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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

HH Trip Purpose
SM, 2016

- Work 25%
- Shopping/eating 31%
- Social 10%
- Other 12%
- Exercise 10%
- Childcare 7%
- School 2%
- Healthcare 3%

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COMPLETE NEIGHBORHOODS – Easy Access to Daily Needs
Reduce traffic by reducing the distance or need to travel:

- Open Space
- Diverse Housing including Affordable
- Walking, Cycling & Transit Amenities
- Active Ground Floor
- Local-serving retail & dining
- Green Pedestrian & Bike Paths
- Healthy Urban Forest
- Neighborhood Gathering Places
- Healthy Urban Forest
- Open Space
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
Damn those bike paths and bus lanes taking all the space!
Challenges: Roadway Space – Geometry Counts!

Space required for 60 People in:

- **Bus**
- **Car**
- **EVs or AVs**

Credit: cyclingpromotion.com.au, Jarrett Walker
Neighborhoods
Neighborhoods
Signature entries: Colorado Esplanade
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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

Transportation is the largest source of GHG emissions in Santa Monica.

- Vehicle Transportation: 64%
- Industrial: 5%
- Commercial: 14%
- Residential: 12%
- Aviation: 2%
- Waste: 3%

Reduce emissions and fuel your happiness.
Values and Priorities

THE WELLBEING PROJECT

WORKING TOGETHER to
DEFINE, MEASURE,
and actively IMPROVE
Wellbeing
IN SANTA MONICA

VISION ZERO

PEDESTRIANS
BICYCLES
PUBLIC TRANSIT
COMMERCIAL VEHICLES
TAXIS
HIGH OCCUPANCY VEHICLES
SINGLE OCCUPANCY VEHICLES
Thank you!

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