CREATIVE USES OF LED DATA TO ENGAGE THE PUBLIC IN A WEB 2.0 WORLD
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
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
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 ¼ 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.
## 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

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

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.
Impact

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

LA Times

[Quote]

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

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


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

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:**

- **Century City story**

- **My contact information**
  - [http://sirinya.tritipeskul.com](http://sirinya.tritipeskul.com)