MOTION TRANSPORTATION

The Lake Hollywood Park and Innsdale Trail area is one of the most visited locations in the City of Los Angeles due to their close proximity to the Hollywood Sign. Despite its popularity, it is difficult for the City to accurately track the number of visitors to this area on a consistent and regular basis, which leads to a lack of insight and understanding of visitation patterns – information ultimately needed for City departments to adequately provide infrastructure and services to meet visitor demand.

Contemporary "smart" counting devices are able to take account of user volumes without collecting identifiable information on individuals or vehicles. In fact, the Bureau of Street Lighting (BSL) has already deployed such sensors in a few pilot instances for counting pedestrian volumes around the downtown entertainment district in order to brighten the lights during heavy crowd volumes. By utilizing lighting poles already present in these locations, the BSL Smart Cities division could provide innovative infrastructure to establish an understanding of visitor numbers and patterns. By coupling the technology with the operational expertise of the Department of Transportation to interpret and present data collected, new counting devices in the vicinity of Lake Hollywood Park could help us capture valuable visitor data in order to address services and infrastructure demands in the area.

I THEREFORE MOVE that the City Council instruct the Bureau of Street Lighting to report back, with the assistance of the Department of Transportation, within 60 days, with an analysis and project delivery plan to install sensors and/or other technologies capable of counting pedestrian and vehicles in the vicinity of Lake Hollywood Park, and the east and west Innsdale Trail entrances. The deployed technology should be able to count pedestrians and vehicles continuously, all day, every day, and that data should be recorded and available for departmental use.

PRESENTED BY: _____
NITHYA RAMAN
Councilmember, 4th District

SECONDED BY: _____

ORIGINAL

JUN 27 2023

PK