

**CITY OF LOS ANGELES**  
INTER-DEPARTMENTAL MEMORANDUM

Date: August 11, 2021

To: Honorable City Council  
c/o City Clerk, Room 395  
Attention: Honorable Mike Bonin, Chair, Transportation Committee

From: Seleta J. Reynolds, General Manager  for  
Department of Transportation

Subject: **VISION ZERO ROADSIDE MEMORIAL SIGN PROGRAM EVALUATION**

**SUMMARY**

Council File 18-0895 directs the Los Angeles Department of Transportation (LADOT) to provide options for creating permanent roadside memorial signs at the locations of fatal bicycle and pedestrian crashes in the City of Los Angeles. This report describes the logistics, outcomes, and recommendations from the Roadside Memorial Sign pilot program.

**RECOMMENDATION**

That the City Council, subject to the approval of the Mayor, APPROVE a permanent memorial sign as described in this report and install 20 requested memorial signs each year.

**BACKGROUND**

Each year, more than 200 people are killed in traffic crashes in the City of Los Angeles. In 2015, Mayor Garcetti signed Executive Directive 10 to establish a goal of zero traffic fatalities by 2025 and initiated a set of policies and programs to achieve this goal. As part of this mission, LADOT works to raise awareness of traffic fatalities and develop a culture of safety in Los Angeles through in-school education, digital and physical social change campaigns and community engagement.

In December 2018, Council directed LADOT to create a long-term memorial sign program to honor people who died in traffic collisions while biking and raise awareness of traffic fatalities (CF18-0895). In March 2019, LADOT reported back to the Council with a proposed memorial sign program. In April 2019, the Council approved the creation of a memorial sign program and directed that LADOT report back with an evaluation of the program.

**DISCUSSION**

The following report summarizes the implementation of the Roadside Memorial Sign pilot program. It includes an overview of the sign application process, community outreach efforts, design procedure, installation logistics, and costs.

### Application Process

The pilot program application launched in January 2020. To request a Roadside Memorial Sign, applicants completed and returned an application form available online at [ladotlivablestreets.org](http://ladotlivablestreets.org) (Attachment 3). An applicant may be either a direct family member or a third party with written confirmation from a direct family member. Applicants to date include siblings, parents, and children of the deceased. The application form includes information about the name of the person applying, relationship to the victim, contact information, date of fatal crash, location of crash, victim's name as it appears on the accident report and as it should appear on the sign, LAPD incident report number, and preferred message and icon selection for the sign. LADOT Vision Zero staff review the application forms for completeness and follow up with a mockup of the proposed sign design and location, as well as a letter of consent for the applicant to sign and return (Attachment 4). Once the necessary paperwork is secured, LADOT staff submits a work order for sign fabrication and connect with field crews to install the sign. Upon installation, LADOT staff reaches out to the family contact to notify them. LADOT received many notes of gratitude from family members and friends, and received no complaints from applicants to date.

### Number of Signs and Victims Honored

The pilot program accepted 20 sign applications, which represented 23 victims of fatal traffic crashes. Though the pilot program did not stipulate a time frame for eligibility to participate, applicants sought to memorialize victims killed recently -- between 2017 and 2019. The youngest victim memorialized was 5 months old, while the oldest was 62. Six children under 18 were memorialized, as well as one pregnant mother.

Among the victims being honored, eleven traveled on foot, three traveled by bicycle, and nine traveled in a personal vehicle. The representation of victim modes roughly reflects the proportion of annual fatalities by mode in the City of Los Angeles.

LADOT connected with 20 families through this program. Seventeen out of 20 were connected to the support group SoCal Families for Safe Streets.

Applicants requested signs in six different council districts and three of the four LAPD Traffic Divisions. For a summary of participation details, see Attachment 1.

### Pilot Program Outreach

In order to spread awareness of the pilot program, LADOT pursued multiple avenues of community outreach. Information about the pilot was shared on social media and on the LADOT Livable Streets website. In addition, an announcement email was sent directly to a list of community-based organizations that have partnered with LADOT in the past on traffic safety initiatives, and to contacts in each LAPD Traffic Division. As a result, 17 out of 20 pilot applications arrived via referral from Los Angeles Police Department (LAPD) Traffic Division detectives and victim services liaisons.

### Sign Messages and Designs

The roadside memorial sign design includes a message directed at drivers, an optional travel mode icon, and memorial language. LADOT expanded the program to include all travel models and increased the

range of potential driver directions to ten. The following six messages were selected by victims' families during the pilot program:

- "Watch Your Speed" (8 signs)
- "Yield to Pedestrians" (4 signs)
- "Look for Pedestrians" (3 signs)
- "Don't Drink & Drive" (3 signs)
- "Look for Bicyclists" (1 sign)
- "Don't Drive Under the Influence" (1 sign)

Memorial language reads "In memory of [name of victim]." The memorial signs are rectangular with a blue background and white lettering. This color-scheme is consistent with the state's Victim Memorial Sign Program. In order to be seen by all road users, signs are 36 inches across and 42 inches high. See Attachment 4 for copies of each sign posted during the pilot period. Applicants chose whether or not to include an icon on the sign that aligns with the travel mode associated with the crash.

#### Sign Placement

LADOT installed signs on existing electroliers (light poles) within 500 feet of incidents based on crash reports. The victim's family and LADOT staff agreed upon an appropriate location to install the sign with the help of a basic photo mock-up. A Letter of Consent signed by the victim's family representative formalized the agreement. See Attachment 4 for a sample copy of the Letter of Consent.

Due to limits on agency jurisdiction, LADOT only installed signs on City of Los Angeles streets. This stipulation excluded freeways and state highways, such as portions of Pacific Coast Highway or Santa Monica Boulevard, from the proposed Roadside Memorial Sign Program. This restriction did not apply to any applicants during the pilot program. Two signs honored victims from the same crash on a road that forms the border between the City of Los Angeles and Gardena, so LADOT field crews installed the signs on the Los Angeles side only. Field crews used their discretion in installing the signs when poor visibility, or lack of posts occurred, and ensured that all of the signs were in safe and viewable locations.

#### Program Interest and Demand

The City Council directed LADOT to pilot up to 20 sign requests, and by mid-April of 2020, the Department received that number of requests just four months after the pilot program application launched. LADOT Vision Zero staff currently maintain a waiting list for applications received beyond the initial pilot allotment of 20. As of April 12, 2021, 20 additional applicants are on the waiting list for a memorial sign, and partners at LAPD have shared anecdotally that there are many more who would like to participate but are not yet on the waiting list. In addition, LADOT anticipates that Families for Safe Streets and the families of victims honored in the Rainbow Halo memorial program will request memorial signs as the Rainbow Halo Memorials begin to deteriorate (they are guaranteed just a one year lifespan). Thirteen Rainbow Halos have been installed to date.

#### Cost and Lifespan of Sign

The March 2019 LADOT report to Council committed \$9,700 from LADOT's existing budget to install 20 memorial signs in the pilot program, and the first year pilot total program cost is approximately \$6,178 (including staff time, sign fabrication, materials, and installation).

Other city and state governments may charge a fee for installation of these signs; however, the Council direction is for no charge(s) to the family and friends of a victim for installation of the Memorial Sign. LADOT recommends continuing the program beyond a pilot phase and implementing the Memorial Sign program as part of the department's work program.

Additionally, LADOT understands the need for maintaining the Memorial Signs for the lifespan of each sign, estimated to be from five to seven years. If LADOT were to maintain and replace signs in perpetuity, the number of signs around the City would increase annually and, starting at Year Five of the program, may require up to an additional \$6,180 per year to effectively replace as many as 20 signs.

#### Permanent Program

LADOT recommends making the Memorial Sign Program permanent at a rate of 20 signs per year using the existing budget allocation. A program that installs more than 20 signs per year would require dedicated project budget and staff. If approved as recommended, we plan to proceed with the 20 applicants already in our queue for Fiscal Year 2021-2022. Subsequent applications would be in line for future fiscal years.

#### **FINANCIAL IMPACT**

The Roadside Memorial Sign Pilot Program is funded through appropriations approved for the Vision Zero program. A permanent program will also be funded through funding provided for Vision Zero. There is no impact to the General Fund.

SJR:DM:lb  
Attachments

**Attachment 1 - Roadside Memorial Sign Pilot Program by the Numbers**

**Roadside Memorial Sign Pilot Program: The Basics**

Number of Signs Approved and Installed	20
Number of Victims Honored in Program	23
Number of Families Connected with SoCal Families for Safer Streets	18
Date of First Sign Installation	2/11/20
Date of Last Installation	TBD

**Roadside Memorial Sign Pilot Program: Number of Signs by Victim Mode, Council District, and LAPD Traffic Division**

By Victim Mode		By Council District		By LAPD Traffic Division	
Victim Mode	Number of Signs	Council District	Number of Signs	LAPD Traffic Division	Number of Signs
Pedestrian	11	1	1	Central	5
Bicycle Rider	3	5	1	South	13
Vehicle Driver	4*	8	6**	Valley	2
Vehicle Passenger	5*	9	6**	West	0
* One sign honors 3 family members, one driver and two passengers.		14	2		
		15	5		
		**One crash occurred on the border of CD 8 & CD 9, so is counted twice.			

**Attachment 2 - Signs Installed (Includes Victim Names and Locations of Signs)**

	<b>Victim Name</b>	<b>Date of Passing</b>	<b>Sign Location</b>	<b>Sign Install Date</b>	<b>LAPD Traffic Division</b>	<b>Council District</b>	<b>Victim Travel Mode</b>
1	Sebastian Montero	4/1/18	Burbank Blvd & De Soto Ave	2/11/20	Valley	3	Bicycle Rider
2	Hector Manuel Salinas	1/16/19	S Hobart Blvd & Adams Blvd	3/25/20	South	8	Pedestrian
3	James Findley	2/11/19	S Broadway & W 82nd St	5/4/20	South	9	Bicycle Rider
4	Joan Lynn Davis	8/2/18	E 84th St & S Central Ave	5/4/20	South	9	Pedestrian
5	Felicita Lemus	12/28/18	McKinley Ave & Colden Ave	5/7/20	South	8	Vehicle Driver
6	Yana Lavrenteva	10/13/18	Ventura Blvd & Louise Ave	5/8/20	Valley	5	Pedestrian
7	Leslie Roxana Donis	8/11/18	E Jefferson Blvd & McKinley Ave	5/20/20	Central	9	Vehicle Passenger
8	Gilberto Alcazar Lopez	12/29/19	S Vermont Ave & Artesia Blvd	5/21/20	South	15	Vehicle Driver
9	Maria G Nieves	11/29/19	S Vermont Ave & Artesia Blvd	5/21/20	South	15	Vehicle Passenger
10	Carmelita Asunción Alvarado	11/13/18	W 28th & Budlong Ave	5/25/20	South	8	Pedestrian
11	Sabrina A Williams	7/29/18	Imperial Hwy & Success Ave	5/26/20	South	15	Pedestrian
12	Elektra Yepez	11/10/17	Whittier Blvd & Marietta St	7/24/20	Central	14	Pedestrian
13	Eddie Sanchez	7/25/19	N Figueroa St & Pasadena Ave	7/24/20	Central	1	Vehicle Passenger
14	Juan Reynoso Emma G. Reynoso Sebastian G. Reynoso	4/28/18	Hoover St & W 76th St	8/31/20	South	8	Vehicle Driver and Passengers
15	Gary Noel Starr	10/2/19	W Martin Luther King Jr Blvd & Budlong Ave	9/16/20	South	8/9	Pedestrian
16	Veronica J. Hernandez	11/4/19	742-746 West Alondra Blvd	9/29/20	South	15	Pedestrian
17	Martin Dorado	10/20/19	McKinley Ave & E 76th St	1/6/21	South	9	Vehicle Driver
18	Marlenne and Amy Lorenzo	4/4/19	W 37th St & S Broadway	1/19/21	Central	9	Pedestrians
19	Joseph Prandoni	2/23/19	W Manchester Blvd, near Gramercy Pl	3/25/21	South	8	Bicycle Rider
20	Edward Urdiales	9/2/19	Huntington Dr & Topaz St	4/26/21	Central	14	Pedestrian

**Attachment 3 - Roadside Memorial Application Form**

The application provided below was minorly amended in Fall 2020, and translated into Spanish to enhance future program outreach.

# Roadside Memorial Sign Program Application

Please complete all information fields in the following application form.  
Your application cannot be processed if incomplete.

**APPLICANT INFORMATION**

Your Name:  Date:

Relationship to the Victim:

Address:

City:  State:  ZIP Code:

Daytime Phone Number:

E-mail Address:

**CRASH INFORMATION**

Date of Crash:  Victim's Mode of Crash:  Walking  Bicycling  
 Driving (vehicle)  
 Other:

Location of Crash:   
*(Please provide nearest address, cross streets of an intersection, or street name and nearest intersection)*

Incident Number and/or Divisional Report Number:   
*(See other side for information about collecting number)*

**MEMORIAL SIGN INFORMATION**

Victim's Name:  *(as it should appear on the sign)* Victim's Name:  *(as it appears on the collision report)*

Select the **message** and **icon** to be included on Roadside Memorial Sign:  
*(please choose one of each)*

MESSAGE	ICON		
<input checked="" type="checkbox"/> WATCH YOUR SPEED	<input checked="" type="checkbox"/> Bicycle	<input checked="" type="checkbox"/> Pedestrian	<input checked="" type="checkbox"/> No Icon
<input checked="" type="checkbox"/> DON'T TEXT AND DRIVE	<input checked="" type="checkbox"/> Bicycle	<input checked="" type="checkbox"/> Pedestrian	<input checked="" type="checkbox"/> No Icon
<input checked="" type="checkbox"/> DON'T DRINK AND DRIVE	<input checked="" type="checkbox"/> Bicycle	<input checked="" type="checkbox"/> Pedestrian	<input checked="" type="checkbox"/> No Icon
<input checked="" type="checkbox"/> RIGHT/LEFT TURNS YIELD TO BIKES	<input checked="" type="checkbox"/> Bicycle		
<input checked="" type="checkbox"/> GIVE THREE FEET IT'S THE LAW	<input checked="" type="checkbox"/> Bicycle		
<input checked="" type="checkbox"/> DON'T DRIVE IN BIKE LANE	<input checked="" type="checkbox"/> Bicycle		
<input checked="" type="checkbox"/> YIELD TO BICYCLISTS	<input checked="" type="checkbox"/> Bicycle		
<input checked="" type="checkbox"/> LOOK FOR BICYCLISTS	<input checked="" type="checkbox"/> Bicycle		
<input checked="" type="checkbox"/> YIELD TO PEDESTRIANS		<input checked="" type="checkbox"/> Pedestrian	
<input checked="" type="checkbox"/> LOOK FOR PEDESTRIANS		<input checked="" type="checkbox"/> Pedestrian	

Check this box to give LADOT permission to share your contact information with safe streets advocacy and/or support groups for survivors of fatal traffic crashes.



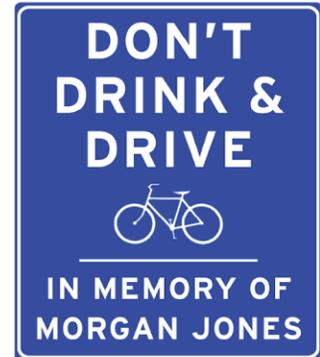
# Roadside Memorial Sign Program Application

For victims of fatal traffic crashes

## **What is it and why are we doing it?**

The Roadside Memorial Sign Program offers friends and family the opportunity to commission a memorial sign at the site of a traffic-related fatality. The sign acts as a memorial to individuals who died in traffic collisions; a reminder to drivers to use caution while sharing the road; and a way to raise awareness of traffic-related fatalities.

Applicants will be able to request the placement of a long-term sign and customize the high-visibility, blue signs with a pre-approved safety message and the name of the victim being honored. Roadside Memorial Signs are free for all applicants.



## **Who is eligible to apply?**

- A sign must be requested by a victim's immediate family member or a sponsor with the consent of the victim's family (see Step 2: Review and Follow-up with Applicant for consent process);
- LADOT can only install signs on City of Los Angeles streets. This stipulation excludes freeways and state highways outside its jurisdiction, such as portions of Pacific Coast Highway or Santa Monica Boulevard, from the Roadside Memorial Sign Program.

## **How do I apply?**

*Step 1. Complete Application:* Complete the one-page digital PDF application and submit it by emailing it to [visionzero@lacity.org](mailto:visionzero@lacity.org) or mailing it to: LADOT c/o Vision Zero Division, 100 S Main St, 10th Floor, Los Angeles, CA 90012.

*If unknown, the Incident Report Number can be found on the forms provided by LAPD at the time of the incident. Information on the same forms will direct you to a phone number to get the Divisional Report number. Both numbers are preferred, but not required. Please contact [visionzero@lacity.org](mailto:visionzero@lacity.org) if you experience trouble retrieving a report number.*

*Step 2. Review and Follow-up with Applicant:* Within 30 business days, LADOT will review the application for completeness, identify the crash details, and if the application meets the eligibility criteria, LADOT staff will follow-up with the applicant for three things:

- Finalization of the **name to appear on the sign;**
- Advisement and finalization of **sign location;**
- **Consent from family:** Consent from an immediate family member can be submitted completing a Letter of Consent provided by LADOT staff. The letter confirms the sign text and location, as well as family member support. A signature is required.

*Step 3. Final Approval and Installation:* Upon receipt of any remaining documentation and approvals from the applicant, LADOT will process the request. When approved by all relevant city departments, LADOT will fabricate and install the memorial sign at the predetermined location. The sign will be maintained by LADOT for 7 years.

For questions, please reach out to [visionzero@lacity.org](mailto:visionzero@lacity.org).



# Aplicación del Programa de Letreros Conmemorativos

Complete toda la información en el siguiente formulario de aplicación.  
Su aplicación no puede procesarse si está incompleta.

## INFORMACIÓN DEL APLICANTE

Su nombre:  La fecha:

Relación con la víctima:

Dirección:

Ciudad:  Estado:  Código postal:

Número de teléfono durante el día:

Dirección de correo electrónico:

## INFORMACIÓN DEL ATROPELLADO

Fecha del atropellado:

Ubicación del atropellado:

*(Proporcione la dirección más cercana, las calles de una intersección, o nombre de la calle y la intersección más cercana)*

Modo de atropellado de la víctima:

Caminar       Montar en bicicleta

Conducir (vehículo)

Otra:

Número del incidente y / o número del informe divisional:

*(Consulte el otro lado para obtener información sobre la recopilación de números)*

## INFORMACIÓN DEL LETRERO

Nombre de la víctima:  *(como debería aparecer en el letrero)*

Nombre de la víctima:  *(como aparece en el informe de colisión)*

Seleccione el **mensaje** y el **ícono** que se incluirán en el Letrero Memorial:  
(por favor elija uno de cada)

MENSAJE	ÍCONO
<input checked="" type="checkbox"/> WATCH YOUR SPEED	<input checked="" type="checkbox"/> Bicicleta <input checked="" type="checkbox"/> Peatón <input checked="" type="checkbox"/> Sin ícono
<input checked="" type="checkbox"/> DON'T TEXT AND DRIVE	<input checked="" type="checkbox"/> Bicicleta <input checked="" type="checkbox"/> Peatón <input checked="" type="checkbox"/> Sin ícono
<input checked="" type="checkbox"/> DON'T DRINK AND DRIVE	<input checked="" type="checkbox"/> Bicicleta <input checked="" type="checkbox"/> Peatón <input checked="" type="checkbox"/> Sin ícono
<input checked="" type="checkbox"/> RIGHT/LEFT TURNS YIELD TO BIKES	<input checked="" type="checkbox"/> Bicicleta
<input checked="" type="checkbox"/> GIVE THREE FEET IT'S THE LAW	<input checked="" type="checkbox"/> Bicicleta
<input checked="" type="checkbox"/> DON'T DRIVE IN BIKE LANE	<input checked="" type="checkbox"/> Bicicleta
<input checked="" type="checkbox"/> YIELD TO BICYCLISTS	<input checked="" type="checkbox"/> Bicicleta
<input checked="" type="checkbox"/> LOOK FOR BICYCLISTS	<input checked="" type="checkbox"/> Bicicleta
<input checked="" type="checkbox"/> YIELD TO PEDESTRIANS	<input checked="" type="checkbox"/> Peatón
<input checked="" type="checkbox"/> LOOK FOR PEDESTRIANS	<input checked="" type="checkbox"/> Peatón

Marque esta casilla para dar permiso a LADOT para compartir su información de contacto con grupos de seguridad vial y/o apoyo para los sobrevivientes de atropellados fatales.



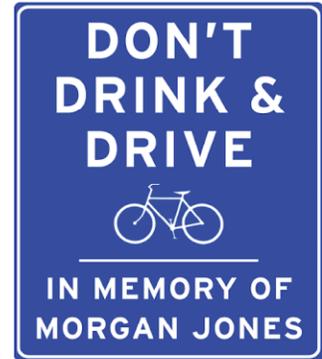
# Aplicación del Programa de Letreros Conmemorativos

## Para las víctimas de atropellados fatales

### ¿Qué es y por qué lo estamos haciendo?

El Programa de Letreros Memorials ofrece a amigos y familiares la oportunidad de encargar un letrero conmemorativo en el sitio de una fatalidad relacionada con el tráfico. El letrero actúa como un monumento a las personas que murieron en colisiones de tráfico; un recordatorio a los conductores para que tengan cuidado al compartir el camino; y una forma de crear conciencia sobre las muertes relacionadas con el tráfico.

Los solicitantes podrán solicitar la colocación de un letrero a largo plazo y personalizar los letreros azules de alta visibilidad con un mensaje de seguridad preaprobado y el nombre de la víctima que se honrará. Un Letreros Memorial es gratis para todos los solicitantes.



### ¿Quién es elegible para aplicar?

- Se requiere que un miembro de la familia inmediata de la víctima o un representante con el consentimiento de la familia de la víctima puede solicitar un letrero (consulte el 'Paso 2: Revisión y seguimiento con el solicitante' para el proceso de consentimiento);
- LADOT solo puede instalar letreros en las calles de la Ciudad de Los Angeles. Esta estipulación excluye del programa las autopistas y autopistas estatales fuera de su jurisdicción, como porciones de Pacific Coast Highway o Santa Monica Boulevard.

### ¿Cómo me inscribo?

*Paso 1. Complete la aplicación:* complete la aplicación de PDF digital de una página y envíela por correo electrónico a [vizionzero@lacity.org](mailto:vizionzero@lacity.org) o envíela por correo a: LADOT c/o Vision Zero Division, 100 S Main St, 10th Floor, Los Angeles, CA 90012.

*Si no se conoce, el número de informe de incidentes se puede encontrar en los formularios proporcionados por LAPD en el momento del incidente. La información en los mismos formularios lo dirigirá a un número de teléfono para obtener el número del informe divisional. Se prefieren ambos números, pero no se requieren. Póngase en contacto con [vizionzero@lacity.org](mailto:vizionzero@lacity.org) si tiene problemas para recuperar un número de informe.*

*Paso 2. Revisión y seguimiento con el solicitante:* Dentro de los 30 días hábiles, LADOT revisará que la aplicación esté completa, identificará los detalles del accidente y, si la aplicación cumple con los criterios de elegibilidad, un empleado de LADOT le contactará con un solicitante por tres cosas:

- Finalización del nombre que aparecerá en el letrero;
- Asesoramiento y finalización de la ubicación del letrero;
- Consentimiento de la familia: El consentimiento de un miembro de la familia inmediata puede presentarse completando una carta del consentimiento proporcionada por un empleado de LADOT. La carta confirma el texto y la ubicación del letrero, así como el apoyo de los miembros de la familia. Se requiere una firma.

*Step 3. Final Approval and Installation:* Al recibir la documentación restante y las aprobaciones del solicitante, LADOT procesará la solicitud. Cuando todos los departamentos relevantes de la ciudad lo aprueben, LADOT fabricará e instalará el letrero conmemorativo en la ubicación predeterminada. El letrero será mantenido por LADOT por 7 años.

Para preguntas, comuníquese con [vizionzero@lacity.org](mailto:vizionzero@lacity.org).



**Attachment 4 - Sample Letter of Consent**

# Roadside Memorial Sign Consent Letter

Please complete all information fields in the following consent letter

Los Angeles Department  
of Transportation  
100 S Main St, 9th Floor,  
Los Angeles, CA 90012

Dear LADOT,

I write this letter to formally request a Roadside Memorial Sign to honor the death of

on  .  
[Name of Victim] [Date of Crash]

As a family member of the victim, I consent to the production and posting of a memorial sign with the confirmed safety message referenced in Attachment A and at the proposed location shown in Attachment B.

Sincerely,

\_\_\_\_\_  
[Signature]   
[Printed Name]  
   
[Relation to Victim] [Date]

Attachment A Preview

Attachment B Preview



Attachment 5 - Pilot Program Memorial Signs

