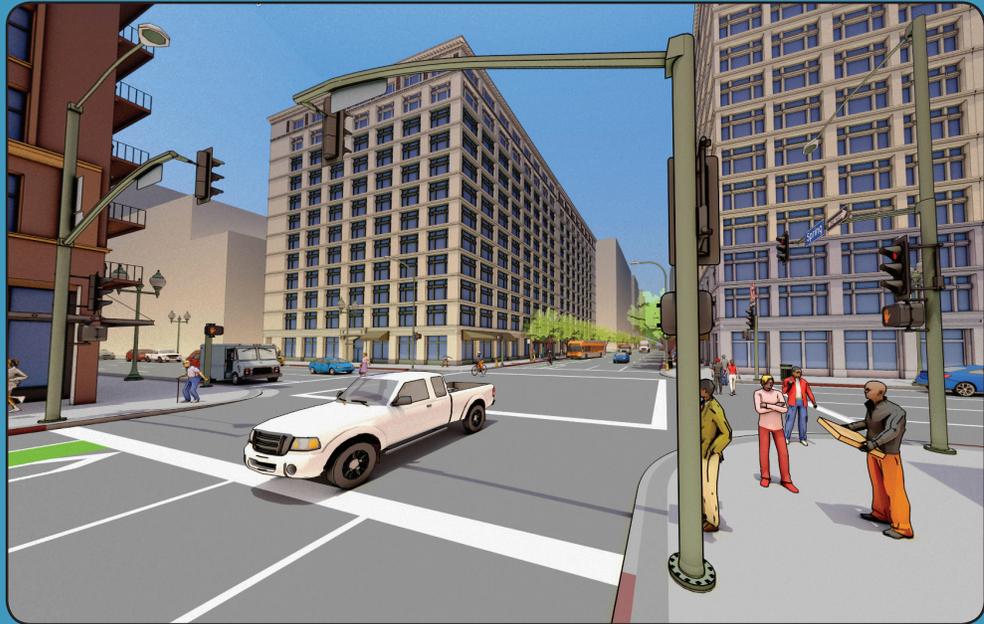


Owlzid is one of a few companies using immersive technology to connect communities with planning. With their product Pocket OWL, users can spin 360 degrees, pinch, and zoom through the built environment—and proposed or planned spaces. Along the way, dialogue boxes (like the ones below, in this example from the LA Department of Transportation) provide further engagement, collecting data and letting people narrate their experience. It's not easy to show an interactive program in print, so here's Planning's take. Experience it at [mainandspringfwd.com](http://mainandspringfwd.com).

## RIGHT NOW IN LA . . .

CITYWIDE, A TRAFFIC CRASH turns fatal every 40 hours. Many of them take place in the High Injury Network of the City of Angels, the six percent of streets that account for two-thirds of all traffic fatalities.

In downtown LA, a pair of parallel thoroughfares are virtual battlefields. Long crosswalks at intersections leave pedestrians vulnerable. Buses conquer bike lanes. Everyone's fighting for their share of the street. Enter Vision Zero. As part of that safety initiative, LADOT is upgrading Main and Spring streets, with results materializing on the ground in 2019. Here's a sneak peek.



## A YEAR LATER . . .

IF ALL GOES AS PLANNED, Phase One of Main and Spring Forward will start in the fall of 2017. New striping organizes the street, parked vehicles will protect bike lanes from traffic, and bikes will have their own designated signals. Combined, these efforts and others will bring predictability and safety to the heart of public life in Downtown LA.



Try to spot the upgrades at Main and Spring Streets: reflective posts, improved crossings, protected bike lanes, dedicated left turns, bike signals, clear bus routes

## ONE MORE YEAR LATER . . .

PHASE TWO IS ALL ABOUT CONCRETE. Pedestrian islands, block-long curbs, and greater protection for cyclists will emerge by 2018. Main and Spring Streets are getting even safer—for every mode of transportation.



When you visit, how do you typically get to this neighborhood?

Choose Answer:

- On Foot
- Bike
- Bus
- Rail
- Car/Truck
- Taxi/Rideshare
- Scooter/Motorcycle
- Other



Was this set of visualizations helpful for you to understand the upgrades the city will install?

Choose Answer:

- Very helpful
- Somewhat helpful
- No opinion either way
- Slightly helpful
- Not at all helpful

## IN THE NOT-TOO-DISTANT FUTURE . . .

THE BATTLE BETWEEN PEDESTRIANS, cyclists, and drivers will soon be a thing of the past at Main and Spring Streets, at least virtually. Thanks to Owlized technology and visualizations by Toole Design Group, area travelers are already moving in the right direction: toward LA's Vision Zero goal of ending traffic fatalities by 2025.