

TRANSPORTATION COMMITTEE REPORT relative to the installation of sensors and/or other technologies capable of counting pedestrian and vehicles in the vicinity of Lake Hollywood Park, and the east and west Innsdale Trail entrances.

Recommendation for Council action, pursuant to Motion (Raman – Soto-Martinez):

INSTRUCT the Bureau of Street Lighting (BSL), with the assistance of the Los Angeles Department of Transportation (LADOT) to report within 60 days, with an analysis and project delivery plan to install sensors and/or other technologies capable of counting pedestrian and vehicles in the vicinity of Lake Hollywood Park, and the east and west Innsdale Trail entrances with said technology to be able to count pedestrians and vehicles continuously, all day, every day, and that data should be recorded and available for Departmental use.

Fiscal Impact Statement: Neither the CAO nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

Summary:

On August 16, 2023, your Committee considered a Motion (Raman – Soto-Martinez) relative to the installation of sensors and/or other technologies capable of counting pedestrian and vehicles in the vicinity of Lake Hollywood Park, and the east and west Innsdale Trail entrances. According to the Motion, the Lake Hollywood Park and Innsdale Trail area is one of the most visited locations in the City due to their close proximity to the Hollywood Sign. Despite its popularity, it is difficult for the City to accurately track the number of visitors to this area on a consistent and regular basis, which leads to a lack of insight and understanding of visitation patterns -information ultimately needed for City Departments to adequately provide infrastructure and services to meet visitor demand.

Contemporary “smart” counting devices are able to take account of user volumes without collecting identifiable information on individuals or vehicles. In fact, the BSL has already deployed such sensors in a few pilot instances for counting pedestrian volumes around the downtown entertainment district in order to brighten the lights during heavy crowd volumes. By utilizing lighting poles already present in these locations, the BSL Smart Cities division could provide innovative infrastructure to establish an understanding of visitor numbers and patterns. By coupling the technology with the operational expertise of the LADOT to interpret and present data collected, new counting devices in the vicinity of Lake Hollywood Park could help us capture valuable visitor data in order to address services and infrastructure demands in the area. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Motion. This matter is now submitted to Council for its consideration.

Respectfully Submitted,
Transportation Committee

COUNCILMEMBER VOTE

HUTT: YES

PARK: YES

HERNANDEZ: ABSENT

RAMAN: YES

YAROSLAVSKY: YES

ARL

8/16/23

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-NOT OFFICIAL UNTIL COUNCIL ACTS-