



LOS ANGELES COUNTY
**BICYCLE
COALITION**

BUILDING A **BETTER**
BIKE-ABLE LA COUNTY

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The Los Angeles County Bicycle Coalition is submitting this proposal in response to RFI PLACE 2007-01. Our partner in this proposal will be the City of Los Angeles Department of City Planning

The Los Angeles County Bicycle Coalition (LACBC) offices are located at 634 South Spring Street Los Angeles, California 90014. The nearest cross streets are West 6th Street and 7th Street in downtown Los Angeles.

Both our initiative and physical project will be conducted in the City of Los Angeles--specifically in Northeast LA--in one of the following neighborhoods: Historic Highland Park, Garvanza, Hermon, Sycamore Grove, Cypress Park, or Lincoln Heights.

The LACBC has been active in Northeast LA since our inception in 1998. The LACBC participated, along with the City of Los Angeles by offering planning services and being in the advisory group for the Bicycle Transportation Strategic Plan: "Our Plan for a Bikeable Future". This Los Angeles County Metropolitan Transportation Authority (Metro) project, commenced in 2001 and included four study areas at Gold Line Stations in Northeast LA. The LACBC has partnered with the Community Redevelopment Agency of the City of Los Angeles to build a staffed bike commuter center in Hollywood, and currently partners with the Los Angeles Department of Transportation to run their Bike Locker Program. The LACBC is also represented on the Los Angeles Department of Transportation Bicycle Advisory committee.

Despite being qualified to work in Northeast LA, the LACBC will be partnering with the "Bike Oven", a community-based bicycle advocacy and repair collective which is based in and serves the neighborhoods mentioned above. The Bike oven formed in November of 2005 and now has a new storefront location at 3706 N. Figueroa Street and can be found on the web at www.bikeoven.com.

The contact person for this proposal and the individual authorized to legally bind our organization is the Executive Director of the Los Angeles County Bicycle Coalition, Jennifer Klausner.

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Sincerely,

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NELA Livability measurements: Repurposing the public Right-of-Way through Science

Lead Agency Organizational Background

Founded in 1998, Los Angeles County Bicycle Coalition's (LACBC) goal is to build a better, more bike-able Los Angeles County. LACBC is the only non-profit, membership-based organization working exclusively for the millions of bicyclists in Los Angeles County. The mission of the LACBC is to make the entire L.A. region a safe and enjoyable place to ride bikes.

The LACBC employs a staff of three: our Executive Director Jennifer Klausner, our Outreach Coordinator Monica Howe, and our Planning and Policy Director Dorothy Le. LACBC also relies on committed members and volunteers to carry out its mission. LACBC receives support and funding from members, donors, foundation awards and grants, event fees and proceeds, and government contracts.

The core programs of the Los Angeles County Bicycle Coalition are to support advocacy, education, and outreach, develops campaigns, programs, resources and events to support bicycling-related advocacy, education, and outreach all around Los Angeles County, to advocate for bicycling improvements, and to be a bicycling resource to bicycling individuals and organizations.

Proposed Partnerships

LACBC's required partner is the Los Angeles City Planning Department (Department); The Department has been selected as a partner because they are currently using a 'walkability audit' which may become foundations for the livability measurements the LACBC will develop. The LACBC and the Department will work in tandem during a Community Plan update for the neighborhood targeted by this proposal. LACBC and a technical consultant hired to fulfill the detailed project planning and data collection of this proposal will identify a target area, develop livability measurements, present findings to policy makers and the public, make recommendations for physical improvements to increase the target area's livability score, and build one physical improvement. The LACBC has discussed bicycle issues with the City Planning Department in the past, but has not partnered with them to develop policy.

In the process of developing the multiple livability measurements to fulfill this grant, the LACBC will forge secondary partnerships and make contact with additional agencies and organizations to collect the various data required to characterize the livability of the project area. The planning department will ultimately need to have some say in the area now controlled by the Bureau of Street Services, so a secondary partnership will need to be developed. Otherwise, data to flesh out the livability survey will be collected from statewide elected officials, private trade organizations, financial institutions, police and fire agencies, commercial data collectors, and academic researchers among other entities.

Overview of Proposed Initiative

The NELA Livability Measurement Initiative will develop a system of scientific livability measurements for the public right-of way in tandem with a community plan revision conducted by the Los Angeles Department of City Planning. These measurements will be used to improve one public right-of-way in a targeted area to encourage pedestrian and bicycle activity. To establish these alternative design goals, the LACBC will use local noise and air pollution data, a qualitative 'livability survey', counts and behaviors of people using the streets and sidewalks, trends in current and historical retail sales tax data, business and home loan default rates,

automobile accident statistics, insurance claims for traffic injuries and deaths, chronic sedentary lifestyle disease rates, and other measurements and trends.

In the short term, this initiative will incorporate the findings from these liveability measurements with the revised Community Plan (and associated ordinances) as well as generate a physical improvement in a targeted area's right-of-way.

The long term goals of this initiative are to give policy makers scientific tools to redesign neighborhoods region-wide - making walking and biking more viable forms of transportation. These livability measurements will focus on the health of local residents as well as the vitality and accessibility of a local business district to pedestrians and cyclists. Planning, designing, and ultimately building for these activities will reduce car trips and increase physical activity among those who would otherwise drive. The environment will be cleaner, the streets will feel safer, and the economy will be improved by the application of these diagnostic tools to neighborhoods throughout the region.

This initiative will develop a set of alternative measurements for planners and community members to use when making decisions about what is best for their community. These measurements will build on the existing "Walkability Audits" the Department is currently using and add a 'Livability Index' to the planning toolkit. The goal of this proposal is to provide policy makers with a set of positive benchmarks that are not focused on traffic throughput to improve the utility and livability of the built environment.

This policy change is needed because planners are forced to plan for communities when auto-centric road design policies form barriers to livable communities at literally every block. Policy makers need specialized tools to provide a livable streetscape for the business of daily life outside of the car.

The 'Livability Index' will make a path for planners to encourage developers and people to substitute walking or cycling for motorized forms of transportation, and to catch the prize of increased physical activity as part of everyday life.

Once developed, the Livability Index will suggest many interventions in the target area to increase the walkability, bikeability, and livability of the neighborhood. At least one of these interventions will be pursued as the built component in this initiative. By making the streets more livable and less solely auto-oriented, the physical intervention(s) will encourage more physical activity.

Level of Readiness and Political Will

The level of readiness for this project in the City Planning Department (Department) of Los Angeles is high. The Department is now under new leadership and it is beginning to focus on quality-of-life and street-life elements that were not focused on in previous administrations, such as the 'Walkability Audits' mentioned above. The LACBC believes that the Department is ready to broaden its view of planning and its role in the City of Los Angeles with a set of new tools. The office of Councilmember Ed Reyes has shown initial support for the LACBC's application for this proposal by facilitating the partnership between the LACBC and the Department of City Planning. It is likely that Councilman Reyes, with his history as initiator and supporter of the LA River Revitalization Plan will become a firm supporter of the LACBC project because it embodies the same trend of humanization of big plans and places that brought about the movement to develop the LA River Revitalization Plan.