

SUBJECT: CITYWIDE TRAFFIC AND MOBILITY STUDY – PROJECT AND
PROGRAM RECOMMENDATIONS

PREPARED BY: PLANNING AND DEVELOPMENT SERVICES - LONG RANGE
PLANNING
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STATEMENT OF THE SUBJECT:

The Transportation Commission will review and provide feedback on the proposed Citywide Traffic and Mobility Study (CTMS) project and program recommendations. The proposed recommendations were selected to address traffic impacts in the City.

RECOMMENDATION:

1. Review the information and provide feedback on staff's project recommendations.
2. Recommend to the City Council to approve proposed projects to be included in the update of the City's Traffic Impact Fee.

BACKGROUND ANALYSIS:

The City of West Hollywood is continuing to grow as new housing, stores and restaurants open and bring more residents and employees throughout the city, expanding the economy and population. The newly updated West Hollywood travel demand model projects an estimated 22% growth in residential and employment population in the City between the years 2017 and 2035.

To support this future growth, the City continues to implement transportation and mobility system improvements. Given the built-out public right-of-way conditions within the City of West Hollywood, the traditional approach of adding vehicular capacity (widening roadways, installing more traffic controls) to accommodate growth is no longer a sustainable or feasible practice. Instead, the City of West Hollywood is shifting its focus towards projects that increase accessibility and improve mobility within the existing right-of-way. These include a travel demand management (TDM) ordinance, active transportation projects such as bicycle infrastructure and crosswalk improvements, transit projects, and smart cities projects, which leverages new technologies to improve the efficiency of our transportation system.

These efforts are guided by specific policies adopted in the City's General Plan 2035 and Climate Action Plan, the Pedestrian & Bicycle Mobility Plan, and the Smart City Strategic Plan which focused on reducing the City's annual communitywide greenhouse

gas emissions, managing traffic congestion while promoting active transportation to create a more sustainable transportation ecosystem in the City of West Hollywood. Key elements of the Study include the development of Mobility Performance Metrics, which are indicators that take into account various aspects and modes related to mobility, and the Citywide Traffic and Mobility Study (CTMS) Project List. The Mobility Performance Metrics ensure that the CTMS Project List aligns with goals and objectives identified by the City’s General Plan and other adopted policy documents. The CTMS Project List is comprised of projects that would support the achievement of those goals and improve mobility in the City of West Hollywood across all modes.

The performance metrics are an extension of goals rooted in the City’s policies, including the General Plan, the Pedestrian and Bicycle Master Plan, the Climate Action Plan, and the Smart Cities Plan. The City will report on each metric in each of these plans, every two years or every five years, as indicated in Table 1, below. The data sources for each metric are also listed in Table 1. These periodic report cards will ensure the projects are meeting the City’s overarching mobility goals. Bi-annually-reported metrics follow industry standard methods and approaches to measurement and reporting. Metrics that will be reported every five years will first require the development of a defined methodology to ensure consistency in reporting, a process that will be conducted separately from this Study. Attachment A provides a sample of Mobility Report Card, which provides current baseline of some of the performance metrics.

Table 1. Mobility Performance Metrics

Metric	Data Source	Frequency
Commute Mode Split	American Community Survey (ACS)	Bi-Annual
Collisions by Mode	Transportation Injury Mapping System (TIMS)	Bi-Annual
Travel Time by Mode	INRIX	Bi-Annual
Transit Ridership	City of West Hollywood, LA Metro	Bi-Annual
Vehicle Volumes	Counts	Bi-Annual
Bicycle Volumes	Counts	Bi-Annual
Pedestrian Volumes	Counts	Bi-Annual
Community Engagement Activities	City of West Hollywood	Bi-Annual
Percent of the Project List Complete	City of West Hollywood	Bi-Annual
Vehicle Miles Traveled (VMT)	Model	5 years
Person Throughput	Ridership and counts	5 Years
Pedestrian and Bicycle Level of Traffic Stress	City of West Hollywood	5 Years
Curbside Activity (Turnover and Revenue)	City of West Hollywood	5 Years
Mobility Satisfaction	City of West Hollywood	5 Years
Job Access	ACS	5 Years

CTMS Project List

The CTMS Project List was derived by reviewing project lists in existing plans, such as the City of West Hollywood Pedestrian and Bicycle Master Plan and the Smart Cities Plan. Following this review, City staff met with relevant City departments to identify additional infrastructure needs that have not yet been documented in a formal planning process. A final list of 20 projects were vetted and agreed upon by City staff. These projects are separated into four categories: auto-trip reduction, active modes, transit, and Smart Cities implementation.

Auto-Trip Reduction Projects

- **Transportation Demand Management (TDM) coordination and VMT reduction monitoring programs:** This project includes the implementation of the TDM Ordinance adopted in 2018, which required new development to use varying methods to reduce their project traffic. TDM implementation and associated activities that result from that effort, include data collection, monitoring, reporting, and adjustments to the program based on evaluated effectiveness. It also includes the installation of bicycle counters at five locations throughout West Hollywood and the ongoing collection of vehicle, pedestrian, and bicycle counts for the purposes of evaluating changes over time.

Active Modes Projects

- **Fountain Ave mid-term and long-term pedestrian improvements:** This project is identified in the Pedestrian and Bicycle Master Plan, and includes pedestrian crossing improvements and sidewalk improvements in the mid-term and long-term time frames. Near-term improvements are already underway.
- **Pedestrian and bicycle crossing improvements:** This project is identified in the Pedestrian and Bicycle Master Plan, and includes improvements to pedestrian and bicycle crossing facilities throughout West Hollywood.
- **Bicycle parking (racks & lockers):** This project includes the installation of 20 bicycle parking racks and 10 bicycle lockers throughout West Hollywood within the public right-of-way. Additional bike parking that is installed as a result of development requirements is not included in this project.
- **Greenways:** This project includes installing greenways identified in the Pedestrian and Bicycle Master Plan along Almont Drive, Willoughby Avenue, Gardner Street, and Vista Street, as well as other neighborhood greenway improvements throughout West Hollywood.
- **Bike lanes & sharrows:** This project includes bicycle facility improvements identified in the Pedestrian and Bicycle Master Plan, such as bicycle lanes, high-visibility bicycle lanes, and bicycle route (sharrow) striping throughout West Hollywood. Sharrows are pavement markings that indicate areas where cyclists and motorists must share the road.
- **Bike-friendly traffic diverters:** This project includes bicycle facility improvements identified in the Pedestrian and Bicycle Master Plan that would

protect neighborhoods from vehicle intrusion through the installation of bicycle-friendly traffic diverters. Diverters are physical barriers that channelize vehicular traffic and restrict through movements to mitigate cut-through traffic in residential areas,

- **Bicycle system quality survey:** This project would assess the quality of the bicycle system in West Hollywood through the development of a GIS-based inventory of the built environment. This study would allow the City to identify additional facility improvements needed to create a low-stress bike network that provides access to destinations throughout West Hollywood.
- **Bicycle repair facilities:** This project includes the installation of five bicycle repair facilities (such as “fix-it stations”) in public places throughout West Hollywood.
- **Local match for First/Last Mile improvements associated with new rail stations:** This project includes first/last mile improvements that would be necessary to provide multi-modal access to a new Metro Rail station in West Hollywood. Specific projects have not yet been identified; the costs associated with this project are derived based on Metro’s policy which allows a local jurisdiction to match up to 3% of the total project cost by constructing first/last mile improvements.

Transit Projects

- **Transit expansion:** This project calls for additional vehicles to be added in order to provide additional hours of service on City-operated transit services including the CityLine, the CityLineX, and the PickUp.
- **Public information on transportation services and options:** This project includes the installation of digital real-time transit information including networked computers, monitors and stands (such as TransitScreen) at two outdoor locations and five indoor locations.
- **On-demand transit pilot project (microtransit):** This project would pilot test a demand-responsive microtransit option that would provide a new alternative for people to get around West Hollywood. Microtransit service offers flexible routing and/or flexible scheduling of minibuses. This product is being tested by Metro as a first/last mile enhancement and an off-peak transit option.

Smart Cities Implementation

- **Mobility hubs:** This project includes installation of three mobility hubs, which are locations that provide link transportation service options, providing access to transfer between modes and serving as a center for accessing transportation information in West Hollywood.
- **Smart parking meters (real-time pricing):** This project would upgrade existing parking meters to “smart” parking meters that would enable real-time pricing adjustments based on demand, as well as better data collection and the ability to assess the efficiency of curbside turnover and activity.
- **Electric Vehicle (EV) infrastructure & charging (parking, network facilities, right-of-way management, charger installation, utilities):** This project includes the installation of EV infrastructure at eight on-street and off-street locations throughout West Hollywood, including the charging infrastructure, the utilities cost, and the parking construction costs.
- **Signal timing upgrades (North/South coordination, real-time dynamic Traffic Management Center):** This project would upgrade existing signal timing technology to a modern system that would allow for real-time dynamic signal timing adjustments to respond to traffic conditions as they unfold. It would also enable better coordination of signals in the north/south direction, which is a heavy cut-through direction across West Hollywood.
- **Vehicle to vehicle and vehicle to infrastructure (V2X):** This project would implement in-cabinet connected vehicle infrastructure at 25 locations to enable future vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) communications. V2X communications will be increasingly important to enable future changes around automation, efficiency improvements, and data collection/analysis.
- **Comprehensive right-of-way & curbside management program:** This project would develop a curbside management program to understand the levels of activity along the curb and determine the most efficient utilization of space from the perspective of providing access to destinations. The results of this project would inform ongoing curbside management activities including Transportation Network Companies (TNC) such as Uber and Lift drop-off/pick-up zone designation, parking, and transit stops.
- **Smart Streetlights:** This project would upgrade traditional street lights by deploying new, energy-efficient street lights with sensors that collect data to measure curbside activity (parking), pedestrian and bicycle activity, and vehicle activity. Data would be stored on the cloud and accessible to inform data-driven decision-making about parking, active transportation, and public space.

The projects were then compared to the Mobility Performance Metrics to determine whether, and to what degree, and in which direction the projects may cause change (improvements or degradation) across the Mobility Performance Metrics. Attachment B shows the projects, anticipated effects on the Mobility Performance Metrics, and order-of-magnitude costs to implement. This is useful in deciding which projects are better placed to improve the overall transportation system throughout the City.

NEXT STEPS

Following the adoption of the CTMS Project List by the City Council, the City will initiate the process of developing a transportation impact fee. This process will include outreach and engagement with stakeholders, community members, and the development community, as well as an economic review of comparable transportation impact fees that have been adopted by other jurisdictions in Southern California. A formal nexus study will be completed to ensure the fee is clearly tied to the fair share of costs related to the growth and development of the City. The transportation impact fee will be presented to the Transportation Commission, Planning Commission, and City Council as a separate process from this Study.

ATTACHMENT

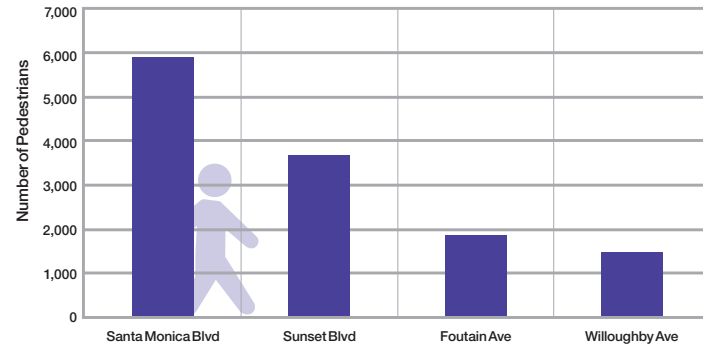
- A. Mobility Report Card
- B. Project List & Performance Metrics Matrix

**ATTACHMENT A
MOBILITY REPORT CARD**

West Hollywood Mobility Report Card / 2018 Baseline

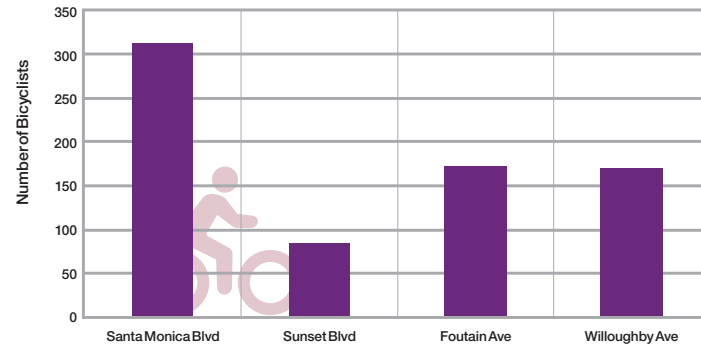
Travel Volumes and Ridership

Pedestrian Volumes



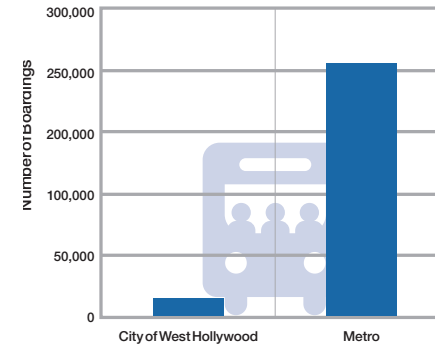
Source: City of West Hollywood, 2017

Bicycle Volumes



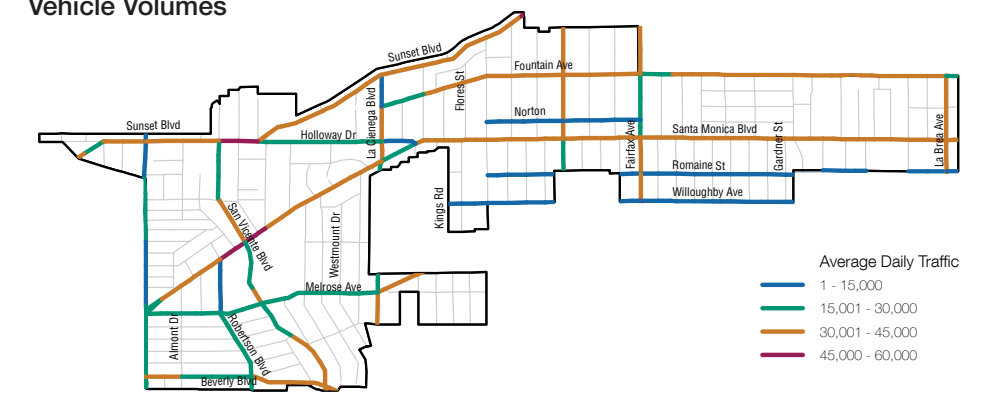
Source: City of West Hollywood, 2017

Metro Transit Ridership



Source: LA Metro, 2018; City of West Hollywood, 2018

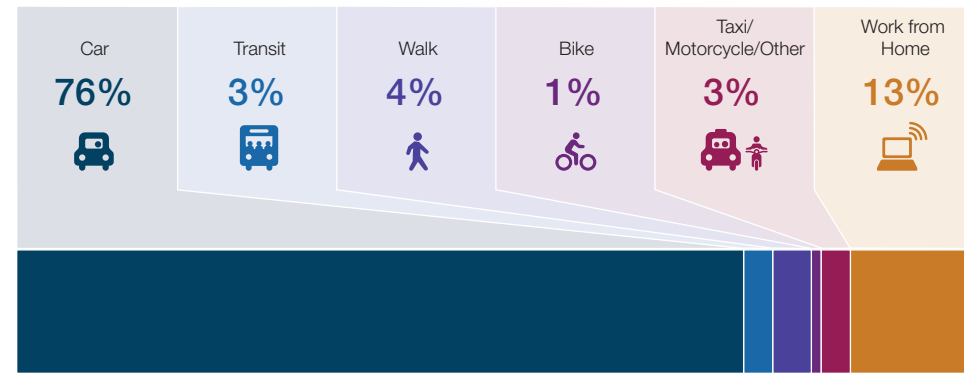
Vehicle Volumes



Source: City of West Hollywood Travel Demand Model, 2017

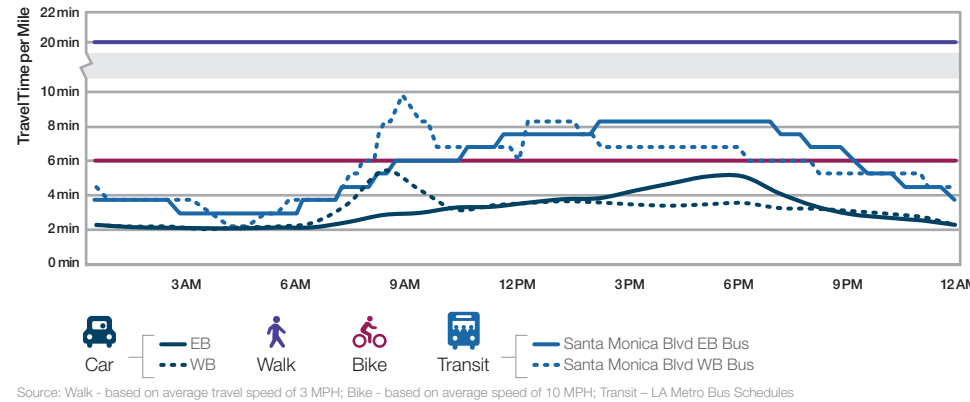
Travel by Mode

Commute Mode Split



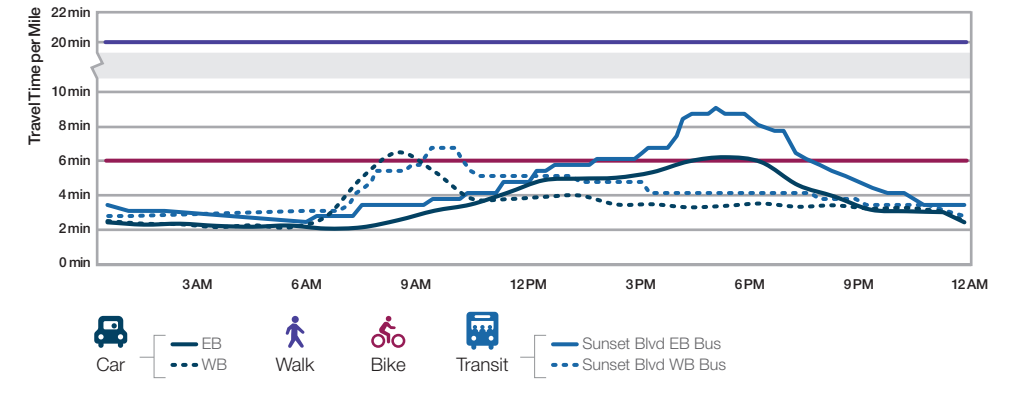
Source: American Community Survey 5-year estimates, US Census Bureau, 2013-2017

Travel Time by Mode on Santa Monica Blvd



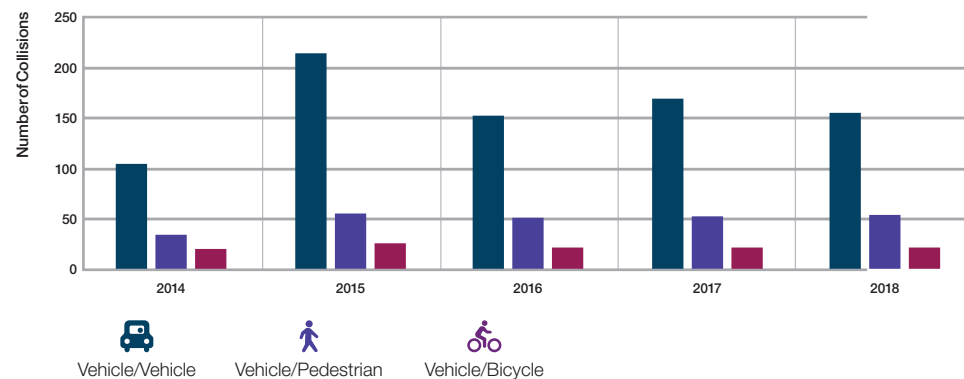
Source: Walk - based on average travel speed of 3 MPH; Bike - based on average speed of 10 MPH; Transit - LA Metro Bus Schedules

Travel Time by Mode on Sunset Blvd



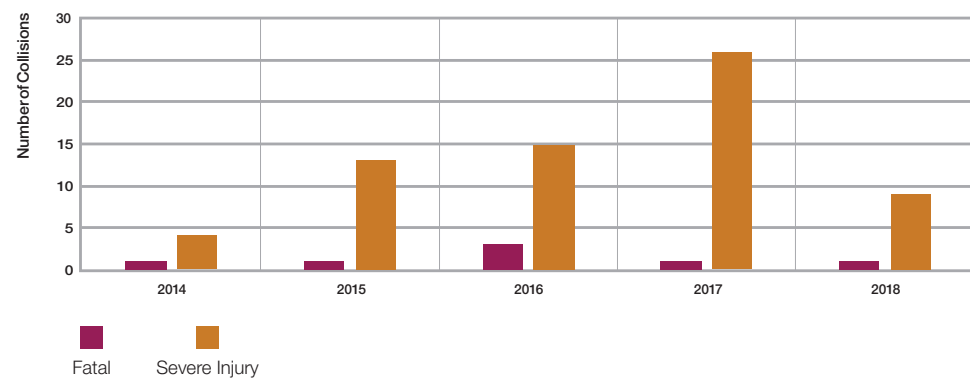
Collisions

Collisions by Mode



Source: Transportation Injury Mapping System (TIMS), UC Berkeley, 2014-2018

Fatal and Severe Injury Collisions



Daily Vehicle Miles Traveled

17.5
VMT/capita

15.8
VMT/employee

Source: West Hollywood Travel Demand Model; updated every 5 years

Community Engagement

7
Annual Events

- Operation Firefly bike light giveaway
- Bike to Work Week
- Senior Health Fair
- Disability Health Fair
- Rideshare Day at Cedar Sinai
- National Night Out
- Crosswalk safety operations

+
Ciclavia
One-Time Event in 2019

ATTACHMENT B
PROJECT LIST & METRICS MATRIX

Citywide Traffic & Mobility Study / Project List & Performance Metrics ⁽¹⁾

↑ Anticipated larger positive effect
 ↑ Anticipated smaller positive effect
 ↑ Anticipated larger negative effect
 ↑ Anticipated smaller negative effect

	Cost (2)	Commute Mode Split (3)	Collisions by mode	Travel time by mode	Transit Ridership	Vehicle Volumes	Bicycle Volumes	Pedestrian Volumes	Community Engagement Activities	VMT	Person Throughput	Ped & Bike Level of Traffic Stress	Curbside Activity (Turnover & Revenue)	Mobility Satisfaction	Job Access
		BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	BI-ANNUAL	5-YEARS	5-YEARS	5-YEARS	5-YEARS	5-YEARS
Auto-Trip Reduction		\$\$													
TDM coordination & VMT reduction monitoring program	\$\$	↑			↑	↓	↑	↑	↑	↓	↑			↑	↑
Active Modes		\$\$\$													
Fountain Ave mid-term & long-term pedestrian improvements	\$\$	↑	↓	↓				↑			↑	↓		↑	↑
Pedestrian and bicycle crossing improvements	\$	↑	↓	↓			↑	↑			↑	↓		↑	↑
Bicycle parking (racks and lockers)	\$	↑	↓				↑					↓		↑	↑
Greenways	\$\$	↑	↓	↓		↓	↑	↑		↓	↑	↓		↑	↑
Bike lanes & sharrows	\$	↑	↓	↓		↓	↑			↓	↑	↓		↑	↑
Bike-friendly traffic diverters	\$	↑	↓	↑↓		↓	↑			↓	↑	↓		↑	↑
Bicycle system quality survey	\$								↑			↓			
Bicycle repair facilities	\$	↑	↓				↑					↓		↑	↑
Local match for First/Last Mile improvements associated with new rail stations	\$\$\$	↑	↓	↓	↑		↑	↑		↓	↑	↓		↑	↑
Transit		\$\$\$													
Transit expansion	\$\$\$	↑		↓	↑	↓		↑		↓	↑			↑	↑
Public information on transportation services and options	\$	↑			↑				↑	↓	↑			↑	↑
On-demand transit pilot project (microtransit)	\$\$	↑		↓	↑	↓				↓	↑		↑	↑	↑
Smart Cities Implementation		\$\$\$													
Mobility hubs	\$	↑			↑	↓	↑	↑	↑	↓	↑		↑	↑	↑
Smart parking meters (real time pricing)	\$\$	↑↓				↓				↓			↑	↑	
EV infrastructure & charging (parking, network facilities, right-of-way management, charger installation, utilities)	\$	↑↓				↑				↑			↑	↑	
Signal timing upgrades (N/S coordination, real time dynamic TMC)	\$	↑	↓	↓		↑				↑	↑			↑	
V2X connected vehicle infrastructure	\$	↑	↓	↓		↑				↑	↑			↑	
Comprehensive right-of-way & curbside management pilot program	\$\$	↑↓		↓		↓				↓	↑		↑	↑	
Smart Streetlights	\$\$												↑	↑	

Notes:
 1) The City should monitor the completion of these projects and report the percent of the project list complete for every bi-annual report card.
 2) To account for escalation and fluctuation of costs, all costs are estimated with "\$" referring to those under \$1 million, "\$\$" referring to those between \$1-9 million, and "\$\$\$" referring to those over \$9 million.
 3) Some modes are expected to increase in share, while others are expected to decrease in share.