

TRANSPORTATION COMMITTEE REPORT relative to the Vision Zero Roadside Memorial Sign Pilot Program.

Recommendation for Council action:

APPROVE a permanent memorial sign as described in the August 11, 2021 Los Angeles Department of Transportation (LADOT) report, attached to the Council File; and, INSTALL 20 requested memorial signs each year.

Fiscal Impact Statement: The LADOT reports that 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.

Community Impact Statement: Yes

For:
Wilshire Center Koreatown Neighborhood Council

Summary:

On August 17, 2021, your Committee considered an August 11, 2021 LADOT report relative to the Vision Zero Roadside Memorial Sign Pilot Program.. According to the LADOT, 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, the 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 the 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 (Council File No. 18-0895).

Subsequently, in March 2019, the 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. After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendations contained in the LADOT report and detailed in the above recommendation. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Transportation Committee

COUNCILMEMBER VOTE

BONIN: YES

KORETZ: YES

BUSCAINO: YES

ARL

8/17/21

-NOT OFFICIAL UNTIL COUNCIL ACTS-