Summary Report: Warner Center Workshop

March 2, 2020
Executive Summary
About Connecting Warner Center

Warner Center Connect is a collaboration among Mayor’s Office, City Council District 3, LADOT, Warner Center Association, and Urban Movement Labs

Goals of Collaboration

- Test 1-3 mobility solutions in Warner Center, starting in September 2020
- Focus on solutions that:
  - Reduce personally owned vehicle use (and therefore traffic)
  - Increase connectivity in and around Warner Center
Site Visit

Sep 2019

Project Launch: Ideation

- Meetings & interviews with stakeholders
- Webinar (Jan 22)
- Workshop & tour (Jan 30)*

Mar-Aug 2020

Presentations: Analysis & Reporting

- Plan Implementation Board
- State Senate Office
- Council District Office
- TMO

Proposed Next Steps: Implementation

- Additional presentations and consultations with community members
- RFI for solutions
- State funding proposal
- Program manager for pilot testing

Oct 2019-Feb 2020

Project Timeline at a Glance

Sep 2020: Target date for solutions’ testing launch

*Held at Hilton Woodland Hills, the workshop brought together key stakeholders to co-create mobility solutions that reduced car use and increased connectivity.
Short-Term Goals: 1/30 Workshop

- 1-3 solutions deployed in the Warner Center community
- Provide transportation options that increase connectivity in and around Warner Center, and reduce personally owned vehicle use
- September 2020 target for rolling out solutions

Medium-Term Goals: Post-Workshop

- Warner Center evaluated as potential “urban proving ground”
- Designated zone in the City of L.A. for business and community stakeholders to apply to test solutions
- Anchored by physical space for events, office, retail, product development, maintenance, and / or education
- November 2020 target for decision
Attendees

39 Total Attendees Across 6 Types of Organizations

Representing Organizations

- Art Center College of Design
- Avis
- CA State Senate Office
- CD3
- Cityfi
- Covestro
- Crown Castle
- Daimler
- Department of City Planning
- Fantasmo
- Ford
- Gathers
- Hop, Skip, Drive
- LA Cleantech Incubator
- LADOT
- Lyft
- Mayor’s Office
- Mocean Lab
- Neighborhood Council
- Nelson Nygaard
- Planet M
- Senator Stern
- Steer
- TMO
- UrbanLeap
- Verizon
- VICA
- Warner Center Association
- Waymo
- WeWork
A Snapshot of Workshop Outcomes
<table>
<thead>
<tr>
<th>Ideas Generated per Theme</th>
<th>Improved Active Transport Infrastructure (1, 2, 3, 4, 5, 6, 7, 9)*</th>
<th>On-Demand Shuttle/ Microtransit (1, 2, 4, 5, 7, 9)*</th>
<th>Improved Wayfinding (1, 2, 3, 4, 7, 8, 9)*</th>
<th>Incentives &amp; Credits to Go Car-Free/Light (1, 2, 4, 5, 7, 9)*</th>
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<tbody>
<tr>
<td>≤25</td>
<td>*Mobility Opportunity Statements (MOS) addressed</td>
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**172 Total Ideas across 12 Themes**
Workshop Structure
Workshop Structure

- **Breakout Groups** → formed with at least 1 public and 1 private-sector member

- **Guiding Opportunity** → each breakout group was assigned 1 Mobility Opportunity Statement (MOS) to form the rest of their discussion

- **Persona** → breakout groups came up with a fictional user, in the context of the Warner Center community, who faces the opportunity/challenge(s) that the group has been assigned

- **Ideation** →
  - 1st round: quantity over quality; breakout groups pick top 3 ideas
  - 2nd round: elect Big Idea, flesh out timeline for implementation, costs, reference case studies, etc.


| 01 | When it comes to new residential developments, **residents need a way to live car-free / light.** |
| 02 | When it comes to traveling in and near Warner Center, residents of Warner Center, Woodland Hills, and Canoga Park **need a way to travel across all three neighborhoods.** |
| 03 | When it comes to incentivizing active transport, **people need a way to scoot, bike, and walk safely.** |
| 04 | When it comes to Orange Line station accessibility, **commuters need a way to connect that first or last mile to work.** |
| 05 | When it comes to working in Warner Center, **commuters need a way to get lunch quickly and reliably without getting in their own car.** |
When it comes to improving safety on nearby major roads, drivers need a way to be more mindful of their surroundings.

When it comes to choosing how to travel around Warner Center, young people (and their parents) need a way to have more safe transportation options that don’t rely on access to a personally owned vehicle.

When it comes to visiting Warner Center, especially while walking, scooting, cycling, or taking transit, people need a way to know what services, entertainment, and resources are available to them.

When it comes to getting care in Warner Center, senior residents need a way to get to appointments, receive visitors, visit friends, and run errands.
<table>
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<tr>
<th>Fictional Personas Considered for Ideation</th>
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<tr>
<td><strong>Armen</strong>: immigrant and parent of 2 kids, works in DTLA but lives in Warner Center</td>
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<tr>
<td><strong>Marie</strong>: mid-aged doctor, works at Kaiser but lives in Woodland Hills</td>
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<tr>
<td><strong>Pat</strong>: parent of 2 kids, works outside of Warner Center</td>
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<tr>
<td><strong>Warren</strong>: millennial and LA transplant, works in Warner Center but lives in NoHo</td>
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<td><strong>Heather</strong>: mid-aged employee, works in Warner Center but lives elsewhere</td>
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<td><strong>Mai</strong>: mid-aged parent of young kids, lives in Canoga Park</td>
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<td><strong>Julia</strong>: 12-year old girl who lives in Canoga Park</td>
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<tr>
<td><strong>Virginia</strong>: mid-aged regional shopper, parent of kids</td>
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<td><strong>Shelly</strong>: senior widow, uses a walker</td>
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Breakout Groups: Key Ideas
When it comes to new residential developments, residents need a way to live car-free / car-light.

- MOS
  - Recent immigrant, lives with family in a new apartment complex
  - Works in DTLA (but prefers to work in Warner Center)
  - Car-reliant

Top 3 Ideas:
- On-demand shuttle
- Community carshare and bikeshare
- Infrastructure for walking, cycling, scooting

Group Members: Brad Rosenheim, Warner Center Association; Nick Gaines, CA State Senator Stern’s Office; Carley Markovitz, Nelson Nygaard; Alex Mitchell, LA Cleantech Incubator; Dwayne Gathers, Gathers Strategies
# The Big Idea

**“Multi-Modal Warner Center - the Car-free Option for the Warner Center Community”**

- A mobility-as-a-service (MaaS) platform for Warner Center residents to book rides across a variety of modes, including LA Metro, Blue LA, Avis Anytime, Lyft, and more
- Option to engage through digital platform, lobby kiosk, or front desk attendant
- Pay-per-use or monthly subscription (with subsidized options available)
Moovit: Mobility-as-a-Service App

- A trip planning app which fully integrates all forms of transport (transit, bikeshare, scooters, ride-hailing, and more)
- Real-time data from public transit operators combined with crowdsourced information for optimized routes
- Available in more than 3,000 cities/98 countries and in 45 languages.
Group 1 - Case Study 2

Envoy: Mobility-as-an-Amenity

- Shared mobility platform providing on-demand EVs as an exclusive amenity for apartments, hotels, and workplaces
- Vehicles conveniently located on properties with dedicated parking spaces and charging infrastructure
- Residents can reserve instantly or in advance through the Envoy There mobile app
- Expanding locations across Northern California, Southern California, & New York

Source: Envoy
When it comes to traveling in/near Warner Center, residents of Warner Center, Woodland Hills, & Canoga Park need a way to travel across all three neighborhoods.

→ A 45-year old medical professional @ Kaiser Medical campus

→ Works inconsistent hours; values free time with family

→ Car-reliant; interested in using other modes, but worried about safety while biking/taking public transit

Top 3 Ideas

Network of mobility lanes

On-demand shuttle

AV grocery delivery service

Group Members: **Brian Lee**, LADOT; **Nora Chin**, Mayor’s Office; **Paul Heitlinger**, Avis Budget Group
The Big Idea

“The Community Connector - Warner Center, Woodland Hills, and Canoga Park On-demand”

- A 24/7 on-demand transportation service transporting people to live, work, and play destinations across the three communities
- Fares differentiated by user (rely on corporate sponsorship and government funding for subsidies)
- Key partners include: local companies, recreation, entertainment venues, neighborhood councils, TMOs, schools, & contracted private service providers
LAnow: Microtransit Shuttle

- An on-demand microtransit shuttle serving Westside LA communities; users meet shuttle at a scheduled pick-up/drop-off point without walking more than ¼ mile away.
- Hail a ride through the LAnow smartphone app, online or by phone.
- Fares are $1.50 for adults and $0.75 for seniors and disabled people.

Source: Los Angeles Department of Transportation; Streetsblog
When it comes to incentivizing active transport, people need a way to scoot, bike, and walk safely.

- Married with two kids; actively involved in her kids’ school activities
- Works outside Warner Center
- Biggest constraint is how little time she has

Top 3 Ideas:
- Active transportation infrastructure improvements
- Trialling new modalities
- Community bike programs

Group members: Shep Kauffman, Warner Center - Woodland Hills Neighborhood Council; Fantasmo; Delia Arriaga, DCP; Kelly Schmandt Ferguson, LA Cleantech Incubator
The Big Idea

**“Warner Center Ciclavia - All Day, Every Day”**

- Combines “catalytic events” like CicLAvia with school trainings & active transport-oriented programs
- Rely on LADOT mapping of safe routes, as well as “route leaders” who would organize events, bike equipment vendors, and sponsors who would provide materials, and media coverage.
- Expected partners include LAUSD, Bike Clubs, Bike Coalitions, Metro, LADOT, other City agencies, PTAs, & rec and sports clubs
When it comes to Orange Line station accessibility, commuters need a way to connect that first or last mile to work.

⇒ A 25-year old new to LA and living in NoHo
⇒ Non-traditional work and commuting schedule
⇒ Concerned about climate change, rent, and the length of his commute

Top 3 Ideas

- Provide incentives (i.e. free transit, commute app, etc.)
- Make it fun (launch party, food trucks, etc.)
- Provide options

Group Members: Lilly Shoup, Lyft; Seun Phillips, Planet M; Robbie Nock, ArtCenter College of Design; Diana Affre, WeWork; Nathan Pope, Steer Davies Gleave
The Big Idea

“Warner Walkways - Warner Center by Foot”

- Warner Walkways enhances the experience of walking between the Orange Line Canoga station and the various employers and businesses in Warner Center
- Pop-ups from local lunch spots, wayfinding signage, events where people can bring their dogs to work, incentives for people to take transit
- Specifically targeted to employees who currently pay for parking
When it comes to working in Warner Center, commuters need a way to get lunch quickly & reliably without getting in their car.

- A 35 year-old who commutes in from outside of Warner Center
- Prefers to go to lunch with friends
- Spends more of her lunchtime driving/parking than she does enjoying it

Top 3 Ideas:
- Food truck village
- Fund lunchtime transit shuttles / microtransit
- Carshare

Group Members: Raj Amin, Avis Budget Group; Julia Wean, Warner Center Connects; Scott Longhurst, Crown Castle; Francis Pollara, Mayor’s Office; Brook Taylor, Daimler
The Big Idea

“Express Lunch - Lunchtime Microtransit / Shuttle in Warner Center”

- An on-demand shuttle that picks up employees at their place of work and drops them off at their lunchtime locations during the weekday crunch
- Shuttles paid for by sponsorship and advertising (therefore free to employees)
- Key partners include employers, the Mobility Fund, and the TMO. Fleet operators, UX designers, program managers, and promoters
When it comes to improving safety on nearby major roads, drivers need a way to be more mindful of their surroundings.

→ 35 year-old FedEx driver with young kids and lives in Canoga Park; works irregular shifts

→ Some of her concerns on the job include loading and unloading zones, as well as how fast she can do her routes

Top 3 Ideas:
- eCargo delivery bikes and package delivery hubs
- At-work daycare
- Seamless mobility

Group Members: Ahmed Darrat, Cityfi; Jimmy Kim, Verizon; Tricia Robbins, City Council District 3; Varun Malpani, Covestro
The Big Idea

“Fast and Safe - Increasing Productivity through Real-Time Traffic Info, Smart Phasing, Parking Reservation, and Real-Time Re-Routing”

- Real-Time Traffic Routing: console in truck pre-programmed with a route that dynamically changes based on live traffic conditions
- Signal priority: during peak traffic conditions, trucks are given freight priority at key intersections through connected vehicle infrastructure
- Parking: automatic reservations at delivery destinations
- Likely customers include fleet operators, data aggregators, public agencies, and OEMs
When it comes to choosing how to travel around Warner Center, people need a way to have more safe transportation options that don’t rely on access to a personally owned vehicle.

→ A 12-year old living in Canoga Park
→ Finds bus service unreliable; used e-scooters in the past, but parents fear for her safety
→ Excited to get her license, but worries she won’t be able to afford her own car or insurance

Top 3 Ideas
- Develop Mobility Ecosystem
- Micropilots
- Urban Proving Ground

Group Members: Austin Wilson, UrbanLeap; Dave Gallon, Mocean Lab; Vikas Sharma, Verizon; Julia Thayne, Mayor’s Office
“The Transportation Playground - WC as an Urban Proving Ground”

- A zone encompassing all of Warner Center where transportation technology companies can apply to deploy their transportation solutions and residents (including kids) can learn more about/test these technologies in a controlled environment where safety is prioritized.
- Key partners include city government agencies, enterprises, local media, schools, and community organizations.
- Connection to schools/school curriculums, social media, and in-transit engagement and education will be vital.
When it comes to walking, scooting, cycling, or taking transit in Warner Center, people need a way to know what services, entertainment, and resources are available to them.

- A regional shopper in her mid-40s who owns a car, has kids, and loves trying new technologies
- Would like to explore more places but doesn’t know much about the area
- Worries about safety, would drive a car if she is with family

Top 3 Ideas:
- Infotainment Kiosks
- Interactive Road Signages
- Wayfinding Improvement & Standardization

Group Members: Saurabh Nimsarkar, Mayor’s Office; Coby King, VICA; Courtney Schoenwald, Department of City Planning; Justine Johnson, Ford Smart Mobility
The Big Idea

“Warner Connect - Konnect Kiosk”

- A kiosk which provides wayfinding information for Westfield mall shops and major attractions in Warner Center, wifi services, charging ports, free calling, and TNC booking services; all powered by renewable energy
- Revenue stream is through private advertisers and service providers; TNC discount coupons available after shopping at certain stores
- Key partners include malls, Cities, Metro, wifi providers, TNC services, first respondent services, back end engineers, and designers
When it comes to getting care in Warner Center, senior residents need a way to get to appointments, receive visitors, visit friends, and run errands.

- A 75-year old widow who uses a walker and is employed; not a tech savvy person but uses a cell phone.
- Social, outgoing person; aspires to stay active, travel, see her daughter/friends more.
- Wary of walking alone at night and thinks it's unsafe.

**Top 3 Ideas**

- **On-Demand Shuttle**
- **Combining old and new technology**
- **Better rider matching and pickup facility**

Group Members: Ellie Casson, Waymo; Jackie Jones; Kevin Kelleher; Alex Parsons
The Big Idea

“The Transportation Concierge”

- Affordable, accessible and user friendly concierge service for senior citizens in Warner
- Key partners include TMO, TDM, cab services, senior centers, and LADOT databases; primary revenue stream from city funding
- Service can be tested at Warner Center and scaled to other applicable neighbourhoods; ideal service would be initiated by city through seed money but become a self-sustaining business model.
Thank you

...especially to our workshop participants and hosts!

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