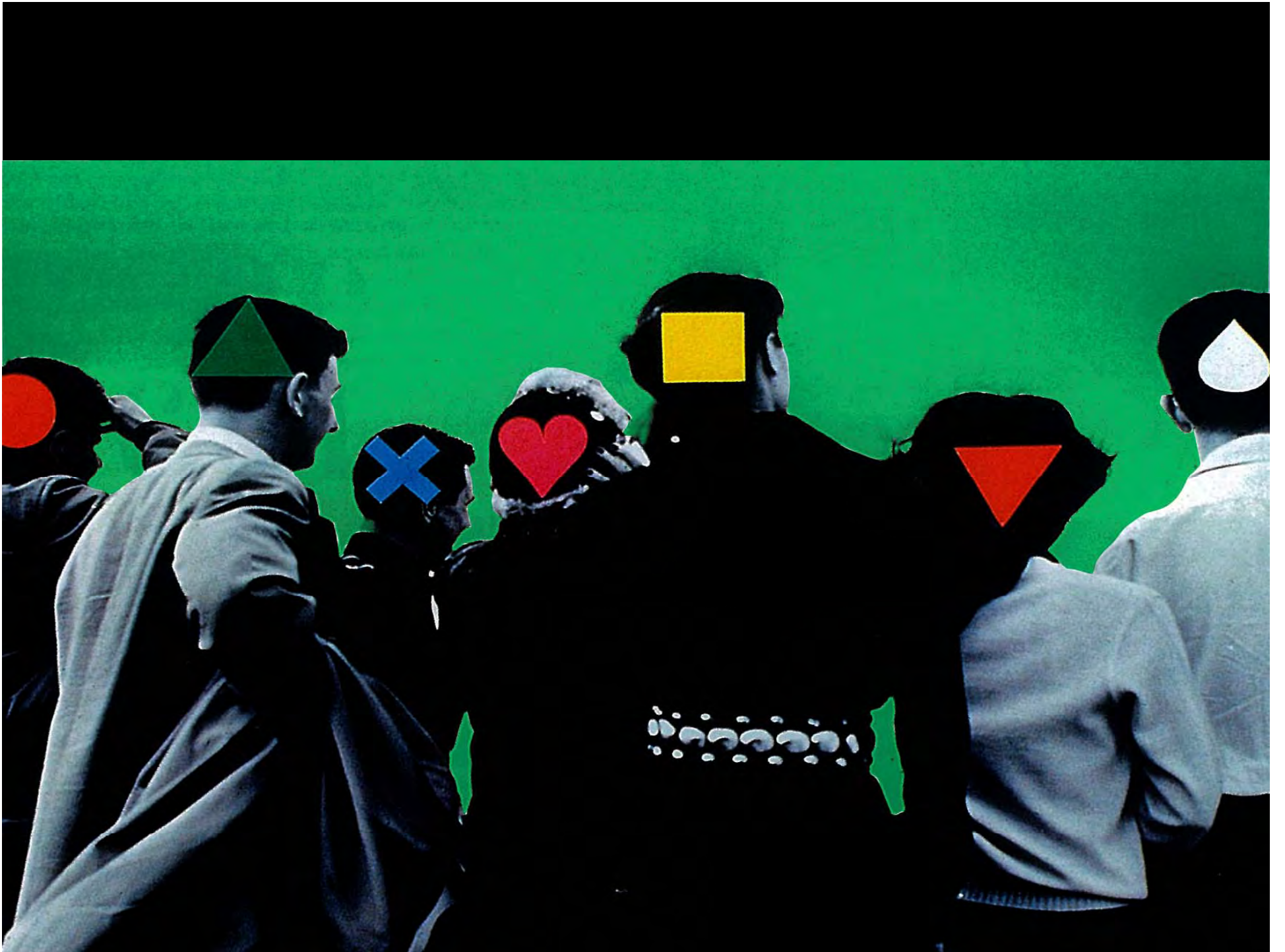
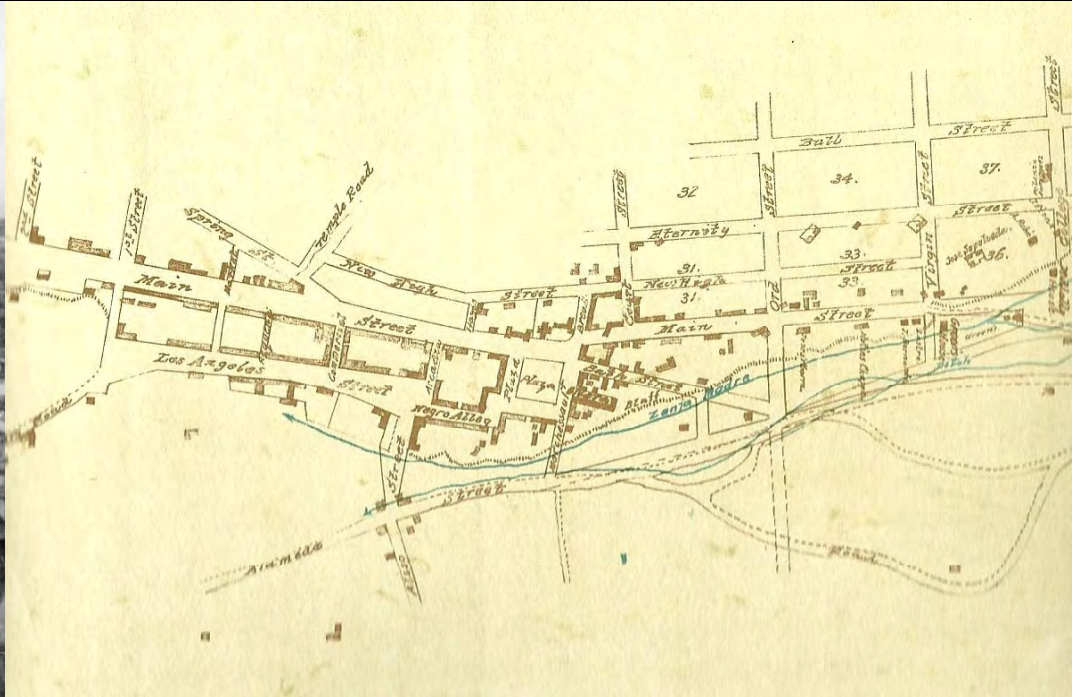


LOS ANGELES *Two Realities*

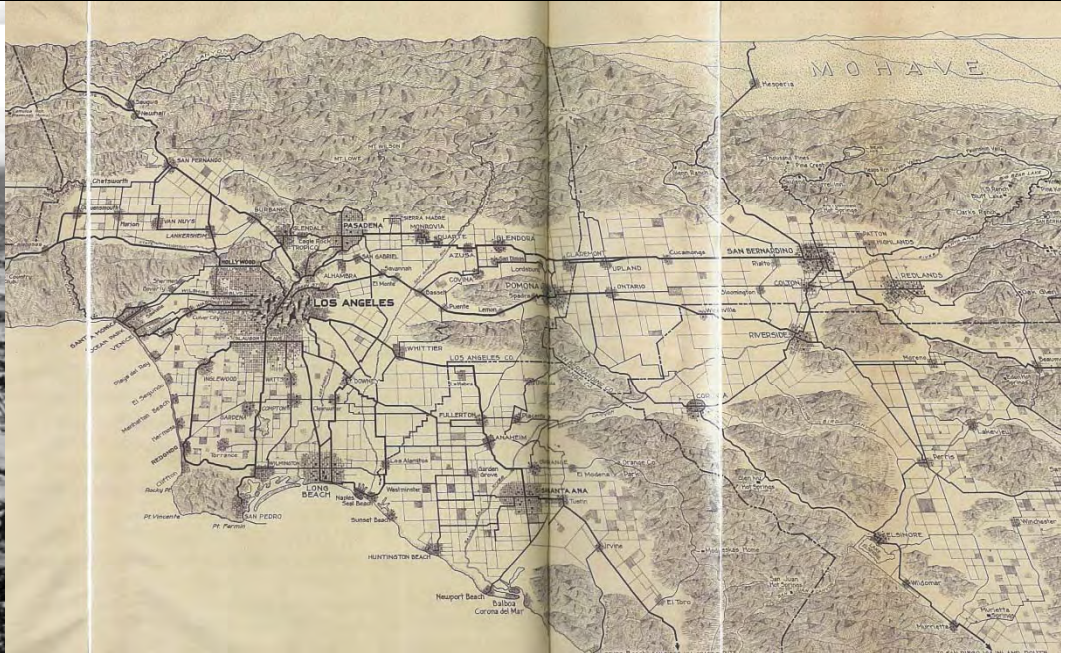
THE ENDLESS SUMMER







Pueblo de Los Angeles | 1858



A Network of Small Towns | 1900s



Boulevards as Urban Form | 1940s



Centers within a Suburban Setting | 2013

LOS ANGELES *How Can We Be Smarter, Greener, more Sustainable?*



ECONOMY



MOBILITY



ENVIRONMENT



PEOPLE



GOVERNANCE



LIVING



ECONOMY

Los Angeles County's economy is the 17th largest in the world among nations.

Los Angeles is the United States' leading international trade center, second largest manufacturing center, and the capital of aerospace research and development.

Los Angeles is the 3rd wealthiest city in the world in terms of GDP.

Los Angeles' two ports are the most active in the US and 5th in the world in terms of traffic volume.

Los Angeles County is among the largest in size at 4,084 square miles.

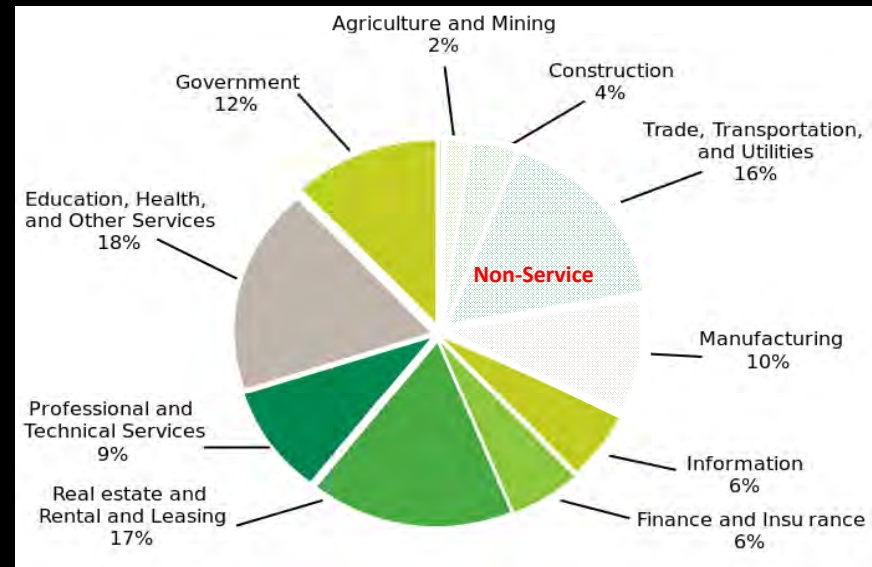
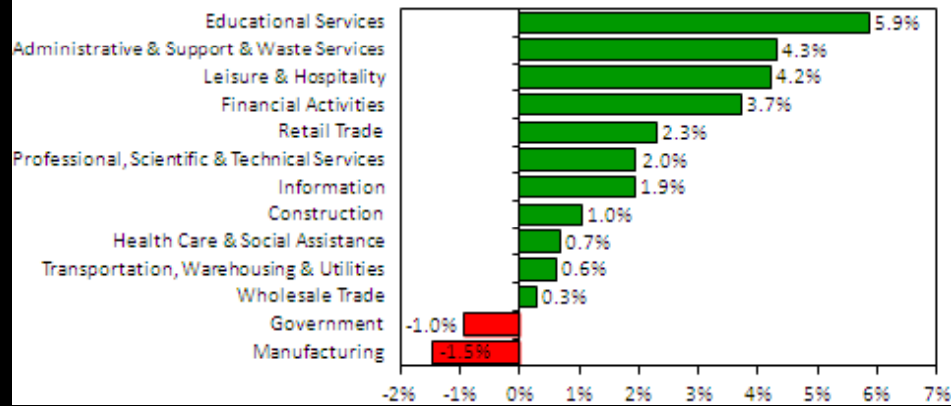


ECONOMY

Job Trends by Industry - LA

YEAR TO YEAR PERCENT CHANGE IN NONFARM EMPLOYMENT

Oct 2012: Total +1.51%, +57,800 jobs





ECONOMY

● THE BIG IMPACT

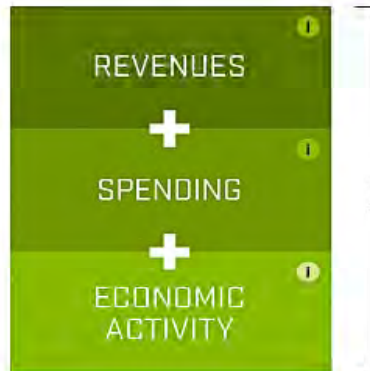
BASED ON 2011 DATA

THE CREATIVE ECONOMY IS THE **FOURTH LARGEST** EMPLOYMENT CLUSTER OF 66.

1 OUT OF 8 REGIONAL JOBS IS IN THE CREATIVE ECONOMY.



THE MULTIPLIER EFFECT



\$230.7 Billion

TOTAL ECONOMIC IMPACT IN LOS ANGELES AND ORANGE COUNTY BY THE CREATIVE ECONOMY



EVERY **10** DIRECT JOBS SUPPORTS **9** INDIRECT JOBS.



ECONOMY

Next Steps:

Invest in a long-term Vision Plan for Los Angeles which guides growth.

Embrace the growing service sector and the Creative Economy by incentivizing mixed-use zoning, affordable and entry-level market rate housing and public transportation.

Support research & development centers and incubator office space in proximity to universities and industry.

Eliminate the Gross Receipts Business Tax which creates a double-tax on independent contractors and service sector employers on pass-through income.

Streamline entitlement and permit procedures to support the changes required in the built environment.

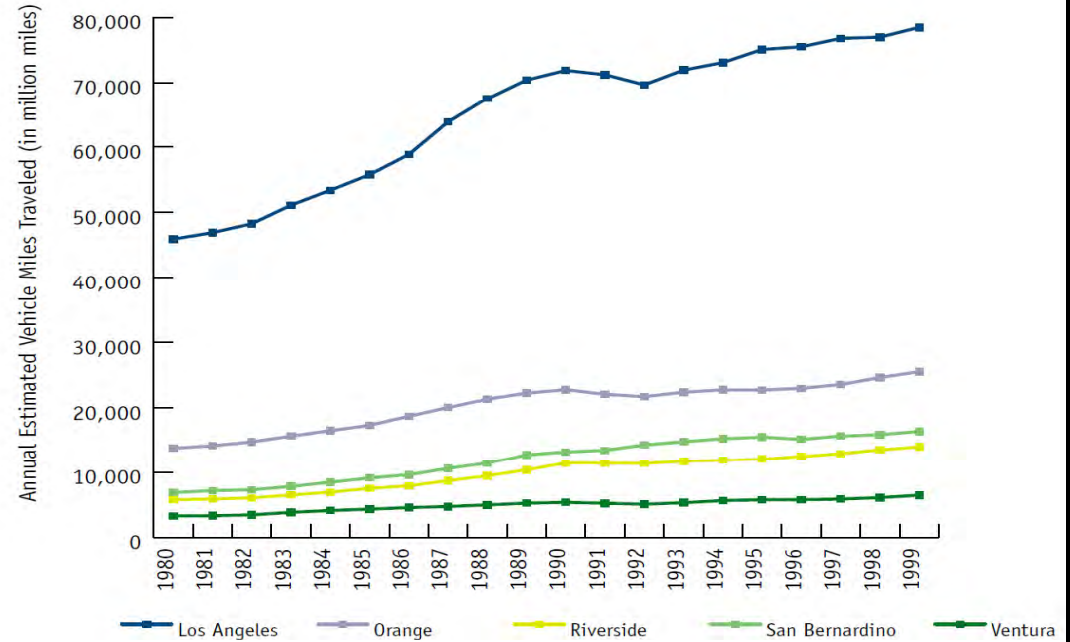


MOBILITY

Average California Driver in 2011...



- ... drove nearly 40 miles each day
- ... spent roughly \$4,650 on vehicle expenses and fuel
- ... paid about \$220 in state fuel tax and \$115 in federal fuel tax
- ... registered 1.2 vehicles

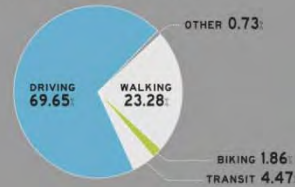


SCAG REGIONAL MODE SHARE FOR ALL TRIPS

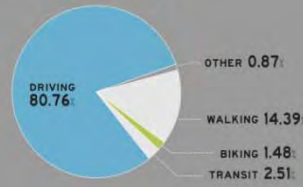
IMPERIAL COUNTY



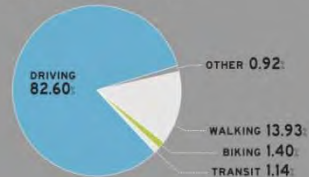
LOS ANGELES COUNTY



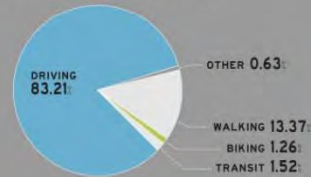
ORANGE COUNTY



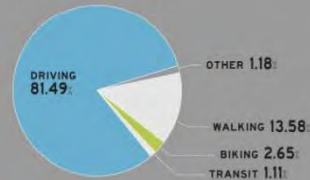
RIVERSIDE COUNTY



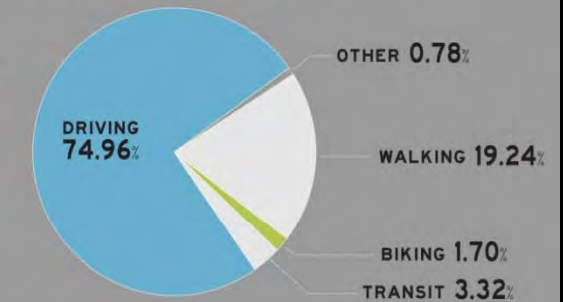
SAN BERNARDINO COUNTY



VENTURA COUNTY



SCAG REGION TOTAL

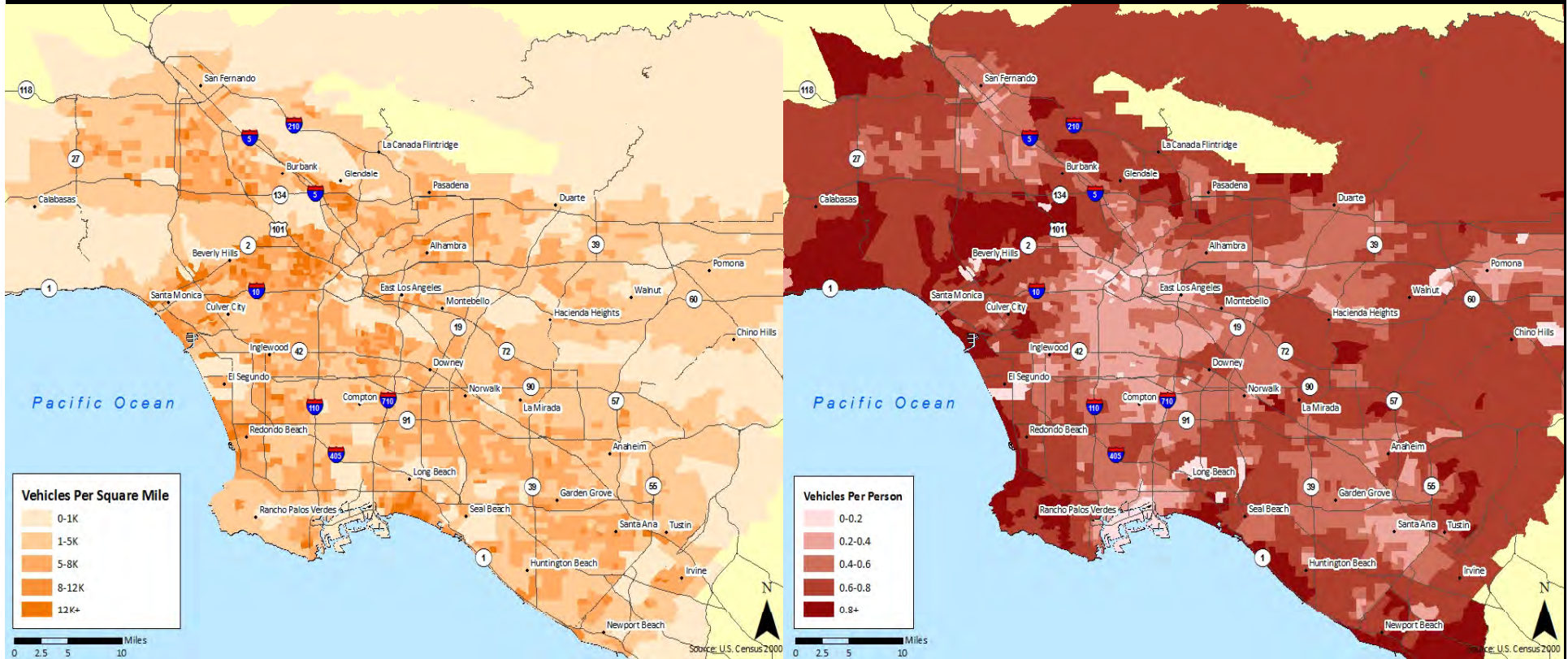


SOURCE: 2009 National Household Travel Survey, California
Contact: Leonard Seitz, Caltrans

Design: Leslie Bloom, leslie@slobikelane.org

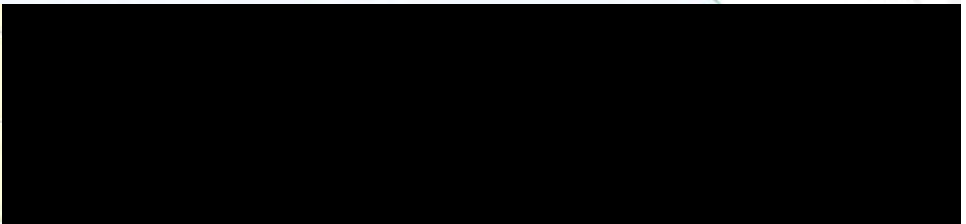
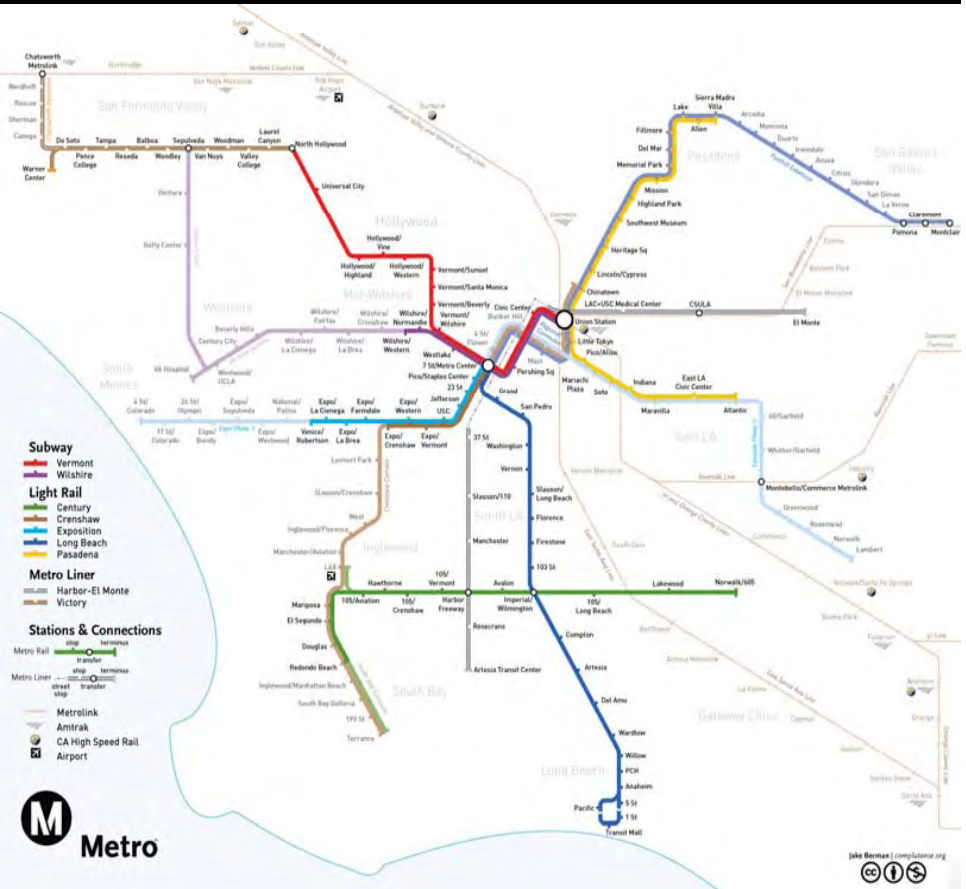


MOBILITY



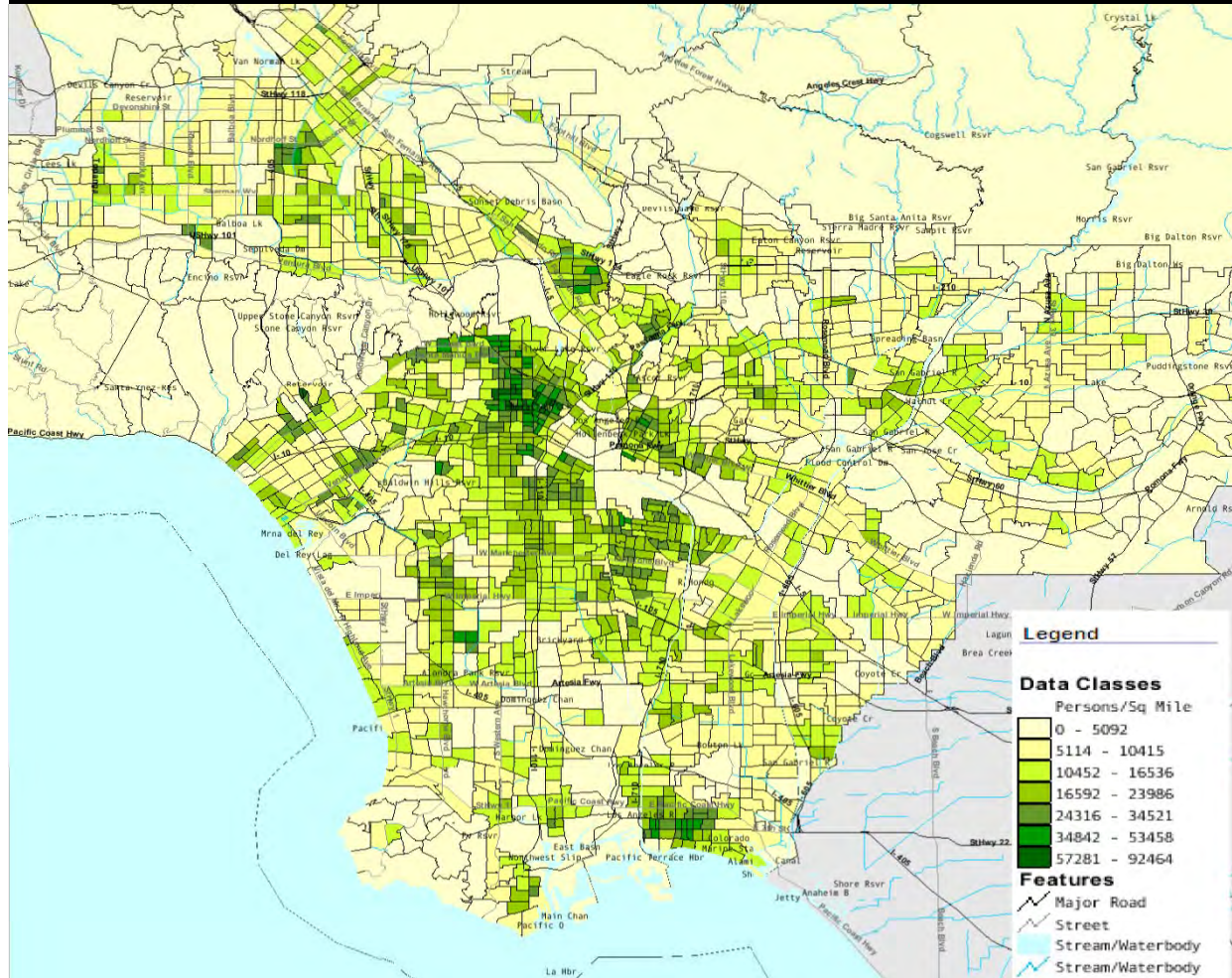


MOBILITY





MOBILITY





MOBILITY

Next Steps:

Expedite the design and construction of the planned public transit system under Measure R.

Implement the State-mandated Complete Streets policy which requires public rights-of-way design to support multi-modal transit.

Expand our incipient bikeways program.

Modify our Express Lanes to accommodate multi-passenger autos, not simply single-riders who can afford to pay a toll.

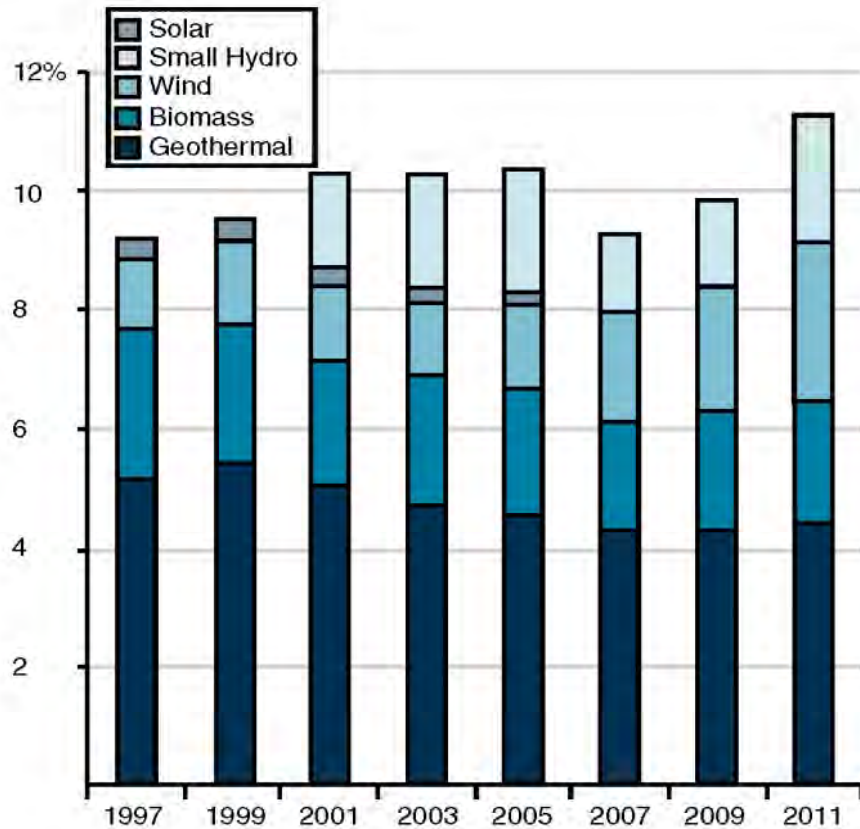
Connect our airports with transit.



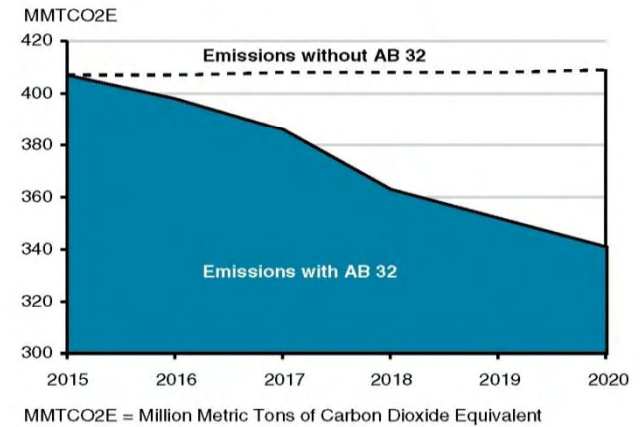
ENVIRONMENT

Renewable Energy Development Up, But Still Small Share of Supply

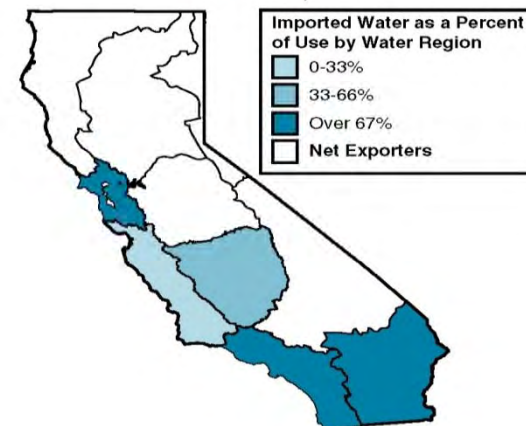
Percentage of Total Electricity Supply



Capping Greenhouse Gas Emissions

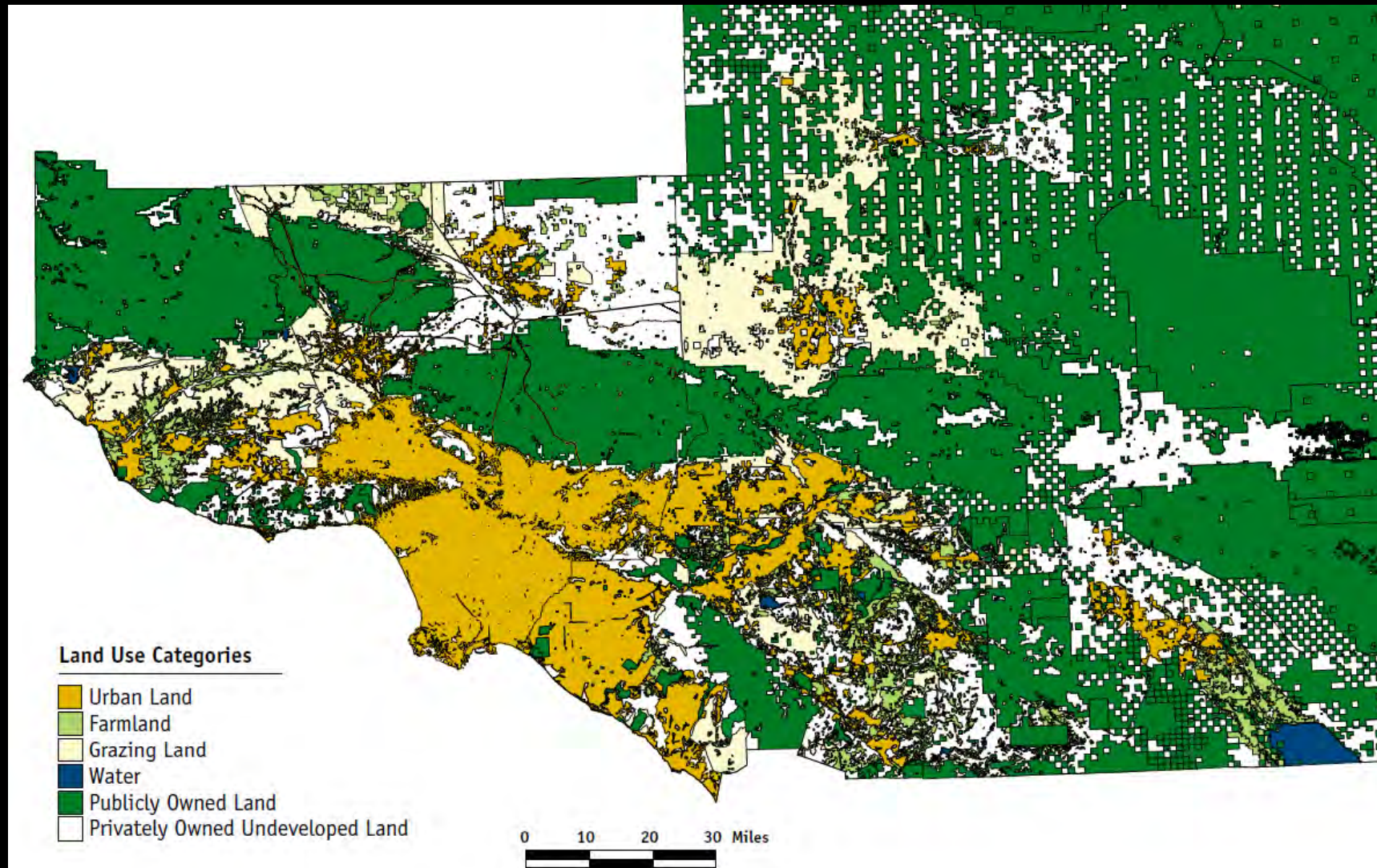


Population Centers Rely Heavily on Imported Water





ENVIRONMENT





ENVIRONMENT

Next Steps:

Price public transit and increase ridership (through increased densities) in order to discourage automobile travel.

Align multi-modal transit with population centers and major destinations.

Reward water conservation through pricing and recycling strategies.

Substantially improve the new LADWP Feed-In-Tariff program, making the supply of renewable energy to the municipal electrical grid greater and more widely available to consumers.

Establish growth boundaries at the regional perimeter and rezone development to encourage mixed-use, high density, vertical development in the transit-served core.



PEOPLE

Most populous county in the nation, with more than 11 million people.

Approximately 30 percent of California's residents live in the County.

88 cities within the County and 177 cities in the region.

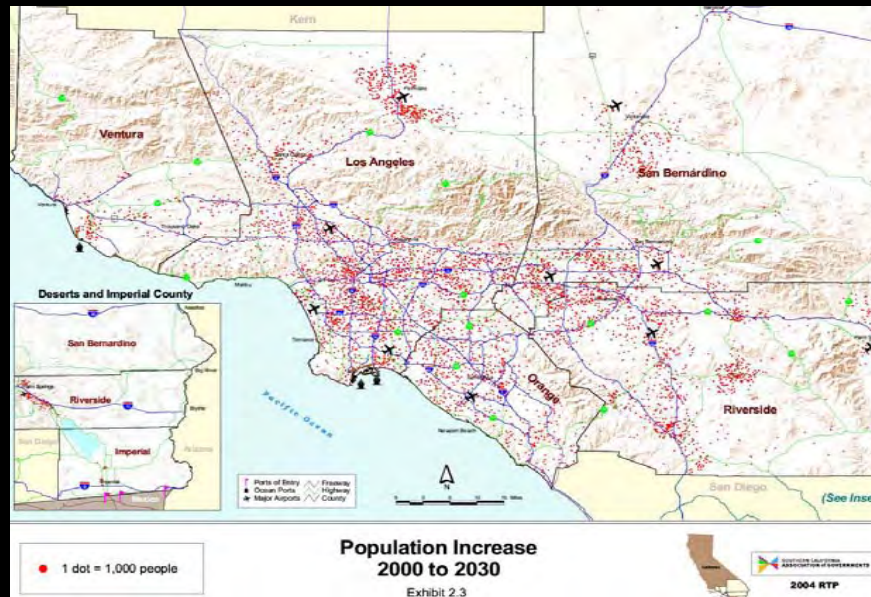
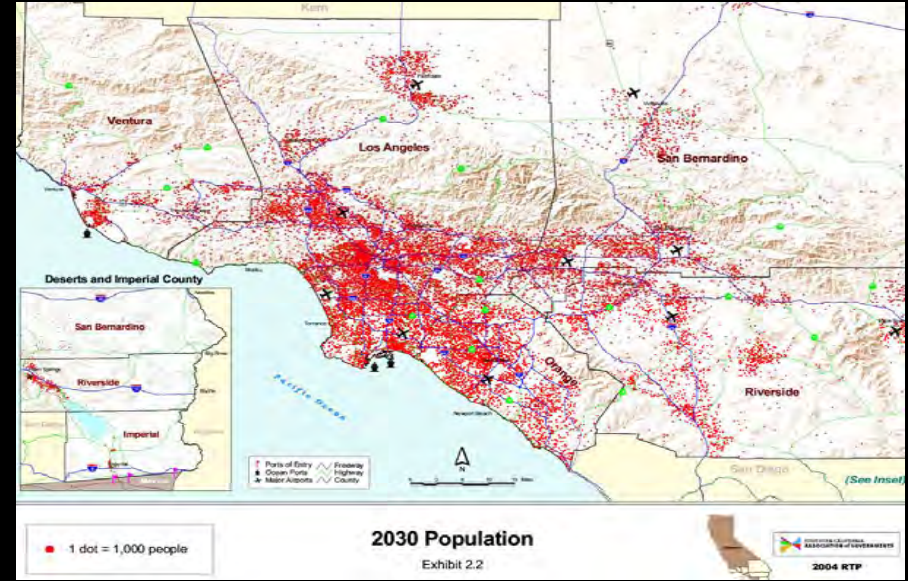
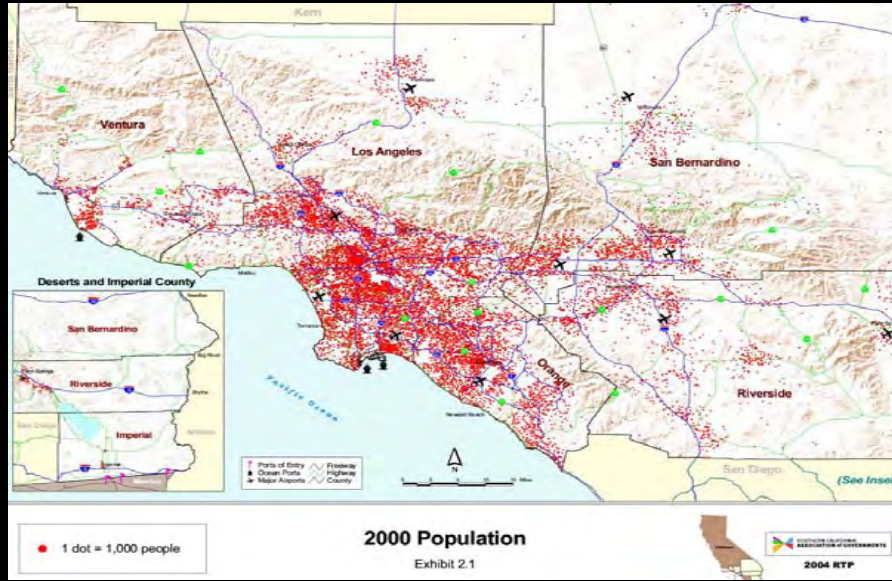
Largest population of foreign-born residents in the nation (3.4 million)

Largest population of Filipinos, Guatemalans, Koreans, Mexicans, Salvadorans and Thai outside native countries

Over 200 languages spoken in Los Angeles County.



PEOPLE

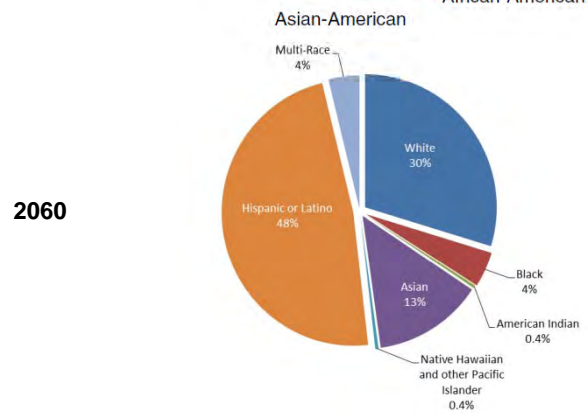
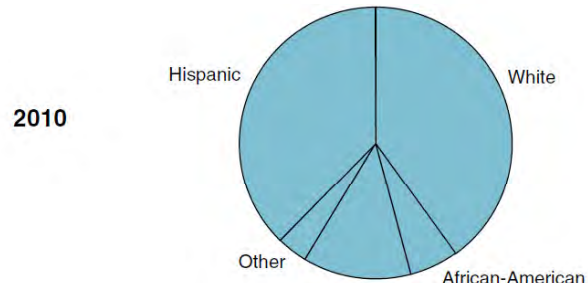
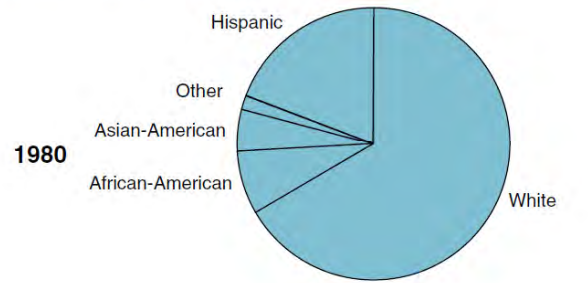




PEOPLE

California's Racial and Ethnic Makeup Has Changed Since 1980

Share of Population in Each Group





PEOPLE

Next Steps:

Acknowledge the vitality of our diverse population and focus on the unique development of each community plan area.

Expedite public transit as a primary means for access and social equality.

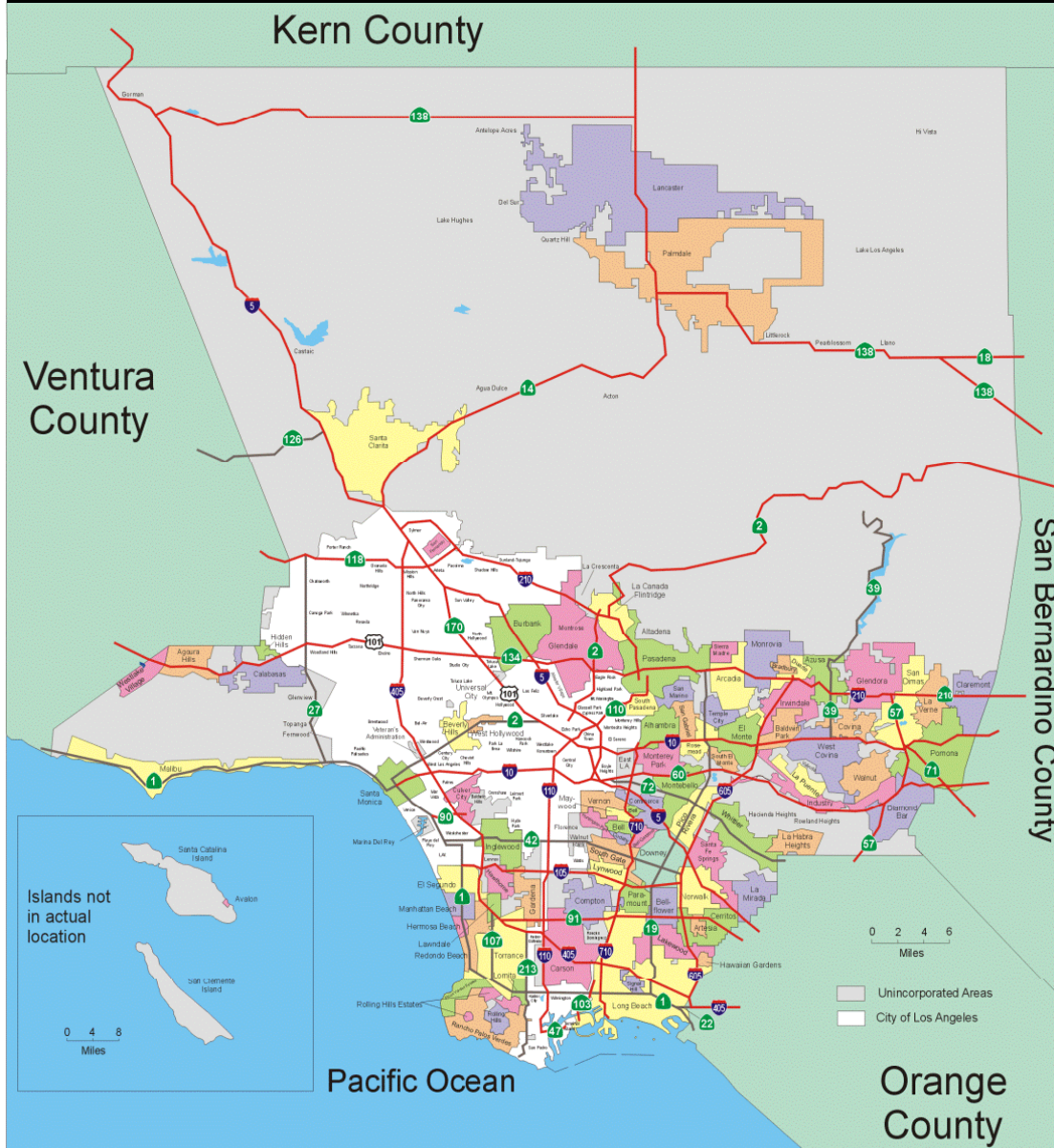
Build affordable and entry-level market rate housing.

Identify public open space in each community and engage participation in design and programming of it.

Support our university communities as a global portal for immigrant communities, then provide jobs, housing and continuing education to encourage them to stay here.

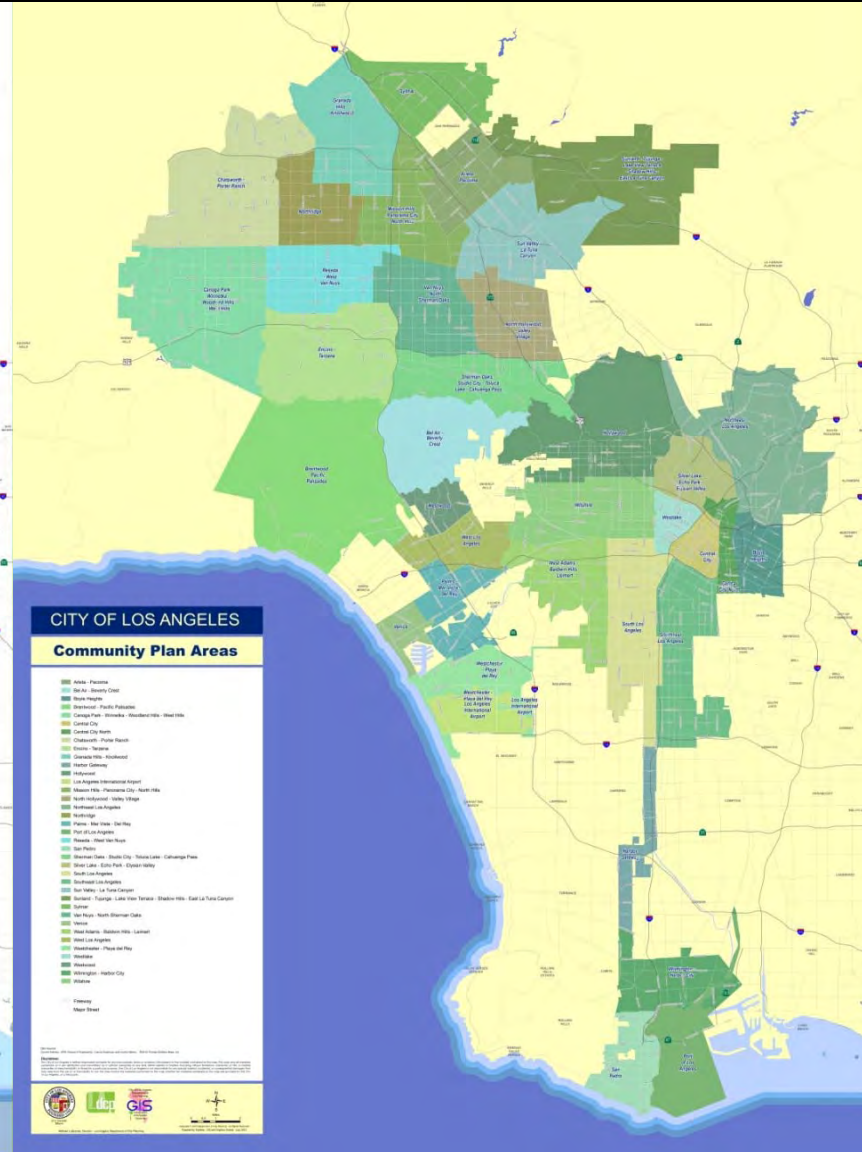
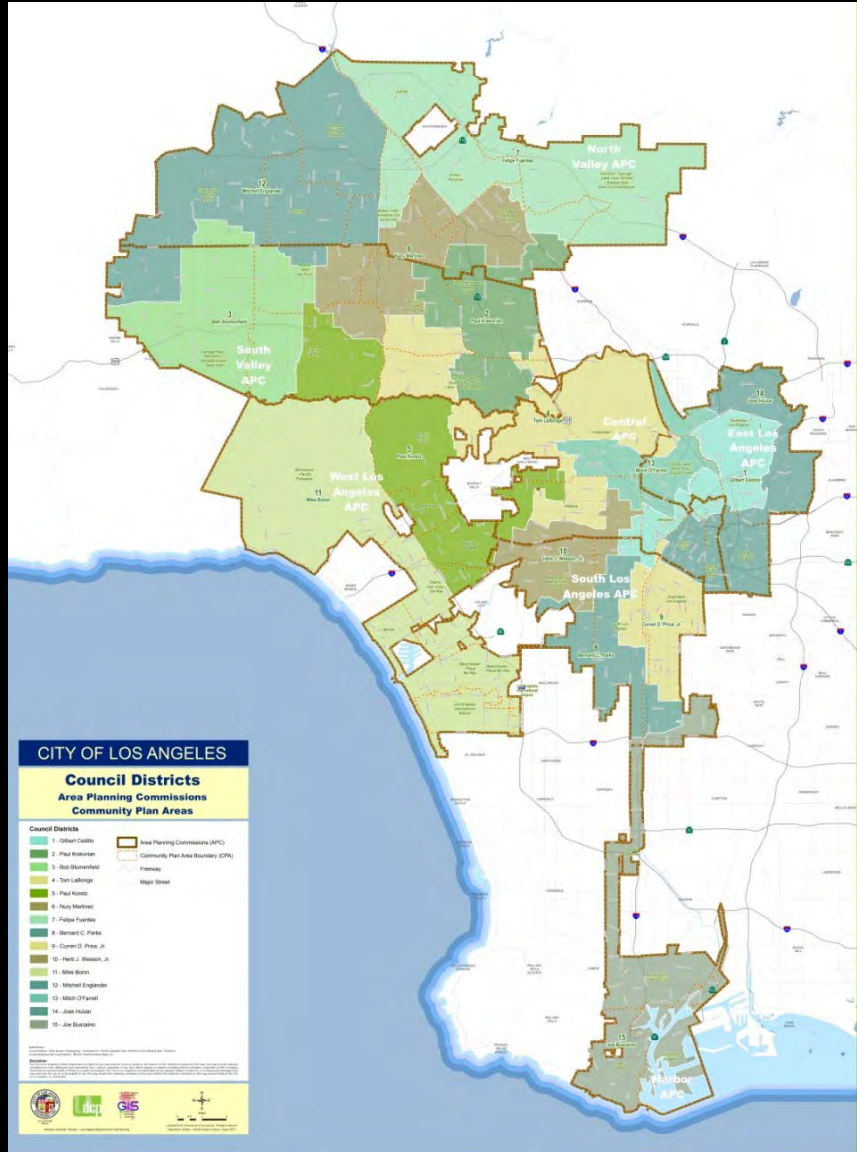


GOVERNANCE





GOVERNANCE





GOVERNANCE

Next Steps:

Establish regional growth priorities through the creation of a long-term Vision Plan.

Support the work of the Southern California Association of Governments (SCAG).

Distribute findings of the yearly SCAG General Assembly to municipal City Council members, civic leaders, neighborhood councils and city council members.

Broaden the efforts of RE:CODE LA to include regional input.



LIVING

Education

1,823 k-12 schools with 1.7 million students

USC, UCLA, 5 state university campuses, 21 community colleges, Occidental, Claremont Colleges, Caltech, Art Center and Otis College of Art & Design

238 public libraries

Sports & Recreation

8 Professional Sports Teams - Dodgers, Lakers, Clippers, Sparks, Galaxy, Chivas USA and Kings

Rose Bowl, Staples Center, Coliseum, Dodger Stadium, Santa Anita and Long Beach Grand Prix

Disneyland, Aquarium of the Pacific, Universal Studios, Rodeo Drive and Los Angeles Zoo

Culture

Walt Disney Concert Hall, Dorothy Chandler Pavilion, Mark Taper Forum and Ahmanson Theatre

The Getty, MOCA, LACMA, Norton Simon and Hammer

Natural History Museum, Autry Center, Battleship IOWA, California Science Center and Petersen Automotive Museum

Hollywood Bowl, Greek Theater, Pantages and Ford Theatre

Media & Entertainment

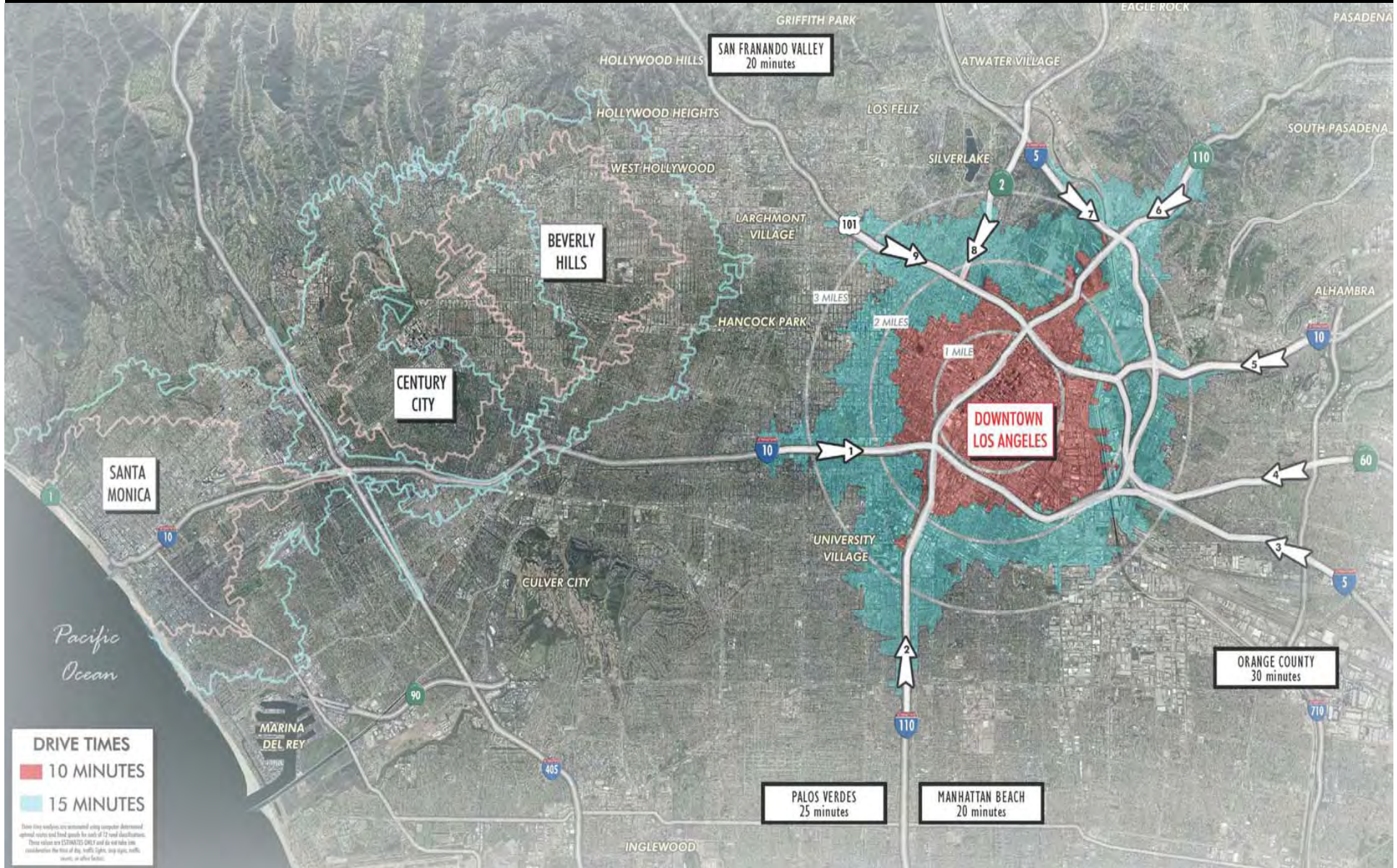
LA area motion picture and recording industries accounted for over 50% of all US metro area gross product.

The LA Times is the fourth largest newspaper by circulation (657,000) daily in the country.

The region is one of the largest radio markets in the world and generates over \$1 billion in ad revenue annually.



LIVING





LIVING

47,000,000 ANNUAL RIDERS





LIVING

15 MINUTE DRIVE

DOWNTOWN
LOS ANGELES

470,000
residents

500,000
daytime employees

SANTA MONICA

171,926
residents

157,000
daytime employees

CENTURY CITY

154,000
residents

287,000
daytime employees

BEVERLY
HILLS

190,000
residents

345,000
daytime employees



LIVING

159% INCREASE IN HOUSING SINCE 2000 • 7,000 NEW UNITS IN DEVELOPMENT





LIVING

Amenities



Education



Higher Density





LIVING

Next Steps:

Re-evaluate the 1970's Centers Plan, current population data and their relationship to long-term public transit planning.

Incentivize mixed-use zoning, higher densities, TDR's and height limits in transit-served areas. In RE:CODE LA, encourage negotiated-development and Public/Private Partnerships to jump-start sustainability-oriented urban initiatives.

Support the evolution of Downtown Los Angeles as a model for smart urban growth.

In the long-term Los Angeles Vision Plan, identify neighborhood-serving public open space programmed to serve local populations.

Identify larger geographical amenities (coastal beaches, wetlands, hills and mountains) for both conservation, appropriate access and reclamation in the case of elements such as the LA River.

LOS ANGELES *Two Realities*