Metro Open Streets Grant Program Evaluation Report

NOVEMBER 2019



Metro | FEHR & PEERS | UCLA

METRO OPEN STREETS GRANT PROGRAM EVALUATION REPORT

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Executive Summary

Since the first CicLAvia in 2010, Open Streets events have proven hugely popular across Los Angeles County. Open Streets transforms paved spaces normally reserved for cars into temporary oases for people to walk, bike, roll, and everything in between. Thoroughfares typically characterized by traffic become welcoming environments for public life – places where families and friends are free to interact. In this temporary commons, Angelenos of all backgrounds experience a rare vantage of our largest shared public space: our streets.





Open Streets in Los Angeles

What is Open Streets?

Open Streets temporarily closes streets to automobile traffic and opens them to people walking, biking, and using other modes of non-motorized transportation.

Open Streets has quickly become one of the most popular programs in the livable cities movement. It is an increasingly common strategy in regions that are seeking new ways to encourage shifts to sustainable modes of transportation, reduce traffic congestion, and achieve economic and public health improvement.

Many North American Open Streets initiatives draw inspiration from those held in Central and South America, where they are called "ciclovías." The term, which translates to English as "bike path," was coined in Bogotá, Colombia, a city that began experimenting with its model Ciclovía initiative in 1974. CicLAvia in the County of Los Angeles is a local example of an Open Streets event that has been ongoing since 2010.

What is the Metro Open Streets Grant Program?

The Open Streets Grant Program has three goals:



GOAL 1
Provide opportunities for riding transit, walking, or riding a bike in an urban environment, possibly for the first time



GOAL 2
Encourage future mode shift to non-automobile forms of transportation



GOAL 3
Foster civic engagement at the local level that supports non-automobile forms of transportation

In September 2013, the Metro Board approved the Open Streets Competitive Grant Program framework to fund a series of regional car-free events. Metro has issued two cycles of Open Streets grants, which local jurisdictions can apply for, and plans are in the works for a third. Metro awards these grants through a scoring process that considers the events in terms of regional diversity; city policies; and connection to transit stations, regional bikeways, and major activity centers. This report examines the Cycle 1 Open Streets events, and through this work, we also collected data at the Cycle 2 events. Data will again be collected at future Cycle 3 events.

2013 **2014** **2015** **2016**

CYCLE 1 OPEN STREETS EVENTS (EVALUATED IN THIS REPORT)

JUNE 19, 2013
Metro Board approves Motion 72 directing staff to develop an Open Streets Grant Program

OCTOBER 5, 2014
CicLAvia: Heart of LA

MARCH 22, 2015
CicLAvia: The Valley

MAY 31, 2015
CicLAvia: Pasadena

JUNE 6, 2015
Beach Streets: Uptown

AUGUST 9, 2015
CicLAvia: Culver City Meets Venice

APRIL 23, 2016
Lawndale Community Bike Ride



Why are We Evaluating Open Streets Events?

In order to track progress of the Open Streets Grant Program and determine the effects of the funding provided, we're collecting data at Open Streets events and using it to evaluate advancement towards the goals we've set.

Also, Open Streets provides an opportunity to engage stakeholders who may be interested but unaware of Metro transit, and to provide safer spaces for biking, walking, and riding transit. Open Streets provides a powerful laboratory to show local community leaders, stakeholders, and businesses the viability of riding a bike, walking, and using other non-automobile modes of transportation in their community. Understanding the ways that these events affect us helps us to better plan for future events and invest in our communities.

How are We Evaluating Them?

We asked each event organizer to collect data about their event. They collected attendance counts at all of the events in this report, plus business sales, transit ridership, and surveys from attendees and local businesses at many of them.

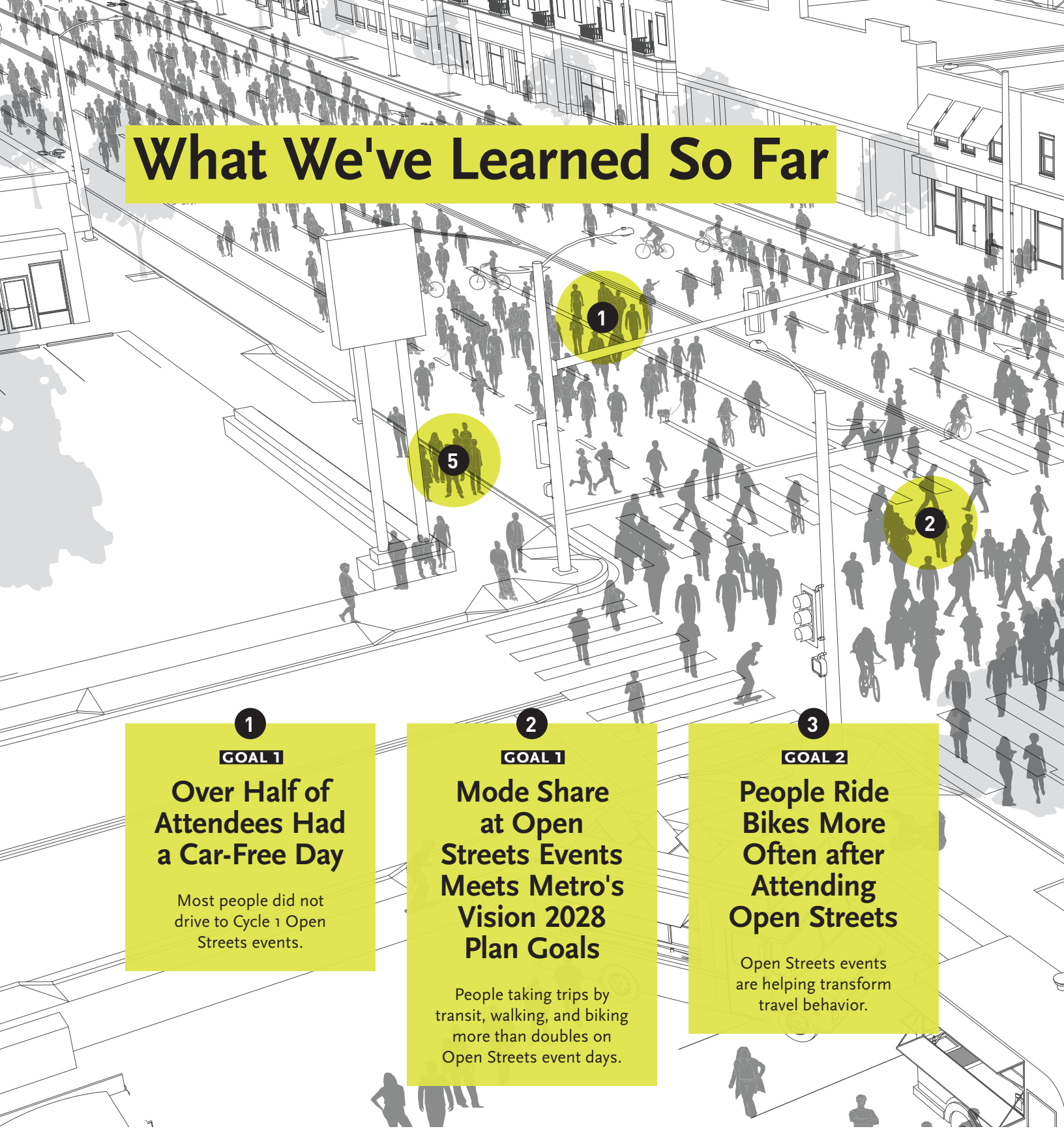
Once we had the data in hand, we worked with a consultant team and the University of California, Los Angeles to analyze it. In this report, we've shared data by event and by theme. This analysis will help us better understand how these events are doing, what can be improved, and where we as a County can go from here.

2017

CYCLE 2 OPEN STREETS EVENTS (DATA COLLECTED)

- MAY 1, 2016 — **Downey Ride & Stride**
- MAY 15, 2016 — **CicLAvia: Southeast Cities**
- JUNE 5, 2016 — **Santa Monica Coast**
- JUNE 12, 2016 — **Viva SGV!**
- NOVEMBER 12, 2016 — **Beach Streets: Midtown**
- MARCH 5, 2017 — **626 Golden Streets (Rescheduled)**
- MARCH 26, 2017 — **CicLAvia: Culver City Meets Venice**

What We've Learned So Far



1

GOAL 1

Over Half of Attendees Had a Car-Free Day

Most people did not drive to Cycle 1 Open Streets events.

2

GOAL 1

Mode Share at Open Streets Events Meets Metro's Vision 2028 Plan Goals

People taking trips by transit, walking, and biking more than doubles on Open Streets event days.

3

GOAL 2

People Ride Bikes More Often after Attending Open Streets

Open Streets events are helping transform travel behavior.

2017 — 2018

CYCLE 2 OPEN STREETS EVENTS (DATA COLLECTED)

MAY 7, 2017	JUNE 11, 2017	JULY 16, 2017	AUGUST 13, 2017	OCTOBER 8, 2017	DECEMBER 10, 2017	MARCH 31, 2018
Downey Ride & Stride	CicLAvia: Glendale Meets Atwater Village	Whittier Walk & Roll	CicLAvia: San Pedro Meets Wilmington	CicLAvia: Heart of LA	Ciclavia: Iconic Wilshire Boulevard	Healthy San Fernando



4

GOAL 2

Metro Rail Ridership Increases up to 10% on Open Streets Event Days

Metro ridership increases during every Open Streets event surveyed, and many of those riding are doing so for the first time.

5

GOAL 3

1 in 3 Open Streets Attendees is Participating for the First Time

Open Streets events show LA County locals and their policy makers the value and possibility of rethinking space and mobility in our communities.

6

GOAL 3

Open Streets Events Look Like LA County

People who come to Open Streets events are similarly diverse to Los Angeles County as a whole.

2019

APRIL 22, 2018
CicLAvia: Heart of the Foothills

AUGUST 19, 2018
River to Rail: Vernon & Huntington Park

SEPTEMBER 16, 2018
Pride of the Valley Open Streets

OCTOBER 7, 2018
Santa Monica Coast

DECEMBER 2, 2018
CicLAvia: Heart of LA

NOVEMBER 2019
Metro Open Streets Grant Program Evaluation Report released

COMING NEXT
Cycle 3 Open Streets events

SECTION 2

What We Know about Open Streets

We've collected and analyzed a wealth of data about the Cycle 1 Open Streets Events. We're using this data to track our progress toward the goals of the Open Streets Grant Program and learn how we can make Open Streets better for the residents of LA County.





Why Are We Evaluating the Open Streets Events?

We're Tracking Our Progress toward the Goals of Metro's Open Streets Grant Program



GOAL 1
Provide opportunities for riding transit, walking, or riding a bike in an urban environment, possibly for the first time



GOAL 2
Encourage future mode shift to non-automobile forms of transportation



GOAL 3
Foster civic engagement at the local level that supports non-automobile forms of transportation

Open Streets provides an opportunity to engage stakeholders who may be interested but unaware of Metro transit; Metro efforts to provide safer spaces for biking, walking, and riding transit; and the potential for using non-automobile modes of mobility in LA County. Locating Open Streets near Metro Rail stations has the potential to boost transit ridership on event days. By introducing new riders to transit, Open Streets may also build annual transit ridership as new riders become regular users. Open Streets provides a powerful laboratory to show local community leaders, stakeholders, and businesses the viability of bike riding, walking, and using other non-automobile modes of transportation in their community. Understanding the ways that these events affect us helps us to better plan for future events and invest in our communities.

...And How Are We Evaluating Them?

We Asked Each Event Organizer to Collect Data about Their Event. Here's What Was Collected Where

	Event Attendance	Quotes from Attendees	Business Sales or Survey*	Transit Ridership**
CicLAvia: Heart of LA	✓	✓	✓	✓
CicLAvia: The Valley	✓	✓	✓	✓
CicLAvia: Pasadena	✓	✓	✓	✓
Beach Streets: Uptown	✓		✓	
CicLAvia: Culver City Meets Venice	✓	✓	✓	✓
Lawndale Community Bike Ride	✓	✓	✓	
Downey Ride & Stride	✓	✓	✓	
CicLAvia: Southeast Cities	✓	✓	✓	✓
Santa Monica Coast	✓		✓	✓
Viva SGV!	✓	✓	✓	

*Event organizers had the choice to collect feedback on businesses by survey or sales dollars

**Transit ridership data was only collected at events with an adjacent Metro Rail station

We worked with a consultant team and the University of California, Los Angeles to analyze these data. The results are shown on the following pages and are organized into three sections, one for each Open Streets goal. Since each event organizer collected data differently, and because some events were postponed to later dates, we're not always able to make comparisons across all Cycle 1 Open Streets events.



GOAL 1

How is Metro's Open Streets Grant Program Providing Opportunities for Riding Transit, Walking, and Riding a Bike?

Open Streets gets people moving. Events allow everyday citizens to reimagine city streets as places that are safe for walking and biking. At Open Streets, people who may typically travel by automobile get the opportunity to explore the streets on foot, bike, or transit, possibly for the first time. High attendance at Open Streets events reveals that Angelenos enjoy and are open to active transportation modes.

Open Streets shows that people want safe streets for all and will walk and bike more if provided a safer environment to do so. The car-free nature of these events gives opportunities for people who do not own a car to experience the city as their own and encourages people that do own a car to leave it at home. In fact, the majority of Open Streets attendees arrive by Metro, bicycle, or foot.


Metro Bike
TREK
Metro

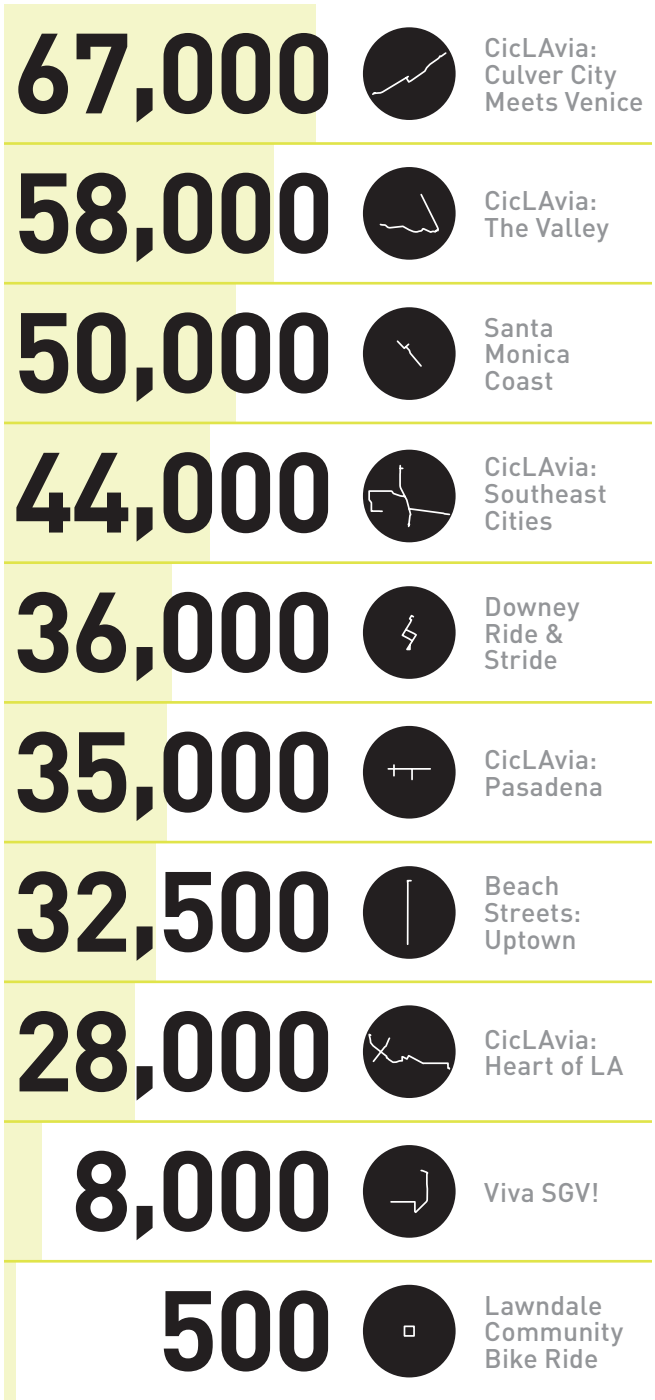
GOAL 1

Open Streets Events Draw Thousands of People

Cycle 1 Open Streets events welcomed nearly 360,000 **Angelenos from all across the region. That's equivalent to 4% of Los Angeles County's population.** High attendance at Open Streets events demonstrates demand for safe places to bike and walk in Los Angeles County that are not dominated by motorized vehicles.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *Beach Streets: Uptown*
- *CicLAvia: Culver City Meets Venice*
- *Lawndale Community Bike Ride*
- *Downey Ride & Stride*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*
- *Viva SGV!*

Estimated Attendance at Cycle 1 Open Streets Events



Cycle 1 Open Streets Events in Photos



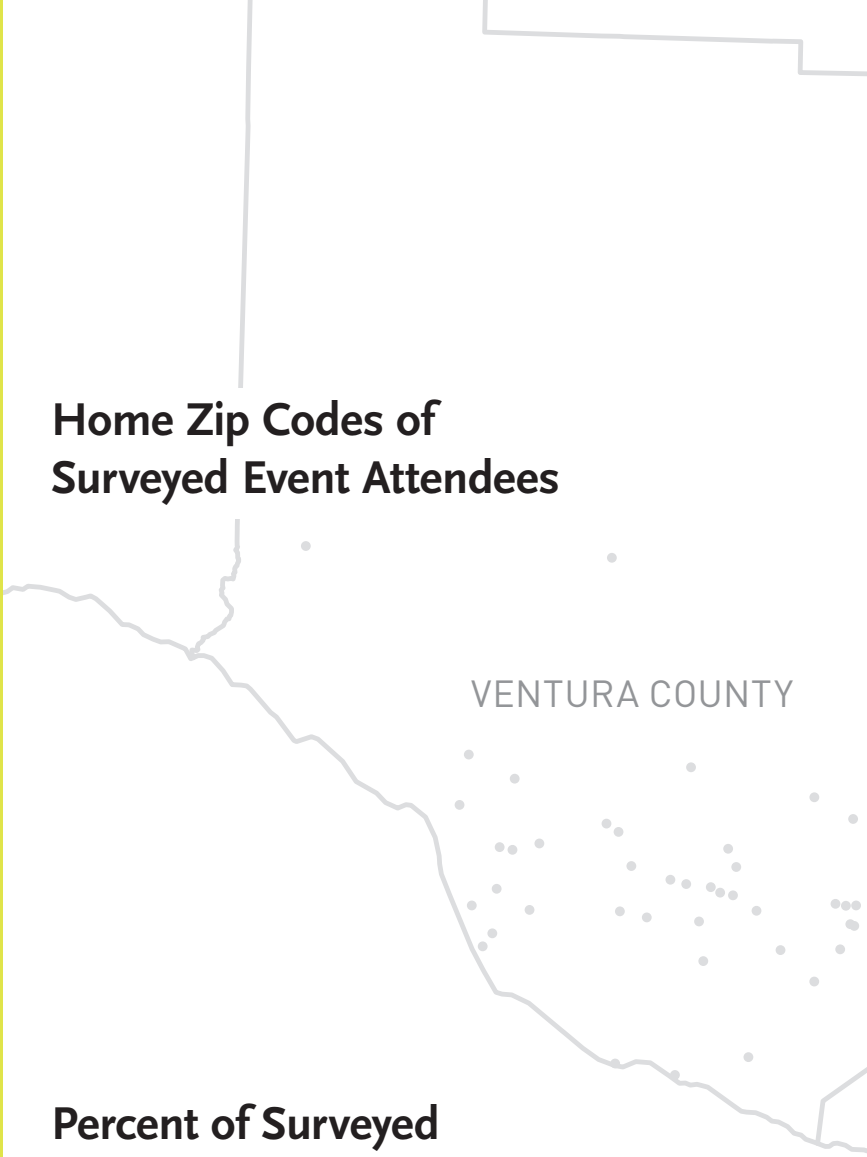
GOAL 1

People Come from All Over to Attend Open Streets

People want Open Streets in their communities and are willing to travel to attend. **92% of surveyed Open Streets attendees are from Los Angeles County.** Open Streets not only attracts local residents, but draws attendees from across the county and beyond. Three out of four surveyed attendees arrive from non-local zip codes (farther than 1.5 miles from the event route), and about a third of attendees travel more than 10 miles to attend. Since Open Streets are car-free, travel to the events creates a great opportunity to Go Metro.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*

Home Zip Codes of Surveyed Event Attendees



Percent of Surveyed Attendees Who Travel More than 10 Miles to the Event



45%
CicLAvia: Pasadena



37%
CicLAvia: Culver City Meets Venice



34%
CicLAvia: Heart of LA

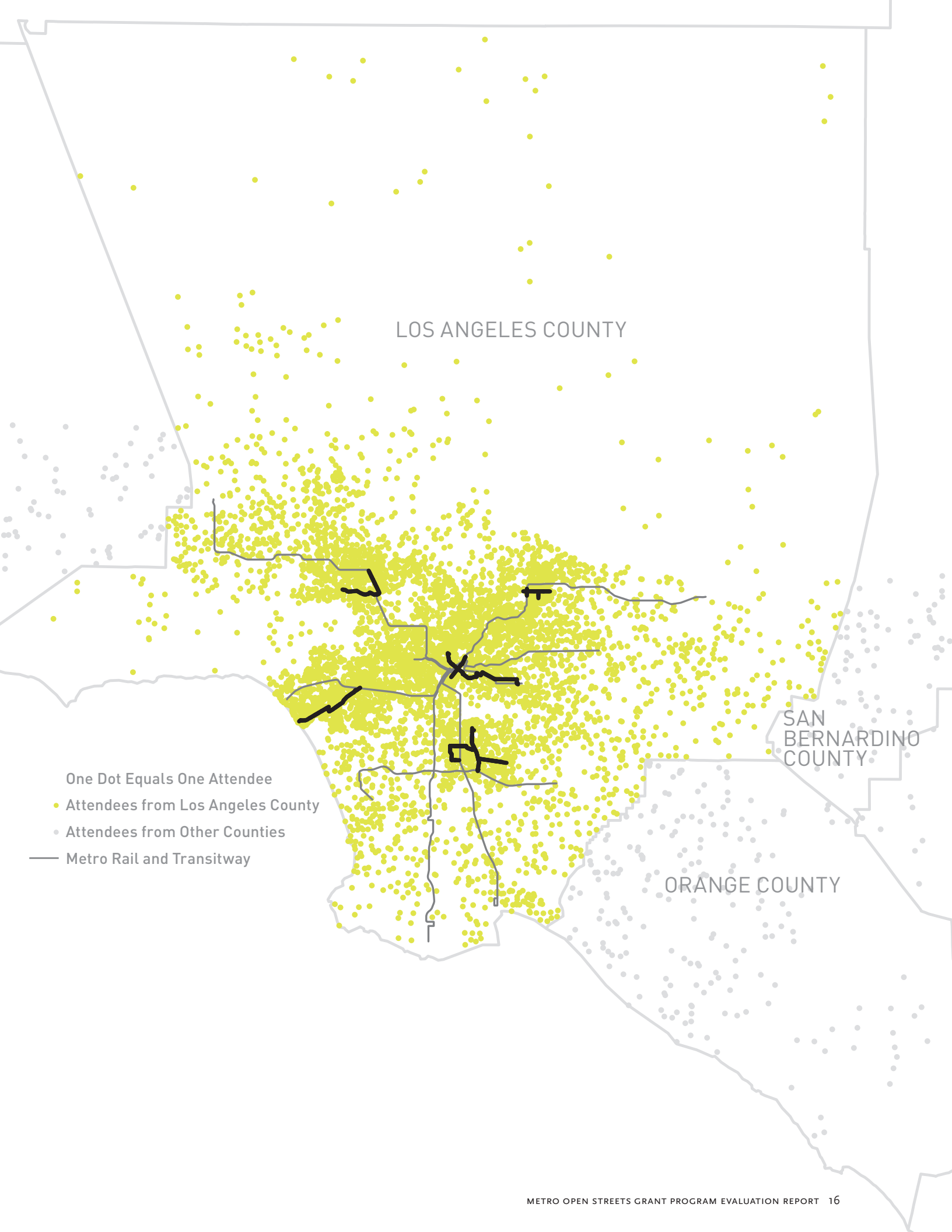


34%
CicLAvia: The Valley



28%
CicLAvia: Southeast Cities

About a third of attendees travel more than 10 miles to the average Open Streets event


LOS ANGELES COUNTY
SAN BERNARDINO COUNTY
ORANGE COUNTY
One Dot Equals One Attendee
Attendees from Los Angeles County
Attendees from Other Counties
Metro Rail and Transitway

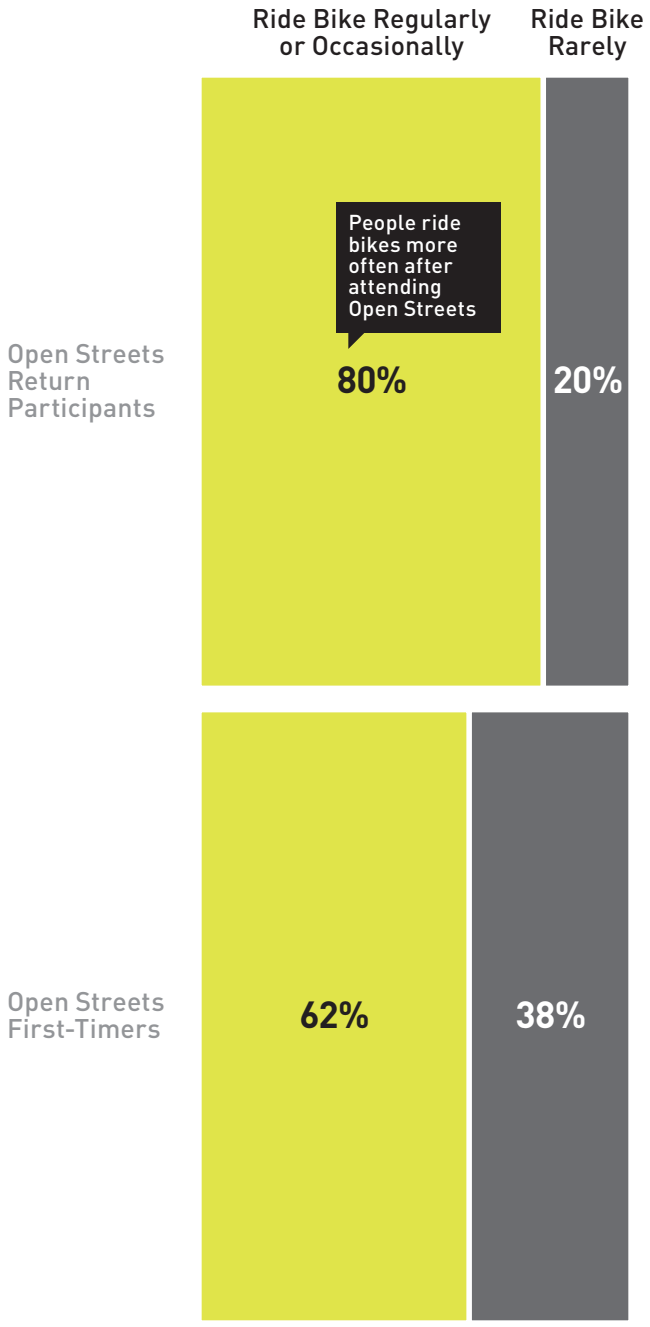
GOAL 1

Open Streets Gets People Trying New Travel Options

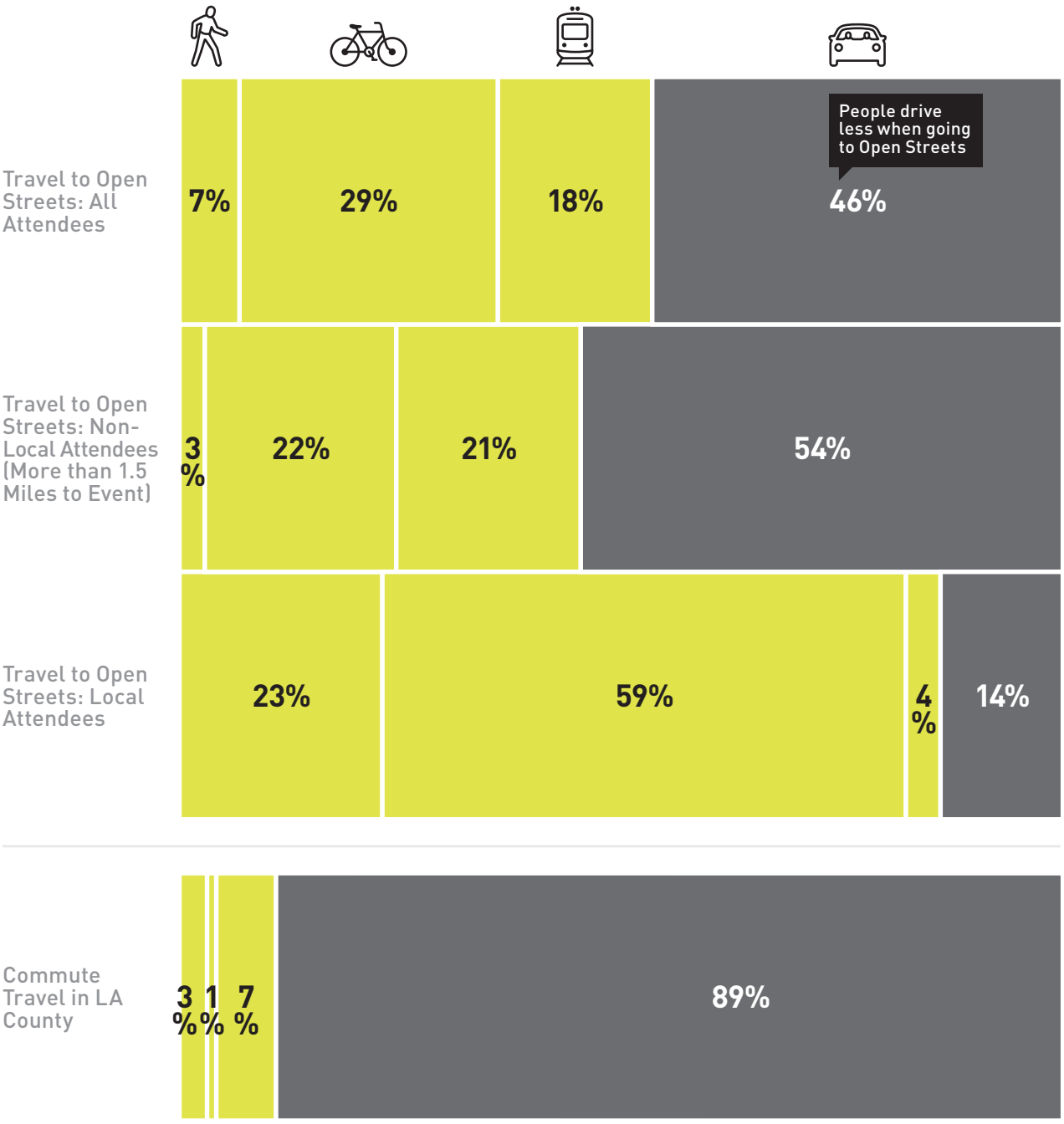
Due to the car-free nature of Open Streets, attendees are more likely to leave the car at home when traveling to the event. Open Streets gives people the opportunity to travel through their community in new ways, and it demonstrates the potential to walk, bike, or take transit for everyday trips. In fact, the percentage of people walking, biking, and taking transit to **Open Streets events achieves the mode share goal set in the Metro Strategic Plan Vision 2028.**

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*
- *US Census Bureau American Community Survey 2016 5-Year Estimates*

Frequency of Bike Riding When Not at Open Streets



Travel to Open Streets Events Compared to Commuting in LA County



EVENT SPOTLIGHT

626 Golden Streets

Postponed Cycle 1 Event Brings Together San Gabriel Valley

After receiving Cycle 1 Metro Open Streets Grant Program funding, planning began in 2015 for 626 Golden Streets, an event scheduled to take place on June 26, 2016 (6/26). However, wildfires in the area necessitated a delay, and the eight communities involved worked together to shift their plans and notify residents and businesses. The rescheduled event took place on Sunday, March 5, 2017.

Largest Open Streets Event in US History

18.5 Miles Long

40% Increase in Metro Gold Line Ridership

18% Average Local Business Sales Increase

8 SGV Communities: Arcadia, Azusa, Duarte, East Pasadena, Irwindale, Monrovia, San Marino, and South Pasadena





99%
would like to see another Open Streets event in SGV

48%
experienced Open Streets for the first time at 626

69%
shopped at businesses along the route that day

17%
had never ridden the Metro Gold Line before

50%
heard about the event through social media





GOAL 2

How is Metro's Open Streets Grant Program Encouraging Future Shift to Non-Automobile Transportation?

When Angelenos see how easy it can be to bike, walk, and take transit, they start to change the way they travel. As shown in the previous pages, Open Streets provides a chance for Angelenos try new types of travel options, and these opportunities are leading to changes in everyday travel. Ridership on Metro rail increases on Open Streets event days, and many of those attendees are riding Metro for the first time. Once an Angeleno has purchased their first TAP card and seen how easy it is to ride transit, they've opened up a door to a new way of getting around the County. We've heard from attendees that these events have encouraged them and their families to walk, bike or ride transit more often. Open Streets events are helping to shift how people think about their travel patterns, both for special events and everyday travel. As one as one Downey Ride & Stride attendee put it, Open Streets events "make people think of using other ways for transportation."



GOAL 2

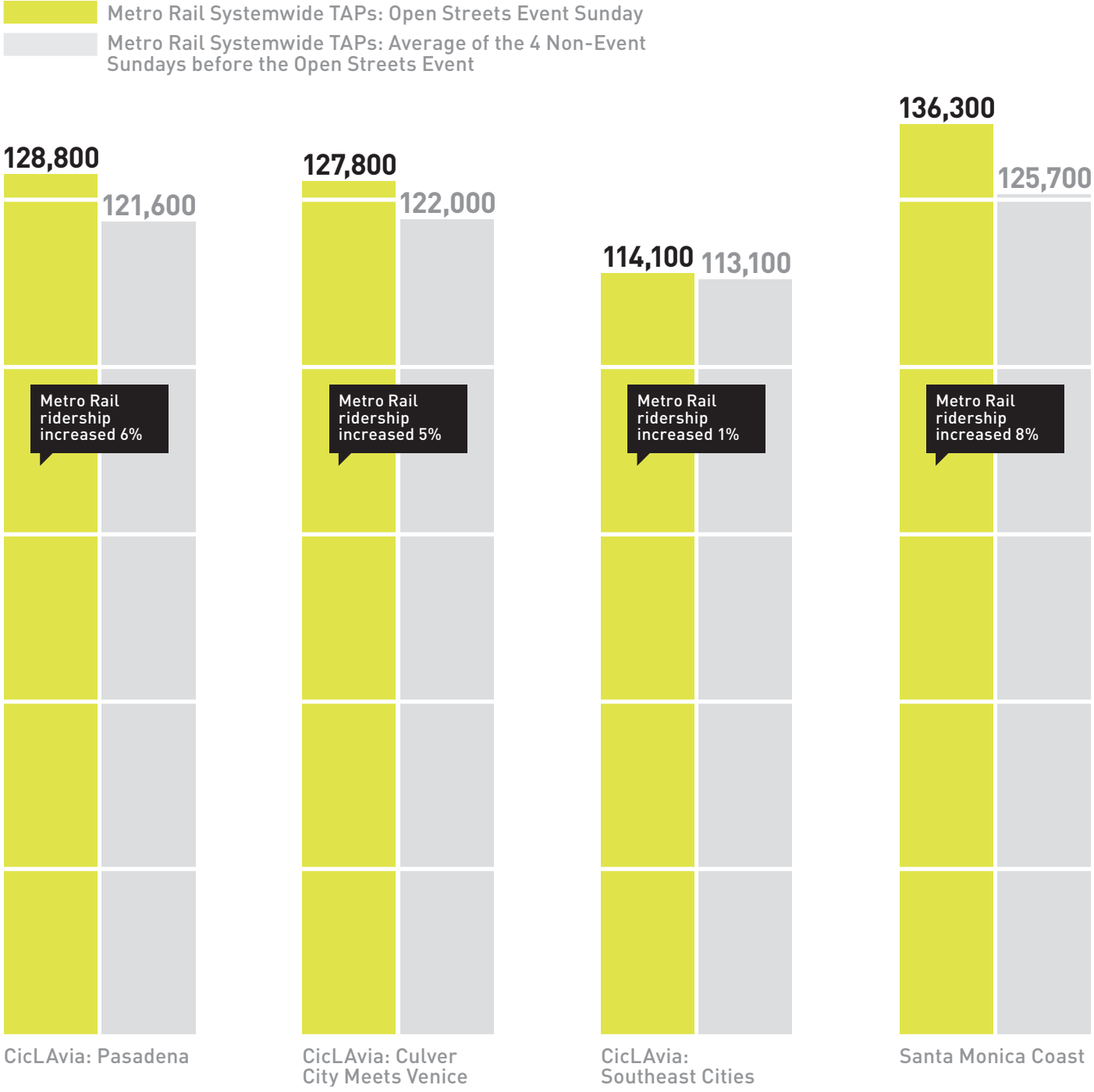
Open Streets Increases Ridership on Metro Rail

Metro is a popular option for getting to Open Streets. The numbers show that across the Metro Rail system, up to 10% more people use their TAP cards on Open Streets Sundays than non-event Sundays. On average, Metro stations near Open Streets experienced a 66% increase in TAP card use on event Sundays vs non-event Sundays. Ridership on Metro Rail during CicLAvia: Heart of LA was the highest Sunday ridership of any Sunday during the two year time period when data were available. For a more even comparison, we looked at just Open Streets events on Sundays since ridership on Saturdays tends to be higher.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*

Metro Rail Systemwide TAPs on Open Streets and Non-Event Sundays




Metro Rail Systemwide TAPs: Open Streets Event Sunday
Metro Rail Systemwide TAPs: Average of the 4 Non-Event Sundays before the Open Streets Event
128,800
121,600
Metro Rail ridership increased 6%
CicLAvia: Pasadena
127,800
122,000
Metro Rail ridership increased 5%
CicLAvia: Culver City Meets Venice
114,100
113,100
Metro Rail ridership increased 1%
CicLAvia: Southeast Cities
136,300
125,700
Metro Rail ridership increased 8%
Santa Monica Coast

GOAL 2

Open Streets Invites People to Go Metro for the First Time

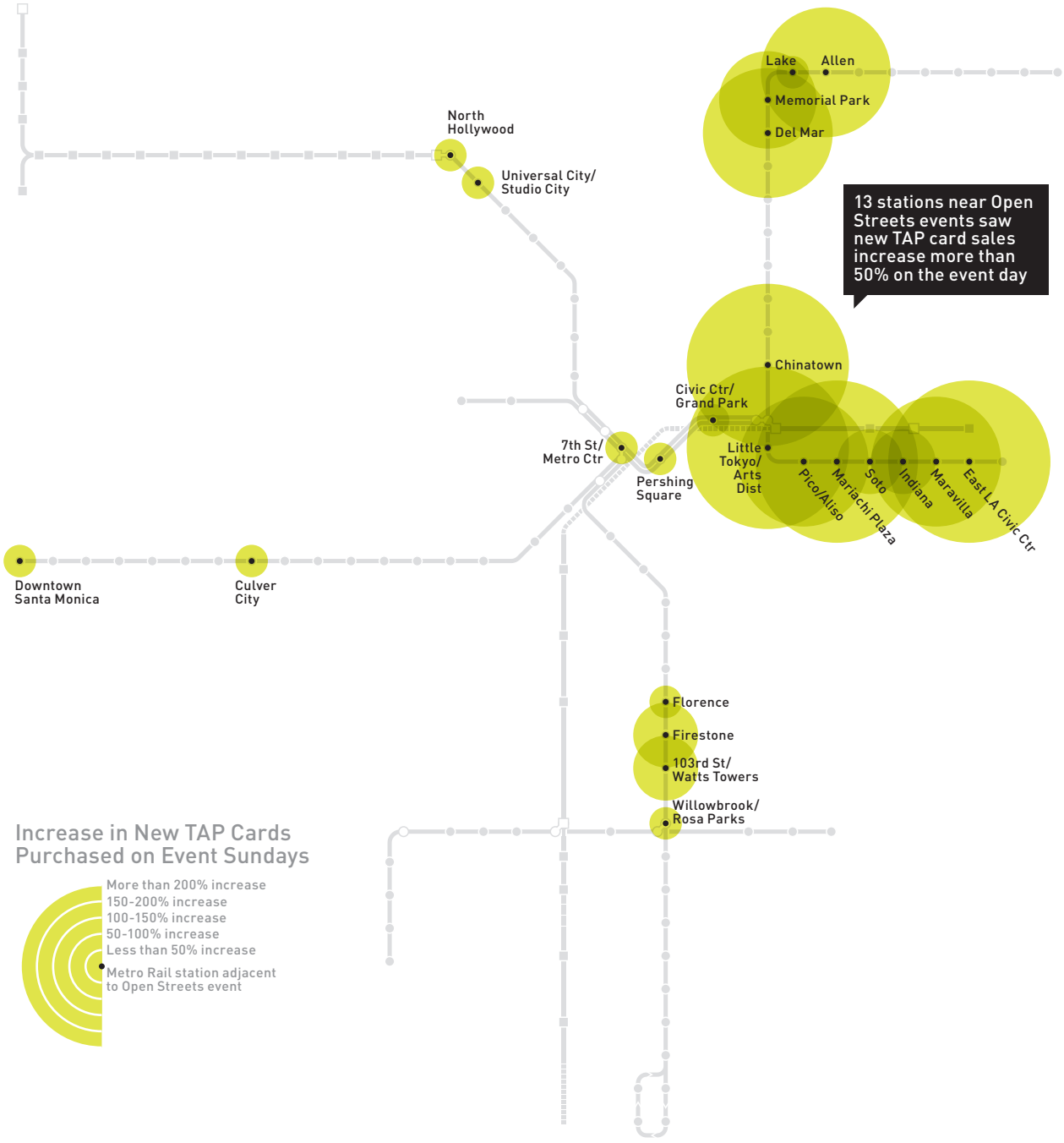
Not only does Open Streets boost transit ridership, it gets people on transit for the first time. TAP card sales increase 11% on event Sundays, indicating that first-time riders are heading to Open Streets. On average, Metro stations near Open Streets events witnessed a 45% increase in TAP card purchases. The data to the right are for the same 2-year time period (September 2014 – August 2016) as shown in the chart on the previous page.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*

Average Sunday New TAP Card Purchases Per Station



New TAP Card Purchases at Stations near Open Streets Events on Event Sundays and Non-Event Sundays





GOAL 3

How Does the Open Streets Grant Program Support Civic Engagement to Foster the Development of Multimodal Policies and Infrastructure in Our Communities?

Open Streets increases awareness of active transportation. Every day, potential walkers, bike riders, and transit users are discouraged from these options due to safety concerns or a lack of education. Open Streets reduces those barriers and fears by providing a safer environment to try these activities for the first time. Events expose the public to mobility options and multimodal facilities in a neighborhood-oriented environment, an important step as communities and policy-makers consider new policies and infrastructure. Metro's Open Streets Grant Program brings this civic engagement to people by helping grantees put on free, fun, public events in local neighborhoods, showing businesses, elected officials and all Angelenos the benefits of including access on all modes. In future funding cycles, Metro staff will require grantees to discuss how they will increase non-automobile mode shares post-event.


LOS ANGELES
PASADENA
SOUTH

GOAL 3

Open Streets Reaches New Audiences

One in three Open Streets participants is attending an event for the first time, indicating the program's continued success at introducing residents to the possibility of biking, walking, and taking transit as a primary mode of transportation and encouraging these residents to support multimodal policies at the local level. Open Streets allows policymakers and planners to engage people where they are and foster a supportive atmosphere for active transportation.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *Beach Streets: Uptown*
- *CicLAvia: Culver City Meets Venice*
- *Lawndale Community Bike Ride*
- *Downey Ride & Stride*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*
- *Viva SGV!*

Percent of First-Time Attendees at Open Streets Events



39%
CicLAvia: The Valley



38%
CicLAvia: Culver City Meets Venice



36%
CicLAvia: Pasadena



34%
CicLAvia: Heart of LA



34%
CicLAvia: Southeast Cities

New People Introduced to Open Streets by Cycle 1 Events



GOAL 3

Open Streets is Buzzworthy

Open Streets gets people talking about active transportation and livable communities. Conversations, social media posts, and anecdotes about the events help generate interest and spread the word about the benefits of Open Streets and multimodal infrastructure to communities.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *Beach Streets: Uptown*
- *CicLAvia: Culver City Meets Venice*
- *Lawndale Community Bike Ride*
- *Downey Ride & Stride*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*
- *Viva SGV!*

Open Streets on Social Media

90,000
Hashtagged Instagram Posts

54,600
Facebook Likes for Pages

39,700
Twitter Followers

17,400
Tagged YouTube Videos

We used statistics for CicLAvia as it's the most well known Open Streets event in the region, plus statistics from other Open Streets events when information was available.

Anecdotes from Event Attendees

"I love Open Street events! I love seeing the transformation of streets in the absence of cars. I love biking without fearing getting hit by a car. I love exploring new neighborhoods I wouldn't otherwise visit."
Viva SGV!, 6/12/2016

"It's just awesome, I couldn't even imagine most of these streets closed down, because there's always so much traffic, and to just see it open up like this for this kind of event. It's awesome for the community, it's awesome for the people that come in and check out what we have to offer here, it's beautiful."
CicLAvia: Southeast Cities, 5/15/2016

"From home, to train, to vanpool, to bike. Metro rocking the streets for CicLAvia!"
CicLAvia: Southeast Cities, 5/15/2016

"I think it's given families a chance to enjoy the community in a way they haven't before; it's encouraging exercising and bicycling; and it's creating fun memories for the community to come together."
Viva SGV!, 6/12/2016

"When I first heard CicLAvia was coming through South Central I didn't quite believe it, but how times have changed. I saw people whom if it wasn't because of this event would have never been on this side of town! All love! It was a beautiful sight watching everyone come together!"
CicLAvia: Southeast Cities, 5/15/2016

"Today was my first CicLAvia, It won't be my last. Had a great time"
CicLAvia: Heart of LA, 10/5/2014

"Brought everyone together in a positive and family oriented, happy way. Made riding a bike fun again."
Downey Ride & Stride, 5/1/2016

"It's a fantastic event, it gives people a opportunity to get out and take a stroll with no worries and enjoy Pasadena with no traffic or worrying about someone running you over."
CicLAvia: Pasadena, 5/31/2015

"I loved the entire event in general but it was nice seeing the community come out as one to have fun."
Viva SGV!, 6/12/2016

"It's a great family event; a lot of kids, teenagers, people bring their pets out. It's really great!"
CicLAvia: Pasadena, 5/31/2015

"Loved the ambiance – people in such a positive 'zen' mood!"
Beach Streets: Uptown, 6/6/2015

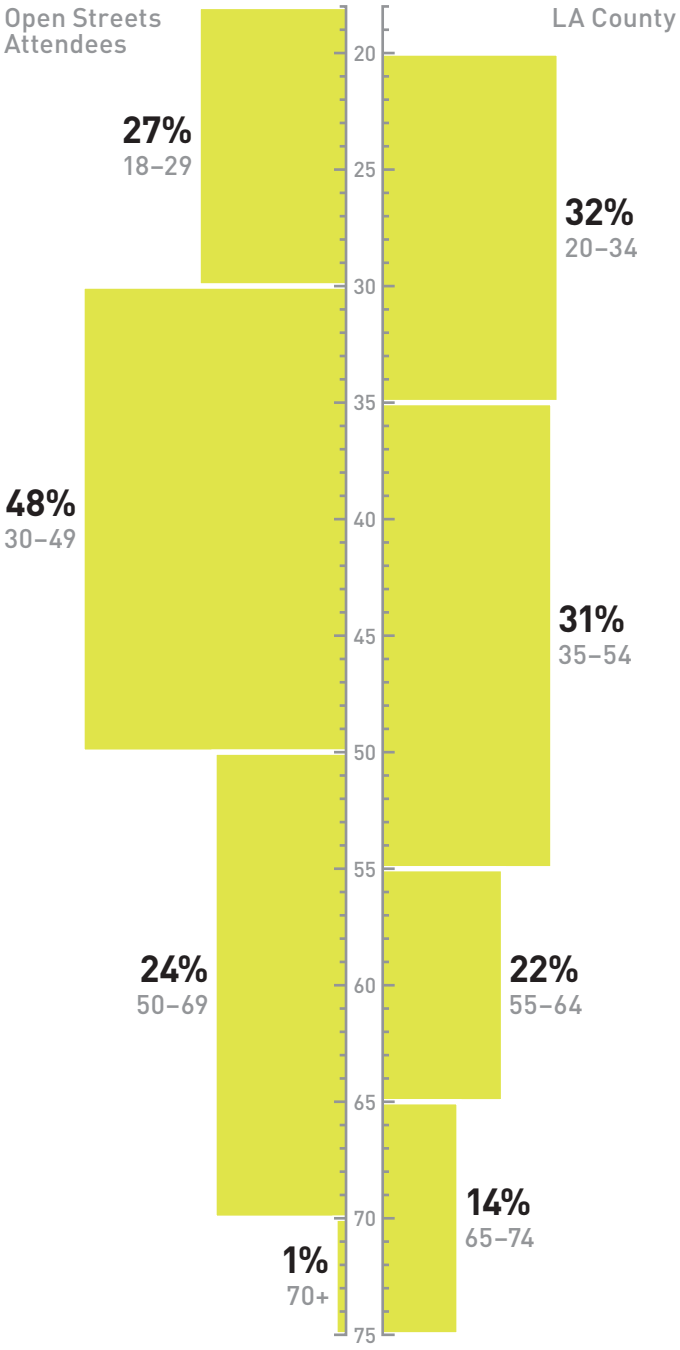
"It's not too late to come out and see what makes Los Angeles the most diverse and most interesting city in the universe. Lace up your shoes, rollerblades, tighten your skateboards and bicycles. Bring the whole family out. You will have a blast."
CicLAvia: Heart of LA, 10/5/2014

GOAL 3

People at Open Streets Embody The Diversity of Our County

Open Streets provides a safe and protected environment for everyone to experience active transportation. Women and men alike attend Open Streets events, as do people of all ages, races, and ethnicities.

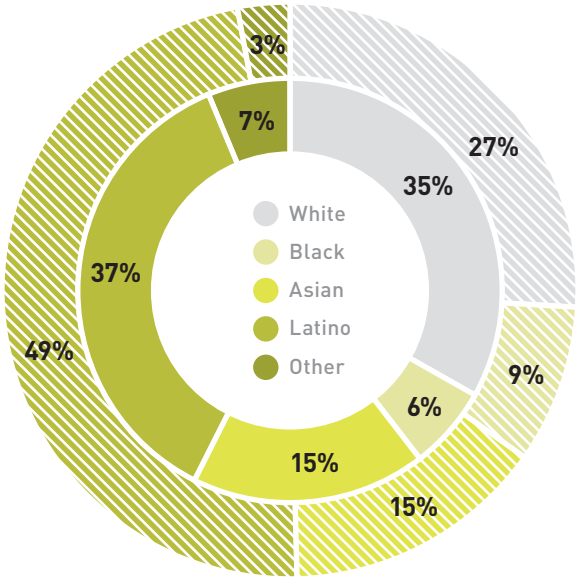
Age Distribution



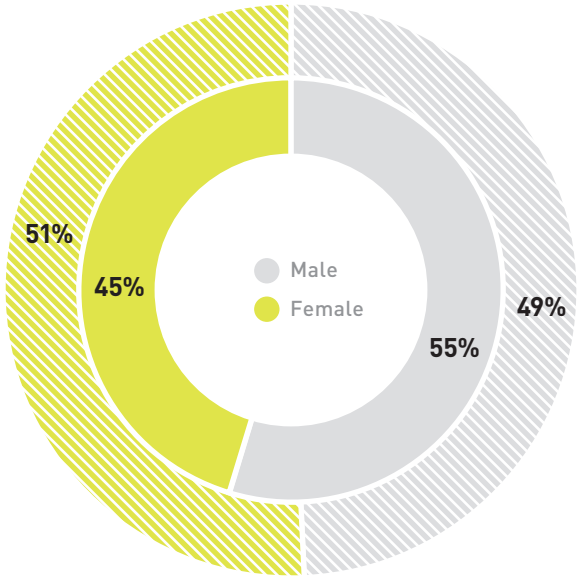
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- *CicLAvia: Pasadena*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*
- *US Census Bureau American Community Survey 2016 5-Year Estimates*

Open Streets data were collected using different age categories than the US Census.

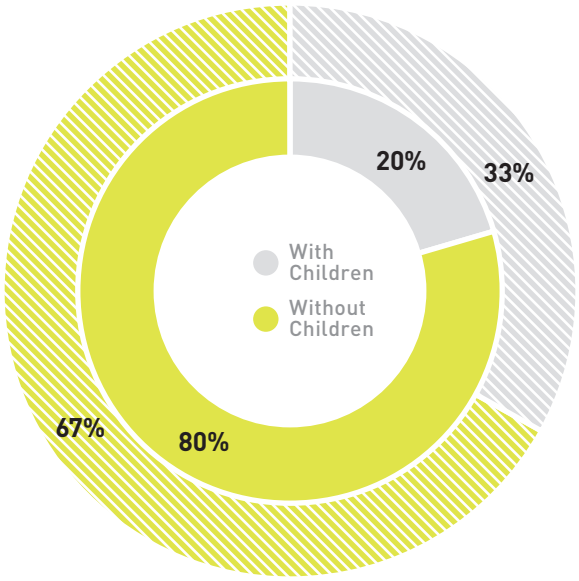
Race & Ethnicity

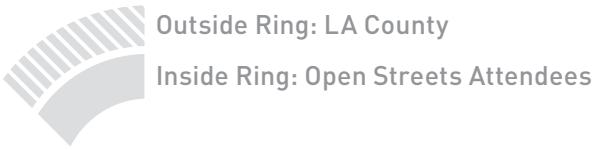


Gender



Families





GOAL 3

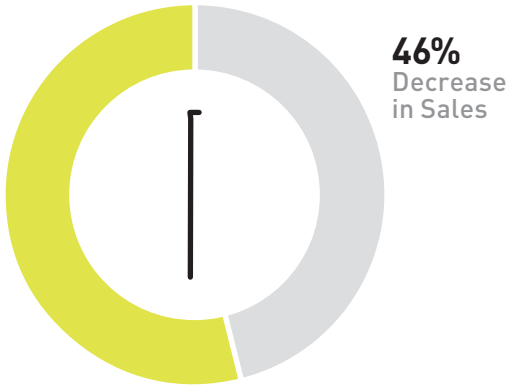
Open Streets Helps Local Businesses

Open Streets provides a welcoming environment for people to discover local businesses. On event days, people from all over the region travel to Open Streets, giving local businesses access to a larger clientele. The slow pace of Open Streets on roads commonly filled with high-speed traffic allows people to visit local establishments they might not otherwise frequent and discover business they may not have known existed while driving. At Open Streets, most businesses experienced an average of a 4% increase in sales. Regardless of how individual businesses fare during the events, the vast majority overwhelmingly support Open Streets and see it as a benefit to their community.

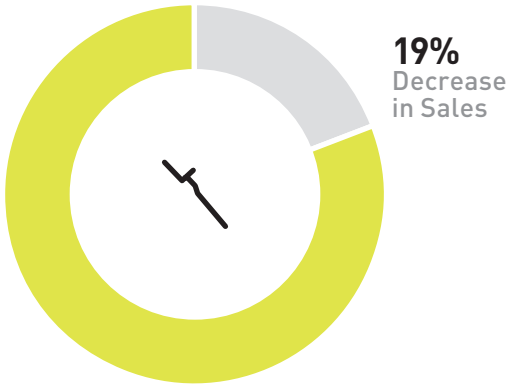
Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *Beach Streets: Uptown*
- *CicLAvia: Culver City Meets Venice*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*

Merchant Perceptions of Business Sales on Event Day

Beach Streets: Uptown



Santa Monica Coast



These two events are shown because other event organizers did not collect data in a comparable manner.

Change in Surveyed Business Sales on Open Streets Event Sundays from Non-Event Sundays



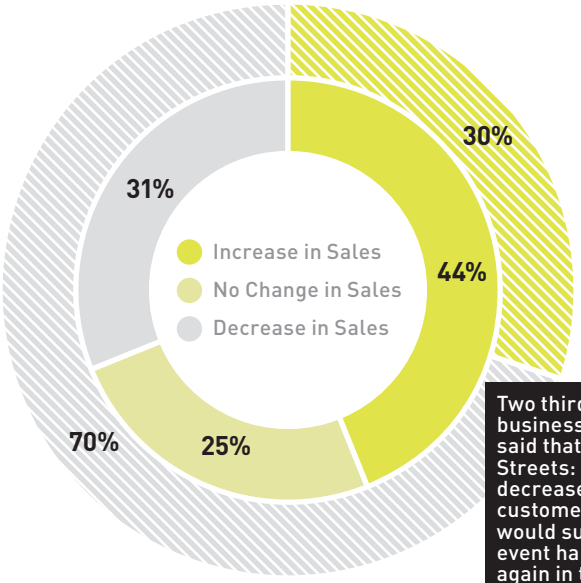
GOAL 3

Active Business Engagement Leads to More Sales

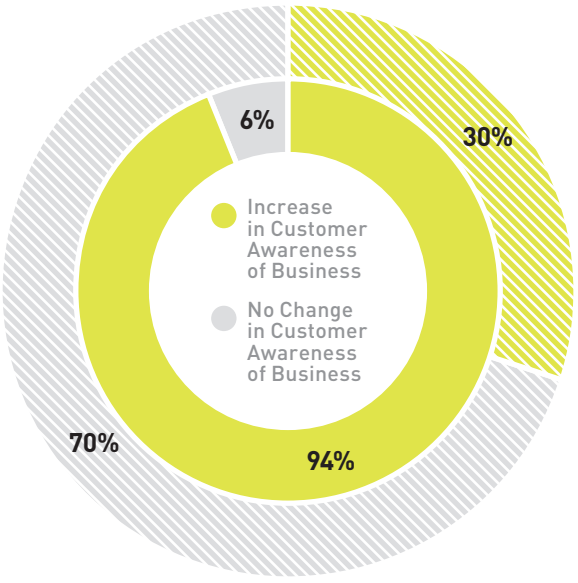
Businesses with higher sales at Open Streets actively engaged attendees by drawing their businesses out onto the street. Through putting up signs, adding outdoor pop-ups, and increasing visibility, businesses pulled the public into their stores. Those who actively engaged the public saw a 24% increase in sales compared to non-engaged stores. While those who engaged the public saw higher sales, the overwhelming majority of businesses (86%) did not actively engage the public. Open Streets events, themselves, do not generate sales increases for businesses, but proactive public engagement does. In the future, Open Streets organizers should find ways to encourage businesses to partake in more proactive engagement.

Data are from the following events:
- *CicLAvia: Heart of LA*
- *CicLAvia: The Valley*
- *CicLAvia: Pasadena*
- *Beach Streets: Uptown*
- *CicLAvia: Culver City Meets Venice*
- *Lawndale Community Bike Ride*
- *Downey Ride & Stride*
- *CicLAvia: Southeast Cities*
- *Santa Monica Coast*
- *Viva SGV!*

Merchant Perceptions of Active Engagement on Business Sales



Outside Ring: No Active Engagement of Customers during Beach Streets:Uptown Event
Inside Ring: Active Engagement



Anecdotes from Merchants about Open Streets

"It's great seeing people without their cars in Pasadena. It's what people love about it and it's a great day. We had ten times the business from what we see usually see in a day."
CicLAvia: Pasadena, 5/31/2015

"We loved it. Our best day."
Beach Streets: Uptown, 6/6/2015

"Busiest day we've ever had. We were making coffee all day. We had to run to the store for supplies."
626 Golden Streets, 5/5/2017

"We are extremely busy today. There wasn't even enough space at the bike racks. The restaurant was packed, the patio was packed and we had people waiting in line to come inside so we are very pleased and happy."
CicLAvia: Heart of LA, 10/5/2014

"It's always a good thing to get the community involved. [The] event does lower sales, but is good for the community."
CicLAvia: Southeast Cities, 5/15/2016

"Families that came out and purchased from me on the day of event are coming on bikes more often to my store."
Viva SGV!, 6/12/2016

"More people, more visibility, different type of customer."
Beach Streets: Uptown, 6/6/2015

"It attracts more customers."
Beach Streets: Uptown, 6/6/2015

"We got to see guests that haven't been here in years. Plus new ones. It was a wonderful event."
Beach Streets: Uptown, 6/6/2015

"It actually it helps people come out and check out what's new in the community."
CicLAvia: Heart of LA, 10/5/2014

"It makes us aware of how important it is to know and support the local businesses."
Downey Ride & Stride, 5/1/2016

"We have a real live artist outside doing murals paintings and music as part of the CicLAvia event. CicLAvia is a great event especially in our community here in Boyle Heights."
CicLAvia: Heart of LA, 10/5/2014

"Bicycle customer drive by through around Broadway and they stop by to order hot food and its good for any business. We're really happy and busy."
CicLAvia: Heart of LA, 10/5/2014

"Please have this event again!!"
Beach Streets: Uptown, 6/6/2015

SECTION 3

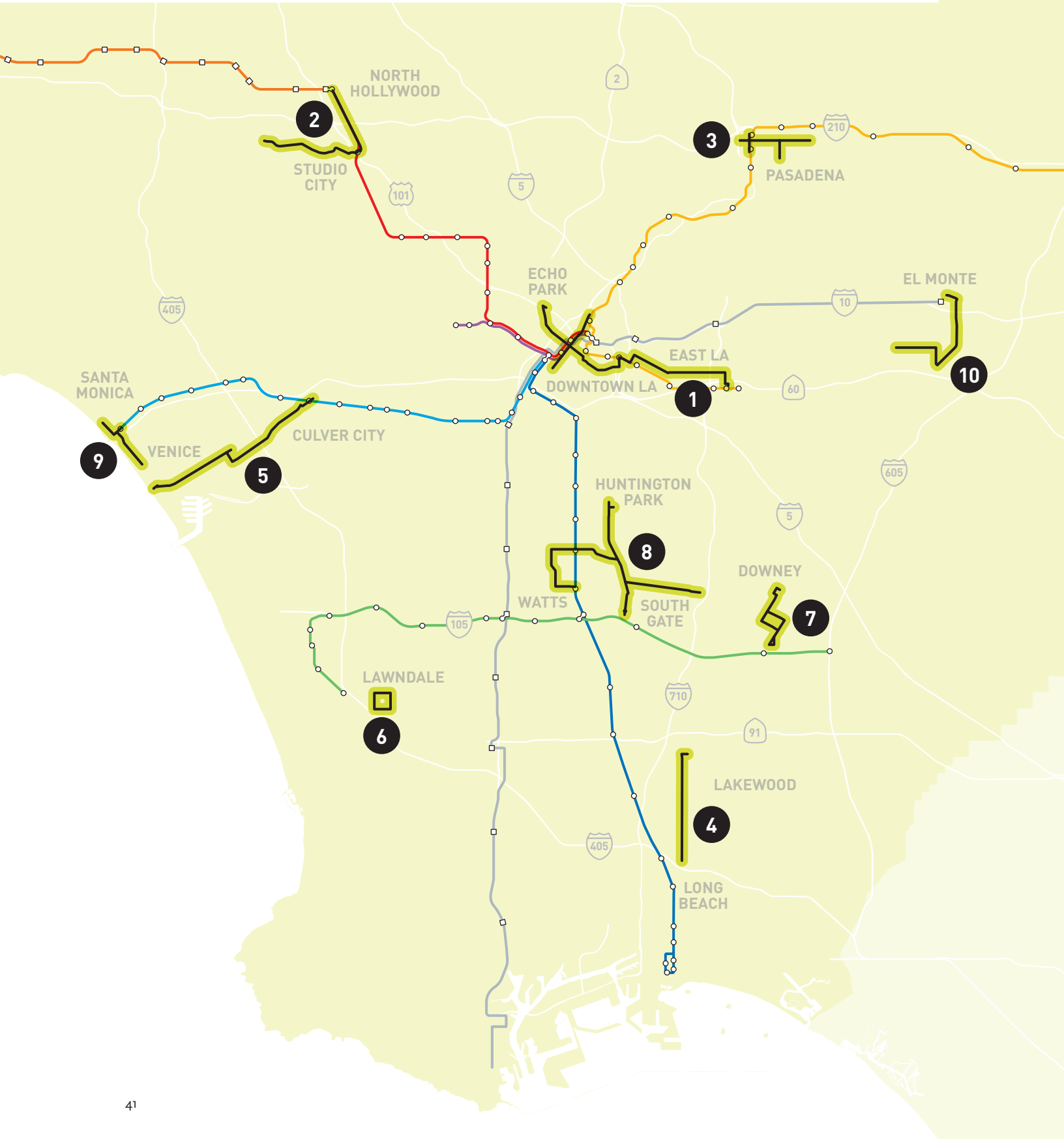
About the Cycle 1 Open Streets Events

Between 2014 and 2016, Cycle 1 of the Metro Open Streets Grant Program funded 11 events in 18 cities across Los Angeles County. Together, these events stretched over 70 miles and drew close to 360,000 Angelenos from across the region. Using maps and summary data, this section highlights the 10 events that occurred between 2014 and 2016 and make up the focus of this report. An eleventh event, 626 Golden Streets, was postponed due to wildfire and is described as a special case study in Section 2.





Cycle 1 Open Streets Events



1. **CicLAvia: Heart of LA**
   October 5, 2014



2. **CicLAvia: The Valley**
   March 22, 2015



3. **CicLAvia: Pasadena**
   May 31, 2015



4. **Beach Streets: Uptown**
   June 6, 2015

5. **CicLAvia: Culver City Meets Venice**
   August 9, 2015



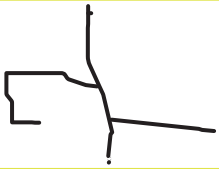
6. **Lawndale Community Bike Ride**
   April 23, 2016



7. **Downey Ride & Stride**
   May 1, 2016



8. **CicLAvia: Southeast Cities**
   May 15, 2016

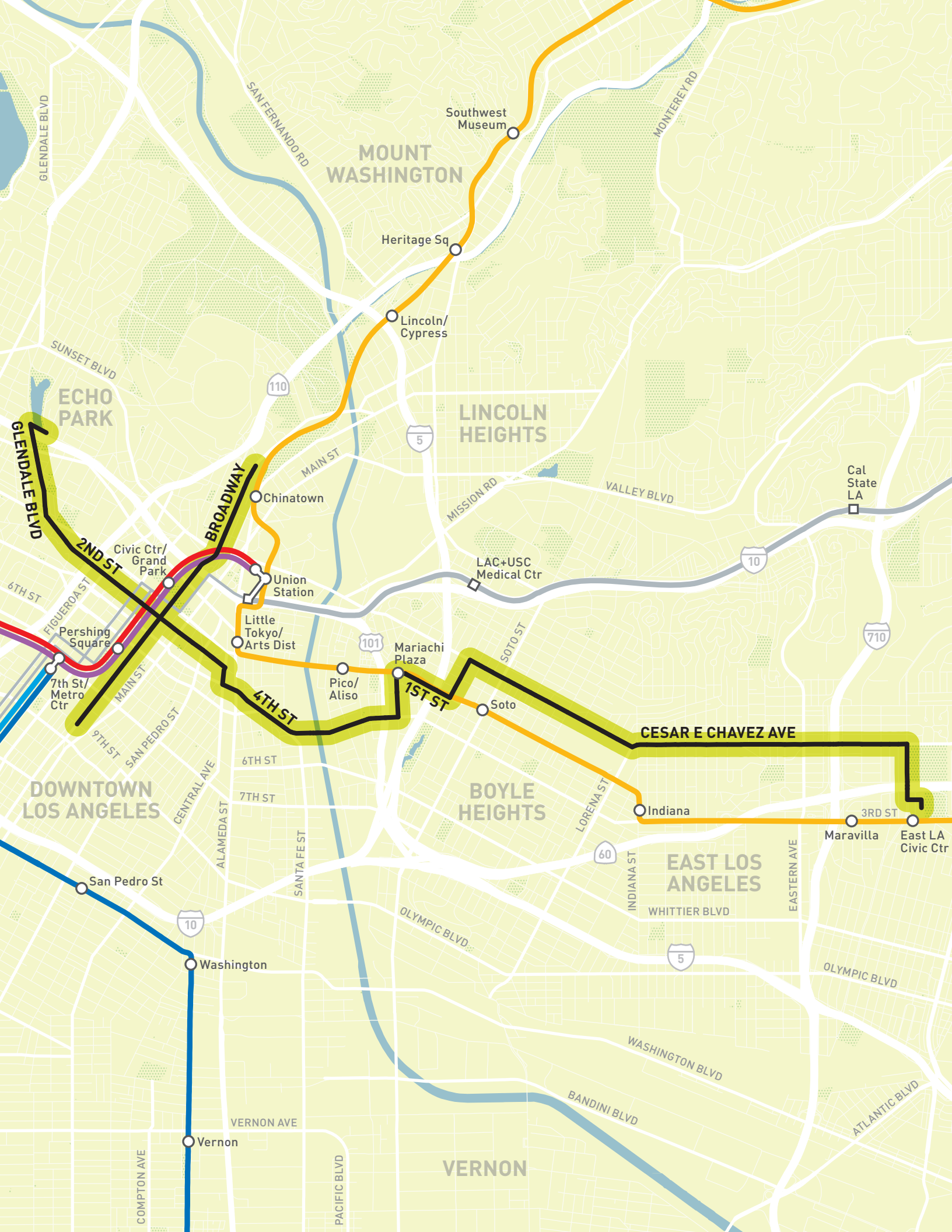


9. **Santa Monica Coast**
   June 5, 2016



10. **Viva SGV!**
    June 12, 2016

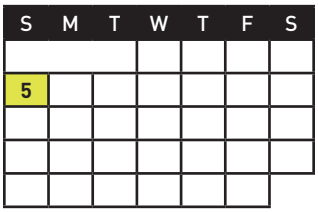



Southwest Museum
MOUNT WASHINGTON
Heritage Sq
Lincoln/ Cypress
SUNSET BLVD
ECHO PARK
LINCOLN HEIGHTS
GLENDALE BLVD
BROADWAY
2ND ST
Civic Ctr/ Grand Park
Chinatown
MAIN ST
MISSION RD
VALLEY BLVD
Cal State LA
LAC+USC Medical Ctr
Union Station
6TH ST
FIGUEROA ST
Pershing Square
Little Tokyo/ Arts Dist
Mariachi Plaza
SOTO ST
7th St/ Metro Ctr
MAIN ST
Pico/ Aliso
1ST ST
Soto
4TH ST
CESAR E CHAVEZ AVE
9TH ST
SAN PEDRO ST
6TH ST
DOWNTOWN LOS ANGELES
CENTRAL AVE
7TH ST
BOYLE HEIGHTS
LORENA ST
Indiana
3RD ST
Maravilla
East LA Civic Ctr
ALAMEDA ST
SANTA FE ST
INDIANA ST
EAST LOS ANGELES
EASTERN AVE
San Pedro St
WHITTIER BLVD
OLYMPIC BLVD
Washington
OLYMPIC BLVD
WASHINGTON BLVD
BANDINI BLVD
ATLANTIC BLVD
VERNON AVE
Vernon
VERNON
COMPTON AVE
PACIFIC BLVD
GLENDALE BLVD
SAN FERNANDO RD
MONTEREY RD
110
5
10
101
710
60



CicLAvia: Heart of LA





Sunday, October 5, 2014



10
Miles



Echo Park
Civic Center
Chinatown
Arts District
Boyle Heights
East LA



"We made it to Cinco Puntos and it felt great to start with the Mayor of Los Angeles...we even cheated a little by taking the Metro just to be there on time. Good times!!!"



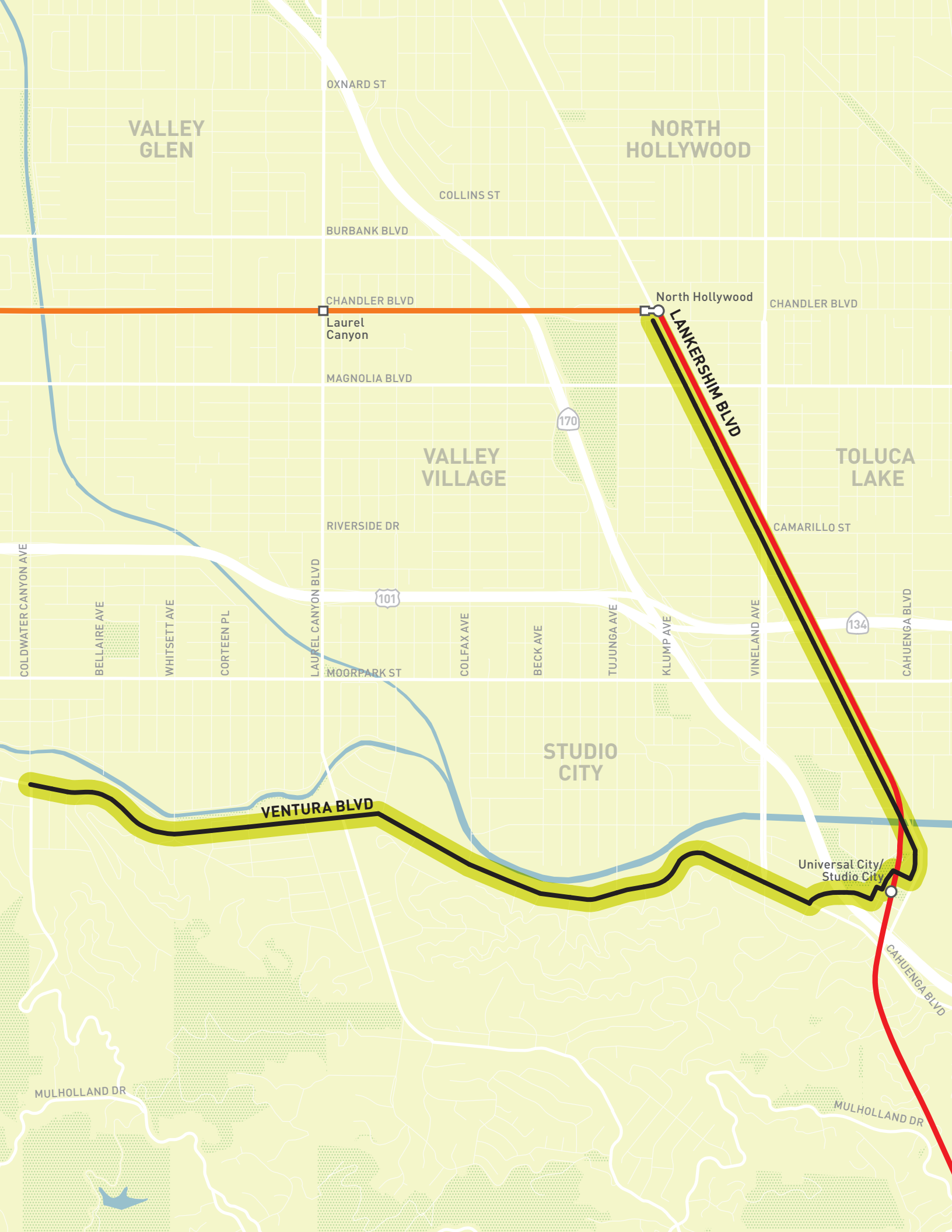
26,300
Estimated Event Attendees



25%
Increase in restaurant sales during Open Streets event



+10%
Event Day Metro Rail Ridership Increase


OXNARD ST
VALLEY GLEN
NORTH HOLLYWOOD
COLLINS ST
BURBANK BLVD
CHANDLER BLVD
Laurel Canyon
North Hollywood
CHANDLER BLVD
LANKERSHIM BLVD
MAGNOLIA BLVD
170
VALLEY VILLAGE
TOLUCA LAKE
RIVERSIDE DR
CAMARILLO ST
COLDWATER CANYON AVE
BELLAIRE AVE
WHITSETT AVE
CORTEEN PL
LAUREL CANYON BLVD
101
COLFAX AVE
BECK AVE
TUJUNGA AVE
KLUMP AVE
VINELAND AVE
134
CAHUENGA BLVD
MOORPARK ST
STUDIO CITY
VENTURA BLVD
Universal City/ Studio City
CAHUENGA BLVD
MULHOLLAND DR
MULHOLLAND DR



CicLAvia: The Valley

S	M	T	W	T	F	S
22						

Sunday, March 22, 2015

6
Miles

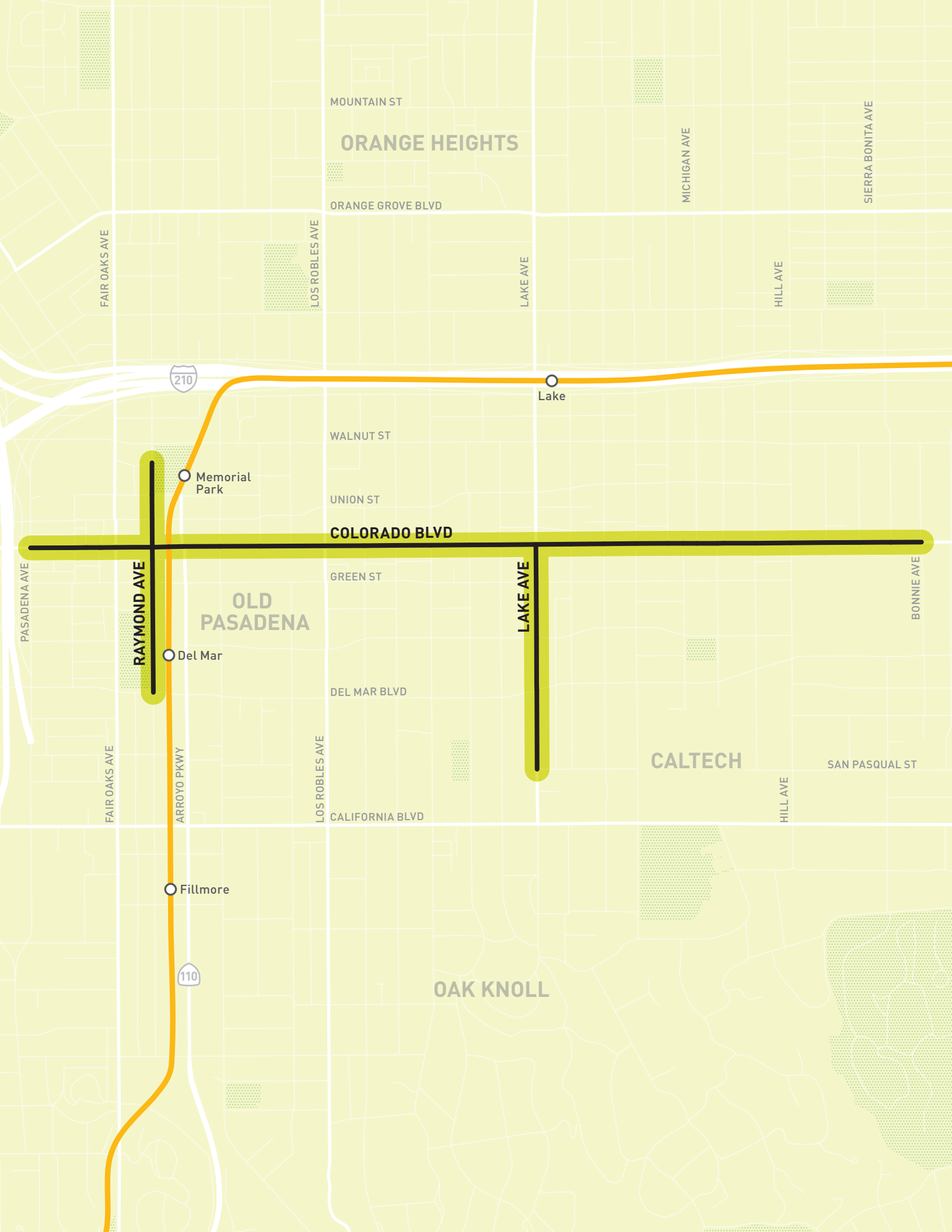
North Hollywood
Toluca Lake
Universal City
Studio City

"I was able to walk the entire route back and forth. If I saw an interesting store, I went in. Bought a great lunch and some snacks for the road at the farmers market."

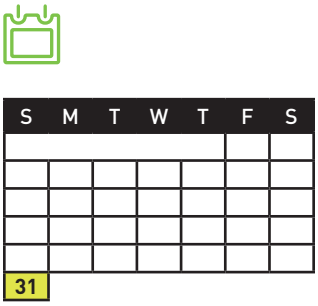
58,000
Estimated Event Attendees

27%
Increase in carry-out restaurant sales during Open Streets event

+9%
Event Day Metro Rail Ridership Increase


MOUNTAIN ST
ORANGE HEIGHTS
ORANGE GROVE BLVD
MICHIGAN AVE
SIERRA BONITA AVE
FAIR OAKS AVE
LOS ROBLES AVE
LAKE AVE
HILL AVE
210
Lake
WALNUT ST
Memorial Park
UNION ST
COLORADO BLVD
PASADENA AVE
RAYMOND AVE
GREEN ST
OLD PASADENA
LAKE AVE
BONNIE AVE
Del Mar
DEL MAR BLVD
CALTECH
SAN PASQUAL ST
FAIR OAKS AVE
ARROYO PKWY
LOS ROBLES AVE
HILL AVE
CALIFORNIA BLVD
Fillmore
110
OAK KNOLL

CicLAvia: Pasadena



Sunday, May 31, 2015

3

Miles

Old Pasadena
South Lake District
Playhouse District

"It's a common bond; people are on their bikes, on foot, skates, you don't see any cars. It's nice to get people out of their cars and not have to deal with the traffic jams and the frustrations."

35,000

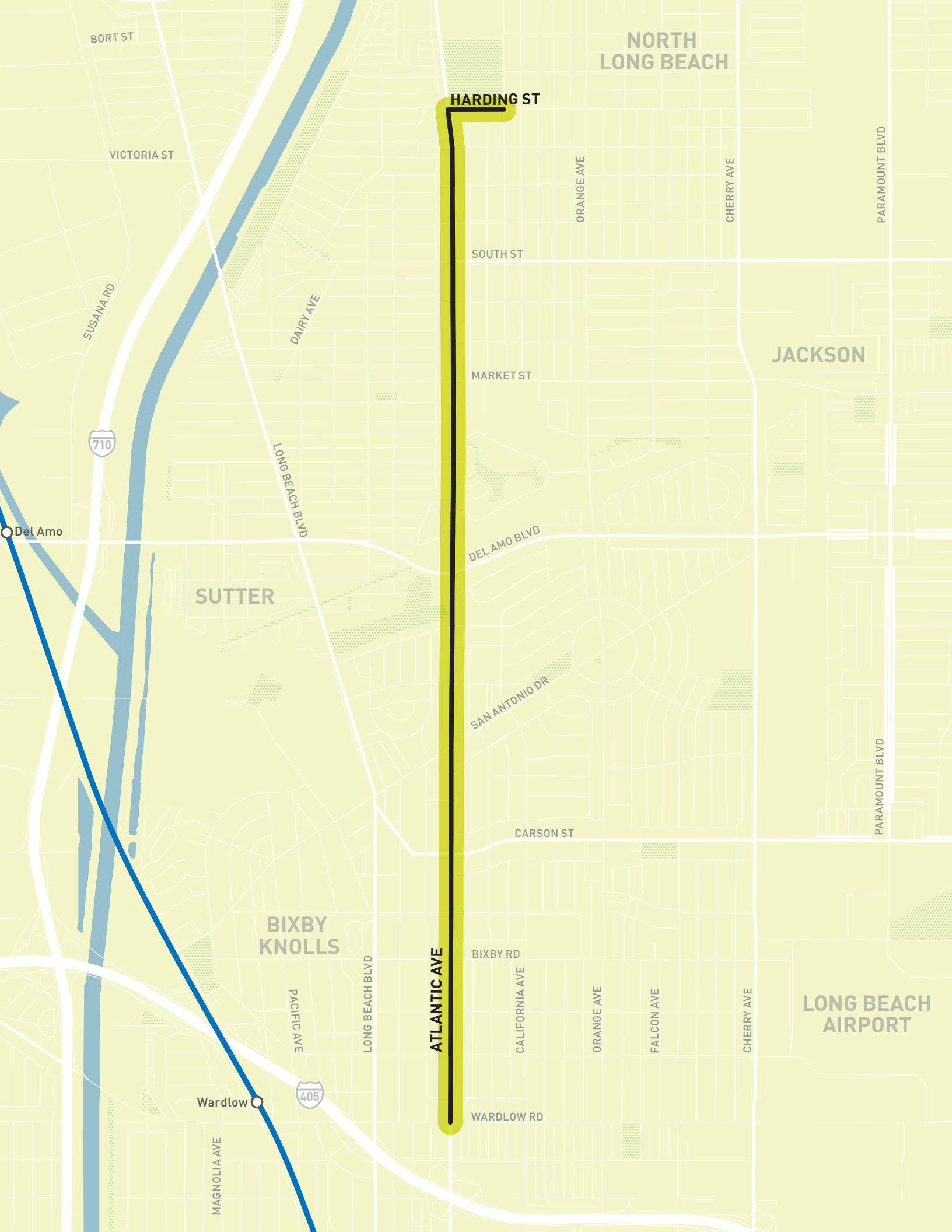
Estimated Event Attendees

31%

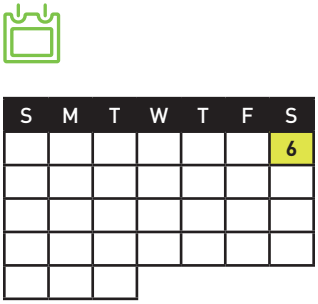
Increase in sales for businesses that actively engaged event attendees

+6%

Event Day Metro Rail Ridership Increase


BORT ST
NORTH LONG BEACH
HARDING ST
VICTORIA ST
ORANGE AVE
CHERRY AVE
PARAMOUNT BLVD
SOUTH ST
SUSANA RD
DAIRY AVE
JACKSON
MARKET ST
710
LONG BEACH BLVD
Del Amo
DEL AMO BLVD
SUTTER
SAN ANTONIO DR
PARAMOUNT BLVD
CARSON ST
BIXBY KNOLLS
BIXBY RD
ATLANTIC AVE
PACIFIC AVE
LONG BEACH BLVD
CALIFORNIA AVE
ORANGE AVE
FALCON AVE
CHERRY AVE
LONG BEACH AIRPORT
405
Wardlow
WARDLOW RD
MAGNOLIA AVE

Beach Streets: Uptown



Saturday, June 6, 2015

4

Miles

North Long Beach
Bixby Knolls

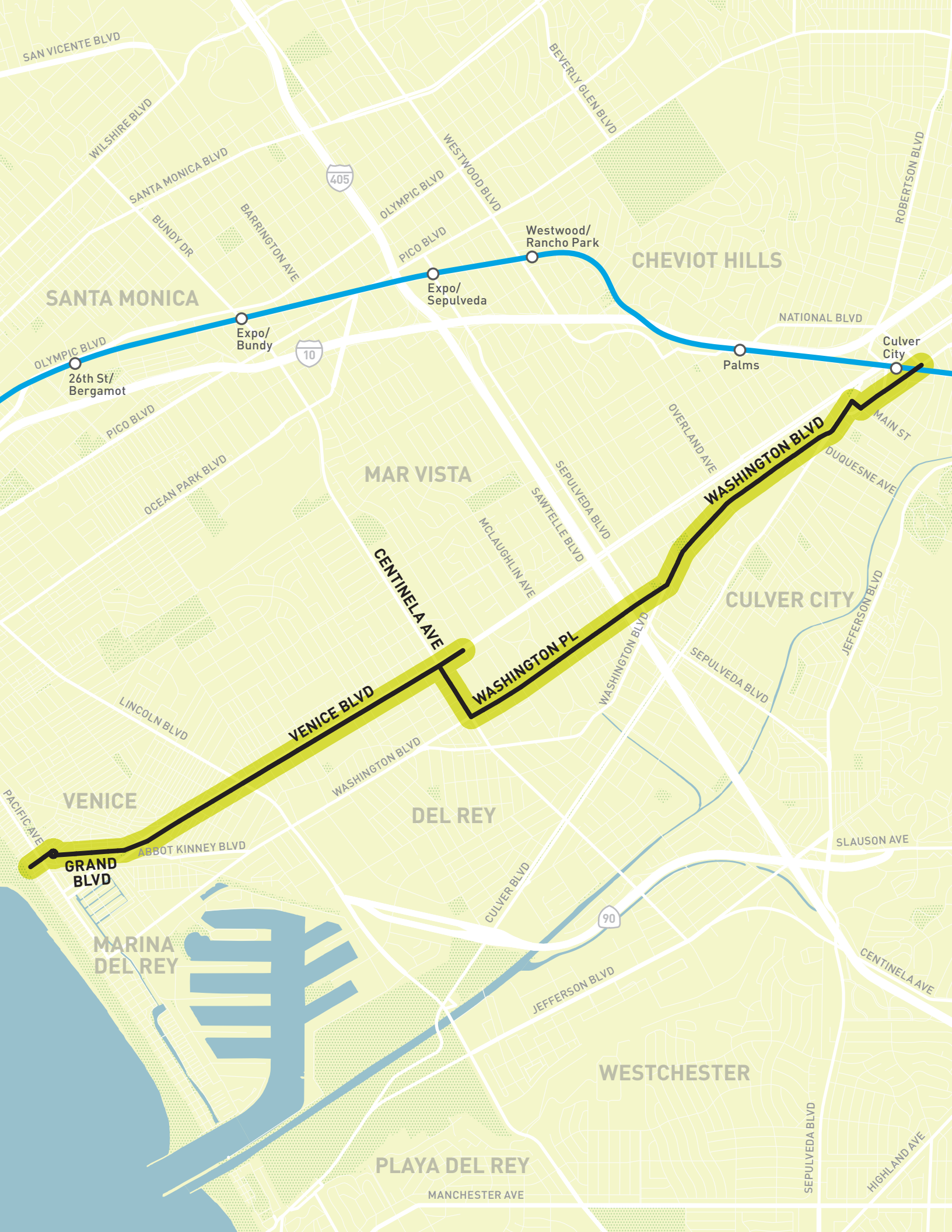
"Great event for family. Brought a lot of people to Uptown Long Beach who don't usually visit this part of town. Also brought out a lot of our neighbors."

32,500

Estimated Event Attendees

69%

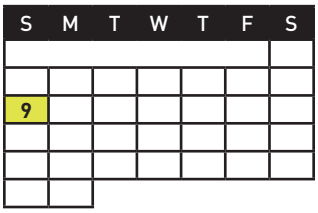
Businesses that said sales increased or had no change during the event


SAN VICENTE BLVD
WILSHIRE BLVD
SANTA MONICA BLVD
BUNDY DR
BARRINGTON AVE
405
OLYMPIC BLVD
WESTWOOD BLVD
BEVERLY GLEN BLVD
PICO BLVD
Westwood/
Rancho Park
CHEVIOT HILLS
ROBERTSON BLVD
SANTA MONICA
Expo/
Sepulveda
NATIONAL BLVD
OLYMPIC BLVD
Expo/
Bundy
10
Culver
City
Palms
26th St/
Bergamot
PICO BLVD
OVERLAND AVE
MAIN ST
WASHINGTON BLVD
DUQUESNE AVE
OCEAN PARK BLVD
MAR VISTA
SEPULVEDA BLVD
SAWTELLE BLVD
MCLAUGHLIN AVE
CENTINELA AVE
CULVER CITY
JEFFERSON BLVD
WASHINGTON PL
WASHINGTON BLVD
SEPULVEDA BLVD
LINCOLN BLVD
VENICE BLVD
WASHINGTON BLVD
PACIFIC AVE
VENICE
DEL REY
SLAUSON AVE
ABBOT KINNEY BLVD
GRAND
BLVD
CULVER BLVD
90
MARINA
DEL REY
CENTINELA AVE
JEFFERSON BLVD
WESTCHESTER
SEPULVEDA BLVD
HIGHLAND AVE
PLAYA DEL REY
MANCHESTER AVE



CicLAvia: Culver City Meets Venice





Sunday, August 9, 2015



6

Miles



Culver City
Mar Vista
Venice



"So excited it's passing right by our office! Planning for some fun volunteering."



67,000

Estimated Event Attendees



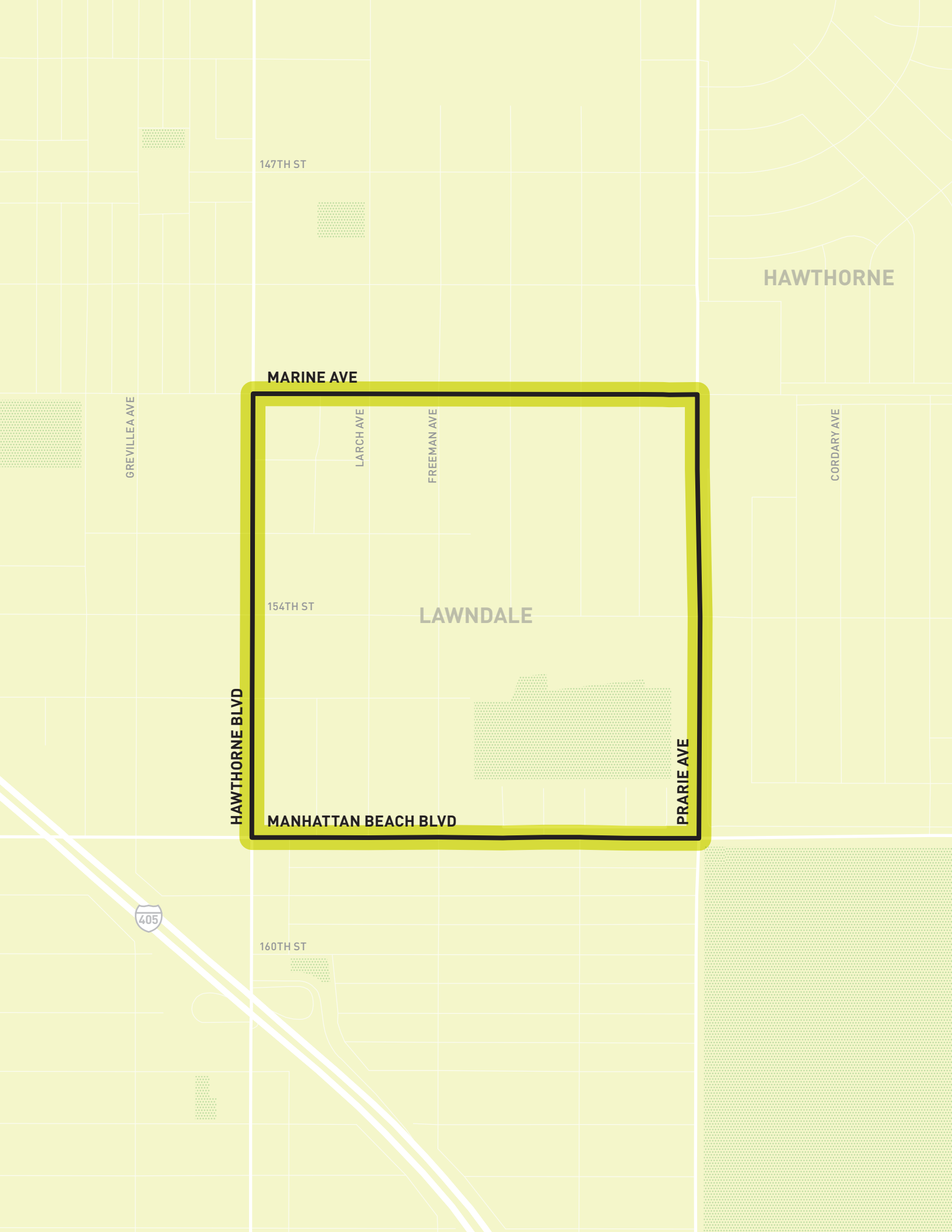
30%

Increase in business sales during Open Streets event

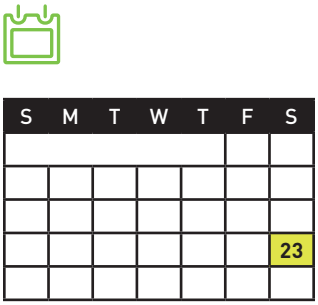


+5%

Event Day Metro Rail Ridership Increase


147TH ST
HAWTHORNE
MARINE AVE
GREVILLEA AVE
LARCH AVE
FREEMAN AVE
CORDARY AVE
154TH ST
LAWNDALE
HAWTHORNE BLVD
PRARIE AVE
MANHATTAN BEACH BLVD
405
160TH ST

Lawndale Community Bike Ride



Saturday, April 23, 2016

2

Miles

Lawndale
Hawthorne

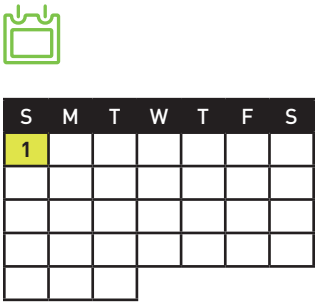
"Good opportunity for businesses."

500

Estimated Event Attendees


3RD ST
LA REINA AVE
NANCE ST
STEWART AND GRAY RD
DOWNEY AVE
ALAMEDA ST
LAKEWOOD BLVD
COLUMBIA WY
IMPERIAL HWY
ROSE AVE
BROOKSHIRE AVE
BROOKSHIRE AVE
PARAMOUNT BLVD
FIRESTONE BLVD
LAKEWOOD BLVD
BELLFLOWER BLVD
DOWNEY
Lakewood Bl
105

Downey Ride & Stride



Sunday, May 1, 2016

4

Miles

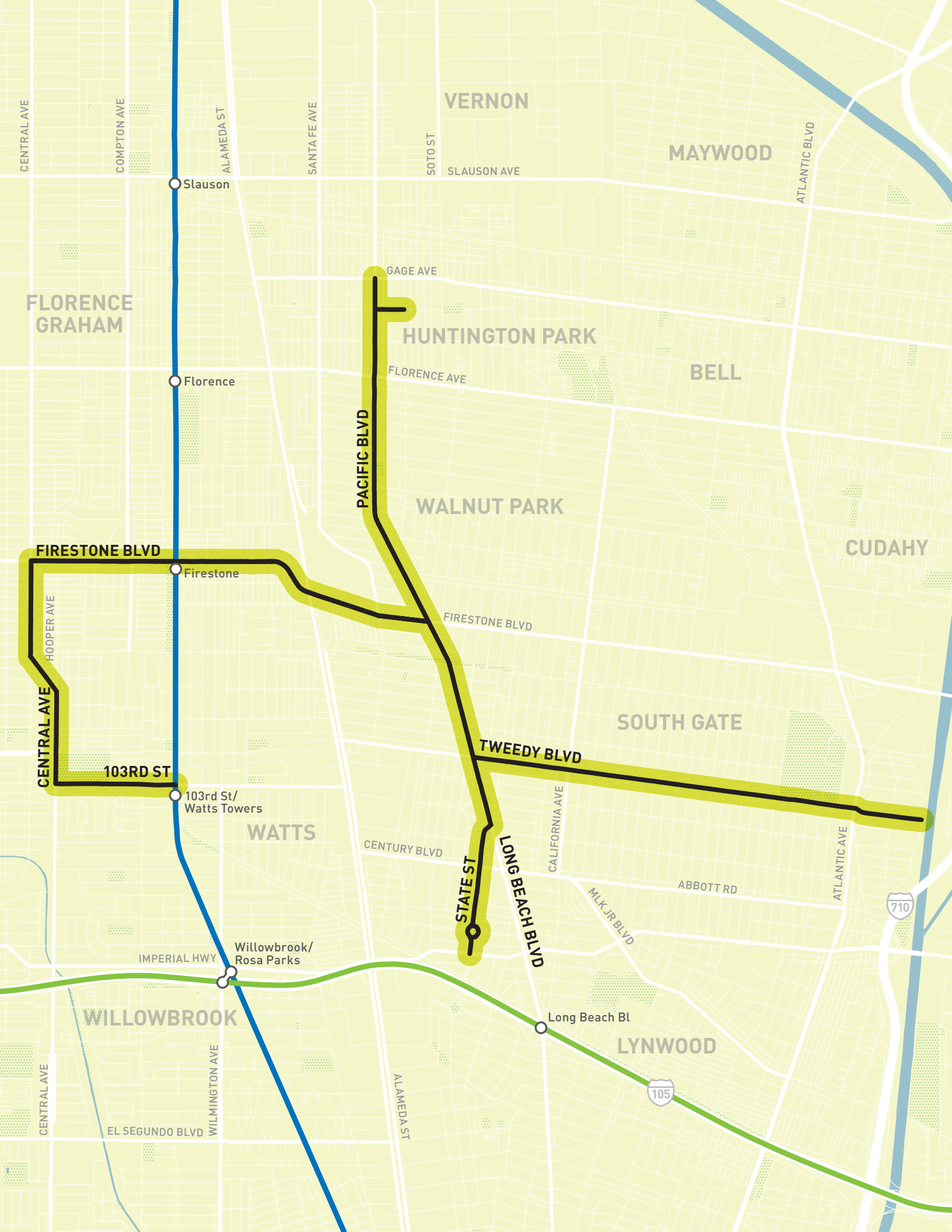
Downtown Downey
Lakewood Blvd

"The Downey Ride and Stride was great. Proud of Downey for first attempt to bring a great sense of community."

36,000

Estimated Event Attendees

"It makes us aware of how important it is to know and support the local businesses."


VERNON
MAYWOOD
CENTRAL AVE
COMPTON AVE
ALAMEDA ST
SANTA FE AVE
SOTO ST
SLAUSON AVE
ATLANTIC BLVD
Slauson
GAGE AVE
FLORENCE GRAHAM
HUNTINGTON PARK
FLORENCE AVE
BELL
Florence
PACIFIC BLVD
WALNUT PARK
CUDAHY
FIRESTONE BLVD
Firestone
HOOPER AVE
FIRESTONE BLVD
SOUTH GATE
CENTRAL AVE
TWEEDY BLVD
103RD ST
103rd St/
Watts Towers
WATTS
CENTURY BLVD
CALIFORNIA AVE
ATLANTIC AVE
STATE ST
LONG BEACH BLVD
ABBOTT RD
MLK JR BLVD
710
IMPERIAL HWY
Willowbrook/
Rosa Parks
WILLOWBROOK
Long Beach Bl
LYNWOOD
105
CENTRAL AVE
WILMINGTON AVE
ALAMEDA ST
EL SEGUNDO BLVD



CicLAvia: Southeast Cities

S	M	T	W	T	F	S
15						

Sunday, May 15, 2016

10
Miles

Huntington Park
Walnut Park
South Gate
Watts
Lynwood

"I am very happy and thankful that our Latino/a community is taken into account, because...we also deserve an event like this. I hope it happens more often!"

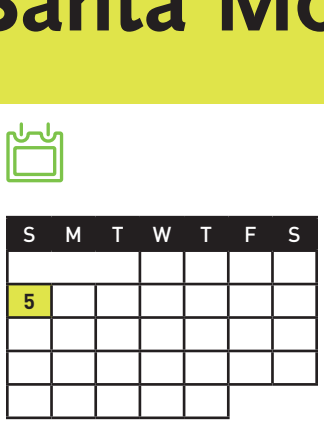
44,000
Estimated Event Attendees

91%
Surveyed businesses that felt Open Streets is good for the community

+1%
Event Day Metro Rail Ridership Increase


CALIFORNIA AVE
5TH ST
4TH ST
WILSHIRE BLVD
3RD ST PROMENADE
2ND ST
OCEAN AVE
SANTA MONICA BLVD
DOWNTOWN SANTA MONICA
LINCOLN BLVD
7TH ST
OLYMPIC BLVD
10
1
BROADWAY
COLORADO AVE
Downtown Santa Monica
PICO BLVD
4TH ST
MAIN ST
NEILSON WY
MAIN ST
OCEAN AVE
OCEAN PARK BLVD
OCEAN PARK
BARNARD WY
PACIFIC AVE

Santa Monica Coast



Sunday, June 5, 2016

2

Miles

Downtown
Main Street
Ocean Park

"I'm so happy that I got Metro goodies!! I love Metro! Had a great time today at #Coast2016!"

50,000

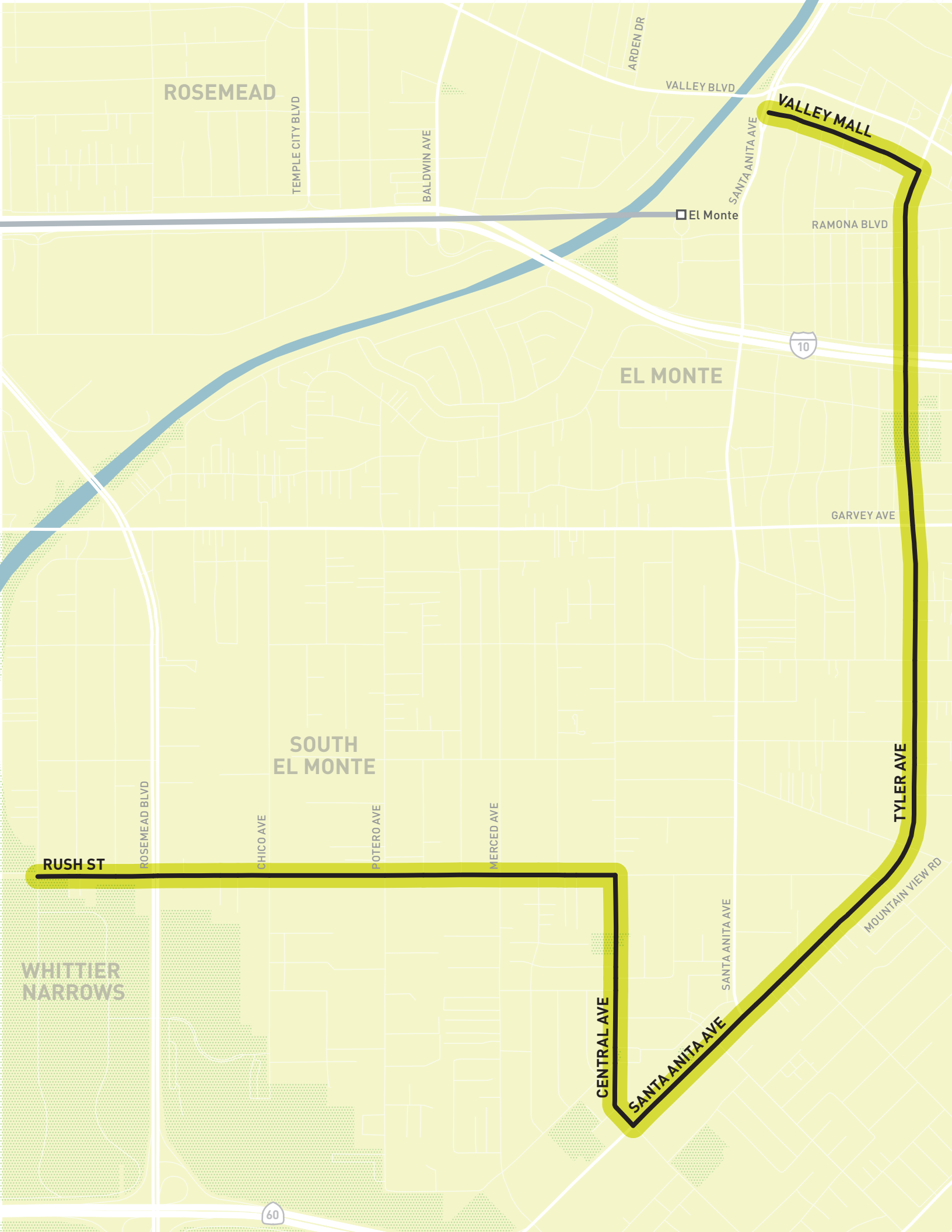
Estimated Event Attendees

71%

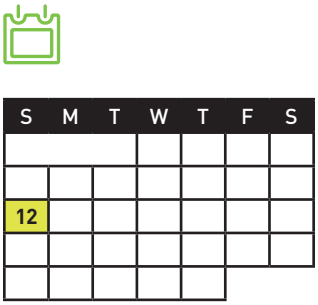
Surveyed businesses that felt Open Streets is good for Santa Monica

+8%

Event Day Metro Rail Ridership Increase


ROSEMEAD
TEMPLE CITY BLVD
BALDWIN AVE
ARDEN DR
VALLEY BLVD
SANTA ANITA AVE
VALLEY MALL
El Monte
RAMONA BLVD
10
EL MONTE
GARVEY AVE
SOUTH EL MONTE
ROSEMEAD BLVD
CHICO AVE
POTERO AVE
MERCED AVE
RUSH ST
TYLER AVE
MOUNTAIN VIEW RD
SANTA ANITA AVE
CENTRAL AVE
SANTA ANITA AVE
WHITTIER NARROWS
60

Viva SGV!



Sunday, June 12, 2016

5

Miles

El Monte
South El Monte

"I love Open Streets events! I love seeing the transformation of streets in the absence of cars. I love biking without fear of getting hit by a car. I love exploring new neighborhoods I wouldn't otherwise visit"

8,000

Estimated Event Attendees

"We had a good amount of foot traffic on the day of event and met many new families and clients that had not seen our restaurant."

SECTION 4

Putting it All Together

Building on what we've learned through our evaluation, this final section provides conclusions and recommendations for future Metro Open Streets Grant Program cycles.




PALACE
PALACE
LOS ANGELES
JEWELRY PLAZA
Los Angeles
6th St
WE MOVED TO
NE WAY

People Walk & Bike When They Have Places to Do So Safely

By providing safe and car-free environments to walk and bike, and with locations across the County, Open Streets provides an easy opportunity for residents to walk and bike in their community. And when people can find places to walk and bike safely, they do. Of the 10 events funded by Metro, 8 attracted crowds of over 25,000 participants. Other important take-aways from the Metro funded Open Streets include:

Many Event Participants Go Metro to Open Streets, Often for the First Time

Across the Metro Rail system, ridership was up to 10% higher on event Sundays compared to non-event Sundays. Systemwide TAP card sales increase by 11% on event days compared to non-event days, indicating many of the transit users are first-time or infrequent transit users.

Over Half of Attendees Travel Car-Free to Open Streets, Regardless of Event Location

The combination of increased transit use and bicycle travel means that travel to Open Streets looks very different from normal travel in Los Angeles County. While 90% of commuting trips in the county are made by car, less than half of trips to Open Streets were made using a car.

People Ride Bikes More Often after Attending an Open Streets Event

62% of first-time Open Streets attendees report that they ride a bike regularly; whereas 80% of repeat-attendees ride a bike regularly, indicating that Open Streets events are impacting travel behavior.

Open Streets Encourages Discussion about a More Multimodal Future

Metro and many local cities used the gathering of thousands of residents at Open Streets as an opportunity to talk with participants about transportation plans, policies, and programs.

When provided the opportunity through Open Streets to use transit, walk, or ride a bike, many participants take advantage of this chance to try a new mode of travel for the first time. Participants and business owners surveyed felt the events were great for the community and gave them a sense of pride. While it would be impossible to count all the smiles at an event, Open Streets provides more than an opportunity for community celebration. Open Streets allows Angelenos a chance to reimagine their future in a county where more people are able to walk, bike, and use transit, and they begin to make that future a reality.

Recommendations for Future Open Streets Grant Cycles

Metro Should Consider the Following Ideas in Preparation for Future Open Streets Grant Cycles



RECOMMENDATION 1
Focus events around Metro Rail stations across the county in order to provide regional equity, as Metrolink provides limited service on weekends.



RECOMMENDATION 2
Consider additional outreach, promotion, and marketing of Open Streets events to families, targeting family members of all ages ("8 to 80"). Consider new strategies such as targeted outreach to schools or shorter, more neighborhood-oriented events.



RECOMMENDATION 3
Avoid routes that include steep grade, poor pavement quality, railroad crossings, freeway ramps, routes that box in residential areas, and routes that traverse residential areas for extended distances, as these may discourage participation.

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