



Los Angeles Metro Freeway Beautification Program



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Los Angeles Freeway Beautification Program

- Freeway beautification is of critical importance to Los Angeles County's identity, especially for the safety and mobility of the millions of residents and visitors who continually use these freeways.
- Metro understands the significant need to improve the freeway appearance and experience in Los Angeles.
- In 2013, LA Metro received \$4.7 million through Metro's general fund to implement a pilot program dedicated to **mitigating graffiti**, **removing debris** and **enhancing the landscape** on portions of the I-110 and I-710 freeways



Pilot Success

- The success of the pilot projects on the I-710 and I-110 led to LA Metro expanding the program. IBI Group to lead the GIS-based selection process for the most in need segments of the Los Angeles freeway system to receive future beautification efforts.

Showcase Location: I-705 & I-105



Showcase Location: I-110 & Wilshire Blvd.



The Approach

- A Site Selection Evaluation Criteria was developed for the evaluation of Los Angeles County freeways in order to identify and recommend locations for the expansion of the Program.
- The Criteria recognized the challenge of **objectively** selecting locations for the Program among 915 freeway miles. Locations of high visibility and congestion were identified as opportunities for Metro to capture the largest visual audience to improve public perception through a **three-tiered structure** GIS analysis to ensure that only locations with **high exposure to motorists** were recommended.



Tier I – GIS Data + Four Pre-requisite Criteria

- **High traffic volume** – The annual average daily traffic (AADT) is the total traffic volume for the year divided by 365 days. Locations in the Los Angeles County freeway system with an AADT of at least 200,000 vehicles were identified, and included 269 freeway miles.
- **Frequent or heavy congestion** – Peak hour traffic identifies freeway locations with frequent or heavy travel, considered as “rush hour” traffic. Locations with a peak hour traffic volume of at least 15,000 vehicles were identified, and included 250 freeway miles.
- **Main freeway interchange** – Freeway locations adjacent (two-mile radius buffer) to an interchange with an AADT of at least 15,000 vehicles were identified, and included 230 freeway miles.
- **High value contribution to Los Angeles County** – Freeway segments that are formally designated by the U.S. DOT FHWA, Caltrans, or SCAG as regionally significant, such as national or State scenic byways, goods movement or high priority corridors were identified and included 400 freeway miles.

Tier I – Four Pre-requisite Criteria



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2016 ESRI User Conference Presentation
Los Angeles Metro Freeway Beautification Program

Tier II – Field Analysis

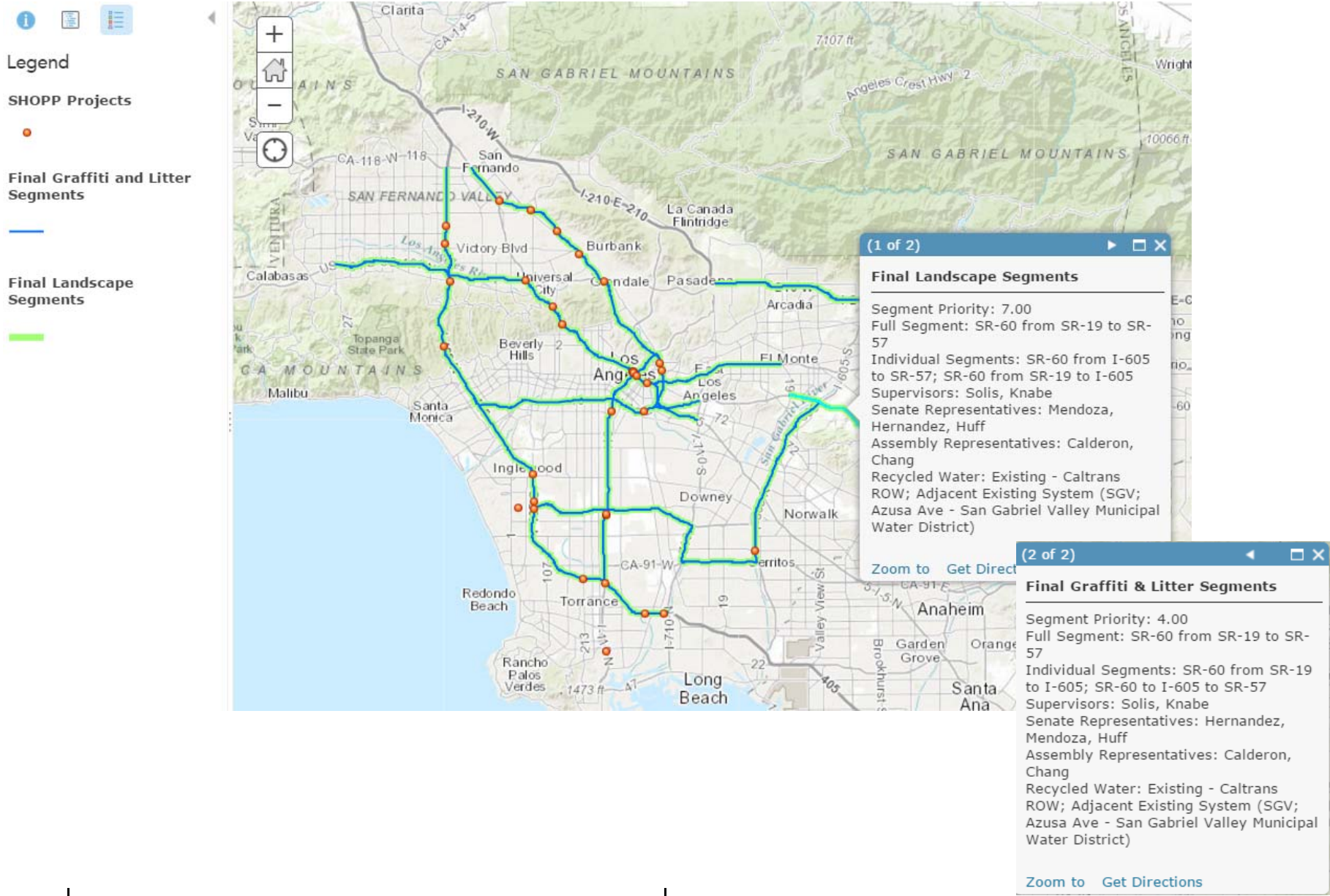
Litter & Debris Prone Location			Convenient Access		Aesthetic Integrity	
Low probability for litter accumulation (0pts)	Medium probability for litter accumulation (10-15 pts)	Highest probability for litter accumulation (20 pts)	Paved/unpaved shoulder with a width of 8 feet or public access adjacent to the freeway ROW; or design solution such as a maintenance vehicle pull out/installation of a rock blanket to enhance worker safety (25 pts)		Ongoing litter-related complaints for removal of smaller items, with a documented rate of litter collection exceeding 10 days (15 pts)	
Vandalism Prone Location			Convenient Access		Aesthetic Integrity	
Least amount of captured graffiti (0pts)	Medium amount of captured graffiti (10 pts)	Highest amount of captured graffiti (20 pts)	Paved/unpaved shoulder with a width of 8 feet or public access adjacent to the freeway ROW; or design solution such as a maintenance vehicle pull out/installation of a rock blanket to enhance worker safety (25 pts)		Outreach and coordination with adjacent community to prevent occurrence of “tagging” and vandalism on property by ongoing surveillance, housekeeping, and enforcement (5 pts)	
Vegetation Maintenance			Weed Control			
All plants appear healthy, 50%+ need pruning and/or trimming (0 pts)	Overgrown and needs trimming; stressed due to drought (5pts)	Immediate attention required. Many plants are in shock or dying and visually displeasing (10 pts)	Weeds must be under control in landscape area with no volunteer plants visible (0pts)	Medium weed control needed in landscape area (5pts)	Area is inundated with all-encompassing perennial invasive weeds (10 pts)	Rural location (unclassified landscape) (0pts)



Tier III – Field Analysis

- Tier III Evaluation consisted of two roundtable sessions and discussed the two ranked lists of freeway segments (landscape maintenance + graffiti and litter + debris).
- Freeway segments were reprioritized based on potential conflicts with Metro's maintenance efforts and the construction of Caltrans' planned SHOPP (State Highway Operation and Protection Program) projects.
- Opportunities for agency partnership for landscape planting and maintenance, and expanding recycled water infrastructure to the freeway system were also discussed on a segment-by-segment basis for freeway segments with Caltrans' SHOPP projects in the planning or environmental phases.

Tier III – Field Analysis



Thank you!



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