ranking and scoring these different variables for neighborhoods across the City based on current conditions. The CHS Index assigns a proportional weight to each topic or feature and then combines them to produce an overall index. The result is a composite index map which

Figure 4.19 Priority Investment Areas for Health and Sustainability



highlights where investment in pedestrian infrastructure would have the greatest impact for certain sectors of the community. The CHS Index is comprised of five evenly-weighted features as follows:

- Vulnerable populations: Groups that are more susceptible to disease and chronic health problems, including younger residents (under 18 years of age), older adults (65 years and older) and non-White populations.
- Socio-economic conditions: Including income level, poverty level, vehicle ownership, and housing cost.
- Health outcomes: The Index data includes occurrences of diabetes, heart disease, and asthma [mortality (deaths) and morbidity (illness)].
- Physical environment: Access to parks and grocery stores, pollution exposure, built environment features (tree-lined streets, diverse land uses, connected streets), and overcrowded housing.
- Crime: Violent crimes rates and presence of street lighting since lighting is considered to be a means of preventing crime.

The results of the CHS analysis are shown in the Priority Investment Areas for Health and Sustainability Map (Figure 4.19). Community health, environmental sustainability, and social equity are important values for the City of Santa Monica and the intent of this analysis is to reflect those values in the City’s pedestrian planning and decision-making process. The areas shown in dark brown are locations where investments in pedestrian facilities would have the greatest health and sustainability benefits. The CHS Index’s higher priority investment areas are spread across the City; Wilshire Boulevard between 20th Street and 26th Street, the neighborhood east of Stewart Street and the neighborhood at the eastern edge of the City between Santa Monica Boulevard and Colorado Avenue, portions of Pico and Lincoln Boulevards, the area along Ocean Avenue south of Colorado Avenue, and the area bound by Wilshire Boulevard, Colorado Avenue, Lincoln Boulevard, and 5th Street are all highlighted by this Index.

### The Wellbeing Project

The Wellbeing Project is a public initiative that uses the science of wellbeing to better understand the community by looking beyond traditional performance measures or economic indicators. Instead, it uses a new method to gain an understanding of how all of these factors interact and affect residents’ quality of life. The Wellbeing Index findings support the Pedestrian Action Plan goals and policies that guide increased investments in pedestrian programs and infrastructure improvements that will have a positive impact on individual and community wellbeing. The Wellbeing Index demonstrates that engagement in healthy behaviors such as physical activity, healthy eating, etc. varies geographically as indicated in Figure 4.20.

The City’s Wellbeing Project and its Wellbeing Index presents an unprecedented level of data-driven knowledge comprised of City administrative data merged with survey

and social media information to capture a more holistic view of the wellbeing environment. Whereas 79 percent of the Santa Monicans surveyed for the Pedestrian Action Plan stated that they walk on a regular basis, the Wellbeing Index revealed a surprising lack of healthy activity. Despite enviable year-round weather and wide availability of local parks, recreational facilities and bike paths/lanes – not to mention a world-renowned state beach – more than half of Santa Monica residents (52 percent) said they do not engage in daily physical activity of some type (see Figure 4.21).

The Wellbeing Index also measured indices that reflect individuals’ sense of community, such as feeling able to trust and rely on neighbors. Talking to neighbors is the first step and can be enhanced by walking more often. The Wellbeing Index also found that neighborhood relationships are weaker than the national average (see Figure 4.22).

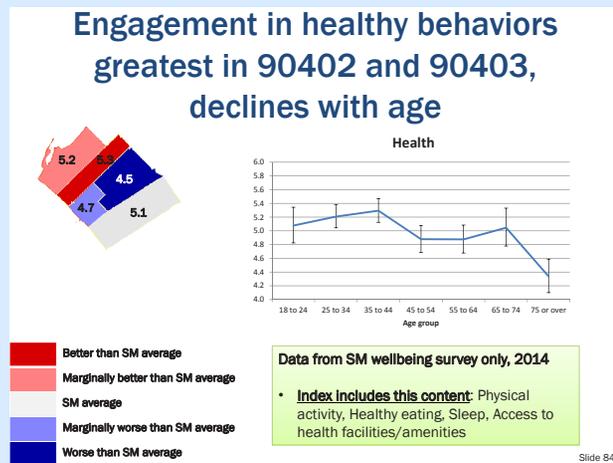


Figure 4.20 Wellbeing Index: Healthy Behaviors



Figure 4.21 Wellbeing Index: Daily Physical Activity

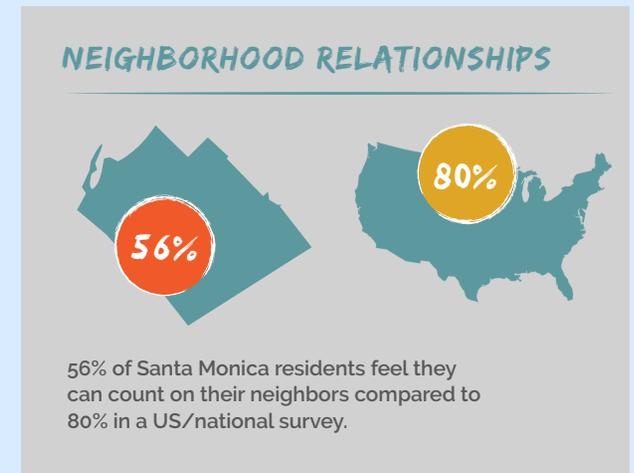


Figure 4.22 Wellbeing Index: Relationships

### ABOUT THE COLLISION DATA

The Santa Monica Police Department responds to traffic incident calls and completes collision reports. The Statewide Integrated Traffic Records System (SWITRS) is a statewide clearing house of all collision reports collected. For this report, SWITRS data from 2001-2009 was supplemented with local collision reports from Santa Monica Police for 2008-2012.

## 4.3 Performance

Residents identified issues that warrant further study within the context of health, demographic trends, and local, state, and national safety. In this chapter, data from multiple sources are used in order to develop a more robust understanding of how it feels to walk throughout Santa Monica. This broad range of data allows for effective prioritization of investments to improve health and safety, transit access, and sustainability for people traveling on foot.



*Clearly marked crosswalks increase pedestrian visibility.*

### Safety Study

Historic collision data tell a story about the patterns and possible causes of collisions in Santa Monica. A long view of many years can reveal patterns that may not appear when the sample sizes are smaller and over shorter timeframes. When it becomes clear that the patterns reflect underlying behaviors or conditions that can be minimized, action can be targeted to remedy or mitigate conditions.

Documented crash records from 2001 to 2012 reveal 966 reported pedestrian-related collisions, nearly 100 each year. Collision reports provide a valuable source of data, but we can assume that this number underestimates the actual total, due to collisions that go unreported. This trend contrasts to the rest of California, where, despite an increase in pedestrian activity, the number of pedestrian injuries declined [Strategic Highway Safety Plan (SHSP), 2012; Federal Highway Administration (FHWA, 2009)].

More recent reports from the Santa Monica Police Department concur that collision frequency, geographic distribution and pedestrian behaviors has been consistent over time with:

- A relatively small proportion of the intersections accounting for the majority of collisions; and
- Most pedestrians walking legally in the right of way before they are hit by a vehicle.

The remainder of this section examines the variables that factor into pedestrian crashes to identify countermeasures that will have the greatest beneficial impact on safety for the City of Santa Monica.

## Those Affected by Collisions

### All Santa Monicans Are Affected

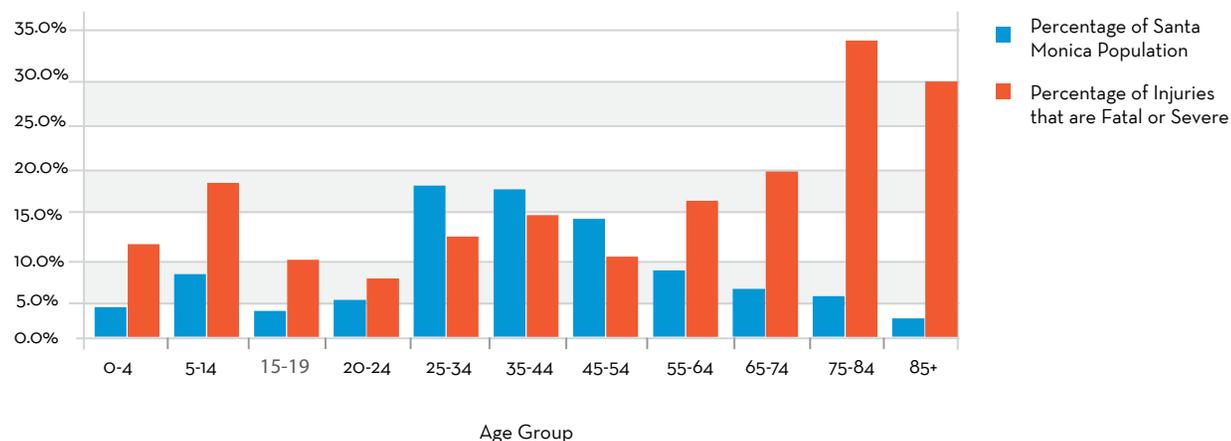
When a person is killed or injured, it affects families and friends, employers, emergency responders, and drivers.

### Seniors, Children and People with Disabilities

Although all Santa Monicans are affected, some sub-groups are disproportionately represented in the collision data. Seniors and young children, as a whole, are more susceptible to fatal and severe injury collisions, both because of the higher likelihood that they will be walking rather than driving, and because they are physically vulnerable.

Promoting safe streets for people of all ages is a key priority. Figure 4.23 illustrates the percentage of collisions that resulted in severe injury or death by age group.

Figure 4.23 Percentage of Collisions Resulting in Death or Severe Injury by Age Group



## What Happens Before Collisions and Why Are They Happening?

### Primary Causes of Collisions

Determining the cause of a collision between a car and a pedestrian is often complicated. When possible, Police reports rely on understanding the Primary Collision Factor which describes the type of vehicle code violation that caused the crash. Associated collision factors are also identified if additional environmental conditions or behavioral activities contributed to the crash. It is not always possible to understand ‘why’ the vehicle code violation occurred. Key findings are:

- Approximately 70 percent of all pedestrian collisions involve a violation on the part of the driver of a passenger car. This pattern persists across intersections with traffic signals and stop sign controls.

### SOLVING THE PROBLEM OF HEAD-ON COLLISIONS

Because half of the collisions in Santa Monica involve a driver striking a pedestrian while driving straight, head-on strategies that slow traffic speeds and increase drivers’ ability to scan the entire street width are necessary to give vehicles more distance to stop when they see a pedestrian in the road.

### DATA ON COLLISIONS AND PERCEPTIONS

The Mindmixer online conversation proved to be an excellent source of augmenting collision data with perceptions and experiences of people responding. One theme that emerged there was the improved perception of comfort for walkers when they do not have to share the sidewalk with bicyclists and skateboarders. Collision data does not report collisions with bicyclists and skateboarders to be a major safety issue in terms of reported crashes; however, this in no way detracts from residents’ experiences. The Pedestrian Action Plan actions focus on education for all transportation system users and supports the implementation of the Bike Action Plan as a way to help people riding bicycles feel safe in the street.

### A PATH TO PREVENTION

Collision patterns help identify trends and focus prevention efforts. For example, school children and older adults are more likely to be severely injured if they are involved in a collision. Targeting safety campaigns and educational efforts to these age groups can reduce their risk of being involved in a collision at all.

- In collisions where a driver is at fault, it is 10 times more likely the collision is the consequence of the driver’s failure to yield to a pedestrian legally in a crosswalk, than any other reason.
- While community members regarded driver distraction as a main cause of failing to yield, this relatively new cause of collisions is not widely reported as a primary or associated collision factor
- Pedestrian violation of the traffic code accounts for 27 percent of all collisions involving a pedestrian, and while this percentage is significant, driver behavior appears clearly to be a greater problem, with the behavior of all road users needing improvement.

### Why Collisions Occur: Pedestrian Actions

The majority of collisions are not the result of pedestrian code violations. Overall, 67 percent of the pedestrians involved in collisions were in a crosswalk, with another 14 percent crossing outside of a crosswalk, 11 percent in the road and 8 percent not in the road, such as on sidewalks or driveways (see Figure 4.24).

Typically when pedestrians are at fault in collisions involving vehicles, the collisions are the result of crossing outside of a crosswalk. Rather than backtracking or traveling out of direction, some people will attempt to cross the street outside of a marked crosswalk or intersection. More frequent enhanced crossings may address this portion of pedestrian-caused collisions.

While pedestrians’ actions are not a primary cause of accidents, pedestrians practicing proactive safety may minimize the likelihood of being in a collision.

Table 4.1 Distribution of common primary collision factors (PCF) in pedestrian involved collisions (Source: SWITRS 2001-2010; PCF missing for 154 collisions; PCFs accounting for less than 2% of collisions excluded)

MOTOR VEHICLE AT FAULT (RESPONSIBLE FOR 70% OF COLLISIONS)		%	PEDESTRIAN AT FAULT (RESPONSIBLE FOR 28% OF COLLISIONS)		%
Failure to Yield Right of Way at Crosswalk		50%	Pedestrian Violation		27%
Unsafe starting or backing		5%	Failure to Yield Right of Way to Automobile		2%
Unsafe turning movement		3%			
Unsafe speed		3%			
Driving under the influence of alcohol or drugs		2%			
Violation of traffic signals or signs		2%			

Figure 4.24 Reported Pedestrian Action by Location (Source: 2001-2010 SWITRS, due to CHP definitions, some crosswalks are more than 50’ from the intersection as defined by the curb lines)

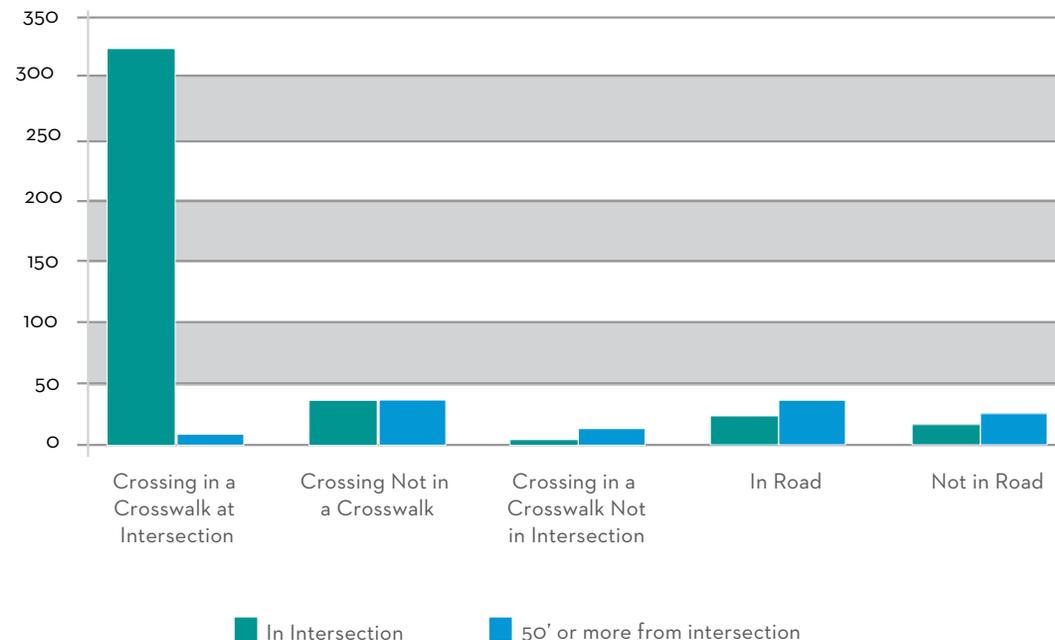


Table 4.2 Motorist Action Before Pedestrian Collision (Source: 2001-2010 SWITRS)

	SIGNALIZED INTERSECTIONS	INTERSECTIONS WHERE ONLY ONE STREET HAS STOP SIGNS
Proceeding Straight	27%	64%
Making Left Turn	40%	6%
Making Right Turn	23%	6%
Backing Up	4%	8%
Other	6%	

### Why Collisions Occur: Motorist Actions

The most common driver action before a collision with a pedestrian, without regard to type of traffic control, is proceeding straight (51 percent), followed by making a left turn (22 percent) or making a right turn (20 percent). Backing a vehicle was cited as the issue in approximately 6 percent of collisions.

Driver actions related to collisions are different at signalized intersections and two way stops, as shown in Table 4.2.

**SIGNALIZED INTERSECTIONS.** Approximately half of reported crashes in Santa Monica are occurring at signalized intersections. Left turns at signalized intersections can be difficult because the support between the windshield and the side window partially blocks driver's visibility, creating a 'blind spot', and these turns require a driver to attend to multiple potential collision threats simultaneously, including avoiding pedestrians, oncoming traffic and motor vehicles coming from behind.

Collisions of through-moving vehicles with pedestrians straight ahead at traffic signals may be explained by drivers entering the intersection before pedestrians have completed crossing the street, or by pedestrians beginning to cross before drivers have cleared.

### BREATHING ROOM

When a driver can see a pedestrian from further away, they have more time to decide how to respond, take action, and stop. Strategies to increase pedestrian visibility, reduce driver distraction, shorten pedestrian exposure time, and minimize the conflict points will give drivers more breathing room.

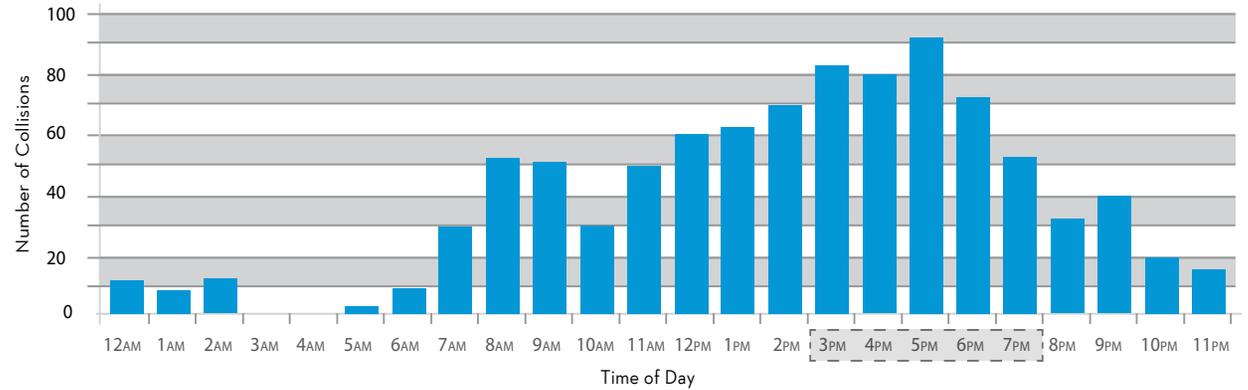
**UNSIGNALIZED INTERSECTIONS.** At unsignalized intersections, 64% of the drivers involved in collisions with pedestrians are proceeding straight before striking the pedestrian. This pattern is more difficult to explain. A driver's failure to stop in time to avoid a pedestrian in the crosswalk might result from misjudging the time it takes to stop, inattention, or poor visibility. It is important to consider what strategies would improve drivers' ability to see pedestrians and to reduce the amount of time pedestrians are in the street, for example, constructing bulb-outs to reduce crossing distance.

### Day of Week, Time of Day

Proportionately, more collisions take place on weekdays as compared to weekends, with 80 percent of collisions occurring Monday through Friday and 20 percent between Saturday and Sunday. This pattern is consistent with statewide observations, and is considered the result of higher pedestrian and vehicle volumes during the week.

The vast majority of collisions take place between the hours of 7:00AM and 7:00PM. Generally increasing throughout the day, 35 percent of all collisions are accounted for during the PM peak hours of 3:00pm to 7:00pm. There are noticeable spikes in incidents during both morning peak hours and evening peak hours when people are arriving at work or leaving for the evening (see Figure 4.25).

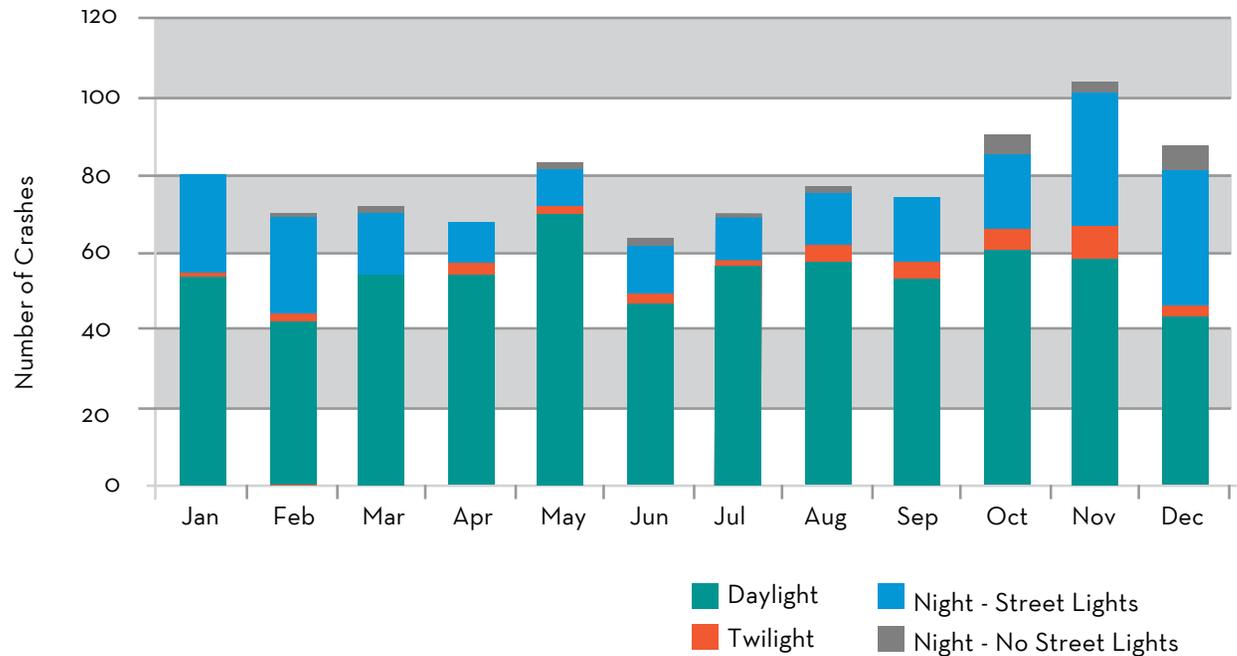
Figure 4.25 Pedestrian collisions by time of day (Source: 2001-2010 SWITRS, CHP)



### Lighting

Lighting quality was a frequent topic of discussion throughout the public process. Many people cited dark sidewalks and intersections, especially over the freeway, as detractors to walking in Santa Monica. Although Santa Monica pedestrian count data are not available by time of day, a number of studies have shown a substantial increase in collision rates compared to activity during the hours of twilight and darkness (Safeties, 2011). An increase in pedestrian-involved collisions in October, November, and December is likely due to fewer daylight hours, and to some degree, to collisions where no street lighting was available (see Figure 4.26).

Figure 4.26 Pedestrian Collisions by month and lighting conditions (Source: 2001-2010 SWITRS, CHP)



## Where do Collisions Occur?

Collisions are happening citywide (see Figure 4.27), with a very high proportion of collisions taking place on boulevards and avenues. These streets have certain elements in common, including high vehicle and pedestrian traffic, multiple lanes, speed limits between 25-35 mph, and large radius corners that support fast vehicle turning movements while providing less queuing room or refuge space for pedestrians. Crossings were frequently discussed during the public outreach portion of the plan. Santa Monicans identified specific locations suffering from poor visibility, speeding vehicles, motorists failing to yield and/or signal phasing issues.

## Boulevard and Street Corridors

Nine corridors experienced higher collision rates than in the city overall, including Santa Monica, Wilshire, and Ocean Park Boulevards, which have high vehicle volumes and multiple lanes in both directions, which make crossing difficult. They are identified because a high density of collisions occurs over multiple blocks, as opposed to on an isolated intersection. Most of these streets serve regional traffic, so diversion is not a practical possibility. However, focusing on mitigating the volumes by managing traffic speeds and improving pedestrian visibility will keep the rates from increasing as more people start walking for transportation or other purposes.

## Intersections

As expected, collisions mostly occur at intersections. City data shows that a very high percentage of all collisions

Figure 4.27 Pedestrian Collisions (frequency) from 2001-2010 (Source: 2001-2010 SWITRS)



took place at a relatively small percentage of intersections, with 80 percent of the collisions occurring at 200 of the city's more than 1,000 intersections. Of those collisions occurring at intersections, 56 percent are signalized and 29 percent are at two-way stop controlled intersections. As of 2015, Santa Monica has 177 total signalized intersections.

A detailed analysis of the ten highest collision intersections over the past 10 years demonstrated an average of 4.4 collisions per year for those intersections compared to the citywide average of 1.0 per intersection. These ten locations account for 6 percent of the reported collisions (see page 57).

Figure 4.28 Behaviors that Impact Pedestrian Safety



### MOTORIST BEHAVIORS

Because of the weight and speed of a vehicle, motorist behavior represents the greatest threat to pedestrians. Although pedestrian-friendly areas, such as the Third Street Promenade, neighborhood commercial areas and residential districts exist, much of the major roadway network in Santa Monica has been designed and operated to prioritize motorized traffic. Road design and operations can negatively compound these frequently seen behaviors:

- **Failure to yield.** Most of Santa Monica's collisions are caused by the driver failing to yield the right of way to a pedestrian who is in the crosswalk legally.
- **High Speeds.** Motorists were observed traveling in between intersections at high speeds in an apparent attempt to progress through traffic signals.
- **Encroachment.** It is common to see motorists stopping past stop or yield bars or within crosswalks at traffic signals.



### BICYCLIST BEHAVIORS

**Conflicts on sidewalks.** It is not uncommon to see people riding bicycles queuing on the sidewalk corner to cross major streets. There is much public support for reducing conflict on sidewalks. Encouraging bicyclists to ride on the street is commonly heard in Santa Monica and is a concern expressed by community members. A review of crash records does not indicate a documented history of law enforcement responding to collisions between pedestrians and bicyclists. The Santa Monica Pedestrian Action Plan and the Bicycle Action Plan work together to support separate facilities for walking, driving, and biking.



### PEDESTRIAN BEHAVIORS

Despite some community observations, pedestrian violation of the traffic code is cited by law enforcement for 28% of all pedestrian involved collisions. There are some pedestrian behaviors that decrease their safety, making them more vulnerable to collisions.

- **Leaving the curb during the flashing "don't walk" signal.** At many Downtown locations, rows of pedestrians queue up waiting for the walk phase. Some people wanting to cross do not reach the curb until the flashing hand starts, but often still proceed into the crosswalk. Also, pedestrians can be seen running during the countdown phase to avoid waiting another cycle, and not reaching the opposite curb before the conflicting vehicle phase.
- **Walking in road or crossing outside of crosswalk.** These behaviors are more common when there is a long distance between signalized or otherwise enhanced crosswalks, or when popular land uses are located away from a convenient intersection.

### DRIVING AND WALKING UNDER THE INFLUENCE

While alcohol is not listed as a contributing factor in most collision reports, when alcohol is involved the chance of serious injury is generally higher. Education-based programs have been shown to be successful at reducing walking and driving under the influence (National Highway Traffic Safety Administration, 2009).

**Use of Alcohol by the Driver cited as a Factor in:**

**5% of Collisions**

**23% of Fatal Collisions**

**Use of Alcohol by the Pedestrian cited as a Factor in:**

**8% of collisions**

**41% of fatal collisions**

**58% of the collisions where the driver is under the influence result in severe injury or fatality**

### DISTRACTED DRIVING AND WALKING

The available data indicates that distracted driving plays a role in more reported crashes than does distracted walking. Distracted driving includes a range of behaviors that limit a driver's ability to pay attention to the road, such as using mobile devices, eating or arguing with a passenger. Distracted driving accounted for just under 20 percent of the reported fatal collisions.

**Distracted Driving cited as a factor in:**

**7% of collisions**

**19% of fatal collisions**

**Pedestrian Distraction cited as a factor in:**

**2% of collisions**

**0% of fatal collisions**

### HIGH PRIORITY LOCATIONS

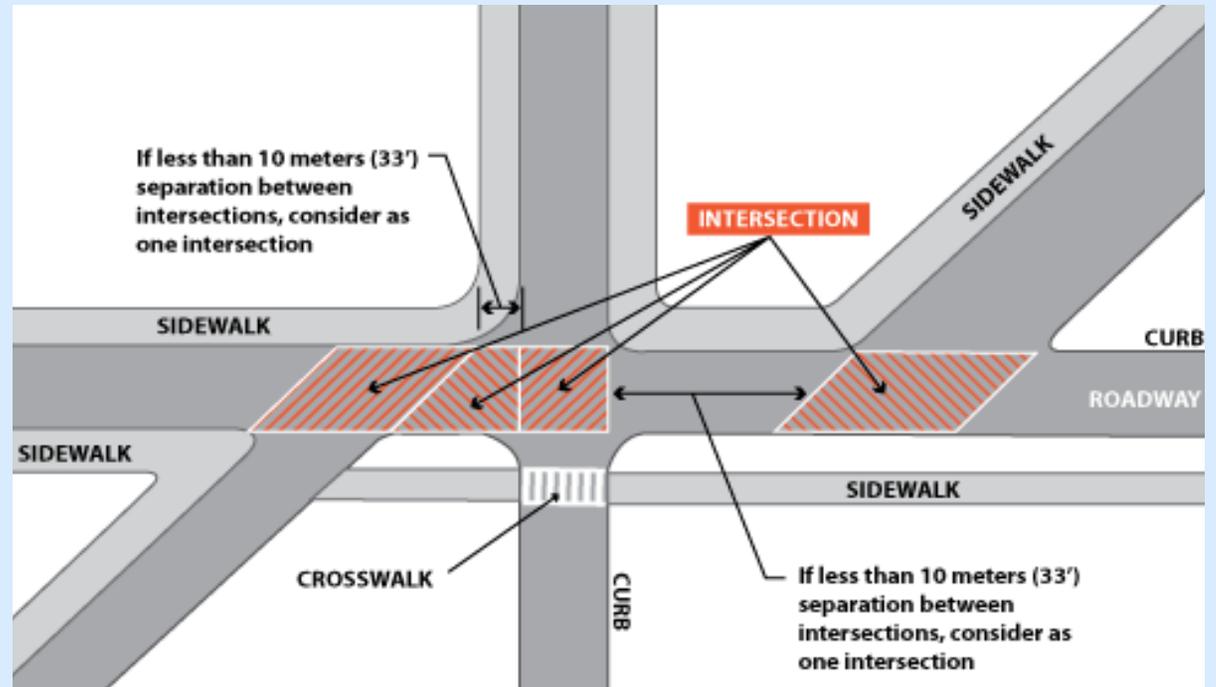
- Santa Monica Blvd. from Ocean Ave. to Lincoln Blvd.
- Wilshire Blvd. from Ocean Ave. to 26th St.
- Ocean Park Blvd. from 17th St. to 31st St.
- Broadway from Ocean Ave. to Lincoln Blvd.
- Pico Blvd. from 17th St. to Cloverfield Blvd.

### MOST COLLISIONS OCCUR ON STREETS WITH:

- High volumes of pedestrians and vehicles
- Multiple lanes
- 25-35 mph speeds
- Large radius corners

### WHAT IS AN INTERSECTION?

Intersections have a very narrow definition in the SWITRS database, not including crosswalks, but rather the area within the crosswalk defined by the curb lines. For the purpose of this analysis, in order to include all intersection-related collisions and those happening in crosswalks, a radius of 50' from the center of the intersection was used.



## HIGH COLLISION INTERSECTIONS

- Ocean Avenue at Colorado Avenue
- Pico Boulevard at Stewart Street/28th Street
- Pico Boulevard at Neilson Way/Ocean Avenue
- Montana Avenue at 4th Street
- Montana Avenue at 7th Street
- Arizona Avenue at 4th Street
- Arizona Avenue at 17th Street
- Cloverfield Boulevard at Broadway
- Pico Boulevard at 33rd Street
- Yale Street at Wilshire Boulevard

About **50%** of reported pedestrian crashes occurred at signalized crosswalks.

## Midblock

Approximately 20 percent of collisions occur in Santa Monica further than 50 feet from an intersection. The fatality rate doubles from 10 percent to 20 percent for collisions that occur between 50 and 100 feet from the intersection.

## Downtown

The Downtown District is the central business core, bordered by Ocean Avenue, Wilshire Boulevard, Lincoln Boulevard, and the I-10 Freeway. It is a popular destination for residents and visitors, with attractive offices, retail, restaurants, and residential uses. Already a multimodal district, it is served by numerous parking structures, Big Blue Bus and Metro bus service, and the terminus Expo station with operation beginning in 2016. A total of 204 injury collisions took place in this core area from 2001 through 2010, accounting for just over 20 percent of all such collisions in the City during that time.

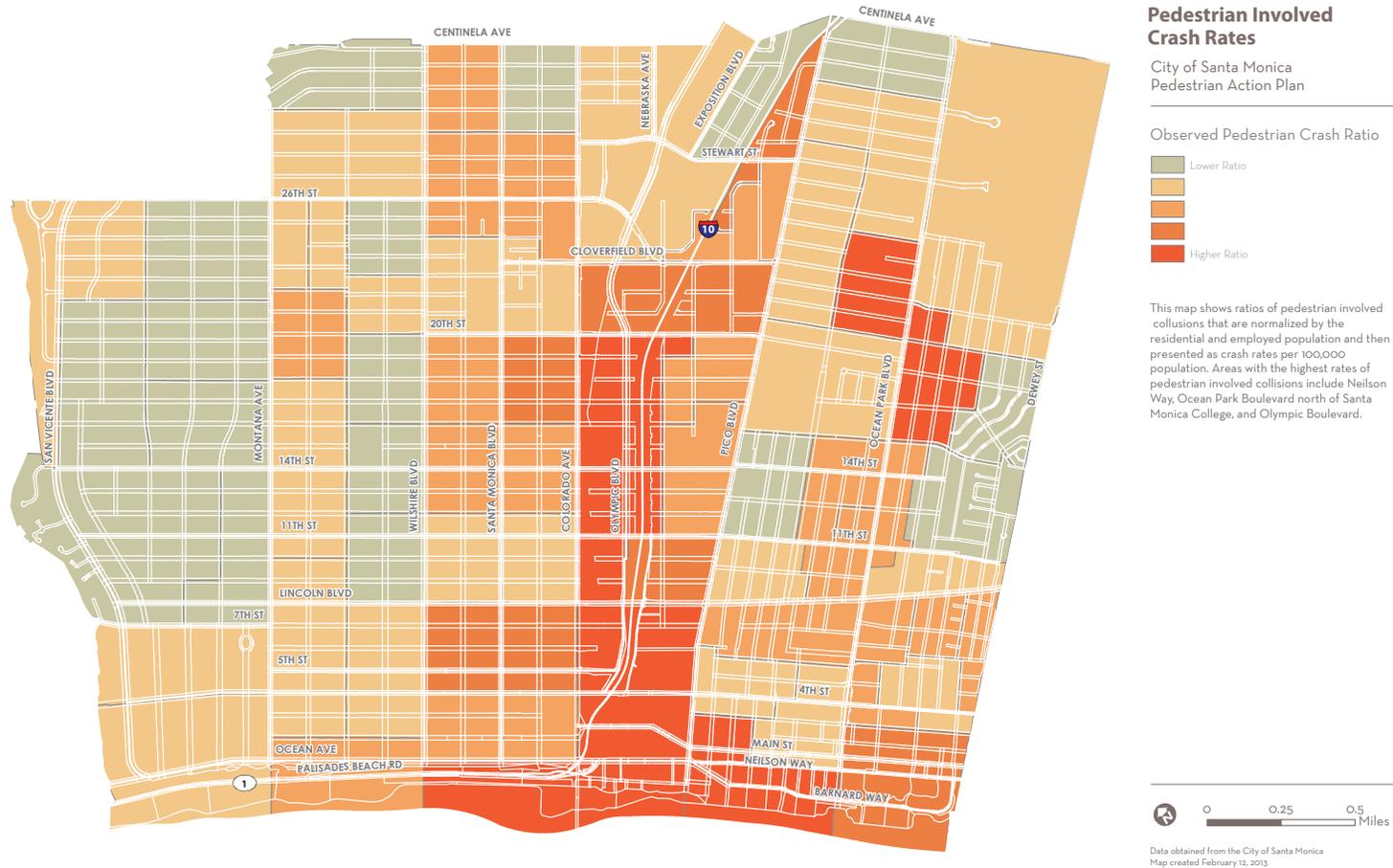
Considering the significant concentration of pedestrian collisions occurring in the Downtown area, on a collisions per square mile basis, this Plan sets a high priority for addressing pedestrian safety in the Downtown.

## NEXT STEPS

The collision reports bear out the community comments that drivers are largely at fault for pedestrian-involved collisions. Immediate actions that increase yielding behavior and increase awareness of pedestrian activity and vulnerability will make walking safer and more comfortable. The Actions Chapter outlines practices, programs, and projects that will support this plan's adopted policies. Potential design strategies to respond to community requests for improved crossings will include increasing visibility of pedestrians, separating conflicting movements through signal modifications, and/or enhanced crossing treatments.

Increasing both the visibility of pedestrians and motorist compliance with yielding to pedestrians will be a key outcome of implementing strategies recommended through this plan. Strategies will balance the management of vehicle flow with the need to provide safe and frequent crossings. In some places, vehicle flow will be a tradeoff for safety. The resulting safer environment for all street users will translate into people feeling more comfortable walking in Santa Monica, creating greater access to local destinations and recreation.

Figure 4.29 Reported Collisions per 100,000 Residents (Source: 2001-2010 SWITRS)

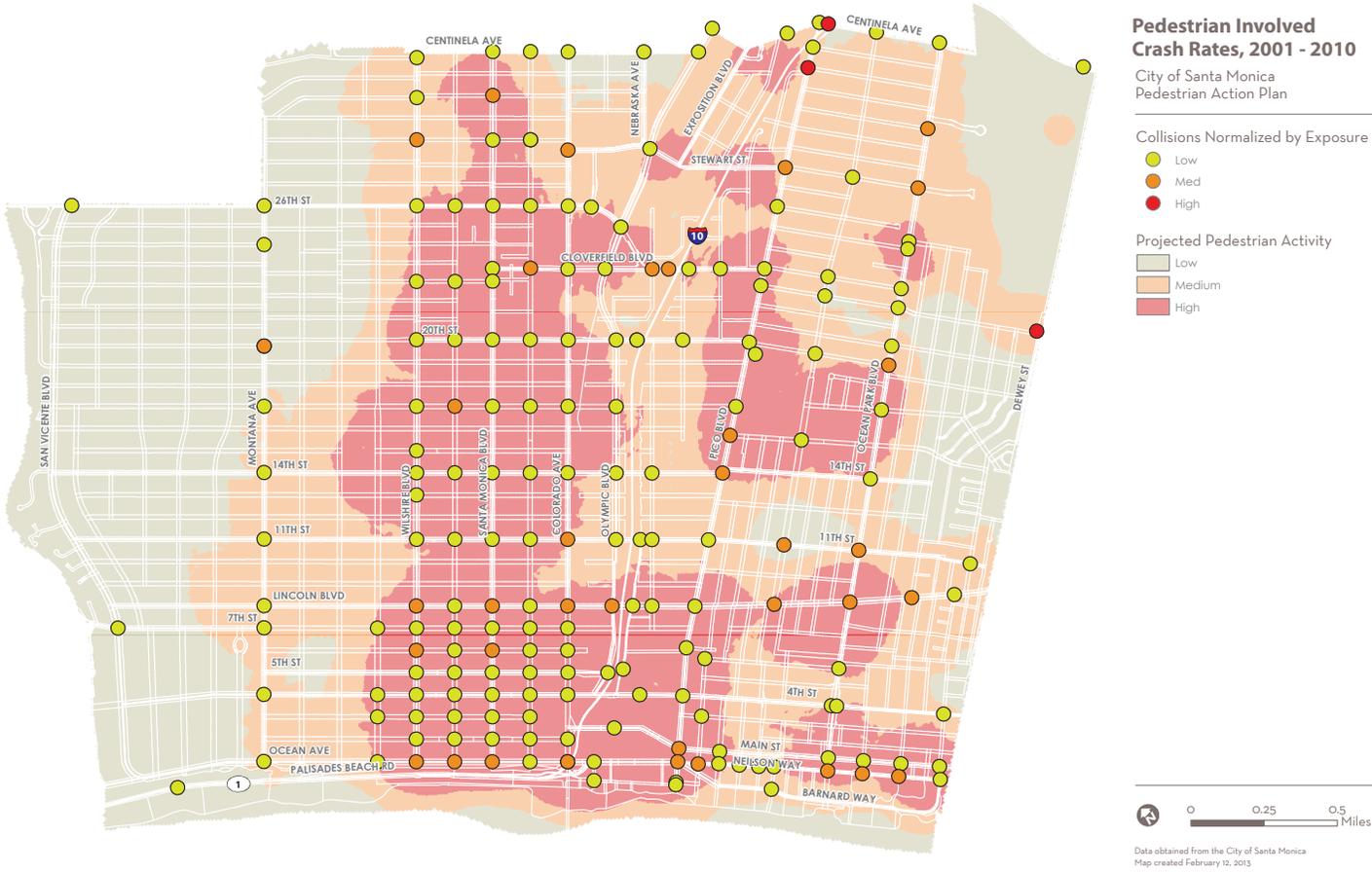


### RELATIVE EXPOSURE TO COLLISIONS BY POPULATION

It is useful to look at roadway crashes in relation to the activity generated by nearby land uses.

Figure 4.29 shows the density of crashes across the city, as crashes per 100,000 residents. Areas with the highest rates of pedestrian-involved collisions normalized by residential population are shown in red. Based on the number of people living along these corridors, Nielson Way, Ocean Avenue, Ocean Park Boulevard east of Santa Monica College, and Olympic Boulevard experience more collisions than would be expected if collisions were distributed evenly according to population density.

Figure 4.30 Reported collisions normalized by observed pedestrian activity (Source: 2001-2010 SWITRS)



**RELATIVE EXPOSURE TO COLLISIONS BY PEDESTRIAN ACTIVITY**

The City conducts biannual traffic counts that include the number of pedestrians and bicyclists crossing at intersections. Reported collisions are nomalized by observed activity in the intersection circles, underlaid with projected future demand, as described in Figure 4.30. The orange and red describes intersections where the collision rates are higher than expected relative to the pedestrian counts. These intersections where collision rates are disproportionately high should be considered as priority locations for early action.

Figure 4.31 Santa Monica System Daily Activities, 2014

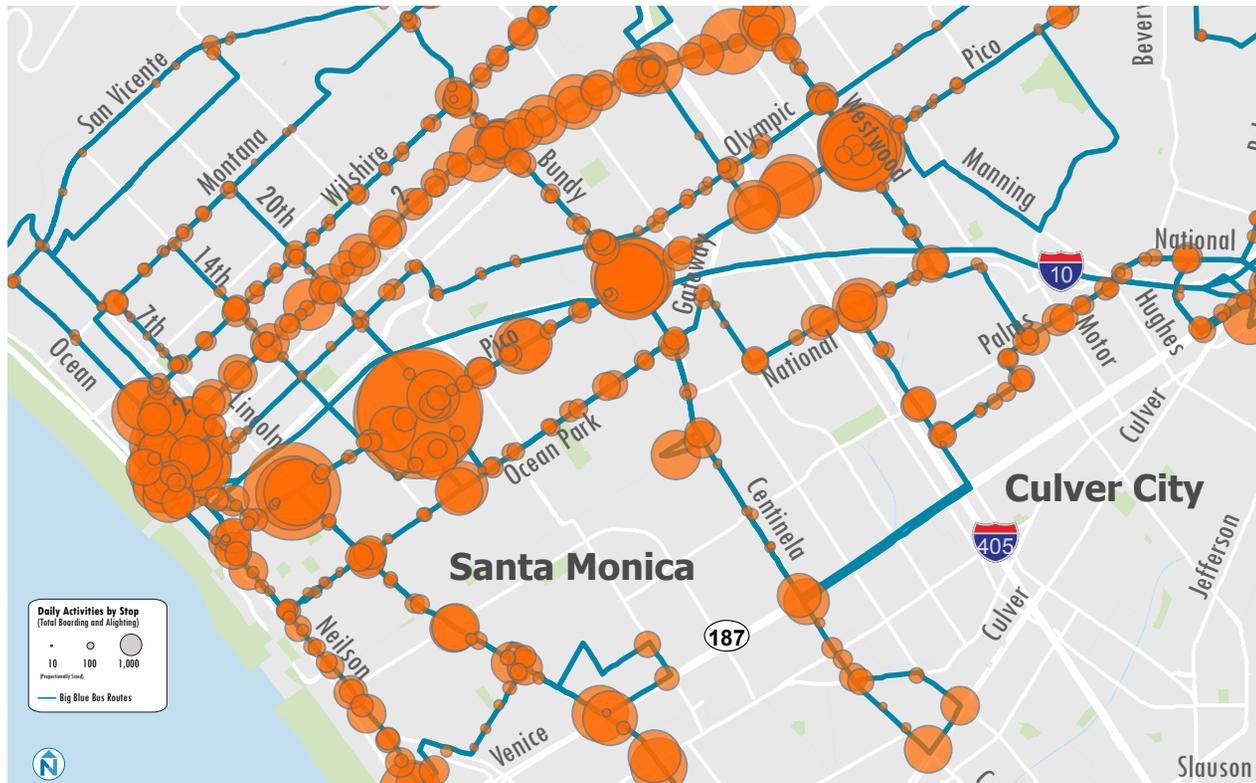
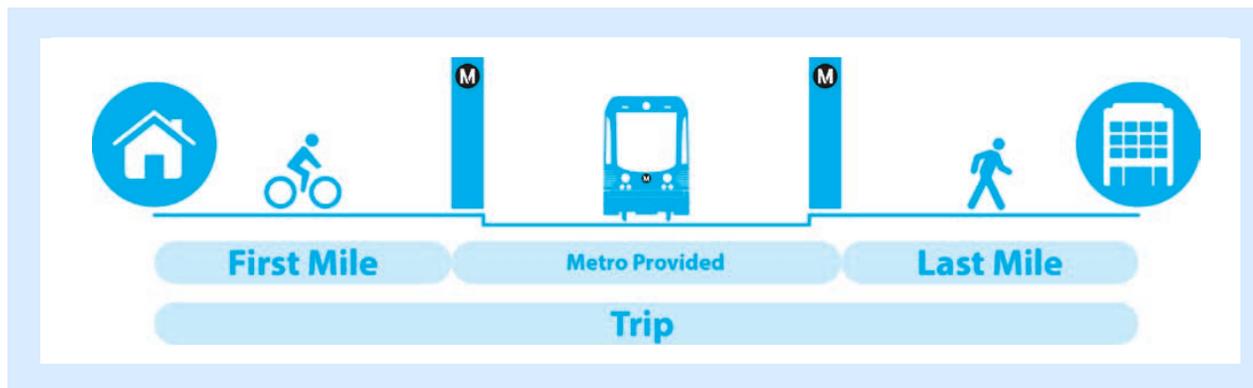


Figure 4.32 Other Means of Transportation Before and After a Transit Trip



## 4.4 Transit Access

The success of transit in the City is largely dependent on pedestrian access since every transit user becomes a pedestrian at some point in their journey. Whereas some people are dependent on transit for mobility, others make the decision to take transit if it does not require extra effort when compared to driving, and if it's convenient, pleasant and intuitive. The pedestrian demand analysis prepared for this Plan included demand due to access to transit.

### First Mile-Last Mile

One of the main objectives of this Action Plan is to identify locations for improved facilities or physical changes which connect neighborhoods, schools, and activity centers to transit stops and stations. Individuals may utilize a number of transport modes to reach their destination because they typically do not begin their trip right at a stop but rather up to a mile away; they may walk, drive, ride a bicycle, take a train, take a bus, or combine a number of modes.

Getting to and from transit stops is an extension of the transit trip. The faster, easier and more enjoyable it is to get to and from transit, the greater the mobility for people who depend on transit for transportation, and the more likely commuters and others will choose to take transit rather than driving a car. People are generally willing to walk up to 15 minutes. A variety of factors can impact the time it takes to walk a particular route, and



*Transit stop areas are critical components of the pedestrian network.*

subsequently impact the distance people are willing to walk. The overall strategy is to make walking easier within the walksheds surrounding key transit stops and stations to effectively encourage users to walk further. This may be accomplished by decreasing wait times for pedestrians at crossings, increasing sidewalk capacity, creating short

cuts to further reduce travel times, or making the walk more interesting. A walkshed analysis helps identify the routes that are most likely to be traveled to transit and evaluates each pathway's performance in terms of safety, aesthetics, and accessibility.

### FIRST AND LAST MILE

Public transportation agencies typically provide bus and rail type services that may frame the core of an individual's trip, but users must complete the first and last portion on their own. All Metro riders must contend with the first-last mile challenge, and the easier it is to access the system, the more likely people are to use it (Metro, 2014).

Figure 4.33 Metro’s First Mile-Last Mile Analysis Process

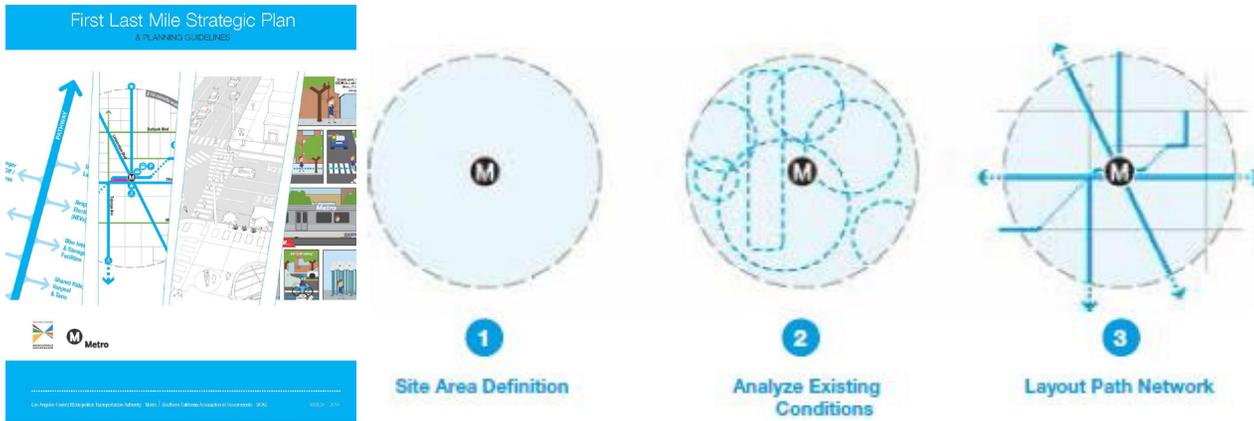
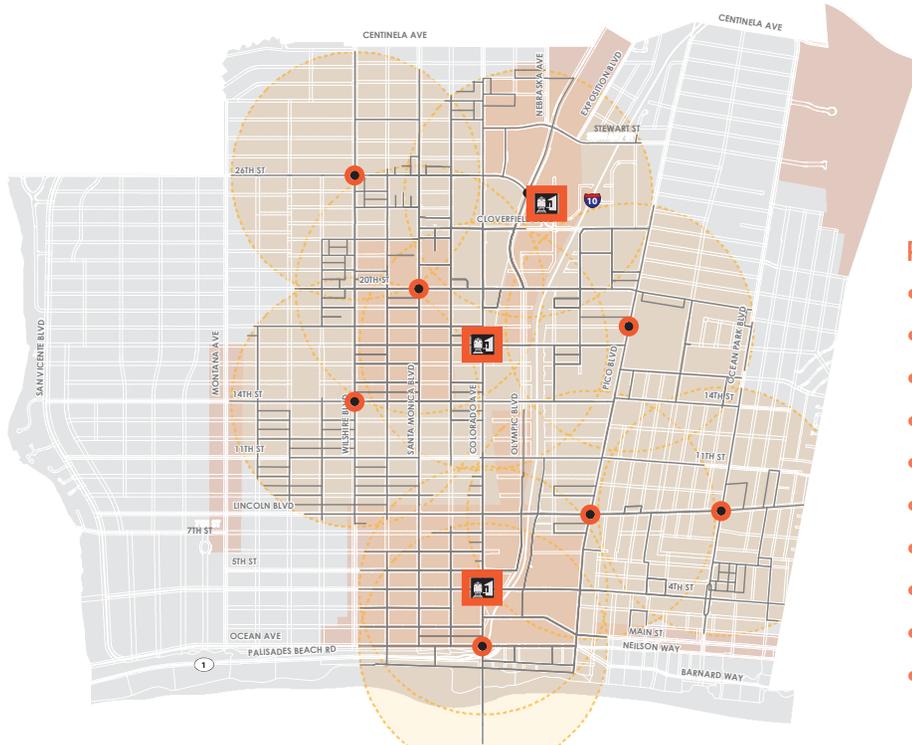


Figure 4.34 Path Network Map



**Priority Transit Stops:**

- Colorado at Ocean
- Colorado at 4th
- Lincoln at Pico
- Lincoln at Ocean Park
- Wilshire at 14th
- Wilshire at 26th
- Santa Monica at 20th
- Colorado at 17th
- Olympic at 26th
- Pico at 18th

**Transit First-Last Mile Walkshed Analyses**

For this Action Plan, the City prepared a walkshed analysis of 10 key transit stops and stations. The intersections selected for study represent a diverse cross section of locations throughout the City, including all 3 Expo line light rail stations and intersections that host bus stops with high levels of ridership (greater than 200 weekday boardings). All locations have a combination of proximity to high density residential areas and high employment areas.

This analysis is generally based on the method outlined in the Los Angeles County Metropolitan Transportation Authority’s (Metro) First-Last Mile Strategic Plan & Planning Guidelines, 2014. The three primary steps outlined as part of the methodology include:

- Defining key transit stops and their walksheds
- Analyzing existing conditions, and
- Identification and qualitative evaluation of the pedestrian pathways

The concentration of high ridership locations is highest in Downtown and on 4th Street, Colorado Avenue, Lincoln Boulevard, Pico Boulevard, Ocean Avenue, Santa Monica Boulevard, and Wilshire Boulevard. Figure 4.34 identifies the ten high ridership locations, named according to their closest intersection, selected for the walkshed analyses. These locations serve important destinations and activity centers in the city, including Santa Monica College, Santa Monica Pier, Downtown District, Saint John’s Health Center and Santa Monica-UCLA Medical Center.

## Walkshed Analysis of Key Transit Stops

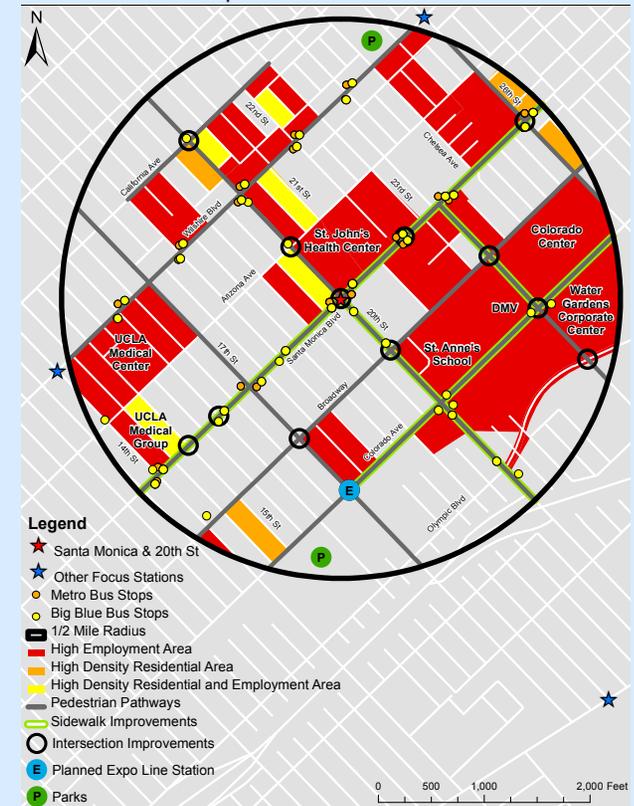
The walkshed analysis identified key land uses that can be accessed from major transit stops. A parcel level GIS analysis evaluated the overall degree of pedestrian connectivity in the focus areas. The analysis included mapping, compiling, and overlaying various layers of bus-stop specific data with land use, population and employment characteristics. The major destinations, concentrated residential and employment areas and transit routes provided in the focus area are shown in Figure 4.35 from the walkshed analysis performed on the transit stop at 20th Street and Santa Monica Boulevard. For more recommended improvements, for other priority stations, see Appendix C.

A review of pedestrian pathways was conducted to identify opportunities and constraints from a pedestrian

perspective, consistent with the Metro First Mile-Last Mile Strategic Plan guidelines. Identification of constraints and opportunities within the transit walkshed is important since the walkshed – or access shed – is defined by the distance people travel in a set duration of time. Although the typical access shed is defined by a half-mile radial circle centered on the transit stop based on average walking speed, site specific conditions can compromise the actual access shed. Inadequate sidewalks, hazardous street crossings, and poor lighting are some of the obstacles pedestrians face that can make the walk to transit take longer. As such, the City’s streets and related infrastructure are critical to supporting transit.

The walkshed analyses identify improvements at specific locations within the access sheds that will address safety, aesthetics, and accessibility to ensure that Santa Monica is an attractive and compelling place to walk to transit.

Figure 4.35 Santa Monica Boulevard and 20th Street Recommended Improvements



The Colorado Esplanade project will improve transit users’ experience by providing high quality pedestrian environment along the access between the Downtown Expo Station, the Pier, and other Downtown locations. Personal safety, comfort and reduced travel times will help encourage more people to use transit.



Looking south along 20th Street.

## 4.5 Analysis Summary

Santa Monica's walking future depends on investing in places with reported collision history, high pedestrian activity, and with the potential to reduce health and wealth disparities. Solutions need to address patterns unique to Santa Monica as described in this chapter.

**Walkers in Santa Monica:** Pedestrians traverse all corners of Santa Monica. The most pedestrians are observed Downtown, on Main Street and in the commercial areas of the City's boulevards.

**Physical Conditions:** The City generally has an easy-to-navigate grid street pattern but breakdowns occur in this pattern, especially near Olympic Drive and the Santa Monica Freeway, leading to barriers for pedestrians. Other physical conditions create barriers in the form of high auto speeds, design of street elements, presence of lighting, among others. Sidewalks exist in many but not all locations. Locations have been identified where improvements to sidewalks and crosswalks would be most appropriate based on the physical conditions present.

**Performance:** Overall, the pedestrian network and physical infrastructure are working well. Safety concerns occur at a relatively few number of locations where proportionally more collisions occur.

By combining anticipated pedestrian demand, the suitability of the physical environment and how well the community's needs are being served, including sustainability, health, and safety, actions begin to merge. A combination of practices, programs and built projects can bolster forces already in play in Santa Monica.

### Where are the Top Opportunities to Improve Safety?

#### 1. Prioritize actions that protect pedestrians and reduce pedestrian/vehicle conflicts.

Due to their weight and speed, motor vehicles pose the most significant threat to pedestrians. A holistic approach to policy implementation, project and program development, and business practices that result in a culture of prioritizing pedestrian safety will provide great safety benefits. Understanding that pedestrian safety issues are preventable means the City continues to strive to provide safer and more comfortable pedestrian facilities.

#### 2. Focus the project actions on enhancing crossings on High Collision Corridors and Intersections.

This plan describes current high collision locations. However change over time is inevitable. Regular monitoring of high collision locations and interim improvements that reduce collision frequency may result in a need to be flexible in future funding pursuits. In general, a practice of selecting locations with reported collisions and community concerns will result in a program of cost effective improvements.

#### 3. Connect the community with each other and transit.

The Action Plan can leverage other policy documents and the upcoming Expo line to support the Santa Monica healthy and active lifestyle by creating projects and programs that connect all community members to valued community assets, and make it easier for all to access existing and future high-quality transit.

# CHAPTER 5: ACTIONS

The actions recommended in this chapter honor the City's commitment to safe and enjoyable walking. They fall into three sections: Practices, Programs, and Projects. Practices are those day-to-day approaches to street management that affect the quality of walking. Most recommended practices can be integrated into City Departmental work programs in a relatively short time period. Programs encourage and celebrate walking, and related recommendations build on existing efforts. Projects are physical improvements for walking comfort and safety, and are the most expensive as they require changes to the public right-of-way. Some physical projects can be implemented quickly, others will take many years to build. Nonetheless, the City should use all opportunities to implement physical changes to improve walking through partnerships, resources, grants or other opportunities. Taken together, the actions identified include practices, programs and construction projects and other initiatives that promote a walkable Santa Monica.

These actions will result in permanently shifting priorities so that public right-of-way decisions prioritize walking and pedestrian safety, ultimately achieving Vision Zero. The research, analysis, and community engagement documented in the pages of this Plan form the basis for the Actions presented in this chapter.



## 5.1 Practices

“Practices” are the daily work habits, policies, and priorities executed through various City departments. These practices affect the City’s ability to make Santa Monica a better place for pedestrians. The practices described in this section aim to expand the focus of everyday City business to prioritize implementing plan recommendations.

Addressing everyday practices maximizes the efficiency of the Plan’s recommendations, utilizing small procedural changes. For example, prioritizing the inclusion of pedestrian issues in capital project scoping and grant applications, as well as in data collection and collision reports, supports effective implementation of community goals.

### Practice 1. Speed Reduction Strategies

#### ! RECOMMENDED IMMEDIATE ACTION

Slower vehicle speeds reduce the number of severe and fatal collisions. The severity of a pedestrian’s injuries is directly related to the speed the vehicle was traveling, the faster the speed, the more severe the injury. Approximately 5% of pedestrians would die when struck by a vehicle going 20mph (miles per hour), 40% at 30 mph and 80% at 40mph. When vehicles are traveling at 50mph, the fatality rate is nearly 100%.

Santa Monica’s boulevards and primary streets will continue to serve high volumes of traffic, yet the City has limited flexibility to adjust speed limits based on traffic and engineering management. For safety purposes,

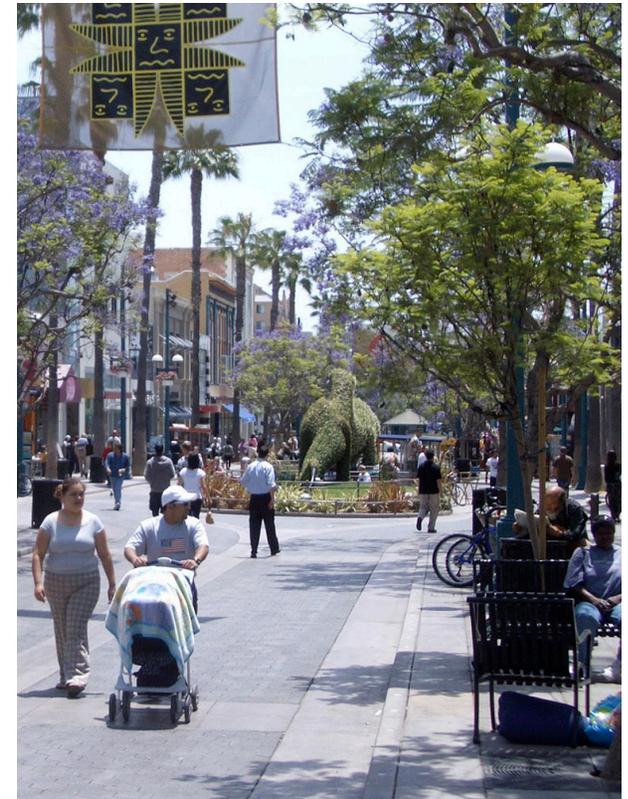
California Basic Speed Law under the California Vehicle Code prohibits a person from driving a vehicle at a speed greater than is reasonable or prudent given the conditions, and in no case shall they drive at a speed that endangers the safety of others. Statutory speed limits establish a limit above which it is illegal to drive, and these are set by collecting observations of driver behavior to determine the speed at which 85 percent of vehicles are moving. *Prima facie*, or presumable, speed limits are established through Council action and enforceable only when it can be determined that the driver exceeded the *prima facie* limit and created unsafe conditions. The City, through the speed survey process, may entertain slowing streets citywide by taking advantage of the *prima facie* process of documenting conditions in the interest of reducing vehicle operating costs, air pollution, and road crashes. Doing so would allow for continued high traffic volumes with reduced probability and severity of collisions.

### Practice 2. Prioritize Pedestrians in the Project and Program Development Process

#### ! RECOMMENDED IMMEDIATE ACTION

City staff spends a great deal of time exploring ways to meet the needs of the community. When it comes to infrastructure, there are many more worthy project ideas than available funding. Difficult trade-off decisions are made when weighing a project’s priority for funding.

Funding priorities are set based on the consequences—both advantageous and disadvantageous—of all options. Ranking pedestrian benefits higher for funding priorities would fundamentally shift the City’s selection outcomes to implement the Plan’s recommendations. This shift



*The Promenade offers a comfortable and attractive pedestrian experience.*

**“Ranking pedestrian benefits at the top of funding priorities would fundamentally shift the City’s selection outcomes to implement the Plan’s recommendations.”**

in priorities would prioritize CIP investments that offer improvements consistent with the Vision Zero and No Net New Trips concepts. This would allow for more funds to be allocated towards planning, design, and construction of pedestrian connections that improve the pedestrian environment. It would also influence the choice of applications submitted to Metro’s Call for Projects and other First Mile-Last Mile funding sources. The Pedestrian Action Plan aids this process by creating a data-rich analysis of project priorities. A component of this practice would be regular use of the Transit Walkshed Analysis (Ch. 4), and in applications to funding sources that prioritize transit access (Ch. 6).

### Practice 3. Use a Project Charter Memorandum to Document Decisions

#### ! RECOMMENDED IMMEDIATE ACTION

Clear direction on project outcomes can help projects to consistently utilize best practices for pedestrian safety and convenience. A “Project Charter Memo” is a useful tool that is completed by the project manager to document key decisions and milestones for a project. A charter system would improve communications among City staff during project development and design with the goal of ensuring that pedestrian amenities are built into the project. The practice would also mean that planning, operations, and enforcement staff consider the project’s effect on all modes of travel.

### Practice 4. Improve Data Collection

The Planning and Community Development Department and the Police Department continually upgrade their



*Creating additional connections between Downtown Santa Monica and the beach is an important component of Pedestrian Action Plan recommendations.*

data collection, storage and management systems as more powerful software is introduced every five to seven years. In order to make the process most efficient in terms of both cost and operation, coordinated efforts to synchronize upgrades and technology will become increasingly important. Local collision reports are already collected digitally in the field. As the statewide collision reports are digitized, both local and statewide data may become more quickly available. In the short term, in order to make collision analysis more meaningful locally, the number of fields entered into the local police

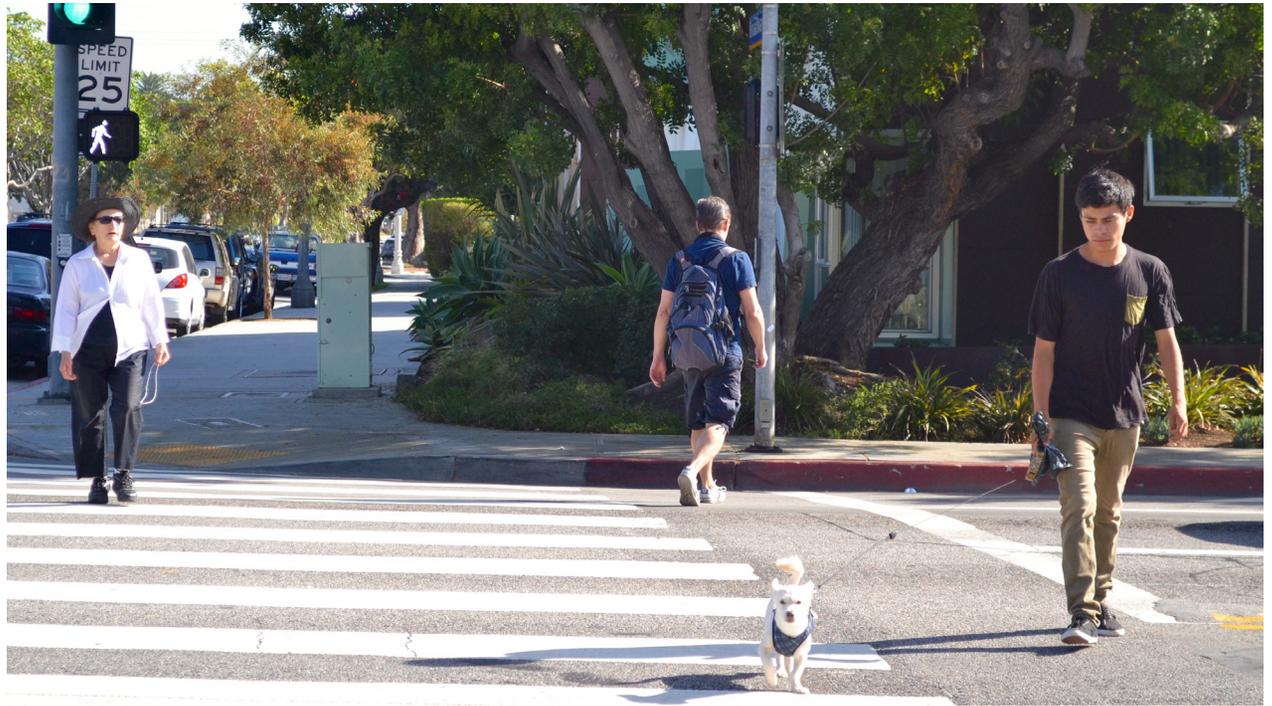
database should increase. Joint annual workshops for PCD and SMPD staff should focus on reducing key data gaps, including: primary and associated collision factor determination; demographic information; street naming conventions; and any other newly or previously identified barriers to understanding collision patterns. As a regular practice, the SMPD Problem Solving team would then be able to develop enforcement and operational details and messages that are directly tied to their analysis of the primary factors causing pedestrian collisions.

## Practice 5. Maintain a Focus on Improvements for More Vulnerable Populations

Geographic areas where students, seniors, people with disabilities, and low income residents live and frequent should receive priority treatment for pedestrian improvements because of increased dependence on walking to meet daily needs. Higher priority areas may evolve over time, so data should be periodically updated to track these vulnerable populations. Areas that are expected to continue to be prominent include: areas adjacent to Wilshire Boulevard between 20th and 26th Streets, east of Bergamot station, along portions of Pico Boulevard, and the eastern section of Downtown bound by Wilshire Boulevard, Colorado Avenue, Lincoln Boulevard, and 5th Street. It is recommended that the City conduct a study to identify locations that may be particularly difficult for people with disabilities.

## Practice 6. Continue to provide an Effective Management System for Resident Concerns

Easy reporting methods combined with quick responses to resident concerns about sidewalk and crossing conditions will continue to reduce trip and fall and other risk management concerns. The current City 'Go System' is effective and should evolve with technological innovations. It should also be amended to provide a means of prioritizing the completion of projects and connections that are identified as important by the public. Developing a warrant system to evaluate the need for improvements, based on the Pedestrian Action Plan Toolkit and compliance with state laws, and an accompanying prioritization system for expensive improvements, would be beneficial.



*Pedestrians crossing 26th Street at Broadway.*

## Practice 7. Improve Pedestrian Facilities Through the Permitting Process and Day-to-Day Activities

Applicants proposing property development can be required to design projects that consciously create better pedestrian conditions, Municipal Code standards for driveway location, building design and pedestrian-oriented lighting that supports pedestrian travel should be continuously reviewed and updated to incorporate professional best practices.

The City process for installing pedestrian improvements and public amenities in the public right-of-way, such as parklets and bus stop seating, should be as straightforward

and easy to navigate as possible. It should also be easy to make alterations to installations by allowing staff to identify corrections to public realm deficiencies and make enhancements to the pedestrian environment once identified. One example would be to identify and alter sidewalk furniture to maximize sidewalk width.

In addition, temporary traffic control requirements need to be stricter, to help provide a continuous and uninterrupted path of travel for pedestrians of all ages and abilities including those with visual, cognitive, and mobility impairments. The City should require enhanced temporary traffic control in support of pedestrians, especially disadvantaged and vulnerable populations.

## Practice 8. Performance Monitoring

The City has regularly monitored plan implementation progress in recent years. This Plan includes performance measures that will be used to monitor achievement of Plan goals through annual reporting. A more active pedestrian count program will measure citywide walking levels and will collect data on seasonal and time of day variation, and other dynamics of pedestrian travel. The City counts will help City staff understand the impacts of project and program activity. Performance monitoring metrics are described in Chapter 6.

## Practice 9. Expand Use of Innovative Traffic Signal and Street Operations Strategies

The regular practice of setting and adjusting traffic signal cycles presents an opportunity for significant pedestrian realm enhancement. Phasing and hardware strategies should further separate conflicting pedestrian and vehicle movements. Actions can include:

- Split phasing: requiring autos approaching the intersection from opposite directions to take turns crossing the intersection, such as allowing only North bound traffic followed by South bound traffic.
- Protective left turns: allowing left turns during green arrows only.
- Flashing yellow arrow permissive left turns.
- Pedestrian ‘walk’ phase: timing traffic signals to automatically allow pedestrians to cross should be the default, except when there may be circumstances that make it inappropriate.

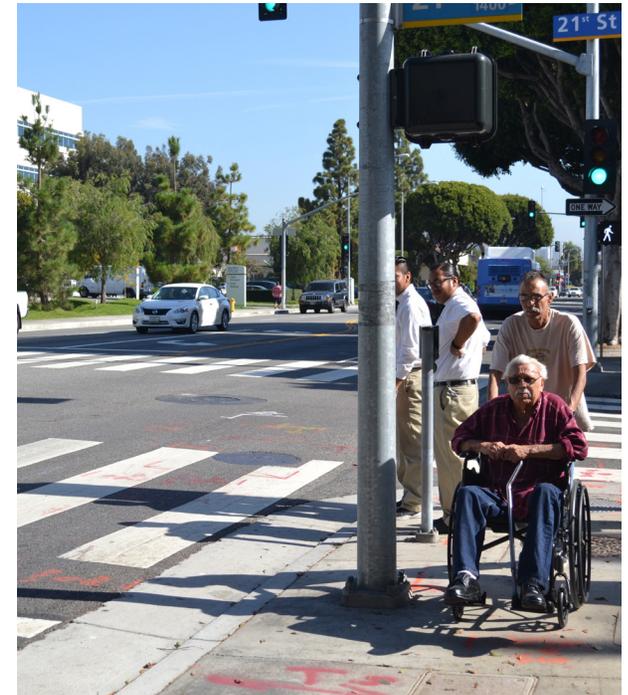
Decreasing walking speeds to 2.8-3.0 feet per second, from a more traditional 3.5 feet per second, in the following locations would also ensure more comfortable crossing:

- The Hospital area
- Areas within 1/2 mile of senior activity and residential centers
- Downtown

Community members often described the traffic signal walking phase, defined as the combined time of the ‘walk’ and ‘flashing red’ indicators for pedestrians, as providing insufficient time to cross major streets. Reconsidering this timing to give pedestrians more time is a simple but meaningful way of increasing pedestrian priority. Separating signal phases through pedestrian ‘scrambles’ also allows people to walk across the street while not competing with vehicles in areas with the greatest pedestrian demand.

Where necessary, the following mechanism should be used to provide the most up to date safety measures:

- Lead Pedestrian Intervals
- Right turn overlaps
- Time of day adjustments
- Consistent and predictable signal and striping methods
- Continue practice of participating in Federal Highway Administration (FHWA) ‘Experimentation’ process to try using traffic control devices in ways otherwise not approved.
- Explore new materials and pavement treatments for quicker and cost effective interim installation of curb extensions, median refuge islands, and curb radius reductions.



*Crossings at Santa Monica Boulevard near the hospital.*



*Vehicle waits to complete turn while pedestrians cross.*

## 5.2 Programs

Programs provide the encouragement, outreach, education, and human touch to encourage walking in Santa Monica. Programs are important to reduce social and perceptual barriers to walking, and encourage more people to walk occasionally or regularly. Examples include the Safe Routes to School Program and Open Streets events. This category also includes “Vision Zero Santa Monica” which is a program to institutionalize the community’s priorities for safety for all roadway users. Programs are citywide, involving both public and private partners.

Programs described in this section build on the existing network and also introduce new efforts. More than sixty encouragement and educational program ideas were suggested by community members during the public input process.

This Plan’s programs use many of the community suggestions and are designed to reach residents, visitors, and employees across the city to encourage more people to walk more often and to encourage drivers to be more vigilant about pedestrian safety.

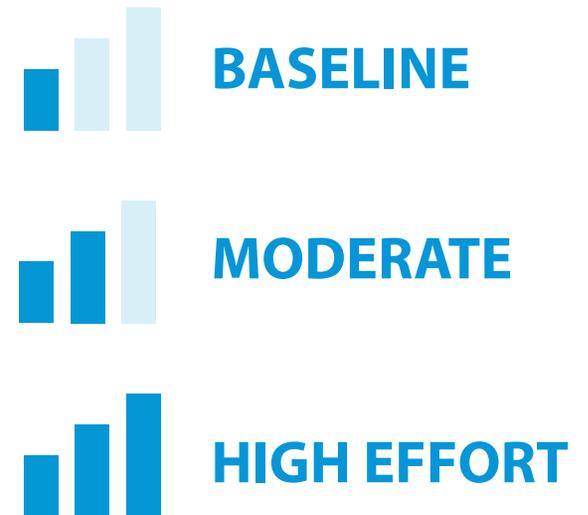
Residents requested additional enforcement of laws enacted for pedestrian safety. Crash data evaluated in this Plan indicates that pedestrian compliance with the California Vehicle Code is high, and that failure of drivers to yield pedestrian right of way is frequently identified as a primary collision factor. Therefore, the recommended safety programs focus on strengthening motorist compliance with vehicle laws related to crosswalks and yielding to pedestrians. Recommendations are balanced with education for all road users to share the streets of Santa Monica.

For the program components, community partnerships are needed to increase participation and create a culture where walking is a preferred means to access schools, transit, and places of business. Table 5.1 identifies potential partners. As programs progress, these organizations may be interested in supporting efforts, either by publicizing opportunities to their constituencies or by more active involvement to create and deliver programs.

For each program, anticipated funding availability guides implementation steps. First steps are identified as Baseline, a more intensive effort is characterized as Moderate, and High Effort items are the most resource intensive.



Cyclists riding at LA’s CicLAvia in 2013.



## Program 1. Vision Zero Santa Monica

### ! RECOMMENDED IMMEDIATE ACTION

Vision Zero envisions zero fatalities and severe injuries of any roadway users. This Plan proposes a Vision Zero program to achieve safety for everyone on the street. Components of the Vision Zero program include prioritizing and organizing community safety goals, and facilitating the systematic implementation of current and future actions that support walkability for people of all ages and abilities. A full-time Pedestrian Coordinator would manage the program to ensure that pedestrian needs remain a focus of city operations and public infrastructure investment, acting as a resource to City staff and community members. With a heightened awareness of actions to improve the safety and comfort of pedestrians, Vision Zero would inform the Capital Improvement Program, ongoing maintenance, and activities to provide access. Multiple City departments, including the City Manager’s Office, Public Works, Planning and Community Development, and the Police Department have already begun Vision Zero inspired efforts to lower speed limits, redesign streets, implement meaningful behavior change campaigns, and enhance data-driven traffic enforcement. Vision Zero Santa Monica would better coordinate them for efficiency, mutual support, and accountability.

The Pedestrian Coordinator would be the point person for gathering, sharing and publicizing data and monitoring the results of actions in this Plan. Under Vision Zero, the safety of all people on the streets would have a raised profile in the community. In addition, the Pedestrian Coordinator would host departmental trainings related to new practices in pedestrian planning and design, facilitate opportunities for collaboration, be responsible

Table 5.1. Potential Community Groups Partners

Partners	
Boys and Girls Club	Santa Monica Family YMCA
Business Improvement Districts (Pico, Main, Montana)	Santa Monica-Malibu PTSA Council
Buy Local Santa Monica	Santa Monica-Malibu Unified School District
Chamber of Commerce	Santa Monica Pier Corporation
CicLAvia	Santa Monica Spoke
Downtown Santa Monica, Inc.	Santa Monica Travel and Tourism
Neighborhood Associations	Santa Monica UCLA Medical Center
Police Activities League	Santa Monica Walks
Religious Organizations	Santa Monica/Westside YWCA
Samohi Solar Alliance Student Club	St. Johns Medical Center
Santa Monica College	Wise and Healthy Aging

for pedestrian-related policy and implementation, and advocate for top quality solutions for people of all abilities.

- BASELINE.** Create and fill a Pedestrian Coordinator position with specific responsibility to facilitate inter-departmental pedestrian initiatives and work with the community and stakeholders.
  
- MODERATE.** Dedicate specific budget for programs to be implemented in each Department. Prioritize and codify pedestrian concerns in the planning and design process.
  
- HIGH EFFORT.** Dedicate funding for capital improvements.



*Education and encouragement programs are designed for children, adults and families alike.*

## Program 2. Pedestrian Safety Campaigns

### RECOMMENDED IMMEDIATE ACTION

Periodic road safety campaigns such as “Watch the Road” and “It’s Up to Us” programs have provided service announcements highlighting ways each different road user can take responsibility for street safety. These campaigns should be deployed regularly to promote an attitude of roadway safety and awareness. A next step could be the evaluation and expansion of the campaign to broaden awareness of pedestrian safety through programs that target more specific populations like transit users and tourists.

 **BASELINE.** Continue the “Ten Ways to drive, Bike and Walk More Safely” effort that is the foundation of “Watch the Road” and “It’s Up to Us.”

 **MODERATE.** Evaluate and expand the existing campaign to reach a wider audience.

 **HIGH EFFORT.** Consider expanding the campaign to include additional components, including messaging in private and public spaces, media efforts, community and school outreach.

**"Santa Monica loves educational programs. Such a campaign is desperately needed for pedestrians."  
-Mindmixer participant**

**Additional Pedestrian Safety Campaign efforts could include:**

**“WELCOME ABOARD” EXPO.** To expand the reach and use of Expo Light Rail, a multi-media “How to use Expo” campaign that can teach people how to use the train and access the stations safely. These efforts will expand on the national ‘Operation Lifesaver’ program that has been effective in reducing collisions involving people and vehicles on rail tracks. The programs would distribute information on how to follow traffic laws to reach stations in all modes, what to expect at Expo stops, and reasons for not running for the train. Transit-specific encouragement and safety outreach material for Santa Monica residents are included. As funding sources are identified, the program could include online and personal travel assistance for walking to stations and connecting to other Metro and Big Blue Bus services. The campaign can also promote the light rail system through discounts to neighboring businesses, Internet content competitions, or social media.

**FOLLOW THE RULES PROGRAM.** Motorist failure to yield to pedestrians is the main cause of pedestrian injuries and fatalities, but other road users also need to observe laws that govern City streets. Community members also cited concerns about public compliance with laws during the development of this plan. Streets need to balance the needs of many types of users – walkers, drivers, bikers and transit-users. This also includes sidewalks, which are part of our street network, and the intersections and driveways where pedestrians cross. A “Follow the Rules Campaign” and Enforcement

Program would provide education that targets all users and disseminates key information, to build awareness. This is closely linked with Vision Zero Santa Monica in the communication of respect and care among all roadway users to ensure they safely share the road.

Locally relevant pedestrian-related laws and issues can be incorporated into “Watch the Road” and “It’s Up to Us” campaigns, while still providing a multi-media campaign geared toward safe behavior of drivers, bicyclists, and pedestrians. The campaign’s effectiveness will require complementary enforcement that targets the behaviors

## "Be Safe, Be Seen"

**IN 2012, THE SANTA MONICA POLICE DEPARTMENT CONDUCTED A SAFETY CAMPAIGN THAT REACHED THOUSANDS OF RESIDENTS AND VISITORS. THE CAMPAIGN INCLUDED:**

- Producing "Be Safe, Be Seen" pedestrian awareness advisory video and Public Service Announcement,
- Hosting 11 Neighborhood Watch meetings,
- Conducting 16 crime prevention presentations, at 6 schools, and
- Staffing 10 community events, reaching thousands of visitors and residents.

that cause the most serious and frequent collisions. The program should comprehensively evaluate prior street safety communications, including response to the existing campaigns, and develop dynamic messaging and an on-going implementation program to be integrated into SMPD annual programs and other City communications outlets. New outreach material should be developed to specifically address Failure to Yield, pedestrian alcohol involvement, and midblock collisions.

**VISITOR SAFETY CAMPAIGN.** Travelers from every continent visit Santa Monica. Some may have difficulty navigating the roadway due to language barriers, while others from countries like Britain and Japan are challenged by the need to reverse their usual orientation to road directions. A pedestrian safety campaign geared toward visitors, including considerations of the unique needs of international visitors, would include fun and effective messages about how to safely enjoy Santa Monica destinations on foot or by car. This campaign would be coordinated with the “Rules of the Road” program, to provide clear and helpful information that fosters awareness on the road. Walking and bicycling safety tips would be distributed through the Convention and Visitors Bureau, Downtown Ambassadors, and hotels, and training about communicating pedestrian safety with visitors would be provided to Santa Monica hospitality industry workers. The program would develop and distribute symbolic, highly graphic messages specifically targeting tourists.



*Clearly marked crosswalks encourage pedestrians to cross at designated locations.*

## Program 3. Safe Routes to School (SRTS)

### ! RECOMMENDED IMMEDIATE ACTION

Safe Routes to School (SRTS) is a program designed to create safe, convenient and fun opportunities for students to bicycle and walk to and from school. SRTS is a multi-faceted program that includes encouragement, physical improvements around school sites, student and parent education, and enforcement of school-zone rules. SRTS can decrease the prevalence of childhood obesity, help students arrive at school alert and ready to learn, and teach crucial rules of the road that provide life-long safety skills. Active transportation to neighborhood schools also reduces traffic congestion and cut-through traffic on residential streets. Physical improvements for SRTS have been included in the projects section later in this chapter.

Bike It!-Walk It! is a SRTS event started by the Santa Monica High School Solar Alliance student club to encourage students to bike, walk or take transit to Santa Monica's public K-12 schools. It is held in the fall and spring of each year, with support from the school and PTA, with significant student participation.

On-going program support promotes continued coordination among the Santa Monica-Malibu Unified School District, and Parent Teacher Associations which will help expand safety and skills programs to all public schools within five years with more emphasis on the

walking and street-smart education component in addition to biking. Safe Routes to Schools will also aid the City to implement infrastructure alterations in the public right of way to support walking and biking. A systematic evaluation of streets within a quarter mile of the city's K-12 schools would help prioritize improvements.

In 2015, the City established a part-time coordinator position allowing ongoing parent education, youth promotion of walking and biking, and media and outreach campaigns that improve pedestrian safety in all school neighborhoods for children and adults alike. An expanded program would add walking safety assemblies, walking field trips and instruction provided at schools and at CREST after school programs.

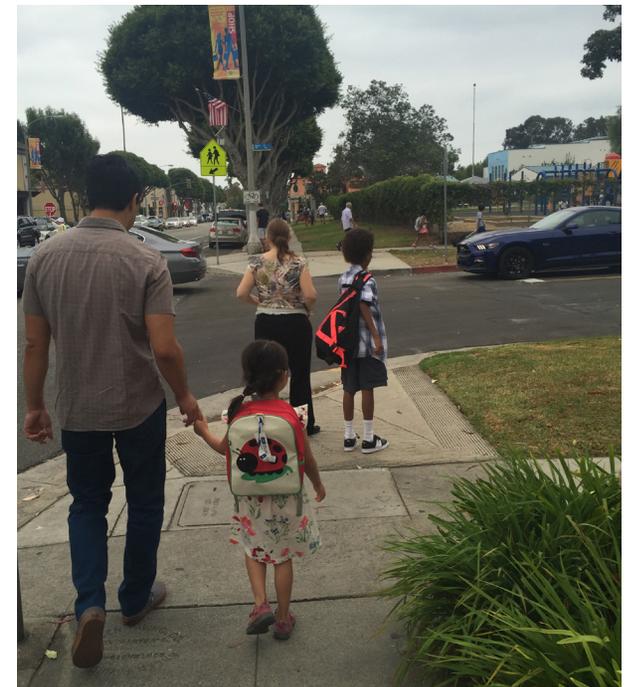
**BASELINE.** Continue Bike It!-Walk It!-Bus It! days, back to school resource materials.

**MODERATE.** Conduct SRTS bike and pedestrian safety class at all CREST after-school and summer programs; develop media outreach program in partnership with SMMUSD; develop parent education materials and outreach.

**HIGH EFFORT.** Integrate SRTS bike and pedestrian safety classes in SMMUSD curriculum and teach annually at each school, including safety assemblies or other walking events. Identify appropriate SRTS related capital projects through community outreach.

### SAFE ROUTES TO SCHOOL

Safe Routes to School programs are geared towards teaching kids about the “rules of the road” and encouraging them to take active transportation to school. The program’s approach is based upon the five E’s: Engineering, Education, Encouragement, Enforcement, and Evaluation. Teaching kids proper safety helps children gain independence and stay healthy.



*Parents are encouraged to walk students to school.*

## Program 4. Pedestrian Wayfinding, Routing, Signs and Maps

### **!** RECOMMENDED IMMEDIATE ACTION

Wayfinding includes helpful signage, design elements, and maps to allow easy navigation to specific places. With the upcoming arrival of Expo Light Rail, wayfinding is particularly important so light rail travelers can get their bearings and reach their destinations.

The pedestrian wayfinding program will center initially around station areas and commuter/visitor destinations using already-secured grant funding. It will include elements such as maps, consistently designed signage, and other markers integrated with street elements such as light and street sign poles, bus stop signs and maps, bike share kiosks, etc.

A more extensive program might include expansion of the program citywide, using maps that highlight destinations and attractions of public importance. Publishing the collection online would allow organizations or individuals to distribute the information to their groups.

Estimated cost range for this immediate action ranges from a minimum of \$500,000 for Expo sign expansion, plus \$20,000 to \$50,000 for map collection.

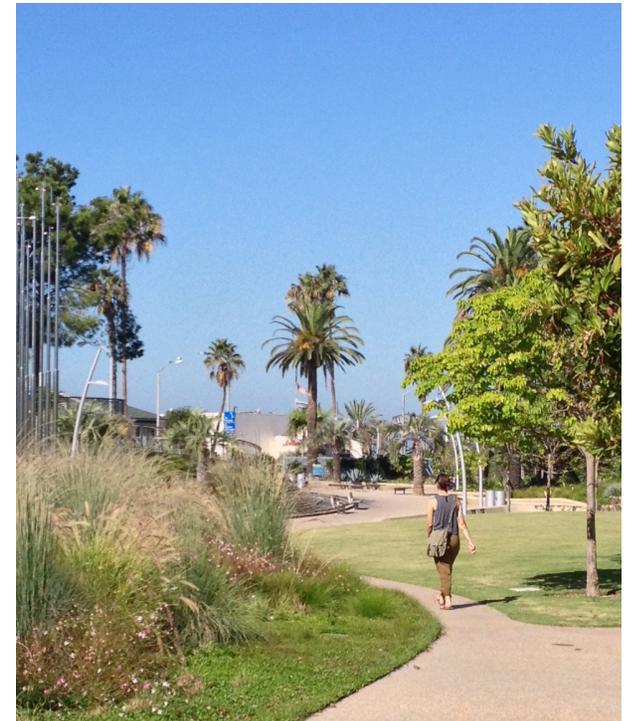
- BASELINE.** Implement funded projects.
- MODERATE.** Expand Expo-oriented wayfinding to include locations up to two miles from stations.
- HIGH EFFORT.** Implement a community-wide system linking pedestrians to destinations such as parks, schools, and commercial areas.



Sample wayfinding map or brochure that would help visitors easily navigate through Downtown.

### Additional efforts may include:

**MOST BEAUTIFUL ROUTING.** Point-to-point mapping technologies have become an invaluable transportation tool, but oftentimes the shortest route may not be the most pleasant. With Santa Monica’s unique attributes and large tourist population, routing information that allows users to plan a walk based on beauty could prove popular and help encourage more people to walk. The City could host a contest to identify the most beautiful places for display on print and online walking maps. The City would need to fund the development and maintenance of this routing application, or collaborate with software developers.



Beautiful pedestrian route to Downtown through Tongva Park.



Walking along tree-lined path in Palisades Park.

### WALK WITH A DOC – A WALKING PROGRAM SUCCESS

The “Walk With a Doc” Program was created in 2005 by Dr. David Sabgir, a Westerville Ohio cardiologist, as a way to improve the health and well-being of his patients. The program has been expanded with the mission to encourage healthy physical activity in people of all ages, and reverse the consequences of a sedentary lifestyle. The program includes volunteer physicians who commit to meeting with community members for walking events by posting dates and locations of events and allowing members to sign up for an event that is convenient for them. While participants move at their own pace, they have the opportunity to chat with local physicians and fellow community members. The activities do not require any special gear and is available to anyone. The program continues to expand and today boasts over 90 participating physicians in four countries. Locally, there are physicians volunteering for the program in Los Angeles, Thousand Oaks, Redondo Beach, Malibu, Culver City, Glendale, and Long Beach.

Once identified, participating physicians can begin sharing program information with their patients. Word of mouth coupled with a marketing campaign ensures community participation and program success.

## Program 5. Safe Routes for Seniors

### ! RECOMMENDED IMMEDIATE ACTION

A new program providing active opportunities for seniors will foster healthy aging and longer years of independent living. The Safe Routes for Seniors program will look sensitively at the needs of the wide array of Santa Monica seniors. It will develop tools and services to help them find ways to meet their transportation needs through trips that include walking and transit, both by bus or light rail. Developing programs that include group walks geared towards seniors will also encourage social bonding. The program will include key awareness topics such as education for drivers to pay particular attention to senior pedestrians and specific improvements such as modifying crossing time in areas that experience a larger number of seniors walking.

 **BASELINE.** Post existing walking route maps online and distribute in print to senior programs.

 **MODERATE.** Provide fiscal support for local advocacy organizations to host regular tours.

 **HIGH EFFORT:** Assign Safe Routes for Seniors program to Pedestrian Coordinator to develop and deliver a program that addresses safety, transit, and encouragement needs of seniors, including regularly developing and promoting walking routes.

## Program 6. Walk Like a Local

Santa Monica has an employer-based TDM program that works closely with larger employers to reduce employee commute trips and recently adopted a program for newly-constructed residential dwellings. This program would serve thousands of existing Santa Monica residents, and complement the new regulations. A new Residential Transportation Demand Management (Residential TDM) program would encourage residents to consider walking as a viable alternative to personal automobile use for trips such as going to work, to the market, or other local destinations. A Residential TDM program will depend more heavily on outreach programs and incentives due to the nature and diversity of residential trip-making.

The Residential TDM program will provide residents with free, customizable transportation resource kits as well as free events and incentives. The program includes specially-created materials for residents to learn about transportation options. Free events will help residents try walking, biking, or transit. Useful incentives, such as tote bags, transit passes and discounts, cart rentals, and short-term storage might spark enthusiasm for the initiative and remove barriers to walking while shopping.

-  **BASELINE.** Include walking as an option in materials distributed to residents.
-  **MODERATE.** Target specialized outreach or friendly competitions to residents encouraging them to walk to destinations close to their homes. Provide shopping carts and other incentives to encourage walking.
-  **HIGH EFFORT.** Provide personalized travel outreach to new and existing residents providing guidance and trip planning for destinations accessible through walking.

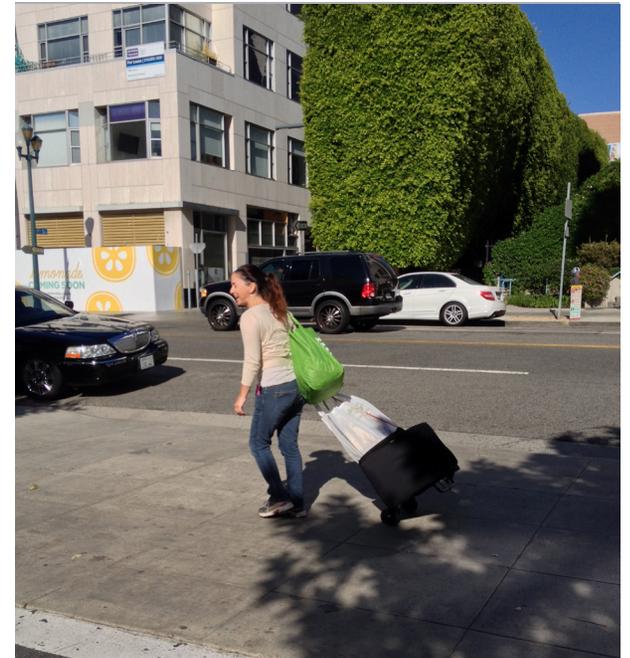
### WHY TRANSPORTATION DEMAND MANAGEMENT (TDM) FOR RESIDENTS?

Residential TDM programs are effective because they can offer a personalized touch to participants. Programs can feature high levels of interaction between community members and outreach staff. The residents' ability to choose which transportation resources are included in their free kit means they only receive information that appeals to their needs and interests. The Portland SmartTrips model consistently posts high performance marks: double the estimated public engagement rates (15 percent - 28 percent versus the 8 percent engagement goal), 10 percent reduction in participants' vehicle miles traveled (VMT), and a 14 percent increase in participants' usage of active transportation.

### Additional efforts may include:

**WALK LOCAL PROGRAM.** Tap into and expand the Buy Local concept by creating a Walk Local Program to help people walk and shop, by providing carrier bags, cart rental, safe short-term storage or other amenities to remove barriers to walking while shopping. The City should encourage Buy Local and local merchants to promote walking ideas and incentives. Program coordinators could create a library of items that can be loaned to residents to make walking easier, including carts. The program could leverage customer reward programs to incentivize walking to local businesses.

**SUSTAINABILITY PROGRAM.** Walking is the most sustainable form of transportation. Every time walking replaces a potential vehicle trip, the City moves closer to its climate change goals and target of No Net New PM Peak Hour Vehicle Trips. Providing transportation allowances for pedestrians, incorporating a walking mode in trip planners, and other services, would further this goal. The City can feature the importance of walking to Santa Monica's sustainability identity and the region when publishing City-sponsored publications like Seascapes. The messages should be a part of community events including National Night Out, Santa Monica Festival, and Bike it! Walk it! days. Other elements would include public meetings to discuss the findings of Pedestrian Plan report card, incorporating walking into citywide sustainability metrics, and developing an educational piece that describes how walking supports sustainability for local partners. Pursuing grant funding opportunities that link Greenhouse Gas reduction to walking would also be critical.



*Walking with parcels is easier with a wheeled cart.*



*Walking is the most sustainable form of travel.*



Cyclists riding at LA's CicLAvia event in 2013.

### ECONOMIC BENEFITS OF CICLAVIA

Think LA's CicLAvia event is all fun and games? Think again.

The June 2013 event netted an estimated \$52,000 windfall for 129 businesses along the route that were part of a UCLA study on the event's effects. The conservative nature of the estimate means the actual economic benefits are likely even higher. UCLA's Lewis Center advises businesses along the route to embrace the concept and engage with participants.

Their analysis includes a list of recommendations for maximizing the benefits of street closure events such as moving wares closer to participants, if possible, by using a booth, music, and event-specific signage.

## Program 7. Open Streets

"Open Streets" events limit motor vehicle access for part of a day so people can walk, bicycle, gather, relax, and participate in activities on car-free City streets. Events can span a few blocks or several miles of residential and commercial streets, creating a route that connects parks and local destinations without the noise and stress of motor vehicles. Open Streets events promote health by creating a safe and attractive space for physical activity and social gathering. Open Streets events also create new experiences and perspectives about the street that can build community excitement about walking and complete streets.

An Open Streets event is already planned for 2016 using Metro grant funds for the Downtown/Main Street area to the 4th Street/Downtown light rail station. The event will celebrate the Expo Line opening and promote First-Mile/

Last-Mile walking and biking connections. Additional events could be planned for Main Street, Montana Avenue or Pico Boulevard in coordination with pedestrian and bicycle advocates and local business organizations.

-  **BASELINE.** Implement Metro funded Open Streets event to commemorate Expo Light Rail service in Santa Monica.
-  **MODERATE.** Host an Open Streets event on Main Street or Montana Avenue, limiting motor vehicle cross street traffic to select locations. Partner with CicLAvia to include a Santa Monica route in its annual programmed schedule, or produce annual event.
-  **HIGH EFFORT.** Program an annual Open Streets event in conjunction with the Group Walking Events (Program 10).



People fill the street at the 2015 Main Street Summer SOULstice event.

### Program 8. Work Zone Pedestrian Safety

Since construction projects can range from a few days to possibly years in length, considering pedestrian safety in work zones is critical. Current construction accommodations for pedestrians are not consistent and often vary by project. Providing safe alternative paths is a legal requirement that demands careful consideration of local conditions to determine the best design. Depending on the circumstances, this could include rerouting pedestrians to cross at the nearest intersection or crosswalk, constructing a temporary walkway, or even determining that construction can be accommodated without use of the public right-of-way for the benefit of pedestrians in the project’s vicinity. Construction plans should utilize best practices, field reviews where necessary, collaboration during plan review, and inspection of construction requirements to ensure safe high-quality pedestrian routes.

- BASELINE.** Provide applicants and city staff with best practices for providing pedestrian traffic control during construction. Enhance travel routes to ease navigation for people with disabilities.
- MODERATE.** Create new practices and reviews to ensure pedestrians are accommodated with the least amount of disruption of regular pathways.
- HIGH EFFORT.** Establish regulations that limit impacts on pedestrians including restricting the amount of time sidewalks are not available for use. Regularly and proactively enforce the maintenance of construction related traffic control.

### Program 9. “Walk Downtown”

Downtown Santa Monica is a lively place, but pedestrian congestion during peak times can be frustrating to drivers, prompting consideration of this new program. Waiting to make a turn across streams of pedestrians is common, and some drivers may lose patience and take risks that result in collisions. During non-peak periods, drivers may also speed or drive distracted and threaten pedestrians. A Downtown-specific program to address the issue of safe driving in this high-intensity pedestrian environment can help build awareness and reduce behaviors that can lead to collisions. Downtown is identified as the focus for the program since the number of people walking and number of collisions in the area is high and pedestrian volumes will climb even higher when the Expo Line begins operation. The Walk Downtown Program will include regular review of reported collisions and concerns about specific locations. The “Walk Downtown” campaign will

promote the “park once” concept, the importance of pedestrians to the local economy, and the benefits of honoring the Downtown as a key pedestrian space. The program would include downloadable and printable walking maps and self-guided tour booklets.

- BASELINE.** Develop visitor-friendly messages for inclusion in existing materials.
- MODERATE.** Develop pedestrian safety print and poster campaign that connects Expo and Downtown Commercial patronage; review pedestrian collision data specific to Downtown and target implementation of pilot programs.
- HIGH EFFORT.** Coordinate encouragement, safety and enforcement efforts with promotional activities; provide self-guided tour booklets and maps.



*Pedestrian safety is an important objective of the Downtown Specific Plan.*

## Program 10. Group Walking Events

This is a new suggested program to encourage walking and promote the health and wellness of the community. Organized group walkabouts held on lunch breaks, weekends or evenings can encourage walking for physical activity while connecting Santa Monica residents with popular destinations such as the beach, local historic resources, or hidden treasures, such as street side art or gardens. A number of organizations already incorporate group walks within their programming. Helping organizations, such as the Santa Monica Conservancy and Walk with a Doc, to promote their work and recognizing their successes can help attract more people to these events.

**BASELINE.** Create new walking maps to popular Santa Monica destinations or featuring Santa Monica themes.

**MODERATE.** Host and promote a yearly walking challenge, encouraging neighborhood, school, and other groups to collectively walk and log miles. The group with the most miles could be recognized by Council or through other promotions.

**HIGH EFFORT.** Provide fiscal support for local advocacy organizations to host regular walking tours. Create promotional materials and tracking mechanism for Walking Challenge to enhance interest.

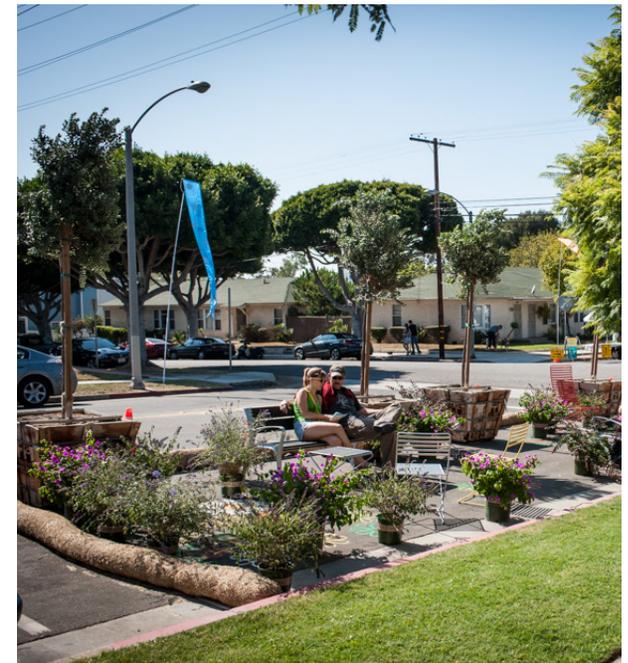
## Program 11. Activate Streets

This is a new program intended to formalize and enhance the City policy of activating streets through place-making. Streets can become more interesting by introducing art, seating, trees and other amenities that improve the walking experience. Street amenities that favor walkers send an important message about Santa Monica’s commitment to high quality places. A program to permit public use of the street right-of-way, similar to the existing program for outdoor dining, would create opportunities to develop community gathering spots and points of interest on a temporary or permanent basis. This may range from allowing community groups to use parking spaces for special events that activate sidewalk activity, such as the annual “Park(ing) Day,” to semi-permanent parklets that replace parking spaces or red curb areas with seating or other amenities with appropriate design precautions. Larger plazas might be installed on vacated streets. The City might promote temporary installations using days significant to Santa Monica’s history or to celebrate achievements.

**BASELINE.** Encourage property owners to activate building frontage zones with pedestrian-scale art, and encourage it in City policy. (Specific and Area Plans.)

**MODERATE.** Develop a program to enable temporary use of the public right-of-way for community gatherings like Park(ing) day or parklets within city guidelines and criteria.

**HIGH EFFORT.** Initiate implementation of semi-permanent community gathering spots such as parklets or plazas with street furniture, including early implementation at appropriate locations within the Downtown, Main Street, Montana, Nebraska Avenue within the Bergamot Area Plan areas, Ocean Park Boulevard business district at 17th Street, Downtown and in close proximity to the Expo stations. Consideration for regularly-scheduled or permanent street closure treatments may focus on street ends, at locations where closing the street can improve its legibility, and in areas where pedestrian activity affects motor vehicle operations.



Parking spaces are replaced with a parklet, which creates an interesting activation of the streetscape. Source: SM Spoke

### Additional efforts could include:

**TRAFFIC SIGNAL CONTROL BOX ARTWORK.** A new program is proposed to beautify traffic signal control boxes, which contain the computer systems that operate traffic signals. They are a prominent part of the pedestrian zone, but are not particularly attractive streetscape

elements. Partnering with artists or neighborhood groups to turn them into elements that beautify the pedestrian environment would promote neighborhood character and also demonstrate that pedestrian-level improvements are a City priority. This program could beautify a set number of boxes per year through contests or partnerships with local artists or schools such as the

program to add visual interest to Lincoln Boulevard south of the Santa Monica Freeway. Although the initiative would attract the interest of all travelers, the boxes' "human scale" could particularly resonate with walkers. Creating walking routes or contests to visit all the boxes could further promote the idea of their accessibility to pedestrians.



Example of utility box art: Pot Dot Series by Lisa Hoffman; Oakland, CA.



*Beach path provides high visibility pedestrian crossings.*



*Vegetation should not obstruct pedestrian travel ways.*

## Program 12. Public Right-of-Way Pedestrian Improvement Program

To maintain and enhance the public rights-of-way, the City undertakes pavement striping, sidewalk maintenance, vegetation abatement, traffic signals, and street lighting through operational budgets and capital improvement programming. Many of these operations are administered by the Department of Public Works. With more proactive and systematic planning, regular operations can significantly improve conditions for pedestrians with minimal additional cost. An on-going complementary annual fund should be created to deliver pedestrian improvements consistently by either incorporating them into existing projects or defining new ones. As a standard practice, staff can consider the high demand or high collision areas identified in this plan to receive special pedestrian treatments such as painted medians, yield lines, or leading pedestrian signal intervals as part of maintenance efforts.

Existing programs can be slightly adjusted to better maintain pedestrian travelways and achieve objectives established within City plans. For example, regular paving restriping efforts could add new pedestrian-friendly crossing treatments and overgrown vegetation obstructing sidewalks could be more proactively mitigated by City crews within the limits of existing City code.

A regular program would include evaluating existing City projects and efforts to incorporate pedestrian improvements when changes are identified through the course of work, funding will have already been identified and not await a CIP funding cycle to address a community need for those that work.

-  **BASELINE.** Enhanced program coordination among City departments in effort to incorporate pedestrian enhancement into existing programs, and ensure unobstructed pedestrian travel ways.
-  **MODERATE.** Formalize existing programs using the project charter concept.
-  **HIGH EFFORT.** Target specific street segments each year (see below) or make program investments in additional efforts.

### Additional efforts could include:

**TRAFFIC SIGNAL AND INTERSECTION MODIFICATION PROGRAM.** The City should prioritize ten street segments each year with an annual budget of \$50,000 to implement relatively low-cost, high-value changes. Prioritization could include focusing on street segments with high collision rates. Current five-year data can determine the potential for quick action and low-cost improvements. Tools can include combinations of hardware and phasing improvements that standardize the operations and appearance of traffic signals. Solutions should minimize the potential for roadway users' conflicting movements including left turn protection, scramble phasing, and leading pedestrian intervals. (Refer also to the Pedestrian Action Plan Toolkit at the end of this document for additional strategies.)

**PAVEMENT STRIPING PROGRAM.** The City should consider systematically painting advance stop and yield bars, as well as green bike boxes, in front of crosswalks. This configuration discourages vehicle encroachment into the crosswalk as vehicles wait at traffic signals and stop signs. As a result, street crossings will be more comfortable for walkers.

### EXPAND MARKED CROSSWALK PROGRAM.

Wherever possible, City traffic engineers should install marked crosswalks and other appropriate facilities where warranted based on pedestrian demand. As intersections are re-striped, engineers should consider increasing the distance between crosswalks and stop/yield bars to reduce pedestrian uncertainty about whether drivers are planning to stop for them in the crosswalk, and to reduce potential for multiple threat collisions.

### CURB EXTENSION AND REFUGE ISLAND PROGRAM.

Curb extensions and median refuge islands shorten the

time that the pedestrian is in direct potential conflict with traffic. They can serve as effective countermeasures to avoid pedestrian collisions. A program with a \$300,000 annual budget for new curb extensions and refuge islands could install between two and four projects per year, although the exact number of installations would be based on specific design specifications. Curb extensions can also be designed to incorporate storm water management features. Curb extensions and medians could be temporarily installed with pavement markings before designs are finalized and projects are fully funded.



*Streets should be accessible to everyone, regardless of physical ability.*

**SIDEWALK GAP PROGRAM.** A program that prioritizes completing the few remaining gaps in the existing sidewalk infrastructure is recommended to provide complete access citywide. Gaps longer than 250 feet should be considered for the regular Capital Improvements Program.

## Program 13: Pedestrian Scale Lighting

Residents have expressed concern that it feels unsafe to walk after dark in parts of the city due to a lack of sidewalk lighting. Although intersections are well-lit and feature safety lighting at crosswalks, there are long dark blocks between intersections sometimes made darker with heavy tree canopy. The stretches of unlit areas create insecurity about walking alone. Pedestrian-scale lighting is needed to increase nighttime walking activity and promote transit use.

- BASELINE:** Apply for funding for pedestrian lighting, focusing on areas closest to transit stops.
- MODERATE:** Incorporate pedestrian lighting into City projects.
- HIGH EFFORT:** Systematically evaluate and prioritize streets that would benefit from lighting; regularly fund projects.

### PEDESTRIAN ACTION PLAN TOOLKIT

The Pedestrian Design Toolkit is intended to assist the City of Santa Monica in the selection and design of pedestrian facilities. The toolkit provides a collection of proven and potential pedestrian countermeasures and design treatments to prevent collisions and further the transportation safety goals in the Santa Monica Pedestrian Action Plan. The guidance provided here also serve as a tool for creatively developing capital and land development bringing this Plan’s goals to life.



## 5.3 Projects

Projects encompass building something new. Practices and programs shift the overall environment and perceptions of walking while projects install physical improvements to make walking in a particular place better. Some projects already have funding to implement them, some projects have been identified through other plans or programs, and others are ideas that will take more than a decade to materialize. The common theme is that all projects will make Santa Monica a better place to walk. The projects proposed in this Plan are based on extensive analysis, taking into consideration: anticipated walking patterns, adequacy of walking facilities, safety considerations, vulnerable populations and community feedback.

### CONCEPT DEVELOPMENT AND DESIGN

Final design of all street changes will be informed by site-specific surveys, civil engineering and land use considerations, and transportation conditions.

The project descriptions included in this plan are based on current transportation patterns, nearby land uses, City experience with different interventions, and best practices. Data available at the time of project development will be analyzed to confirm or substitute appropriate design elements. All projects will be subject to applicable environmental review consistent with the California Environmental Quality Act (CEQA).

Project actions build on best practices already in place in Santa Monica, including regular pavement maintenance, responses to GO System concerns, and a capital improvement program (CIP) that provides funding for street repaving as well as other improvements. All activities to repair and upgrade street infrastructure are opportunities to inject greater consideration for pedestrians.

Prior to project implementation, factors such as volumes of pedestrians and vehicles, adjacent land uses, transit service and regulatory requirements such as compliance with the California Environmental Quality Act (CEQA) and the California Manual of Uniform Traffic Control Devices (MUTCD) will be evaluated, with the use of the National Association of City Transportation Official (NACTO) Urban Street Design Guidelines.



*Median crossing increases pedestrian safety.*

As explained throughout this plan, national and international research in urban areas has shown that physical changes to the roadway can slow traffic near intersections reminding drivers to yield to pedestrians and reducing the number and severity of injuries from crashes. Roadway changes can improve driver visibility of pedestrians as well as pedestrian awareness of traffic. Median crossings and lighted crosswalks are already installed in select locations around Santa Monica. The installations have provided City staff with opportunities to test the treatments' effectiveness and propose design augmentations. The actions in this section would bring physical changes to the public right of way at high priority locations providing the greatest pedestrian safety, transit access and health benefits.

The planning process identified dozens of intersection and corridor locations for improvement and more will likely be identified over time. The longer term infrastructure projects are equally important steps for enhancing Santa Monica's pedestrian environment. They are presented in a phased strategy that spreads the significant investment required to achieve the full program over time.

**The Projects**

The projects proposed for 5 year, 10 year, and 15 year implementation are described in Tables 5.2, 5.3, and 5.4. Projects proposed for 5, 10, and 15 year implementation are depicted in Figure 5.1. Projects underway or previously identified in other City policy documents that substantially contribute to the walking environment are also included.

**As of 2015, the following projects in the 5-year plan already have funding secured:**

**EDISON LANGUAGE ACADEMY**

This project includes the area bordered by 22nd Street, Pico Boulevard, 30th Street and the Santa Monica Freeway. It will improve site access to this elementary school located in the Pico Neighborhood while implementing the eastern portion of the Michigan Avenue Neighborhood Greenway (ManGO) plan. This Safe Routes to School project was funded by the State of California.

**17TH STREET IMPROVEMENTS FOR PEDESTRIAN ACCESS AND LIGHTING**

This project includes lighting and curb extensions on 17th Street between Wilshire and Pico Boulevards, improving access to the Expo Light Rail station at 17th Street. The City will provide a local match to supplement this Metro grant awarded through its Call for Projects.

**Location specific enhancements are recommended in three time horizons:**

**5 year, 10 year and 15 year**

**5 YEAR IMPLEMENTATION PROJECTS**

**5** Projects identified in this initial time period have either been funded by grants such as Metro's Call for Projects or Caltrans' Active Transportation Program. Projects not yet funded will be pursued through the City's Capital Improvement Program should additional grant funds not be available.

**10 YEAR IMPLEMENTATION PROJECTS**

**10** These projects require funding and design work that is not anticipated to be completed within the next five years. Funding will be pursued through multiple grant opportunities and the City's Capital Improvement Program.

**15 YEAR IMPLEMENTATION PROJECTS**

**15** These projects are anticipated to take the longest amount of time to implement, requiring substantial funding, planning, design, and coordination.

Figure 5.1 Proposed Projects: 5, 10, and 15 Year Map

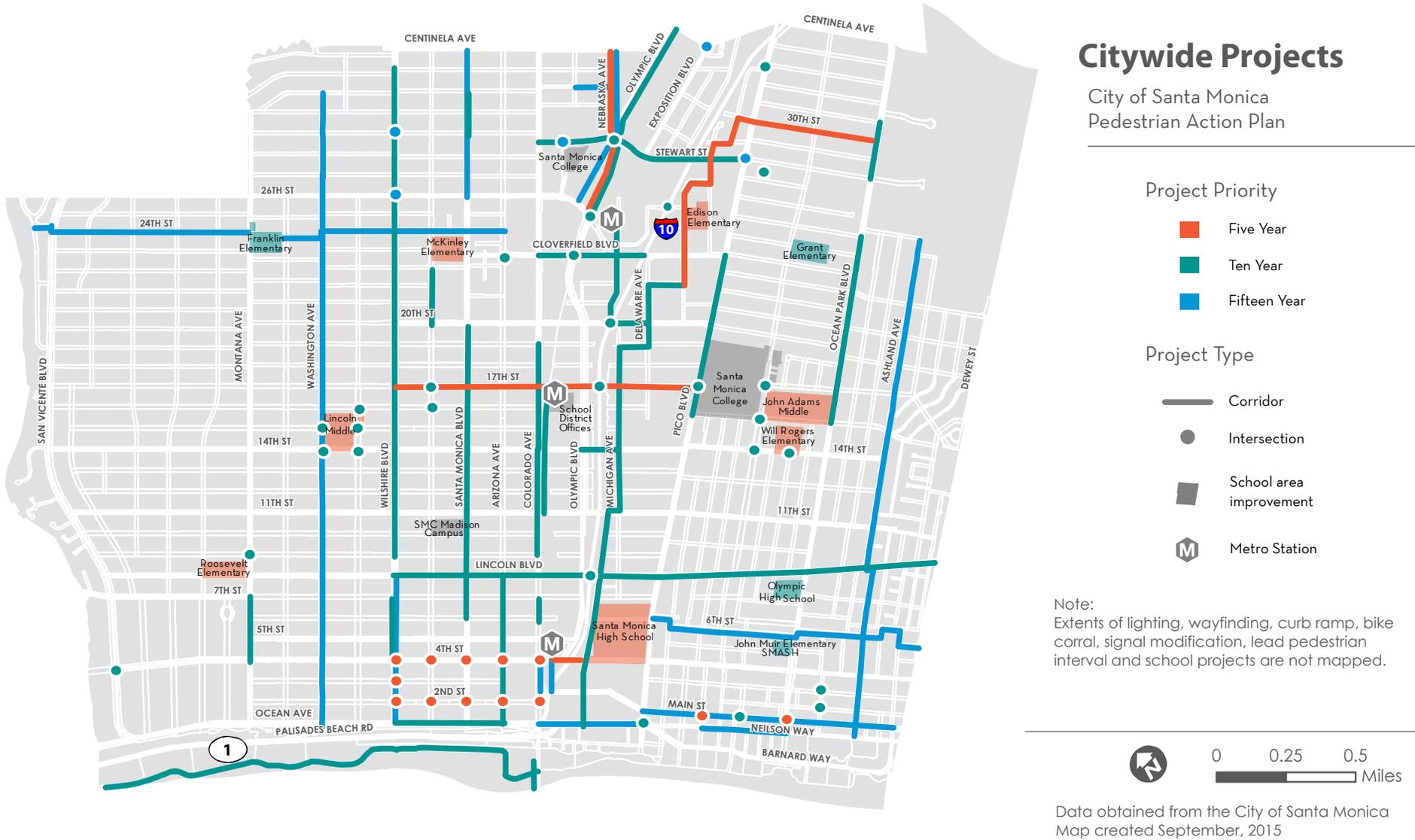


Table 5.2 Proposed Projects: 5 Year Table

Category	Location and Extents	Project Description	Cost Estimate*
Bergamot	Nebraska Street, Stewart to Centinela Avenues	Install four curb extensions, crosswalks, painted medians, 2 rapid rectangular flashing beacons, curb ramps at all corners; update signage and striping.	\$351,000
	Olympic Boulevard, 26th to Stewart Streets	Sidewalks (approx 1,100 LF) on north side of street; add access ramps; grind and replace one lane line; removing and replacing curb and gutter (per Bergamot Area Plan).	\$1,062,000
Downtown	4th Street/Interstate 10	Facilitate pedestrian crossing at 4th Street at 10 Freeway on/off ramp with sidewalk extension along the eastern side of 4th Street, pedestrian railing, fencing, and lighting along the 4th Street bridge with trees on non-bridge sidewalk. (Santa Monica grant application)	\$2,020,000
	Downtown, 2nd Street and 4th Street, Wilshire Boulevard to Colorado Avenue; 3rd Street at Wilshire Boulevard	Add pedestrian scrambles to 11 intersections allowing pedestrian crossing in all directions at the same time, and allowing autos to cross street and turn without presence of pedestrians.	\$200,000
Expo	Half mile radius from each Expo station	Develop and implement wayfinding program for pedestrians, cyclists and transit riders for first last mile connections; static and dynamic signs integrated into traditional signs. (Santa Monica grant application)	\$600,000
	Pico Neighborhood, in the vicinity of 17th Street/Michigan Avenue	Siting and installation of pedestrian-oriented lighting within Community Development Block Grant (CDBG) eligible neighborhoods, to 80-100 new light fixtures. (Santa Monica grant application)	\$795,000
Main Street	Main Street, Pico Boulevard to Marine Street	Install up to two parklets along Main Street between Pico Boulevard and Marine Street as a Pilot project.	\$80,000
Memorial Park	17th Street, Wilshire to Pico Boulevards	Streetscape project connecting Expo Station to north and south towards Santa Monica College, including pedestrian-scale lighting, and curb extensions. (Santa Monica grant application)	\$2,200,000
Safe Routes	Edison Language Academy, Area Bordered by 22nd Street to 30th Street/Pico Boulevard to Freeway	Edison Language Academy Safe Routes to School (eastern MANGo) including crosswalk striping, curb extensions/dual curb ramps, wayfinding, shared lane markings. (Santa Monica grant application)	\$415,000
	Schools, surrounding Public K-12 schools	Upgrade signs and striping to enhance safety adding curb extensions, flashing beacons and crosswalks at four schools. (Santa Monica grant application)	\$970,000
Citywide	Multiple	Install curb ramps at 50 locations.	\$1,760,000
<b>Total Pedestrian Action Plan 5 Year Project Costs</b>			<b>\$10,453,000</b>

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Figure 5.2 Examples of Treatments in Santa Monica



Table 5.3 Proposed Projects: 10 Year Table

Category	Location and Extents	Project Description	Cost Estimate*
Bergamot	Olympic Boulevard, 26th Street to Stewart Street, Berkeley Street	2 signalized midblock crosswalks through median island, as per Bergamot Plan, with curb extensions; future signalized intersection with new street at Berkeley	\$3,413,000
	Olympic Boulevard, Stewart Street to Centinela Avenue	Sidewalks (approx 2,800 LF) on north side of street; add access ramps; grind and replace one lane line; removing and replacing curb and gutter (Bergamot Area Plan cost estimate)	\$1,728,000
	Olympic Boulevard, Cloverfield Boulevard	Add curb extensions- consider reduction of lanes as follows: westbound Olympic remove right turn lane and install curb extension; southbound Cloverfield remove 1 left turn lane; NB Cloverfield remove 1 left turn lane and install curb extension. Signal modification and extension of median island	\$747,000
	Olympic Boulevard/Nebraska Avenue, Stewart Street	Reconfigure intersection with improvements to include combination of median island on Stewart Street, new curb ramps, moving limit line on Stewart Street northward to Nebraska Avenue (per Bergamot Area Plan)	\$923,000
	Olympic Boulevard, 26th Street	Reduce crossing distance and increase pedestrian separation from traffic by installing 2 median islands, 2 curb extensions, 2 radius reductions; leading pedestrian interval and new crosswalk markings	\$787,000
Boulevard	Cloverfield Boulevard, Broadway	Signal modifications including a left turn protected phase on Broadway and Leading Pedestrian Intervals on all approaches.	\$428,000
	Lincoln Boulevard, Interstate 10 to Dewey Street	Upgrade with components such as median islands, rapid rectangular flashing beacons, curb extensions and marked crosswalks (LinC plan in progress)	TBD-LinC plan pending
	Ocean Park Boulevard, 28th Street-31st Street	Curb extensions at 29th and 30th on north side	\$205,000
	Pico Boulevard, 17th-Cloverfield Boulevard	10 curb extensions along corridor, 3 median islands, new crosswalks, 2 RRFBs and textured crosswalk at 22nd, leading pedestrian intervals and new pavement markings	\$912,000
	Pico Boulevard, 33rd Street	Relocate EB transit stop (on south side) to far side of intersection	\$35,000
	San Vicente Boulevard, 4th Street	Curb extension and Rapid Rectangular Flashing Beacons	\$229,000

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.3 Proposed Projects: 10 Year Table (Continued)

Category	Location and Extents	Project Description	Cost Estimate*
<b>Boulevard (continued)</b>	Santa Monica Boulevard, 14th to 20th Streets	Mark existing crosswalks as continental crosswalks; At 20th Street leading pedestrian interval, adjustments to the pedestrian clearance time to allow more time for pedestrians to cross add left turn overlap to right turn phases; consider rearranging phase order so that the through traffic does not immediately follow the conflicting pedestrian phase.	\$455,000
	Santa Monica Boulevard, 6th to 14th Streets	Rebuild sidewalks with attention to alley intersections to prioritize pedestrians at intersection with alleys	\$306,000
	Santa Monica Boulevard, Yale to Berkeley Streets	Add left turn protected signal phases and necessary equipment	\$880,000
	Wilshire Boulevard, 9th to Franklin Streets	Curb extensions, crosswalks and yield lines at 15 unsignalized intersections with median islands	\$3,735,000
<b>Citywide</b>	Multiple	Install 20 Bike Corrals in the access zone, particularly in the Downtown or areas where demand for sidewalk space exceeds capacity	\$171,000
<b>Downtown</b>	Broadway, Ocean Avenue to Lincoln Boulevard	Add Curb extensions at 2nd, 4th, 5th, 6th and 7th Streets with special placement and design to allow bus operations to continue	\$1,474,000
	Downtown, Downtown Specific Plan Area	Install pedestrian scaled lighting in phases throughout Downtown	\$12,320,000
	Downtown, Downtown Specific Plan Area	Modify signals or turn restrictions with Overlapping right-turn signalization when left-turn phasing present- eliminating left turns to reduce pedestrian-auto conflicts at ten select intersections	\$4,400,000
	Downtown, Downtown Specific Plan Area	Implement lead pedestrian signalization at ten select locations, locations to be considered include near community facilities, senior facilities, locations with a crash history	\$26,000
	Lincoln Boulevard, Wilshire Boulevard to Interstate 10	Streetscape project which may include pedestrian lighting, crossing improvements, pedestrian amenities	\$9,979,000
	Ocean Avenue, Wilshire Boulevard to Broadway	Curb extensions and lead pedestrian intervals	\$845,000
	Wilshire Boulevard, 4th to 7th Streets	Implement protected left turns at 4th-7th Streets, curb extensions and lead pedestrian intervals	\$1,197,000
	Colorado Avenue, 6th to 7th Streets	Add curb extensions at 6th and 7th Streets	\$211,000

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.3 Proposed Projects: 10 Year Table (Continued)

Category	Location and Extents	Project Description	Cost Estimate*
<b>Expo</b>	Cloverfield Boulevard, Colorado Avenue to Delaware Avenue	Pedestrian scaled lighting, curb radius reduction and shorter crossings where feasible, directional access ramps and pedestrian interest features; at freeway upgrade pedestrian ramps, add high visibility crosswalks and pedestrian signals south of on-ramp to create a neighborhood connection	\$1,315,000
	Stewart Street, Colorado Avenue to Pico Boulevard	Improve access to Expo with pedestrian scaled lighting and directional access ramps	\$2,059,000
<b>Freeway</b>	14th Street, Interstate 10 (Olympic to Michigan)	Pedestrian lighting, landscaping, decorative fencing, directional ramps	\$2,950,000
	17th Street, Interstate 10	Safety and pedestrian usability enhancements for overcrossing, including lighting	\$801,000
	20th Street, Interstate 10	Facilitate pedestrian crossing of freeway on and/or off ramp with curb extensions, lighting, and aesthetic amenities	\$1,505,000
	Lincoln Boulevard, Interstate 10	Improvements may include: truncated median with nose on Lincoln Boulevard south approach with straightened crosswalk, reconfigured curb radii, lead pedestrian intervals, repositioned pedestrian push buttons, pedestrian lighting, landscaping, decorative fencing, directional ramps	\$2,336,000
<b>Greenway</b>	Michigan Avenue Neighborhood Greenway, Beach to Bergamot Arts Center	Construct MANGO improvements such as mini-parks, landscaped traffic circles and other traffic calming devices, pedestrian-scaled lighting, and new and enhanced pathways from beach to Lincoln Boulevard, 14th Street to 20th Street and Bergamot Connector (per ManGO Plan)	\$1,990,000
<b>Hospital</b>	Arizona Avenue, 16th Street, 17th Street	Curb extensions and directional ramps	\$422,000
	Arizona Avenue, 20th to 23rd Streets	High visibility crosswalks and traffic operational improvements	\$34,000
<b>Main Street</b>	Main Street , Hollister Avenue	Add high visibility crosswalks and yield markings; relocate transit stop at the community garden to a location south of Hollister, install two median islands and ADA access ramps	\$209,000
<b>Memorial Park</b>	Colorado Avenue, 9th to 19th Streets	Add curb extensions across at all intersections to help cross parallel to Colorado Avenue, should there be additional crosswalks across Colorado Avenue, add curb extensions (Santa Monica grant application)	\$1,433,000
	Expo Bike/Ped Path Extension, 11th to 17th Streets	12' setback (should redevelopment occur) along the south side of Colorado Avenue, widening the sidewalk from 10' to 22', to accommodate a multi-use pathway/bikeway that connects the Expo Bike Path to 11th Street	Private Cost through Developer Agreement

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.3 Proposed Projects: 10 Year Table (Continued)

Category	Location and Extents	Project Description	Cost Estimate*
Montana	Montana Avenue, 4th to 7th Streets	Curb extensions at Montana Avenue and 4th Street, and Montana Avenue at 7th Street, with consideration of turn lanes and storm drains. Study possible removal of NB left turn lanes at both intersections.	\$845,000
Neighborhood	Hill Street, 2nd Street	Remove curb ramp and metal railing at SE corner and replace with curb extensions and ADA-compliant curb ramp.	\$52,000
	Hill Street, 3rd Street	Remove curb ramp and metal railing at NE corner and replace with curb extension and new curb ramp.	\$52,000
Oceanfront	Pico Boulevard, Neilson Way/ Ocean Avenue	Remove northbound Neilson right turn slip lane, and close the southbound Ocean/Barnard entrance. Maintain the southbound Bike access on Ocean South of Pico and increase open space.	\$311,000
	Beach Path, North City Limits to Santa Monica Pier	Parallel path for pedestrians adjacent to bicycle path north of the Pier and improvements to Ocean Front Walk north of the pier including paving, seating, and lighting; safe places for people to cross the beach path, including landing areas on both the sand and non-sand sides of the path (Cost from Santa Monica grant application)	\$5,517,000
	Santa Monica Pier, West of Colorado Avenue	Replacement Pier bridge to prioritize pedestrian access, designed to accommodate high volumes of pedestrians (Cost from Santa Monica grant application)	\$25,520,000
Safe Routes	Pine Street, 14th Street	Add curb extensions at all 3 legs	\$154,000
	California Avenue, 14th Street, 15th Street, 16th Street	Add curb extensions and crosswalks at all 4 legs	\$634,000

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.3 Proposed Projects: 10 Year Table (Continued)

Category	Location and Extents	Project Description	Cost Estimate*
Safe Routes (continued)	Montana Avenue, 9th Street	Curb extension on northeast corner with flashing beacons. Explore signal warrants	\$75,000
	Ocean Park Boulevard, 16th to 23rd Streets	16th Street: Prohibit left turns onto Ocean Park; 17th Street: implement no right-turn on red restrictions; also includes 11 curb extensions; replacement of left turn lanes at 16th and 18th Streets with refuge medians, 3 RRFBs, 3 bus stop relocations and high visibility crosswalk pavement markings at 6 intersections	\$1,005,000
	Olympic Drive South, Avenida Mazatlan to 7th Court	Multi Use Path to connect the Civic Center Area to the Michigan Avenue Greenway, serving Samohi by reconfiguring existing parkway between Avenida Mazatlan and 4th Street, constructing a multi-use path with lighting adjacent to sidewalk on southside of Olympic east of 4th Street	\$932,000
	Pearl Street, 14th Street, 16th Street, 17th Street	Add curb extensions at 14th and 16th Streets, bi-directional curb ramps at 17th Street; consider community based redesign of Pearl Street to reduce parking, vehicle and pedestrian conflicts	\$440,000
	Public K-12 Schools, Citywide	New tree wells, permeable paving in dirt parkways heavily used by pedestrians, potential benches and trash receptacles at 8 locations at perimeter of all public K-12 schools	\$1,751,000
	Washington Avenue, 14th Street, 15th Street	Add curb extensions and crosswalks on all legs of 14th Street and 15th Street	\$427,000
<b>Total Pedestrian Action Plan 10 Year Project Cost</b>			<b>\$98,175,000</b>

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.4 Proposed Projects: 15 Year Table

Category	Location and Extents	Project Description	Cost Estimate*
<b>Bergamot</b>	Nebraska Avenue, Stewart Street to Centinela Avenue	Design and construct shared and flexible street including medians, curb extensions and traffic channelization (per Bergamot Area Plan)	\$5,682,000
	Berkeley Street, Nebraska to Pennsylvania Avenues	Design and construct shared street to provide pedestrian path of travel with landscaping, decorative paving, gateway/entry design treatment, vehicle speed reduction elements, wayfinding, and pedestrian amenities such as lighting, street furniture, and wayfinding (per Bergamot Area Plan)	\$1,868,000
	Nebraska Avenue, Stewart to 26th Streets	Future extension of Nebraska Avenue to be achieved through negotiation with property owners/ developers (per Bergamot Area Plan)	" Private Cost through Developer Agreement "
	Stewart, Colorado to Nebraska Avenues	Traffic Signal, wider curb extension and marked crosswalks at Pennsylvania Avenue; mid-block crosswalk with median island (per Bergamot Area Plan)	\$1,231,000
<b>Boulevard</b>	Neilson Way, Ocean Park Boulevard to Pacific Street	Detailed assesment of opportunities to provide adequate sidewalk, will require some combination of property acquisition, private property setbacks, turn restrictions, reallocation of right-of-way, negotiated with property owners	" Private Cost through Developer Agreement "
	Ocean Avenue, Colorado Avenue to Pico Boulevard	Integrated streetscape projects with pedestrian oriented lights, sidewalk enhancements, 2 curb extensions at the midblock pedestrian crossing (Ocean Ave between Olympic and Pacific Terrace) and wayfinding project to include: not interfering with proposed buffer bike lane as recommended in Bike Action Plan (257 feet of new bike lane on west side of Ocean Ave, Vicente Terrace to Pico Blvd; painting of exisiting bikeways, approximately 3,543 feet), reduction of 1 curb radius on NW corner of Moomat Ahiko Way and 1 curb extension on SW corner of Seaside Terrace	\$8,776,000
	Pico Boulevard, 28th Street	One curb extension on the SE Corner (remove RT pocket) and one curb extension on the NE corner.	\$133,000
	Santa Monica Boulevard, 26th Street to Centinela Avenue	Streetscape project to include 7 landscaped median islands (one on each block separating the rear end of the right turn lanes, 32 curb extensions, 2 crosswalks, 2 advance stop lines, directional ramps, pedestrian oriented lights	\$11,199,000
	Wilshire Boulevard, 26th Street	Install 1 curb extension on SW corner and 4 bi-directional ADA ramps. Does not include corners that would result in loss of right turn lane. Without limiting operations, narrow westernmost driveway on the northeast corner facing Wilshire by 5 feet, and add 1 "Autos Only" sign encouraging trucks to enter easternmost driveway and exit northernmost driveway after refueling	\$74,000
	Wilshire Boulevard, Yale Street	Replace 3 diagonal ramps on SW, SE and NW corners, and 4 curb extensions on all four corners of the intersection	\$218,000

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

Table 5.4 Proposed Projects: 15 Year Table (Continued)

Category	Location and Extents	Project Description	Cost Estimate*
<b>Downtown</b>	South of Colorado Avenue, 4th to Main Streets	Create additional connections across the freeway between 4th Street and Main Street including coordination with Expo Station and Sears sites (Downtown Specific Plan).	" Private Cost through Developer Agreement "
	Wilshire Boulevard, Ocean Avenue to Lincoln Boulevard	Add 4 curb extensions at 8 intersections along Wilshire Boulevard	\$1,735,000
<b>Expo</b>	Exposition Boulevard, Centinela Avenue	Widen 2,000 feet of sidewalk- 500 feet on each approach to the intersection	\$658,000
<b>Greenway</b>	24th Street, La Mesa Drive to Broadway	The 24th Street Neighborhood Greenway will improve the walking and biking environment with traffic calming, placemaking, and enhanced landscaping (per Bike Action Plan)	\$174,000
	6th Street, Pico Boulevard to Dewey Street	6th St Neighborhood Greenway will improve the walking and biking environment with traffic calming, placemaking, and enhanced landscaping (per Bike Action Plan)	\$9,274,000
	Ashland Avenue, Beach to Clover Park	Ashland Avenue Neighborhood Greenway will improve the walking and biking environment with traffic calming, placemaking, and enhanced landscaping (Bike Action Plan cost estimate)	\$144,909
	Washington Avenue, Ocean Avenue to Stanford Street including Berkeley Street	Washington Ave Neighborhood Greenway will improve the walking and biking environment with traffic calming, placemaking, and enhanced landscaping (per Bike Action Plan)	\$580,000
<b>Main Street</b>	Main Street, Pico Boulevard to Marine Street	4 curb extensions at all 12 pedestrian crossing intersections (48 total), minimizing parking loss	\$2,907,000
<b>Total Pedestrian Action Plan 15 Year Project Cost</b>			<b>\$38,972,000</b>

\*Total Costs of projects from previously adopted plans or submitted grant applications are escalated at a rate of 3% per year

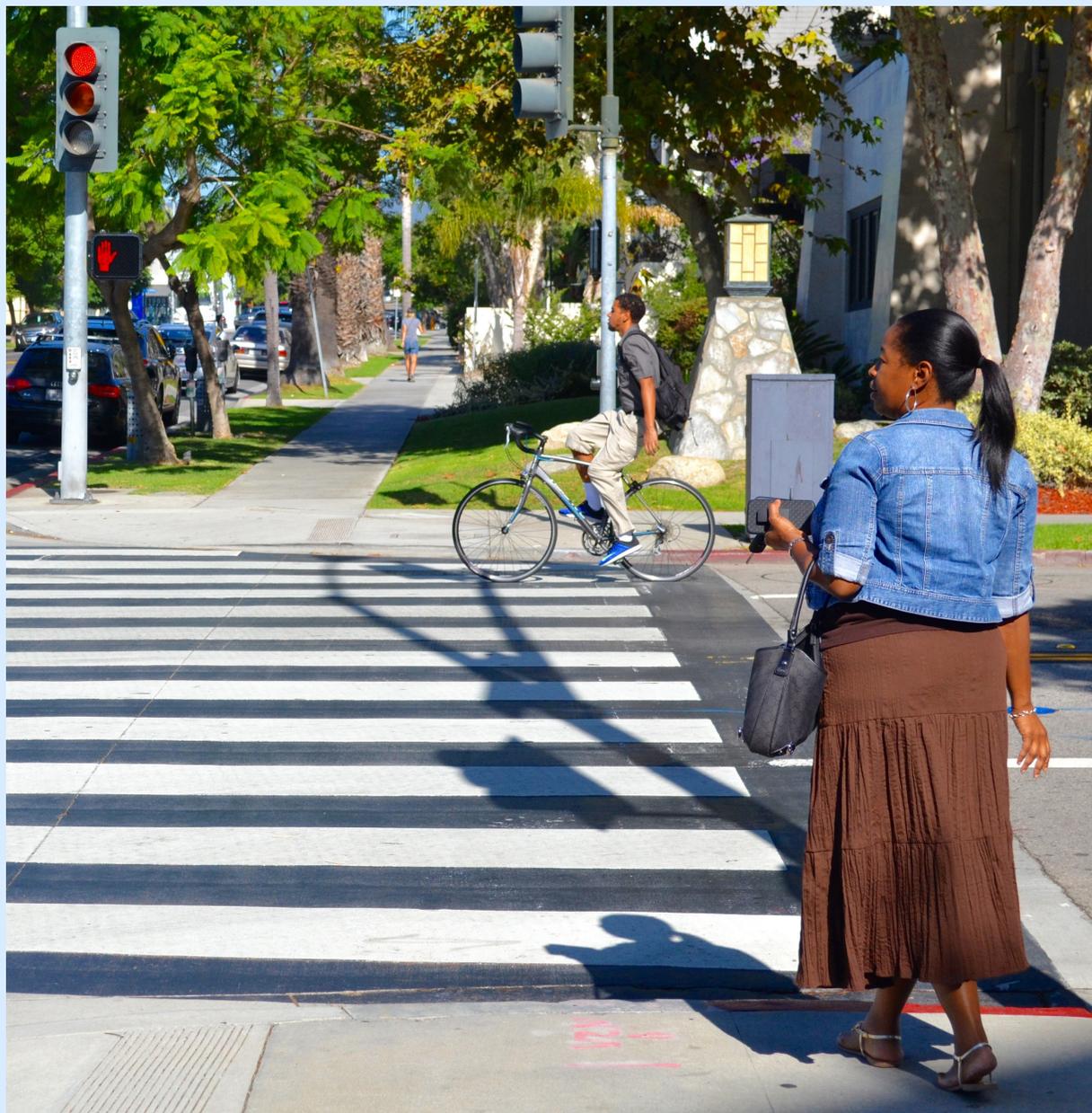
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## CHAPTER 6: MONITORING + FUNDING

Measuring and monitoring the achievement of desired outcomes is at the core of the City's Sustainability Plan, Land Use and Circulation Element, Bergamot Area Plan, and Bicycle Action Plan. Similarly, performance measures for the Pedestrian Action Plan will gauge how well we are doing in implementing the Plan, and to what extent that is making walking safer and more comfortable citywide. This monitoring will document the effectiveness of executed practices, programs and projects, pointing future funding applications toward the most effective strategies.

Community participation will be crucial in creating shared priorities and responsibilities for the implementation and monitoring of this Plan. Community groups know the city intimately and provide unique and specific feedback. When local organizations are continuously involved in implementation, they gain institutional knowledge that carries on from year to year to support long-term projects, programs, and policy sustainability. On-going community feedback and partnerships are part of active plan monitoring and implementation.

Public right-of-way improvements can be funded through a variety of grants and non-city funding. The Pedestrian Action Plan provides the required approved concepts and construction estimates that make Santa Monica projects competitive for outside funding.

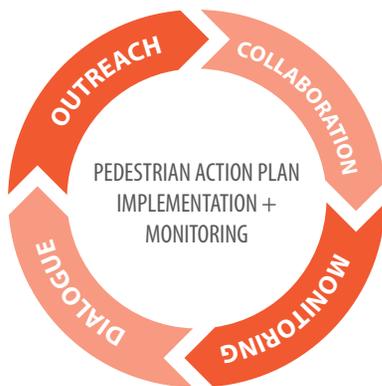


## 6.1 Monitoring and Evaluation

Tracking progress over time allows for periodic assessment of what’s going well and what needs improvement. The performance measure categories include the following broad topic areas:

**PEDESTRIAN SAFETY.** Crash data trends provide crucial objective information about trends and pathways, though they do not provide a subjective interpretation of what may or may not feel “safe” to a pedestrian. The crash data used for performance measures are traffic-related, and will be used to support implementation of the Vision Zero Policy.

**PEDESTRIAN ACTIVITY.** How many people walk and how often they walk can be measured by surveys, counts, transit boarding data, and other methods. The U.S. Census American Community Survey and local surveys can reveal if walking trips have increased as a fraction of all travel. Counts measure the number of pedestrians in specific locations, and changing activity levels over time.



**PEDESTRIAN PERCEPTIONS AND THE BUILT ENVIRONMENT.** Subjective data and opinions reflect how people of all ages rate walking in terms of connectivity, ease of use, safety, comfort, enjoyment and other factors. This data is typically collected by local or regional transportation agencies through surveys, outreach events and other communication venues. It is balanced with data about progress in project and program delivery, and will help focus on the Council directive to make walking comfortable for those aged 8 to 80.

**IMPLEMENTATION.** The number of projects completed and programs executed is a measure of plan implementation progress. Data about progress in projects and program delivery can be collected through annual staff updates.

### Indicators

The Pedestrian Action Plan’s performance measures, listed in Table 6-1, are based on the following principles:

- The measure relates to the goals of the Pedestrian Action Plan and can be supported by data
- Data can be collected from existing or planned resources
- Data are consistently available over time to enable tracking over time
- The results are clear, meaningful and concise

Identified trends and targets create a means by which the City can benchmark the performance of the Plan.

In addition to monitoring based on these indicators, the City will pursue funding for supplemental monitoring measures. The City will report regularly on the progress of plan implementation and the status of performance measures as a way to inform decisions on investments and resource allocation. The resident survey and data collected and shared by other organizations already serve as useful data sources. In addition, an expanded program will include a stand-alone biannual resident and visitor survey focused on transportation.

### Report Card

A biannual pedestrian report card for the Pedestrian Action Plan will be published using key qualitative and quantitative data to illustrate changes in walking use, safety levels, and facility quality to direct or redirect efforts to support Plan goals based on the indicators in Table 6-1. Similar to the Sustainable Santa Monica Report Card, the Pedestrian Report Card would monitor the City’s efforts and publicize results. The three key measures to track in this report card are:

1. Vision Zero Progress as measured by number of pedestrian fatalities and severe injuries;
2. Percent of all trips made by walking as measured through biannual transportation survey;
3. Number of constructed transportation operations and capital improvement projects that support the pedestrian infrastructure, described on a citywide map.

Table 6.1 Pedestrian Report Card indicators

Indicator	Trend	Data Source	Partner Organization	Frequency	Level of Reporting Effort
<b>PEDESTRIAN ACTIVITY/MODE SHARE</b>					
Walk Trips as % of Work Trips	Increase	American Community Survey; local household survey; Travel Diary Survey	NA	Every five years in response to ACS update; biannual household survey)	Low
Walk Trips as % of All Trips	Increase	National Household Travel Survey; Local Household Survey	NA	Biannual	High
Walk Trips as % of School Trips	Increase	School Tally; Local Household Survey	PTA/SMMUSD	Annual	Medium
Number of Car Trips of Less Than One Mile	Decrease	Local household survey	NA	Biannual	High
Number of pedestrians in selected count locations	Increase	Traffic movement counts are conducted biannually	NA	Biannual	Medium
Number of students walking and bicycling to school on Bike it Walk it Day	Increase	Bike it, Walk it Day surveys	SMMUSD	Annual	Medium
% of Santa Monica employees reporting that they are walking to work	Increase	Transportation Demand Management employer survey responses	TMA	Annual	Low
<b>PEDESTRIAN SAFETY</b>					
Number of pedestrian fatalities and severe injury collisions	Decrease	SMPD crash data	SMPD	Annual	Low
Number of traffic-related pedestrian collisions per 1000 population counts	Decrease	SMPD crash data	SMPD	Annual	Low
Change in vehicle speeds on high priority pedestrian corridors	Reduction in 85th percentile vehicle speeds	Speed Survey	SMPD	Every 5 Years	Medium
Number of School Site Access Improvements	Increase	Capital Improvement Project Reporting	Public Works	Biannual	Low

Table 6.1 Pedestrian Report Card indicators (Continued)

Indicator	Trend	Data Source	Partner Organization	Frequency	Level of Reporting Effort
<b>PEDESTRIAN SAFETY (CONTINUED)</b>					
Number of Crossing Treatment Upgrades on Pedestrian Priority Routes	Increase	Capital Improvement Project Reporting	Public Works	Biannual	Low
Number of K-12 students participating in Safe Routes to School Activities	Increase	School tallies, enrollment records in specialized classes	SMMUSD	Annual	Medium
<b>PEDESTRIAN PERCEPTIONS &amp; THE BUILT ENVIRONMENT</b>					
Number of trees in Urban Forest	Increase	Tree count	Public Works	Biannual	Low
Number of pedestrian-oriented enhancement projects (wayfinding, lighting, parklets, etc.)	Increase	Capital Improvement Project Tracking	Public Works	Biannual	Low
Citizen rating of Downtown pedestrian environment: From where did you walk; How safe did you feel on your route? (Improved perception of route over time)	Increased distance and possible shift in mode	Intercept Surveys	Downtown Santa Monica Inc	Biannual	Medium
Percentage of priority transit intersections with WalkScore higher than 80	Increase	Walk Score	Big Blue Bus	Every five years	Low
Miles of sidewalk network completed	Increase	Capital Improvement Project Tracking	Public Works	Annual	Low
Density of enhanced crossing treatments on pedestrian priority routes	Increase	Capital Improvement Project Tracking	Public Works	Annual	Low
Juried Walkable Communities Score	Improve score	Walkable Communities Application	Public Works	Every five years	Medium

## 6.2 Funding and Resources

### Resources For Implementation

The funding climate for transportation investments regularly changes at the federal, state, regional, and local level. Many available funding sources are competitive, and the Pedestrian Action Plan's focus on community safety, sustainability, health, equity, and data-driven decision-making is anticipated to make Santa Monica's projects attractive for outside funding.

The City commits to funding the 5 Year Action Plan and its monitoring through a variety of traditional and innovative federal, state, regional, and local sources, in partnership with community based organizations. The City will continue to seek funding for the 10 and 15 year projects in the future. Appendix C describes in greater detail the potential federal, state, regional, local, and private or non-profit funding sources.

### Design Resources for Funding Applications

Appendix A includes detailed project descriptions for projects that are near term candidates for funding:

- Main Street at Hollister Avenue
- Ocean Park Boulevard between 17th and 23rd Streets
- Pico Boulevard between 17th Street and Cloverfield Boulevard
- Wilshire Boulevard between 9th and Franklin Streets
- Olympic Boulevard from Cloverfield Boulevard to Centinela Avenue

### Multiple Funding Sources

Expenditures related to pedestrians currently come from many different pots of money, and will continue to do so. Different funds are available from different places for items such as relatively large one-time expenditures of building infrastructure, one-time funds for promotional activities targeted to different audiences, on-going maintenance of facilities, and the staff to oversee the work. Just as there are different departments and work groups throughout the City, an array of local, county, regional, federal and philanthropic entities have an interest in improving walking and do so by funding projects through competition and negotiation.

### Outside Funding Sources

The City of Santa Monica has a track-record of successfully pursuing and receiving funds that are competitively allocated. These funds include federal and state funds, distributed directly from the federal or state departments, but many are allocated to the state or regional entities for competitive allocation and administration to communities. Some funding has a growing history, such as for Safe Routes to School. Resources are frequently reallocated at the federal level and the process for the distribution of many funds changes every few years.

Most grants only fund physical improvements that make a change to the pedestrian environment and the complicated requirements associated with the funds make them feasible for only the most expensive improvements. Some resources are available for enforcement, education and outreach. The funds for pedestrian improvements are typically very competitive. Historically grouped with

bicycle funding, pedestrian funding or funding for 'active transportation modes' is typically a relatively small portion of transportation funding available.

### Dependence on Local Funds

Local funds are used by multiple departments to fund: the maintenance and improvement of facilities; education, safety, encouragement and enforcement efforts, and; the staff to build facilities, maintain existing infrastructure, administer grants, staff crosswalks near schools, police streets, and coordinate work efforts.

Use of local funds allows for consistency of availability with routine elements incorporated into department's maintenance and staff operating budgets. Increases in facilities and increased dedication to maintenance crucial to the pedestrian experience, necessitates changes to operating budgets. Local funds are also allocated through the City's Capital Improvement Program (CIP); this budgeting is also competitive as the community's needs and desires outpace available funding.

### The Funding Landscape

The full array of funding resources are documented in Appendix C. This describes the federal, state and regional allocation of competitive applications. It also goes into more detail about funds that are collected and the returned to Santa Monica to be spent for purposes specified in the original authorization for the collection of these funds. Local resources available to pedestrian investments such as the Transportation Impact Fee, Measure V funds and negotiated Development Agreement funds are also discussed.

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## Appendix A. Project Design Examples - *In Progress*

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## Appendix B. Potential Pedestrian Action Plan Funding Sources

This appendix describes potential funding sources for implementation of the Santa Monica Pedestrian Action Plan. Most of the Federal, State and regional programs as administered by Metropolitan Planning Organization (MPOs) described in this section are competitive, and require the completion of extensive applications with clear documentation of the project need, costs and benefits. Additionally, they often require a match of locally provided funds or staff time.

Funding strategies and the role that different funds have to implement the Pedestrian Action Plan are discussed in Chapter 6.

### Federal Funding Sources Distributed at the State or Regional Level

The federal government funds transportation projects and programs in part through taxes and fees related to use of the transportation system. Historically known as a Highway Fund, it is the largest federal source of pedestrian and bicycle facility funding and is also allocated to other modes. As of Fall 2015, the current authorization, called MAP-21 (Moving Ahead for Progress in the 21st Century) is set to expire before the end of 2015, and the long term strategy for reauthorization is not clear. This section describes programs funded by MAP-21.

#### 1 TRANSPORTATION ALTERNATIVES PROGRAM

MAP-21 divides Transportation Alternatives Program (TAP) funding between statewide and local agencies for allocation to transportation projects that support active transportation. In California, half of TAP funding is administered on the local level, through Metro, and the other half is administered by Caltrans.

In response to MAP-21, the state of California consolidated its Safe Routes to School (SRTS) program, the Bicycle Transportation Account (BTA), the state Recreational Trails Program (RTP), and the Environmental Enhancement and Mitigation Program (EEMP) into a

single account: the Active Transportation Program (ATP). In the past, Santa Monica has received funding for pedestrian and bike connections to transit, personalized travel planning, an overcrossing replacement, and SRTS from these programs. As of 2015, two calls for ATP applications have been completed, with funding allocations by the California Transportation Commission.

**Eligible Projects/Programs:** New sidewalks, pedestrian signals, traffic calming features, crossing enhancements, Safe Routes to School (infrastructure and non-infrastructure projects).

#### 2 CONGESTION MITIGATION AND AIR QUALITY (CMAQ) IMPROVEMENT PROGRAM

MAP-21 also supports CMAQ, which funds transportation projects to reduce ozone and carbon monoxide pollution and meet national ambient area air quality standards (NAAQS) in Clean Air Act non-attainment areas. These projects must be geared towards walking primarily for transportation rather than recreation and must be included in a plan developed by the State. Non-construction projects such as printed materials related to pedestrian safety are eligible for CMAQ funds.

**Eligible Projects/Programs:** Infrastructure programs such as new sidewalk or path creation and ADA compliance. Programs such as TDM programs or Safe Routes to School.

### 3 SURFACE TRANSPORTATION PROGRAM (STP)

The California Regional Surface Transportation Program is federally funded. It supports a wide variety of transportation improvements including pedestrian projects. A variety of entities including MPOs, transit agencies, cities, counties, non-profit organizations, special districts and Caltrans may access these funds either directly or indirectly through an eligible sponsor or project administrator.

**Eligible Projects/Programs:** Transportation Demand Management Programs (TDM), pedestrian walkways on any public road, capital and operational costs of traffic control.

### 4 STATE HIGHWAY OPERATIONS & PROTECTION PROGRAM

The State Highway Operations and Protection Program (SHOPP) is a Caltrans administered program with the purpose of maintaining and preserving the investment in the State Highway System and supporting infrastructure. Projects typically fall into the following categories: collision reduction, major damage restoration, bridge preservation, roadway preservation, roadside preservation, mobility enhancement and preservation of other transportation facilities related to the state highway system. SHOPP funds can be used to construct bicycle and

pedestrian projects, including curb ramps, overcrossings, bike paths, sidewalks, and signal upgrades to meet ADA requirements. Jurisdictions work with Caltrans' districts to have projects placed on the SHOPP list.

**Eligible Projects/Programs:** The funds could be used to upgrade pedestrian facilities. Los Angeles and Long Beach used funds to upgrade their facilities in the 2014 cycle.

### 5 HIGHWAY SAFETY IMPROVEMENT PROGRAM (HSIP)

The Highway Safety Improvement Program was established in 2005, to reduce serious injuries and fatalities on all public roads through infrastructure improvements. Eligible pedestrian infrastructure improvements include crosswalks, signals, and signage. HSIP adds non-infrastructure funding options, since states can spend up to 10% of HSIP funds on these programs once they meet all railway-highway crossing and infrastructure needs. States are required to submit a written request to the FHWA Division Administrator, stating the non-infrastructure funds' intended purpose. This requirement complicates states' ability to use these funds in this way.

**Eligible Projects/Programs:** Crosswalks, signals, signage, etc. See above for non-infrastructure options. All projects should show a high safety benefit to cost ratio.

### HIGHWAY SAFETY IMPROVEMENT PROGRAM

The **xx** and **yy** intersection improvement projects were funded through HSIP. They were competitive because of their anticipated cost effectiveness in reducing collisions.

## State Funding Sources

### 6 ENVIRONMENTAL ENHANCEMENT AND MITIGATION PROGRAM (EEMP)

The same legislation that created the Active Transportation Program amended the Environmental Enhancement and Mitigation Program (EEMP). The EEMP awards grants to local, state and federal agencies and to nonprofit organizations for projects that directly or indirectly relate to the environmental impact of existing transportation facilities or the construction of a new transportation facility. The Environmental Enhancement and Mitigation Program encourages projects that produce multiple benefits which reduce greenhouse gas emissions, increase water use efficiency, reduce risks from climate change impacts, and demonstrate collaboration with local, state and community entities.

**Eligible Projects/Programs:** Those that directly mitigate a related transportation facility with an adverse environmental impact such as new sidewalks, pedestrian signals, traffic calming features, and crossing enhancements.

## 7 CALIFORNIA OFFICE OF TRAFFIC SAFETY (OTS) GRANT PROGRAM

The Office of Traffic Safety's mission is to obtain and effectively administer traffic safety grant funds to reduce deaths, injuries and economic losses resulting from traffic related collisions. Each October through November, OTS mails Requests for Concept Papers to more than 3,000 eligible agencies outlining the opportunity to participate in the program and the requirements to compete for available funds. Pedestrian safety is one of eight earmarked priority areas for funding. Enforcement and education programs and the development and distribution of materials to improve safety are all eligible under this program. Successful applications are often submitted by local police departments.

**Eligible Projects/Programs:** Pedestrian safety, older driver programming, impaired or distracted driver programming, police traffic services, including DUI checkpoints.

## 8 TRANSPORTATION DEVELOPMENT ACT ARTICLE III (SB 821)

The Transportation Development Act (TDA) Article III (SB 821) uses monies collected from the state gasoline tax to provide grants through Regional Transportation Planning agencies to fund transportation improvements. The Los Angeles County Metropolitan Transportation Authority (Metro) is responsible for allocating this money on a per capita basis to cities within

Los Angeles County with a focus on active transportation and public transit development. These cities have the option to either draw down the funds or to place them on reserve. Local allocations of TDA funds are administered by the City with State oversight.

**Eligible Projects/Programs:** Supportive activities of pedestrian projects that are eligible including engineering expenses, right-of-way acquisition, construction and acquisition, construction and reconstruction, retrofitting existing pedestrian facilities, and installing pedestrian facilities such as benches, drinking fountains, rest rooms, and showers.

## 9 ENVIRONMENTAL JUSTICE (EJ) GRANTS

The Environmental Justice (EJ) grant programs are used to bring together transportation and land use activities to help foster sustainable communities. Public and stakeholder participation are emphasized with these grants.

### ENVIRONMENTAL JUSTICE GRANT PROGRAM

This program promotes the involvement of low-income and minority communities, and Native American tribal governments in the planning for transportation projects. EJ grants have a clear focus on transportation and community development issues to prevent or mitigate disproportionate, negative impacts while improving mobility, access, safety, and opportunities for affordable housing and economic development. The planning for the Michigan Avenue Neighborhood Greenway (MANGo) was funded by an EJ grant.

**Eligible Projects/Programs:** Plans and studies, including safe, innovative and complete pedestrian/bicycle/transit linkage studies, are eligible projects through these grants.

## 10 COMMUNITY BASED TRANSPORTATION PLANNING (CBTP) GRANT PROGRAM

The Community Based Transportation Planning (CBTP) grant program promotes transportation and land use planning projects that encourage community involvement and partnership. These grants include community and key stakeholder input, collaboration, and consensus building through an active public engagement process. CBTP grants support livable and sustainable community concepts with a transportation or mobility objective to promote community identity and quality of life.

**Eligible Projects/Programs:** Pedestrian planning projects, stakeholder engagement, infrastructure construction or streetscape plans/conceptual design guidelines to address inequalities and improve transportation options, connections, safety, or other factors, SRTS.

## Regional Funding Sources

### 11 LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY (METRO) CALL FOR PROJECTS (CFP)

Metro is responsible for preparing the LA County Transportation Improvement Program (TIP), which allocates discretionary funds to improve all modes of surface transportation. The Call for Projects is a competitive process that distributes discretionary capital transportation funds to regionally significant projects every other year depending on funding availability. Metro’s staff, Technical Advisory Committee (TAC) and Board of Directors all have input on the selection of projects for the TIP. Some pedestrian projects in this Plan may also benefit bicyclists. In these cases the City should consider applying for funding within the Bikeway Improvements modal category. Wherever possible, Pedestrian Action Plan projects should be included as part of larger arterial improvement projects and submitted under the Regional Surface Transportation Improvements category.

#### CALL FOR PROJECTS

Metro’s Call for Projects has been a significant source of funding for transportation capital improvements. Of the eight categories from which projects are funded, three categories fund pedestrian related improvements: Pedestrian improvements, Bicycle improvements, and Transportation Demand Management.

**Eligible Projects/Programs:** Multiple categories, including Regional Surface Transportation Improvement, Transportation Demand Management, Bicycle and Pedestrian Improvements with emphasis on regional benefits and transit.

### 12 PROPOSITION C

Proposition C is a voter enacted (1990) one-half cent sales tax for public transit purposes and is administered by Metro. These funds can be leveraged by bonding for capital projects. Twenty percent of the revenue generated is allocated for the Local Return Fund, which is distributed to cities on a per capita basis exclusively for public transit purposes. These funds are intended to exclusively benefit public transit. Santa Monica received almost \$1.3 million in local returns during fiscal year 2013. Local return funds are administered by the City with Metro oversight.

**Eligible Projects/Programs:** Congestion Management programs Transportation Demand Management (TDM), ADA-compliant street improvements in relation to public transit facilities (i.e. - curb cuts, boarding/alighting concrete pads), Pavement Management System Projects.

### 13 MEASURE R

Los Angeles County’s Measure R is another voter-enacted one-half cent sales tax that provides funding for a variety of transportation improvements. For fiscal years 2010-2039, fifteen percent of this 30-year sales tax will be allocated to

Local Return through which local governments may fund projects at their discretion. The Local Return can be used to fund improvements such as pedestrian infrastructure and streetscape enhancements. The balance of Measure R funds administered by Metro enables transit and highway infrastructure construction into the Expo Light Rail line. Measure R local funds currently are used by Big Blue Bus.

**Eligible Projects/Programs:** The original ballot measure leaves the local return provisions open to interpretation, but includes “left turn signals...pedestrian improvements; streetscapes; signal synchronization” among other categories.

### 14 AB2766 AIR QUALITY MANAGEMENT DISTRICT (AQMD)

Since 1991, the AB2766 Subvention Program has provided a funding source for cities and counties to meet requirements of Federal and State Clean Air Acts and for implementation of motor vehicle measures in the AQMD Air Quality Management Plan (AQMP). AQMD administers funds which may be used for pedestrian projects, such as bus shelters, information access equipment, traffic calming, commute trip reduction and incentive programs, multi-use paths, and education programs. Santa Monica is part of the South Coast Air Quality Management District.

**Eligible Projects/Programs:** The program has funded a number of employer-based trip reduction programs (TDM programs) in the past. While there is not a pedestrian-specific project category, these projects may fall under TDM or Miscellaneous Projects.

## Local Funding Sources

### 15 MEASURE V

Since 2006, Measure V generates property tax revenue to be used solely for the purpose of implementing urban runoff water quality improvements in the City in accordance with the City's Watershed Management Plan adopted in 2006. Funding from Measure V allows for the construction and installation of needed devices to capture and treat stormwater and dry weather runoff pollution from within Santa Monica's boundaries, and to divert stormwater runoff to open areas and allow it to percolate naturally into the soil. This can include projects like curb extensions and pedestrian islands that have a green infrastructure component. The Santa Monica Public Works Department implements the program. The City Manager, City Council, and a citizens' oversight committee approve eligible projects and provide oversight.

**Eligible Projects/Programs:** Bioswales and other physical infrastructure devices that capture water runoff.

### 16 TRANSPORTATION IMPACT FEE

Santa Monica's City Council adopted the Transportation Impact Fee (TIF) ordinance in February 2013. The TIF helps fund new transportation projects that contribute toward the City's goal of no net new PM peak vehicle trips. This developer impact fee follows the land use planning legacies created by the Land Use & Circulation Element (LUCE) General Plan by generating funds to support walking, bicycle, and transit infrastructure. TIF impact fees may be used for physical improvements that reduce new vehicle trips pursuant to an adopted nexus study.

**Eligible Projects/Programs:** Capital projects that reduce vehicle trips consistent with the nexus study, such as new pedestrian connections to transit.

### 17 DEVELOPMENT AGREEMENT (DA) FEES

Development Agreements are negotiated agreements between a City and a private entity seeking vested development approvals. Payments or the construction of facilities are often negotiated and may include pedestrian improvements. In the past, sidewalk widening, transit station upgrades, wayfinding, lighting and crossing enhancements have been negotiated.

**Eligible Projects/Programs:** Santa Monica has flexibility regarding pedestrian improvements in the project area often informed by adopted plans and policies.

### 18 MELLO-ROOS COMMUNITY FACILITIES ACT

The Mello-Roos Community Facilities Act allows for special assessment or benefit districts to be created and special taxes assigned to fund infrastructure and other improvements in an area. These improvements can include pedestrian facilities, and other infrastructure such as that required for utilities. These special taxes must be approved by two-thirds of the voters in a proposed district, unless the local agency is a school or community college district. The City of Davis, California has used the funds to create a pedestrian and bicycle overcrossing.

**Eligible Projects/Programs:** Intersection spot improvements, sidewalk projects.

### 19 SPECIAL TAXING AUTHORITIES

Seventeen counties have approved local ballot measures that permit the collecting of additional local sales taxes for transportation purposes. The City of Santa Monica could develop a Transportation Demand Management (TDM) tax or special assessment to fund improvements and programs for non-motorized transportation, through a vote of citizens.

**Eligible Projects/Programs:** If new ballot measures are approved, Santa Monica would have flexibility in choosing which projects and/or programs to fund.

## Private, Non-Profit, and Other Funding Sources

### 20 ROBERT WOOD JOHNSON FOUNDATION (RWJF)

RWJF provides grants for programs that promote active and healthy living through its Call for Proposals process. Public agencies may apply for these funds and many bicycle and pedestrian improvement programs may be eligible.

**Eligible Projects/Programs:** The project may fund pedestrian counts, among other programs. The University of San Diego, School of Medicine, used funds to study active living and childhood obesity prevention.

### 21 KAISER PERMANENTE SOUTHERN CALIFORNIA REGION GRANTS PROGRAM

Kaiser Permanente provides event sponsorship and grants to local nonprofit health and human service organizations that address cardiovascular disease, mental/behavioral health, obesity and diabetes in vulnerable populations. The City of Santa Monica is eligible to apply for funding for wellness-focused walking initiatives such as a senior walking program. Partnerships with nonprofit or educational institutions would increase the application's viability.

**Eligible Projects/Programs:** Education or encouragement programs focused on disease prevention and active living, such as walk to school programs.

## Appendix C. First Mile-Last Mile: Pedestrian Access to Bus and Light Rail - *In Progress*

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## Appendix D. Pedestrian Design Toolkit - *In Progress*

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