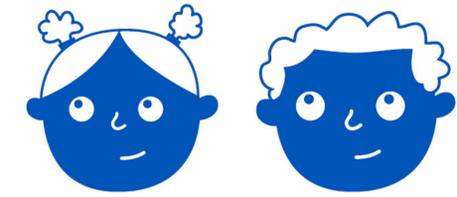


# WHAT ARE WE DOING ON WILSHIRE BLVD.?



## MAKING A SAFER AND BETTER CONNECTED STREET

### SAFETY STUDY GOALS

- >> Use **data** to understand safety issues for people who use Wilshire Blvd.
- >> Gather additional safety information from **community members**
- >> Identify options for **better, safer access** to nearby homes, businesses, and transit
- >> Recommend **short- and long-term** improvements
- >> Develop strategy for **implementation**

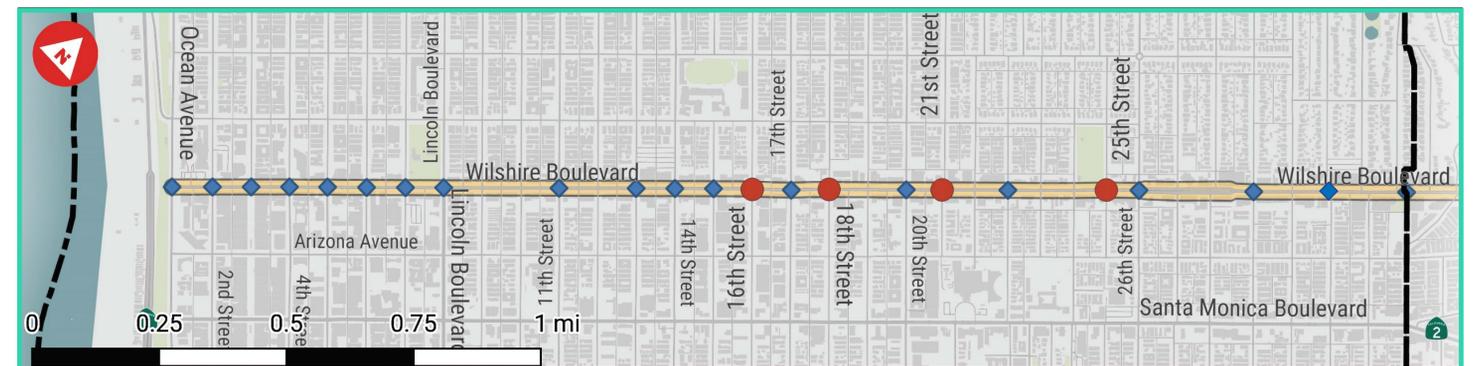
### PROJECT AREA

2.4 miles of Wilshire Blvd.  
Ocean Ave. to Centinela Ave.

#### 56 Intersections

- 19 have signals
- 17 have two-way stops for cross traffic
- 20 are alleys
- 3 have scramble crosswalks

- City Boundaries
- Wilshire Blvd
- Signalized Intersections
- Priority Intersections



### PROJECT TIMELINE



## WILSHIRE SAFETY STUDY



# WHY STUDY WILSHIRE BLVD.?



## SO WE CAN TAKE THE FRIENDLY ROAD

Our "Take the Friendly Road Campaign" is based on Vision Zero, which is a systemic approach to eliminating fatal and severe traffic related injuries by 2026. This is accomplished through education, enforcement and infrastructure improvements.

In Santa Monica more than half of us walk and bike daily and a third of students walk to school. With so many mobility options, it's important to keep the wellbeing of everyone front and center. From supporting infrastructure projects and laws that keep us all safe, to putting our phones down and paying attention to others, we can create a safe and friendly Santa Monica: one day, one street, one gesture at a time.

Share your experience of Wilshire Blvd. with us today!



"Take the Friendly Road" branding



"Take the Friendly Road" banners on Wilshire

## BECAUSE SAFETY MATTERS

Safety efforts are guided by where fatal and severe injury crashes have occurred on Santa Monica streets. Many have been on Wilshire Boulevard.

We're looking closely at the data to understand why collisions happen and how they can be prevented.



Priority intersections with the highest occurrence of fatal and severe injury crashes.

1. Olympic & 26th (1 fatality and 3 severe injuries)
2. Ocean Park & Lincoln (2 fatalities and 1 severe injury)
3. Wilshire & 16th (4 severe injuries)
4. Olympic & 14th (4 severe injuries)
5. Pico & 4th (1 fatality and 2 severe injuries)
6. Hollister & Neilson (1 fatality and 2 severe injuries)
7. Santa Monica & Cloverfield (3 severe injuries)
8. Wilshire & 18th (3 severe injuries)
9. Wilshire & 21st (2 fatalities)
10. Wilshire & 25th (3 severe injuries)

## AN (ABBREVIATED) HISTORY OF WILSHIRE BLVD.

DIRT ROAD RACE COURSE	ENHANCED PEDESTRIAN CROSSINGS INSTALLED	BIKE ACTION PLAN	PEDESTRIAN ACTION PLAN	DOWNTOWN COMMUNITY PLAN	WILSHIRE SAFETY STUDY
1900'S	2004-5	2011	2016	2017	FEBRUARY 2020
<p>Long before summer beach traffic, Santa Monica was known for its annual Road Race--an event that took place from 1909 through 1919.</p> <p>The Santa Monica race was established by a consortium of Southern California auto dealers who wanted to stimulate interest in cars--buying them as well as racing them--at a time when automobiles were relatively rare in Los Angeles.</p> <p>The course began at Ocean and Montana Avenues and drivers went south on Ocean to Nevada Avenue, later renamed Wilshire Boulevard. The sharp turn from Ocean onto Wilshire was particularly difficult to navigate and was the site of numerous wrecks. Although no one was ever killed there, it was dubbed "Dead Man's Curve" years before Jan and Dean used the descriptive name for a song title.</p> <p>- Excerpted from "Racing Down Santa Monica's Ocean Avenue, Way Back When" by Charles Solomon, 1/31/2001 in the LA Times</p>	<p>In 2003, the City of Santa Monica commissioned a citywide analysis of potential pedestrian crossing enhancements. Wilshire Blvd. was one of the focus streets for the report. The report authors recommended installing raised pedestrian refuge islands at all uncontrolled locations, so that pedestrians only need to cross one direction of traffic at a time. Between 2004 and 2005, the City of Santa Monica designed and installed these pedestrian refuge islands, which today include a landscaped median.</p>	<p>A street for transit, walking, and neighborhood retail.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> <li>• Keep bikeways on parallel streets</li> <li>• Major intersection enhancements for bikes crossing Wilshire</li> </ul>	<p>A better street for walking.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> <li>• Better lighting</li> <li>• Scramble crosswalks</li> <li>• Curb extensions</li> <li>• Leading pedestrian intervals</li> </ul>	<p>A Transit and walking street.</p> <p>Recommendations:</p> <ul style="list-style-type: none"> <li>• Signature sidewalk (West of 4th)</li> <li>• Wider sidewalks, more trees</li> <li>• More vibrant Promenade</li> </ul>	

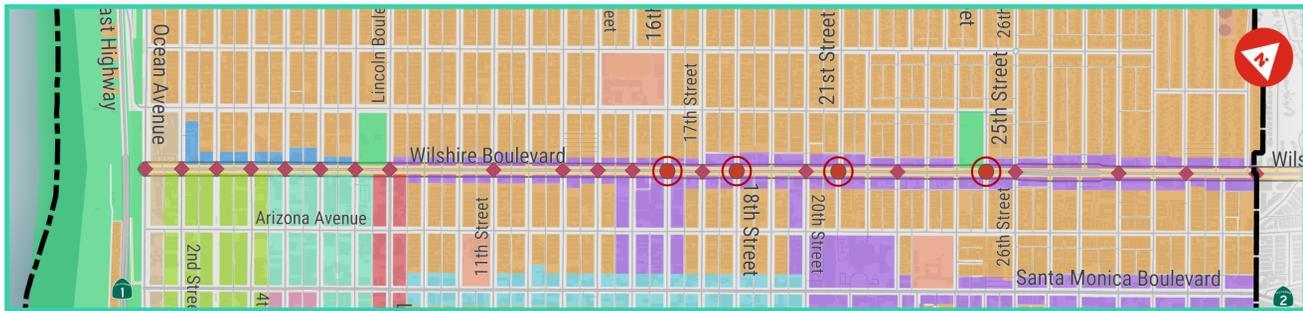
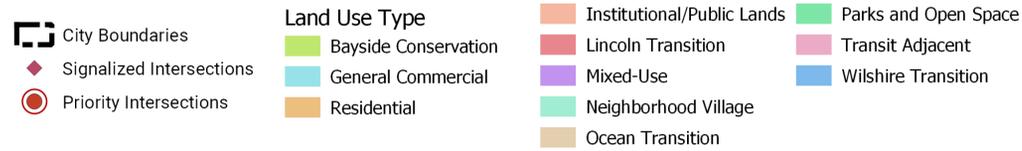
# WHAT DO WE KNOW ABOUT WILSHIRE BLVD.?



**Corridor Context:** Wilshire Boulevard is a complex street, serving the a variety of needs and many different uses. In the downtown area west of Lincoln, Wilshire has many larger commercial uses, catering to downtown businesses and tourists. In the middle of the corridor, there are many hospitals and schools. On the east end, there are restaurants and grocery stores that attract a mid-day lunch rush. The corridor serves hundreds of transit users every day on Big Blue Bus and Metro. We are analyzing this context to understand the variety of activity along Wilshire Boulevard and make sure we develop recommendations that balance the needs of everyone.

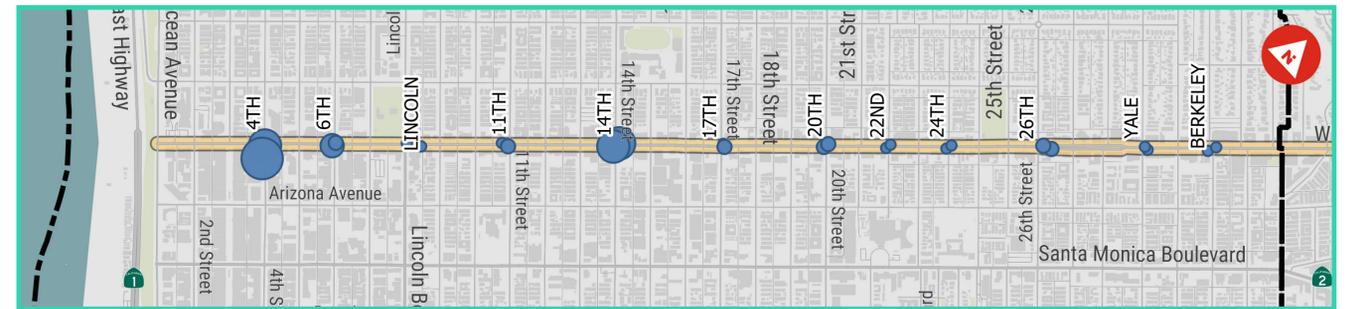
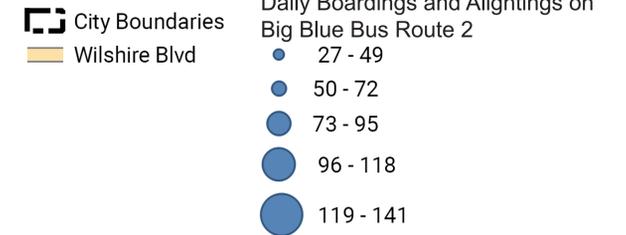
## LAND USE

Wilshire Blvd. is home to many businesses and is surrounded by residential neighborhoods. This safety study will make sure businesses and residents can stay actively engaged in the process.



## TRANSIT ON WILSHIRE

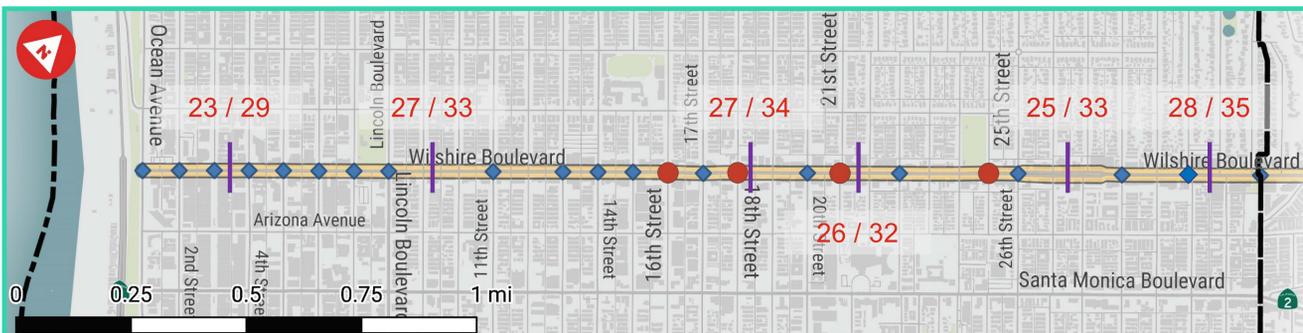
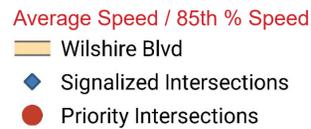
Encouraging access to transit is a goal of this safety study. This map illustrates the number of people who board and alight the Big Blue Bus route 2 on Wilshire.



## TRAFFIC SPEED AND VOLUME

### TRAFFIC SPEEDS

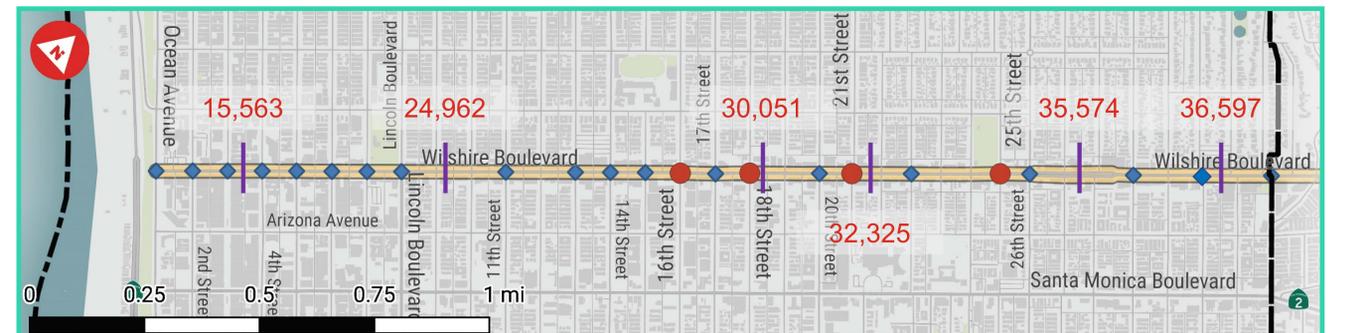
The posted speed limit on Wilshire Blvd. is 30 mph. We took a look at average and 85<sup>th</sup> percentile\* driving speeds in six places on Wilshire. Speeds are pretty consistent along the street, but people drive slightly faster (on average) on the eastern end of the corridor.



The 85<sup>th</sup> percentile speed is the speed at or below which 85 percent of the traffic is moving. This is used as a guide to set the speed limit at a safe speed, minimize crashes, and promote uniform traffic flow.

### TRAFFIC VOLUME

We also looked at how many people drive Wilshire Blvd. in those six places. Traffic volume is lower near downtown: About 36,000 drivers use the eastern end of Wilshire every day, but only 15,000 use the western end.



# WHAT DO WE KNOW ABOUT WILSHIRE BLVD?

**Corridor Context:** Wilshire Boulevard serves many different uses as you travel from west to east. Wilshire is a wide street as it approaches Ocean Avenue (1), and the downtown area has scramble crosswalks to accommodate high volumes of people crossing the street, like at the 3rd Street Promenade (2). The corridor serves people with mobility needs who use Big Blue Bus (3), and also experiences a significant amount of commercial loading and unloading (4). As you travel eastward, there are more two-way stop controlled intersections, where people driving have to navigate multiple lanes of traffic to find an opening for through or left turn movements (5 and 6). Pedestrian islands provide a refuge area to help people walking find a break in traffic to cross (7). On the western end, there are a variety of businesses and commercial activity that create varying demands throughout the day (8).



1. Wilshire Boulevard looking east at Ocean Avenue



2. Wilshire at the 3rd Street Promenade



3. Wilshire serves many transit and mobility needs



4. Commercial loading has been regularly observed in the center of the street



5. Left turn onto Wilshire Blvd at 16th St



6. Vehicle attempting a left turn off Wilshire Blvd



7. Pedestrian refuge island provide an opportunity for people crossing the street to wait for cross traffic



8. The east end of the corridor has many commercial destinations

# WHAT DO WE KNOW ABOUT WILSHIRE BLVD.?



**Safety Context:** In addition to understanding the general corridor context, we are interested in specific safety trends and activity along the entire corridor and at focused intersections.

## WHY COLLISIONS HAPPEN

The top five Primary Collision factors on Wilshire Blvd are summarized below. These are the same as for the citywide data, though the order is slightly different. For example, there is a higher percentage of crashes involving the pedestrian right-of-way. This signifies a potentially higher rate of people walking along and across Wilshire Blvd compared to citywide streets.

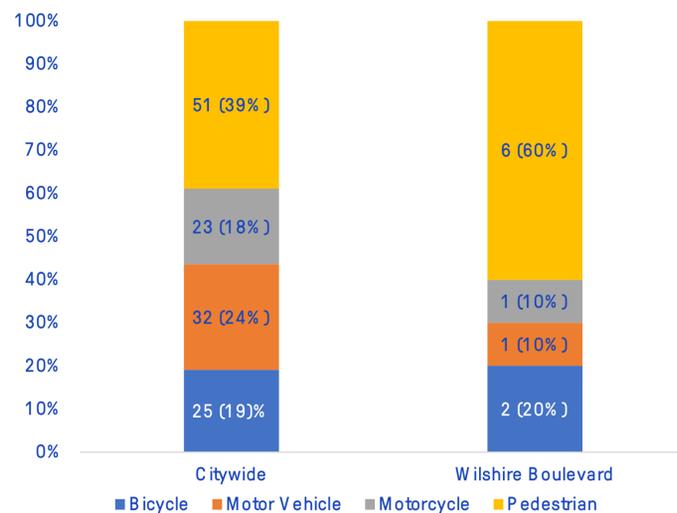
Primary Collision Factor	Wilshire Blvd.		Citywide	
	Number	Percentage	Number	Percentage
Automobile Right of Way	48	20%	521	21%
Unsafe Speed	39	16%	492	20%
Pedestrian Right of Way	28	12%	184	7%
Improper Turning	21	9%	284	11%
Traffic Signals and Signs	20	8%	217	9%

Source: SWITRS 12/01/2013 - 11/30/2018

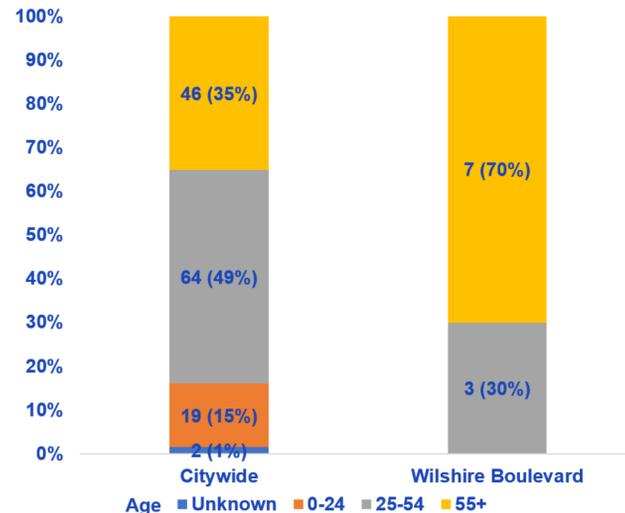
## HOW WILSHIRE COMPARES TO THE REST OF SANTA MONICA

During the citywide safety analysis for Take the Friendly Road, city staff found that people walking and older adults are overrepresented in fatal and serious injury crashes data, compared to general travel patterns and demographics. This trend appears to be pronounced on Wilshire Boulevard, and warrants attention at individual crash locations.

FATAL AND SEVERE INJURIES BY MODE



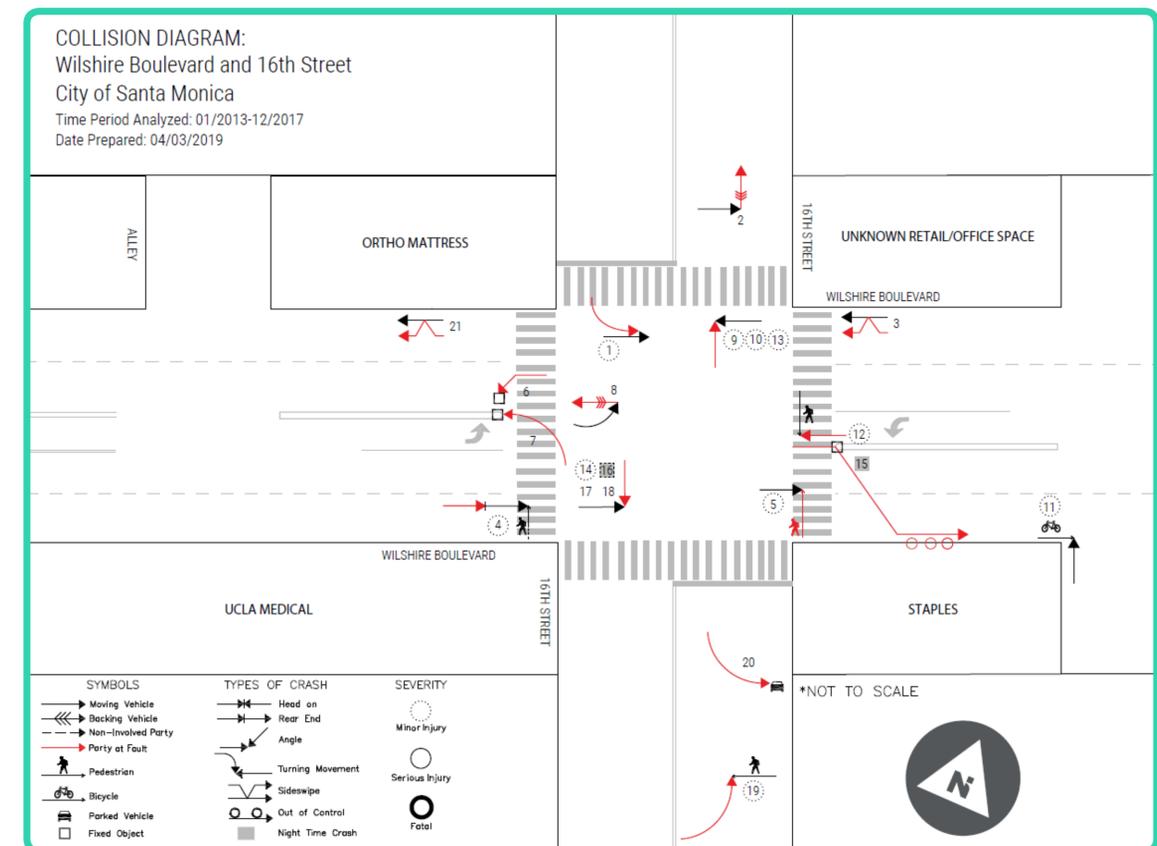
FATAL AND SEVERE INJURIES BY AGE



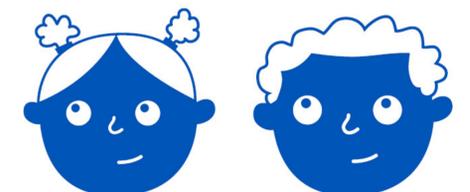
Source: SWITRS 12/01/2013 - 11/30/2018

## HOW COLLISIONS HAPPEN

We have analyzed Santa Monica Police Department data and compiled crash reports for the 36 signalized or two-way stop controlled intersections on Wilshire Blvd. These crash diagrams help explain how collisions between January 2013 to December 2017 happened. Take a look at one of the books on the center table to see detailed crash information for the entire corridor!



Source: SMPD 01/01/2015 - 11/30/2017



# WE'RE LISTENING!



Stakeholder feedback data is just as important as the quantitative data in our safety analysis. We're analyzing community comments, talking to key stakeholder groups, and we're here today to listen to you! All of these comments will help us identify focus areas for safety improvement recommendations, which we will present back in the Fall of 2019. Make sure you provide your e-mail address at the sign-in booth to stay involved!

## COMMUNITY FEEDBACK

We looked at **326 requests** that the City of Santa Monica has received for Wilshire Blvd through the Santa Monica Works reporting system **from 2014 - 2018**. This word cloud shows some popular themes.

Top submission topics included:

- Tree Maintenance
- Pedestrian Safety
- Signs and Markings
- Parking & Traffic Enforcement



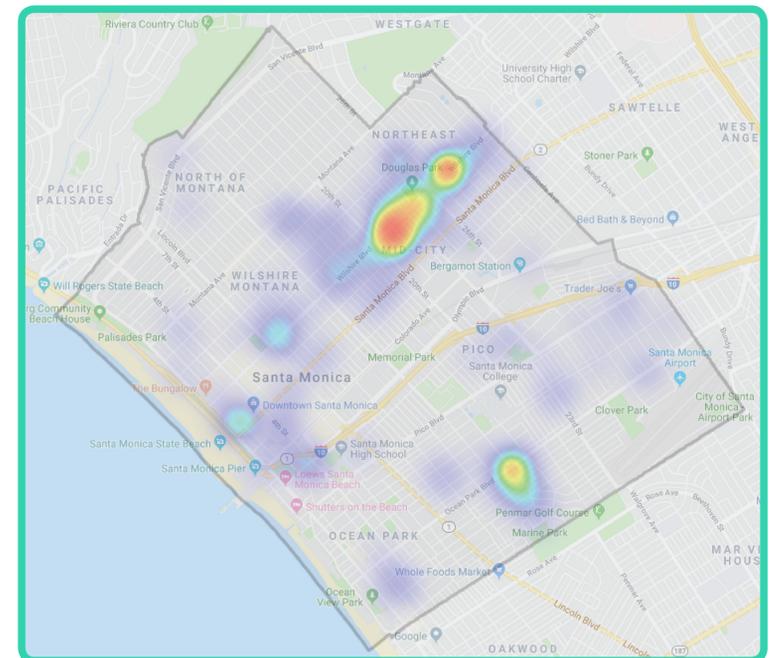
## ONLINE MAP

We are collecting community input on our **"Take the Friendly Road" interactive map**. Many of the 142 comments submitted so far focus on Wilshire Boulevard.

Top comments topics include:

- Difficult Crossing Conditions
- Speeding
- Failure to Yield
- Vehicle Loading/Drop Off

You can always **visit [smgov.net/friendlyroad](http://smgov.net/friendlyroad)** to provide additional comments. And don't forget to stop by our community input station to share your comments in real time!



## WHERE HAVE WE BEEN...

### WE'VE GIVEN 6 PRESENTATIONS IN 2019

- March 4** - Santa Monica Northeast Neighbors
- March 5** - WILMONT Neighborhood Coalition
- March 19** - Santa Monica Mid City Neighbors
- April 26** - Downtown Santa Monica
- May 22** - Planning Commission
- June 3** - Disability Commission

### OUTREACH ON WILSHIRE

- 700+** flyers and door hangers delivered
- 200+** businesses reached
- 500+** people reached
- Mailed over **13,000** postcards (over **8,000** were to residents)
- Placed **banners** on the Boulevard
- Emails** and **phone calls**
- Digital** and **print media**



## ...AND WHERE ARE WE GOING?

### DRAFT RECOMMENDATIONS IN FALL 2019

After we take all your feedback from today's meeting, the online content, and our continued conversations with key stakeholders, our team will **get to work!** We'll refine our analysis to identify target locations and develop draft recommendations for safety improvements to present back at a community meeting in the Fall.