



ERIC GARCETTI  
MAYOR

## EXECUTIVE DIRECTIVE NO. 1

Issue Date: October 10, 2013

**Subject: Great Streets Initiative**

### Introduction

Los Angeles must carefully consider how to leverage and invest our scarce resources, and we must strategically coordinate our investments in a manner that has the most meaningful impact on the City and its residents.

Our street network stretches 6,500 centerline miles, making it the largest municipal street system in the United States. As the City's largest public space asset, covering approximately 13% of our land area, streets reflect and drive the economic and social vibrancy of our neighborhoods.

Accordingly, I am launching the City of Los Angeles Great Streets Initiative. This Initiative will focus on developing Great Streets that activate the public realm, provide economic revitalization, and support great neighborhoods.

### Goals

Great Streets will support the following six goals:

- **Increased Economic Activity**
- **Improved Access and Mobility**
- **Enhanced Neighborhood Character**
- **Greater Community Engagement**
- **Improved Environmental Resilience**
- **Safer and More Secure Communities**

These six goals support my priority citywide outcomes:

- 1. Promote good jobs for Angelenos all across Los Angeles**
- 2. Restore the City services that make our neighborhoods livable and attractive**
- 3. Make our communities the safest in the nation**
- 4. Create a more sustainable and livable city**

### Composition

I hereby create the City of Los Angeles Great Streets Initiative.

This initiative will be led by my Deputy Mayor of City Services, and is composed of the General Managers, or their designees, of the following City Departments in a Great Streets Working Group:

- Department of City Planning
- Department of Cultural Affairs
- Department of Transportation
- Department of Public Works
  - Bureau of Engineering
  - Bureau of Street Services
  - Bureau of Street Lighting
  - Bureau of Sanitation
- Economic & Workforce Development Department

I also expect the Working Group to closely coordinate with the Los Angeles Department of Water and Power as well as the Los Angeles County Metropolitan Transportation Authority (MTA).

I request that all other City Departments, Bureaus, Agencies, Boards, and Commissions support the Great Streets Working Group as needed.

### Great Streets Action Plan

I am directing the Great Streets Working Group to develop a Great Streets Action Plan, which will produce the following deliverables:

- 1. Criteria and strategy for identifying streets to be included in the Great Streets Program**
- 2. Candidate list of 40 potential streets**
- 3. Comprehensive matrix of project elements and associated costs**
- 4. Strategy for the coordination of city services to Great Streets**
- 5. Project implementation timeline**
- 6. Funding strategy**
- 7. Metrics and benchmarks to evaluate and track project impacts**

This Action Plan will include an internal strategy that paves the way for implementation. The immediate focus is on improvements that are achievable in the near term, while laying the foundation for a long term funding, design development, management, and implementation strategy to install improvements and recommend policy that activates the public realm and stimulates economic revitalization.

I also direct the Working Group to partner with MTA on retrofitting our existing transit stops and station areas as well as better coupling of urban design interventions with MTA construction projects.

The Working Group will also coordinate with Council Offices and other stakeholders to define and identify the candidate streets across the City. There will be an additional focus on benchmarks, metrics, measurability, and replicability for any policy and implementation recommendations that are developed.

Executed this 10<sup>th</sup> day of OCTOBER, 2013

A handwritten signature in black ink, appearing to read "E. Garcetti", written over a horizontal line.

ERIC GARCETTI  
Mayor