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**Griffith Park Advisory Board's Scoring of
Dixon's Comprehensive Strategies Report**

Prepared by Ron Deutsch, Griffith Park Advisory Board Chairperson

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Introduction

On March 8th, 2018, the Griffith Park Advisory Board hosted CD4 and Dixon Resources Unlimited for a presentation of Dixon's Comprehensive Strategies Report: Improving Access, Safety, and Mobility Around Griffith Park & the Hollywood Sign. Julie Dixon presented the full report to our GPAB and to members of the general public including Griffith Park stakeholders and residents from adjoining neighborhoods. (Public comments on this presentation, as recorded in our meeting's minutes, are provided as part of the attached document).

During two subsequent meetings on March 22nd and April 26th, GPAB reviewed, discussed, took additional public comment on, and ultimately scored the report's strategy items that fall within our scope of dominion.

As a platform for regular park visitors, members of the community and Griffith Park stakeholders to meet, share ideas, and voice opinions on programs and conditions that effect Griffith Park, our GPAB meeting was the appropriate venue CD4's first public presentation of Dixon's strategies report.

As citizen stewards for L.A.'s premiere public park and urban wilderness, the GPAB expects that our deliberations and scoring of the Dixon Report will be given all due consideration by those decision-makers tasked with considering and implementing strategies from this report and other sources which aim to mitigate Hollywood Sign visitor issues, and improve the experience of visitors to Griffith Park.

Voting Methodology

Our voting methodology was to employ the Likert rating scale, which is a bipolar scaling method, measuring either positive or negative response to a statement, or in this case, the proposed strategy. The Board offered their responses in the form of a number. Each number corresponding to their level of support for the proposed strategy:

1. Very Strongly Disagree
2. Strongly Disagree
3. Disagree
4. Neither Agree nor Disagree
5. Agree
6. Strongly Agree
7. Very Strongly Agree

The numbers are totaled then divided by the number of members voting on each item, (generally six, unless a member abstained), for an average number that corresponds to the scale above.

Item Key

Each item lists:

- Goal Number (section) followed by Specific Strategy Number as it appears in the long-form Dixon Report.
- Strategy Item Title as it appears in the long-form Dixon Report.
- Average Score and it's corresponding value on the Likert Scale
- Total Points as voted by GPAB, indicating abstentions.
- Or, indication that items deemed outside the board's scope of dominion.

GPAB Scores of Recommended Strategies

1.1 to 1.3 -- Outside of Board's Scope.

Note: The Griffith Park Advisory Board participated heavily in recent trail signage design, placement and implementation inside the park.

1.4. Install Sidewalk along Canyon Drive into Bronson Canyon Park

Average Score: 6.0 -- Strongly Agree

Total Points: 36

2.1 Implement Electric Shuttle Metro Station into Beachwood Gate

Average Score: 4.83 -- Neither Agree nor Disagree

Total Points: 29

2.2 Implement Alternate Access Hiking Trail Plan at Beachwood Drive

Average Score: 5.4 -- Agree

Total Points: 27

2.3 Relocate Wonder View Gate

Note: This plan's illustration contained two options:

Option A (Trail Parallels Road):

Average score: 4.0 -- Neither Agree nor Disagree

Total points: 24

Option B (Trail around Toyon Tanks)

Average Score: 1.0 -- Very Strongly Disagree

Total Points: 6

3.1 Extend Electric Shuttle Routes

Note: The Board considered this option relative to all highly-congested areas adjacent to the park Brush Canyon, Beachwood Canyon, Ford Theater and beyond.

Average Score: 7 -- Very Strongly Agree

Total Points: 42

3.2 Implement Ridesharing Zones

Note: The Board considered this option relative at public transit stops locate outside of the park only, the Board does not endorse any measure to increase private vehicle traffic inside of the park.

Average Score: 6.33 -- Strongly Agree

Total Points: 38

3.3 Supplement Circulator with Aerial Tram

Average Score 1.83 -- Very Strongly Disagree
Total Points: 11

4.1 Obscure Views on Mulholland with Native Trees

Average Score: 5.2 -- Agree
Total Points: 26

Items 4.2 through 6.2 -- Outside of Board's Scope

6.3 Implement Paid Parking

Note: Inside Griffith Park at Bronson Canyon Only

Average Score: 3.0 -- Disagree
Total Points: 18

Items 6.4 and 6.5 -- Outside of Board's Scope

7.1 Actively Manage and Provide Optimized Visitor Opportunities

Note: The Board separated this item between inside and outside the park.

Inside the Park:

Average Score: 1.0 -- Very Strongly Disagree
Total Points: 6

Outside the Park:

Average Score: 7.0 -- Very Strongly Agree
Total Points: 42

7.2 Develop Hollywood Sign Visitor Center

Note: The Board considered this item under the conditions that the Visitor Center be located outside of the park and include a view of the Hollywood Sign.

Average Score: 7.0 -- Very Strongly Agree
Total Points: 42

7.3 Build a Sign Viewing Platform on Mt. Hollywood Dr.

Average Score: 1.0 -- Very Strongly Disagree
Total Points: 6

7.4 Implement a Hollywood Sign Art Program

Note: Vote based on the condition that said Art Program be outside of the park.

Average Score: 7.0 -- Very Strongly Agree
Total Points: 35

7.5 Replicate the Sign on the Other side of the Mountain

Average Score: 1.0 -- Very Strongly Disagree
Total Points: 5

Items 7.6 and 7.7 -- Outside of Board's Scope

7.8 Install Restroom Facilities at Key Locations

Note: Board's vote based on Brush Canyon Trail and Lake Hollywood Park as mentioned in the Report.

Average Score: 5.2 -- Agree

Total Points: 26

Public Comments on Dixon's Comprehensive Strategies Report presentation to GPAB, March 8th, 2018 – Recorded with attribution

- Marcella: Questioned whether the Report was more about safety or more about promotion of tourism.
- Yvonne Westbrook (resident of Beachwood Dr.): Talked about cars parked on Beachwood getting sideswiped and broken into...bringing in more tourists is not the answer.
- Ken Brauer (sp.?): Glad to see the Wonder View traffic situation in the Report, prefers Option B to Option A.
- Marion Dodge: Commented on differences between this version of report and previous ones.
- Laura Davis (of Beachwood Dr.): Criticized Report's purported goal of "improving the tourist experience"
- Joe Young (of Sierra Club): pointed out that there's a great trail with a sign-viewing site.
- Sheryl Baltry: Hollywoodland resident would prefer to keep tourists away rather than attracting them.
- Tara Stephenson (Hollywoodland): Talked about need for full-time enforcement and emphasized need for new visitors center and viewing platform in Hollywood.
- Gerry Hans (FOGP): Warned about ride-sharing being non-green, creating more problems than solutions.
- Alexandra Keen (Beachwood): Signs don't help safety first.
- George Clark (Hollywoodland): Increasing congestion is a disaster for local wildlife.
- TJ Escott: Says report's emphasis is on access not safety...we must take tourism out of neighborhoods...Mt. Hollywood Drive should be opened to tourism
- Emmy Goldknopf: not recorded
- Soren Kirk (Hollywoodland): Keep Hollyridge trailhead closed; close park entrances in Hollywoodland; enforce the law.
- David Dansky (Hollywoodland): The bubble-out on Beachwood will do more damage than good; supports shuttles and a visitor's center on Mt. Lee.
- David Benz (Lake Hollywood Estates): Opposed to shuttles; suggests smoker-education agenda in local hotels; suggests turning the Scenic Vista into a traffic roundabout.
- Christine O'Brien (Hollywoodland): Says this is all about neighborhood exploitation and that there are no official park entry points in residential neighborhoods below the sign.
- Jean Mason (Hollywoodland): It's all about making money; it's all Tom LaBonge's fault.
- Sarajane Schwartz (Hollywoodland): There should be no tourism in residential Hollywoodland...access should be closed off.
- Catherine Louyse: It's all about Griffith Park...let's not forget how the park is impacted by all this.
- Augusta Weaver Johnson (Hollywoodland/Deronda resident): Dire need for vehicle mitigation.
- LeRon Gugler (Hollywood Chamber of Commerce): Appreciation of report

- Dr. Mike Morrow (Hollywoodland/Deronda): Concerned about smoking and never sees enforcement of anti-smoking laws; wants neighborhood gated; concerned about crowds and wildlife.
- Gavin Martin: not recorded
- Scott Sangster: not recorded
- Wesley Fleming (from Beachwood around Glen Oak): warns of smoking and fire hazard
- Dora Herrera (FOGP): Thanks to GPAB; support for aerial tram
- Brian Lane: Thanks for study and creating means to solve problems.
- Crosby Doe: City has created nuisance at Scenic View; area's ecology being destroyed by city.