

# Metro Open Streets Grant Program Evaluation Report

MARCH 2020

Let's walk,  
bike, roll, and  
Go Metro



Metro

FEHR & PEERS

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# Executive Summary

Since the first CicLAvia in 2010, Open Streets events have proven hugely popular across Los Angeles County. Open Streets transforms paved spaces normally reserved for cars into temporary oases for people to walk, bike, roll, and everything in between. Thoroughfares typically characterized by traffic become welcoming environments for public life—places where families and friends are free to interact. In this temporary commons, Angelenos of all backgrounds experience a rare vantage of our largest shared public space: our streets.



# Open Streets in Los Angeles

## What is Open Streets?

Open Streets temporarily closes streets to automobile traffic and opens them to people walking, biking, and using other modes of non-motorized transportation.

Open Streets has quickly become one of the most popular programs in the livable cities movement. It is an increasingly common strategy in regions that are seeking new ways to encourage shifts to sustainable modes of transportation, reduce traffic congestion, and achieve economic and public health improvement.

Many North American Open Streets initiatives draw inspiration from those held in Central and South America, where they are called “ciclovías.” The term, which translates to English as “bike path,” was coined in Bogotá, Colombia, a city that began experimenting with its model Ciclovía initiative in 1974. CicLAvia in the County of Los Angeles is a local example of an Open Streets event that has been ongoing since 2010.

## What is the Metro Open Streets Grant Program?

The Open Streets Grant Program has three goals:

- 
**GOAL 1**  
 Provide opportunities for riding transit, walking, or riding a bike in an urban environment, possibly for the first time
- 
**GOAL 2**  
 Encourage future mode shift to non-automobile forms of transportation
- 
**GOAL 3**  
 Foster civic engagement at the local level that supports non-automobile forms of transportation

In September 2013, the Metro Board approved the Open Streets Competitive Grant Program framework to fund a series of regional car-free events. Metro has issued two cycles of Open Streets grants, which local jurisdictions can apply for, and plans are in the works for a third. Metro awards these grants through a scoring process that considers the events in terms of regional diversity; city policies; and connection to transit stations, regional bikeways, and major activity centers. This report examines the Cycle One and Cycle Two Open Streets events. Data will again be collected at future Cycle 3 events.

## Why are We Evaluating Open Streets Events?

In order to track progress of the Open Streets Grant Program and determine the effects of the funding provided, we’re collecting data at Open Streets events and using it to evaluate advancement towards the goals we’ve set.

Also, Open Streets provides an opportunity to engage stakeholders who may be interested but unaware of Metro transit, and to provide safer spaces for biking, walking, and riding transit. Open Streets provides a powerful laboratory to show local community leaders, stakeholders, and businesses the viability of riding a bike, walking, and using other non-automobile modes of transportation in their community. Understanding the ways that these events affect us helps us to better plan for future events and invest in our communities.

## How are We Evaluating Them?

In Cycle One, we asked each event organizer to collect data about their event. They collected attendance counts at all of the events in this report, plus business sales, transit ridership, and surveys from attendees and local businesses at many of them. In Cycle Two, a consultant team collected surveys from participants traveling on Metro rail, anecdotal surveys from participants, volunteers, and businesses and business sales patterns from many of the Cycle Two events.

Once we had the data in hand, we worked with a consultant team and the University of California, Los Angeles to analyze it. In this report, we’ve shared data by Cycle, event and by theme. This analysis will help us better understand how these events are doing, what can be improved, and where we as a County can go from here.

2013

2014 2015

2016

2017

CYCLE 1 OPEN STREETS EVENTS

CYCLE 2 OPEN STREETS EVENTS

- JUNE 19, 2013  
**Metro Board approves Motion 72 directing staff to develop an Open Streets Grant Program**
- OCTOBER 5, 2014  
**CicLAvia: Heart of LA**
- MARCH 22, 2015  
**CicLAvia: The Valley**
- MAY 31, 2015  
**CicLAvia: Pasadena**
- JUNE 6, 2015  
**Beach Streets: Uptown**
- AUGUST 9, 2015  
**CicLAvia: Culver City Meets Venice**
- APRIL 23, 2016  
**Lawndale Community Bike Ride**
- MAY 1, 2016  
**Downey Ride & Stride**
- MAY 15, 2016  
**CicLAvia: Southeast Cities**
- JUNE 5, 2016  
**Santa Monica Coast**
- JUNE 12, 2016  
**Viva SGV!**
- NOVEMBER 12, 2016  
**Beach Streets: Midtown**
- MARCH 5, 2017  
**626 Golden Streets (Rescheduled)**
- MARCH 26, 2017  
**CicLAvia: Culver City Meets Venice**

# What We've Learned So Far

**1**  
**GOAL 1**

**Over Half of Attendees Had a Car-Free Day**

Most people did not drive to Open Streets events.

**2**  
**GOAL 1**

**Mode Share at Open Streets Events Meets Metro's Vision 2028 Plan Goals**

People taking trips by transit, walking, and biking more than doubles on Open Streets event days.

**3**  
**GOAL 2**

**People Ride Bikes More Often after Attending Open Streets**

Open Streets events are helping transform travel behavior.

**4**  
**GOAL 2**

**Metro Rail Ridership Increases up to 10% on Open Streets Event Days**

Metro ridership increases during every Open Streets event surveyed, and many of those riding are doing so for the first time.

**5**  
**GOAL 3**

**1 in 3 Open Streets Attendees is Participating for the First Time**

Open Streets events show LA County locals and their policy makers the value and possibility of rethinking space and mobility in our communities.

**6**  
**GOAL 3**

**Open Streets Events Look Like LA County**

People who come to Open Streets events are similarly diverse to Los Angeles County as a whole.

## 2017

### CYCLE 2 OPEN STREETS EVENTS

- MAY 7, 2017  
Downey Ride & Stride
- JUNE 11, 2017  
CicLAvia: Glendale Meets Atwater Village
- JULY 16, 2017  
Whittier Walk & Roll
- AUGUST 13, 2017  
CicLAvia: San Pedro Meets Wilmington
- OCTOBER 8, 2017  
CicLAvia: Heart of LA
- DECEMBER 10, 2017  
CicLAvia: Iconic Wilshire Boulevard
- MARCH 31, 2018  
Healthy San Fernando

## 2018

- APRIL 22, 2018  
CicLAvia: Heart of the Foothills
- AUGUST 19, 2018  
River to Rail: Vernon & Huntington Park
- SEPTEMBER 16, 2018  
Pride of the Valley Open Streets
- OCTOBER 7, 2018  
Santa Monica Coast

## 2019

- DECEMBER 2, 2018  
CicLAvia: Heart of LA
- NOVEMBER 2019  
Metro Open Streets Grant Program Evaluation Report released
- COMING NEXT  
Cycle 3 Open Streets events

SECTION 2

# What We Know about Open Streets

We've collected and analyzed a wealth of data about the Cycle One and Cycle Two Open Streets Events. We're using these separate data sources to track our progress toward the goals of the Open Streets Grant Program and learn how we can make Open Streets better for the residents of LA County.



# Why Are We Evaluating the Open Streets Events?

We're Tracking Our Progress toward the Goals of Metro's Open Streets Grant Program



**GOAL 1**

Provide opportunities for riding transit, walking, or riding a bike in an urban environment, possibly for the first time




**GOAL 2**

Encourage future mode shift to non-automobile forms of transportation



























**GOAL 3**



Foster civic engagement at the local level that supports non-automobile forms of transportation


 Open Streets provides an opportunity to engage stakeholders who may be interested but unaware of Metro transit; Metro efforts to provide safer spaces for biking, walking, and riding transit; and the potential for using non-automobile modes of mobility in LA County. Locating Open Streets near Metro Rail stations has the potential to boost transit ridership on event days. By introducing new riders to transit, Open Streets may also build annual transit ridership as new riders become regular users. Open Streets provides a powerful laboratory to show local community leaders, stakeholders, and businesses the viability of bike riding, walking, and using other non-automobile modes of transportation in their community. Understanding the ways that these events affect us helps us to better plan for future events and invest in our communities.

# ...And How Are We Evaluating Cycle One Events?

We Asked Each Event Organizer to Collect Data about Their Event. Here's What Was Collected Where


	Event Attendance	Quotes from Attendees	Business Sales or Survey*	Transit Ridership**
CicLAvia: Heart of LA				
CicLAvia: The Valley				
CicLAvia: Pasadena				
Beach Streets: Uptown				
CicLAvia: Culver City Meets Venice				
Lawndale Community Bike Ride				
Downey Ride & Stride				
CicLAvia: Southeast Cities				
Santa Monica Coast				
Viva SGV!				

\*Event organizers had the choice to collect feedback on businesses by survey  or sales dollars   
 \*\*Transit ridership data was only collected at events with an adjacent Metro Rail station

 We worked with a consultant team and the University of California, Los Angeles to analyze these data. The results are shown on the following pages and are organized into three sections, one for each Open Streets goal. Since each event organizer collected data differently, and because some events were postponed to later dates, we're not always able to make comparisons across all Cycle One Open Streets events.

# How Are We Evaluating Cycle Two Events?

We Asked Each Event Organizer to Collect Data about Their Event. Here's What Was Collected Where

 We worked with a consultant team and the University of California, Los Angeles to analyze these data. The results are shown on the following pages and are organized into three sections, one for each Open Streets goal. Since each event organizer collected data differently for Cycle One, and because some events were postponed to later dates, we're not always able to make comparisons across all Cycle One and Cycle Two Open Streets events. Additionally, because the data collected and processes for the Cycle Two Open Street events differ from the Cycle One Open Streets events, the results have been separated but both contribute to the overall goals and recommendations in the evaluation.

	Event Attendance	Rail Survey	Participant & Volunteer Anecdotal Survey	Business Anecdotal Survey	Business Sales Survey	Transit Ridership*
CicLAvia: Culver City Meets Venice						
Downey Ride & Stride Open Streets						
CicLAvia: Glendale Meets Atwater Village						
Whittier Walk and Roll Street Festival						
San Pedro Wilmington Open Streets						
CicLAvia: Heart of LA						
CicLAvia: Iconic Wilshire						
Healthy San Fernando Open Streets						
CicLAvia: Route 66						
River to Rail: Vernon & Huntington Park's Open Streets						
Pride of the Valley Open Streets						
Santa Monica Coast						
CicLAvia: Heart of LA						

\*Transit ridership data was only collected at events with an adjacent Metro Rail station



## GOAL 1

# How is Metro's Open Streets Grant Program Providing Opportunities for Riding Transit, Walking, and Riding a Bike?

Open Streets gets people moving. Events allow everyday citizens to reimagine city streets as places that are safe for walking and biking. At Open Streets, people who may typically travel by automobile get the opportunity to explore the streets on foot, bike, or transit, possibly for the first time. High attendance at Open Streets events reveals that Angelenos enjoy and are open to active transportation modes.

Open Streets shows that people want safe streets for all and will walk and bike more if provided a safer environment to do so. The car-free nature of these events gives opportunities for people who do not own a car to experience the city as their own and encourages people that do own a car to leave it at home. In fact, the majority of Open Streets attendees arrive by Metro, bicycle, or foot.



**GOAL 1**

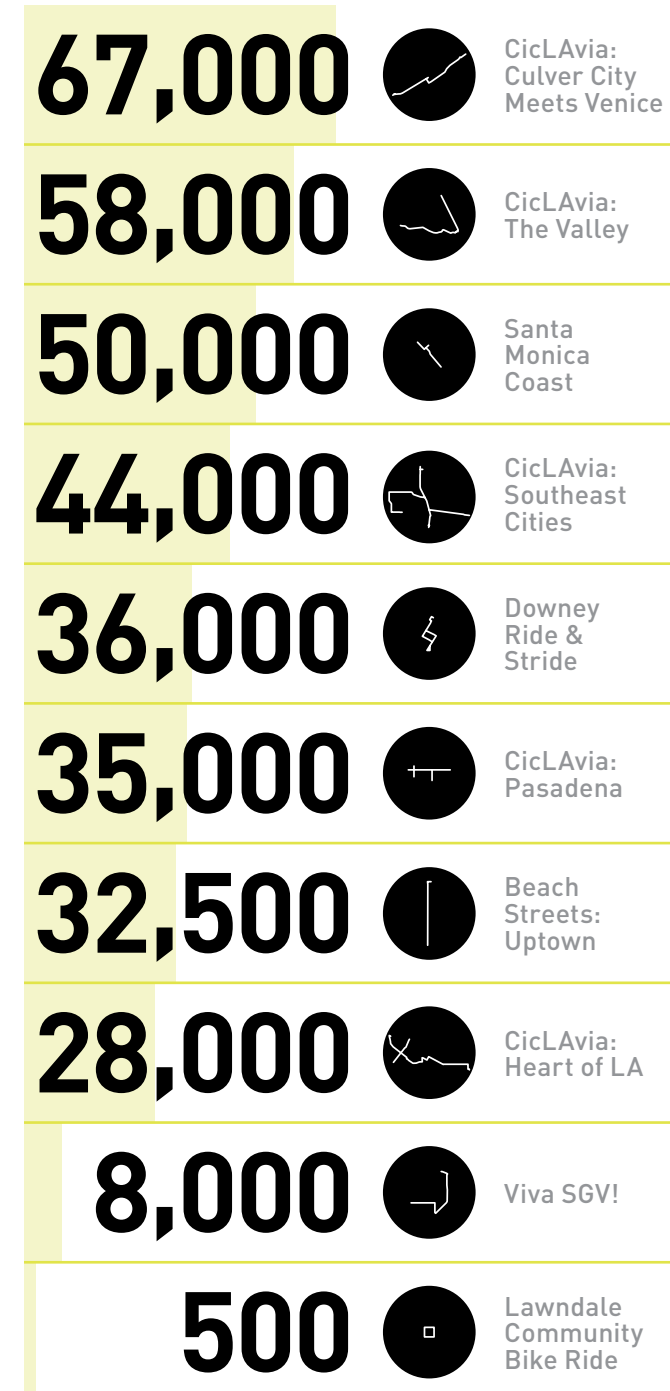
# Cycle One Open Streets Events Draw Thousands of People

Cycle One Open Streets events welcomed nearly **360,000** Angelenos from all across the region. That's equivalent to 4% of Los Angeles County's population. High attendance at Open Streets events demonstrates demand for safe places to bike and walk in Los Angeles County that are not dominated by motorized vehicles.

Data are from the following Cycle One events:

- > CicLAvia: Heart of LA
- > CicLAvia: The Valley
- > CicLAvia: Pasadena
- > Beach Streets: Uptown
- > CicLAvia: Culver City Meets Venice
- > Lawndale Community Bike Ride
- > Downey Ride & Stride
- > CicLAvia: Southeast Cities
- > Santa Monica Coast
- > Viva SGV!

## Estimated Attendance at Cycle One Open Streets Events



## Cycle One Open Streets Events in Photos



**GOAL 1**














# Cycle Two Open Streets Events Draws Even More People

Nearly 132,000 attendees visited Cycle Two Open Streets events from across the region and beyond. That's equivalent to 1% of Los Angeles County's population. Attendance across all Open Streets events continues to demonstrate a demand in Los Angeles County for safe places to bike, walk and roll that are not dominated by motorized vehicles.

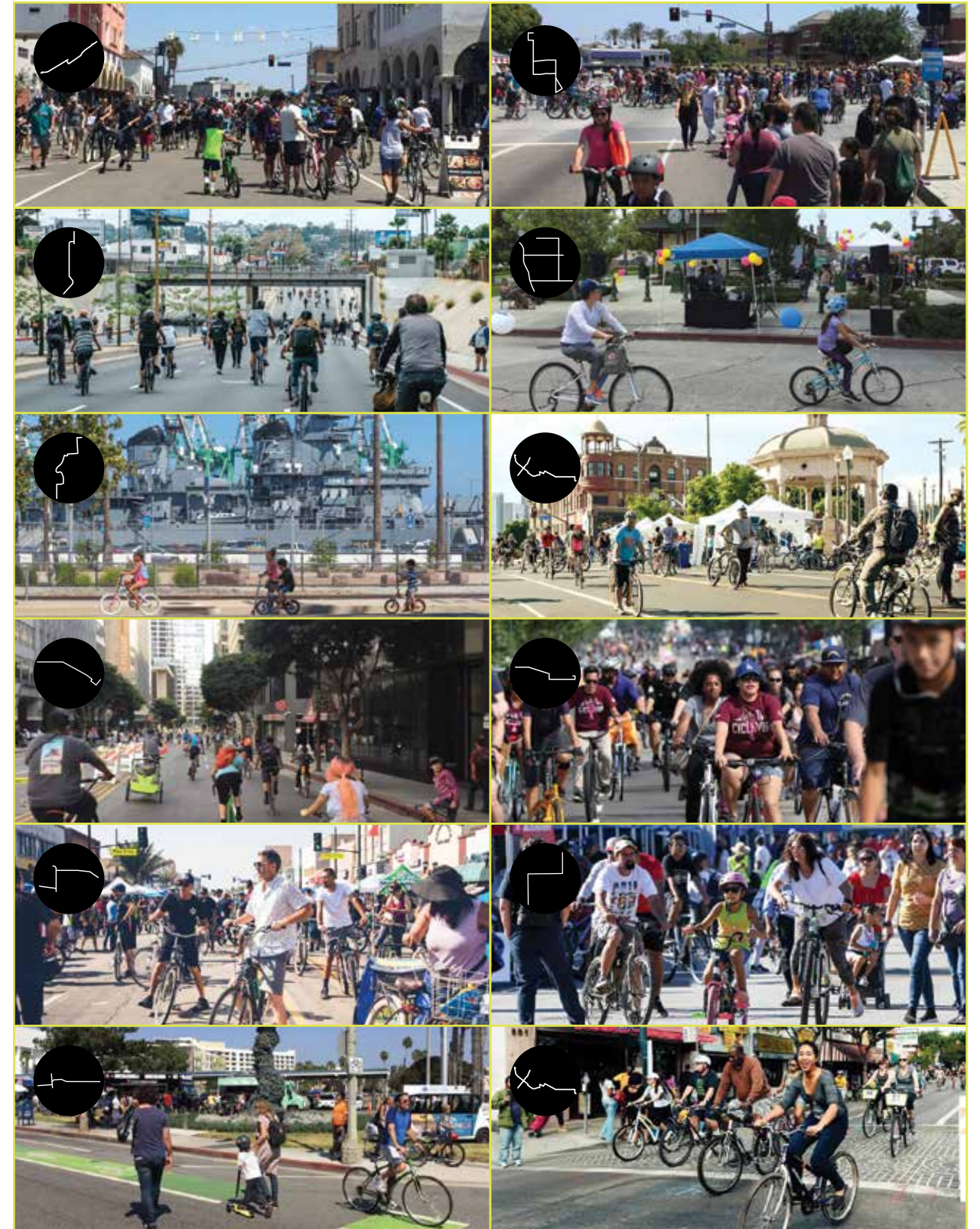
Data are from the following Cycle Two events:

- > CicLAvia: Culver City Meets Venice
- > Downey Ride and Stride Open Streets
- > CicLAvia: Glendale Meets Atwater Village
- > Whittier Walk and Roll Street Festival
- > San Pedro Wilmington Open Streets
- > CicLAvia: Heart of LA
- > CicLAvia: Iconic Wilshire
- > Healthy San Fernando Open Streets
- > CicLAvia: Route 66
- > River to Rail: Vernon & Huntington Park's Open Streets
- > Pride of the Valley Open Streets
- > Santa Monica Coast
- > CicLAvia: Heart of LA

## Estimated Attendance at Cycle Two Open Streets Events

<b>35,000</b>		CicLAvia: Culver City Meets Venice
<b>5,000</b>		Downey Ride & Stride
<b>15,000</b>		CicLAvia: Glendale Meets Atwater
<b>3,500</b>		Whittier Walk and Roll
<b>12,500</b>		San Pedro Wilmington Open Streets
<b>30,000</b>		CicLAvia: Heart of LA
<b>12,500</b>		CicLAvia: Iconic Wilshire
<b>3,500</b>		Healthy San Fernando Open Streets
<b>18,000</b>		CicLAvia: Route 66
<b>1,250</b>		River to Rail: Vernon & Huntington Park
<b>1,500</b>		Pride of the Valley Open Streets
<b>12,000</b>		Coast Santa Monica
<b>22,000</b>		CicLAvia: Heart of LA

## Cycle Two Open Streets Events in Photos



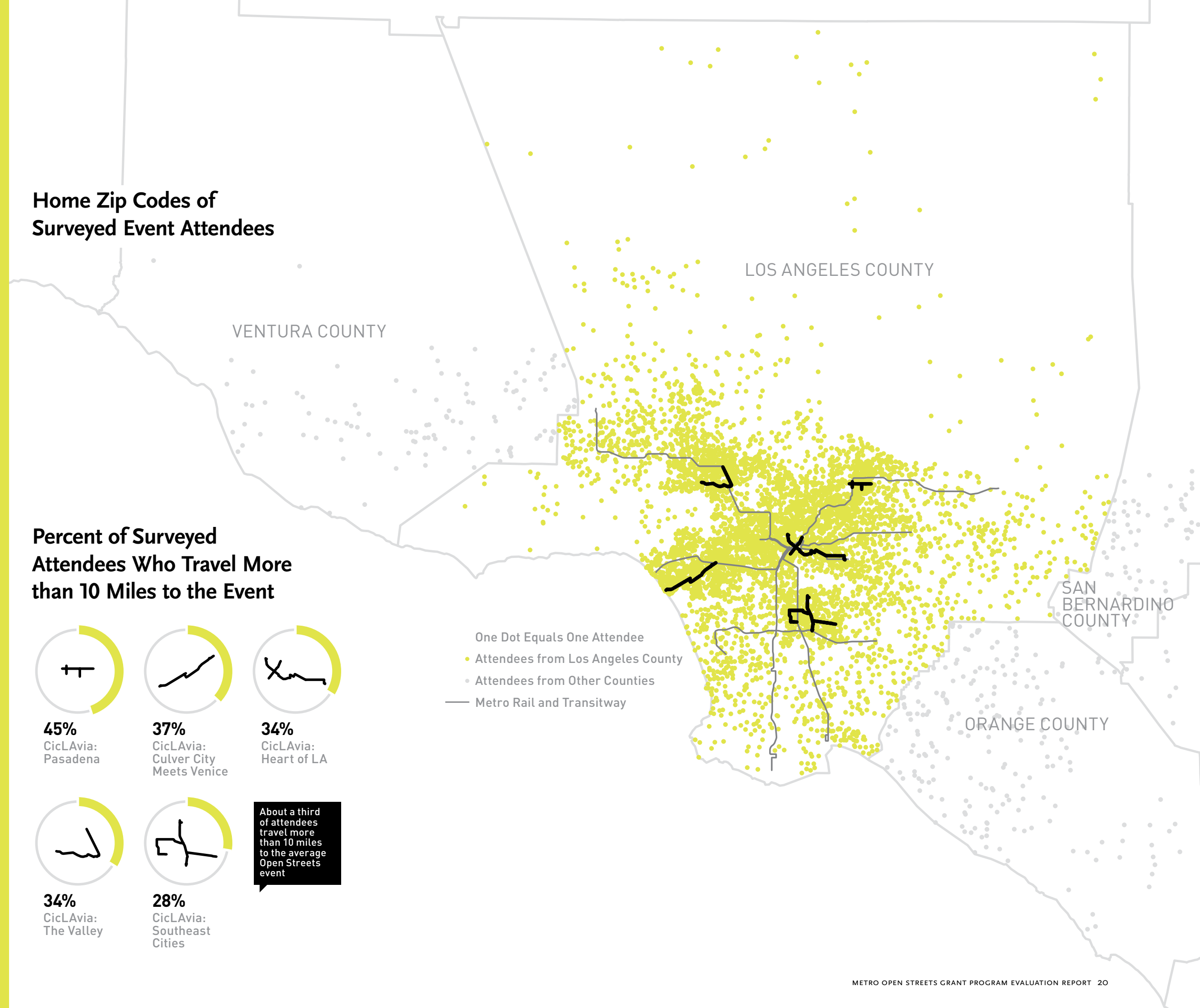
**GOAL 1**

# People Come from All Over to Attend Cycle One Open Streets Events

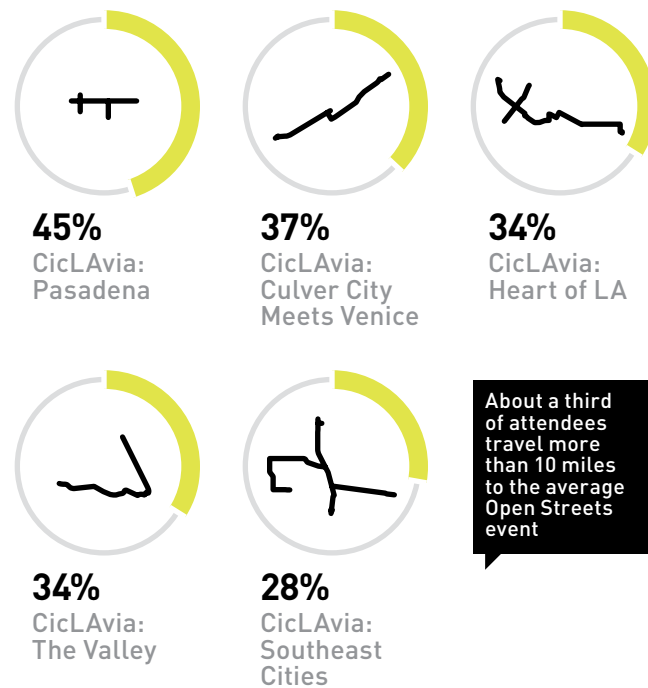
People want Open Streets in their communities and are willing to travel to attend. **92% of surveyed Open Streets attendees are from Los Angeles County.** Open Streets not only attracts local residents, but draws attendees from across the county and beyond. Three out of four surveyed attendees arrive from non-local zip codes (farther than 1.5 miles from the event route), and about a third of attendees travel more than 10 miles to attend. Since Open Streets are car-free, travel to the events creates a great opportunity to Go Metro.

Data are from the following Cycle One events:  
 > CicLAvia: Heart of LA  
 > CicLAvia: The Valley  
 > CicLAvia: Pasadena  
 > CicLAvia: Culver City Meets Venice  
 > CicLAvia: Southeast Cities

## Home Zip Codes of Surveyed Event Attendees



## Percent of Surveyed Attendees Who Travel More than 10 Miles to the Event



One Dot Equals One Attendee  
 • Attendees from Los Angeles County  
 • Attendees from Other Counties  
 — Metro Rail and Transitway

**GOAL 1**

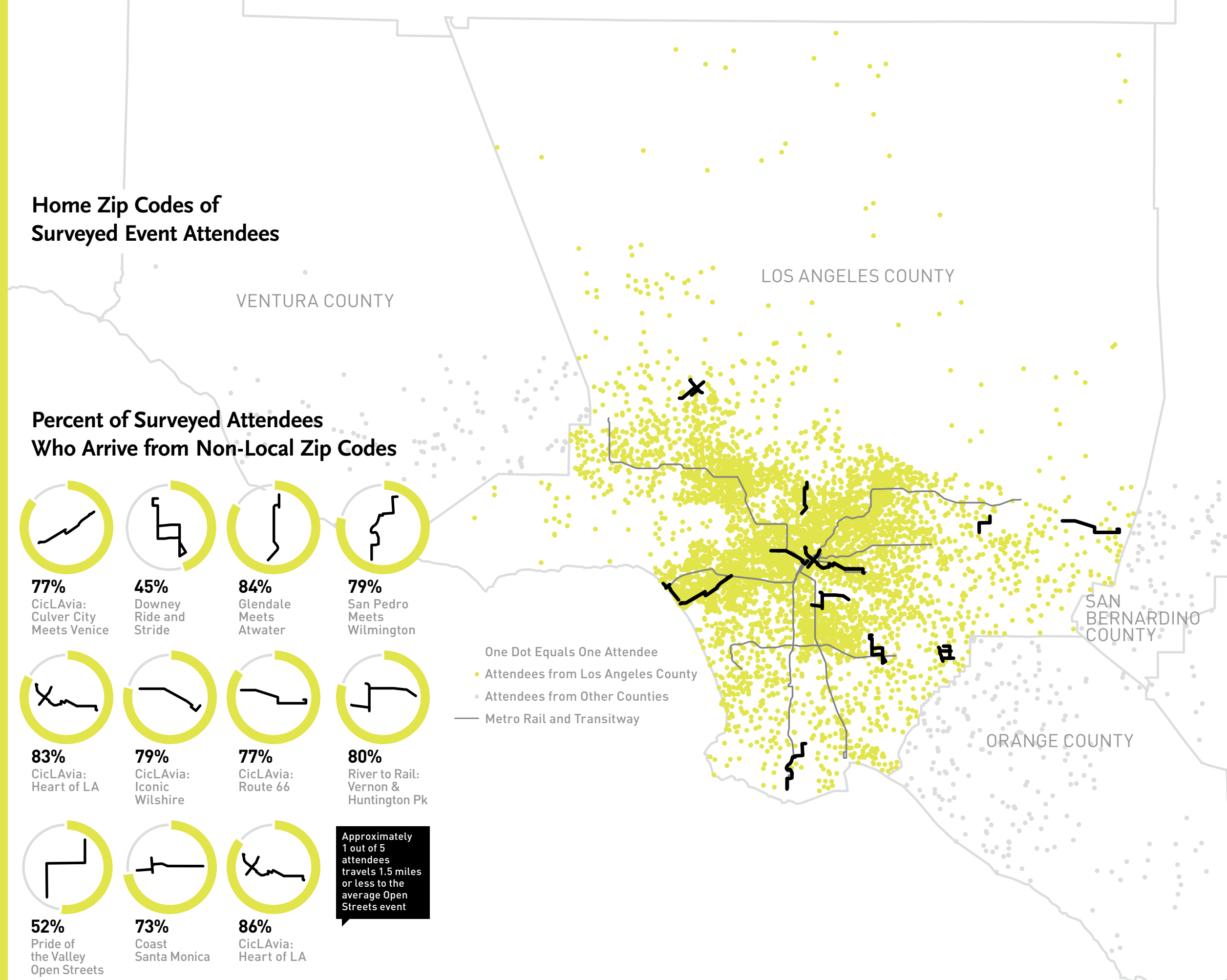
# Cycle Two Open Streets Events Attract Attendees from Across the Region

Majority of attendees throughout Los Angeles County want Open Streets in their communities. **94% of surveyed**

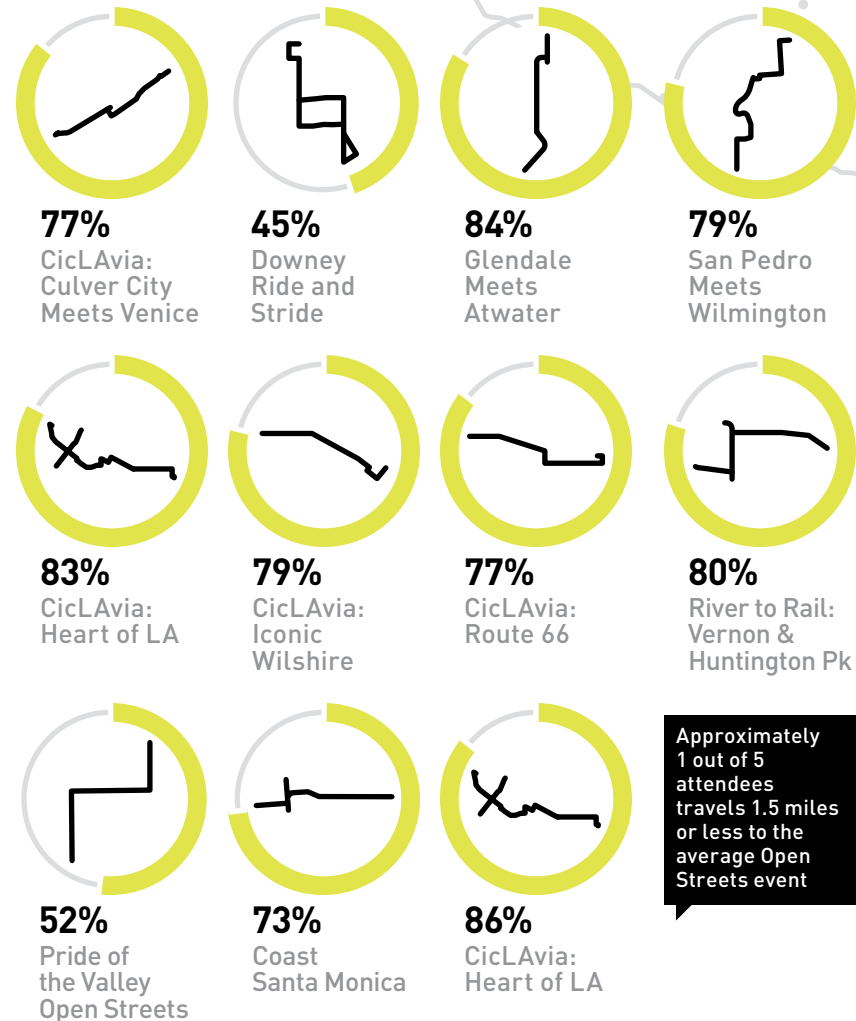
**Cycle Two Open Streets attendees would like to see an Open Streets event in their community.** Open Streets continues to attract a wide range of attendees from local residents to outside the U.S.

- Data are from the following Cycle Two events:
- > CicLAvia: Culver City Meets Venice
  - > Downey Ride and Stride Open Streets
  - > CicLAvia: Glendale Meets Atwater Village
  - > San Pedro Wilmington Open Streets
  - > CicLAvia: Heart of LA
  - > CicLAvia: Iconic Wilshire
  - > CicLAvia: Route 66
  - > River to Rail: Vernon & Huntington Park's Open Streets
  - > Pride of the Valley Open Streets
  - > Santa Monica Coast
  - > CicLAvia: Heart of LA

## Home Zip Codes of Surveyed Event Attendees



## Percent of Surveyed Attendees Who Arrive from Non-Local Zip Codes



Approximately 1 out of 5 attendees travels 1.5 miles or less to the average Open Streets event

- One Dot Equals One Attendee
- Attendees from Los Angeles County
- Attendees from Other Counties
- Metro Rail and Transitway

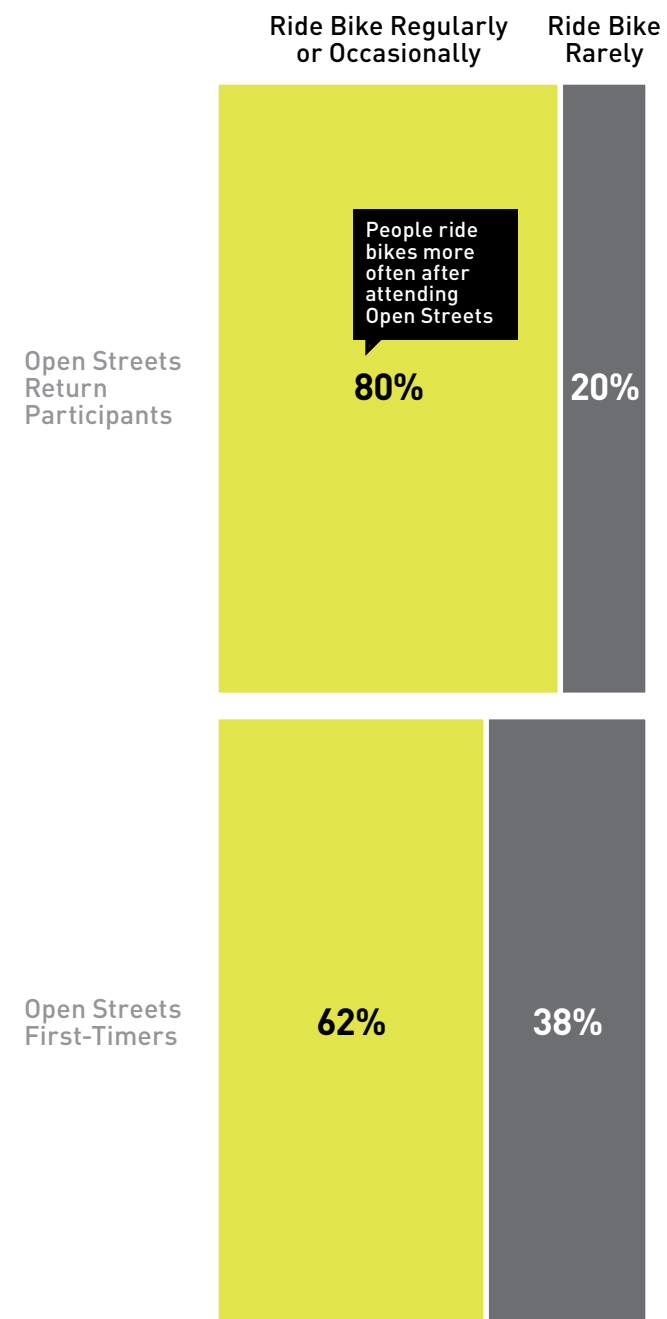
**GOAL 1**

# Cycle One Open Streets Events Get People Trying New Travel Options

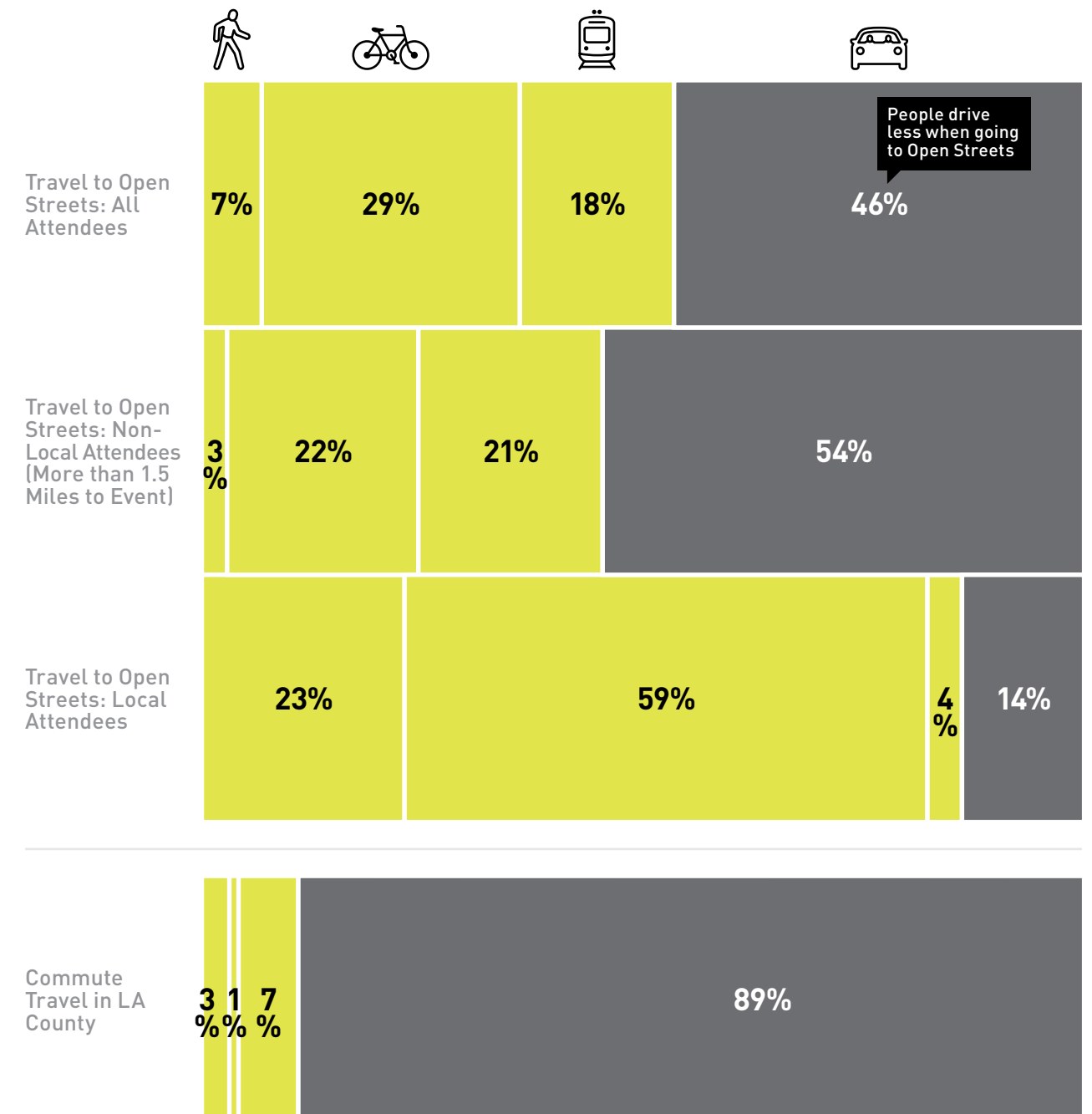
Due to the car-free nature of Open Streets, attendees are more likely to leave the car at home when traveling to the event. Open Streets gives people the opportunity to travel through their community in new ways, and it demonstrates the potential to walk, bike, or take transit for everyday trips. In fact, the percentage of people walking, biking, and taking transit to Open Streets events achieves the mode share goal set in the Metro Strategic Plan Vision 2028.

Data are from the following Cycle One events:  
 > CicLAvia: Heart of LA  
 > CicLAvia: The Valley  
 > CicLAvia: Pasadena  
 > CicLAvia: Culver City Meets Venice  
 > CicLAvia: Southeast Cities  
 > US Census Bureau American Community Survey 2016 5-Year Estimates

## Frequency of Bike Riding When Not at Open Streets



## Travel to Cycle One Open Streets Events Compared to Commuting in LA County

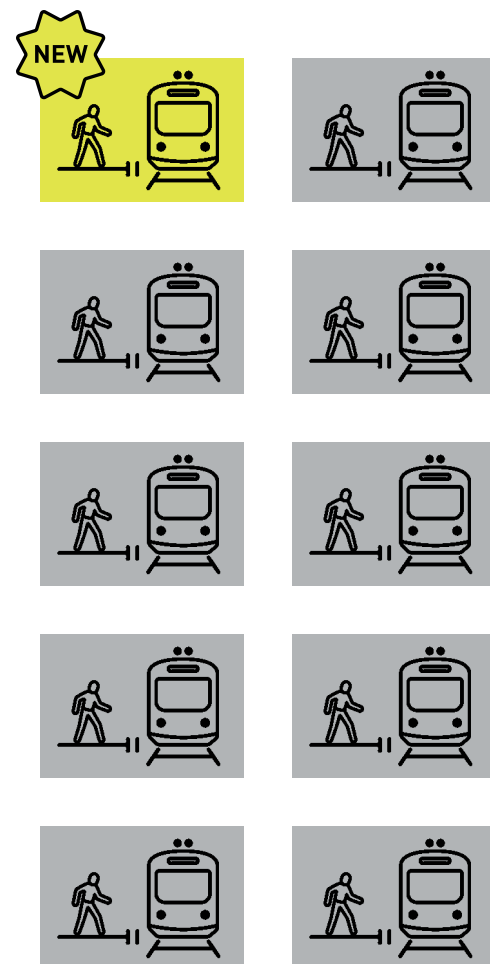


**GOAL 1**

# Cycle Two Open Streets Creates Opportunities for New Travel Options

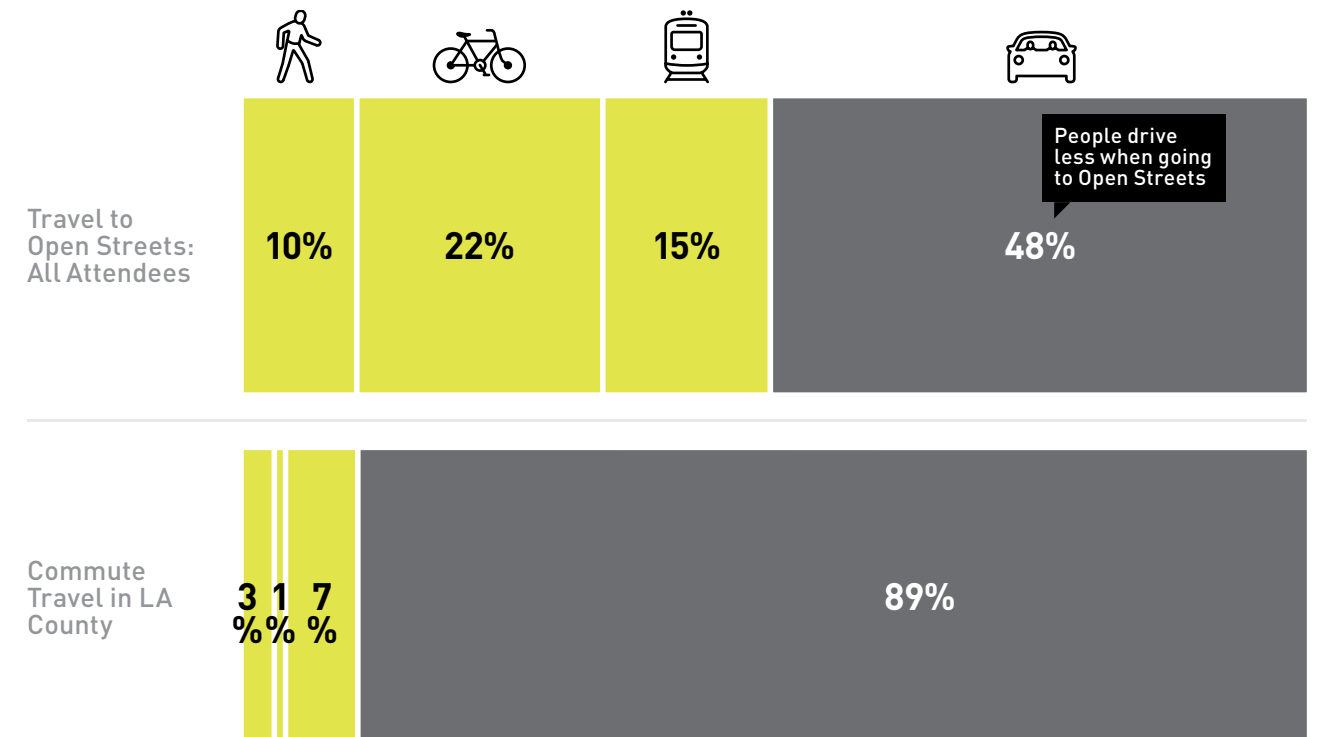
Open Streets events in Cycle Two continue to see attendees leaving the car at home and using alternative travel options. The Open Streets events offers car-free opportunities to use different modes of travel at the events and encourages a mode shift when traveling to Open Streets. The percentage of people walking, biking and taking transit to Open Streets events continues to achieve the mode share goal set in the Metro Strategic Plan Vision 2028.

1 in 10 surveyed attendees traveled by Metro Rail for the first time to Open Streets events



- Data are from the following Cycle Two events:
- > CicLAvia Culver City Meets Venice
  - > CicLAvia Glendale Meets Atwater Village
  - > San Pedro Wilmington Open Streets
  - > CicLAvia Heart of LA
  - > CicLAvia Iconic Wilshire
  - > CicLAvia Route 66
  - > River to Rail: Vernon & Huntington Park's Open Streets
  - > Pride of the Valley Open Streets
  - > Santa Monica Coast
  - > CicLAvia Heart of LA

## Travel to Cycle Two Open Streets Events Compared to Commuting in LA County




# CYCLE One EVENT SPOTLIGHT

## 626 Golden Streets

### Postponed Cycle One Event Brings Together San Gabriel Valley

After receiving Cycle One Metro Open Streets Grant Program funding, planning began in 2015 for 626 Golden Streets, an event scheduled to take place on June 26, 2016 (6/26). However, wildfires in the area necessitated a delay, and the eight communities involved worked together to shift their plans and notify residents and businesses. The rescheduled event took place on Sunday, March 5, 2017.



-  **Largest Open Streets Event in US History**
-  **18.5 Miles Long**
-  **40% Increase in Metro Gold Line Ridership**
-  **18% Average Local Business Sales Increase**
-  **8 SGV Communities: Arcadia, Azusa, Duarte, East Pasadena, Irwindale, Monrovia, San Marino, and South Pasadena**





# CYCLE TWO EVENT SPOTLIGHT

## CicLAvia: Heart of LA 2017

The second Open Streets event to take place in the Downtown Los Angeles and surrounding communities witnessed an increase in attendance over the previous event. Angelenos keep coming out to enjoy a car-free experience on some of the most iconic streets in Los Angeles.



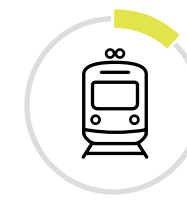
- 6 Miles Long**
- 25% Average Local Business Sales Increase**
- 48% Increase in Metro TAP Sales at Metro 7th Street/Metro Center Blue Line Station**
- Communities: Echo Park, Civic Center, Historic Core, Chinatown, Arts District, and Boyle Heights**



**97%**  
would like to see another Open Streets event in their community



**22%**  
experienced Open Streets for the first time



**12%**  
had never ridden Metro Rail before



**55%**  
travel behavior positively affected by Open Street events



**59%**  
businesses would like to see event again in their neighborhood



## GOAL 2

# How is Metro's Open Streets Grant Program Encouraging Future Shift to Non-Automobile Transportation?

When Angelenos see how easy it can be to bike, walk, and take transit, they start to change the way they travel. As shown in the previous pages, Open Streets provides a chance for Angelenos to try new types of travel options, and these opportunities are leading to changes in everyday travel. Ridership on Metro rail increases on Open Streets event days, and many of those attendees are riding Metro for the first time. Once an Angeleno has purchased their first TAP card and

seen how easy it is to ride transit, they've opened up a door to a new way of getting around the County. We've heard from attendees that these events have encouraged them and their families to walk, bike or ride transit more often. Open Streets events are helping to shift how people think about their travel patterns, both for special events and everyday travel. As one Downey Ride & Stride attendee put it, Open Streets events "make people think of using other ways for transportation."

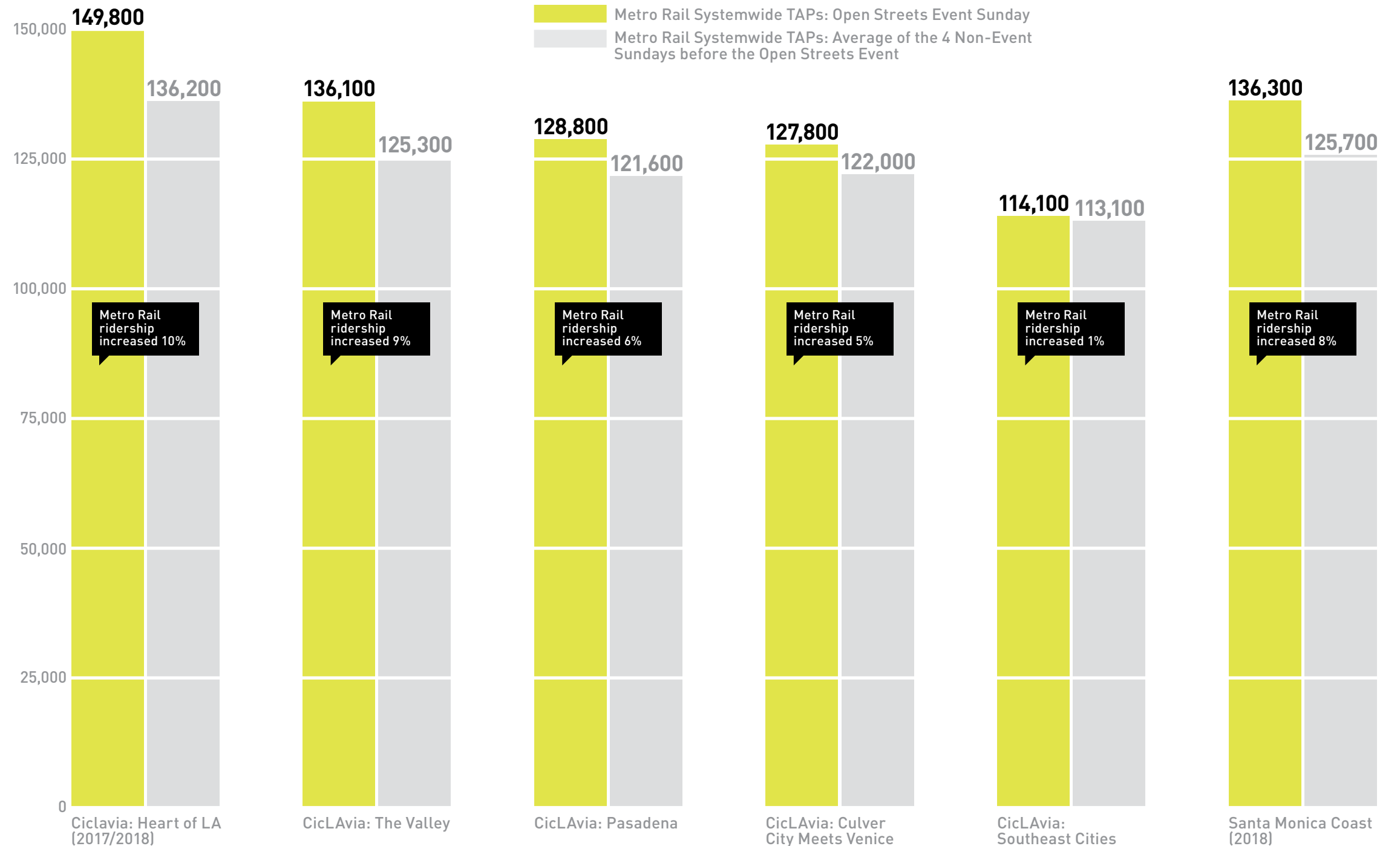
**GOAL 2**

# Cycle One Open Streets Events Increase Ridership on Metro Rail

Metro is a popular option for getting to Open Streets. The numbers show that across the Metro Rail system, up to 10% more people use their TAP cards on Open Streets Sundays than non-event Sundays. On average, Metro stations near Open Streets experienced a 66% increase in TAP card use on event Sundays vs non-event Sundays. Ridership on Metro Rail during CicLAvia: Heart of LA (2017/2018) was the highest Sunday ridership of any Sunday during the two year time period when data were available. For a more even comparison, we looked at just Open Streets events on Sundays since ridership on Saturdays tends to be higher.

Data are from the following Cycle One events:  
 > CicLAvia: Heart of LA  
 > CicLAvia: The Valley  
 > CicLAvia: Pasadena  
 > CicLAvia: Culver City Meets Venice  
 > CicLAvia: Southeast Cities  
 > Santa Monica Coast

## Metro Rail Systemwide TAPs on Open Streets and Non-Event Sundays



**GOAL 2**

# Cycle One Open Streets Events Invite People to Go Metro for the First Time

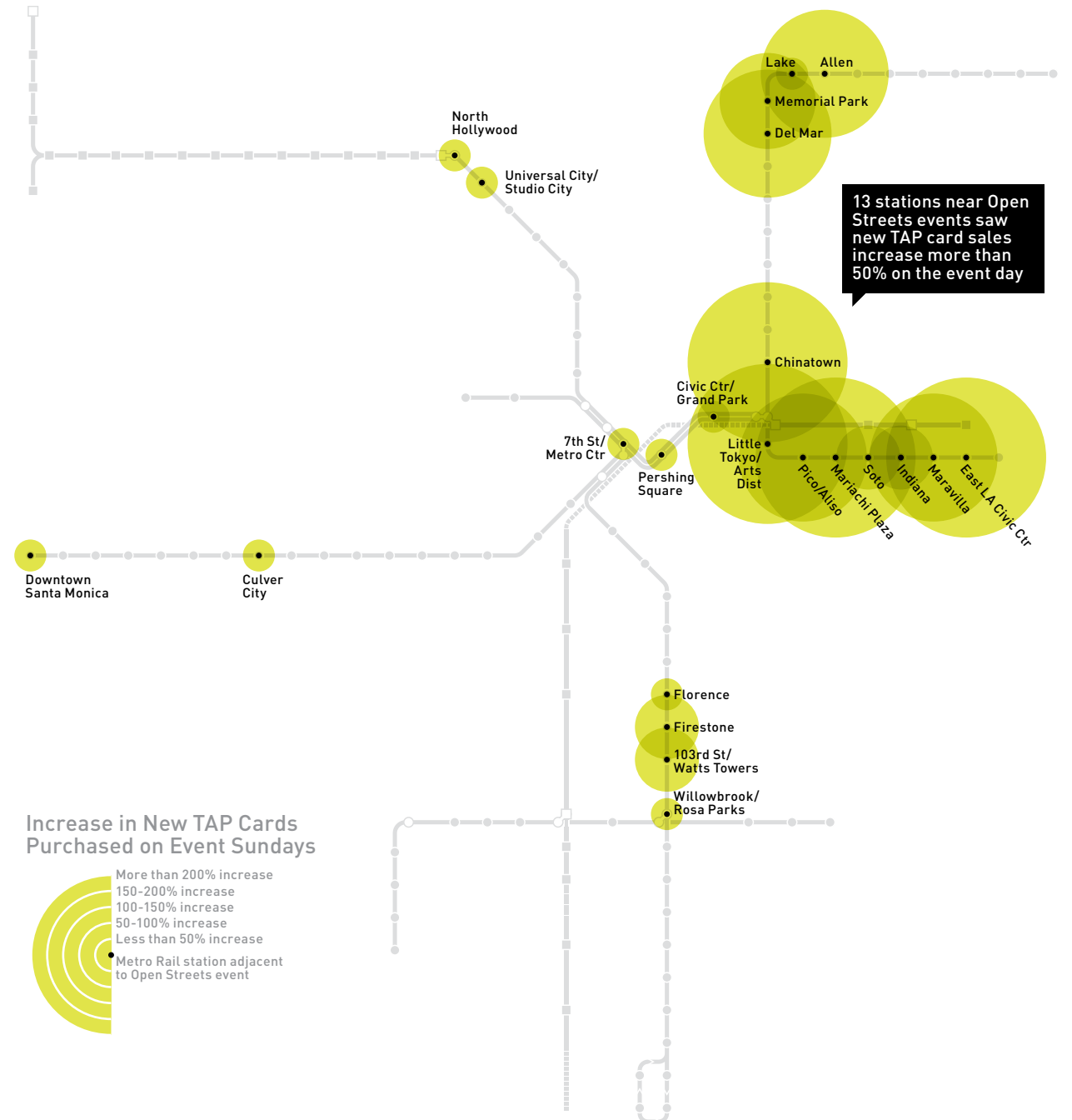
Not only does Open Streets boost transit ridership, it gets people on transit for the first time. TAP card sales increase 11% on event Sundays, indicating that first-time riders are heading to Open Streets. On average, Metro stations near Open Streets events witnessed a 45% increase in TAP card purchases. The data to the right are for the same 2-year time period (September 2014–August 2016) as shown in the chart on the previous page.

## Average Sunday New TAP Card Purchases Per Station



- Data are from the following Cycle One events:
- > CicLAvia: Heart of LA
  - > CicLAvia: The Valley
  - > CicLAvia: Pasadena
  - > CicLAvia: Culver City Meets Venice
  - > CicLAvia: Southeast Cities
  - > Santa Monica Coast

## New TAP Card Purchases at Stations near Open Streets Events on Event Sundays and Non-Event Sundays



### GOAL 3

## How Does the Open Streets Grant Program Support Civic Engagement to Foster the Development of Multimodal Policies and Infrastructure in Our Communities?

Open Streets increases awareness of active transportation. Every day, potential walkers, bike riders, and transit users are discouraged from these options due to safety concerns or a lack of education. Open Streets reduces those barriers and fears by providing a safer environment to try these activities for the first time. Events expose the public to mobility options and multimodal facilities in a neighborhood-oriented environment, an important step as communities

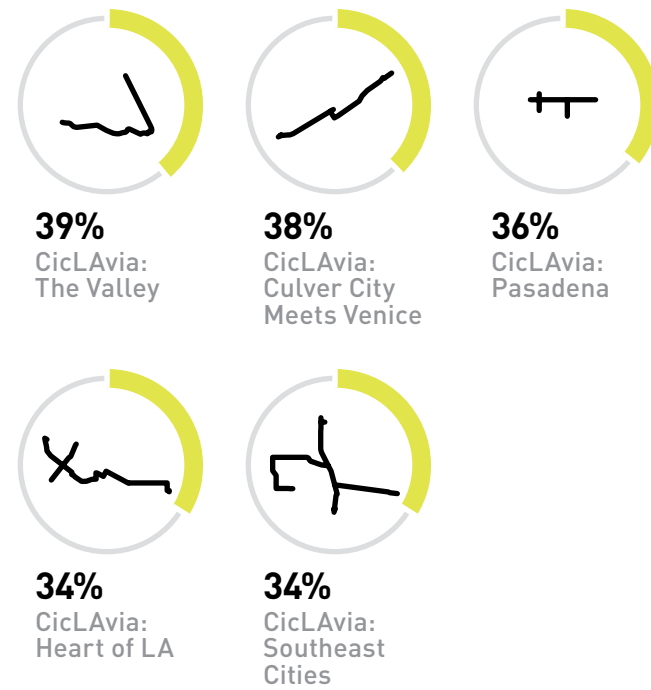
and policy-makers consider new policies and infrastructure. Metro's Open Streets Grant Program brings this civic engagement to people by helping grantees put on free, fun, public events in local neighborhoods, showing businesses, elected officials and all Angelenos the benefits of providing access on all modes. In future funding cycles, Metro staff will require grantees to discuss how they will increase non-automobile mode shares post-event.

**GOAL 3**

## Cycle One Open Streets Events Reach New Audiences

One in three Open Streets participants is attending an event for the first time, indicating the program's continued success at introducing residents to the possibility of biking, walking, and taking transit as a primary mode of transportation and encouraging these residents to support multimodal policies at the local level. Open Streets allows policymakers and planners to engage people where they are and foster a supportive atmosphere for active transportation.

### Percent of First-Time Attendees at Cycle One Open Streets Events



### New People Introduced to Open Streets by Cycle One Events



Data are from the following Cycle One events:

- > CicLAvia: Culver City Meets Venice
- > Downey Ride and Stride Open Streets
- > CicLAvia: Glendale Meets Atwater Village
- > CicLAvia: San Pedro Wilmington Open Streets
- > CicLAvia: Heart of LA
- > CicLAvia: Iconic Wilshire
- > CicLAvia: Route 66
- > River to Rail: Vernon @ Huntington Park's Open Streets
- > Pride of the Valley Open Streets
- > Santa Monica Coast

**GOAL 3**

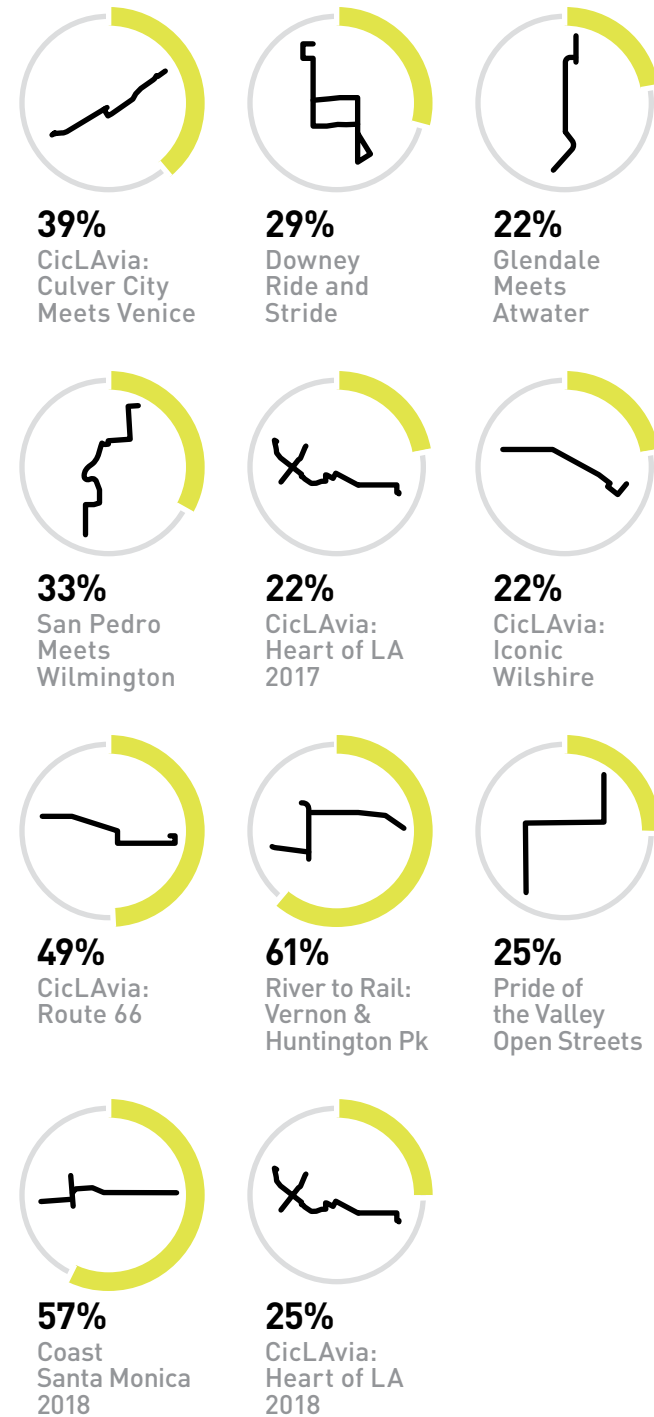
## Cycle Two Open Streets Continues to Reach New Audiences of Attendees

One in three Open Streets participants is attending a Cycle Two event for the first time, continuing the program's success in Cycle One by providing a car-free opportunity for residents to bike, walk, roll and take transit.

Data are from the following Cycle Two events:

- > CicLAvia Culver City Meets Venice
- > Downey Ride and Stride
- > Glendale Meets Atwater
- > San Pedro Meets Wilmington
- > CicLAvia Heart of LA
- > CicLAvia Iconic Wilshire
- > CicLAvia Route 66
- > River to Rail: Vernon & Huntington Park
- > Pride of the Valley Open Streets
- > Santa Monica Coast
- > CicLAvia Heart of LA

### Percent of First-Time Attendees at Cycle Two Open Streets Events



### New People Introduced to Open Streets by Cycle Two Events



**GOAL 3**

# Cycle One Open Streets is Buzzworthy

Open Streets gets people talking about active transportation and livable communities.

Conversations, social media posts, and anecdotes about the events help generate interest and spread the word about the benefits of Open Streets and multimodal infrastructure to communities.

Data are from the following Cycle One events:

- > CicLAvia: Heart of LA
- > CicLAvia: The Valley
- > CicLAvia: Pasadena
- > Beach Streets: Uptown
- > CicLAvia: Culver City Meets Venice
- > Lawndale Community Bike Ride
- > Downey Ride & Stride
- > CicLAvia: Southeast Cities
- > Santa Monica Coast
- > Viva SGV!

## Open Streets on Social Media

 **90,000**  
Hashtagged Instagram Posts

 **54,600**  
Facebook Likes for Pages

 **39,700**  
Twitter Followers

 **17,400**  
Tagged YouTube Videos

We used statistics for CicLAvia as it's the most well known Open Streets event in the region, plus statistics from other Open Streets events when information was available.

## Anecdotes from Event Attendees

"I love Open Street events! I love seeing the transformation of streets in the absence of cars. I love biking without fearing getting hit by a car. I love exploring new neighborhoods I wouldn't otherwise visit."  
Viva SGV!, 6/12/2016

"It's just awesome, I couldn't even imagine most of these streets closed down, because there's always so much traffic, and to just see it open up like this for this kind of event. It's awesome for the community, it's awesome for the people that come in and check out what we have to offer here, it's beautiful."  
CicLAvia: Southeast Cities, 5/15/2016

**"From home, to train, to vanpool, to bike. Metro rocking the streets for CicLAvia!"**  
CicLAvia: Southeast Cities, 5/15/2016

"I think it's given families a chance to enjoy the community in a way they haven't before; it's encouraging exercising and bicycling; and it's creating fun memories for the community to come together."  
Viva SGV!, 6/12/2016

"When I first heard CicLAvia was coming through South Central I didn't quite believe it, but how times have changed. I saw people whom if it wasn't because of this event would have never been on this side of town! All love! It was a beautiful sight watching everyone come together!"  
CicLAvia: Southeast Cities, 5/15/2016

**"Today was my first CicLAvia, It won't be my last. Had a great time"**  
CicLAvia: Heart of LA, 10/5/2014

"Brought everyone together in a positive and family oriented, happy way. Made riding a bike fun again."  
Downey Ride & Stride, 5/1/2016

"It's a fantastic event, it gives people a opportunity to get out and take a stroll with no worries and enjoy Pasadena with no traffic or worrying about someone running you over."  
CicLAvia: Pasadena, 5/31/2015

"I loved the entire event in general but it was nice seeing the community come out as one to have fun."  
Viva SGV!, 6/12/2016

"It's a great family event; a lot of kids, teenagers, people bring their pets out. It's really great!"  
CicLAvia: Pasadena, 5/31/2015

**"Loved the ambiance—people in such a positive 'zen' mood!"**  
Beach Streets: Uptown, 6/6/2015

"It's not too late to come out and see what makes Los Angeles the most diverse and most interesting city in the universe. Lace up your shoes, rollerblades, tighten your skateboards and bicycles. Bring the whole family out. You will have a blast."  
CicLAvia: Heart of LA, 10/5/2014



**GOAL 3**

# People Keep Talking about Open Streets

Open Streets ignites conversations about livable cities and sustainable modes of transportation. These conversations, social media posts, and anecdotes about the events cultivate community involvement and demonstrate how Open Streets and multimodal transportation are tremendous benefits to communities.

## Open Streets on Social Media



**“CicLAvia”** mentioned 20,000 times,  
**“Open Streets”** mentioned 50,000 times.

- > CicLAvia: Culver City Meets Venice: 2000 tweets
- > CicLAvia: Glendale Meets Atwater Village: 1250 tweets
- > CicLAvia: San Pedro: 150 tweets
- > CicLAvia: Iconic Wilshire: 200 tweets
- > Santa Monica Coast: 600 tweets
- > CicLAvia: Heart of LA: 800 tweets

**Total: 5000**



- > CicLAvia: Culver City Meets Venice: 740 posts
- > CicLAvia: Glendale Meets Atwater Village: 100 posts
- > CicLAvia: Iconic Wilshire: 300 posts
- > Santa Monica Coast: 1000 posts
- > CicLAvia: Heart of LA: 750 posts

**Total: 3000**



- > CicLAvia: Culver City Meets Venice: 11k interactions
- > CicLAvia: Glendale Meets Atwater Village: 6k interactions
- > CicLAvia: San Pedro: 4k interactions
- > CicLAvia: Iconic Wilshire: 4.5k interactions
- > Santa Monica Coast: 1100 interactions
- > CicLAvia: Heart of LA: 12k interactions

**Total: 39,000**

Data are from the following Cycle Two events:  
> CicLAvia: Culver City Meets Venice  
> CicLAvia: Glendale Meets Atwater Village  
> CicLAvia: Heart of LA  
> CicLAvia: Iconic Wilshire  
> CicLAvia: San Pedro  
> CicLAvia: Route 66  
> Santa Monica Coast

## Anecdotes from Event Attendees

“I have been to all of the CicLAvias, they are all awesome!”

CicLAvia: Glendale Meets Atwater, 6/11/2017

“I think it strengthens community values, and also coming together as a community. I met a couple of people who I live down the street from who I’ve never talked to before, and I think that was really exciting.”

CicLAvia: Glendale Meets Atwater, 6/11/2017

**“This is my 4th CicLAvia event. It has opened my eyes to public transit.”**

CicLAvia: Iconic Wilshire, 2/10/2017

“It gets the community engaged and brings other groups of people outside of the community to contribute to the local economy.”

CicLAvia: San Pedro, 8/13/2017

“I feel more comfortable riding my bike and my kids are comfortable riding their bikes on the street because of CicLAvia.”

CicLAvia: Iconic Wilshire, 2/10/17

**“It’s a nice change, people walking around, no cars. It looks nice.”**

CicLAvia Heart of LA, 12/2/2018

“It was nice to get everyone to come together as a community and I thought it was really positive.”

CicLAvia: Glendale, 6/11/2017

“It’s bringing events to Whittier. I think Whittier is still a very sheltered city and having these types of events allow more people to come visit the area and they get to experience the local businesses around here. Also, it’s just another way to help out the community.”

Whittier Walk and Roll, 7/16/2017

“Open Streets brings people out and promotes exercise.”

Pride of the Valley, 9/16/2018

“Today’s event will help build long-lasting relationships.”

CicLAvia: Culver City Meets Venice, 3/26/2017

**“Love! Great for introducing new businesses.”**

Pride of the Valley, 9/16/2018

“CicLAvia makes the perception of Metro much friendlier. Sometimes you see the craziest guy in the world and then you realized he’s not bad at all.”

CicLAvia: Culver City Meets Venice, 3/26/2017

“Love these events!”

CicLAvia: Route 66, 4/22/2018

**GOAL 3**

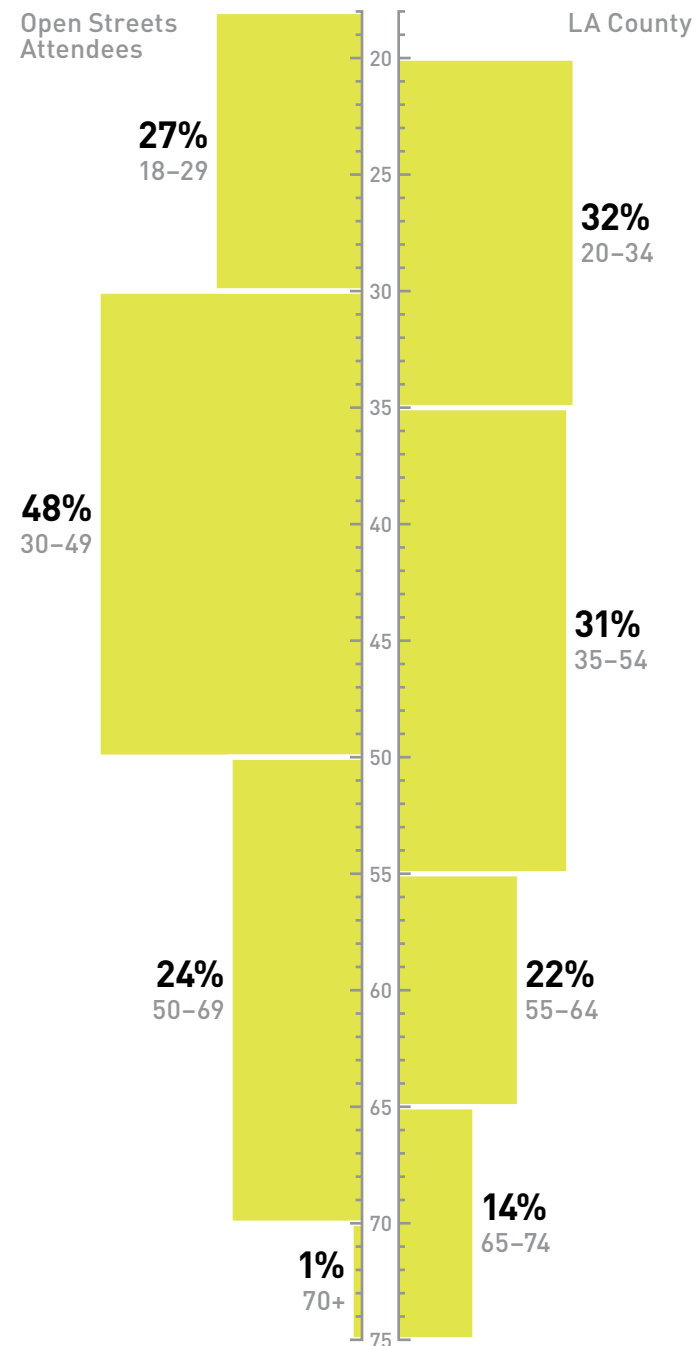
# People at Cycle One Open Streets Embody the Diversity of Our County

Open Streets provides a safe and protected environment for everyone to experience active transportation. Women and men alike attend Open Streets events, as do people of all ages, races, and ethnicities.

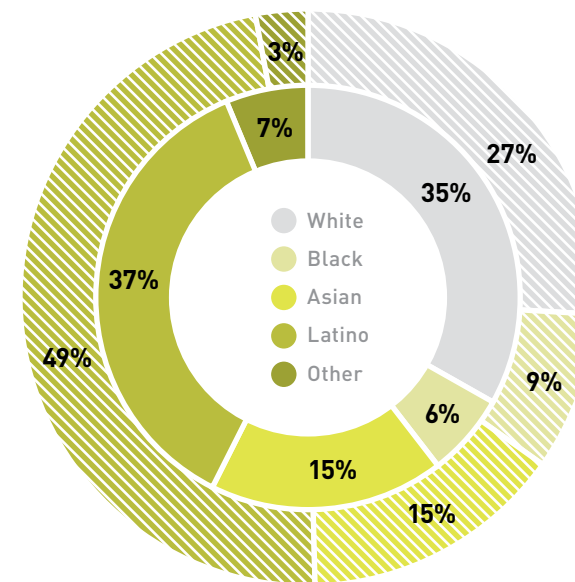
Data are from the following Cycle One events and sources::  
 > CicLAvia: Heart of LA  
 > CicLAvia: The Valley  
 > CicLAvia: Pasadena  
 > CicLAvia: Culver City Meets Venice  
 > CicLAvia: Southeast Cities  
 > US Census Bureau American Community Survey 2016 5-Year Estimates

Open Streets data were collected using different age categories than the US Census.

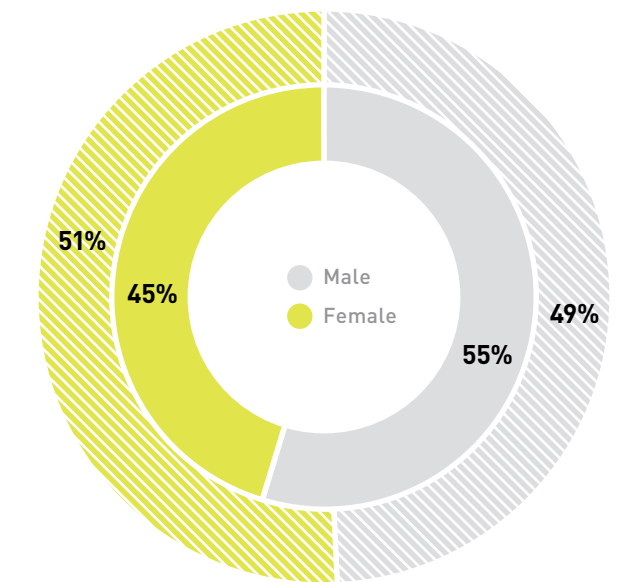
## Age Distribution



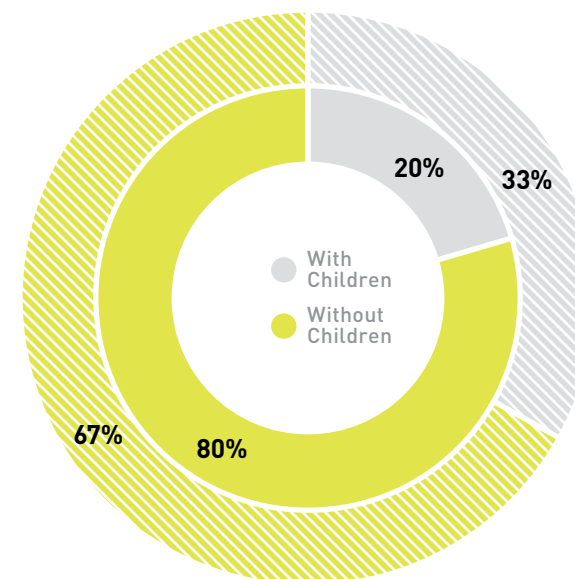
## Race & Ethnicity



## Gender



## Families



Outside Ring: LA County  
 Inside Ring: Open Streets Attendees

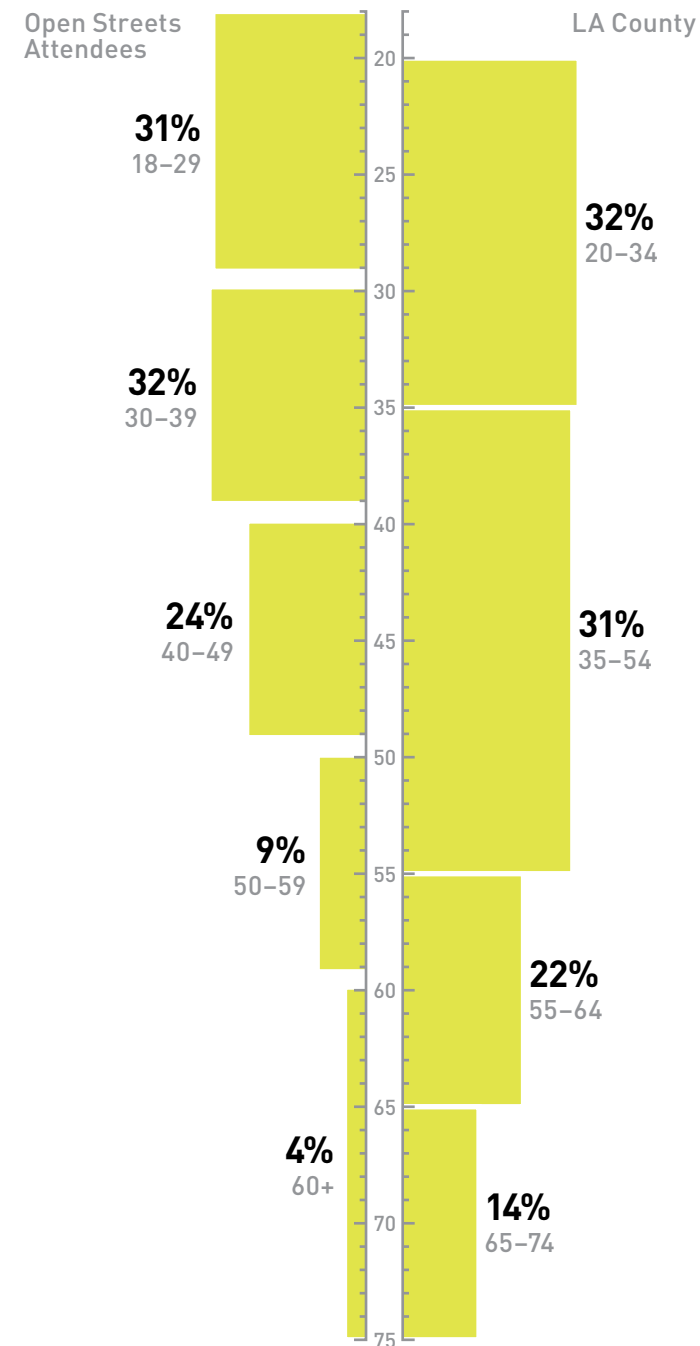
**GOAL 3**

# Cycle Two Open Streets Continue to Draw Young Crowds

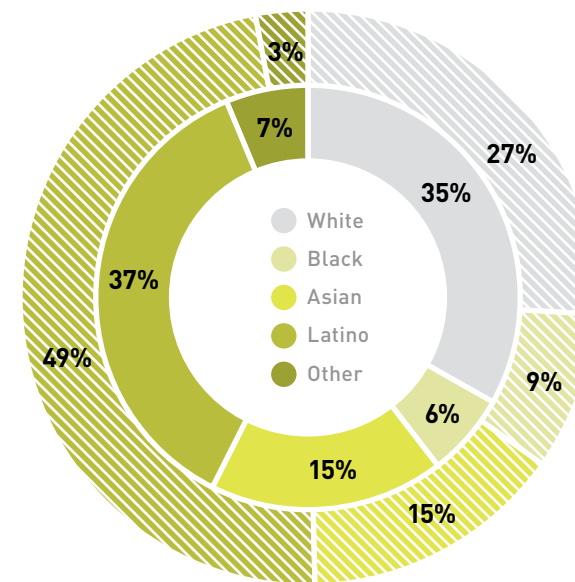
Cycle Two Open Streets continue to represent the diversity of Los Angeles County by creating a safe and welcoming environment for all to participate in active transportation.

Data are from the following Cycle Two events:  
 > CicLAvia: Culver City  
 > Downey Ride and Stride  
 > CicLAvia: Glendale  
 > CicLAvia: Heart of LA  
 > CicLAvia: Iconic Wilshire  
 > River to Rail Open Streets  
 > Santa Monica Coast

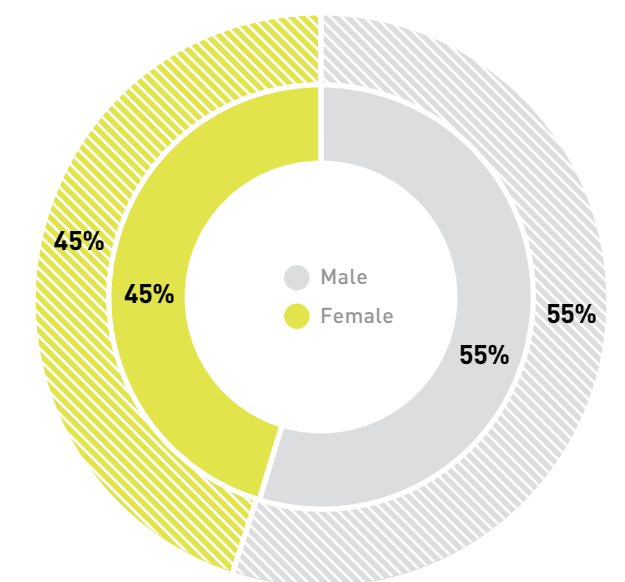
## Age Distribution



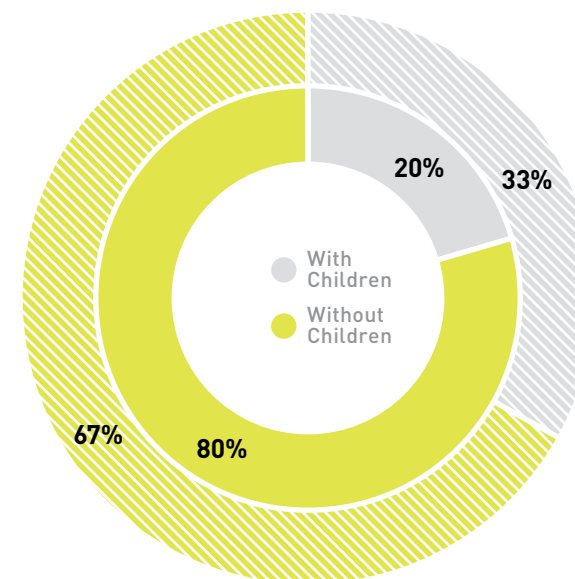
## Race & Ethnicity



## Gender



## Families



Outside Ring: LA County  
 Inside Ring: Open Streets Attendees

**GOAL 3**

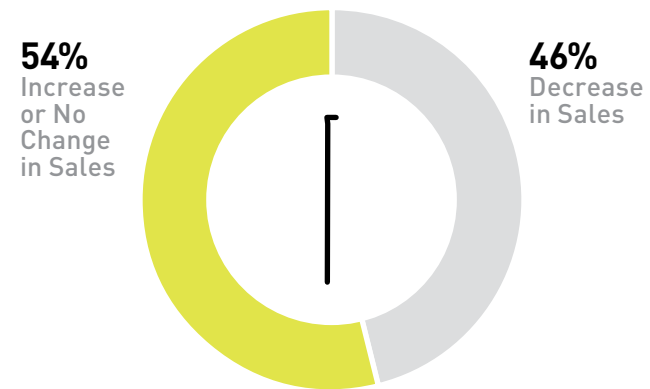
# Cycle One Open Streets Events Help Local Businesses

Open Streets provides a welcoming environment for people to discover local businesses. On event days, people from all over the region travel to Open Streets, giving local businesses access to a larger clientele. The slow pace of Open Streets on roads commonly filled with high-speed traffic allows people to visit local establishments they might not otherwise frequent and discover business they may not have known existed while driving. At Open Streets, most businesses experienced an average of a 4% increase in sales. Regardless of how individual businesses fare during the events, the vast majority overwhelmingly support Open Streets and see it as a benefit to their community.

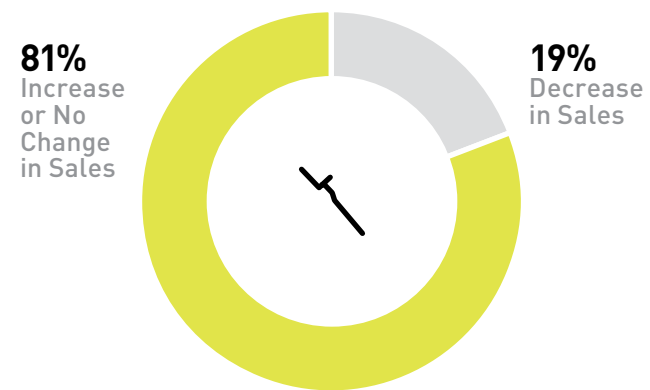
Data are from the following Cycle One events:  
> CicLAvia: Heart of LA  
> CicLAvia: The Valley  
> CicLAvia: Pasadena  
> Beach Streets: Uptown  
> CicLAvia: Culver City Meets Venice  
> CicLAvia: Southeast Cities  
> Santa Monica Coast

## Merchant Perceptions of Business Sales on Cycle One Event Days

Beach Streets: Uptown



Santa Monica Coast



These two events are shown because other event organizers did not collect data in a comparable manner.

## Change in Surveyed Business Sales on Open Streets Event Sundays from Non-Event Sundays

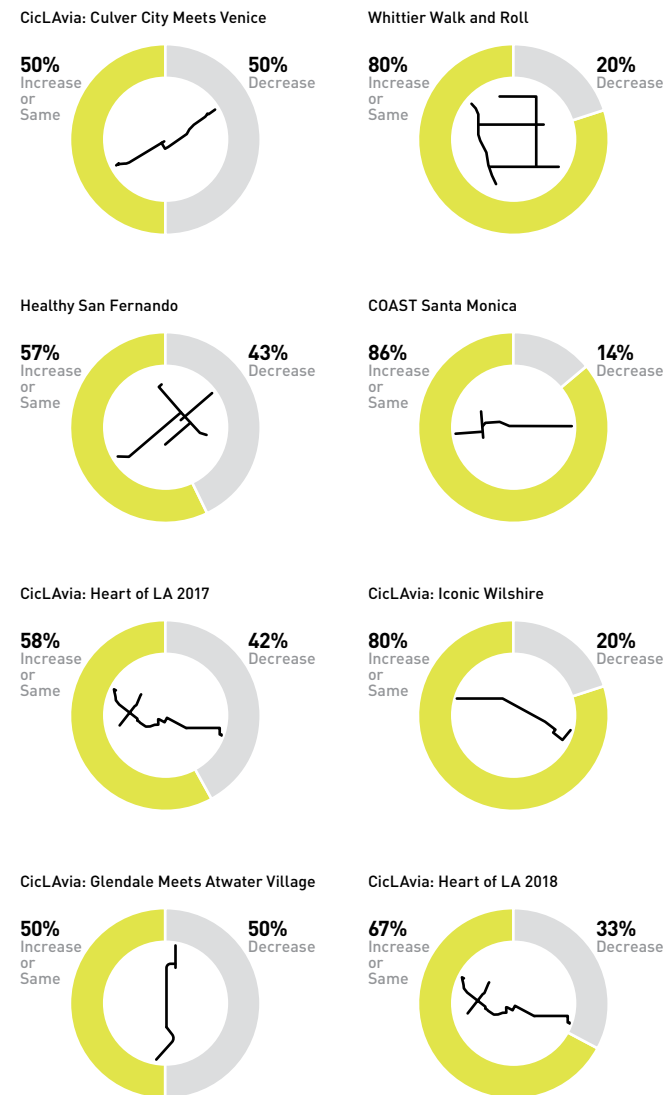


**GOAL 3**

# Cycle Two Open Streets Brings New Customers to Local Businesses

Open Streets continues to welcome new customers to local businesses on event days. At Cycle Two Open Streets, most businesses experienced a perceived increase in sales and an increase in customers. Continuing from Cycle One, the vast majority of businesses support Open Streets and see it as a benefit to the community.

## Merchant Perceptions of Business Sales on Cycle Two Event Days



Data are from the following Cycle Two events:  
 > CicLAvia: Culver City Meets Venice  
 > Whittier Walk and Roll  
 > Healthy San Fernando  
 > Santa Monica Coast  
 > CicLAvia: Heart of LA 2017  
 > CicLAvia: Iconic Wilshire  
 > CicLAvia: Glendale Meets Atwater  
 > CicLAvia: Heart of LA 2018

## Anecdotes from Merchants about Cycle Two Open Streets

“People feel more united and together. It’s different.”  
 Pride of the Valley, 9/16/2018

**“There’s an increase in customer volume and the business so far is doing great.”**

CicLAvia: Iconic Wilshire, 12/10/2017

“LA natives have a hard time breaking their car habits and this event helps create more happiness.”

CicLAvia: Iconic Wilshire, 12/10/2017

“The event is great for DTLA. It’s a nice event and it makes the area quieter and I like it.”

CicLAvia: Iconic Wilshire, 12/10/2017

“It’s a nice change, people walking around, no cars. It looks nice.”

CicLAvia: Heart of LA, 12/2/2018

**“Do it more often, it’s good for business.”**

CicLAvia: Heart of LA, 12/2/2018

“The event is great. Very positive because people are getting to know the area and the bus route 246 is great. I can’t say anything bad about the event.”

CicLAvia: San Pedro, 8/13/2017

**“It attracts more customers.”**

Beach Streets: Uptown, 6/6/2015

“One of the best events. Closing the street is a good thing.”

CicLAvia: Route 66, 4/22/2019

**“The event is exposing my business to people outside of Wilmington.”**

CicLAvia: San Pedro, 8/13/2017

“I really like the event, especially that it’s on a Sunday.”

Pride of the Valley, 9/16/2018

“Appreciate the increased foot traffic the event brings.”

CicLAvia: Route 66, 4/22/2018

# 1 in 3

**1 in 3 Businesses saw an increase in volume of customers and/or demographics on Cycle Two Open Streets event days.**

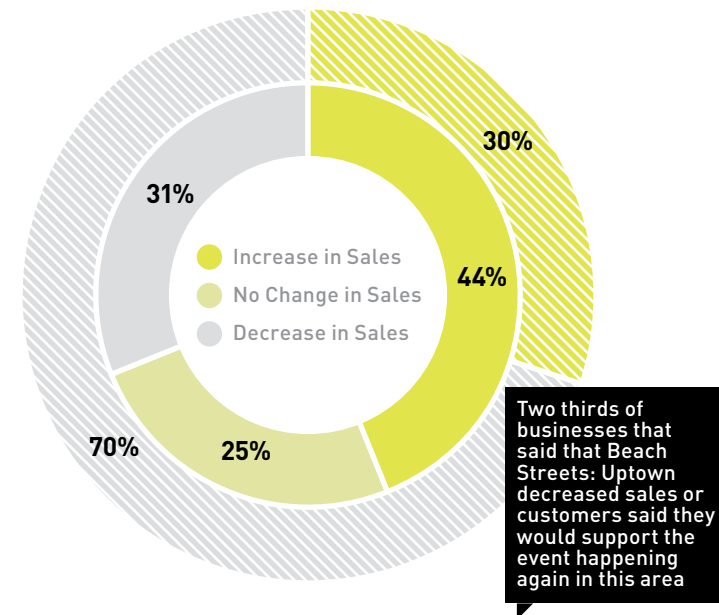
**GOAL 3**

# Cycle One Active Business Engagement Leads to More Sales

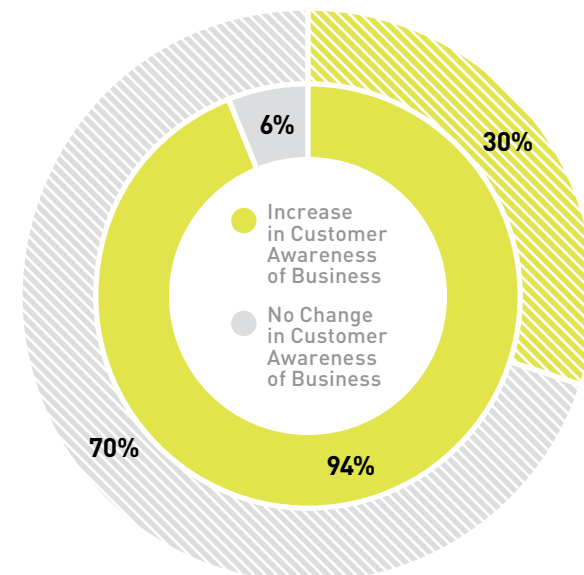
Businesses with higher sales at Open Streets actively engaged attendees by drawing their businesses out onto the street. Through putting up signs, adding outdoor pop-ups, and increasing visibility, businesses pulled the public into their stores. Those who actively engaged the public saw a 24% increase in sales compared to non-engaged stores. While those who engaged the public saw higher sales, the overwhelming majority of businesses (86%) did not actively engage the public. Open Streets events, themselves, do not generate sales increases for businesses, but proactive public engagement does. In the future, Open Streets organizers should find ways to encourage businesses to partake in more proactive engagement.

Data are from the following Cycle One events:  
 > CicLAvia: Heart of LA  
 > CicLAvia: The Valley  
 > CicLAvia: Pasadena  
 > Beach Streets: Uptown  
 > CicLAvia: Culver City Meets Venice  
 > Lawndale Community Bike Ride  
 > Downey Ride & Stride  
 > CicLAvia: Southeast Cities  
 > Santa Monica Coast  
 > Viva SGV!

## Merchant Perceptions of Active Engagement on Business Sales



Outside Ring: No Active Engagement of Customers during Beach Streets:Uptown Event  
 Inside Ring: Active Engagement



## Anecdotes from Merchants about Cycle One Open Streets

“It’s great seeing people without their cars in Pasadena. It’s what people love about it and it’s a great day. We had ten times the business from what we see usually see in a day.”

CicLAvia: Pasadena, 5/31/2015

**“We loved it. Our best day.”**

Beach Streets: Uptown, 6/6/2015

“Busiest day we’ve ever had. We were making coffee all day. We had to run to the store for supplies.”

626 Golden Streets, 5/5/2017

“We are extremely busy today. There wasn’t even enough space at the bike racks. The restaurant was packed, the patio was packed and we had people waiting in line to come inside so we are very pleased and happy.”

CicLAvia: Heart of LA, 10/5/2014

“It’s always a good thing to get the community involved. [The] event does lower sales, but is good for the community.”

CicLAvia: Southeast Cities, 5/15/2016

**“Families that came out and purchased from me on the day of event are coming on bikes more often to my store.”**

Viva SGV!, 6/12/2016

“More people, more visibility, different type of customer.”

Beach Streets: Uptown, 6/6/2015

**“It attracts more customers.”**

Beach Streets: Uptown, 6/6/2015

“We got to see guests that haven’t been here in years. Plus new ones. It was a wonderful event.”

Beach Streets: Uptown, 6/6/2015

“It actually it helps people come out and check out what’s new in the community.”

CicLAvia: Heart of LA, 10/5/2014

**“It makes us aware of how important it is to know and support the local businesses.”**

Downey Ride & Stride, 5/1/2016

“We have a real live artist outside doing murals paintings and music as part of the CicLAvia event. CicLAvia is a great event especially in our community here in Boyle Heights.”

CicLAvia: Heart of LA, 10/5/2014

“Bicycle customer drive by through around Broadway and they stop by to order hot food and its good for any business. We’re really happy and busy.”

CicLAvia: Heart of LA, 10/5/2014

**“Please have this event again!!”**

Beach Streets: Uptown, 6/6/2015

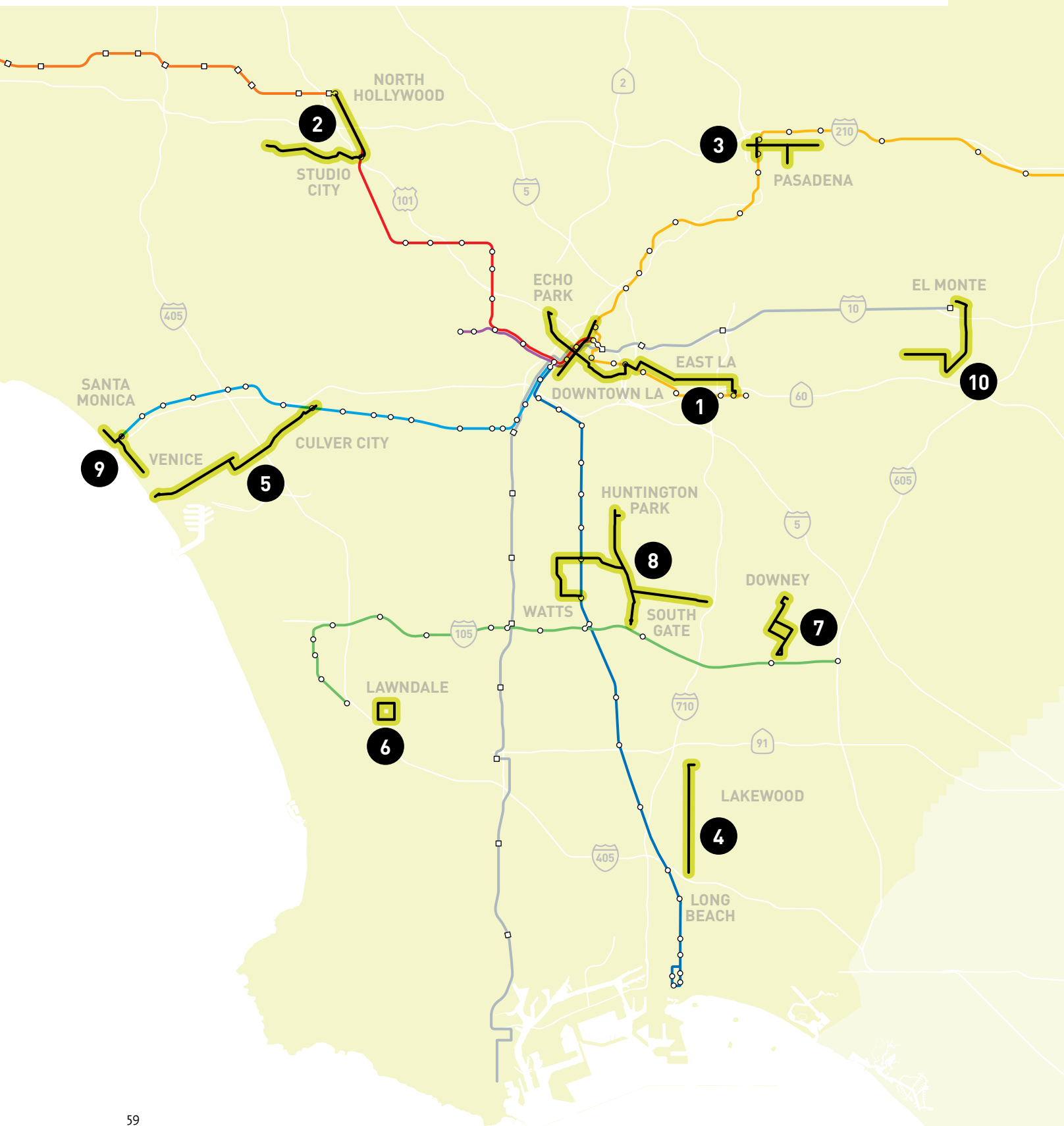
SECTION 3

# About the Cycle One and Cycle Two Open Streets Events

Between 2014 and 2016, Cycle One of the Metro Open Streets Grant Program funded 11 events in 18 cities across Los Angeles County. Between 2017 and 2018, Cycle Two of the Metro Open Streets Grant Program funded 15 events in 11 cities across Los Angeles County. Combined, these events stretched over 140 miles and drew close to 500,000 Angelenos from across the region. Using maps and summary data, this section highlights the 26 events that occurred between 2014 and 2018, and make up the focus of this report. An eleventh event, 626 Golden Streets, was postponed due to wildfire and is described as a special case study in Section 2.



# Cycle One Open Streets Events



1	<b>CicLAvia: Heart of LA</b> October 5, 2014	
2	<b>CicLAvia: The Valley</b> March 22, 2015	
3	<b>CicLAvia: Pasadena</b> May 31, 2015	
4	<b>Beach Streets: Uptown</b> June 6, 2015	
5	<b>CicLAvia: Culver City Meets Venice</b> August 9, 2015	
6	<b>Lawndale Community Bike Ride</b> April 23, 2016	
7	<b>Downey Ride &amp; Stride</b> May 1, 2016	
8	<b>CicLAvia: Southeast Cities</b> May 15, 2016	
9	<b>Santa Monica Coast</b> June 5, 2016	
10	<b>Viva SGV!</b> June 12, 2016	



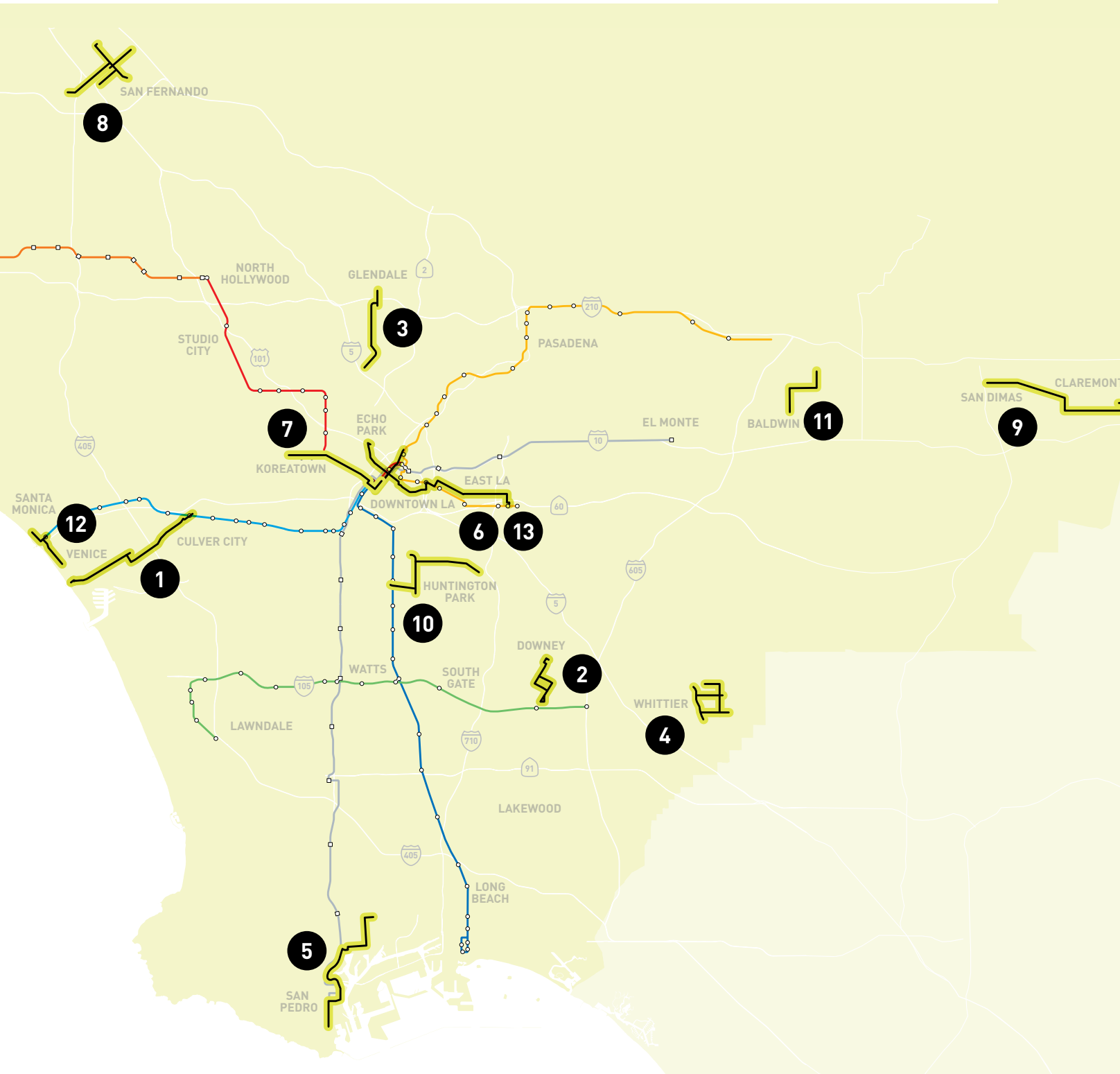
# Cycle One Open Streets Events

Event	Communities	Attendance	Business Highlight	Transit Data	Anecdote
<b>CicLAvia: Heart of LA</b> October 5, 2014	Echo Park Civic Center Chinatown Arts District Boyle Heights East LA	<b>26,300</b> Event Attendees	<b>25% Increase</b> in Restaurant Sales during Open Streets	<b>10% Increase</b> in Event Day Metro Rail Ridership	“We made it to Cinco Puntos and it felt great to start with the Mayor of Los Angeles... we even cheated a little by taking the Metro just to be there on time. Good times!!!”
<b>CicLAvia: The Valley</b> May 22, 2015	North Hollywood Toluca Lake Universal City Studio City	<b>58,000</b> Event Attendees	<b>27% Increase</b> in Carry-Out Restaurant Sales during Open Streets	<b>9% Increase</b> in Event Day Metro Rail Ridership	“I was able to walk the entire route back and forth. If I saw an interesting store, I went in. Bought a great lunch and some snacks for the road at the farmers market.”
<b>CicLAvia: Pasadena</b> May 31, 2015	Old Pasadena South Lake District Playhouse District	<b>35,000</b> Event Attendees	<b>31% Increase</b> in Sales for Businesses that Actively Engaged Event Attendees	<b>6% Increase</b> in Event Day Metro Rail Ridership	“It’s a common bond: people are on their bikes, on foot, skates, you don’t see any cars. It’s nice to get people out of their cars and not have to deal with the traffic jams and the frustrations.”
<b>Beach Streets: Uptown</b> June 6, 2015	North Long Beach Bixby Knolls	<b>32,500</b> Event Attendees	<b>69% Increase</b> in Sales for Businesses that Actively Engaged Event Attendees	Not Collected Due to Weekend Closure of Blue Line	“Great event for family. Brought a lot of people to Uptown Long Beach who don’t usually visit this part of town. Also brought out a lot of our neighbors.”
<b>CicLAvia: Culver City Meets Venice</b> August 9, 2015	Culver City Mar Vista Venice	<b>67,000</b> Event Attendees	<b>30% Increase</b> in Sales for Businesses that Actively Engaged Event Attendees	<b>5% Increase</b> in Event Day Metro Rail Ridership	“So excited it’s passing right by our office! Planning for some fun volunteering.”

# Cycle One Open Streets Events

Event	Communities	Attendance	Business Highlight	Transit Data	Anecdote
<b>Lawndale Community Bike Ride</b> April 23, 2016	Lawndale Hawthorne	<b>500</b> Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“Good opportunity for businesses.”
<b>Downey Ride &amp; Stride</b> May 1, 2016	Downtown Downey Lakewood Blvd	<b>36,000</b> Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“The Downey Ride and Stride was great. Proud of Downey for first attempt to bring a great sense of community.”
<b>CicLAVia: Southeast Cities</b> May 15, 2016	Huntington Park Walnut Park South Gate Watts Lynwood	<b>44,000</b> Event Attendees	<b>91% Increase</b> in Sales for Businesses that Actively Engaged Event Attendees	<b>1% Increase</b> in Event Day Metro Rail Ridership	“I am very happy and thankful that our Latino/a community is taken into account, because... we also deserve an event like this. I hope it happens more often!”
<b>Santa Monica Coast</b> June 5, 2016	Downtown Main Street Ocean Park	<b>50,000</b> Event Attendees	<b>71% Increase</b> in Sales for Businesses that Actively Engaged Event Attendees	<b>8% Increase</b> in Event Day Metro Rail Ridership	“I’m so happy that I got Metro goodies!! I love Metro! Had a great time today at #Coast2016!”
<b>Viva SGV!</b> June 12, 2016	El Monte South El Monte	<b>8,000</b> Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“I love Open Streets events! I love seeing the transformation of streets in the absence of cars. I love biking without fear of getting hit by a car. I love exploring new neighborhoods I wouldn’t otherwise visit”

# Cycle Two Open Streets Events



1	<b>CicLAvia: Culver City Meets Venice</b> March 26, 2017	
2	<b>Downey Ride &amp; Stride</b> May 7, 2017	
3	<b>CicLAvia: Glendale Meets Atwater Village</b> June 11, 2017	
4	<b>Whittier Walk and Roll Street Festival</b> July 16, 2017	
5	<b>San Pedro Wilmington Open Streets</b> August 13, 2017	
6	<b>CicLAvia: Heart of LA</b> October 8, 2017	
7	<b>CicLAvia: Iconic Wilshire</b> December 10, 2017	
8	<b>Healthy San Fernando Open Streets</b> March 31, 2018	
9	<b>CicLAvia: Route 66</b> April 22, 2018	
10	<b>River to Rail: Vernon &amp; Huntington Park's Open Streets</b> August 19, 2018	
11	<b>Pride of the Valley Open Streets</b> September 16, 2018	
12	<b>Santa Monica Coast</b> October 7, 2018	
13	<b>CicLAvia: Heart of LA</b> December 2, 2018	

# Cycle Two Open Streets Events

Event	Communities	Attendance	Business Highlight	Transit Data	Anecdote
<b>CicLAvia: Culver City Meets Venice</b> March 26, 2017	Culver City Mar Vista Venice	<b>35,000</b> Estimated Event Attendees	<b>75%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>3% Increase</b> in Event Day Metro Rail TAP	“Today’s event will help build long lasting relationships.”
<b>Downey Ride and Stride Open Streets</b> May 7, 2017	Downtown Downey Lakewood Blvd	<b>5,000</b> Estimated Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	Not Collected
<b>CicLAvia: Glendale Meets Atwater Village</b> June 11, 2017	Glendale Atwater Village	<b>15,000</b> Estimated Event Attendees	<b>67%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>14% Increase</b> in Event Day Metro Rail TAP	“I think it strengthens community values, and also coming together as a community. I met a couple of people who I live down the street from who I’ve never talked to before, and I think that was really exciting.”
<b>Whittier Walk and Roll Street Festival</b> July 16, 2017	Uptown Whittier	<b>3,500</b> Estimated Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“It’s bringing events to Whittier. I think Whittier is still a very sheltered city and having these types of events allow more people to come visit the area and they get to experience the local businesses around here. Also, it’s just another way to help out the community.”
<b>San Pedro Wilmington Open Streets</b> August 13, 2017	San Pedro Wilmington Port of Los Angeles	<b>12,500</b> Estimated Event Attendees	<b>20%</b> Businesses Report Increase in Customer Volume that Participated in the Event	Not Collected Due to Lack of Access to Metro Rail	“It gets the community engaged and brings other groups of people outside of the community to contribute to the local economy.”

# Cycle Two Open Streets Events

Event	Communities	Attendance	Business Highlight	Transit Data	Anecdote
<b>CicLAvia: Heart of LA</b> October 8, 2017	Echo Park Civic Center Chinatown Arts District Boyle Heights East LA	<b>30,000</b> Estimated Event Attendees	<b>50%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>32% Increase</b> in Event Day Metro Rail TAP	“Glad that it’s opening the community’s eyes.”
<b>CicLAvia: Iconic Wilshire</b> December 10, 2017	Koreatown Westlake MacArthur Park Downtown	<b>12,500</b> Estimated Event Attendees	<b>67%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>31% Increase</b> in Event Day Metro Rail TAP	“I feel more comfortable riding my bike and my kids are comfortable riding their bikes on the street because of CicLAvia.”
<b>Healthy San Fernando Open Streets</b> March 31, 2018	Downtown District Brand Blvd San Fernando Mission	<b>3,500</b> Estimated Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“The community seemed to enjoy the event.”
<b>CicLAvia: Route 66</b> April 22, 2018	San Dimas La Verne Pomona Claremont	<b>18,000</b> Estimated Event Attendees	<b>43%</b> Businesses Report Increase in Customer Volume that Participated in the Event	Not Collected Due to Lack of Access to Metro Rail	“One of the best events. Closing the street is a good thing.”
<b>River to Rail: Vernon &amp; Huntington Park’s Open Streets</b> August 19, 2018	Vernon Huntington Park	<b>1,250</b> Estimated Event Attendees	<b>100%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>12% Increase</b> in Event Day Metro Rail TAP	“Improves sense of community.”

# Cycle Two Open Streets Events

Event	Communities	Attendance	Business Highlight	Transit Data	Anecdote
<b>Pride of the Valley Open Streets</b> September 16, 2018	Baldwin Park Irwindale Santa Fe Dam Recreational Area	<b>1,500</b> Estimated Event Attendees	Not Collected	Not Collected Due to Lack of Access to Metro Rail	“Love! Great for introducing new businesses.”
<b>Santa Monica Coast</b> October 7, 2018	Downtown Main Street Ocean Park	<b>12,000</b> Estimated Event Attendees	<b>33%</b> Businesses Report Increase in Customer Volume that Participated in the Event	Not Collected	“We earned triple the amount compared to a regular Sunday.”
<b>CicLAvia: Heart of LA</b> December 2, 2018	Echo Park Civic Center Chinatown Arts District Boyle Heights East LA	<b>22,000</b> Estimated Event Attendees	<b>50%</b> Businesses Report Increase in Customer Volume that Participated in the Event	<b>6% Increase</b> in Event Day Metro Rail TAP	“Do it more often, it’s good for business.”

SECTION 4

# Putting it All Together

Building on what we've learned through our evaluation, this final section provides conclusions and recommendations for future Metro Open Streets Grant Program cycles.



# People Walk & Bike When They Have Places to Do So Safely

By providing safe and car-free environments to walk and bike, and with locations across the County, Open Streets provides an easy opportunity for residents to walk and bike in their community. And when people can find places to walk and bike safely, they do. Of the 23 evaluated events funded by Metro, 10 attracted crowds of over 25,000 participants. Other important take-aways from the Metro funded Open Streets include:

## Many Event Participants Go Metro to Open Streets, Often for the First Time

Across the Metro Rail system, ridership was up to 10% higher on event Sundays compared to non-event Sundays. Systemwide TAP card sales increase by 11% on event days compared to non-event days, indicating many of the transit users are first-time or infrequent transit users.

## People Ride Bikes More Often after Attending an Open Streets Event

62% of first-time Open Streets attendees report that they ride a bike regularly; whereas 80% of repeat-attendees ride a bike regularly, indicating that Open Streets events are impacting travel behavior.

When provided the opportunity through Open Streets to use transit, walk, or ride a bike, many participants take advantage of this chance to try a new mode of travel for the first time. Participants and business owners surveyed felt the events were great for the community and gave them a sense of pride. While it would be impossible to count all the smiles at an event, Open Streets provides more than an opportunity for community celebration. Open Streets allows Angelenos a chance to reimagine their future in a county where more people are able to walk, bike, and use transit, and they begin to make that future a reality.

## Over Half of Attendees Travel Car-Free to Open Streets, Regardless of Event Location

The combination of increased transit use and bicycle travel means that travel to Open Streets looks very different from normal travel in Los Angeles County. While 90% of commuting trips in the county are made by car, less than half of trips to Open Streets were made using a car.

## Open Streets Encourages Discussion about a More Multimodal Future

Metro and many local cities used the gathering of thousands of residents at Open Streets as an opportunity to talk with participants about transportation plans, policies, and programs.

# Recommendations for Future Open Streets Grant Cycles

## Metro Should Consider the Following Ideas in Preparation for Future Open Streets Grant Cycles



### RECOMMENDATION 1

Focus events around Metro Rail stations across the county in order to provide regional equity and, when events are along Metrolink lines, staff should encourage Metrolink to provide additional service.



### RECOMMENDATION 2

Consider additional outreach, promotion, and marketing of Open Streets events to families, targeting family members of all ages (“8 to 80”). Consider new strategies such as targeted outreach to schools or more neighborhood-oriented programming.




### RECOMMENDATION 3

Avoid routes that include steep grade, poor pavement quality, routes that box in residential areas, and routes that traverse non-commercial areas for extended distances, as these may discourage participation.




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