



Observational Research

Shadowing the CicLAvia Outreach Team

When: September 16, 2022

Where: Downtown LA

By: Lizbeth Martinez





Route is Colorful



What was surprising about my observation is that there is a lot of color along the route. There are many walls decorated with murals, art, images and graffiti.





Placement of Flyers

Flyers were posted on businesses and residences with tape that was not strong enough to hold. Eventually the flyers ended up on the floor.



Empty Spaces

Flyers were posted on empty building spaces that had no pedestrian traffic.



Not enough impact

Flyers were tiny in comparison to other posted signs.







Cultural Aspect



Community Aspect



Historical Aspect





Businesses outnumber residences

There are different kind of businesses located along the route however not many residences. Auto repair, hardware shops and empty leasing spaces line the route.



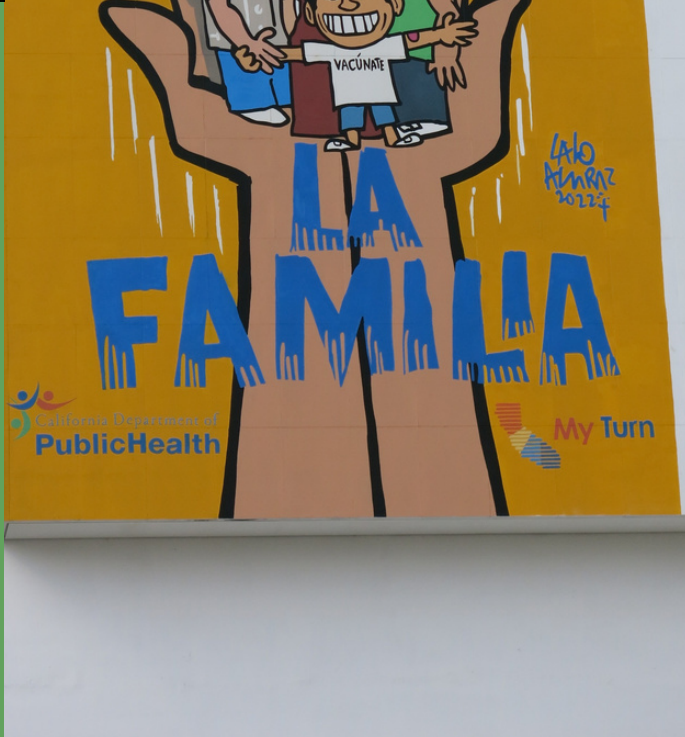




Signage



Interestingly the end of the route is at Echo Park Recreation where bicycles are not allowed. The route has signage that caters to people on bicycles but does not have a designated bike lane. Two signs seem family oriented and another environmentally conscious.





Final Thoughts

We had a great time shadowing the CicLAvia outreach team. We learned a lot just by observing, listening and photographing. We gained valuable insights and came out with a different perspective than we went in with.