MOVE CULVER CITY
Reimagining Mobility in Culver City

Business Outreach Meeting
October 29, 2020
Welcome
Agenda

- Introductions
- Move Culver City
- Quick Build Projects
- Community Engagement
- Project Process
- Open Discussion
Project Team

Culver City

**Lead:**
Transportation Dept.

**Coordinating:**
Community Development Dept.
Public Works Dept.
Police Dept.
Fire Dept.

Consultant Team

**Sam Schwartz**
Joe Iacobucci (PM)
Kate Sargent (Associate)
Bree Mobley (Sr Engr)
Michael Groh (Sr Planner)

**Street Plans**
Tony Garcia (Deputy PM)
Dana Wall (Sr Planner/UD)
Irene Balza (Planner/UD)

Community

Downtown Business Association
Arts District
Chamber of Commerce
Local Business Owners
Metro & Other Transit Providers
Bicycle + Pedestrian Advisory Committee (BPAC)
Mobility Sub Committee
Neighborhood Associations
Disability Advisory Committee
Cultural Affairs Commission
Studio Folks
Everyone!
Project Background
Move Culver City is implementing the vision set forth in the City’s TOD Visioning Plan (adopted in 2017) & the collective desire to implement holistic transportation options for pedestrians, bicyclists, and transit riders.
Downtown Culver City does not have the ability to add new capacity by widening roadways. Instead, we need to make our roadways more efficient by prioritizing high occupancy modes as transit, walking, and bicycling to ensure that we can continue to grow and leverage current and future transit investments as the Expo Line.

### People moving capacity, by street design

(Credit NACTO, Transit Center)
The Move Culver City Project will plan and implement quick-build mobility lanes (Shared bus-bike lanes) on the Culver and Washington Boulevard Downtown corridor, Sepulveda Boulevard, and Jefferson Boulevard.

Getting around Culver City can be challenging for those who prefer to travel via sustainable modes (walking, biking, and transit) and for those without access to a personal automobile.
About Us

**Joe Iacobucci**
Project Manager
- Hollywood Blvd. Walk of Fame Streetscape Master Plan
- Complete Street Expert

**Kate Sargent**
Lead Transportation Planner
- Caltrain Station-Area Redesign
- King Co. Metro First/Last Mile On-Demand Microtransit Pilot

**Bree Mobley, PE**
Transportation Engineer
- Hollywood Blvd. Walk of Fame Streetscape Master Plan
- Exposition Square Streetscape

**Tony Garcia, RA**
deputy project manager
- GoHuman Demo Projects (SCAG)
- Miami-Dade Transportation Quick-Build Program

**Mike Flynn, AICP, LEED AP**
Principal in Charge
- King Street Transit-Priority Pilot Project
- 14th Street Transitway Performance Monitoring

**Gene Ching, PE**
Senior Civil Engineer
- Division 20 Portal Widening /Turnback Facility
- 1-10 Interchange Improvement/Widening
Move Culver City envisions a reimagining of our streets as public spaces and prioritizes moving people over cars through holistic multimodal roadway design.

- Bus riders, cyclists, scooter users, pedestrians, and emergency vehicles will all benefit from enhanced safety, increased speeds, reduced transit travel time, ease of travel, and reliability of sustainable connections to key destinations and regional transit connections.
Move Culver City will

► Provide dramatically safer and more comfortable travel routes to attract more trips by sustainable modes (walking, biking, transit) thereby reducing single-occupancy vehicle trips

► Create better connectivity to community, jobs, Culver City E-Line Station and major transit hubs, and bike/pedestrian routes

► Facilitate affordable commuting options for everybody, and in particular, for vulnerable communities and essential workers

► Reduce vehicle miles traveled (VMT) and congestion

► Reduce greenhouse gas (GHG) emissions and support climate action goals

► Enhance local quality of life

► Ensure that auto access is maintained for every destination
Project Details
Envisions a reimagining of our streets as public spaces and prioritizes moving people over cars in the design of the street.

Plan and implement quick-build mobility lanes (Shared bus-bike lanes)

- Corridor 1 (C1): Culver and Washington Boulevards
  Downtown corridor
- Corridor 2 (C2): Sepulveda Boulevard
- Corridor 3 (C3): Jefferson Boulevard

Bus riders, cyclists, and emergency vehicles will all benefit from increased speeds, ease of travel, and reliability of sustainable connections to key destinations and regional transit connections.
Project Phases

Phase 1

Corridor 1 (Culver & Washington Boulevards): Downtown Mobility Lanes

<table>
<thead>
<tr>
<th>Planning</th>
<th>Design</th>
<th>Implementation</th>
<th>Evaluation</th>
</tr>
</thead>
</table>

Phase 2

Corridors 2 & 3 (Sepulveda & Jefferson Boulevards)

Planning & Preliminary Design Only

Corridors 2 & 3 (Sepulveda & Jefferson Boulevards)

Option for Final Design, Implementation, and Evaluation
Project Summary
Corridor 1 | Downtown Mobility Lanes

Mobility Lanes connecting Downtown Culver City, E Line Culver City Station, and Arts District via Washington and Culver Boulevards.

1. Mobility Lanes
2. Expo Station Entrance Reimagined
3. Circulator Service

Seven (7) months from inception to construction.

Connections to:
➢ Metro E Line Culver City Station
➢ Major commercial + employment centers
➢ Arts District

Bus Routes:
➢ Culver City Bus: 1, 5, 7, Metro 17, BBB 17, LADOT Commuter Express 437
➢ Culver City Circulator Service
New Circulator Service

The new circulator service will provide frequent first/last mile connections serving both work and leisure trips. It will provide an alternative for driving trips and a "park-once" solution for residents, workers and visitors to Downtown Culver City and Arts District.

Preliminary Service Details (subject to change)

- Service: Everyday from morning peak - evening
- Frequency: 10 min. (peak) and 20 min. (off-peak)
- Vehicle Type: open-air Trolley-type low-emission vehicles
What does 'Quick Build' Mean?
What is Quick Build?

The Quick Build process is a way to build transportation projects using **short-term, low-cost materials** in an effort to catalyze long-term change.

- Inexpensive
- Temporary
- Based on existing plans
- People-driven, people-centered
Why Quick Build Projects?

1. Expedite implementation and deliver public benefits faster
2. Test aspects of a plan before making large political/financial investments
3. Allow people to physically experience alternative options and reimagine how the corridor can be used
4. Widen public engagement and gather data from real-world users of the project
How Do We Normally ‘Deliver’ Projects?

► Focus on long-term capital improvements.
► Can be slow, expensive, and inflexible.
► Often focused on larger scale projects.
► Involves a passive public outreach process that often results in...
► A lack of trust in government institutions.
Different solutions for different lifecycles

Demonstration
1 day - 1 month
$  

Pilot
6 Mo - 1 year
$$  

Interim Design
3 - 5 years
$$$  

Permanent
5 years +
$$$$  

Material Durability

Public Input

Investment

Evaluation
Quick Build
Project Types

- Dedicated Bus Lanes
- Bus platforms
- Combined bus/bike lane
- Seating/Amenities
- Queue jump lanes
- Road Diets/narrow lanes
Sidewalk Extension
Art Crosswalk
Intersectional Mural
Signs
Bus Stops
Street Mural
Community Engagement
Leadership Support

- City Council -
  - Project Authorization
  - Approvals of Contracts

- Mobility, Traffic & Parking Subcommittee
  - Provide Guidance and Direction
  - Backboard for Ideas
  - Public Outreach

- Project Steering Committee
  - Responsible for setting the direction of the project and making strategic decisions.
  - Monitor the project’s progress and act as an escalation point for critical issues.
  - Responsible for the final authorization of major steps in the project, such as granting approval for production go-live.

Project Steering Committee

Transportation Department: Project Sponsor - Rolando Cruz

City Manager Representative: Jesse Mayes

Public Works Director - Charles Herbertson

Community Development Director - Sol Blumenfeld
Community Project Advisory Committee

- Responsible for developing success criteria recommendations to the Steering committee
- Recommend design options / guidelines for the project
- Provide public outreach and engagement
- Participate in the planning and development of the go-live activities

CPAC Membership

Neighborhood Associations:
- Downtown Neighborhood Association
- Rancho Higuera
- Carlson Park
- Arts District Neighborhood Association

Businesses:
- Downtown Business Association
- Arts District Business Association
- Culver City Chamber of Commerce

Special Interests:
- Bicycle & Pedestrian Advisory Committee
- Bike Culver City
- Disability Advisory Committee
- Cultural Affairs Commission
- CCUSD
Business & Public Engagement

- Project Responsibilities
  - Provide insight, feedback, concerns on project plan, design, implementation and operation
  - Participate in collaboration and creating a common vision
- Business Roundtables
- Community Virtual Workshops
- Website moveculvercity.com

Business Outreach

Current Businesses Connected
Downtown Business Association
Arts District

Access Culver City
Apple
Culver Hotel
Hackman Capital
Helms Bakery
Hyatt
Lowe Enterprises
One Culver/LBA Realty
Platform/Runyon Group
Sony
Amazon
Co-opportunity Market
Greystar
HBO
Howard Industries
Karney Properties Co.
Lincoln Properties Co.
Park Century School
Scopely Inc
Sony
Toyota/Honda
Project Process
Scope of Work

- Establish Project Vision, Goals and Performance Measures
- Data Collection and Analysis
- Corridor Existing Condition Review
- Design Development
- Public Outreach
- Project Implementation Support
- Evaluations
- Post-Pilot Debrief and Next Steps
**Project Process**

### 1. Design the Project
- **October – November 2020**
  - Kick-off!
  - Branding
  - Draft Evaluation / Documentation Plan
  - Design Alternatives
  - Begin outreach
  - CPAC Meetings
  - Workshop (Nov)

### 2. Prepare for Build
- **November – December 2020**
  - Design development
  - Produce striping / build plans
  - Calculate final budget
  - Produce traffic control plan
  - Volunteer solicitation
  - CPAC Meetings
  - Workshop (Dec)

### 3. Bid it
- **January – March 2021**
  - Finish striping + build plans
  - Vendor Selection
  - Produce final detailed Installation Plan
  - Order materials
  - Find storage and staging locations for materials

### 4. Build it!
- **March – April 2021**
  - Secure permit
  - Finalize storage and staging locations for materials
  - Finalize material order
  - Finalize Vendors
  - Construction
Task 5.1 - Design Alternatives
1. 3 alternatives based public outreach + field audit
2. Includes high-level costs and implementation factors
3. To be shared at PAC meetings + 2nd workshop

Task 5.2 - Design Development
1. Two options (with + without outdoor dining)
2. Develop illustrative plans + two renderings
3. Staff + Community determine final plan to be developed in permit drawings
Designing With the Community

- Identify the widest number of alternatives from start
- Keep an eye on constructability + red flags.
- No curb reconstruction
- Balance walking + biking
- Maintain auto access to every destination; transitioning parking and travel lanes
- Political support
- Public input
- Constrained conditions
- To be presented at Workshop #1 (November 11)
- Will also be developed with CPAC
Existing Conditions

Washington Boulevard

80' ROW
60' Curb to Curb
Potential Section 1

Washington Boulevard

80' ROW
60' Curb to Curb
Potential Section 2

80' ROW
60' Curb to Curb

Washington Boulevard
Ongoing Public Engagement Throughout Project Process

<table>
<thead>
<tr>
<th>Stage 1: Project Overview (October)</th>
<th>Stage 3: Design Development (December)</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Launch website landing page - 10/22</td>
<td>✓ Studio Hours - 12/1 - 12/4, hours TBD</td>
</tr>
<tr>
<td>✓ CPAC #1 - 10/22, 6pm - 8pm</td>
<td>✓ Business Roundtable #2 - 12/2, 9-11 am</td>
</tr>
<tr>
<td>✓ Mobility Subcommittee #1 - 10/27, 3pm - 6pm</td>
<td>✓ CPAC #4 - 12/3, 6pm - 8pm</td>
</tr>
<tr>
<td>✓ Business Roundtable #1 - 10/29, 9-11 am</td>
<td>✓ Community Virtual Workshop #2 - 12/8, 6pm-8pm</td>
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<tr>
<td>✓ Launch full website - 10/30</td>
<td>✓ CPAC #5 - 12/17, 6pm - 8pm</td>
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<thead>
<tr>
<th>Stage 2: Design Alternatives (November)</th>
<th>Stage 4: Implementation Planning (Jan-Mar)</th>
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<tbody>
<tr>
<td>✓ Community Virtual Workshop #1 - 11/11, 6pm - 8pm</td>
<td>✓ CPAC #6 - 1/22, 6pm - 8pm</td>
</tr>
<tr>
<td>✓ CPAC #2 - Combined with workshop (above)</td>
<td>✓ Business Roundtable #3 - 1/22, 9-11 am</td>
</tr>
<tr>
<td>✓ Field Meetings with Stakeholders (various times)</td>
<td>✓ Community Virtual Workshop #3 - 2/19, 6pm-8pm</td>
</tr>
<tr>
<td>✓ Field Survey - 11/13, 9am - 12 pm</td>
<td>✓ Pop-up Demonstration Project (3 day) - 2/19 - 2/21</td>
</tr>
<tr>
<td>✓ CPAC #3 - 11/18, 6pm - 8pm</td>
<td>✓ CPAC #7 - 3/4, 6pm - 8pm</td>
</tr>
<tr>
<td>✓ Mobility Subcommittee #2 - 11/19, 3pm-6pm</td>
<td>✓ Business Roundtable #4 - 3/4, 9-11 am</td>
</tr>
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Talking to People We Don’t Normally Talk To
Test Before You Invest!

Image: Julie Campoli
CELEBRATE! (Task Fun)
Data Collection and Project Monitoring

**BUS OPERATIONS**

**WEEKDAY AVERAGE TRAVEL TIME**

24% improvement in travel times

2.9 minutes faster

Combined for both directions: 3rd Avenue to 8th Avenue from January 2018 to January 2020

**WEEKDAY RIDERSHIP**

14% increase in bus ridership from January 2018 to January 2020, up to 28,589.

3,526 riders

**DATA SOURCES/NOTES**

1. Data provided by MTA NYC. 2. Data provided by MTA. 3. Data retrieved from Citi Bike. 4. Data provided by NYCDOT. Data collected by Sam Schwartz Team. 5. Data provided by NYPD.

**VEHICLE TRAVEL TIMES**

**WEEKDAY PM (5-6PM)**

<table>
<thead>
<tr>
<th>16th Street</th>
<th>14th Street</th>
<th>17th Street</th>
<th>18th Street</th>
<th>21st Street</th>
<th>24th Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Implementation (October 2018/May 2019)</td>
<td>+1 min</td>
<td>+1 min</td>
<td>+1 min</td>
<td>+1 min</td>
<td>+1 min</td>
</tr>
<tr>
<td>Post-Implementation (January 2020)</td>
<td>-1 min</td>
<td>-1 min</td>
<td>-1 min</td>
<td>-1 min</td>
<td>-1 min</td>
</tr>
</tbody>
</table>

*OCTOBER 2018 DATA NOT AVAILABLE. MAY 2019 USED FOR PRE-IMPLEMENTATION DATA.

**VEHICLE VOLUMES**

**WEEKDAY PM (5-6PM)**

- Decreased Volumes
- Increased Volumes

-12
-144
-148
-17

* BETWEEN 7TH AVE & 8TH AVE - BETWEEN 5TH AVE & UNIVERSITY PL

**SAFETY**

**CRASHES**

decrease in crashes with injuries between October 2017-January 2018 and October 2019-January 2020

Oct '17-Jan '18: 24
Oct '18-Jan '19: 27
Oct '19-Jan '20: 14

**PEDESTRIAN INJURIES**

x = 3

**CITI BIKE VOLUMES**

**MONTHLY BIKE RIDERSHIP**

94% increase in Citi Bike ridership in the project area from January 2018 to January 2020, up to 89,686.

89,686 riders
Ongoing Public Engagement Throughout Project Process

moveculvercity.com
Open Discussion
Thank you!

For more information, please visit moveculvercity.com