



October 2007

# October Workshops to Tackle Key Land Use and Transportation Issues

*The City is conducting two important workshops this month that seek to continue the community dialogue regarding transportation in the City, as well as the future of the Industrial lands.*

## Transportation: How We Can Do It Better

Traffic congestion, parking, bicycling, pedestrian orientation and safety are hot issues in the City. The Santa Monica community will discuss these issues on **October 6th** at **John Adams Middle School** and set priorities for the future of transportation in Santa Monica. Topics to be covered include:

- » Traffic congestion, is it here to stay?
- » Great streets, can they work for cars, transit, walking and cycling?
- » Transportation success, how do we know if we are doing a good job of meeting Santa Monica's transportation needs? The transportation workshop will help to define an appropriate methodology for analyzing transportation solutions and for identifying areas within the system that are in need of further study and improvement.

## The Emerging Future of Industry in the City

Santa Monica is continuously studying ways to make the city a better place to live, work and play. The City's industrial zones might offer key opportunities to provide



residents and business owners with a better planned environment. Staff has conducted one workshop that focused on gathering community input about how the area should evolve. This professionally moderated workshop included panel experts, question and answer sessions between audience members and staff, as well as hands-on interactive break out groups. City staff has analyzed the data received from the first July 21st Industrial Lands workshop. At the follow-up workshop tentatively scheduled for October 25th at Lincoln Middle School (1501 California Avenue), staff returns with scenarios that capture the community's visions and expectations to retain creative industries, small businesses, and open space while taking

Transportation Workshop  
Saturday, October 6th  
John Adams Middle School  
2425 16th Street  
9:00 - 2:00 PM

The entire community is invited and encouraged to participate in this workshop that will help us Shape the Future!



advantage of the planned Expo Light Rail line that terminates in downtown Santa Monica. For more information please visit [www.shapethefuture2025.net](http://www.shapethefuture2025.net)

## Summer Wrap Up

### The Summer of Parking...for Bikes!

You may already know of the great bike valet service at the City's Sunday Farmers' Market. The **Transportation Management Division (TMD)** has once again created a successful bike valet operation for those attend the Thursday night Twilight Dance Series at the Pier. Bicyclists took advantage of free, guarded parking on the Pier deck, as well as on the sand during the **Twilight Dance Series**. This may be the biggest bike valet operation in the nation with upwards of 600 bikes being parked at these Thursday events. Efforts are underway to provide the service at more community events.

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### SaMoHi Outreach Reveals Positive Student Trends

In an effort to promote alternative modes of transportation, the Transportation Management Division and the Active Living

Program hosted an information booth during registration at Samohi. Over the course of the four days, some 320 students stopped by the booth to take a survey about how they get to and from school. Afterward, each participant played Plinko for prizes. Of those surveyed, seventy percent take alternative modes home from school, including the Big Blue Bus, walking and cycling. Many students also expressed interests in riding their bikes to and from school, but cited, among other things, safety concerns and the lack of secure bicycle lockers on campus as a deterrent. Big Blue Bus representatives were also on hand to sell discounted student bus passes and answer questions.



## Want More Info? Contact Us

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