

CREATIVE USES OF LED DATA TO ENGAGE THE PUBLIC IN A WEB 2.0 WORLD

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Background: About *The Source*

- Official blog of the Los Angeles County Metropolitan Transportation Authority
- Publishes hard news, lifestyle, and research-based features
- Seeks to
 - ▣ Influence and democratize public discourse on planning and operation issues by providing facts & analysis
 - ▣ Be an active participant on the social web to shape message in 24-7 media environment
 - ▣ Serve as a news information source to the public, other media outlets



URL: www.thesource.metro.net

Today's Presentation

- Share & discuss creative uses of LED data
 - ▣ Case Study #1: Wilshire Bus Rapid Transit project
 - ▣ Case Study #2: Westside Subway Extension
- Connecting the Dots
 - ▣ The nexus between LED, Web 2.0 and participatory planning
- Recommendations
- Acknowledgments

Proposed Wilshire Bus Rapid Transit Project

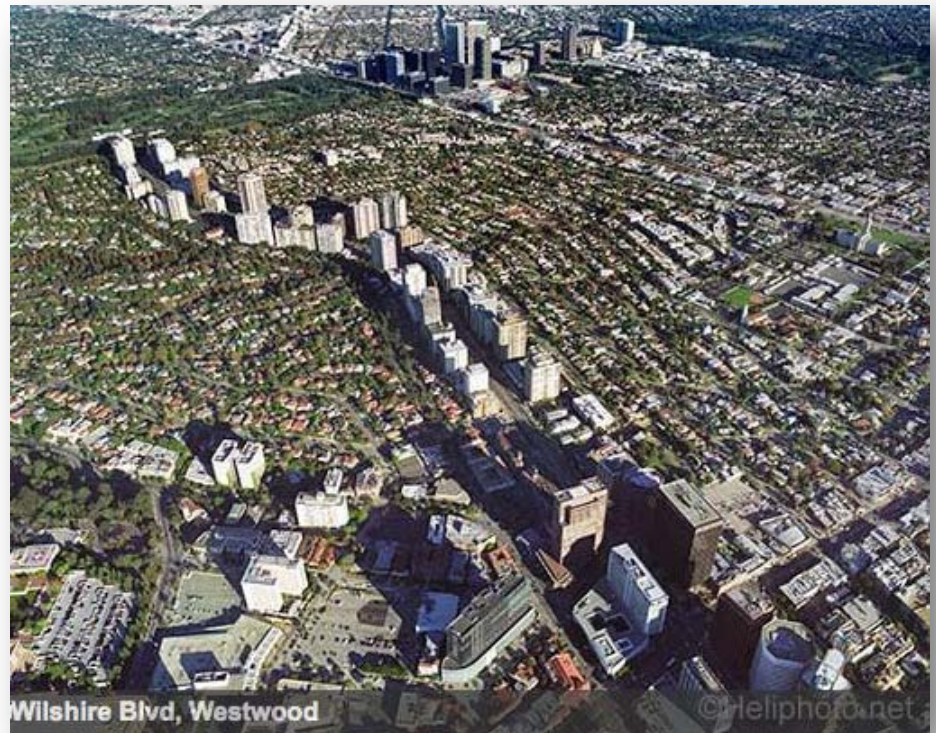


Case Study #1 Wilshire Bus Rapid Transit Project

8.6 mile-long bus only lane along busiest corridor west of Mississippi

Case Study #1: Issues

- ❑ Condo owners along one mile stretch of corridor sought project exemption
- ❑ Wilshire Corridor is jobs and population dense, but the extent was unclear
- ❑ Lots of debate in online media



Source:

<http://www.uglyangel.net/2010/06/up-in-air.html>

Case Study #1: Solution

- Produce blog entry using LED database and LED OnTheMap tool to study and produce high quality data visualizations of job and population density along corridor
 - ▣ Go beyond table or graph

A closer look at jobs and population along Wilshire Boulevard

Posted by Sirinya Tritipeskul in Policy & Funding, Projects on November 17, 2010 - 10:00 am



16 Comments

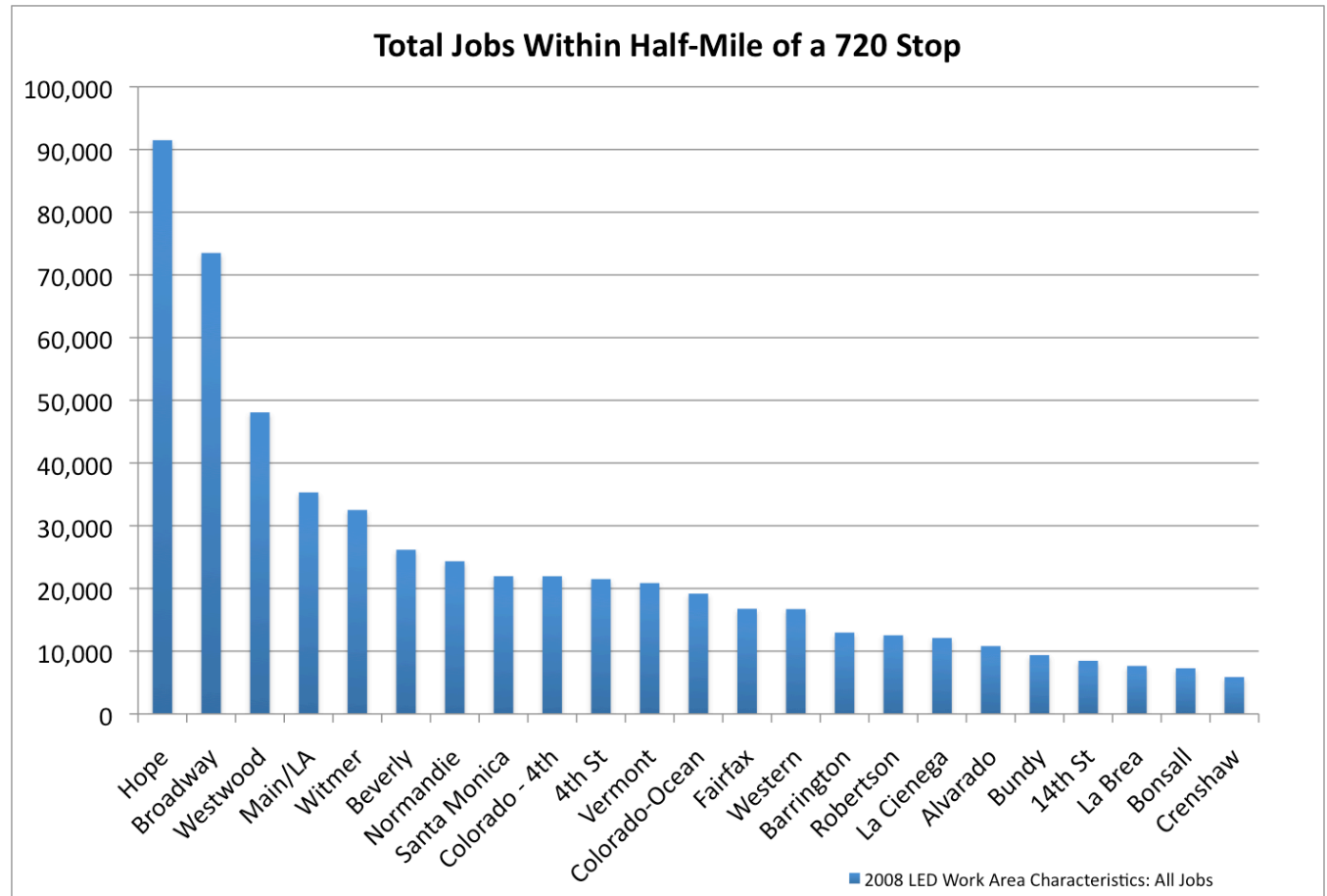


Tags: Google Maps, Maps, Westside subway extension, Wilshire bus lanes, Wilshire Bus Rapid Transit Project

Case Study #1: Solution (cont.)

Produced
blog entry
with line bar
chart
illustrating
jobs within
half mile
radius of
stop

Source:
Center for
Transit
Oriented
Development

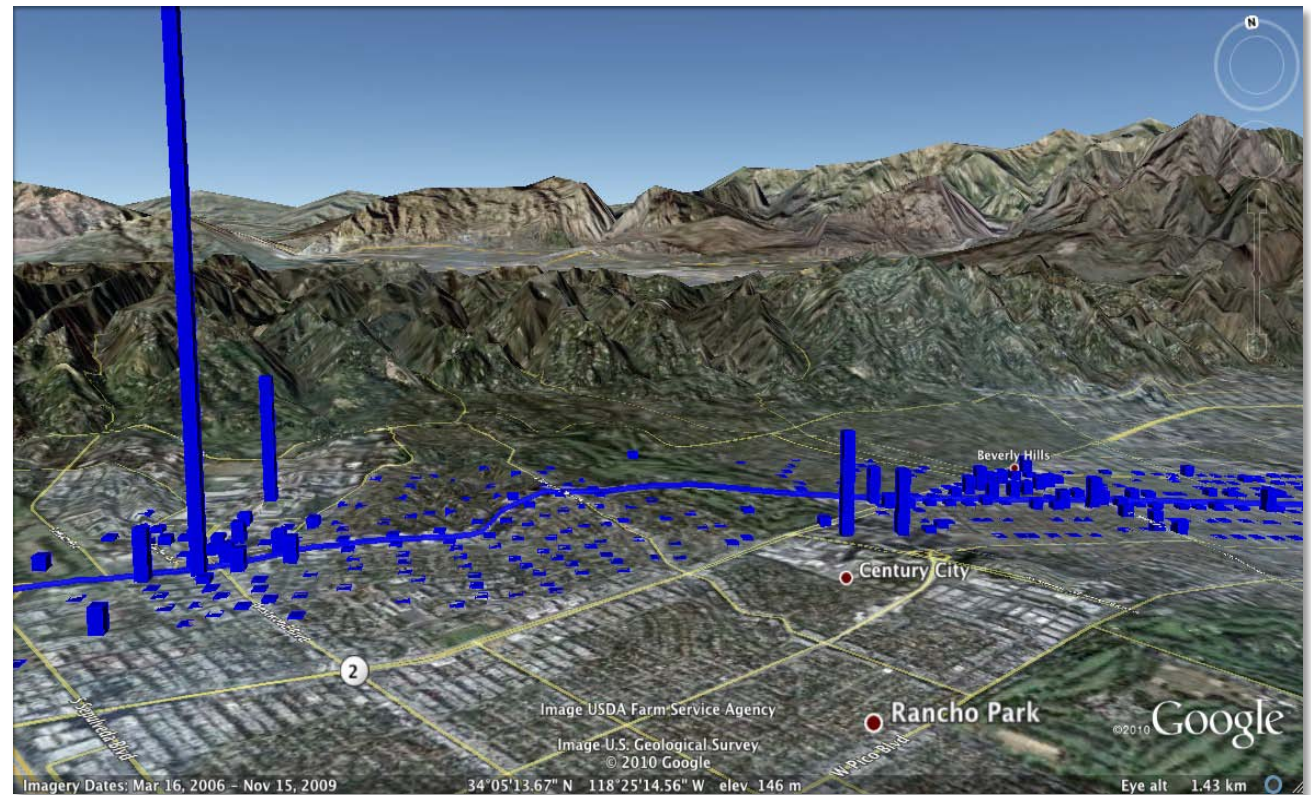


Case Study #1: Solution (cont)

Screenshots of
3-D
visualizations
of jobs within
mile of
Wilshire
Boulevard

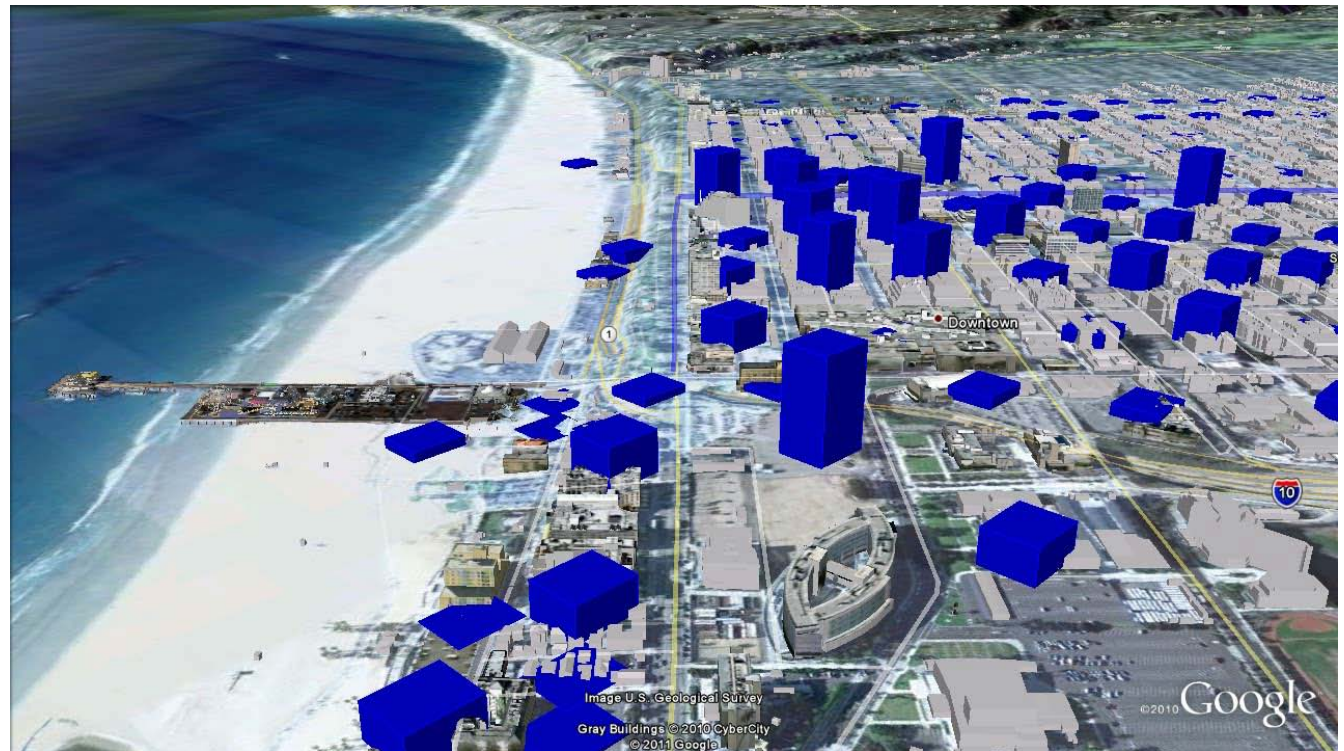
-Downloaded
data in
Keyhole
Markup
Language
(KML)

-Opened in
Google Earth



Case Study #1: Solution (cont)

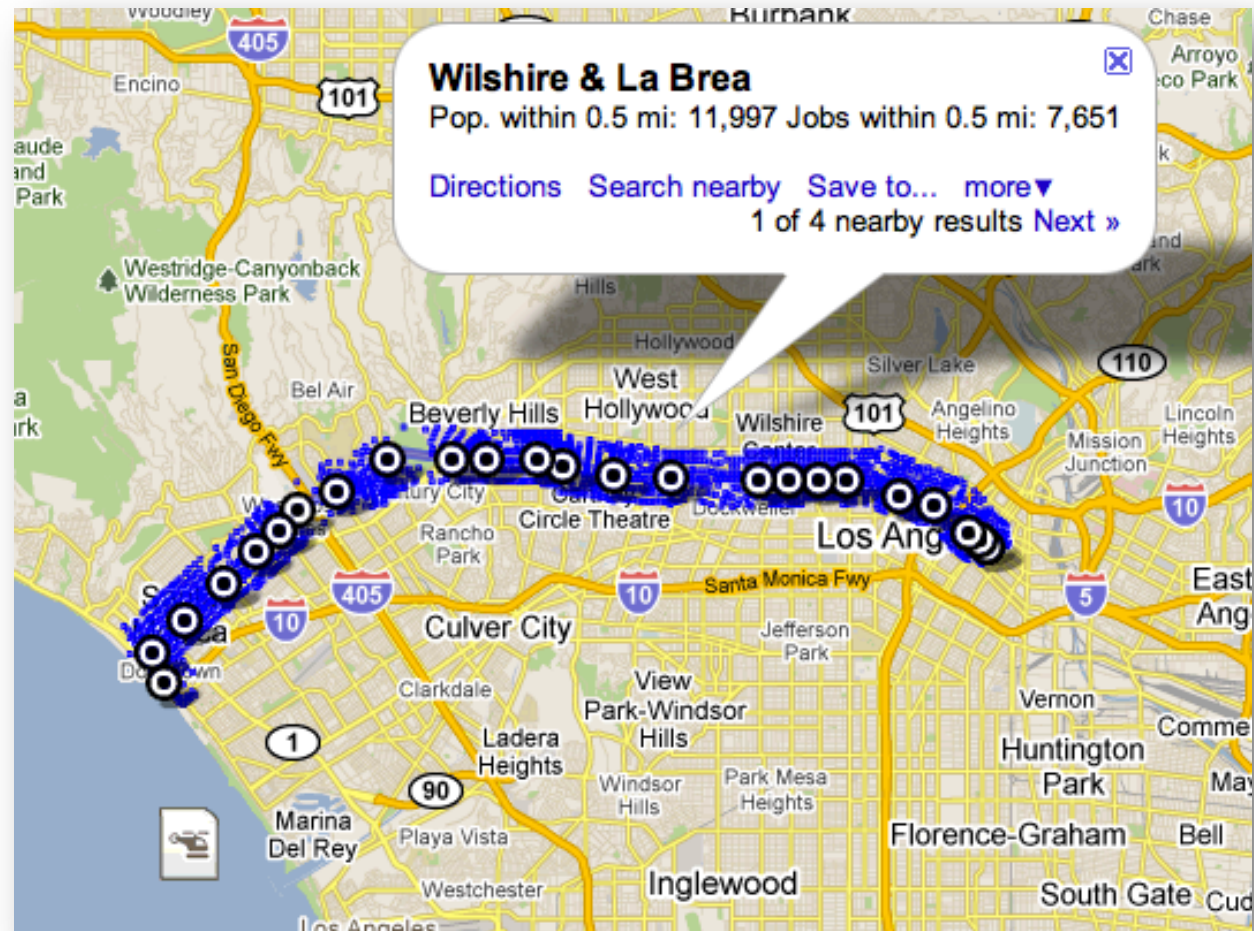
→ 3D Tour
of jobs
density
along
Wilshire
Corridor



Case Study #1: Solution (cont)

Created
Google Maps
Mashup

Combined LED
data and
information
about jobs,
population at
Rapid bus
stops along
corridor onto
interactive
Google Map





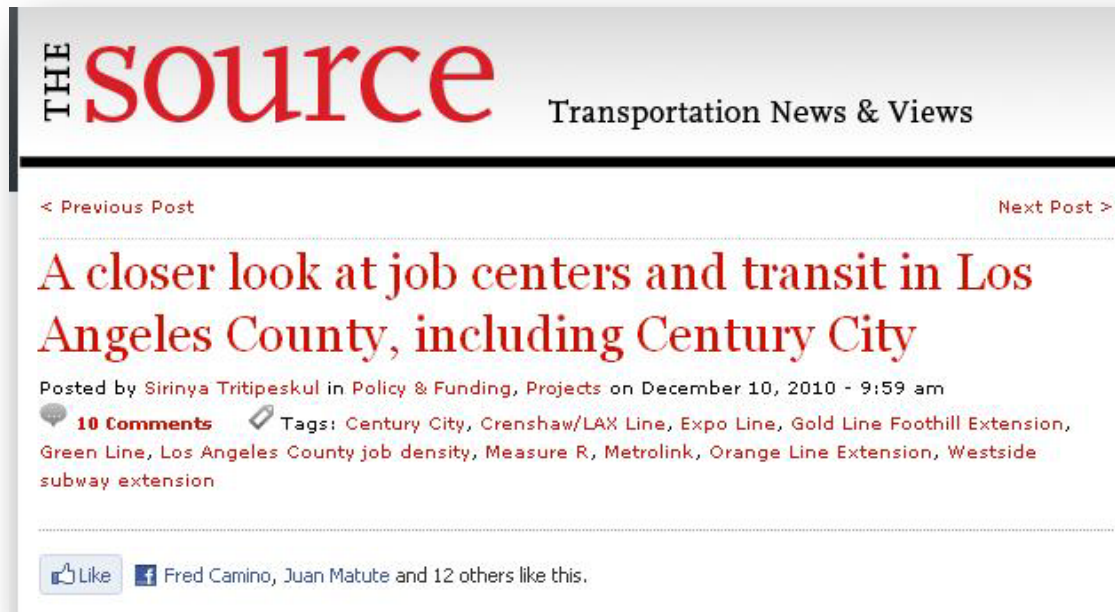
Case Study #2: Westside Subway Extension

9.6 mile extension of Purple Line, primarily along Wilshire to Westside

Case Study #2: Issues

- Controversy over station placement in Century City, LA's second downtown:
 - ▣ Santa Monica and Avenue of the Stars:
 - May be an active fault along Santa Monica Boulevard
 - ▣ Constellation and Avenue of the Stars
 - Constructing stop at Constellation necessitates tunneling beneath high school, which is opposed by area residents

Case Study #2: Solution

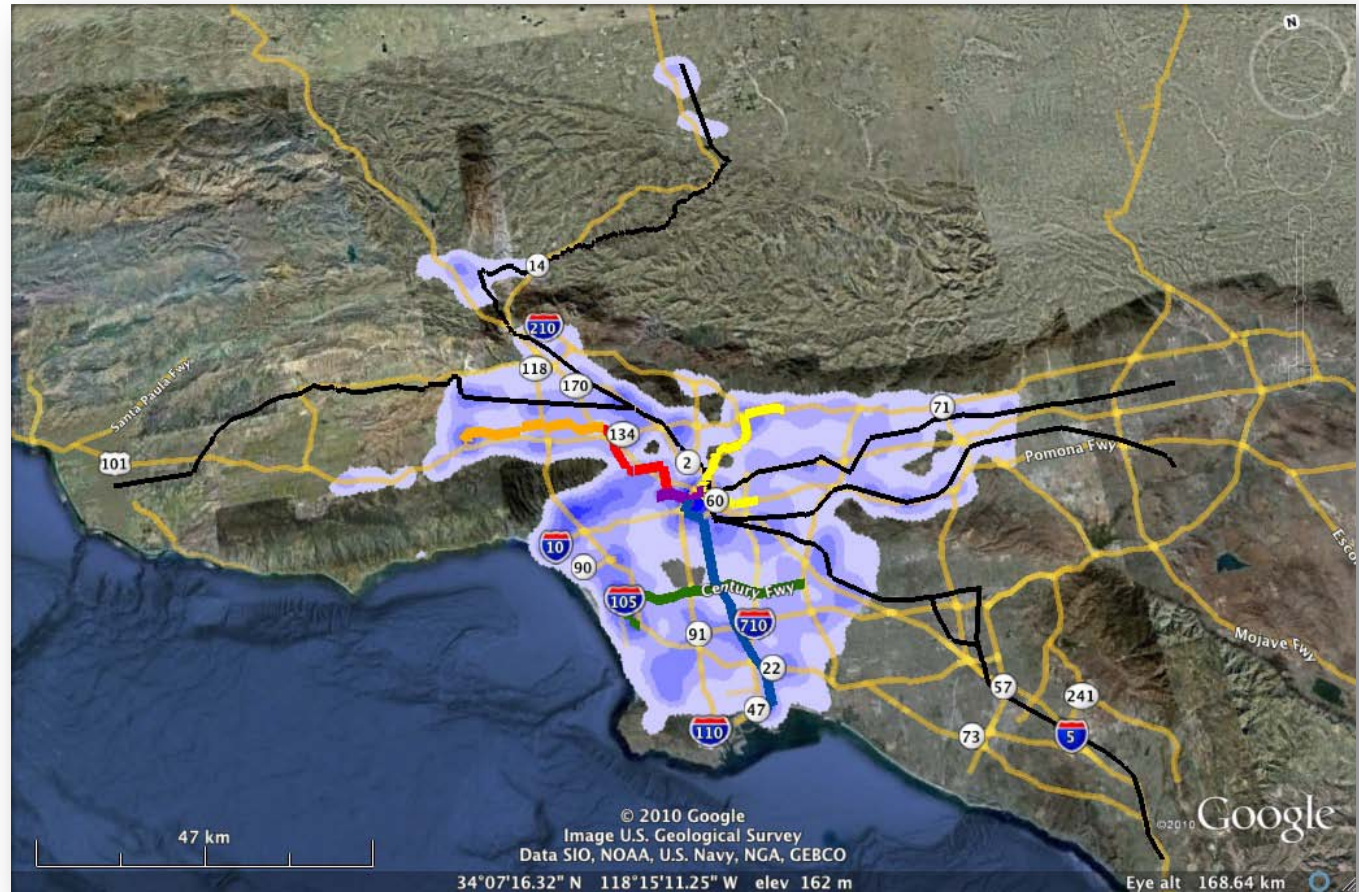


- Quantify differential in jobs within quarter-, half-, and one-mile radius of two proposed stations in a blog entry
- Illustrate which job centers are served by fixed rail transit

Case Study #2: Solution

Jobs density in
Los Angeles
County

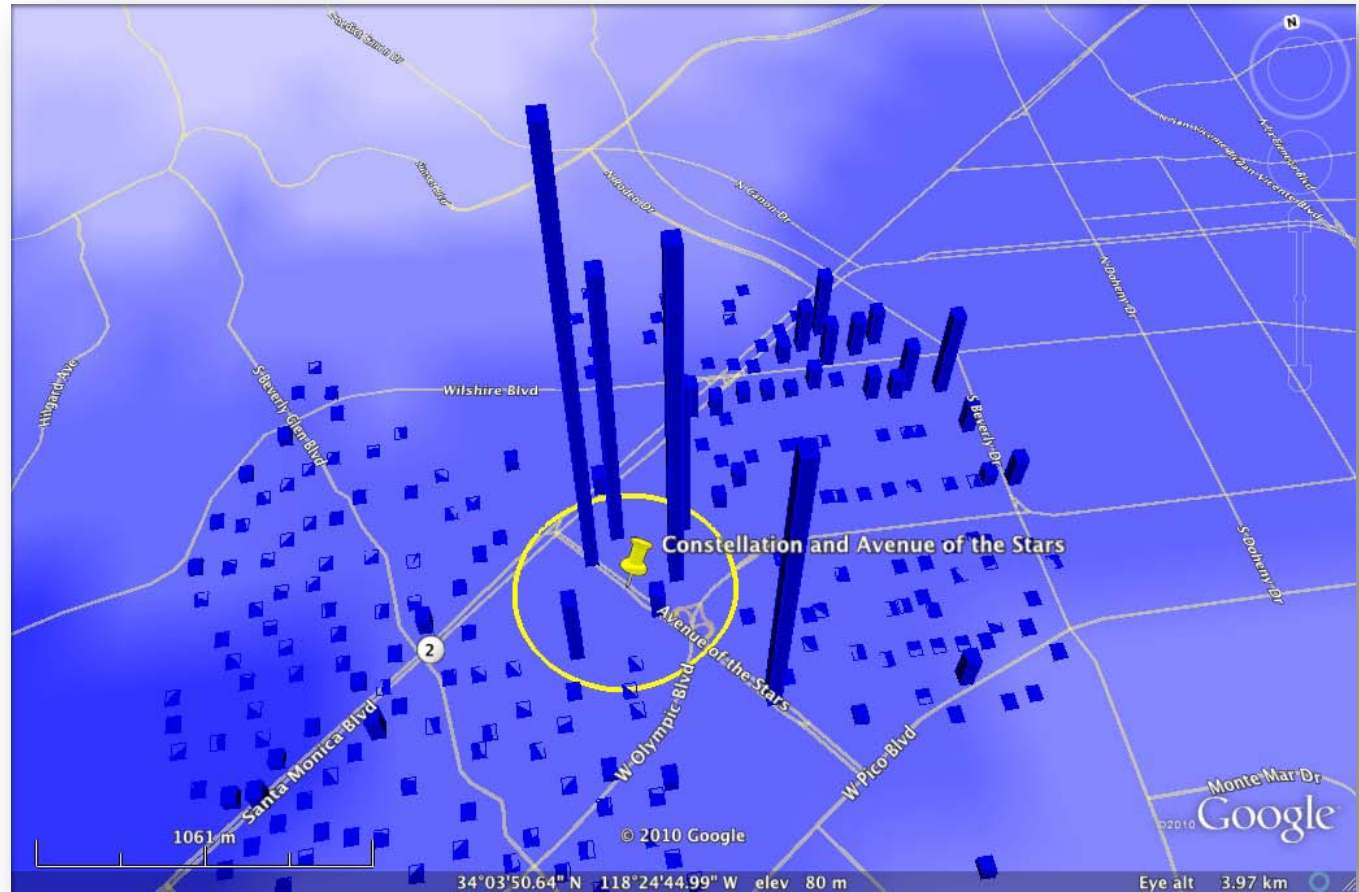
Fixed route
rail added as
an overlay



Case Study #2: Solution

3D view of
jobs density in
Century City

Circle
delineates
jobs within $\frac{1}{4}$
mile radius of
Constellation
and Avenue of the
Stars
station



Case Study #2: Methodology

- Used OnTheMap tool to extract job data across Los Angeles County and at the two proposed station locations
- Downloaded in KML and Excel
 - ▣ Opened in KML Google Earth to take screenshot
 - ▣ Opened in Excel to obtain numerical data



	Quarter Mile	Half-Mile	One (1) Mile
Santa Monica and Avenue of the Stars	14,611	31,293	51,344
Constellation and Avenue of the Stars	26,215	34,698	55,241

Results

Case Study #1: Wilshire BRT

- 16 comments
- Cited off-site
- Facebook likes: 16
- 1,210 page views in November 2010
- 1,350 page views between Dec. 2010-present
 - Total: 2,506

Case Study #2: Century City

- 10 comments
- Facebook likes: 16
- 2,437 page views in Dec
- 2,619 page views thereafter
 - Total: 5,056 views

Impact

Joel

November 17th, 2010 at 12:58 pm

Yes, Crenshaw has some residential density. But how many of those residents want to ride the subway? Judging from the public meetings, not many.

That location has several other strikes against it as well. It has few jobs (less than any other stop) and other destinations (like restaurants or shopping). And that is not likely to change, since development is severely restricted by neighborhood ordinances. It is close to Western (less than a mile.) And finally, Crenshaw dead-ends here, making it bad for transfers.

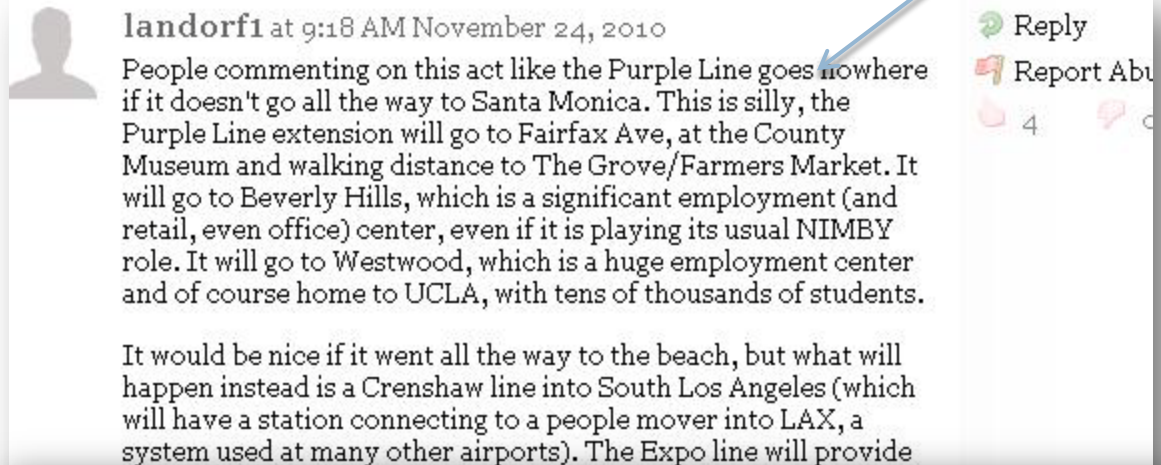
It's good they left out Crenshaw. This will make for a more efficient line.

- Helped public understand complex issues
- Empowered public to use data to craft opinions and provide feedback

Impact

LA Times

- Fueled debate over Westside Subway Extension on blogosphere and other social media channels



landorf1 at 9:18 AM November 24, 2010

People commenting on this act like the Purple Line goes nowhere if it doesn't go all the way to Santa Monica. This is silly, the Purple Line extension will go to Fairfax Ave, at the County Museum and walking distance to The Grove/Farmers Market. It will go to Beverly Hills, which is a significant employment (and retail, even office) center, even if it is playing its usual NIMBY role. It will go to Westwood, which is a huge employment center and of course home to UCLA, with tens of thousands of students.

It would be nice if it went all the way to the beach, but what will happen instead is a Crenshaw line into South Los Angeles (which will have a station connecting to a people mover into LAX, a system used at many other airports). The Expo line will provide

Reply
Report Abuse
4

For some actual facts among the hyperventilating, check out this post on Metro's blog:

<http://thesource.metro.net/2010/11/17/a-closer-look-at-jobs-and-population-along-wilshire-boulevard/>

It shows that while Santa Monica is a significant job and population center, it's far from the largest in either category.

Impact

Tweets about this link

 filter

Go Metro! A closer look at jobs and population along Wilshire Boulevard <http://ht.ly/1a1YMB>



jomane1 Nov 18, 2010 retweet

RT @tedder42: Note the Koreatown population bump: The Source » A closer look at jobs and population along Wilshire Blvd <http://bit.ly/dplrla>



koreatown Nov 17, 2010 retweet

Note the #Koreatown population bump: The Source » A closer look at jobs and population along Wilshire Boulevard <http://bit.ly/dplrla>



tedder42 Nov 17, 2010 retweet

Good background on job & population density in the Wilshire corridor: <http://tinyurl.com/28feovv>



westsidesubway Nov 17, 2010 retweet

Impact

- Encouraged other blogs experiment with visualizations



Connecting the Dots

The nexus between the LED, Web 2.0 and participatory planning

The partial answer



- Web 2.0 tools such as American FactFinder and OnTheMap democratize planning, public engagement
- Census tools help journalists contribute constructive information to public dialogue about issues

What does it mean to be in a Web 2.0 world?

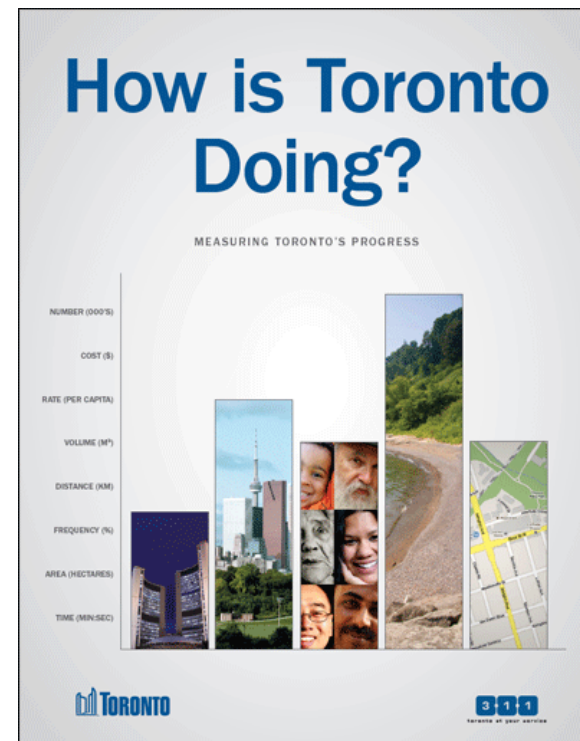
- Web as a participatory platform
- Information sharing is abundant
- Interactivity: Rise of Social Media

- Facebook
- Twitter
- Blogs
- E-mail listservs
- Flickr
- YouTube



What does it mean to be in a Web 2.0 world? (cont.)

- Heightened expectations of transparency and customer service, including in our government



Broadened scope of public engagement

- Hyper local and subject specific blogs allow comments, multi-way dialogue on issues of the day

Hyper-Local Online Media

- The Huffington Post
- AOL's Patch network
- Greater Greater Washington
- Local newspaper online comment
- Gotham Media
 - i.e. DCist, LAist, Gothamist

Subject-Specific Online Media

- Streetsblog
- Curbed
- Grist
- AltTransport
- The Source
- Good
- The Freakonomics Blog (NY Times)

Recommendations

Go beyond the Usual Suspects

- Court bloggers in your subject and geographic area

Press Releases aren't dead

- Bloggers are always on the lookout for new content

Google Map Mashups

- People like being able to click on things

Interact

- Respond to blog comments, tweets, Facebook

Acknowledgments

- LED OnTheMap team
 - ▣ Colleen Flannery
- Census Bureau American FactFinder team
- *The Source*
 - ▣ Editor Steve Hymon

Links

- Wilshire BRT story:

- <http://thesource.metro.net/2010/11/17/a-closer-look-at-jobs-and-population-along-wilshire-boulevard/>

- Century City story

- <http://thesource.metro.net/2010/12/10/a-closer-look-at-job-centers-in-los-angeles-county-including-century-city/>

- My contact information

- <http://sirinya.tritipeskul.com>