MOVE CULVER CITY
Reimagining Mobility in Culver City

Mobility, Traffic, and Parking Subcommittee
October 27, 2020
Agenda

- Move Culver City
- Quick Build Projects
- Community Engagement
- Project Process
- Open Discussion
Move Culver City
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
- Planning
- Design
- Implementation
- Evaluation

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
# High Level Project Timeline

**ML C1** = Corridor 1 (Downtown CC). **ML C2** = Corridor 2 (Sepulveda Blvd.). **ML C3** = Corridor 3 (Jefferson Blvd.)

*The transition to permanent may be longer depending on the scope of work.*

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<tr>
<th>FY 2021</th>
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## ML Phase 1

**ML C1**
- Design/Implementation
- 1-Year Pilot

**ML C2/C3**
- Design/Implementation

## ML Phase 2

**ML C2/C3**
- 1-Year Pilot
- Transition to Permanent*

**ML C1**
- Design/Implementation
- 1-Year Pilot
- Transition to Permanent*

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**ML C1**
- **Expo Reimagined**
- Design
- Build
- Go Live
- Eval. & Lessons Learned
- Final Evaluation & Debriefing
- Permanent Design & Implementation

**ML C2/C3**
- Design
- Build
- Go Live
- [3-6 Mos. Post C1 Go Live]
- Concept Design & Costs
- Complete Design for ML C2 and/or C3
- Construct ML C2 and/or C3
- ML C2/C3 Go Live
- Monitoring, Evaluation, and Debriefing
- Permanent Design & Implementation

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**ML C1 Circulator**
- Planning/Implementation

**Service Operational**
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
- Helms District
- Arts District

Bus Routes:
- Culver City Bus: 1, 5, 7, Metro 17, BBB 17, LADOT Commuter Express 437
- Culver City Circulator Service
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)
Henry Hammel (Engr)

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!
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
  - $1

- **Pilot**: 6 Mo - 1 year
  - $2

- **Interim Design**: 3 - 5 years
  - $3

- **Permanent**: 5 years +
  - $4

**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
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
- 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 [https://moveculvercity.com](https://moveculvercity.com)

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**Business Outreach**

Downtown Business Association
Arts District

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<td>Helms Bakery</td>
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<td>Howard Industries</td>
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<td>Lincoln Capital Properties</td>
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<td>Platform/Runyon Group</td>
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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

- Kick-off!
- Branding
- Draft Evaluation / Documentation Plan
- Design Alternatives
- Begin outreach
- CPAC Meetings
- Workshop (Nov)

2. Prepare for Build

- Design development
- Produce striping / build plans
- Calculate final budget
- Produce traffic control plan
- Volunteer solicitation
- CPAC Meetings
- Workshop (Dec)

3. Bid it

- Finish striping + build plans
- Vendor Selection
- Produce final detailed Installation Plan
- Order materials
- Find storage and staging locations for materials

4. Build it!

- Secure permit
- Finalize storage and staging locations for materials
- Finalize material order
- Finalize Vendors
- Construction

October - November 2020

November - December 2020

January - March 2021

March - April 2021
# Ongoing Public Engagement Throughout Project Process

## Stage 1: Project Overview (October)
- Launch website landing page - 10/22
- CPAC #1 - 10/22, 6pm - 8pm
- Mobility Subcommittee #1 - 10/27, 3pm - 6pm
- Business Roundtable #1 - 10/29, 9-11 am
- Launch full website - 10/30

## Stage 2: Design Alternatives (November)
- Community Virtual Workshop #1 - 11/11, 6pm - 8pm
- CPAC #2 - Combined with workshop (above)
- Field Meetings with Stakeholders (various times)
- Field Survey - 11/13, 9am - 12 pm
- CPAC #3 - 11/18, 6pm - 8pm
- Mobility Subcommittee #2 - 11/19, 3pm-6pm

## Stage 3: Design Development (December)
- Studio Hours - 12/1 - 12/4, hours TBD
- Business Roundtable #2 - 12/2, 9-11 am
- CPAC #4 - 12/3, 6pm - 8pm
- Community Virtual Workshop #2 - 12/10, 6pm-8pm
- CPAC #5 - 12/17, 6pm - 8pm

## Stage 4: Implementation Planning (Jan-Mar)
- CPAC #6 - 1/22, 6pm - 8pm
- Business Roundtable #3 - 1/22, 9-11 am
- Community Virtual Workshop #3 - 2/19, 6pm-8pm
- Pop-up Demonstration Project (3 day) - 2/19 - 2/21
- CPAC #7 - 3/4, 6pm - 8pm
- Business Roundtable #4 - 3/4, 9-11 am
Ongoing Public Engagement Throughout Project Process

moveculvercity.com
Questions?

For more information, please visit moveculvercity.com