

LA MESA

Shared Streets Pilot Program Summary

Pilot Summary

The City of La Mesa applied for and received grant funds from the San Diego Association of Governments (SANDAG) to implement a temporary “Shared Streets” pilot project in local neighborhoods. The City of La Mesa placed traffic signs and lighted barricades at the entrances to selected roadways with the intent of reducing vehicle speeds and “cut-through” traffic, as well as to limit traffic in the neighborhood to local residents to facilitate safer, socially-separated activities during the COVID-19 pandemic.

The selected locations for this phase of the Shared Streets program included:

- Hayes Street, between Jackson Drive and La Mesa Boulevard. This segment effectively included the connecting cul-de-sacs of Marlen Way and Barona Way.
- Ohio Place, between Jessie Avenue and Parks Avenue. The block of Ohio Place immediately to the west between Pomona Avenue and Jessie Avenue was not included.

The 30-day trial period for the Shared Streets pilot program took place during the month of July 2020. Signs and barricades were placed the week of June 26 and were scheduled to be removed the week of August 3.

Challenges

The City received several feedback comments, a few of which were negative. Some residents felt like the project “added to distractions” for drivers. Others, while noting the benefits of the project, would have preferred barricades that were more aesthetically pleasing. While most drivers adhered to the posted barricades and signage, some disregarded them and drove through anyway.



Social media was used to advertise the pilot project.



Ohio Place during the Pilot Program.

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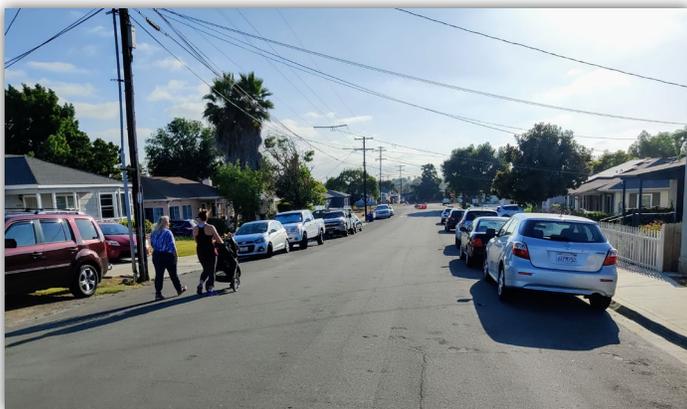
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Hayes Street and La Mesa Boulevard during the Pilot Program.



Some cars disregarded the signs and drove through the streets.



A family is seen pushing a stroller on the Ohio Shared Street.

Successes

The City received several feedback comments, most of which were positive. One resident stated, “the program was effective in reducing traffic although people still did use it as a cut through. We took advantage of biking and walking opportunities the program created. It prevented customers of businesses on Jackson Dr. and La Mesa Blvd. from parking in our neighborhood.” Other residents were able to stay out with their families longer which maintaining social distance since it was safer to do so. Finally, a physically active neighborhood was encouraged. Some of the streets do not have wide sidewalks so it was refreshing for residents to be able to bike, walk, push strollers, play sports, and even dance in a street where that typically isn’t possible due to high-speed drivers.

Impact

Due to the positive feedback, the City is considering supporting longer-term traffic calming projects. It even brought the residents closer together. One evening, the kids had a socially distanced dance party in the middle of the street. For once, speeding traffic and poor visibility was not an issue in the community. This helped families feel more comfortable skating, biking, and interacting with each other.

Marketing

The outreach effort for the La Mesa Shared Streets program included a direct mailer to affected residents, responses to inquiries resulting from the mailer, social media and website posts, and a follow-up mailer to residents to collect feedback and impressions of the program. Residents of specific participating streets and adjacent streets were sent mailers that informed them of the projects.

Resources

SANDAG

sandag.org/sharedstreets

Patch

patch.com/la-mesa-shared-streets-pilot-program