

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: October 27, 2021

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

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

Subject: **APPROVAL OF THE LOS ANGELES DEPARTMENT OF TRANSPORTATION'S (LADOT) RECOMMENDATION TO TRANSFER \$1.0 MILLION FROM THE UNAPPROPRIATED BALANCE TO LADOT TO IMPLEMENT THE PLAY STREETS AND PEOPLE ST PROGRAMS**

SUMMARY

This report seeks approval to transfer \$1.0 million for the FY 2021-22 Unappropriated Balance to the Los Angeles Department of Transportation (LADOT) to support the implementation of People St and Play Streets Programs as further described in this report.

RECOMMENDATIONS

The General Manager of the Los Angeles Department of Transportation (LADOT) respectfully requests the City Council (Council), subject to approval of the Mayor:

1. APPROVE LADOT's request to transfer \$1.0 million in funding from the Unappropriated Balance (UB) to LADOT to implement the Play Streets and People St Programs;
2. AUTHORIZE the Controller to:
 - a. Transfer and Appropriate \$500,000 from the Unappropriated Balance Fund No. 100-58, Account No. 580375 to a new account in the Transportation Trust Fund No. 840-94, entitled "People St Program" to support the implementation of People St Projects;
 - b. Transfer and Appropriate \$500,000 from the Unappropriated Balance Fund No. 100-58, Account No. 580375 to a new account in the Transportation Trust Fund No. 840-94, entitled "Play Streets Program" to support the implementation of Play Streets Projects;
3. Authorize LADOT to make any technical adjustments as necessary and consistent with the Mayor and Council actions on administrative and technical matters subject to the approval of the City Administrative Officer, and request the Controller to implement these instructions.

BACKGROUND

Residents in the City of Los Angeles (City) lack access to safe public open space. The 7,500 miles that make up the City's street network are in-fact the largest public space asset the City has to offer.

Historically, their primary purpose has been to facilitate the flow of vehicles to move people and goods, but streets have the potential to be vibrant public spaces of economy, community interaction, and culture. LADOT's People St and Play Streets Programs help communities transform City streets into public open spaces and re-establish them as dynamic places of community interaction.

DISCUSSION

People St

The People St Program supports the quick and cost-effective transformation of underutilized roadway into active, vibrant, and accessible public spaces. These community-led projects encourage increased levels of walking and bicycling, and support economic vitality. The COVID-19 pandemic highlighted the benefits of outdoor public spaces and LADOT has seen renewed interest in the People St Program as a result.

People St is the culmination of many years of collaboration between community groups, elected officials, City staff, and other stakeholder organizations. In March 2012, LADOT installed the first People St pilot plaza at Sunset Triangle. Working with community partners, LADOT has since created five plazas and five parklets with more placemaking projects in the pipeline.

LADOT plans to reopen the People St application portal in Fall 2022, and aims to deliver two new plazas and up to four new parklets annually. In preparation for the next application cycle, this fiscal year, the Department will evaluate potential project and secure a technical design consultant to help less-resourced community partners submit competitive applications.

Play Streets

The Play Streets Pilot Program was launched in 2016 through Mayor Garcetti's Great Streets initiative. The goal of the pilot program was to create low cost, safe, and dynamic public play spaces on residential streets. The program provided residents the opportunity to temporarily transform their streets into places for play to improve public health, neighborhood safety, and community connections.

A Play Streets installation typically closes a one block street segment for four to six hours. Every Play Street is accompanied with a Box of Play kit containing all the necessary components needed to support the street closure and set the street for play.

During the pilot phase of this program, LADOT created a program framework, internal workflow, and standard Box of Play kit. LADOT also developed a suite of programmatic assets for community partners including an application manual, program brand and style guide, communications and marketing outreach materials, day-of-event execution guide, and evaluation materials. All materials are available in English, Spanish and Korean.

LADOT envisions an ongoing Play Streets Program that is:

- City-owned and operated
- Application-based and resident driven
- Free to residents
- Focused on high density neighborhoods with low access to park space, populations living near the poverty line with higher vulnerability to health variables

- Occurs on a one-blok segment of a residential streets, for 5 hours on weekends
- Centered on Kit of Parts that provides innovative play opportunities for all ages
- Monitored and evaluated to guide growth

Program Metrics & Outcomes

LADOT used a participant survey during People St activations to gather real-time input on program performance throughout the pilot phase. To date, a total of 17 Play Street activations in 5 different neighborhoods provided new access to play for approximately 75,871 people. 70% of survey respondents indicated attending Play Streets increased their level of physical activity, while 99% indicated they agree or strongly agree that they feel safe at Play Streets.

LADOT will continue to track the following metrics with this survey:

1. Demographics
 - a. Age
 - b. Gender
 - c. Race / ethnicity
2. Usage
 - a. Attended with friends/family
 - b. Time spent on Play Street
 - c. Travel mode
 - d. Previous attendance
 - e. How they heard about the Play Street
3. Experience
 - a. Perceived safety
 - b. Stress relief
 - c. Self reported activities
 - d. Alternative
 - e. Amount of physical activity
 - f. Most enjoyed part
 - g. Least enjoyed part
 - h. Improvement suggestions

LADOT will also monitor the following neighborhood characteristics with regard to Play Street locations:

1. Density
2. Income
3. Access to park space
4. Public Health vulnerabilities

Funding Overview

LADOT proposes to divide the \$1.0 million from the FY 2021-22 Unappropriated Balance between Play Streets and People St Funding allocations and anticipated expenditures for both programs are listed below.

*Play Streets Total Funding Allocation**

No.	Item	Description	Funding
1	Play Streets Demonstration	Conduct 3 Play Streets demonstration events Winter 2021 - 2022	\$76,535
2	Play Streets Pilot Phase 3	Citywide Play Streets Program launch, complete a minimum of 25 Play Streets events Spring 2022 - Spring 2023	\$423,465
TOTAL			\$500,000

** Allocation amounts may vary as implementation costs will depend on the applications received.*

Play Streets Total Funding Anticipated Expenditures

No.	Entity	Services	Funding
1	Service Provider	In-House consultant program coordinator, design + set up support, program promotion, partner recruitment, application review, event staffing, evaluation + monitoring and final pilot program report.	\$440,000
2	LADOT	Printing (flyers, promotional materials, temporary signage)	\$25,000
3	Service Provider	Refinement + Replenish Play Equipment	\$20,000
4	Service Provider	Boxes of Play (Trailers) Maintenance	\$3,000
5	Service Provider	Tools, equipment & supplies	\$2,000
6	Service Provider	Travel / Outreach	\$10,000
TOTAL			\$500,000

*People St Total Funding Allocation**

No.	Item	Description	Funding
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1	People St Plaza Installation	Install 2 People St Plazas	\$350,000
2	People St Technical Assistance	Contract technical design assistance for applicants in disadvantaged communities	\$150,000
TOTAL			\$500,000

** Allocation amounts may vary as implementation costs will depend on the applications received.*

People St Total Funding Anticipated Expenditures

No.	Entity	Services	Funding
1	Service Provider	Capital costs for People St installations (surface treatment, planters, signage)	\$300,000
2	Service Provider	Pre/post project evaluation	\$50,000
3	Service Provider	Application assistance for community partners	\$75,000
4	Service Provider	Technical design assistance for community partners	\$75,000

FISCAL IMPACT

No impact to the City's General Fund is anticipated by this action since funding is allocated for this purpose.

SJR:DM:ko/rm