

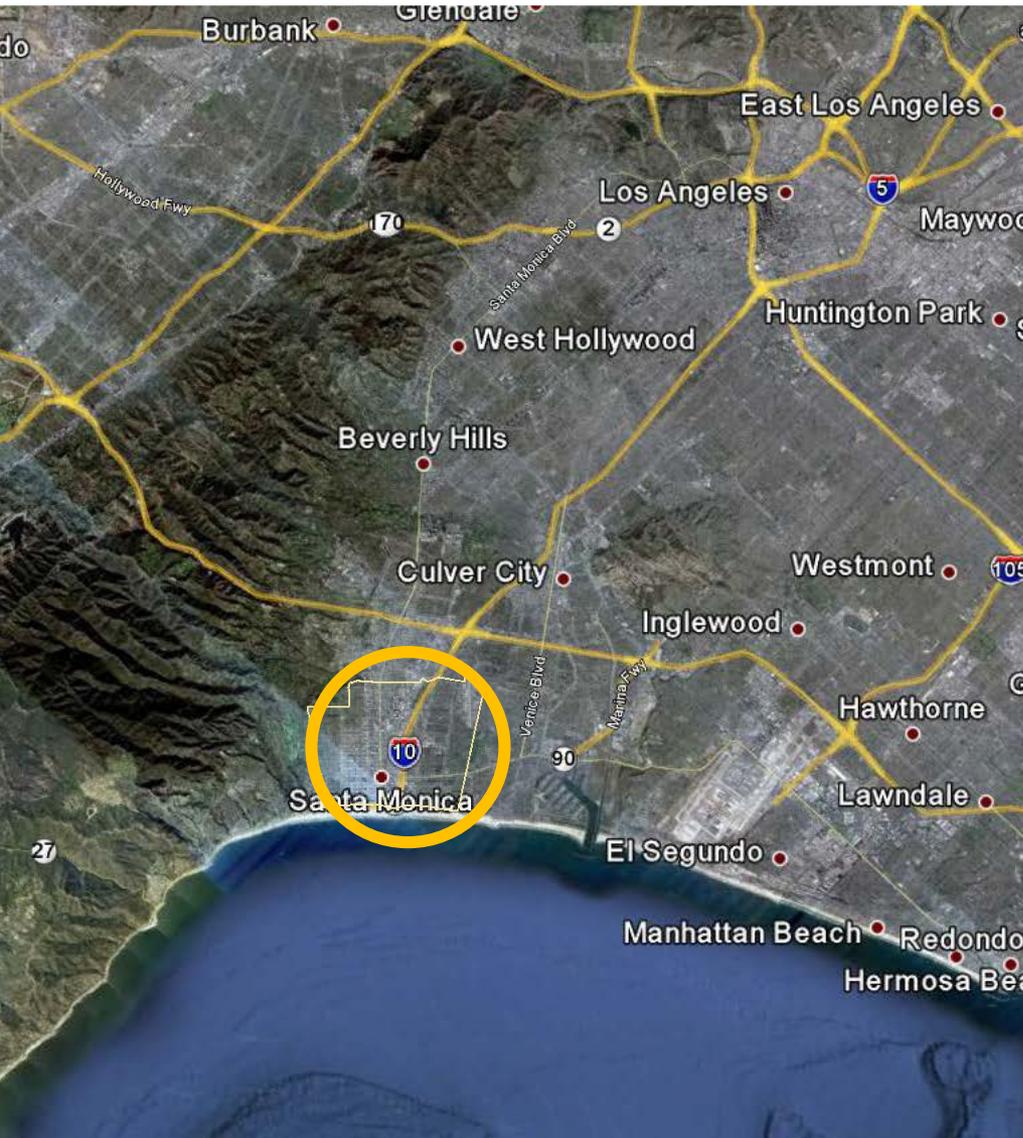


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SANTA MONICA



The City

- Beach Community
- Health & activity
- Surrounded by City of LA
- Former “Red Car” streetcar destination

Demographics

- 90,000 residents
- 100,000 jobs
- 7+ million annual visitors
- Daytime population 200,000+

Land Use

- Single and multi-family districts
- Office districts, and growing tech
- Major Boulevards
- Housing and commercial redevelopment

WHAT MAKES IT A SPECIAL PLACE TO LIVE, WORK AND PLAY?

Strong and unique residential neighborhoods

Diverse & healthy economy

Sustainability as foundation of our identity

Valued historic resources

Progressive values/caring for each other

A committed and active community

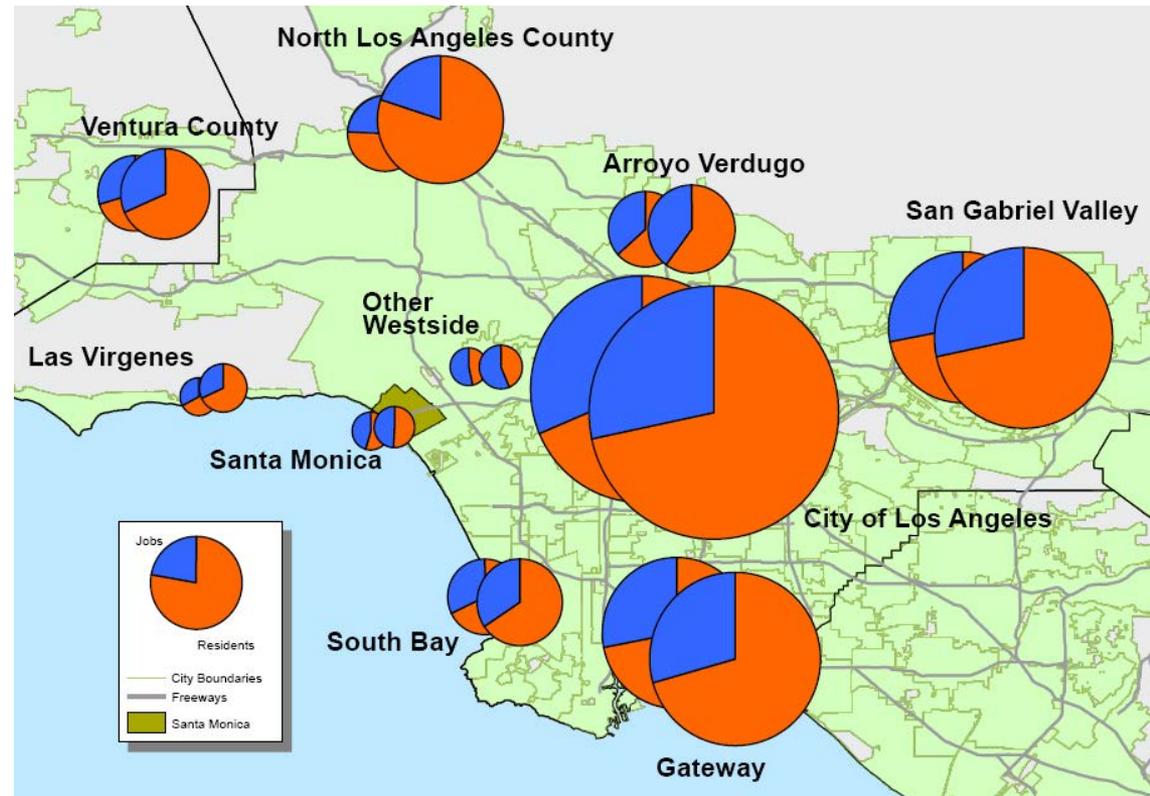
Stunning natural setting



THE LAND USE & CIRCULATION PLAN – A SUSTAINABLE VISION

...but there are challenges to making a Sustainable City when you're a smaller city **within a larger region**...

- Mass of existing and future traffic stems from regional pass-through trips
- Potential change in Santa Monica is minuscule compared to the growth and traffic happening on all sides
- Regional traffic will fill any less traveled streets
- Santa Monica has to create proactive tools for managing congestion.



What we heard from the community...

Neighborhoods

- *Changes to the physical and social fabric*
- *Speeding and **Cut-through traffic***

Transportation

- *Frustrating **congestion**, takes longer to move*
- *More Santa Monicans **driving out of the city** to work, shop*
- *Desire for more options, **seamless transit service***

Community Character

- ***Loss of housing diversity**– “where will my kids/aging parents live”?*
- *Threat to the “beach community” **character and historic resources***
- *Desire for **neighborhood amenities** – services, open spaces*
- ***Buildings out of scale** with surrounding community*

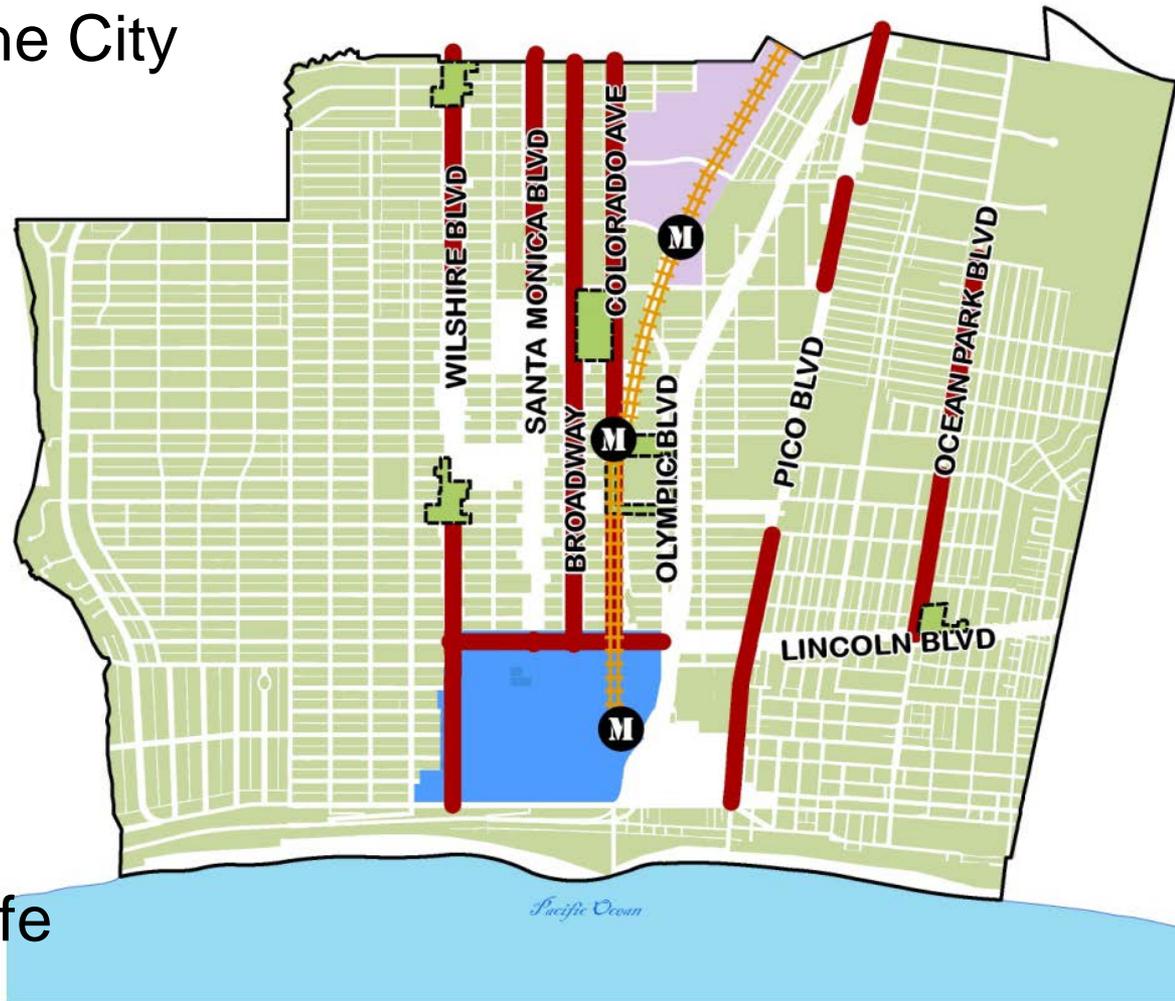
Community Benefits

- ***New projects not contributing** resources to existing community*
- *No link between **community design and health***
- *No integrated circulation policy to achieve **community’s sustainability goals***



CONSERVING SCALE & CHARACTER WHILE MEETING RESIDENT'S HOLISTIC NEEDS

- Preserves 96% of the City
- Boulevard & activity centers in walking distance to all
- Lower-scale, compact, TOD
- Small business opportunities
- Projects facilitate neighborhood completeness, mobility, & cultural life



A VISION FOR BOULEVARDS

TRANSFORM WILSHIRE BOULEVARD FROM AN AUTO-ORIENTED STREET INTO A LIVABLE BOULEVARD WITH ACTIVE GROUND FLOORS.



COMPREHENSIVE TRANSPORTATION MANAGEMENT

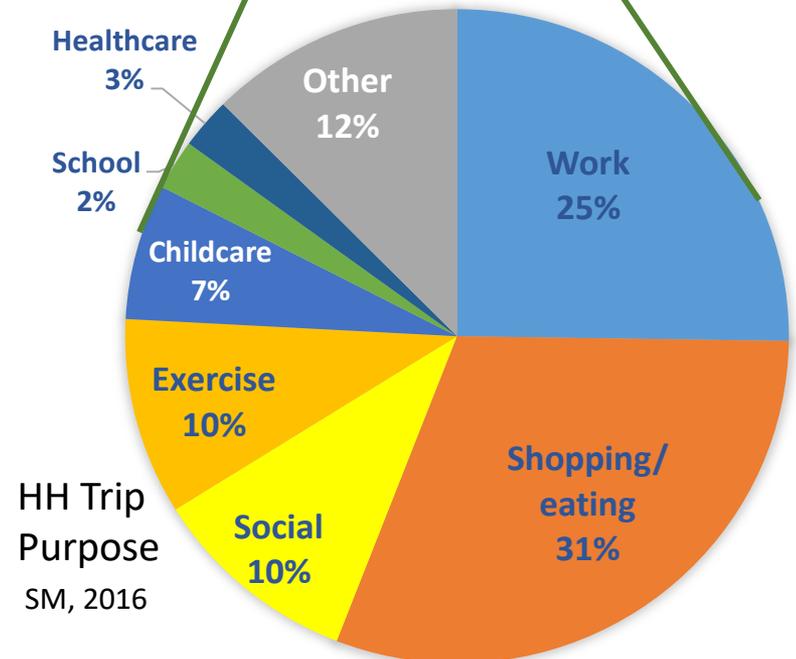
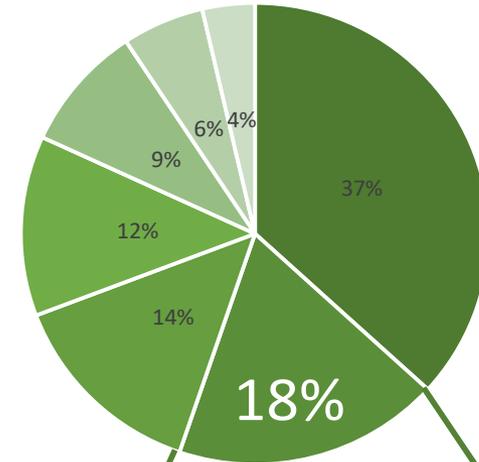
- No Net New PM Trips
- Transportation facilities fee: fair share payment for new mobility networks and programs
- Reduce existing trips, TMO
- TDM Districts
- Comprehensive transit system/shuttles
- Irresistible walking environment
- Reduced, Right-priced Parking
- Re-connecting street grid pattern



INCLUSIVE, EQUITABLE TRANSPORTATION SYSTEM

- Facilities for people ages 8 to 80
- Access for people living with disabilities
- Tools to thrive – access to jobs, school, services
- Affordable transportation
- Trip diversity – not just the commute trip!
- Lighting & security upgrades
- Low-emission mobility
- Parking cash-out

Annual HH Costs – 18% Transportation
BLS, 2016



COMPLETE NEIGHBORHOODS – Easy Access to Daily Needs

Reduce traffic by reducing the distance or need to travel:



PROJECTS PROVIDE COMMUNITY BENEFITS

Community Benefits ensure that projects leave the community better and create complete neighborhoods

Tiered Performance Strategy

- Benefits provided by projects over 2 stories
- Larger projects negotiate development agreements
- On-going public participation

Ensures that projects:

- Reduce automobile dependence
- Contribute traffic management and trip reduction strategy
- Enhance infrastructure, multi-modal facilities, open space



Mobility Partnerships 1.0: Facilities



Mobility Partnerships 2.0: Services

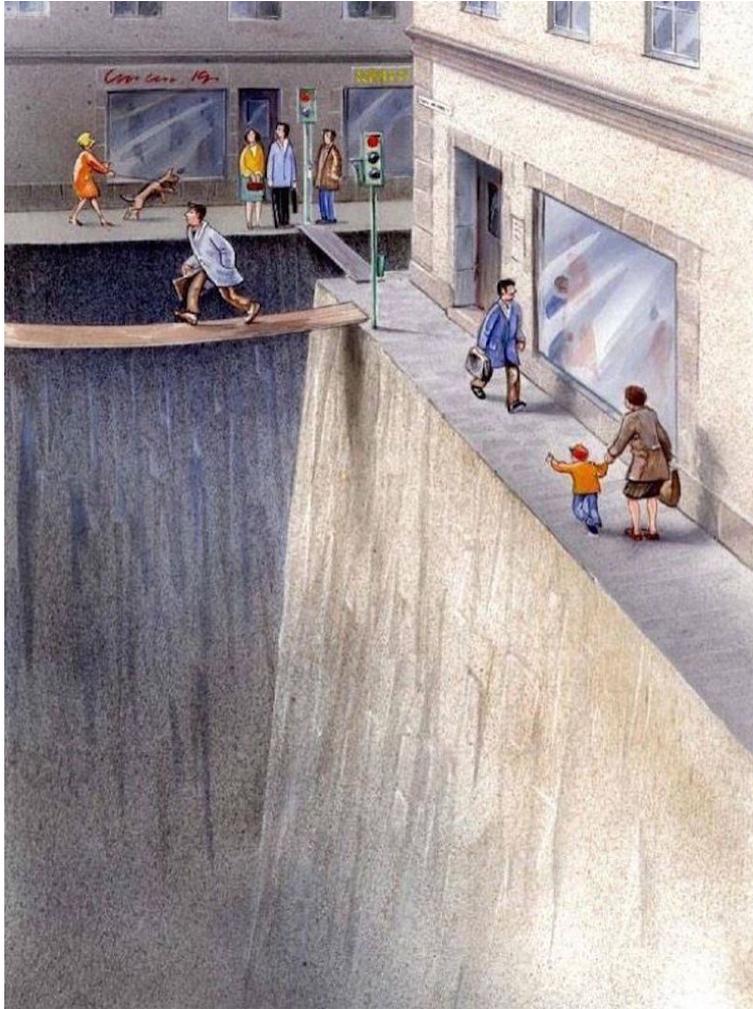
- Shared/Valet Parking
- Ride-hailing
- Micro-transit
- e-bikes, e-scooters
- EV Car charging
- On-site mobility services (Envoy)



Streets as Public Space

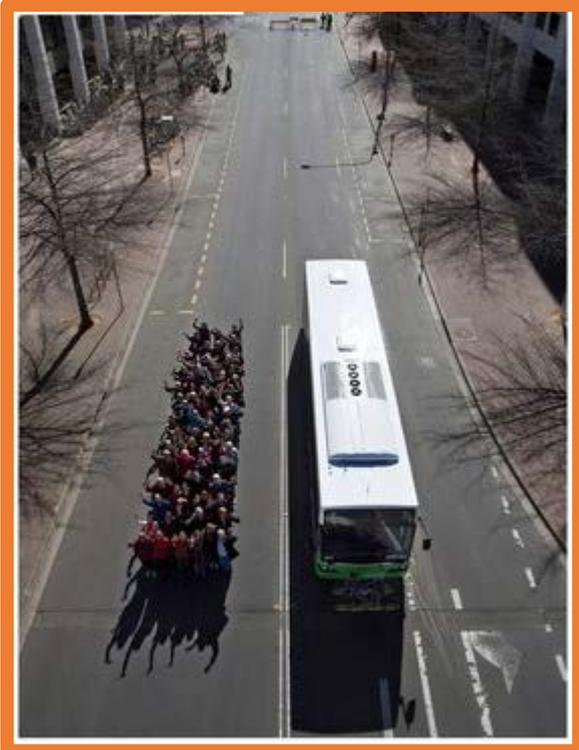
23% of Santa Monica land is public street





Challenges: Roadway Space – Geometry Counts!

Space required for 60 People in:



Bus



Car



EVs or AVs



Neighborhoods



Neighborhoods



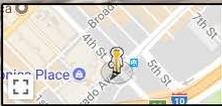
Signature entries: Colorado Esplanade

393 Colorado Ave
Santa Monica, California

Google, Inc.

Street View - Jul 2009

BEFORE^x



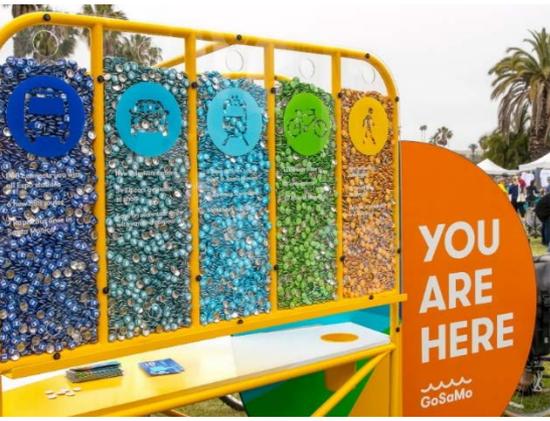
Signature entries: Colorado Esplanade



Public Art and New Operations



A Culture of Mobility—GoSaMo Mobility Campaign



A Culture of Mobility—Safe Routes to School



A Culture of Mobility–Kidical Mass



A Culture of Mobility—Family Bike Fest



A Culture of Mobility—Monthly Mayor’s Ride



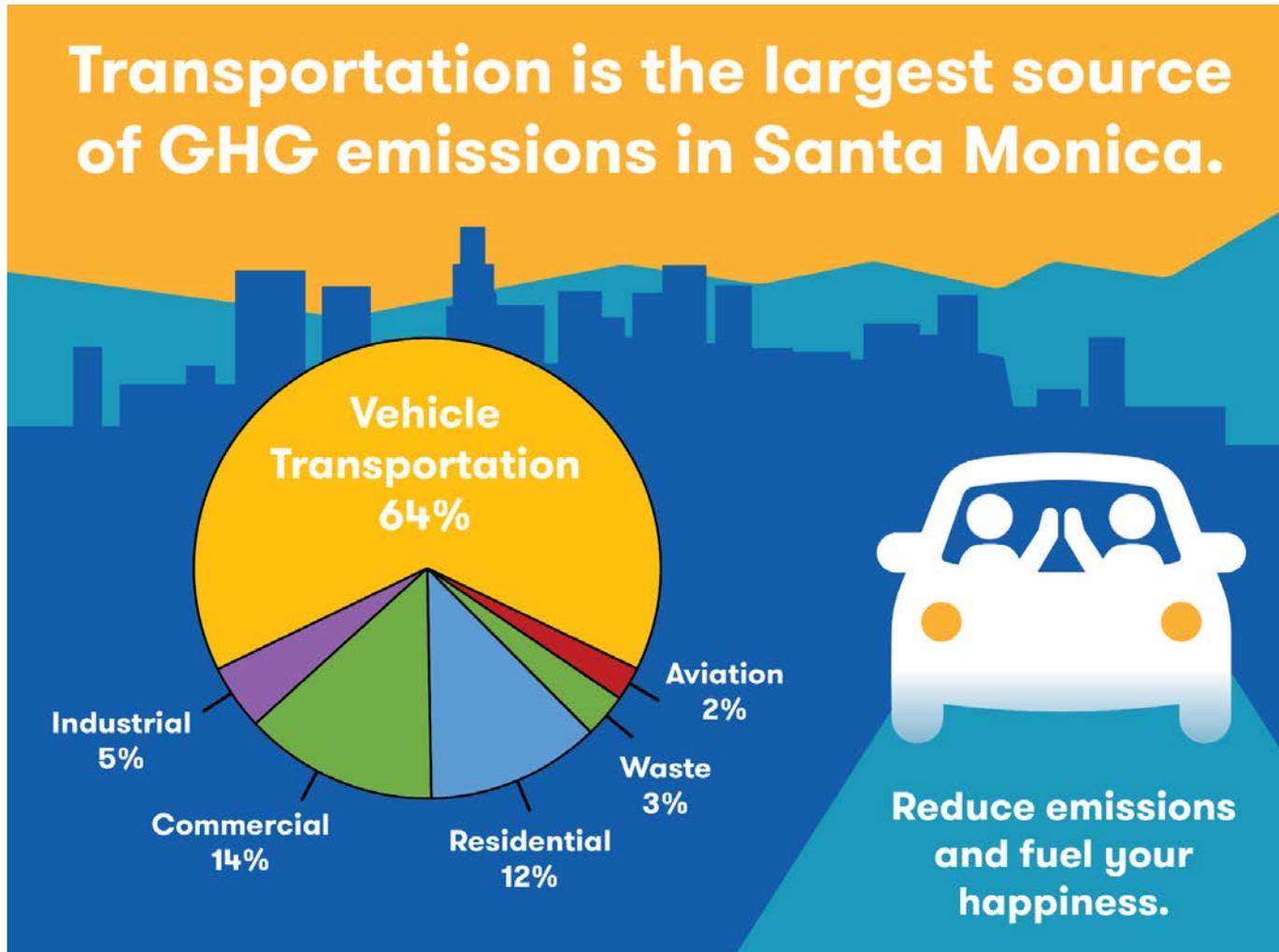
A Culture of Mobility: Open Street Festival



Looking Forward...



Carbon Neutrality: Climate Action Plan



Values and Priorities



Thank you!



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