

Programs – COMMUNICATION

Programs in this category increase communication with the public through various media outlets, wayfinding signage, and informational/interactive campaigns by use of various media platforms (TV, radio, 311, public service announcements, internet sites, mobile apps); alerting all users about potential impacts to daily travel. This category also addresses the need to incorporate wayfinding signage and design as visual markers for users of all modes of travel.

Roadway Safety Public Service Announcements. Continue to produce a series of Roadway Safety Public Service Announcements (PSA's) for distribution on television, radio, and outdoor signage.

Bicycle Safety Public Service Announcements. Produce PSAs for TV, radio, and outdoor signs. Launch annually during bike to work/school week in media and blogs.

Hazards and Closures Alert Program. Prepare strategies and procedures to alert bicyclists about construction zones, closures, detours, or obstacles using temporary road signage, media, and web banners.

Warning System. Identify bicycle travel impediments such as tunnels or bridges and install any needed warning signage and flashing beacons to warn motorists of the presence of bicyclists, prioritizing the Backbone Network.

Improved Information Dissemination. Support the use of technology to improve the dissemination of information to transportation system users. Promote the State-wide 511 Real Time Travel Information System.

Bus Arrival Information. Work with Metro, municipal transit providers, and local businesses and organizations to provide bus arrival information near station and stop areas.

Provide Timely Information. Provide timely information on current roadway work, including scheduled maintenance, work in progress and completed projects.

311 System. Promote the City's 3-1-1 Notification System, whereby the public can directly inform City about needed street improvements using web and smartphone reporting capabilities.

Wayfinding Program. Develop and install a comprehensive way-finding program throughout the City to provide information about transportation routes, schedules, urban trails, and area amenities including schools, parks, cultural and retail activities. *Wayfinding signage consists of signs, maps, and informational kiosks that help pedestrians, bicyclists, and motorists navigate to various destinations, recreational facilities, and bikeways/trails.*

Wayfinding Signage Design Standards. Establish design standards for wayfinding signage to inform motorists, transit riders, bicyclists and pedestrians of key destinations along or adjacent to their route. *Establish design guidelines; promote consistency within districts, for specific uses, and along major corridors.*

For more information:

project website: la2b.org | online town hall: ideas.la2b.org
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Multi-Modal Access Campaign. Develop a Multi-Modal Access Campaign, in collaboration with Metro and other transportation providers, to highlight the availability (all day, every day) of multiple transportation options across the region.

Watch the Road Campaign. Increase traffic safety and mobility in the LA region by working with the community.

Share the Road Campaign. Expand campaign to include advertisements in multiple languages, particularly Spanish. Install campaign materials primarily on Backbone and Neighborhood Networks and near schools.

Roadway Safety Campaigns. Continue to participate in the Watch the Road Campaign dedicated to increasing traffic safety and mobility in the Los Angeles region, and expand the Share the Road campaign to include advertisements in multiple languages.

Bike to Work Week. Promote Bicycle to Work (and School) Week and disseminate through media outlets and local blogs.

Poster Campaigns. Install posters and banners along the Networks to expand motorist awareness.

Distribute Safety Literature. Distribute bike safety literature (for bicyclists and motorists) at all recreation centers and public libraries in order to increase awareness about safe driving and riding practices. Work with Metro and local transit agencies to disseminate information about the Program. *Develop/distribute a pamphlet with safety tips for bicyclists and motorists; make these materials available at public locations and community centers.*

Summer Ride Series. Encourage bicyclists (of all skill levels) to participate in community rides (led by City agencies/partners) through various neighborhoods of the City.

Car Free Days. Create a campaign to encourage motorists to leave their cars at home for one day and walk, bike, or take public transit instead.

Bicycle Ambassador Program. Continue to develop a network of local Bike Ambassadors (in partnership with LACBC) to build support for Bike projects. This program encourages active participation in the implementation of the Bike Plan; Ambassadors help raise awareness by working with Neighborhood Councils, and other local organizations and community groups.

Bicycle Parking Handbook. Develop guidelines and recommendations for bicycle parking. *Provide information to developers, property managers, and building inspectors about bicycle parking and support facilities to comply with LA Municipal Code bicycle parking requirements.*

Citywide Bikeways Map. Provide and distribute physical and electronic copies of the Citywide Bikeway Map that includes information about the Green, Backbone, and Neighborhood Networks and locations of the Clean Mobility Hubs, Multi-Mobility Hubs and bus stops with bicycle amenities.

Public Bicycle Parking Facility Map and Database. Develop and provide a map that includes the public bicycle parking facilities. Maintain a database of the facilities that includes the number of bicycle parking spaces, ownership of the facility, and other amenities.

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