

CITY COUNCIL  
PLANNING COMMISSION  
TRANSPORTATION COMMISSION  
UNFINISHED BUSINESS

JANUARY 25, 2010

SUBJECT: JOINT STUDY SESSION REGARDING TRANSPORTATION POLICIES, PARKING POLICIES, AND THE CLIMATE ACTION PLAN TO BE ADDRESSED IN THE GENERAL PLAN UPDATE

INITIATED BY: DEPARTMENT OF COMMUNITY DEVELOPMENT  
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STATEMENT ON THE SUBJECT:

City Council, Planning Commission, and Transportation Commission will hear a presentation and hold a discussion regarding transportation policies, parking policies, and the Climate Action Plan to be addressed in the General Plan Update.

RECOMMENDATIONS:

1. Staff recommends that City Council, Planning Commission, and Transportation Commission hear presentations on transportation policies, parking policies, and the Climate Action Plan, hold a discussion of the issues and information presented therein, and make comments to staff and consultants.
2. Consider adoption of one of a provisional greenhouse gas (GHG) emissions reduction target of 15 percent below current emissions levels by the year 2020 as part of the General Plan and Climate Action Plan (CAP).

BACKGROUND/ANALYSIS:

**Purpose**

The purpose of this Joint Study Session is for City Council, Planning Commission, and the Transportation Commission to jointly discuss transportation policies, parking policies, and greenhouse gas emissions, and to give comments and direction to staff regarding how these issues will be addressed in the General Plan Update and Climate Action Plan (CAP). In addition to this staff report, Council and Commissioners were each provided with a DVD copy of a presentation on innovative transportation planning, presented at the December 2, 2009, General Plan Advisory Committee meeting, for background information purposes.

Based on input from this meeting, staff and the consultant team will continue to refine transportation and parking policies for inclusion in the Draft General Plan. In addition,

direction from City Council regarding the CAP, particularly with respect to Greenhouse Gas reduction targets, is critical to the direction and outcomes of the study. The Draft General Plan, CAP, and Environmental Impact Report will be brought to Planning Commission and City Council for adoption hearings in the fall of 2010.

## **Transportation**

The goal for this portion of the Study Session is for City Council and Commissioners to give feedback on a range of transportation demand management (TDM) strategies to be studied in the Environmental Impact Report and included in the updated General Plan. Jeremy Nelson, of consultant firm Nelson/Nygaard, will make a presentation regarding transportation policy and review the Summary of Preliminary TDM Recommendations (Attachment A).

Traffic and transportation issues were among the most frequent topics of concern raised by community members during the General Plan outreach efforts to date. In the 2008 Telephone Survey of residents, the first and third-ranked answers to a question regarding what the City could do improve quality of life were “improve parking” (14%) and “improve traffic circulation” (10.2%).

Based on community input to date and staff and consultant expertise, the project team has developed preliminary policy directions for traffic, transportation, and parking. These proposed goals and policies proposed are intended to support and enhance the established land use visions, and are outlined in Attachment B.

In September, 2009, the City Manager convened a General Plan Advisory Committee (GPAC), which will meet monthly through February, 2010. The GPAC includes representatives from each City Board and Commission, as well as business and community groups. The role of the GPAC is to serve as a sounding board for the project team, giving input related to broad goals and objectives, and representing the community's interests on an ongoing basis as the updated General Plan is developed. A summary of comments and suggested prioritization of measures from the GPAC relating to transportation policies is included as Attachment C.

Consultant firm Nelson/Nygaard's work for the General Plan includes developing policies specifically targeted at reducing traffic. These are to be considered by the project team and ultimately approved by City Council. The Summary of Preliminary TDM Recommendations (Attachment A) outlines a series of policy tools with an identified range of intensities and resulting expected outcomes for each. For example, the potential impact of a given policy can be controlled depending on where in the City it is applied, the types of buildings or projects to which it applies, and other factors. The firm will study the trip reduction impacts of various transportation and parking policies under consideration in each land use/circulation alternative. These estimates will then be used in the traffic model analysis of land use and circulation alternatives. The results of the policy development and analyses will be incorporated into the goals, policies, and implementation measures of the Draft General Plan, as well as the impact studies of the Environmental Impact Report.

A number of policies and programs are being analyzed, including: parking, transit system enhancements, bike system enhancements, car sharing, bike sharing, pedestrian enhancements, and more. The suggested policies would be phased-in over the 25-year lifespan of the General Plan; they are not intended to be implemented all at once. During this time period, measures like those suggested in the attached documents will aid the City in managing traffic levels in such a way as to support the needs of residents, businesses, and potential future development.

This Study Session is not intended to generate feedback on the four alternatives to be studied in the EIR, but rather to generate feedback on the general direction of the proposed transportation policies and TDM strategies. In order to help facilitate discussion and clear direction for staff and the consultant team, two key questions are asked of Council Members and Commissioners:

- 1. Are the proposed transportation policies and TDM strategies in keeping with your long-term vision of the City?**
- 2. Do you generally agree with the proposed policy directions? If not, what would you change?**
- 3. Are there any additional transportation strategies that you would like to have the project team study?**

## **Parking**

Parallel to the General Plan Process, the Department of Public Works has contracted with Civic Enterprise Associates (CEA) to conduct a study of commercial parking on Sunset Boulevard and Melrose Avenue. CEA's study includes: parking inventories, parking occupancy studies, resident and business outreach, analysis, and development of policy recommendations. Mott Smith, Principal of CEA, will present portions of the parking study at the Joint Study Session. The parking policy recommendations, still under development, are intended to assist the City in managing public and private parking resources more effectively, and in managing parking-related entitlements to better balance the needs of diverse stakeholders.

The full study and policy recommendations prepared by CEA will be brought to City Council later this year.

Key questions:

- 1. Is developing a new way to address parking programs in targeted areas in keeping with your long-term vision of the City?**
- 2. Do you generally agree with the proposed commercial parking policy directions? If not, what would you change?**

## Climate Action Plan

In recent years, California jurisdictions have incorporated reducing the impacts of climate change and increasing community-wide sustainability as cornerstone themes of General Plan updates in response to state legislation, California Environmental Quality Act (CEQA) lawsuits, and smart growth planning principles. In a March 2009 letter to local governments completing General Plan updates, the State Attorney General's Office strongly recommended that General Plans should incorporate community-wide greenhouse gas (GHG) emissions targets should reflect aggressive GHG mitigation in the near term, and align with California's interim (1990 levels by 2020) and long-term (80 percent below 1990 levels by 2050) emissions limits set forth in AB 32 and Executive Order S-3-05. Sustainability will be a guiding principle of the City's updated General Plan. One important outcome of this broad General Plan principle will be the implementation of programs and policies to reduce greenhouse gas emissions caused by City government operations and community-wide activities.

A Climate Action Plan to be adopted as an immediate implementation policy of the General Plan is the best tool for complying with and demonstrating leadership in GHG mitigation policy. A Climate Action Plan is an organizing document that brings together analysis and polices to meet a community's GHG reduction goals. Greenhouse gas emissions reductions can be achieved by seeking efficiencies in or expanding the capacity of resources, including:

- Transportation (i.e., expand the transportation demand management program)
- Land use (i.e., encourage mixed-use development)
- Building operations (i.e., opening windows instead of using air conditioning)
- Energy consumption (i.e., switching to energy-saving lightbulbs)
- Waste reduction (i.e., diverting recycling and green waste from landfills)
- Green infrastructure (i.e., expanding the tree canopy)
- Water conservation (i.e., installing dual-flush toilets)

Because West Hollywood is entirely built out, has extensive commercial uses oriented along major travel corridors, and a diverse range of residential densities, all new development is in-fill, which by its nature does not emit as much GHG as does new development in suburban areas. As a result, the City has opportunities to promote in-fill development, utilize existing and proposed transit along our corridors, and promote complete street design and retrofit of existing buildings to become more energy efficient. This context enhances the City's ability to maximize the diversity of uses, walkability, public transit ridership, and pedestrian/bicycle mode share.

The process for preparing the CAP includes:

1. identifying a community-wide greenhouse gas (GHG) reduction target,
2. completing a baseline GHG emissions inventory and projecting future emissions,
3. identifying strategies and measures to meet the reduction target,
4. identifying targets and reduction strategies in the General Plan and evaluating the environmental impacts of the CAP, and

5. monitoring effectiveness of reduction measures and adapting the plan to changing conditions.

The discussion to be held at the Joint Study Session represents the first step in this process. A community-wide GHG emissions inventory is currently underway, and work to begin identifying applicable GHG reduction strategies and measures will begin shortly. All of these materials will be integrated with the updated General Plan diagrams.

The outcome of this process will be a CAP to be adopted as an immediate General Plan implementation action of the General Plan. This strategy affords the City potential tiering benefits under CEQA, designed for communities which have adopted a “local plan for the reduction or mitigation of GHG emissions” pursuant to Senate Bill (SB) 97 and the December 2009 revisions to the CEQA Guidelines. It also maintains flexibility to adaptively manage the climate change program as new technologies, financing strategies and resources, and the state of the science continue to emerge.

The goal for this portion of the Study Session is to provide an opportunity for Commissioners and Council Members to select a provisional GHG reduction target for West Hollywood. This target will then be used in the General Plan update and incorporated within the accompanying draft CAP. It should be noted that the provisional target picked at the Joint Study Session may be modified during hearings regarding the Draft General Plan and CAP later this year if needed.

Factors that Commission and Council Members may wish to consider in setting a provisional GHG reduction target include:

1. Existing California climate change legislation and ARB guidance, and
2. The range of targets set by other California cities completing General Plan updates and Climate Action Plans.

#### State Legislation

Assembly Bill (AB) 32, the *California Global Warming Solutions Act of 2006*, requires California to reduce statewide GHG emissions to 1990 levels by 2020. AB 32 directs the California Air Resources Board (ARB) to develop and implement regulations that reduce statewide GHG emissions. The *Climate Change Scoping Plan* was approved by ARB in December 2008 and outlines the State’s plan to achieve the GHG reductions required in AB 32. The Scoping Plan contains the primary strategies California will implement to achieve a reduction of 169 million metric tons of carbon dioxide equivalent, or approximately 28% from the State’s projected 2020 emission levels.

In the Scoping Plan, ARB encourages local governments to adopt a reduction goal for municipal operations emissions and move toward establishing similar goals for community emissions that parallel the State commitment to reduce GHGs. The Plan identifies California’s cities and counties as essential partners within the overall statewide effort and recommends that local governments set a GHG reduction target of 15 percent below today’s levels by the year 2020.

Additionally, SB 375 established a process whereby regional targets for reduced vehicle miles travelled (or VMT, a major source of greenhouse gas emissions) and other GHG emissions will be established by ARB, in collaboration with Metropolitan Planning Organizations throughout the state, including the Southern California Association of Governments (SCAG) and the Westside Cities Council of Governments. Once determined, these targets will apply to transportation emissions only. Pursuing GHG reductions within other sectors remain the proactive responsibility of local governments.

#### Local Government Targets in California

More than 50 California jurisdictions are in the process of adopting CAPs or similar plans and associated GHG reduction targets. Numerous other jurisdictions are tackling GHG reduction and climate change adaptation strategies in the context of their General Plan. Local governments have established a diverse range of community-wide reduction targets (Attachment D). Among the numeric targets listed in the Attachment, Berkeley has set the highest 2020 communitywide GHG reduction target at 33 percent below 2000 levels, while Davis has set a 2020 carbon-neutral target. Hayward has set the lowest communitywide GHG reduction target among participating jurisdictions at 12.5 percent below 2005 levels by 2020. The average 2020 reduction target among the jurisdictions listed is approximately 22 percent below current levels.

While the majority of cities have selected 2020 as the target year for their CAPs, numerous cities have also established 2050 targets of approximately 80 percent below current levels. These long-term targets reflect the goal expressed in Executive Order S-3-05, and the understanding that reductions of this scale are needed to achieve climate stability.

#### Options

The City should strive to create a provisional GHG emissions reduction target that is effective, yet attainable. The following options present two GHG reduction targets for consideration.

**Option 1:** Adopt a provisional GHG emissions reduction target of **15 percent below current emissions levels by 2020**, in accordance with current California Air Resources Board (ARB) guidance and the AB 32 Climate Change Scoping Plan for local governments.

Selecting a 15 percent below current emissions reduction target has the following benefits:

- Complies with statewide GHG emissions reduction efforts;
- Consistent with current guidance offered by ARB and the California Attorney General's Office; and
- Creates a feasible reduction target.

A potential disadvantage of selecting this reduction target is that the City may need to take more dramatic steps in the future to attain 2050 long-term reduction targets, when and if such targets are required for and developed by local

governments. While preliminary analysis suggests that the City may be less constrained in this effort than other cities, staff recommends that the achievable target of 15 percent be selected. If the Climate Action Plan demonstrates that greater reductions will be possible by 2020, Council can choose to increase the reduction target upon adoption of the General Plan and Climate Action Plan later this year.

**Option 2:** Adopt a provisional GHG emissions reduction target of **25 percent below current emissions levels by 2020**, which is just above the approximate average of targets established by other California jurisdictions.

Selecting a 25 percent below current emissions reduction target has the following benefits:

- Demonstrates a leadership role among California jurisdictions; and
- Exceeds current guidance offered by ARB and the California Attorney General's Office.

A potential disadvantage of selecting a higher reduction target at this point is the fact that staff does not know if this is achievable since the emission inventory is not yet complete, and it could be problematic to lower the target at a future date.

## NEXT STEPS

The General Plan project team is continuing to implement the community outreach program as well as developing the Draft General Plan.

- The City Manager's General Plan Advisory Committee (GPAC) will hold its final two meetings on February 2 and 3, 2010. These meetings are noticed and open to the public, pursuant to the Brown Act. A full schedule of meetings and copies of materials presented at past meetings are posted on the General Plan website, [www.weho.org/generalplan](http://www.weho.org/generalplan).
- One more joint study session for City Council and Planning Commission is scheduled for April 5, 2010. This will allow for discussion and direction to staff regarding policy issues to be addressed in the General Plan.
- Two public workshops are planned in the coming months. A workshop on January 30, 2010 will be a discussion of the draft policy framework for the General Plan Update. A second workshop planned for April 2010 will follow the release of the public Draft General Plan.
- The project team is planning to bring the General Plan and Environmental Impact Report to Planning Commission and City Council for adoption in the fall of 2010. In order to meet this deadline, the Draft General Plan will be released in May 2010.

EVALUATION:

Staff and the consultant team will continue to seek and receive input from the community on General Plan policy issues, with a formal public review process between May and October, 2010. Staff will continue to measure the progress of the General Plan Update against the timeline and budget approved by City Council in August, 2009, and will provide updates to both City Council and Planning Commission on a regular basis.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

The draft transportation policies are focused on Transportation Demand Management, which is a program designed to reduce automobile trips and encourage mobility by other means. The purpose of the Climate Action Plan is to reduce greenhouse gas emissions from City operations over the next 20 years. Goals and policies relating to environmental sustainability and community health will be incorporated throughout the updated General Plan.

CONFORMANCE WITH VISION 2020:

This item is consistent with the Primary Strategic Goal to **Maintain the City's Unique Urban Balance with Emphasis on Residential Neighborhood Livability, Develop Parking Opportunities, Transportation System Improvement, and Adaptability to Future Change.**

DEPARTMENT OF PRIMARY RESPONSIBILITY:

Community Development Department

FISCAL IMPACT:

None.

ATTACHMENTS:

- A. Memo: Summary of Preliminary Transportation Demand Management Recommendations for Consideration in the West Hollywood General Plan Update
- B. Draft General Plan Transportation and Circulation Policy Framework
- C. General Plan Advisory Committee Summary of Feedback on Transportation
- D. Reduction Targets Adopted or Considered by California Jurisdictions

# MEMORANDUM

**To:** City of West Hollywood General Plan Update Team  
**From:** Jeremy Nelson and Francesca Napolitan  
**Date:** January 18, 2010  
**Subject:** Summary of Preliminary Transportation Demand Management (TDM) Recommendations to Reduce Vehicle Traffic and Green House Gas (GHG) Emissions for Consideration in the West Hollywood General Plan Circulation Element Update

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## Introduction

One of the central aims of the West Hollywood General Plan Update process is to continue the City's success as a dynamic and diverse community that provides a high quality of life and economic opportunity for all residents while at the same time achieving the goal of *reducing the growth of per capita vehicle trips*.

The primary TDM strategies for seeking to reduce per capita vehicle trips are:

- Improve public transit service in West Hollywood, including a Westside Subway alignment through the City.
- Make bicycling and walking more convenient and comfortable options for trips to and through West Hollywood.
- Provide affordable and equitable transportation for all West Hollywood's residents; and ultimately.
- Reduce the per capita energy footprint and greenhouse gas emissions of West Hollywood's transportation system.

## Per Capita Vehicle Trip Reduction Strategies

Nelson\Nygaard has worked with City staff and the General Plan consultant team to develop 12 strategies which research and experience suggest will have the greatest potential to reduce peak hour vehicle trips. For each policy, Nelson\Nygaard has developed a several implementation options that will range in effectiveness on reducing peak hour vehicle trips

### **1. Reduced or Eliminated Auto Parking Requirements**

Reduced parking requirements could be established in locations where parking demand will be lower due to the geographic and demographic factors. Eliminating parking requirements would not mean that no new parking would be constructed. Rather, it would mean that market forces would determine the appropriate level of supply, based on market demands. Research shows

that there is an indirect link between reduced minimum parking requirements and a decline in vehicle trips.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:** Phase in tailored reductions in minimum commercial parking requirements.
- **Medium:** Eliminate minimum parking requirements for Transit Oriented Development (TOD) projects and phase in tailored reductions in minimum parking requirements for TOD projects.
- **High:** Eliminate minimum parking requirements and set low maximum parking requirement for both commercial and residential development projects.

## 2. Unbundled Auto Parking

Parking costs are generally subsumed into the sale or rental price of housing and commercial space. Although the cost of parking is often hidden in this way, parking is never free; instead the cost to construct and maintain the “free” parking is hidden in the cost of all other goods and services. For all commercial and residential development in West Hollywood, the cost to lease or purchase parking could be unbundled from the cost to lease or purchase the usable space. Charging separately for parking is the single most effective strategy to encourage households to own fewer cars, and subsequently reduce vehicle trips.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:** In commercial areas require all new multi-family residential and commercial development to unbundle parking.
- **Medium:**
  - Require all new multifamily residential and commercial development in TOD projects to unbundle parking.
  - Explore creating Zoning Parking Credit program
- **High:**
  - All new multifamily residential and commercial development will be required to unbundle parking.
  - Explore creating Zoning Parking Credit program

## 3. Pricing of Public Auto Parking

One of the most significant factors affecting motorists’ choice of whether to drive or travel by another mode is the price of parking at the destination. In addition, studies have shown that an average of 28% of traffic congestion in urban mixed-use districts is attributable to cruising for parking: motorists who have already arrived at their destination but are searching and circling to find a free or below market-rate curbside parking space.<sup>1</sup>

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

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<sup>1</sup> Donald Shoup, *The High Cost of Free Parking*. APA Planners’ Press, 2005.

- **Low:** Demand responsive pricing of all public on-street parking for commercial projects.
- **Medium:** Demand responsive pricing of all public on- and off-street parking for TOD projects.
- **High:** Demand responsive pricing of all public on- and off-street parking in all areas, including phased increases to price of on-street residential parking permits.

## 4. Bike System Improvements

Bicycle system improvements can help reduce peak-hour vehicle trips by making commuting by bike easier and more convenient for more people. Bike facilities can serve direct door-to-door trips, especially those trips that are “too far to walk but too close to drive” (e.g. trips of between one and two miles are too long to walk for most people, but are a short bicycle ride). In addition, improved bicycle facilities can increase access to and from transit hubs, thereby expanding the “catchment area”<sup>2</sup> of the transit stop or station and increasing ridership.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low/Medium:** Implement projects identified in the adopted Pedestrian and Bicycle Mobility Plan as funding becomes available
- **Medium:** Implement projects identified in the adopted Pedestrian and Bicycle Mobility Plan as funding becomes available, with targeted projects to enhance access to TOD projects.
- **High:** Expedite funding of projects identified in the adopted Pedestrian and Bicycle Mobility Plan as funding becomes available, with targeted projects to enhance regional/through connectivity to jobs, educational institutions, and services.

## 5. Pedestrian System Improvements

A walkable environment gives people more transportation choices and improves quality of life. A well-designed network of streets and pedestrian ways is key to improving pedestrian accessibility. Walking is also a free transportation option for accessing public transit, and is available to most people within a quarter to half mile of transit stations and stops.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low/Medium:** Implement projects identified in the adopted Pedestrian and Bicycle Mobility Plan / ADA Transition Plan as funding becomes available.
- **Medium:** Implement projects identified in the adopted Pedestrian and Bicycle Mobility Plan / ADA Transition Plan as funding becomes available, with targeted projects to enhance access to TOD.
- **High:** Expedite funding of projects identified in the adopted Pedestrian and Bicycle Mobility Plan / ADA Transition Plan as funding becomes available, with targeted projects to enhance local connectivity to jobs, educational institutions, and services.

## 6. Transit System Improvements

In most cities that have succeeded in growing while limiting vehicle trips, a fundamental component of their success has been improved transit services.

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<sup>2</sup> A transit catchment area is the geographic area from which a transit station draws riders.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted (*all options assume subway-to-the-sea alignment through West Hollywood*).

- **Low:** Implement improvements identified in the adopted Regional Short-Range Transit Plan as funding becomes available.
- **Medium:** Advocate for expedited funding of improvements identified in the adopted Regional Short-Range Transit Plan, with targeted improvements to enhance access to TOD projects.
- **High:** Advocate for expedited funding of improvements identified in the adopted Regional Short-Range Transit Plan as funding becomes available, with targeted projects to enhance regional/through connectivity to jobs, educational institutions, and services.

## 7. Subsidized Transit

In recent years, growing numbers of transit agencies have teamed with universities, employers, building developers, or entire districts or neighborhoods to provide universal or subsidized transit service to certain riders (students, employees, etc). These services typically provide unlimited transit rides on local or regional transit providers for a low monthly fee, often absorbed entirely by the employer, school, or developers.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:** In all new residential or commercial development, the developer and/or property management will be required to provide a targeted 50% transit subsidy for all employees/residents for the lifetime of the building.
- **Medium:**
  - In all new residential and commercial development within a ½ mile of a TOD node, the developer and/or property management will be required to provide a targeted 100% transit subsidy for all employees and residents for the lifetime of the building.
  - With facilitation by the City, BIDs and/or TMAs will be encouraged to provide a similar transit pass subsidy to groups within ½ mile of TOD nodes but that are not covered by the requirements for new construction.
  - Require development to provide financial contributions to the transit capital and/or operational funds to expand existing City transportation services.
- **High:**
  - In all new residential and commercial development, the developer and/or property management will be required to provide a 100% transit subsidy on the EZ Transit Pass for all employees and residents for the lifetime of the building.
  - With facilitation by the City, BIDs and/or TMAs will be encouraged to provide a similar transit pass subsidy to groups not covered by the requirements for new construction.
  - Require development to provide financial contributions to the transit capital and/or operational funds to expand existing City transportation services.
  - Create a fare-free transit zone within the City of West Hollywood so that all transit trips originating within City boundaries are fare-free.

## 8. Auto Parking Cash-Out

The majority of North American employers provide free or reduced price parking for their employees as a fringe benefit. Under a parking cash out requirement, employers are allowed to continue this practice on the condition that they offer the cash value of the parking subsidy to any employee who does not drive to work. Offering employees the option of “cashing out” their subsidized parking space can incentivize employees to ride transit, bike, walk, or carpool to work, thereby reducing vehicle commute trips and emissions. California already has a parking cash-out law which requires employers with over 50 employees in an air basin designated nonattainment for any state air quality standard who provide subsidized parking for their employees to offer a cash allowance in lieu of a parking space.

Below are several policy options for West Hollywood with the impact of each measure noted (all options assume the development of a local enforcement mechanism).

- **Low:** Expand existing parking cash-out requirement to medium- to large-sized employers if the employer subsidizes or provides free parking for employees.
- **Medium:** Expand existing parking cash-out requirement to all businesses in TOD projects (i.e. regardless of number of employees or SF of business) if the employer subsidizes or provides free parking for employees.
- **High:** Expand existing parking cash-out requirement to all businesses (i.e. regardless of number of employees or SF of business) if the employer subsidizes or provides free parking for employees.

## 9. Car Sharing

Carsharing programs reduce the need for businesses or households to own vehicles, and reduce personal transportation costs and vehicle miles traveled (VMT). Carsharing has sometimes been referred to as the “missing link” in the package of alternatives to the private automobile. For example, vehicles available near a person’s workplace or school can enable them to commute to work via transit or other means, knowing that they’ll have a carshare vehicle available during the day if needed for work or personal trips.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:**
  - Implement a small-scale carsharing program for City employees.
  - Pursue multi-jurisdictional carsharing program with regional partners including the Westside Cities, and SCAG.
- **Medium:**
  - Require TOD development projects to implement on-site carsharing program or pay into a fund to incentivize a carsharing operator to implement a citywide program in the near-term.
  - Pursue multi-jurisdictional carsharing program with regional partners including the Westside Cities, and SCAG.
- **High:**
  - Require development projects to implement on-site carsharing program or pay into a fund to incentivize a carsharing operator to implement a citywide program in the near-term.

- Pursue multi-jurisdictional carsharing program with regional partners including the Westside Cities, and SCAG.

## 10. Bike Sharing

Bike sharing is a form of bike rental where people can have access to a shared fleet of bicycles on an as-needed basis. Bike share programs provide safe and convenient access to bicycles for short trips, such as running errands during lunch or for accessing the transit system by helping to bridge “first mile/last mile” barriers.

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:**
  - Implement a small-scale bike sharing program for City employees.
  - Pursue multi-jurisdictional bike sharing program with regional partners including the Westside Cities, and SCAG.
- **Medium:**
  - Require TOD development projects to implement on-site bike sharing program or pay into a fund to incentivize a bike sharing operator to implement a citywide program in the near-term.
  - Pursue multi-jurisdictional carsharing program with regional partners including the Westside Cities, and SCAG.
- **High:**
  - Require development projects to implement on-site bike sharing program or pay into a fund to incentivize a bike sharing operator to implement a citywide program in the near-term.
  - Pursue multi-jurisdictional carsharing program with regional partners including the Westside Cities, and SCAG.

## 11. Carpooling/Vanpooling

Experience indicates that ridesharing programs typically attract 5-15% of commute trips if they offer only information and encouragement, and 10-30% if they also offer financial incentives such as parking cash out or vanpool subsidies.<sup>3</sup>

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:** Target small to moderate increase in employee participation rates in carpools and vanpools due to additional promotional efforts by the City.
- **Medium:** Target moderate to high increase in employee participation rates in carpools and vanpools at TOD projects due to additional promotional efforts by the City, mode split performance targets for new development, and public or private subsidies.

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<sup>3</sup> Bryon York and David Fabricatore, *Puget Sound Vanpool Market Assessment*. Washington DOT, 2001. Accessed at [www.wsdot.wa.gov](http://www.wsdot.wa.gov) in June 2009.

- **High:** Target moderate to high increase in employee participation rates in carpools and vanpools due to additional promotional efforts by the City, mode split performance targets for new development, and public or private subsidies.

## 12. Telecommuting/Alternative Work Schedules

Flextime reduces peak period congestion directly, and can make ridesharing and transit use more feasible.<sup>4</sup> Staggered shifts can reduce peak-period trips, particularly around large employment centers. Reid Ewing estimates that flextime and telecommuting together can reduce peak-hour vehicle commute trips by 20-50%.<sup>5</sup>

Below are several implementation options for this policy with the likely trip reduction impact of each option noted.

- **Low:** Target small to moderate increase in employee participation rates in telecommuting and alternative work schedules due to additional promotional efforts by the City.
- **Medium:** Target moderate to high increase in employee participation rates in telecommuting and alternative work schedules for employees at TOD projects due to additional promotional efforts by the City, mode split performance targets for new development, and public or private subsidies.
- **High:** Target moderate to high increase in employee participation rates in telecommuting and alternative work schedules for employees due to additional promotional efforts by the City, mode split performance targets for new development, and public or private subsidies.

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<sup>4</sup> Alyssa Freas and Stuart Anderson, *Effects of Variable Work Hour Programs on Ridesharing and Organizational Effectiveness*, *Transportation Research Record* 1321. Transportation Research Board, 1991.

<sup>5</sup> Reid Ewing, *TDM, Growth Management, and the Other Four Out of Five Trips*. 1993.

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# **General Plan Transportation and Circulation Policy Framework**

**December 2, 2009**

GOAL: Enhance the circulation system to provide for both internal circulation in the City and regional travel needs.

1. Maintain a current Streets Master Plan that addresses the needs of vehicles, bikes and pedestrians.
2. Optimize roadway and signal system to improve system performance.
3. Continue to secure dedicated street space for future vehicle, bicycle and pedestrian improvements.
4. Require new development projects to fund their fair share of transportation improvements.
5. Utilize smart transportation system management technology (e.g., cameras, synchronization of signals and other tools).
6. Establish and designate a system of truck routes on specified arterial streets to minimize the negative impacts of trucking and delivery operations within and through the City.
7. Utilize and protect the City's alleys to ensure access to parking, delivery loading/unloading, and trash collection.

GOAL: Protect and preserve residential neighborhoods from cut-through traffic.

1. Continue to support traffic management measures that discourage cut-through traffic in residential neighborhoods.
2. Include affected residents and businesses in discussions about neighborhood traffic management.
3. Continually review neighborhood permit parking districts to prevent commercial overflow parking.

GOAL: Provide parking for current and future residential and commercial uses.

1. Encourage and promote common parking areas and structures for commercial areas.
2. Restrict commercial vehicles' ability to park overnight in residential areas.
3. Pursue a program to increase the supply of public parking, including parking facilities for use by residents, employees and visitors.
4. Establish parking districts in commercial areas to allow for the construction of common parking areas and structures and shared use of existing parking.
5. Encourage shared parking opportunities between compatible land uses.

6. Maximize the supply of on-street parking.
7. Consider allowing parking reductions for projects that provide dedicated parking spaces for car sharing programs, once such programs are in operation in West Hollywood.
8. Allow reductions in parking standards and/or unbundling of parking to encourage the construction of affordable housing, senior housing, special needs housing and housing near high-frequency regional transit service.
9. Explore innovative parking solutions including congestion pricing for parking.

GOAL: Encourage transit.

1. Participate in regional discussions and advocacy to improve regional transit to and within the city.
2. Actively support the proposed Subway-to-the-Sea subway system, and pursue an alignment through West Hollywood.
3. Maintain support for the implementation of local transit services, prioritizing the needs of the City's transit-dependent population.
4. Expand the City's transit services, including Dial-a-Ride, taxi coupons and the frequency and extent of the CityLine bus service.
5. Explore incentives for discretionary transit riders.
6. Encourage residents, employers and employees to minimize auto use and use public transportation.
7. Continue to improve bus stop amenities.
8. Require new development projects to improve adjacent public transit facilities (such as bus shelters, benches and similar amenities).
9. Continue providing subsidized transit passes and monthly bus passes for disadvantaged and/or transit-dependent populations.
10. Seek opportunities to increase transit frequency, including extending frequent bus service into the evenings and on weekends.
11. Develop and support education and awareness programs to encourage the use of the City's extensive existing transit service.
12. Expand transit subsidies for seniors, persons with disabilities, and other transit-dependent populations.

GOAL: Work with regional agencies and nearby jurisdictions to develop regional solutions to transportation issues.

1. Contribute to regional transportation solutions in cooperation with entities such as Metro, the Westside Cities Council of Governments and the Southern California Association of Governments (SCAG).
2. Actively pursue cooperative agreements and coordinate with adjacent jurisdictions on transportation solutions.
3. Actively advocate for transportation improvements at the regional, state and federal levels.
4. Coordinate with SCAG and local and regional agencies to develop a regional transportation demand management (TDM) program to reduce through-travel within the City.

GOAL: Pursue innovative strategies to reduce driving and traffic congestion in the City.

1. Continue to support active carpool or rideshare programs in partnership with the City's business community.
2. Pursue a car-sharing program for West Hollywood.
3. Pursue a bike-sharing program for West Hollywood.
4. On an on-going basis, explore innovative strategies, technologies and programs that may reduce driving.
5. Encourage the development of neighborhood retail and commercial uses within walking distance of all residential neighborhoods.

GOAL: Create a comprehensive bicycle network throughout the city.

1. Create a connected bike network throughout the City, with links to the bicycle networks in adjacent jurisdictions.
2. Install bicycle parking, storage, and signage along planned bicycle routes and at all public facilities.
3. Ensure that new development enhances the City's bicycle network and facilities.
4. Ensure that all public facilities such as schools, libraries, and public buildings have secure bicycle parking and/or storage.
5. Explore the development of bicycle stations (with lockers, showers, bicycle repair, and bicycle sharing facilities) throughout the City.

GOAL: Maintain and enhance a pedestrian-oriented city.

1. Improve sidewalks and crosswalks to ADA standards and to enhance walking as an alternative for residents.

2. Require ADA-compliant sidewalk widths, curb ramps, wayfinding signage, and other features in all public facilities.
3. Improve the streetscape on major roadways to enhance the pedestrian experience. Improvements could include street trees and landscaping in the parkway (the planted strip between the sidewalks and the street) and landscaped medians.
4. Create programs and incentives to encourage people to walk more and drive less.

DRAFT

# General Plan Advisory Committee

## Summary of Feedback on Transportation and Circulation

The following is a compilation of the GPAC's comments on the Transportation and Circulation presentations from on the December 2, 2009, GPAC meeting. The GPAC divided into groups for discussion, and then members were asked to individually complete the Transportation and Circulation policy framework questionnaire. Members were asked to prioritize the policy statements and indicate whether they should be low, medium or high priorities for the City. The comments have been compiled and broken down by goal.

### General Comments Submitted by GPAC Members:

- The general plan must be a document that acknowledges the life of the city by understanding its streets as its greatest public spaces.
- Street master plan should include event spaces, art, street furniture, canopy trees.
- Question: is the subway to the sea realistic?
- Provide monetary support to subway to the sea.
- Potential future subway stops should provide for ample Park-and-Ride parking.
- Requiring developers to fund transit is not a cost effective approach.
- Transit is the city and transit company's responsibility, not developers.
- A discussion about transit, transportation and parking is really a discussion about streets. This discussion cannot be effective without including street trees, furniture, lighting, advertising, wayfinding signage, public event spaces, woonerfs opportunities, on-site stackers, lifts, carousels, etc.
- Crosswalks on Santa Monica Boulevard not located at traffic signals slow traffic, as pedestrians may enter the crosswalks at any time, and pose a safety hazard for pedestrians. These crosswalks should be eliminated. Consider building pedestrian/bike bridges at busy intersections.
- Request to remove traffic cameras.
- Concern that single people do not carpool.
- Pursue innovative parking solutions such as stackers, lifts, carousels, courts, etc.
- Concern that three parking spaces were removed on SMB at the east side of La Cienega for bus stops.
- Parking needs to be priced appropriately.
- Dedicated parking spaces for low emissions vehicles.
- Tap into unused parking spaces in office buildings.
- Better utilize available parking.
- Appropriate signage for parking areas needed.
- Improve signage to navigate drivers easily to public parking structures and clear signs about parking prices/free parking.
- Select street trees that do not block street signs.
- Provide two hours of free parking in various lots to increase utilization.
- Residents on hills cannot benefit from programs and incentives to walk more and drive less.
- Explore and implement diagonal crosswalks.
- Bike sharing especially for business employees.
- Need to set rules, guidelines and parking requirements for motorcycles and bicycles.
- Bike network is already completed.
- There are very few safe bicycle networks adjacent to the city.
- Require bicycle helmets.
- Require reflective lighting/lights at night.
- Bicycles should follow rules of the road.

- Require license plates for bikes.
- Require bicycle licenses.
- Require helmets for motorcycles.
- Motorcycles should not lane split.
- Monitor speeds of motorcycles.
- Create motorcycle parking spaces so they do not take up auto parking spaces.
- Carpooling in WeHo is limousine riding.
- Limousines are public transportation in WeHo.
- Delivery, loading and unloading should not block alleys.
- Use of alleys should not go after hours.
- Alleys are used as an outlet during traffic delays, detours, parades, etc.
- Alleys should be completely rethought beyond merely loading and trash. How about mobility, green space and stormwater capture?
- Make sure truck routes do not take away charm of city streets.
- More speed bumps should be installed in residential neighborhoods, to discourage cut through traffic.
- Encourage City of LA to work with WeHo on traffic issues.
- Need to address the traffic congestion from cars coming through and to our City. We should be careful about increasing commercial development opportunities for regional activity centers on Santa Monica Blvd., which will add further traffic congestion.

## Policy Framework Prioritization

GOAL: Enhance the circulation system to provide for both internal circulation in the City and regional travel needs.

	Low	Med	High
1. Maintain a current Streets Master Plan that addresses the needs of vehicles, bikes and pedestrians.	2	4	<u>10</u>
2. Optimize roadway and signal system to improve system performance.	1	1	<u>14</u>
3. Continue to secure dedicated street space for future vehicle, bicycle and pedestrian improvements.	3	3	<u>9</u>
4. Require new development projects to fund their fair share of transportation improvements.	5	3	<u>8</u>
5. Utilize smart transportation system management technology (e.g., cameras, synchronization of signals and other tools).	2	2	<u>12</u>
6. Establish and designate a system of truck routes on specified arterial streets	6	1	<u>9</u>

to minimize the negative impacts of trucking and delivery operations within and through the City.			
7. Utilize and protect the City's alleys to ensure access to parking, delivery loading/unloading, and trash collection.	<u>7</u>	3	6

GOAL: Protect and preserve residential neighborhoods from cut-through traffic.

	Low	Med	High
1. Continue to support traffic management measures that discourage cut-through traffic in residential neighborhoods.	1	4	<u>11</u>
2. Include affected residents and businesses in discussions about neighborhood traffic management.	0	<u>8</u>	8
3. Continually review neighborhood permit parking districts to prevent commercial overflow parking.	2	5	<u>9</u>

GOAL: Provide parking for current and future residential and commercial uses.

	Low	Med	High
1. Encourage and promote common parking areas and structures for commercial areas.	0	2	<u>14</u>
2. Restrict commercial vehicles' ability to park overnight in residential areas.	3	4	<u>9</u>
3. Pursue a program to increase the supply of public parking, including parking facilities for use by residents, employees and visitors.	0	1	<u>15</u>
4. Establish parking districts in commercial areas to allow for the construction of common parking areas and structures and shared use of existing parking.	0	1	<u>15</u>
5. Encourage shared parking opportunities between compatible land uses.	0	4	<u>12</u>

6. Maximize the supply of on-street parking.	1	6	<u>9</u>
7. Consider allowing parking reductions for projects that provide dedicated parking spaces for car sharing programs, once such programs are in operation in West Hollywood.	4	2	<u>10</u>
8. Allow reductions in parking standards and/or unbundling of parking to encourage the construction of affordable housing, senior housing, special needs housing and housing near high-frequency regional transit service.	2	2	<u>10</u>
9. Explore innovative parking solutions including congestion pricing for parking.	4	2	<u>10</u>

GOAL: Encourage transit.

	Low	Med	High
1. Participate in regional discussions and advocacy to improve regional transit to and within the city.	1	3	<u>12</u>
2. Actively support the proposed Subway-to-the-Sea subway system, and pursue an alignment through West Hollywood.	1	4	<u>11</u>
3. Maintain support for the implementation of local transit services, prioritizing the needs of the City's transit-dependent population.	0	<u>8</u>	8
4. Expand the City's transit services, including Dial-a-Ride, taxi coupons and the frequency and extent of the CityLine bus service.	2	5	<u>9</u>
5. Explore incentives for discretionary transit riders.	0	<u>9</u>	6
6. Encourage residents, employers and employees to minimize auto use and use public transportation.	2	4	<u>10</u>
7. Continue to improve bus stop amenities.	5	4	<u>7</u>

8.	Require new development projects to improve adjacent public transit facilities (such as bus shelters, benches and similar amenities).	<u>8</u>	3	5
9.	Continue providing subsidized transit passes and monthly bus passes for disadvantaged and/or transit-dependent populations.	2	3	<u>11</u>
10.	Seek opportunities to increase transit frequency, including extending frequent bus service into the evenings and on weekends.	0	4	<u>12</u>
11.	Develop and support education and awareness programs to encourage the use of the City's extensive existing transit service.	1	6	<u>9</u>
12.	Expand transit subsidies for seniors, persons with disabilities, and other transit-dependent populations.	2	4	<u>10</u>

GOAL: Work with regional agencies and nearby jurisdictions to develop regional solutions to transportation issues.

		Low	Med	High
1.	Contribute to regional transportation solutions in cooperation with entities such as Metro, the Westside Cities Council of Governments and the Southern California Association of Governments (SCAG).	1	2	<u>13</u>
2.	Actively pursue cooperative agreements and coordinate with adjacent jurisdictions on transportation solutions.	0	3	<u>13</u>
3.	Actively advocate for transportation improvements at the regional, state and federal levels.	0	5	<u>11</u>
4.	Coordinate with SCAG and local and regional agencies to develop a regional transportation demand management (TDM) program to reduce through-travel within the City.	0	3	<u>13</u>

GOAL: Pursue innovative strategies to reduce driving and traffic congestion in the City.

	Low	Med	High
1. Continue to support active carpool or rideshare programs in partnership with the City's business community.	3	<u>7</u>	5
2. Pursue a car-sharing program for West Hollywood.	4	<u>7</u>	5
3. Pursue a bike-sharing program for West Hollywood.	5	<u>7</u>	4
4. On an on-going basis, explore innovative strategies, technologies and programs that may reduce driving.	3	1	<u>12</u>
5. Encourage the development of neighborhood retail and commercial uses within walking distance of all residential neighborhoods.	1	1	<u>14</u>

GOAL: Create a comprehensive bicycle network throughout the city.

	Low	Med	High
1. Create a connected bike network throughout the City, with links to the bicycle networks in adjacent jurisdictions.	3	<u>6</u>	6
2. Install bicycle parking, storage, and signage along planned bicycle routes and at all public facilities.	2	<u>7</u>	7
3. Ensure that new development enhances the City's bicycle network and facilities.	5	4	<u>7</u>
4. Ensure that all public facilities such as schools, libraries, and public buildings have secure bicycle parking and/or storage.	2	6	<u>8</u>
5. Explore the development of bicycle stations (with lockers, showers, bicycle repair, and bicycle sharing facilities) throughout the City.	5	5	5

GOAL: Maintain and enhance a pedestrian-oriented city.

	Low	Med	High
1. Improve sidewalks and crosswalks to ADA standards and to enhance walking as an alternative for residents.	0	6	<u>10</u>
2. Require ADA-compliant sidewalk widths, curb ramps, wayfinding signage, and other features in all public facilities.	4	3	<u>9</u>
3. Improve the streetscape on major roadways to enhance the pedestrian experience. Improvements could include street trees and landscaping in the parkway (the planted strip between the sidewalks and the street) and landscaped medians.	1	2	<u>12</u>
4. Create programs and incentives to encourage people to walk more and drive less.	3	1	<u>12</u>

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## Reduction Targets Adopted or Considered by California Jurisdictions

Jurisdiction	Target(s)
Alameda (City)	25% below 2005 levels by 2020
Alameda County	15% below 2005 levels by 2020
Albany	25% below 2005 levels by 2020
Benicia	25% below current levels by 2020
Berkeley	33% below 2000 levels by 2020 80% below 2000 levels by 2050
Calistoga	15% below 2005 levels by 2020
Chula Vista	20% below 1990 levels by 2010
Davis	Carbon-neutral by 2020
Emeryville	25% below 2004 levels by 2020
Fremont	25% below 2005 by 2020
Hayward	6 % below 2005 levels by 2013 12.5% below 2005 levels by 2020 82.5% below 2005 levels by 2050
Livermore	15% below 2005 levels by 2020
Lomita	1990 levels by 2020
Madera	15% below 2007 levels by 2020 1990 levels by 2020 80% below 1990 levels by 2050
Mountain View	5% below 2005 levels by 2012 10% below 2005 levels by 2015 15-20% below 2005 levels by 2020 80% below 2005 levels by 2050
Novato	1990 levels by 2020
Oakland	15% below 2005 levels by 2010
Orange	15% below current levels by 2020
Petaluma	25% below 1990 levels by 2015
Piedmont	15% below 2005 levels by 2020
Sacramento	1990 levels by 2020
San Carlos	15% below current levels by 2020 35% below current levels by 2030
San Diego	15% below 1990 by 2010
San Francisco	20% below 1990 by 2012
San Leandro	25% below 2005 levels by 2020

San Rafael	15% below current by 2020 80% below current by 2050
Santa Clara County	10% reduction every five years
Santa Monica	15% below 1990 levels by 2015
Solano County	20% below 1990 levels by 2020
Union City	30% below 2005 levels by 2020