



El Sereno Temporary Demonstration Project Planning and Training: Follow-Up Technical Assistance

Summer 2024



Safe Transportation Research and Education Center

Acknowledgments

Thank you to the Planning Committee for inviting us back into their community and partnering with us to make El Sereno a safer place to walk and bike.

Our work took place on the ethnohistoric territory of the Chumash and Tongva (Gabrieleno). We recognize that every community member of El Sereno has, and continues to benefit from, the use and occupation of Chumash and Tongva (Gabrieleno) land.

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This report was prepared in cooperation with the California Office of Traffic Safety (OTS). The opinions, findings, and conclusions expressed in this publication are those of the author(s) and not necessarily those of the OTS.

Table of Contents

Acknowledgments	2
Introduction	4
Background	5
Overview of the Follow-Up Technical Assistance	6
Conclusion	9
Appendix	10

Introduction

The Community Pedestrian and Bicycle Safety Training Program (CPBST) is a statewide project of Cal Walks and SafeTREC that uses the Safe System approach to engage residents and safety advocates in the development of a community-driven action plan to improve walking and biking safety in their communities and to strengthen collaboration with local officials and agency staff. The program also provides follow-up technical assistance to past CPBST sites to support the implementation of the action plans and recommendations outlined in their initial CPBST Summary and Recommendations Report.

In the Summer 2024, California Walks ([Cal Walks](#)) and UC Berkeley Safe Transportation Research and Education Center ([SafeTREC](#)) provided follow-up technical assistance to community members in El Sereno to support the walking and biking safety goals identified during their [2021 Community Pedestrian and Bicycle Safety Training \(CPBST\)](#) program workshop. An El Sereno resident expressed interest in a Temporary Demonstration Project (TDP) training to bring together community members who live, walk, and bike in the area to improve the Alhambra Road-Kendall Avenue/Huntington Drive intersection. The Planning Committee highlighted the occurrence of frequent crashes in the last few years at the Alhambra Road-Kendall Avenue/Huntington Drive intersection between drivers and pedestrians and/or bicyclists, which resulted in serious injuries. One of the Planning Committee's main concerns was drivers' failure to yield the right-of-way to people walking and biking, specifically when drivers make left turns onto and off of Huntington Drive. Because of this, the Planning Committee wanted to implement a left turn traffic light signal on the northbound intersection Alhambra Road-Kendall Avenue/Huntington Drive.

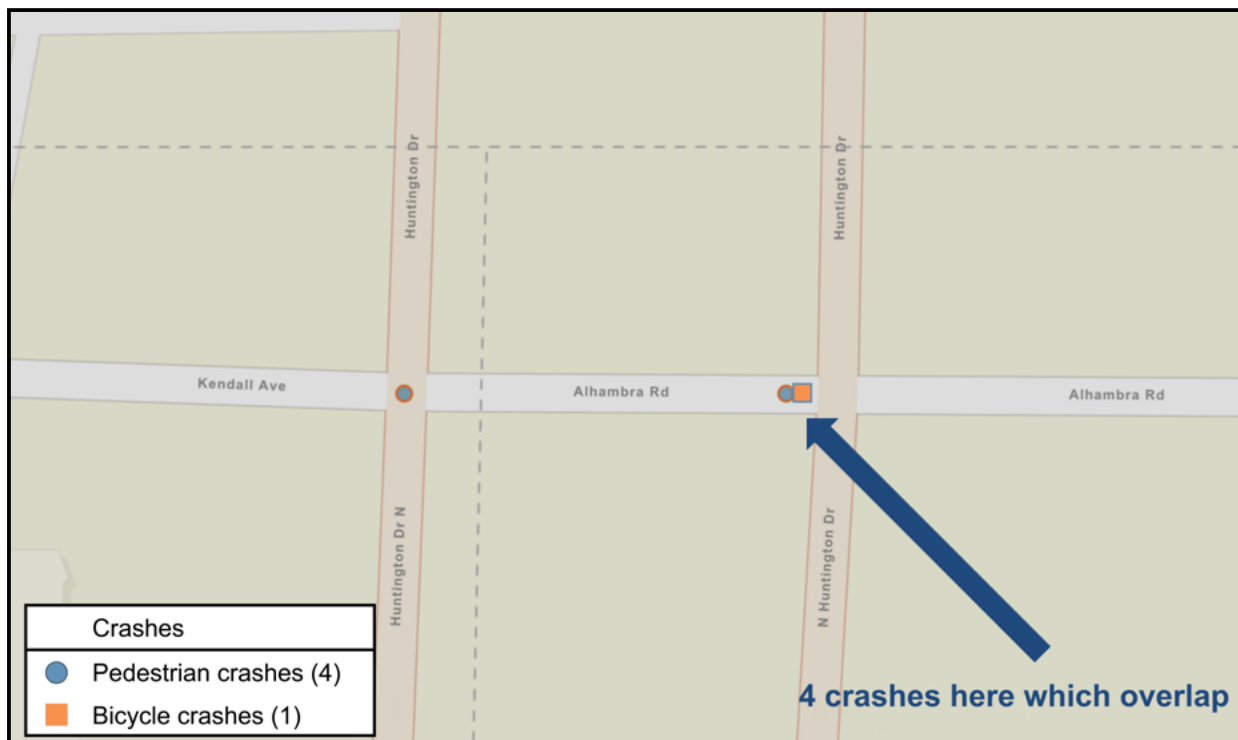
On May 22, 2024, SafeTREC and Cal Walks (Project Team) conducted the first of a three-part virtual Temporary Demonstration Project training, followed by further training sessions on temporary demonstration best practices and project plan development on July 11, 2024, and August 8, 2024. Together, these trainings aimed to provide participants with the knowledge and skills needed to plan and execute a temporary demonstration project, including developing an outreach plan and power map of relevant stakeholders and City staff with whom to collaborate.

Background

In the summer of 2021, the Project Team hosted a CPBST workshop with El Sereno residents, the East Side Bike Club, Eastside Cafe, Los Angeles County Department of Public Health, Reclaiming our Homes, and Los Angeles County Bicycle Coalition. The goals of the CPBST workshop were to improve walking and biking safety, learn about design strategies that can be adopted, and create a community vision. In the 2021 CPBST report, temporary demonstration projects to test out several infrastructure facilities were named as recommendations for future action. For more information on the 2021 workshop, please see the full [El Sereno CPBST Summary and Recommendation Report](#).

This intersection shares jurisdiction in multiple areas with the western crosswalks falling under the City of Los Angeles, the northern crosswalk shared with the City of South Pasadena, and the eastern crosswalk within the City of Alhambra. This creates a complex situation where coordination between these municipalities is necessary to manage and maintain the crosswalks effectively. The intersection is the easternmost point of the Huntington Drive Multi-Modal Transportation Improvement Project (formerly known as the 710 North Mobility Improvement), which runs along the Huntington Drive corridor starting at Mission Boulevard. This follow-up technical assistance supported public engagement facilitation around the [Huntington Drive Multi-Modal Transportation Improvement Project](#), which was named as a recommendation in the 2021 CPBST report, and is 0.7 miles east of the 2021 CPBST focus area.

This report summarizes the discussions and outcomes of the follow-up technical assistance training.



ABOVE: Pedestrian and Bicycle Crash Map for Focus Area, 2019-2023. Source: Statewide Integrated Traffic Records System (SWITRS), 2019-2023; 2022 and 2023 data is provisional as of June 2024.

Overview of the Follow-Up Technical Assistance

The Project Team provided an overview of temporary demonstration projects, including how to develop goals, objectives, and outreach strategies for engaging the larger community in potential infrastructure improvements before potentially investing in more permanent changes. The goal is for participants to apply what they learned through these training sessions to inform the development and implementation of a temporary demonstration project to test out potential long-term solutions that improve conditions for people walking and biking at this intersection.

The Project Team conducted a three-part training with the following learning goals:

1. Enhance community awareness regarding bike and pedestrian safety;
2. Enhance bike and pedestrian visibility at the intersection through the creation of a community safety messaging campaign; and
3. Work collaboratively with local agency jurisdictions to implement a temporary demonstration project to test out potential long-term solutions that improve crossing conditions at the intersection.

Temporary Demonstration Projects

A temporary demonstration project (TDP) is a pop-up project in the community that temporarily demonstrates potential and/or planned street design treatments and safety infrastructure to create safer and more inviting public spaces. [Alta Planning and Design](#) defines a TDP as a “short-term, low-cost, temporary roadway project used to pilot potential long-term design solutions to improve walking, bicycling, and public spaces.” When community members see unsafe behaviors or conditions in their neighborhoods, they can work with local leaders and safety advocates to install TDPs to draw attention to and build support for project implementation, increase community engagement and understanding of active transportation needs in the community, to test aspects of the project, and collect feedback through community surveys on whether the treatments work or if changes are needed to make the project successful.

Training 1: Overview of Temporary Demonstration Projects and Crash Data Review

On May 22, 2024, the Project Team confirmed the members of the planning committee, discussed the goals and objectives of the potential improvements being targeted, and introduced the concept of temporary demonstration projects. The Project Team also provided an overview of crash data at the Alhambra Road-Kendall Avenue/Huntington Drive intersection and identified the location for the TDP.

See the Appendix for the presentation given to the Planning Committee during this session.

Training 2: Temporary Demonstration Best Practices

At the second training on July 11, 2024, the Project Team reviewed examples of TDPs, best practices for the planning and implementation of TDPs, and potential funding sources. The Project Team also reviewed the jurisdictional concerns at the intersection of Alhambra Road-Kendall Avenue/Huntington Drive and how the shared jurisdiction with the Cities of Los Angeles, South Pasadena, and Alhambra may impact the project. Last, the Project Team provided a general overview of the permit approval process and identified the road authority contacts each city: Los Angeles City Council District 14, Los Angeles Bureau of Engineers, and the City Manager for Alhambra.

See the Appendix for the presentation given to the Planning Committee during this session.

Training 3: Project Plan Development

On August 8, 2024, the Project Team facilitated a training to develop a project plan for implementing the TDP, which included goals and objectives, roles and responsibilities for Planning Committee members, planning resources and guides, data mapping resources, funding opportunities, and an outline of next steps.

During the training, the Project Team reviewed additional potential temporary demonstration projects and facilitated an activity to assist the Planning Committee with identifying the following goals and objectives for the TDP:

- **Gather Community Input**
 - **Goal:** Conduct a pre-survey to gather community input.
 - **Objective:** To gauge community ideas and preferences regarding the improvement of pedestrian and bike safety and crossing conditions at the Alhambra Road-Kendall Avenue/Huntington Drive intersection.
- **Increase Pedestrian and Bicyclist Visibility**
 - **Goal:** Enhance pedestrian and bike safety and visibility at the Alhambra Road-Kendall Avenue/Huntington Drive intersection.
 - **Objective:** To increase the visibility of pedestrians and bicyclists crossing the Alhambra Road-Kendall Avenue/Huntington Drive intersection through the implementation of a left-turn traffic signal, artistic crosswalks, improved illumination, and flashing signals.
- **Improve Pedestrian and Bicyclist Crossings**
 - **Goal:** Implement safety measures to improve crossing conditions.
 - **Objective:** To enhance crossing times and safety by installing safety medians, pedestrian crossing lights, and longer crossing times for safer pedestrian and bicyclist crossings at the Alhambra Road-Kendall Avenue/Huntington Drive intersection.

Additionally, the Project Team reviewed potential resources and funding for the project, including:

- **Planning resources and guides** to help the Planning Committee identify individuals, organizations, or institutions to partner with to create safer and more inviting public spaces.
 - Safe Routes Partnership: [SRTS Powermapping 101](#).
 - Southern California Association of Governments (SCAG): [SCAG Go Human-Kit-of-Parts](#).
- **Data mapping and collection** can strengthen a community's problem identification and rationale for a safety improvement project.
 - SafeTREC: [Transportation Injury Mapping System \(TIMS\)](#).
 - SafeTREC: [Street Story](#).
- **Funding opportunities** to support the diverse needs of local, regional and Tribal initiatives, including public safety and transportation.
 - [Safe Streets and Roads for All \(SS4A\) Planning and Demonstration Grant](#).
 - [Los Angeles County Board of Supervisors Community Grant Program](#).

See the Appendix for the presentation given to the Planning Committee during this session and the detailed Project Plan developed during this session.

Outreach and Communication Strategy

As the Planning Committee started to design the TDP, they became more familiar with the City of Los Angeles' ongoing [Huntington Drive Multi-Modal Transportation Improvement Project](#) and learned about potential jurisdictional boundary concerns at this intersection. On August 2, 2024, as a follow-up to the second training, the Project Team facilitated a meeting between the Planning Committee and the City of Los Angeles' Bureau of Engineering to learn more about the project plans for the intersection and how the recent voter-approved [Measure HLA](#) requirements to adhere to the [Enhanced Complete Street System in the Mobility Plan 2035](#) will be incorporated into the project plans. During this meeting, the Planning Committee learned more about the current [Huntington Drive Multi-Modal Transportation Improvement Project](#) and planned safety improvements to the existing city-owned bike and pedestrian networks on Huntington Drive. The meeting more importantly, encouraged future collaboration between the Planning Committee and the City of Los Angeles as the TDP develops.



ABOVE: A map that shows the City of South Pasadena, City of Alhambra, and El Sereno neighborhood boundary lines at the Alhambra Road-Kendall Avenue/Huntington Drive intersection.

Conclusion

During the follow-up process, the Planning Committee recognized the need for additional support to fully understand and navigate jurisdictional requirements. This includes contacting the City of Alhambra for clearer insight into the jurisdictional boundaries that could affect the design and implementation of the TDP. The Planning Committee also identified the need for greater community involvement and input in the design and implementation of the project.

To achieve these and the larger goal of improving bike and pedestrian safety at the Alhambra Road-Kendall Avenue/Huntington Drive intersection, the Planning Committee identified short-term (6-12 months) and long-term (1-plus years) next steps.

Short-Term

- The Planning Committee will be added to the Los Angeles Bureau of Engineers Public Webinar Project Update series to stay informed on the progress of the [Huntington Drive Multi-Modal Transportation Improvement Project](#) as it relates to the Alhambra Road-Kendall Avenue/Huntington Drive intersection.
- The Planning Committee will host an in-person planning meeting to assign each other roles and responsibilities for implementing the TDP and create a plan to recruit community members to participate in the process.
 - As part of this process, the Project Team created a spreadsheet and folder of resources for the Planning Committee to use when planning and collecting information.
- The Planning Committee will coordinate a meeting with City and County representatives and additional community members to strengthen relationships and rapport in order to facilitate continuous communication moving forward.

Long-Term

- The Planning Committee will provide opportunities to include and collaborate with community members in the decision-making process for the TDP. This involves developing a survey, available in both English and Spanish, to gather community input on the most beneficial type of TDP for the intersection and their goals, or if a quickbuild project¹ better suits their needs. The survey can include questions related to safety, the impact on foot and bike traffic to businesses, support for making the project permanent, and support for seniors if the project were made permanent, among other topics. The survey would be distributed via flyers, emails, and social media to collect feedback and increase community involvement and awareness of the ongoing efforts.
- The Planning Committee will incorporate community feedback into the TDP plans in collaboration with El Sereno stakeholders and the Cities of Los Angeles, Alhambra, and Pasadena through holding pre-permitting community meetings to discuss designs, project feasibility, costs, and identify resources to support the implementation of the TDP.
- The Planning Committee will finalize a project plan and continue to work collaboratively with city and county representatives to move the TDP toward implementation. The plan will include permit approvals, material procurement, community outreach, and project installation and evaluation.

The Planning Committee's dedication throughout the follow-up technical assistance planning demonstrates the community's continued commitment to creating a safe and comfortable community for those walking and biking in El Sereno, specifically along the Huntington Drive corridor. As El Sereno continues to plan and implement improvement projects along the Huntington Drive corridor, the Project Team remains committed to continued support of their walking and biking efforts.

¹ According to [Alta Planning](#), quick-build projects put bike, pedestrian, or traffic safety improvements in place using low-cost materials that can be installed quickly, are flexible, and designed to be easily changed or even removed if necessary.

Appendix

- Planning Meeting PowerPoint
- El Sereno Project Plan

El Sereno Follow Up: Learning about Demonstration Projects

Planning Meeting #1

May 22, 2024

Berkeley SafeTREC
SAFE TRANSPORTATION RESEARCH AND EDUCATION CENTER


California Walks
Walking for Health, Equity, & Sustainability



Agenda

1. Introductions
2. Overview of Follow-Up
3. Follow-Up Goals and Confirming Planning Committee
4. Overview of Crash Data
5. Questions and Next Steps

Overview of Follow-Up

What is a Demonstration Project?



Image sources: Southern California Association of Governments and City of Memphis

A pop-up in the community that temporarily demonstrates potential and planned street design treatments and safety infrastructure to create safer and more inviting public spaces.

Overview of Follow-Up

- Meeting 1 - Introductions and goals of Follow-Up Event, review crash data to identify location
- Meeting 2 - Share out of demonstration project best practices, including samples
- Meeting 3 - Follow Up Training to develop a tangible project plan

End product of Follow-Up: Share out project plan and get community feedback/buy-in to carry out

Community Goals

What would you like to accomplish through the Follow-Up Event?

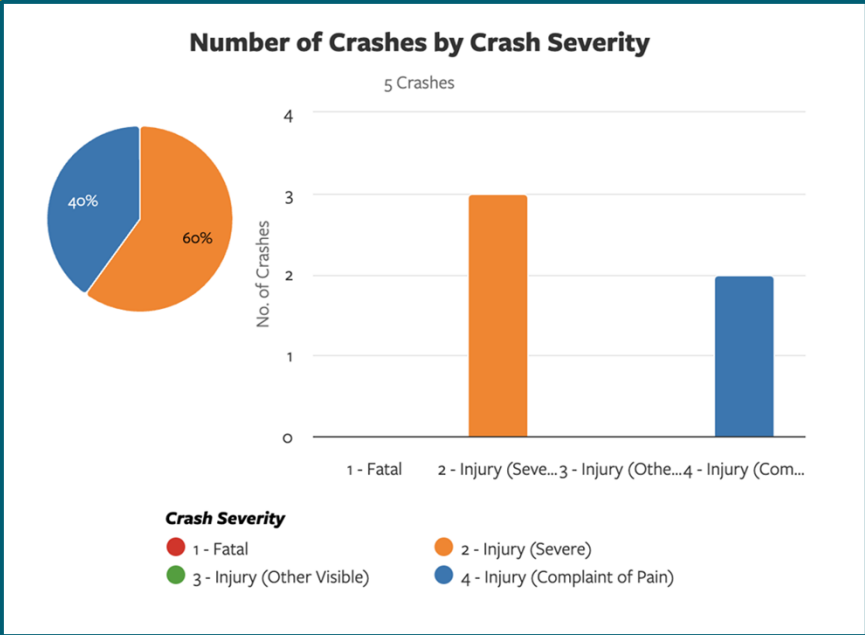
Overview of Crash Data

Crash data is used to help decision-makers better identify locations with safety issues and to support the prioritization of safety projects and programs competing for limited resources.



Crashes at Kendall Drive/Alhambra Road and Huntington Drive

- 5 total crashes with 7 victims between 2019 and 2023 at this intersection alone.
- 60 percent occurred in 2023 (3 total crashes).
- 80 percent occurred while a person was walking in the intersection (4 total crashes).



60 percent of the crashes were severe.

Party Violation Classification	Type of Violation	Description	Count	%
Driver	21950	Driver failure to yield right-of-way to pedestrians at a marked or unmarked crosswalk	2	50.00%
Driver	21801	Driver failure to yield right-of-way when making a left turn or U-turn	1	25.00%
Others	Others	21960 (1)	1	25.00%

75 percent of crashes were due to a driver failing to yield the right-of-way.

Crash #1

- **Date and Time:** August 20, 2019 at 7:11 am
- A 39 year old man walking was hit by a driver making a left turn.

Crash #2

- **Date and Time:** April 5, 2022 at 5:08 am
- A 34 year old man biking was hit by a driver making a right turn.

Crash #3

- **Date and Time:** February 26, 2023 at 4:35 pm
- A 36 year old man walking was hit by a driver making a left turn.
- He was severely injured.

Crash #4

- **Date and Time:** November 23, 2023 at 3:30 pm
- 3 senior women, ages 68-80, were hit by a driver making a left turn.
- Two of the three seniors were severely injured.

Crash #5

- **Date and Time:** December 3, 2023 at 4:10 pm
- A 63 year old woman was hit by a driver making a left turn.
- She was severely injured.

Scheduling PM 2: Share out of demonstration project best practices

- **Date:** Does the week of June 3rd work?
- **Time:** What 1 hour window during the day works for most folks?

Next Steps

- **Create a TIMS account.**
 - **For our next meeting, you'll need web access and be able to access TIMS to follow along.**
- **Finalize Planning Meeting 2 date and time**

El Sereno Temporary Demonstration Project Plan

Goals and Objectives

(Developed during our El Sereno Follow-Up planning meetings and open to revision)

- **Goal 1:** Conduct a Pre-Survey to Gather Community Input.
 - **Objective:** To enhance crossing times and safety by installing safety medians, pedestrian crossing lights, and a left-turn flashing signal for safer pedestrian crossings at Kendall Rd/ Alhambra.
- **Goal 2: Enhance Pedestrian Safety and Visibility on Huntington Drive/ Kendall/ Alhambra.**
 - **Objective:** To gauge community ideas and preferences regarding the improvement of pedestrian safety and crossing conditions on Kendall/Alhambra.
- **Goal 3: Implement Safety Measures to Improve Crossing Conditions.**
 - **Objective:** To increase the visibility of pedestrians crossing Kendall Rd/Alhambra through the implementation of artistic crosswalks, improved illumination, and flashing signals, ensuring drivers are well aware of pedestrian activity.

Action Steps

- Step 1: Gather Team and brainstorm ideas for the TDP.
 - The Planning Committee will conduct a planning meeting in August/September.
 - Agenda may include:
 - Introductions
 - Overview of the project
 - Creating an outreach plan
 - Identifying stakeholders
 - Assigning roles
 - Resources:
 - [Eastside Cafe Space Request Form](#)
 - [Powerpoint](#)
- Step 2: Invite Community members and stakeholders.
- Step 3: Coordinate the logistics and plans for the day of the event.
- Step 4: Follow-Up tasks and finalizing the planning process.
- Step 5: TDP event and post-event actions.

TDP Community Advisory Committee Roles and Responsibilities

- Lead Event Organizer
 - Schedule meetings, write agendas, keep project on task, and timekeeping.
- Outreach Organizer
 - Marketing through flyers and social media, community outreach through flyering, canvassing, and meeting with ally organizations, and securing the location.
- Finance
 - Budget writing, applying for grants, and tracking costs.
- Public Safety
 - Gathers information on permitting process and obtains permit.
- Engineering/Planning
 - City/County Public Works liaison.
- Notetaker
 - Takes notes during all meetings and keeps next steps organized.

Resources

- [SCAG Go Human Kit-of-Parts](#)
- [SRTS Powermapping 101](#)
- [Safe Streets for All Grant Program](#)
- [L.A. County Board of Supervisors Community Grant Program](#)
- [Temple Street Slow Jams \(video of project\)](#)
- [University Park Slow Jams](#)

Contacts

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**Thank you for your interest in the
Community Pedestrian and Bicycle
Safety Program.**

For more information, please visit:

<http://bit.ly/CPBSP>.

For questions, please email safetrec@berkeley.edu.

Visit SafeTREC on the Web at

<https://safetrec.berkeley.edu/>.