2 What We've Heard

A meaningful Citywide Pedestrian Plan must truly reflect the needs and priorities of Glendale residents. Over the last 14 months, the project team has used a variety of in-person and online approaches to connect with those who live, work, and play in Glendale. This chapter provides an overview of those activities and identifies key themes that have emerged.

The sections below describe the ways we have engaged the public, providing information about the techniques we've used, who has participated, and what we learned from each outreach event. The in-person events and groups described below were complemented by an online survey early in the project as well as a project website (see Figure 2-1) and social media presence by the City of Glendale. The online survey was used specifically to shape the Be Street Smart Glendale pedestrian safety education campaign, and more information about that is available at bestreetsmartglendale.com.

Figure 2-1 Screenshot of Pedestrian Plan Website

Source: Be Street Smart Glendale, http://www.bestreetsmartglendale.com/

Pedestrian Safety Advisory Committee

The Pedestrian Safety Advisory Committee (PSAC) was established by City Council Resolution to provide guidance in the development of the Citywide Pedestrian Plan, the Citywide Safety Education Initiative (Be Street Smart Glendale), and the Safe Routes to School Non-Infrastructure Program.

Who is on the PSAC? What were their responsibilities?

PSAC members include community members, representatives from Glendale Commissions, and City of Glendale staff. Organizations represented on the PSAC include the following:

- City of Glendale
  - Community Development Department
  - Community Services & Parks Department
  - Fire Department
  - Management Services
  - Police Department
  - Public Works Department
- Downtown Glendale Association
- Glendale Chamber of Commerce
- Glendale Community College
- Glendale Homeowners Coordinating Council
- Glendale Unified School District
- Glendale Transportation & Parking Commission
- Go Glendale
- Holy Family Church
- LA Metro
- Los Angeles County Department of Public Health
- Southern California Association of Governments
- Walk Bike Glendale

Members were asked to represent their communities as well as their personal perspectives. In addition to participating in regular meetings, PSAC members also assisted with outreach and engagement, serving as stewards for Be Street Smart Glendale and the Pedestrian Plan.

Figure 2-2 Pedestrian Safety Advisory Committee Members

Source: City of Glendale

What topics did the committee discuss?

The PSAC provided input and guidance on all elements of Phase II of the Pedestrian Plan, meeting monthly between September 2016 and July 2017, with a break for the holidays. The topics discussed at each PSAC meeting included the following:

- **September:** Plan Overview and Phase I Review
- **October:** Walkabout Training and Beta Test
- **November:** Prioritization Frameworks
- **January:** High Priority Areas
- **February:** Innovations for Implementation
- **March:** Safety Corridor Projects and Potential Funding Sources
- **April:** Policy, Program, and Procedure Recommendations
- **May:** Recommended Project Phasing
- **June:** Preliminary Draft Plan Review and Outreach Approach
- **July:** Comments on Draft Plan

PSAC members participated in interactive group exercises to review all components of the Pedestrian Plan, help shape recommendations, and provide community-specific insight and feedback to the project team. Their feedback is reflected in every aspect of this Pedestrian Plan, and they will continue to champion the plan as it is reviewed by the public, the Planning and Transportation and Parking Commissions, and City Council.

Figure 2-3 PSAC Group Activities

Source: City of Glendale

Phase I Community Outreach

Over 400 participants helped inform the first phase of the Pedestrian Plan during four "pop-up" community events from April to July 2016. The events were located around Glendale in different settings: Montrose at the Arts and Crafts Festival, Downtown Glendale at Cruise Night, Central Park for the Earth Day Festival, and Fire Services Day at Fire Station 21.

How did we engage with people?

At each pop-up, the Pedestrian Plan team set up an interactive art booth that creatively solicited feedback about what improvements would encourage participants to walk more in Glendale. Potential answers to the question, "What would make you walk more in Glendale?" were coupled with corresponding fabric triangles. Participants selected colored triangles based on their top three answers and added them to a large-scale community mural. The color densities and frequencies of colors that emerged reflect community sentiment and key issues identified as critical for the Pedestrian Plan.

Figure 2-4 Glendale Residents Contribute to the Community Art Mural

Source: HereLA

What did we learn?

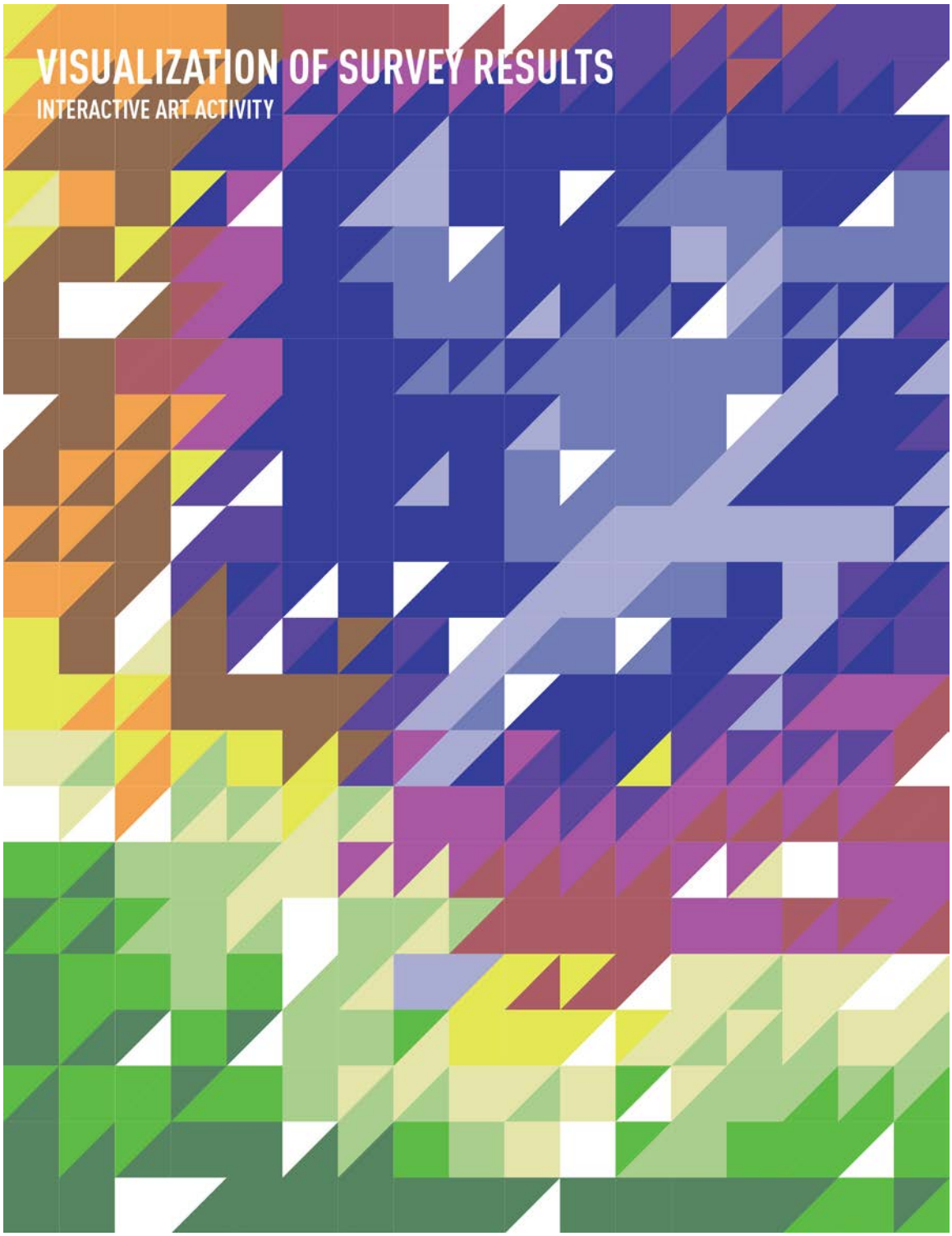
The community pinpointed the need to address speeding vehicles as a top priority. Many people felt unsafe walking or crossing the street; several participants described feeling this way especially when walking with children. Overall, between 16% and 24% of individual responses identified speeding vehicles as a significant barrier to walking. The next most frequent suggestions for improving walking in Glendale were "More Traffic Enforcement" and "Safer and More Visible Crosswalks," followed by "More Places to Walk." Many people referenced the pedestrian crosswalks and pedestrian improvements on Brand Boulevard as very desirable elements that they would like to see extended throughout the city.

Others said that they wished there were more places within walking distance and that sometimes walks are unpleasant. In the "Other" category, people identified areas of the city without sidewalks as problematic, and expressed a desire for more traffic signals and street lights. Distracted drivers and the importance of signage and education relating to walking were also key topics of discussion, along with the need for shade and trees.

Figure 2-5 Summary of Responses from Pop-Up Events

Source: HereLA

Figure 2-6 Visualization of Survey Results from the Community Art Mural



Source: Here LA

Figure 2-7 A Glendale Resident Participates in the Community Art Mural

Source: Here LA

Community members also shared their own ideas for encouraging walking in Glendale. Suggestions included better transit connections; limiting parking to encourage walking in places where parking is abundant and cheap; issuing citations for drivers who keep their dealer plates on too long or are distracted; providing crossing flags for children at intersections near schools; and building "paseos" (pedestrian cut-throughs) that shorten walking distances and get people walking away from busy vehicle-oriented streets.

Pedestrian Signage Demonstration Program

As part of the first phase of outreach and engagement for the Pedestrian Plan, the project team installed 46 tactical pedestrian "wayfinding" signs at various locations in the city. The signs shared information about walking in Glendale—including distances to major destinations—and provided data about the benefits of walking.

How did we engage with people?

The intent of this outreach activity was to broaden the reach of the Pedestrian Plan, ensuring that as many people as possible were aware of its development. The tactical installations allowed the project team to connect with people "where they were," asking them to share their thoughts about walking in Glendale on social media using the hashtag #GlendaleWalks. By providing information about distances to local destinations, the installations tested the value of community wayfinding. The tactical signs generated over 300 posts that used the hashtag #GlendaleWalks, with over 400 "likes" and about 200 "shares" or "retweets" of those posts.

Examples of both the wayfinding and educational messages on the signs are shown in Figure 2-8, and a table of the locations where signs were installed is shown in Figure 2-9.

Figure 2-8 Examples of Wayfinding and Educational Signs

Top: This wayfinding sign was posted in front of Glendale City Hall (Source: LA Times)

Bottom Left: Educational sign posted on Twitter with the hashtag #GlendaleWalks by a visitor to Glendale (Source: @iantwine365)

Bottom Right: Educational sign introducing pedestrian collision statistics for Glendale and inviting people to get involved (Source: City of Glendale)

Figure 2-9 Tactical Signage Installation Locations

Sign Number	Approximate Address	Destination
1	100 N Brand Blvd	Alex Theater
2	400 N Brand Blvd	Alex Theater
3	339 W Colorado St	Glendale Central Park and Adult Recreation Center
4	1001 E Colorado St	Glendale Central Park and Adult Recreation Center
5	1402 W Kenneth Rd	Brand Park and Library
6	1435 W Kenneth Rd	Brand Park and Library
7	1200 N Pacific Ave	Casa Adobe de San Rafael
8	1101 N Pacific Ave	Casa Adobe de San Rafael
9	2001 Canada Blvd	Catalina Verdugo Adobe
10	1500 Canada Blvd	Catalina Verdugo Adobe
11	150 S Brand Blvd	Chess Park
12	611 N Brand Blvd	Chess Park
13	4835 New York Ave	Deukmejian Wilderness Park
14	5211 New York Ave	Deukmejian Wilderness Park
15	3690 San Fernando Rd	Forest Lawn Memorial Park and Museum
16	3673 San Fernando Rd	Forest Lawn Memorial Park and Museum
17	925 N Kenilworth Ave	Fremont Park
18	805 North Pacific	Fremont Park
19	216 N Brand Blvd	Glendale Central Library and Park
20	362 W Colorado St	Glendale Central Library and Park
21	130 N Orange St	Glendale Centre Theater
22	251 N Brand Blvd	Glendale Centre Theater
23	1010 N Glendale Ave	Glendale Community College
24	1637 Canada Blvd	Glendale Community College
25	800 N Central Ave	Glendale Galleria
26	500 W Colorado St	Glendale Galleria
27	3417 Ocean View Blvd	Downtown Montrose
28	2065 Verdugo Blvd	Downtown Montrose
29	114 N Brand Blvd	Museum of Neon Art
30	315 N Brand Blvd	Museum of Neon Art
31	230 W Colorado St	Pacific Park and Library
32	475 W Colorado St	Pacific Park and Library
33	535 N Brand Blvd	The Americana at Brand
34	331 N Brand Blvd	The Americana at Brand
35	1401 N Verdugo Rd	Verdugo Park
36	1498 N Verdugo Rd	Verdugo Park

Sign Number	Approximate Address	Destination
37	613 E Broadway	Shops on Brand
38	459 W Broadway	Shops on Brand
39	117 E Broadway	Glendale Civic Center
40	242 N Glendale Ave	Glendale Civic Center
41	3924 San Fernando Rd	Larry Zarian Transportation Center
42	3688 San Fernando Rd	Larry Zarian Transportation Center
43	1611 Gardena Ave	Glendale Memorial Hospital and Health Center
44	932 S Central Ave	Glendale Memorial Hospital and Health Center
45	398 N Chevy Chase Dr	Glendale Adventist Medical Center
46	1461 E Broadway	Glendale Adventist Medical Center
47	1135 W Glenoaks Blvd	Kenneth Village
48	1501 W Glenoaks Blvd	Kenneth Village

What did we learn?

Feedback about the signs was overwhelmingly positive, prompting people to suggest a permanent wayfinding program focused on key destinations in Glendale. Community members posted pictures of the signs and local news media covered the program, leading to increased awareness of the Pedestrian Plan.

Some community members provided specific recommendations for areas in need of walking improvements, and this feedback was incorporated into the development of the plan's project list.

Community Walkabouts

The project team hosted three "walkabouts" during October and November 2016. These walking surveys were open to the public, and participants included members of the PSAC and other community stakeholders. The purpose of the walkabouts—also called "walk audits"—was to collect objective data on the pedestrian environment, including sidewalk width and condition, crosswalk frequency and visibility, pedestrian lighting, and street trees, and to measure perceptions of pedestrian safety.

What are walkabouts (or walk audits)?

Walkabouts bring people together to discover what is great and what is challenging about walking in their city. Teams of four to five people walk for about 1 mile to document what they see and experience along their route. The teams evaluate their experience walking along the street and crossing the street using a "Walkability Checklist" (Figure 2-11).

The types of information gathered include observations related to driver behavior, sidewalk and crosswalk conditions, presence or absence of amenities and facilities (such as at transit stops), pleasantness, safety, and accessibility. The teams also take measurements of sidewalk widths and landscaping to better understand what widths are comfortable for walking and what widths are too narrow for two people to pass. Photographs document barriers to walkability, such as uplifted sidewalks, lack of crosswalks or pedestrian lighting, and poorly sited poles or other infrastructure.

Why were walkabouts part of the Pedestrian Plan?

Walkabouts engage community members in experiencing and evaluating the conditions of the walking environment in their city with their neighbors and city staff. Walkabouts document direct human experience as an input for developing the Pedestrian Plan, rather than only the technical documentation that comes from data analysis.

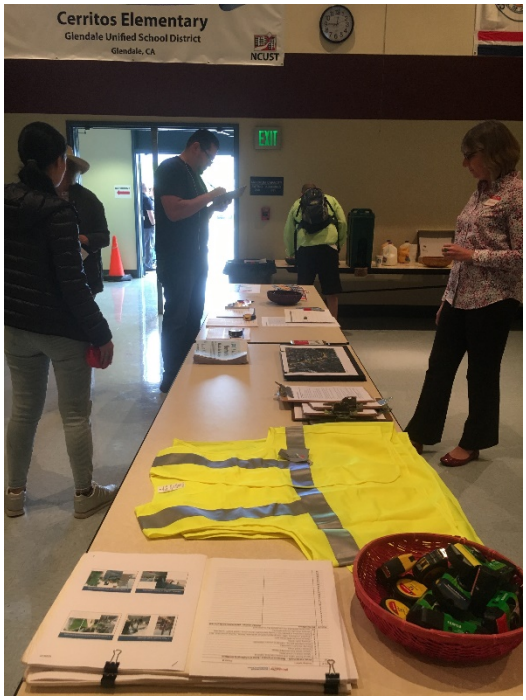
When did you host the walkabouts? Who participated?

The walkabouts took place during the following dates and times, in three different parts of the city:

- **Evening of Thursday, October 20, 2016** – in Downtown Glendale: between Lexington and Colorado and between Maryland and Chevy Chase
- **Morning of Saturday, October 29, 2016** – in South Glendale: between Maple and Gardena and between Central and Glendale
- **Morning of Saturday, November 5, 2016** – in West Glendale: between Fairview and Broadway and between Kenilworth and Brand

Approximately ten members of the public, including members of the Pedestrian Safety Advisory Committee, and eight city staff and Pedestrian Plan consultant team members participated in each of three walkabouts.

Figure 2-10 Community Members Participating in Walkabouts



Source: Deborah Murphy Planning + Design

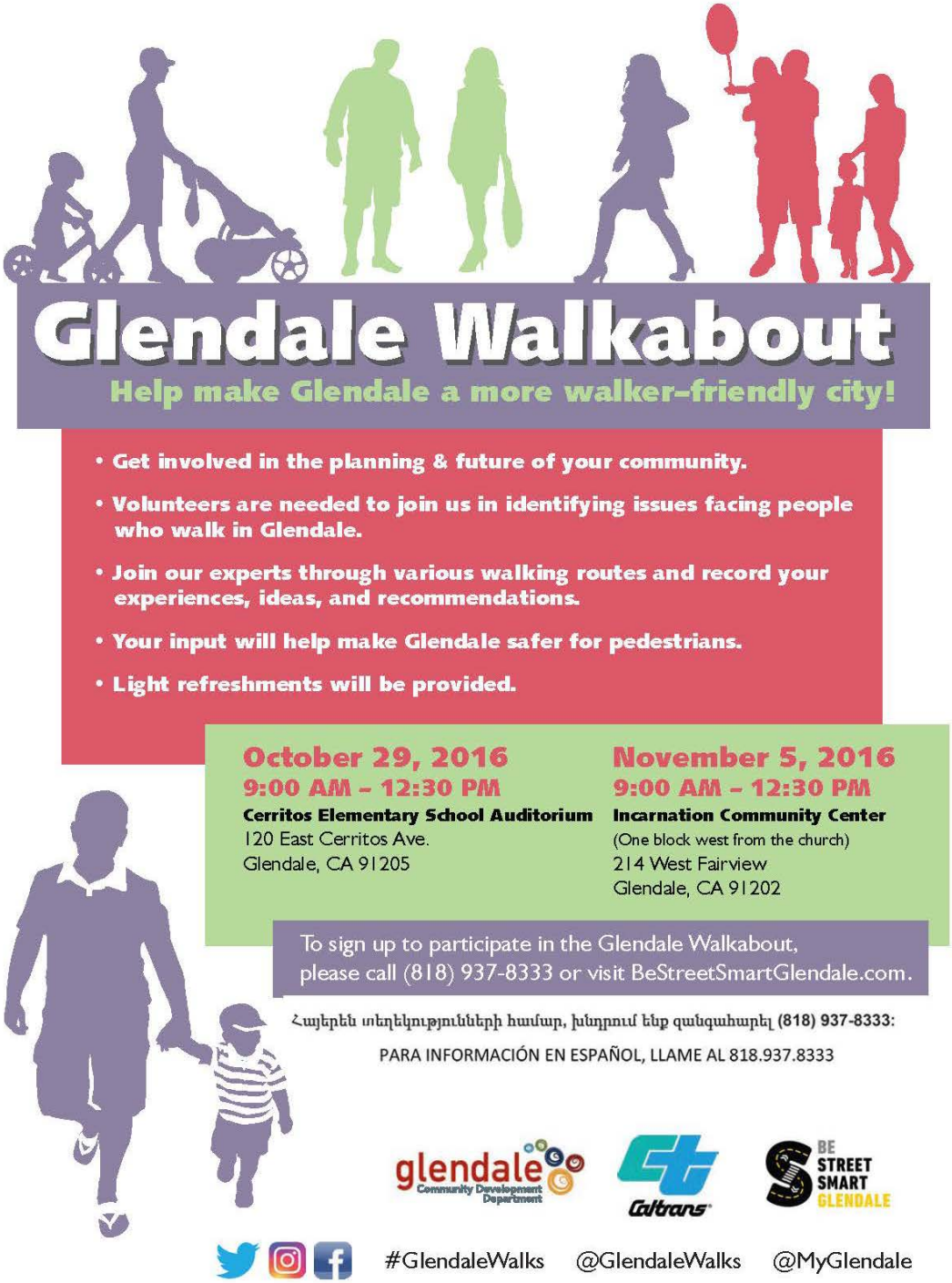
Figure 2-11 Glendale Walkability Checklist

Walkability Checklist

updated 10/28/16

Route #	Street		
along the street	**yes**	**no**	**locations/comments**
sidewalks			
1 Can two people walk side-by-side along the sidewalk?			
2 Is there a landscaped area between the curb and the sidewalk?			
3 Are there locations with cracked, broken, uplifted or uneven sidewalks?			
4 Are there obstructions (signs/poles/utilities, etc) within the sidewalk?			
5 Now take some measurements			
How wide is the walkable surface (paved area)?			
How wide is the landscape area (parkway/grass/plants/tree wells)?			
How wide is the narrowest point along the sidewalk (choke point)?			
driveways/parking			
6 Do driveways/alleys make it difficult for you to walk comfortably/safely (too many, too steep)?			
Are there a few (1-2), some (4-5) or a lot (6 or more) driveways in one block?			
7 Do drivers yield to you as you cross the driveways and alleys?			
8 Are parked vehicles blocking the sidewalk?			
pleasantness/character			
9 Are there street trees along the block?			
Is there a continuous planting of trees? or just a few?			
Are they the same species?			
10 Are there trash cans, benches, transit shelters or other pedestrian amenities?			
11 Is there a transit route map/schedule posted at the transit stop?			
12 Are there pedestrian-level lights?			
13 Are there active businesses or residential properties along the sidewalk?			
Do they have engaging storefronts (window displays/entry doors/no blank walls or vacancies)?			
14 Are there areas that are not pleasant to walk (e.g., smells/blank walls/vacant lots)?			
15 Are other people out walking? If so, a few, a lot?			
16 Are motorists driving at speeds that make your walk uncomfortable?			
17 Are there obstructions that block your view of moving vehicles or motorist's view of you?			
What kind (utility boxes/parked cars/blind curve)? **(circle type)**			
18 Are the crosswalks well marked?			
What kind of marking (two lines / continental / ladder / special paving)? **(circle type)**			
Is there a stop bar in advance of the crosswalk marking?			
19 Is the roadway too wide to cross easily?			
signalized intersections			
20 Did you have to walk too far (more than one block) to find a safe crossing?			
21 Did you have to push a pedestrian walk button to get the walk signal?			
22 How long did you wait at the signal to cross the street?			
23 Was the walk signal long enough to cross the street?			
24 Did drivers yield to you when you were crossing (right turn on red, left turns)?			
unsignalized intersections			
25 Is there a marked crosswalk?			
What kind of marking (two lines / continental / ladder / special paving)? **(circle type)**			
Are there signs to alert drivers to the pedestrian crossing?			
What type (flashing beacon, yellow sign)?			
26 Did drivers yield to you when you were crossing?			
Did you have a long wait for a driver to yield to you? How long?			
transit facilities			
27 Can you safely cross the street near the transit stop?			

Figure 2-12 Flyer Advertising the Glendale Walkabouts



Source: City of Glendale

What did we learn?

The walkabouts generated a great deal of data that informed the Pedestrian Plan's project and program recommendations. Examples of some of the findings are listed below, and more detailed results are available in Appendix B.

- Major corridors like Glendale Avenue have good walking conditions including pedestrian amenities such as pedestrian lighting, street trees, benches, and trash receptacles.
- Walk times on pedestrian signals are often too short, especially for people with disabilities.
- Some intersections are missing curb ramps, which makes it difficult and dangerous for people with mobility impairments or strollers to cross the street.
- There is a lack of pedestrian lighting on many residential and non-major streets, which can make it difficult for people to see and be seen at night.
- On many corridors, a lack of consistent tree plantings means a limited amount of shade (and two of the walkabout days were very warm!).
- Drivers were observed speeding, and most walkabout teams rated driver behavior as a challenge for safe walking.
- While most streets have sidewalks, some have very narrow "pinch points" that are only 2-3 feet wide. Others have steeply sloping driveways.
- Areas near or crossing freeways were challenging, as drivers were traveling very quickly and some pedestrian facilities were missing.
- In general, maintenance was good, although a few areas had items blocking the sidewalk or cluttering the landscaping.

Figure 2-13 Community Members Collecting Data to Inform the Pedestrian Plan

Source: Deborah Murphy Planning + Design

CicLAvia: Glendale Meets Atwater Village

On Sunday, June 11, 2017, CicLAvia came to Glendale for the first time, and the Pedestrian Plan team used the opportunity to hear from people out walking, riding, rolling, skating, and enjoying Glendale.

What is CicLAvia?

CicLAvia is one of the largest open streets events in the country—a free event, open to all. CicLAvia produces temporary car-free days that transform streets into safe spaces for thousands of people to explore the city by foot, bike, and other forms of non-motorized transport. The Glendale CicLAvia event was produced in partnership with the City of Glendale, City of Los Angeles, LA Metro, and CicLAvia, Inc.

How did we engage with people?

To gather feedback on the types of projects to be included in this plan, the project team set up a parklet to invite people to share their thoughts on pedestrian improvements in Glendale. The parklet was installed in a single on-street parking space and included astroturf, chairs, umbrellas, cornhole, and project information.

Figure 2-14 Pedestrian Plan Parklet at CicLAvia

Source: City of Glendale

Figure 2-15 Pedestrian Plan Parklet at CicLAvia

Source: City of Glendale

The project information displayed in the parklet is shown in Figure 2-16.

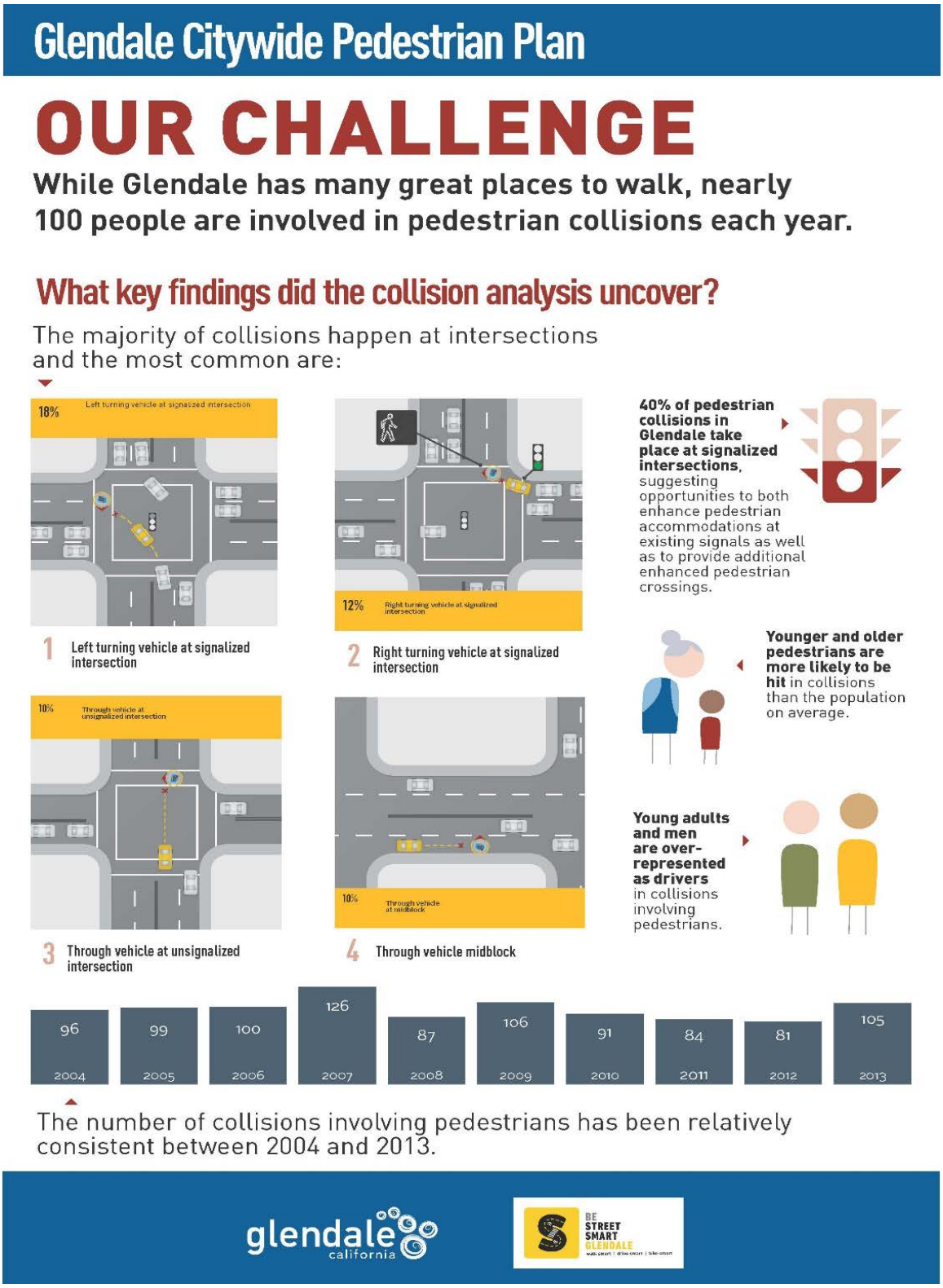
What did we learn?

People were asked to place dots on the three types of pedestrian improvements that are most important to them, selecting from the following options:

- Intersection or crossing projects
- New sidewalks or sidewalk repairs
- Safe Routes to School projects
- Access to bus stops (sidewalks, crossings)
- Streetscape projects (landscaping, wayfinding)
- Traffic calming projects (traffic circles, road narrowing)
- Accessibility projects (curb ramps)
- Placemaking projects (plazas, parklets)
- Education programs (safety education, safe routes)

The results of this dot exercise are shown in Figure 2-17. In more than 200 responses, people expressed a strong preference for traffic calming projects, followed closely by intersection or crossing projects. These preferences indicate a desire to slow traffic and focus on creating safer places for people to cross Glendale's streets.

Figure 2-16 CicLAvia Project Information Board



Source: Nelson\Nygaard

Figure 2-17 Results of CicLAvia Outreach

Source: Nelson\Nygaard

Using the Feedback

The feedback received throughout this planning process has been used to shape the Draft Citywide Pedestrian Plan in many ways:

- **Project Goals:** In our early outreach for the plan, people focused on the importance of getting cars to slow down as critical to making Glendale more walkable. They also talked about having great places to walk and meaningful connections. This feedback is directly reflected in the Pedestrian Plan's four goals.
- **Prioritization Framework:** The factors included in the plan's approach to prioritization are safety, equity, and demand. Each of these factors ties to the plan's goals and to feedback received throughout the planning process. People want to focus on reducing collisions, targeting the areas where most pedestrians are hit, and working to make Glendale a more equitable place for everyone. And making investments in the areas where there are the most destinations to access and people walking today will ensure that more people benefit from implementation of the plan.
- **Infrastructure Projects:** The types of projects included in the plan respond directly to the areas where people asked us to focus: on Glendale's highest collision corridors, near schools, and near key transit stops and destinations. By fully developing projects in each of these areas, the plan provides a variety of improvements to meet people's greatest needs.
- **Programs, Policies, and Procedures:** Many of the people who provided feedback throughout the planning process recognized that projects are only part of what's needed to make Glendale a better and safer walking city. The plan's recommendations address requests for new types of safety programs, policies to support more walkable streets, and procedures that will help the city to quickly and effectively implement this plan.
- **Near-Term Actions:** People are ready to get moving. They want the city to implement projects and programs that will have a positive impact on pedestrian safety. They've provided feedback on the types of projects that are most important, including safety corridor projects and crossing improvements. The plan's near-term actions include opportunities for early implementation and focus heavily on the safety corridors.
- **Performance Measures:** Glendale residents are very involved in their city and want to understand what's going on and what progress has been made. The performance measures recommended in the plan are based on the project's goals, which speak to many of the community's highest priorities. These measures respond to feedback focused on increasing pedestrian safety citywide and making it easier for more people to walk in Glendale.

Next Steps

Additional feedback received through public review of this draft plan will be incorporated before the plan is presented to the Glendale City Council.