

## **Students of Mgmt 301 Organizational Communication**

7500 Glenoaks Boulevard Rm # SB102  
Burbank, CA 91510-7846

October 3, 2012

Woodbury University

Dr. Luis Ma. R. Calingo

7500 Glenoaks Boulevard

Burbank, CA 91510-7846

Dear Dr. Luis Ma. R. Calingo:

The attached report is a proposal for a four-way traffic light with cross-walk across Glenoaks Boulevard. Woodbury University is asked to consider the risks students/pedestrians undergo when crossing Glenoaks Boulevard and Cohasset because of its lack of traffic lights. We are certain that the information provided will help reinforce a positive decision reflecting the integrity and principles of Woodbury University.

The study conducted for this proposal expounds on the benefits a cross-walk and four-way intersection would have on the institution and community alike. The study details issues like:

- Benefits within and outside the Institution
- Student/Pedestrian Safety
- Pedestrian and car traffic across Glenoaks Boulevard.
- Costs of the cross-walk and four -way traffic signal for Woodbury University.
- Cost of the cross-walk and four -way traffic signal for the city of Los Angeles.
- Proposed actions.
- Alternatives to current dealings with the city of Los Angeles.

Primary research used includes surveys of pedestrian traffic conducted during lunchtime (12:00pm-1:00 pm) and rush hour (5:00 pm -6:30 pm), daily car count along Glenoaks Boulevard and interviews with potential contractors as well as staff within Woodbury University. Secondary research sources include online resources, books, annual budget for Woodbury University, and annual budget for the city of Los Angeles, periodicals, and books. Results of the research discussed fully in this report profess the benefits the adjustment to pedestrian and car traffic will confer on Woodbury University and its community.

We would be glad to discuss any questions or concerns regarding the contents of this report. In addition, we would like to thank you for considering this proposal.

Sincerely,

Delbin Sanchez

Student of Woodbury University

Will Springer

Student of Woodbury University

Connor McCarthy

Student of Woodbury University

Arthur

Student of Woodbury University

## Executive Summary:

Woodbury University will benefit from the creation of a cross-walk and four-way intersection on Glenoaks Boulevard and Cohasset. Both internal and external benefits result, as portrayed by the study. This study was authorized by Dr. Virginia Green of Woodbury University when she sought out Woodbury students to create a proposal for the University.

Our conclusion that the University will benefit from the installation of a cross-walk and four way intersection is based on figures derived from surveys on pedestrian as well as car flow, interviews with potential contractors, interviews with Woodbury University staff, Woodbury University's annual budget, the City of Los Angeles' annual budget, and scholarly books/resources. The data analysis uncovered by Connor McCarthy, Will Springer, Delbin Sanchez and Arthur illustrates benefits in:

- Student/Pedestrian/Automobile Safety: The speed limit on Glenoaks Blvd is 45 mph which poses risks to those students that are compelled to cross the street illegally since Glenoaks nearest traffic light is 2 blocks away. Over three-quarters (78%) of all pedestrian fatalities occur at non-intersections, and over half (54%) of these are on roads without crosswalks. **Have any accidents occurred due to the lack of cross walk and traffic signal? (I'll do more research and add later)**
- Traffic flow within the university: Woodbury University lacks a four way traffic signal at its main exit which makes legal left turns impossible. Consequently, causing holdups within the schools only exit. **Have any accidents happened within the school? Was it a result of traffic within? (I'll do more research and add later)**
- Traffic flow outside the University: Studies in California show that "traffic speed and traffic volume are two of the environmental factors with the highest correlation to pedestrian injury and death." (STPP California, 2010) **Will Springer, INPUT INFORMATION HERE. Include quick data concerning traffic flow on Glenoaks blvd.** Cars traveling south on Glenoaks Boulevard cannot turn left into the school. The University advertises its main freeway exits on Interstate 5 as Buena Vista and Hollywood Way but its only practical exit is on Buena Vista. When cars get off Hollywood way and drive south on Glenoaks there is no possibility for legal left turns into the University.
- Time Saving: According to California's *Surface Transportation Policy Project*, California spends less than one percent of its federal transportation funds on pedestrian safety which expounds on the city's response time. **Will Springer (I add the last name because I want to differentiate between the word will and your name. Enough I digress...) you mentioned that it takes the city of Los Angeles long to respond and start building. Do you know how long it would take to wait on the city? If yes that**

**would be wonderful. Add it here and hopefully it makes a connection with the latter fact I provided.**

- Woodbury University's entire community: California studies in 2010 revealed that "pedestrian injuries and deaths, particularly among children, are correlated to income and several other socioeconomic factors including access to a car." (STPP California, 2010) The community inside and around the university consists of lower, and middle class individuals.

Based on the results, it is recommended that Woodbury University install a crosswalk and a four way signal to increase pedestrian and automobile safety.

### **Problem:**

This proposal/study was devised to illustrate the internal and external benefits that Woodbury University will confer if it advocates for a cross-walk and four way signal. The study should answer these questions:

- Why should this project be developed?
- What are the internal and external benefits of building a cross walk and four way traffic signal on Glenoaks Blvd and Cohasset?
- What costs will the University incur?
- What are the costs pedestrian accidents have on California? What are the externalities? **Eventually connect to how its hurts the university if the state loses money.**
- What dangers does Glenoaks currently pose on the University, students, and entire community?

### **Background:**

Dr. Virginia Green of Woodbury University requested a proposal for changing anything in the University. After close consideration, Connor McCarthy, Will Springer, Delbin Sanchez and Arthur, proposed that the university construct a cross-walk and four-way signal at its main entrance to increase pedestrian and automobile safety. Before, beginning this study Dr. Virginia Green approved a hearing for the proposal. Members of Woodbury University wanted to know how they could continue to improve their student's environment so they asked for a formal proposal.

Woodbury University was founded in 1884 and is dedicated to higher education offering bachelor and master degrees in varying fields. It currently has one main entrance and exit but no cross walk or four way signal. This is dangerous for pedestrians who cross Glenoaks Blvd. and for incoming and outgoing cars needing to turn left. **Need to add more to background.**