



# Pico Blvd Safety and Mobility Plan Project

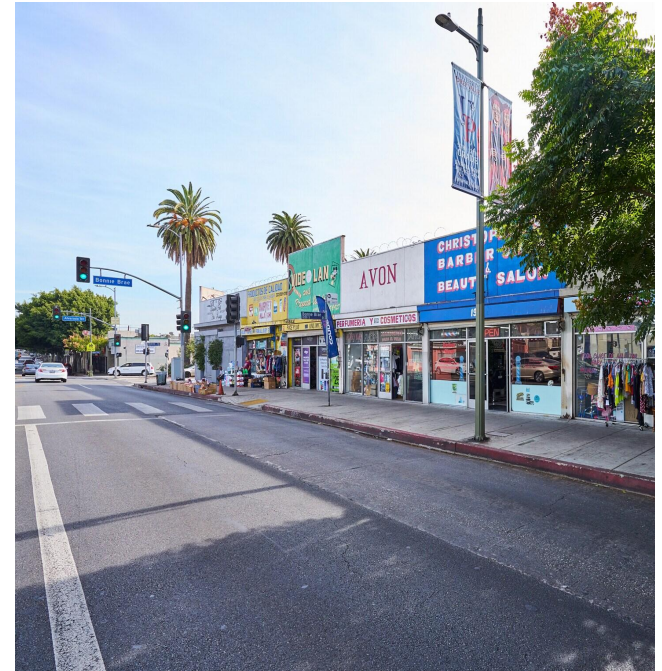
Virtual Open House - November 17, 2025

email: [visionzero@lacity.org](mailto:visionzero@lacity.org)

# Welcome / *Bienvenidos*

**If you require Spanish interpretation, please raise your hand.  
If you are joining via phone, please press \* 9**

*Si necesita interpretación al español, levante la mano.  
Si se une por teléfono, presione \* 9*



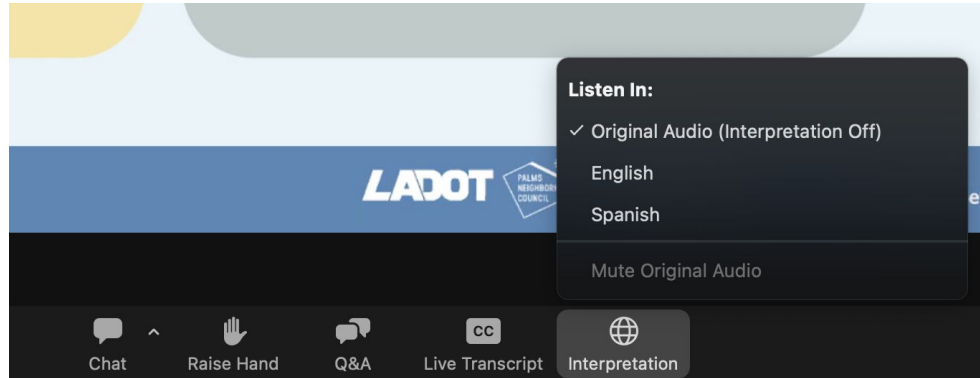
*Credit: Marcus & Millichap*

# Interpretation

**Everyone must select a language**

*Cada uno debe seleccionar un idioma*


- **English**
- **Spanish-Español**

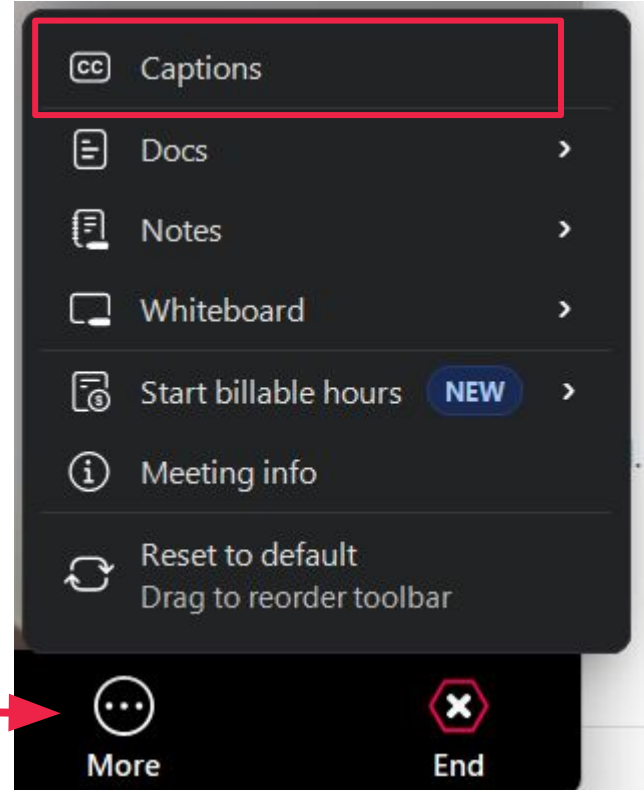


# Transcription

## Transcription:

If you need a live transcription of the meeting, please select the

“More”  button and adjust your desired subtitle settings under “Captions”



## How to Participate in Tonight's Meeting

### In Zoom via web:

- Answer questions in the Zoom polls
- Ask questions in "Q & A" box
- Give verbal public comment

### On the Phone:

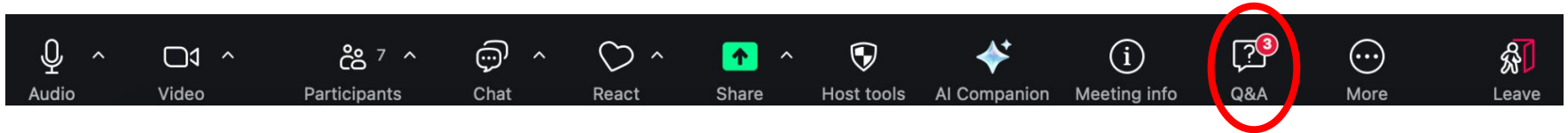
- Raise your hand using \*9
- Mute/Unmute using \*6

After the meeting, send questions or comments to [visionzero@lacity.org](mailto:visionzero@lacity.org)

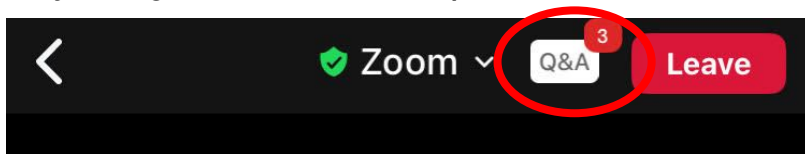
# How to Ask a Question

- Please use the Zoom “Q&A” box to enter your questions
- Frequently Asked Questions may be consolidated

If joining on computer: the Q&A button should be on the bottom left of your screen



If joining on mobile: this option should be at the top of your screen



# Welcome Remarks - Council District 1



**Louie Leiva, Field & Mobility Deputy**

Pico Union/University Park



## Welcome Remarks - Council District 9



**Genevieve Arce**, Legislative Director

## Welcome Remarks - Council District 10



**Hakeem Parke-Davis**, Planning Deputy



# Agenda

1. Project Overview
2. Engagement Recap
3. What We Heard
4. Next Steps
5. Q&A



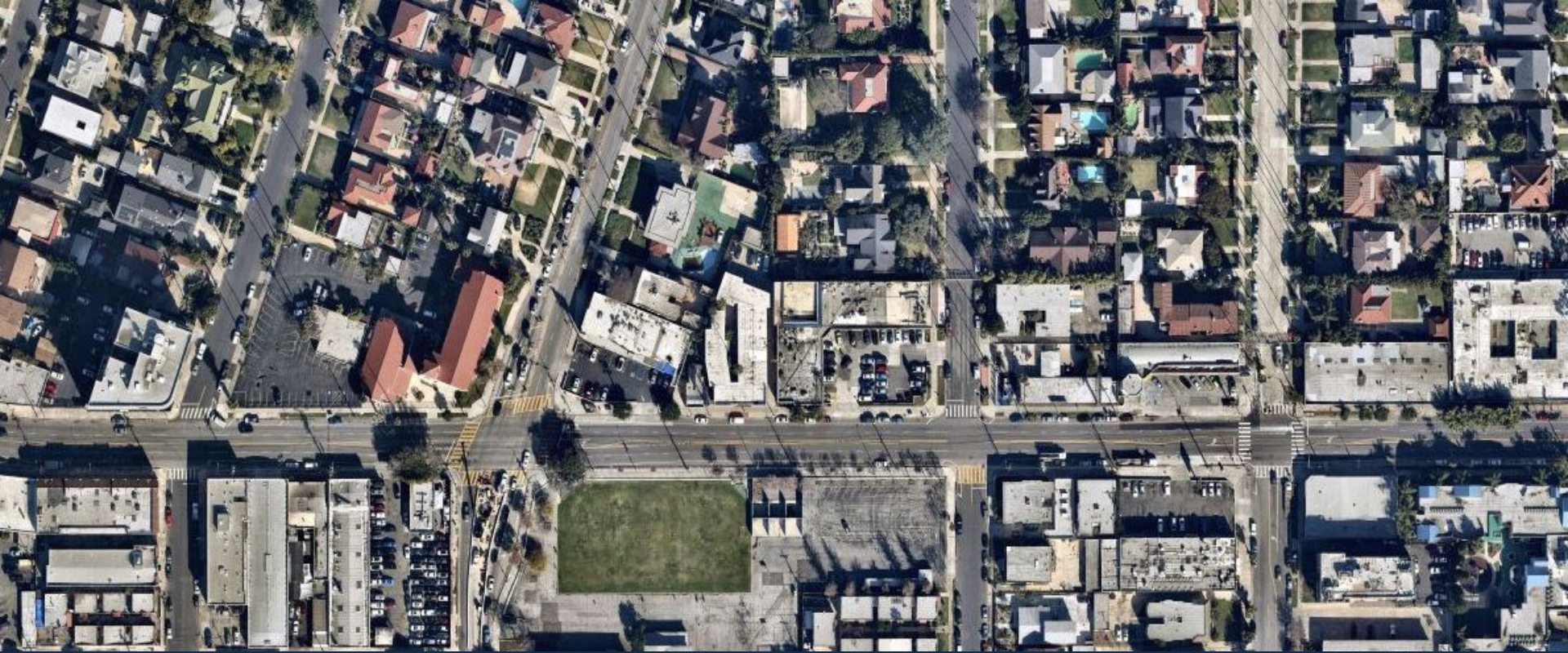
*People bicycling on Pico near Western Ave in 1895. Credit: USC Library Archive*

## Meeting Objectives

- **Provide Context: Why Pico and why now?**
- **Introduce the proposed design**
- **Share information about the project process: What we've been doing and how to get involved**
- **Answer questions**
- **Collect feedback about the proposed design, community priorities, and sticking points**

## **Who's in the room today?**

- **How would you describe your relationship to Pico Blvd?**
- **What zip code do you live in?**



## Project Overview



# Project Extents

**Crenshaw Blvd**

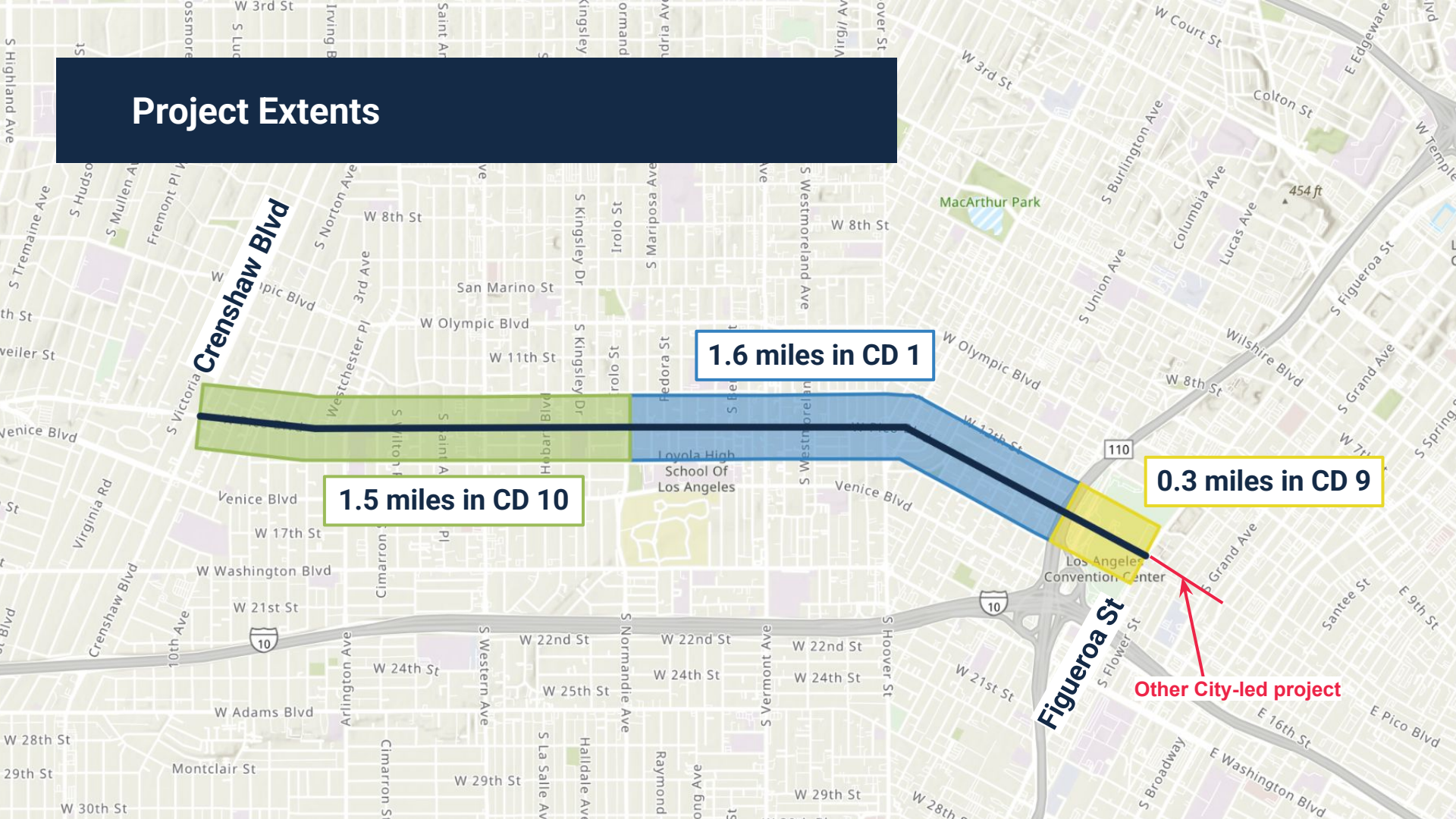
**1.6 miles in CD 1**

**1.5 miles in CD 10**

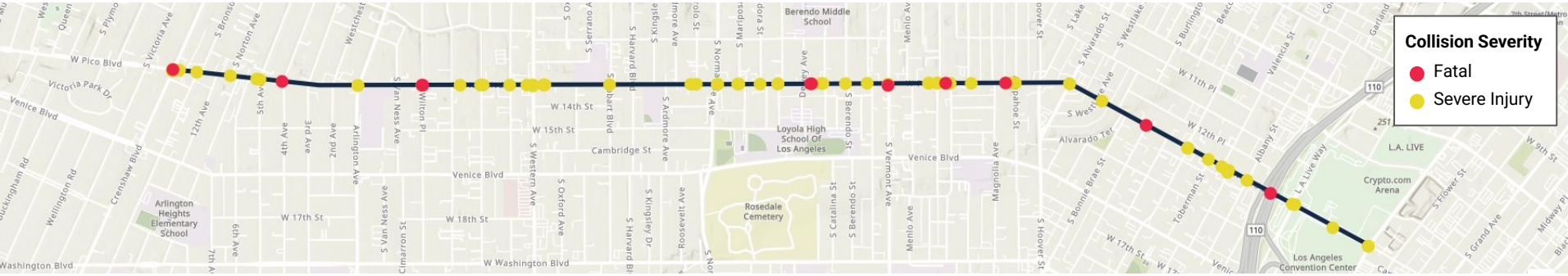
**0.3 miles in CD 9**

**Other City-led project**

**Figueroa St**



# Severe and Fatal Crashes: 2014-2023

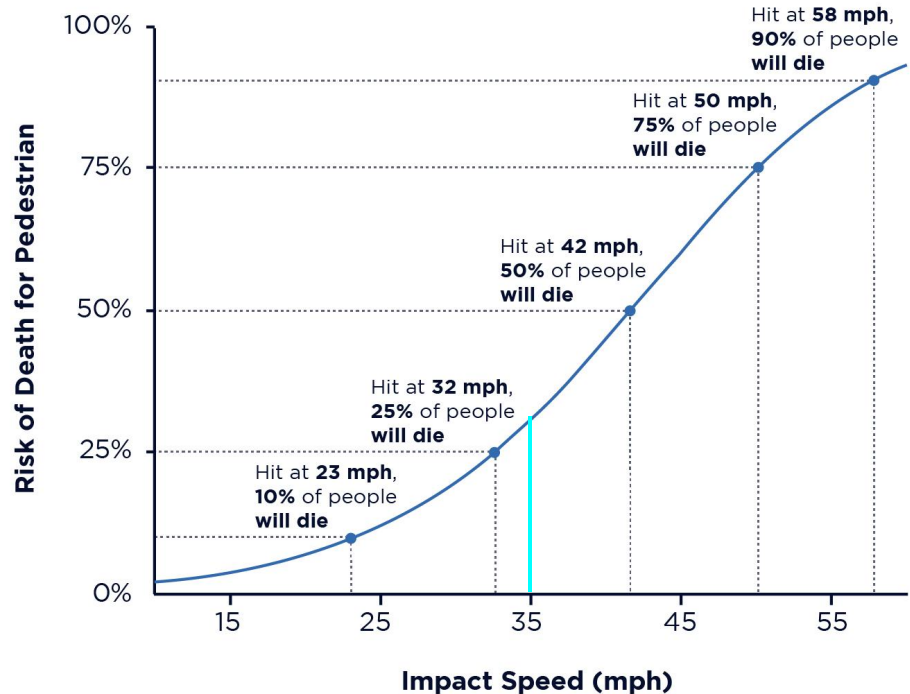


In the last ten years of available data, **75 collisions** resulted in severe injury or death on Pico Blvd between Crenshaw and Figueroa

- 52 serious crashes (68%) involved pedestrians
- All 11 fatalities on the corridor were pedestrians
- 12% of injury collisions involved cyclists

# Speeding Drivers

- Speed survey showed **23% of drivers are going faster** than the posted 35mph speed limit
- Many intersections have burnout and donut markings, likely from **street takeovers**



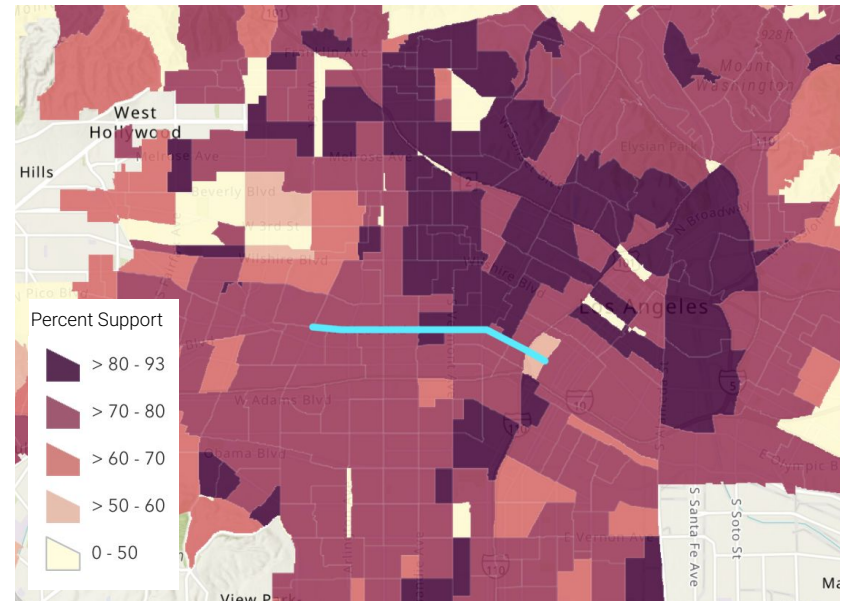
# Minimum Required Project Elements

Los Angeles voters approved **Measure HLA** in 2024

Measure HLA requires the City to implement bike lanes, bus lanes, and pedestrian and vehicle improvements outlined in its **Mobility Plan 2035** when repaving streets

On Pico Blvd, the Mobility Plan **requires bike lanes and sidewalk repairs**

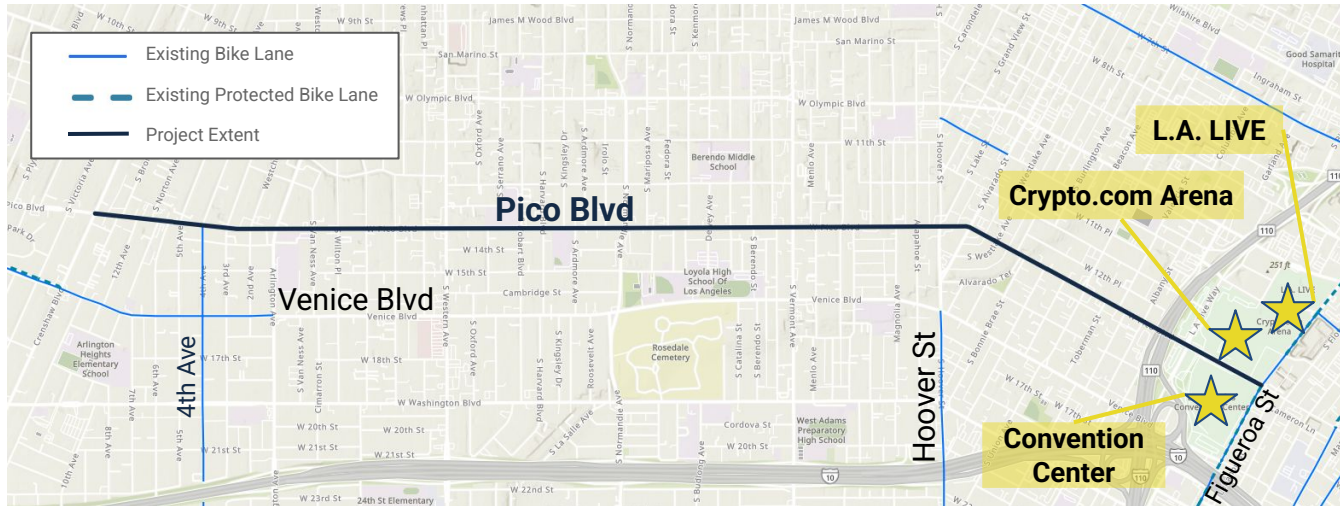
2024 Measure HLA election results by Precinct



**76% of voters** in the Project Area voted yes on Measure HLA

# Bike Network and Connectivity

- Serve high-density **neighborhoods** and **job centers**
- Connect to **Olympics venues** in Downtown Los Angeles
- Deliver **legacy infrastructure**



# Project Goals



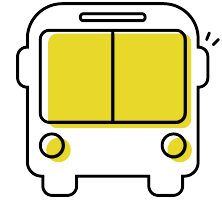
Reduce fatalities and severe injuries caused by traffic collisions



Support sustainable modes of transportation and comply with Mobility Plan 2035



Increase employment and economic opportunities



Create a more livable corridor with comfortable options for accessing DTLA and other destinations

# Existing Street Design



Pico is not compliant with Mobility Plan

Left turning vehicles block through traffic

Pedestrians cross 4 active travel lanes

Bicycles and e-scooters choose between riding on sidewalk or riding with vehicle traffic

Limited opportunities for comfortable crossings

# Design Alternatives Comparison

Both options will improve safety by:

1. Providing a dedicated left turn lane
2. Reducing the number of lanes that pedestrians must cross
3. Incorporating bike lanes as required by Mobility Plan 2035 and Measure HLA

## Option 1: Protected bike lane

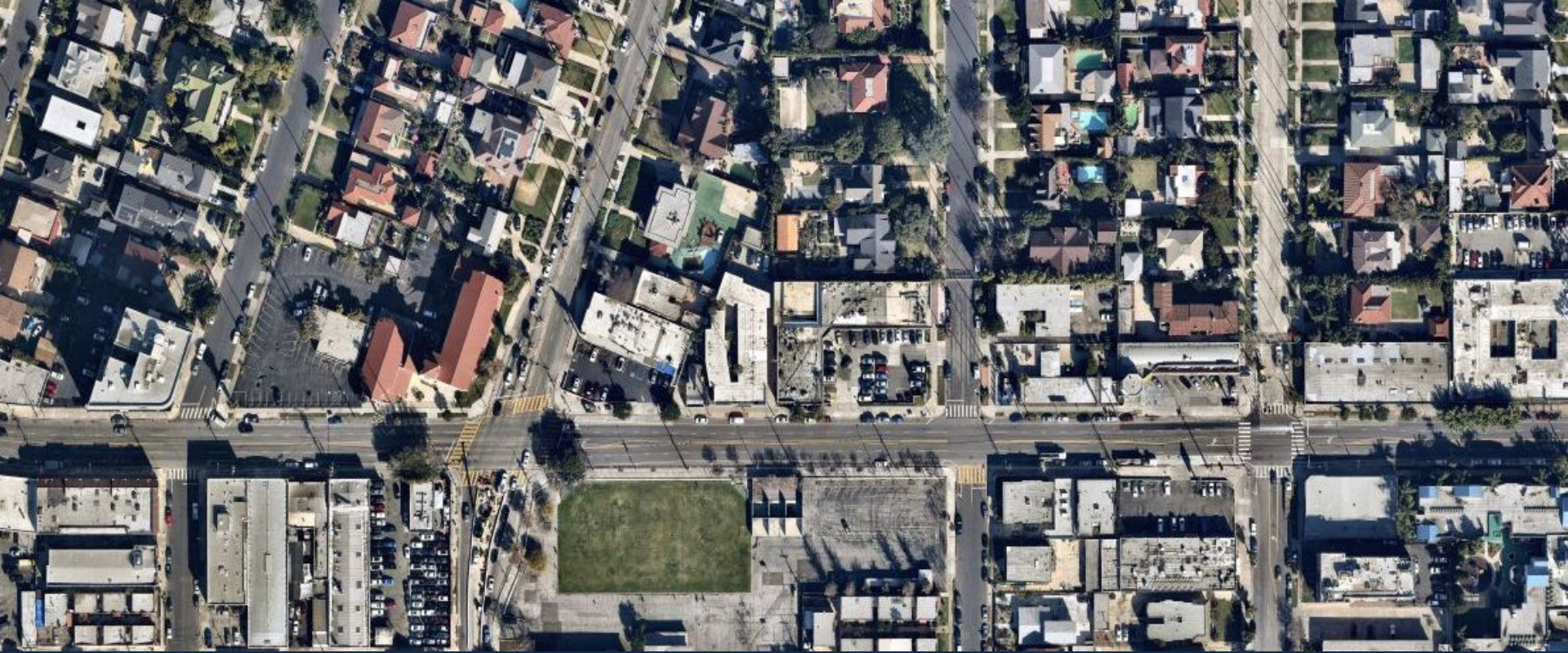


**Option 1** removes some on-street parking but provides physical protection and separation for bike lane

## Option 2: Painted bike lane



**Option 2** generally preserves on-street parking but places bike lanes directly adjacent to vehicle traffic



## Engagement Recap



# Community Engagement Strategies



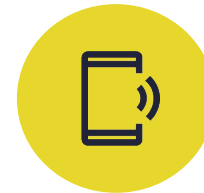
**Stakeholder  
Briefings**



**Community  
Workshop  
(upcoming)**



**Online Survey**



**Email &  
Social Media**



**Mailer/Posters**



**Community  
Tabling and  
Pop-ups**



**Canvassing**



**Community  
Based  
Organization  
Partnerships**

# Tabling & Pop-Up Events



12  
Events

- Deployed **5 trained community liaisons** for direct outreach at locations on and around the corridor, including:
  - Pico Union CicLAvia
  - KYCC Wilshire FamilySource Center
  - Los Patitos Market

750+  
People  
reached



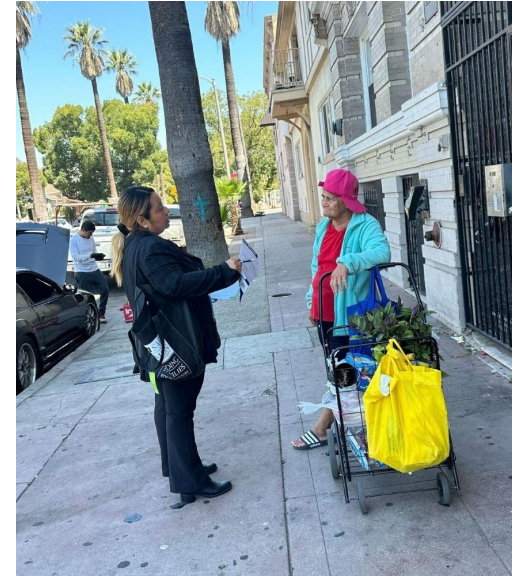
# CBO Partnerships



900+

People reached  
by direct  
canvassing

- Collaborated with **trusted, local groups** to enhance outreach
  - Los Angeles Neighborhood Initiative (**LANI**)
  - Central City Neighborhood Partners (**CCNP**)
- **Tailored methods** for youth, aging adults, faith-based groups, and accessibility needs
  - Translation services (Spanish, Korean, K'iche')
  - Promotoras for flyers and door knocking



Los Angeles  
Neighborhood  
Initiative



# Engagement Highlights



5

Presentations

## Community Briefings

- Olympic Park NC
- Pico Union NC
- United Neighborhoods NC
- Mid City NC
- DTLA NC



6

Presentations

## School Briefings\*

- Pio Pico MS (2)
- Los Angeles ES
- University Prep Value HS
- Bishop Conaty HS
- Equitas Academy



~950

Flyers/Door Hangers

## Canvassing

- Distributed project materials to residents and businesses along corridor
- 7 days of canvassing



1,134

Responses

## Online Survey

- Open from June 26 to Sept. 8
- Available in English, Spanish, Korean, and Mandarin

\*Many of the schools circulated our flyer and survey to mailing list and shared information to school community directly via Principals.

# Engagement Highlights



**~2,000**  
Postcards

## Mailer

- Sent to every address (business and residential) with a frontage on Pico Blvd



**~7,700**  
Clicks

## Social Media

- A 27-day ad campaign on Facebook and Instagram
- Targeted 90006, 90015, and 90019 zip codes
- Click-thru rate higher than industry average



**40**  
Posters

## Project Poster

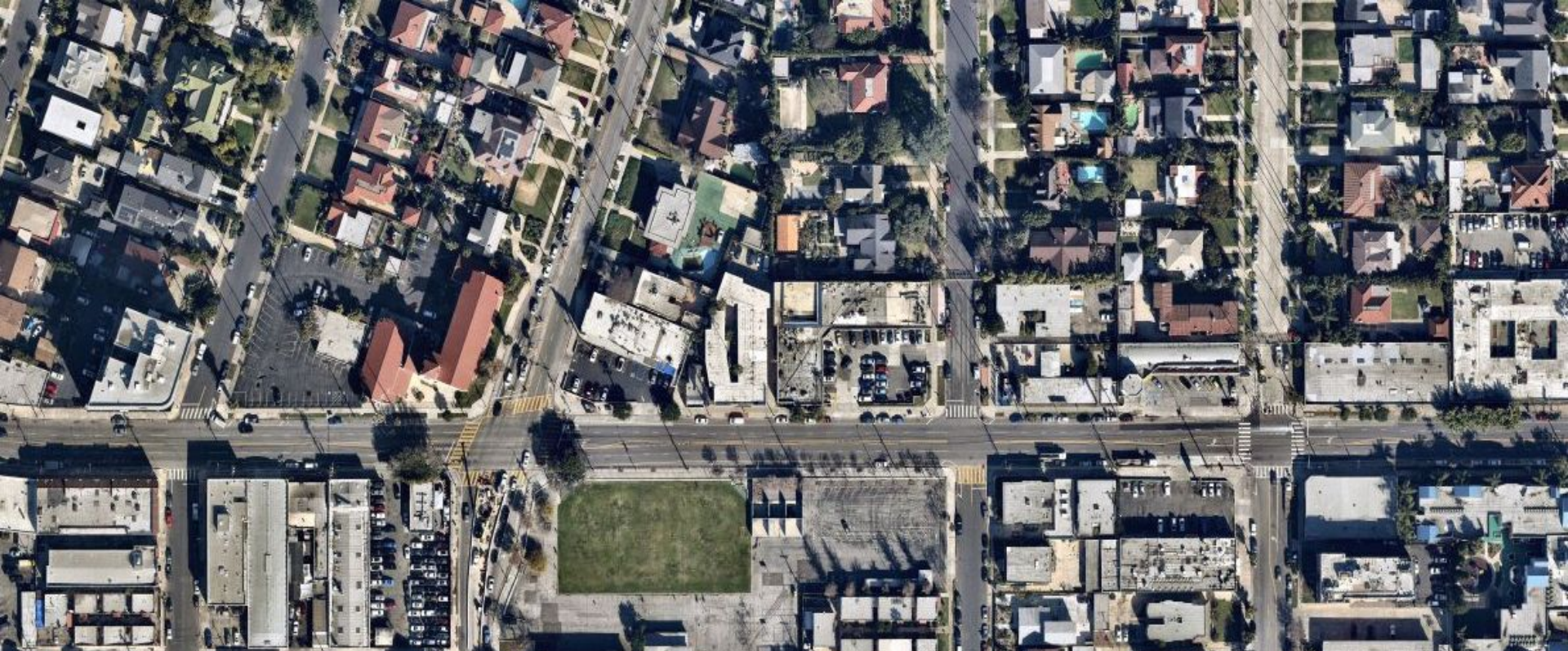
- Placed in storefront windows along the corridor with link to project survey, translated in:
  - English
  - Spanish
  - Korean



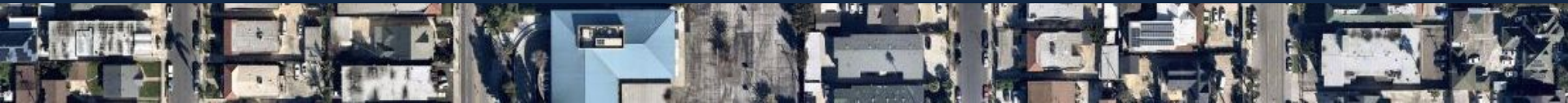
**5**  
Unique  
Touchpoints

## Business-Specific Engagement

- Direct canvassing
  - In-person conversations
  - Mailer and flyers
- Presentations to Byzantine Latino Quarter BID (1 virtual, 1 hybrid)



## What We Heard

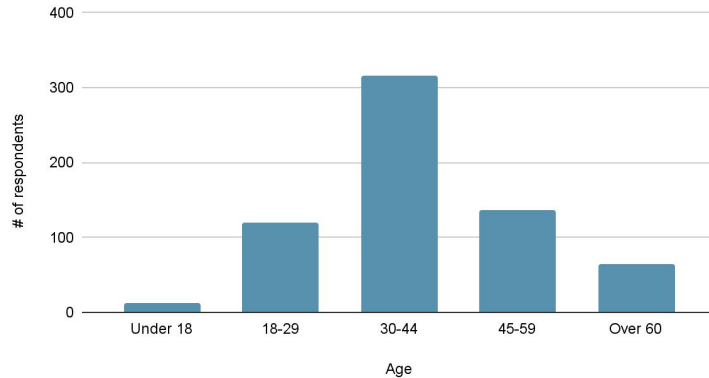


# Survey Demographics

1,134 total responses to online survey

Demographics closely reflect Census data for the area

- 45% identify as Hispanic\*
- ~1/3 of responses were in Spanish, Korean, or Chinese\*\*
- 28% made < \$30,000\*\*\* (largest group by # of responses)

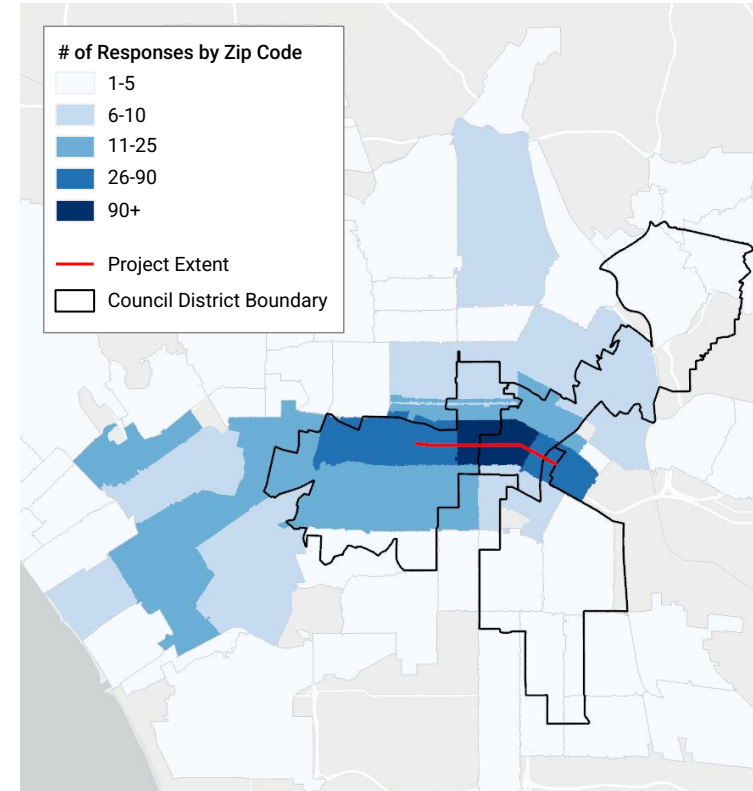


## Notes

\* 57% of area residents identify as Hispanic

\*\*27% of area residents speak “Not Well” or “None” English

\*\*\* 32% of area residents earn less than \$30,000



## Survey Highlights

“Which of the following options would you prefer on Pico Boulevard?”



- Survey outlines tradeoffs between preserving parking and providing protected bike lane
- 74% of all respondents prefer **protected bike lane**
- When looking at responses of the immediate area\*, 64% still preferred a **protected lane**

*\*Based on people who self-identified with zip codes touching or adjacent to the project extent. We know not all area residents provided zip codes*

# Survey Highlights

We asked people to rank and prioritize street design values on Pico Boulevard. The top 3 priorities were...

1. **Saving lives** and reducing the number of people injured in traffic collisions
2. Making sure the street is **comfortable** for all
3. Improving **air quality** by encouraging clean, low-polluting transportation options



## What We Heard

“I just want safety for drivers, pedestrians and cyclists.” - Resident, 90015

**“I would feel safer bicycling if there were an exclusive bicycle lane” - Resident, 90006**

“I believe that we should have a culture of cycling, which is also important, as well as pedestrians.”  
- Resident, 90019

“HEARING THAT THIS PLAN IS IN ACTION...I FEEL MORE OPTIMISTIC NOW ABOUT THE FUTURE OF LA THAN EVER BEFORE” - RESIDENT, 90019



# Thematic Concerns and Resolutions

## Public Realm Investments



### What we've done

- Collected ideas to improve the user experience along the corridor

### Next steps

- Make critical sidewalk repairs and curb ramp upgrades, incorporate pedestrian infrastructure
- Coordinate with responsible departments to address non-transportation elements as possible

## Business Impacts



### What we've done

- Conducted business canvassing sessions and advertised project in storefront windows
- Met with Byzantine Latino Quarter BID twice
- Small business listening session

### Next steps

- Work directly with businesses to maintain curb space, access, and visibility

# Thematic Concerns and Resolutions

## Parking Loss



### What we've done

- Analyzed corridor parking patterns and demand

### Next steps

- Design project to preserve key spaces and add nearby alternatives where possible
- Increase bike parking and bike share options along Pico

## Construction and Circulation

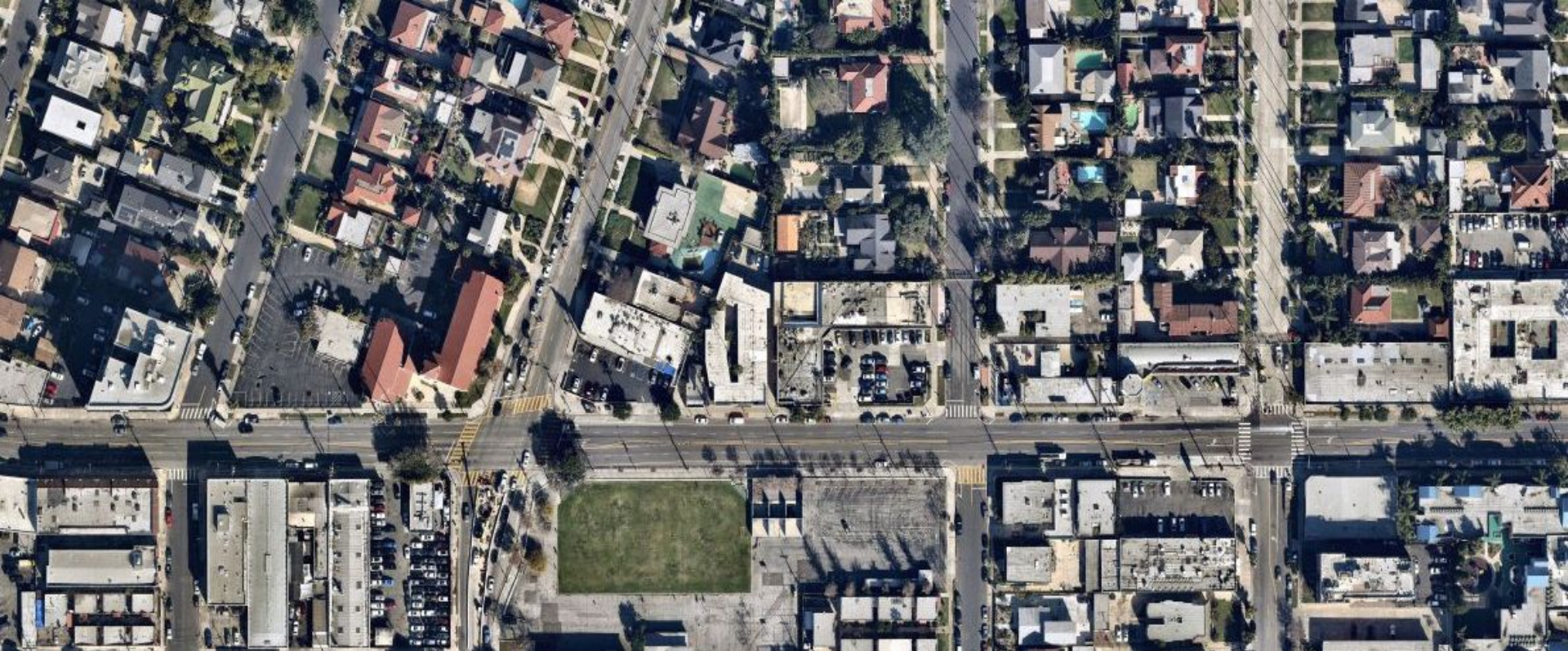


### What we've done

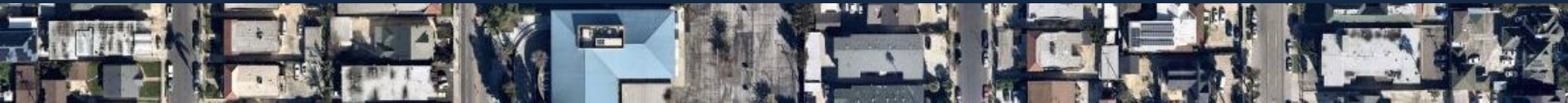
- Modeled traffic impacts to ensure efficient circulation

### Next steps

- Phase construction to support smoother transitions and minimize impacts to traffic
- Conduct a post-implementation evaluation

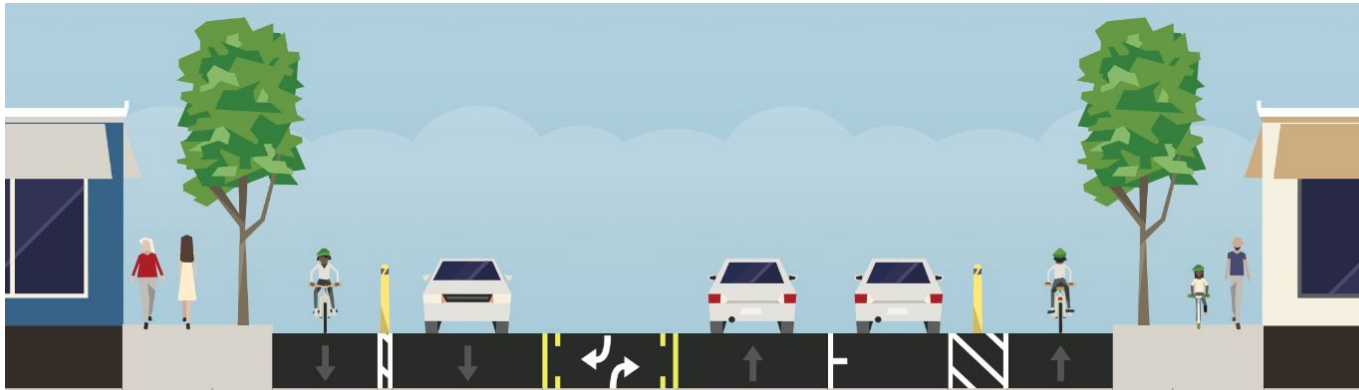


## Next Steps



## Next Steps

- Proceed with the **Protected Bike Lane** option
- Prepare final design incorporating what we have heard, and share back to community
- Coordinate with Metro on bus and Bike Share operations
- Schedule street resurfacing
- Construction outreach and notification



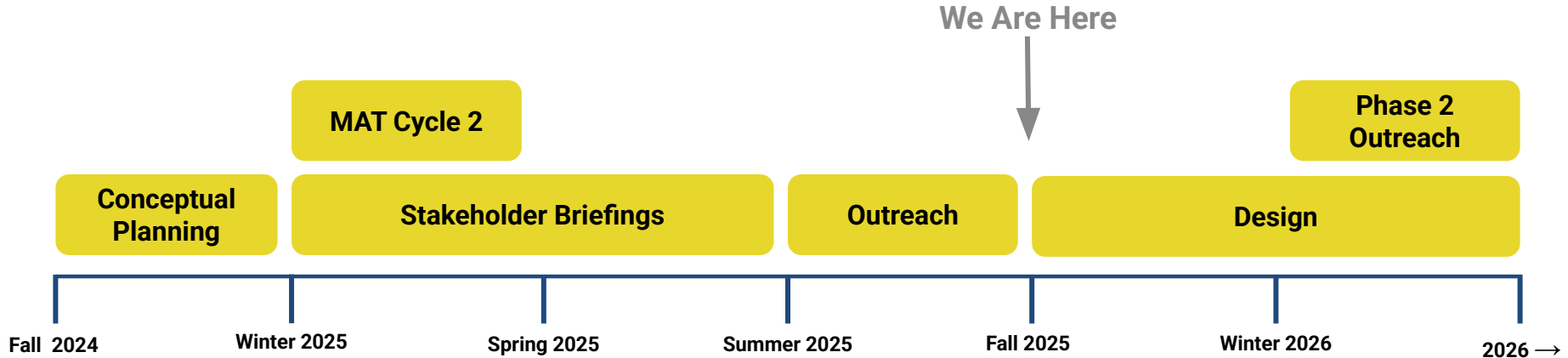
Share your feedback!

Let Metro know where you'd like to see Bike Share on Pico

[bikeshare.metro.net/  
suggest-a-location/](https://bikeshare.metro.net/suggest-a-location/)

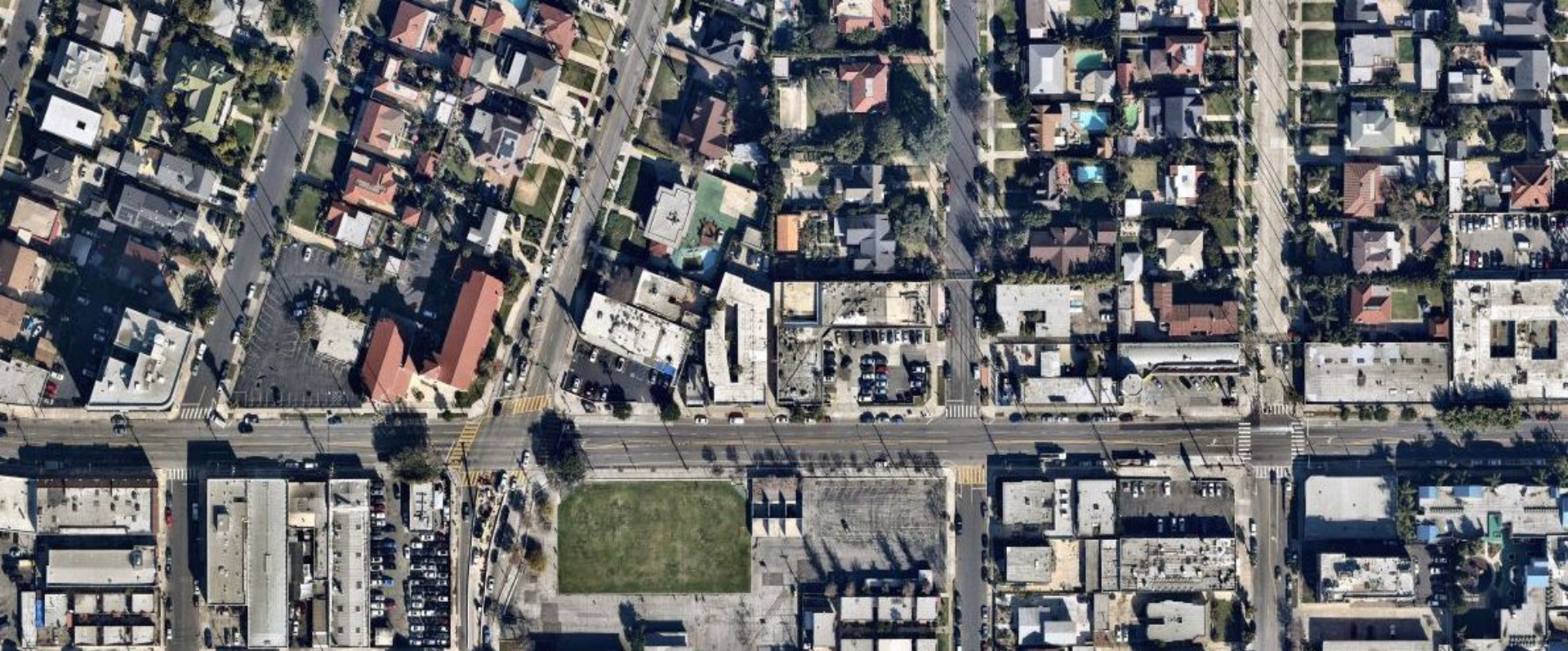


# Project Timeline



## Next Steps

- **Fall:** Open houses and small business listening session
- **Fall/Winter:** Design + second phase of engagement to share final design
- **Spring/Summer 2026:** Anticipated construction start



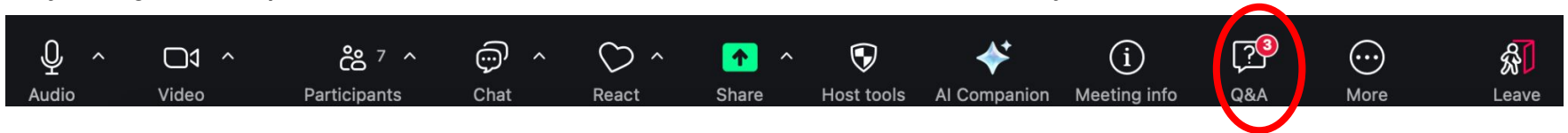
## Q&A and Public Comment



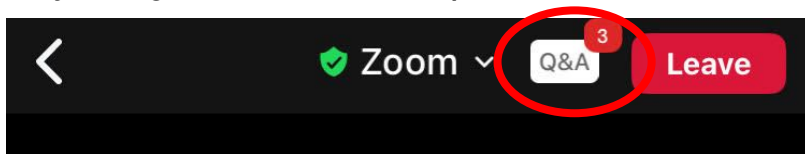
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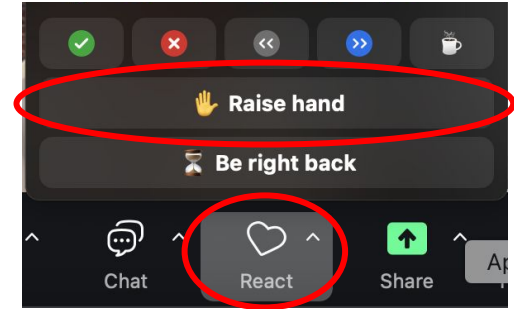
If joining on mobile: this option should be at the top of your screen



## Public Comment



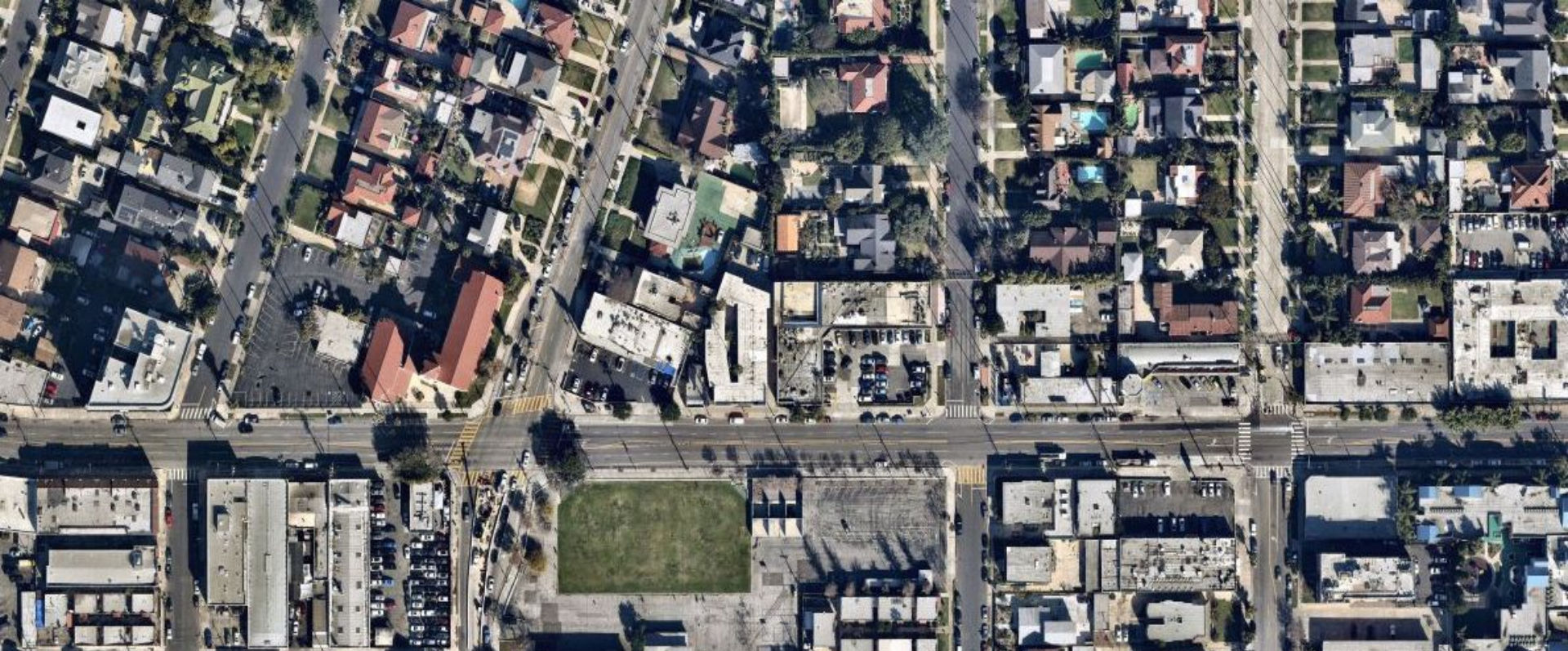
- If you would like to speak:
  - **Joining on computer:** click “Raise hand”
  - **Joining on mobile:** press \*9
- 1 minute per speaker



Due to limited time, we may not be able to hear from everyone. Please use our feedback portals to provide additional comments.

Email: [visionzero@lacity.org](mailto:visionzero@lacity.org)

Website: [ladotlivablestreets.org/projects/pico](http://ladotlivablestreets.org/projects/pico)



**Thank you!**

Stay in touch  
[ladotlivablestreets.org/projects/pico](http://ladotlivablestreets.org/projects/pico)  
email: [visionzero@lacity.org](mailto:visionzero@lacity.org)

