

03 Community Outreach

The project team led outreach efforts to gather community input throughout the development of the Culver City Bicycle & Pedestrian Action Plan. This engagement helped the project team understand barriers and opportunities for walking and biking in Culver City and gave stakeholders a chance to respond to the draft plan and provide additional input on their needs and desires. These efforts included attending various stakeholder meetings and over a dozen community events, and conducting surveys. More than 5,500 community stakeholders were engaged through this process. Throughout the process, the project team also collected stakeholder contact information for updates about the plan, including links to the draft and final plan.

This chapter details the many events the project team attended – from formal presentations at City Council to pop-up outreach at community events. **[PLEASE NOTE: AS THIS DOCUMENT IS IN DRAFT FORMAT, THIS SECTION WILL CONTINUE TO BE UPDATED UNTIL APPROVAL OF THE FINAL PLAN]**

IN-PERSON OUTREACH

A Technical Advisory Committee (TAC) was formed to provide input on the Plan throughout its development. The committee consisted of City staff from Transportation Planning, the Economic Development, the Public Works Division, the Fire Department, the Planning Division, and the Parks Division. The project team also met with existing committees, regular City meetings, and community events. Throughout the planning process, the project team attended multiple Bicycle & Pedestrian Advisory Committee (BPAC) meetings to gain additional input from stakeholders including local residents and representatives from Culver City Unified School District, Chamber of Commerce, and local businesses. The project team also met with City Council, Culver City Chamber of Commerce Governmental Affairs Committee, and other stakeholder groups.

Project staff also identified numerous existing community events that provided an opportunity to reach people who may not typically attend City or stakeholder meetings. At each event, community members provided input, identifying opportunities and challenges to walking and biking in Culver City. Boards were designed to aid the community members in understanding the types of bicycle and pedestrian facilities that were being considered for inclusion in the Plan. A summary of these events and stakeholder meetings described are listed in Table 1, with a detailed description of each event found in the appendix.



Community members discuss Vision Zero during an outreach event

Table 1: Outreach Meetings and Events

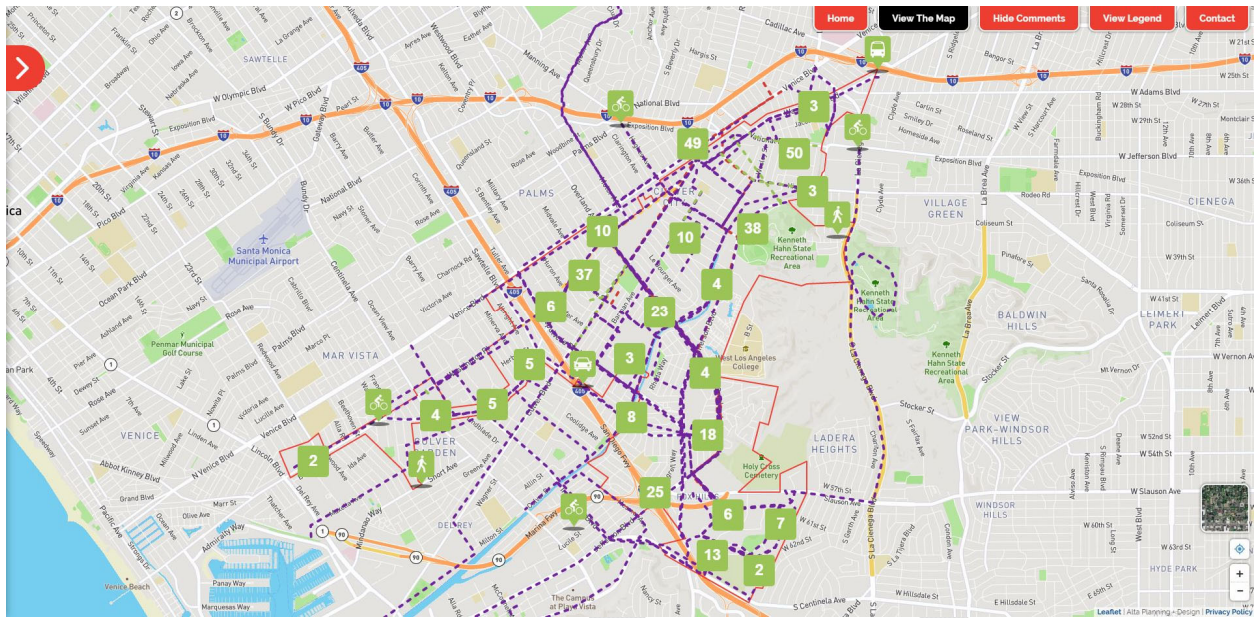
Date	Description	Number of People Reached
July 20, 2017	Bicycle & Pedestrian Advisory Committee Meeting: General	10
October 9, 2017	City Council Meeting	120
October 17, 2017	Culver City Chamber of Commerce Governmental Affairs Committee	10
October 25, 2017	Technical Advisory Committee Meeting	20
November 4, 2017	Citywide Stakeholder 1: La Ballona Fall Festival	300+
November 16, 2017	Bicycle & Pedestrian Advisory Committee Meeting: Vision Zero	30+
January 24, 2018	Bicycle & Pedestrian Advisory Committee Meeting: Opportunity Corridors	13
March 23, 2018	Baldwin Hills Conservancy Board Meeting	25
March 27, 2018	Culver City Chamber of Commerce: Issues & Eggs Breakfast	75+
April 24, 2018	Culver City Unified School District Board Meeting	100+
May 6, 2018	5th Annual Walk + Roll Festival	125
August 24 - 26, 2018	Fiesta La Ballona	5,000+
November 29, 2018	Bicycle & Pedestrian Advisory Committee Meeting: Opportunity Corridors Update	15

ONLINE ENGAGEMENT

To engage the widest audience possible, the project team utilized the City's existing social media channels and email listservs. Additionally, a project website was developed to provide the public with updates to the plan. The website featured an interactive mapping tool that allowed community members to draw preferred walking and biking routes and comment on areas of concern or opportunity.

Public Input Map

Nearly 600 comments were collected on a live interactive map on the project website from October 2017 through June 2018. These comments were viewable on an online map at CulverCity.BikePedPlan.com. Residents were asked to provide their bike and pedestrian recommendations throughout the city, and were encouraged to vote for or 'like' comments given by fellow community members to increase priority. Some common comments received included advocating for a protected bikeway on Overland Avenue. Other residents requested an extension of the existing median bike path on Culver Boulevard to Downtown Culver City. Another resident suggested creating a bicycle connection from the Culver Median Park to Downtown. While increasing connectivity within the City was a popular topic, participants also indicated a desire for connections to the Los Angeles City Master Bike Plan facilities, such as from Culver Boulevard to Beethoven Street.



Stakeholders left nearly 600 comments regarding biking and walking in Culver City on an interactive map featured on the project website

Pedestrian safety was also heavily emphasized in stakeholders' comments. For example, comments identified the intersection of Green Valley Circle and Fox Hills Drive as dangerous due to heavy traffic and the curvature of the roadway. The resident suggested traffic lights or stop signs with additional crosswalks. Furthermore, the intersection of Slauson Avenue and Sepulveda Boulevard near the 405 Freeway exit was identified as dangerous because there are no marked crosswalks present. Multiple comments advocated for a safe crossing near Culver City's library on Overland Avenue, just north of Ballona Creek.

Access and better connections to and from the Ballona Creek path was also a popular topic indicated on the interactive map and at in-person outreach. One resident suggested adding an exit from the Ballona Creek path on the opposite side of Duquesne Ave because it is dangerous for bicyclists making left turns coming off the path. A resident also noted that the gate at Jackson Avenue along the path needs to be opened, as well as the east side gate of Sawtelle Boulevard.

Community Survey

The project team conducted a community survey to gather input on challenges and opportunities, walking and bicycling travel patterns, preferred bicycle and pedestrian facilities, and specific locations where active transportation improvements are needed. In addition to an online presence via the project website, the project team also administered the survey during the first round of community outreach events.

The survey was available both on the project website and replicated in print at in-person outreach events. During the outreach efforts, 235 people completed the survey. Nearly a quarter of respondents reported that they commute to work or school by walking at least one day per week, while 27% bike to work or school at least one day per week. An additional 55% of respondents ride a bike and 79% walk at least once a week for recreation or exercise. Survey respondents identified a lack of time, destinations that are too far and concerns about safety are the primary reasons they do not walk more often. They also indicated that a lack of dedicated bikeways, concerns about safety, and not having enough time or destinations that are too far are the top reasons they do not bike in Culver City more often.

A copy of the survey is included in the Appendix, as well as a detailed analysis of the survey.