

City of West Hollywood

General Plan Update

Traffic Reduction Strategies

Joint Study Session

City Council

Planning Commission

Transportation Commission

January 25, 2010

Nelson|Nygaard
consulting associates

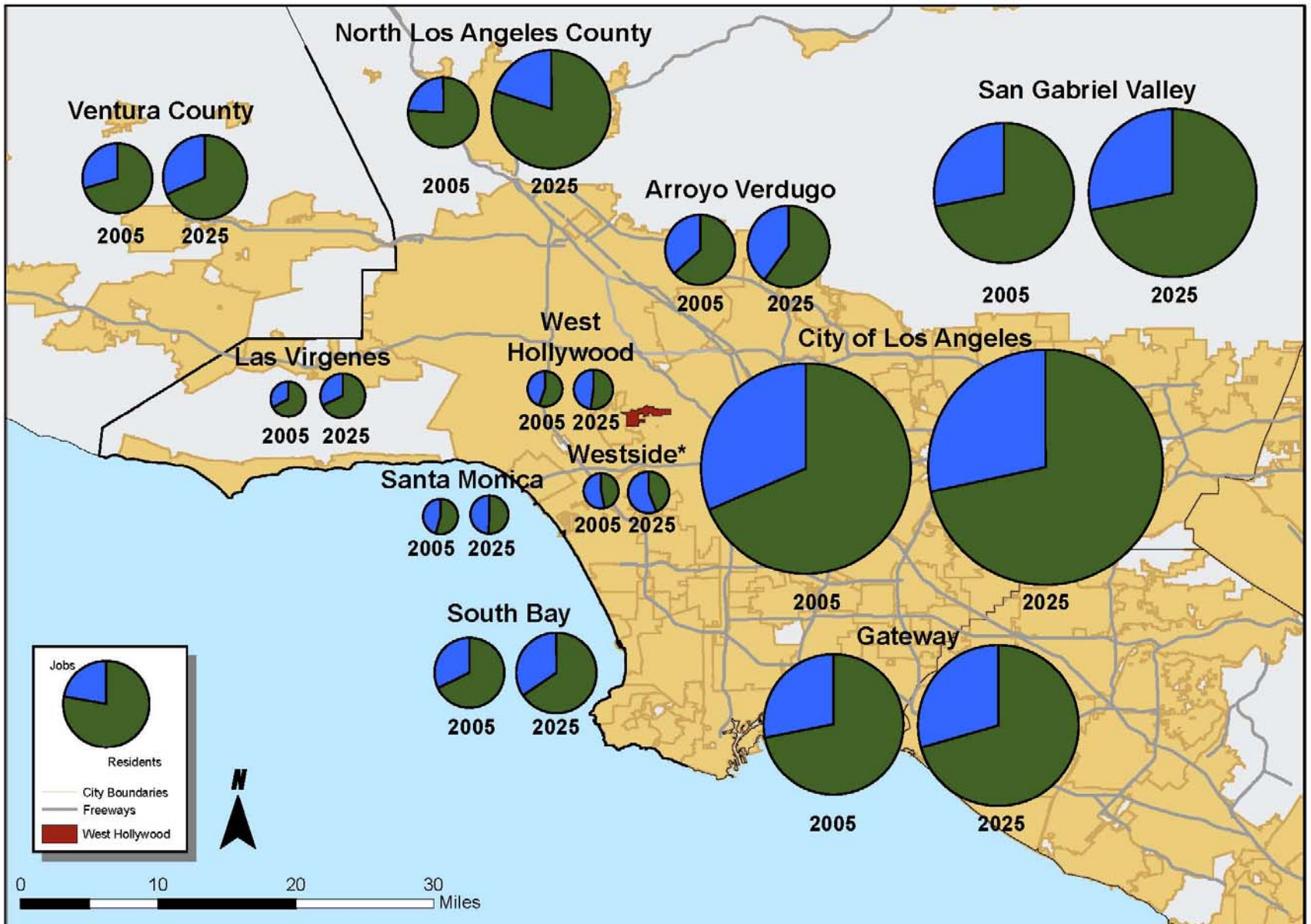


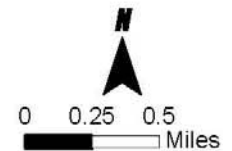
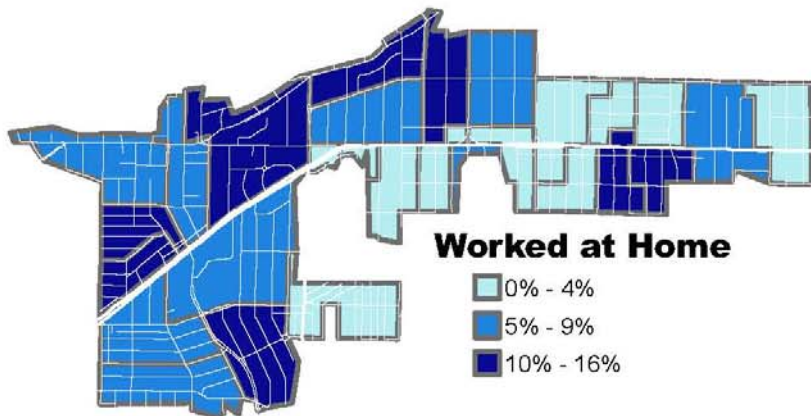
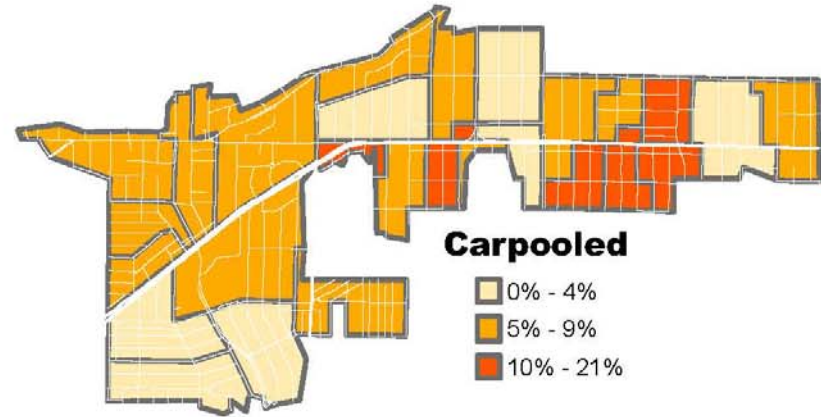
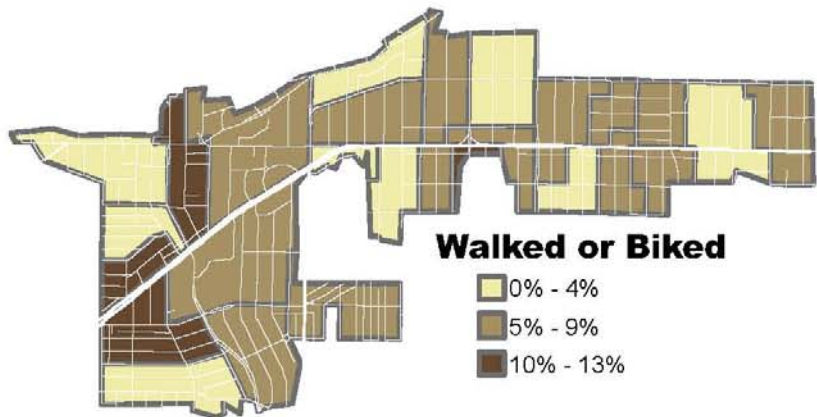
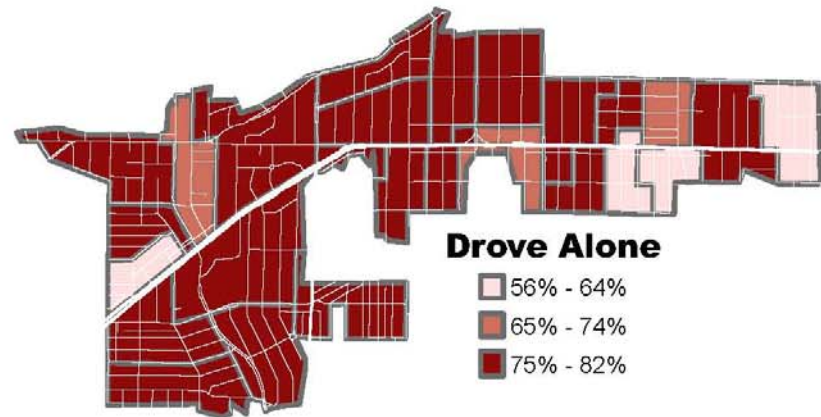
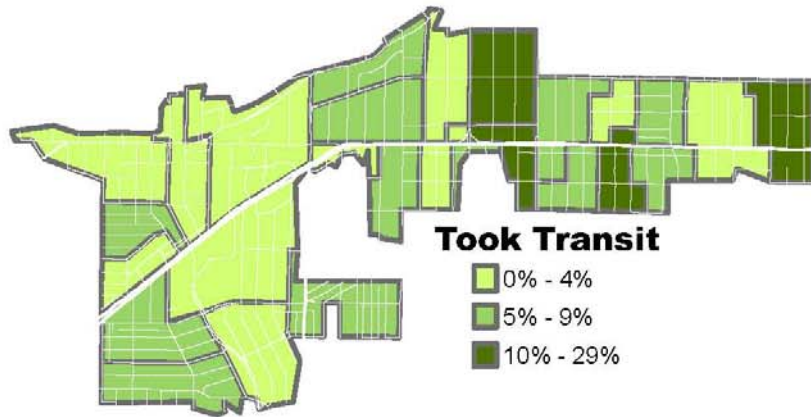
Presentation Overview

- Why analyze traffic reduction strategies?
- Overview of policies + programs under consideration
- Questions / Discussion



Current and Projected Southern California Jobs and Population





JOURNEY TO WORK MODE SPLIT

Nelson Nygaard
consulting associates

Percentage of total trips per block group, by mode
(2000 data from the Census Transportation Planning Package)

GIS Data Source: LA County, SCAG, ESRI



San Dimas

15,810 miles per person



West Hollywood

8,948 miles per person
(40% less)

Annual VMT per Person

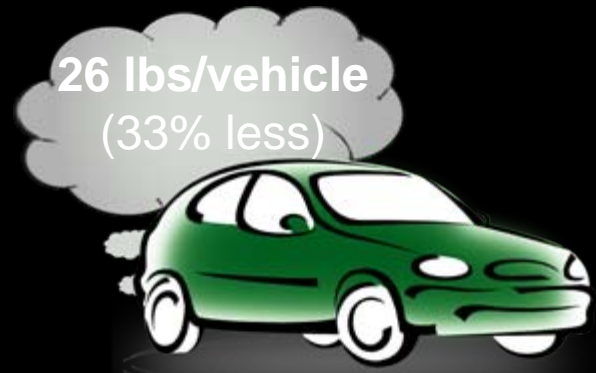


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39 lbs/vehicle

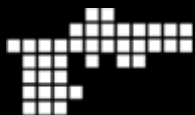
San Dimas



26 lbs/vehicle
(33% less)

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Annual CO₂ Emissions / Vehicle





77 lbs/HH

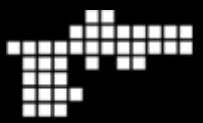
San Dimas



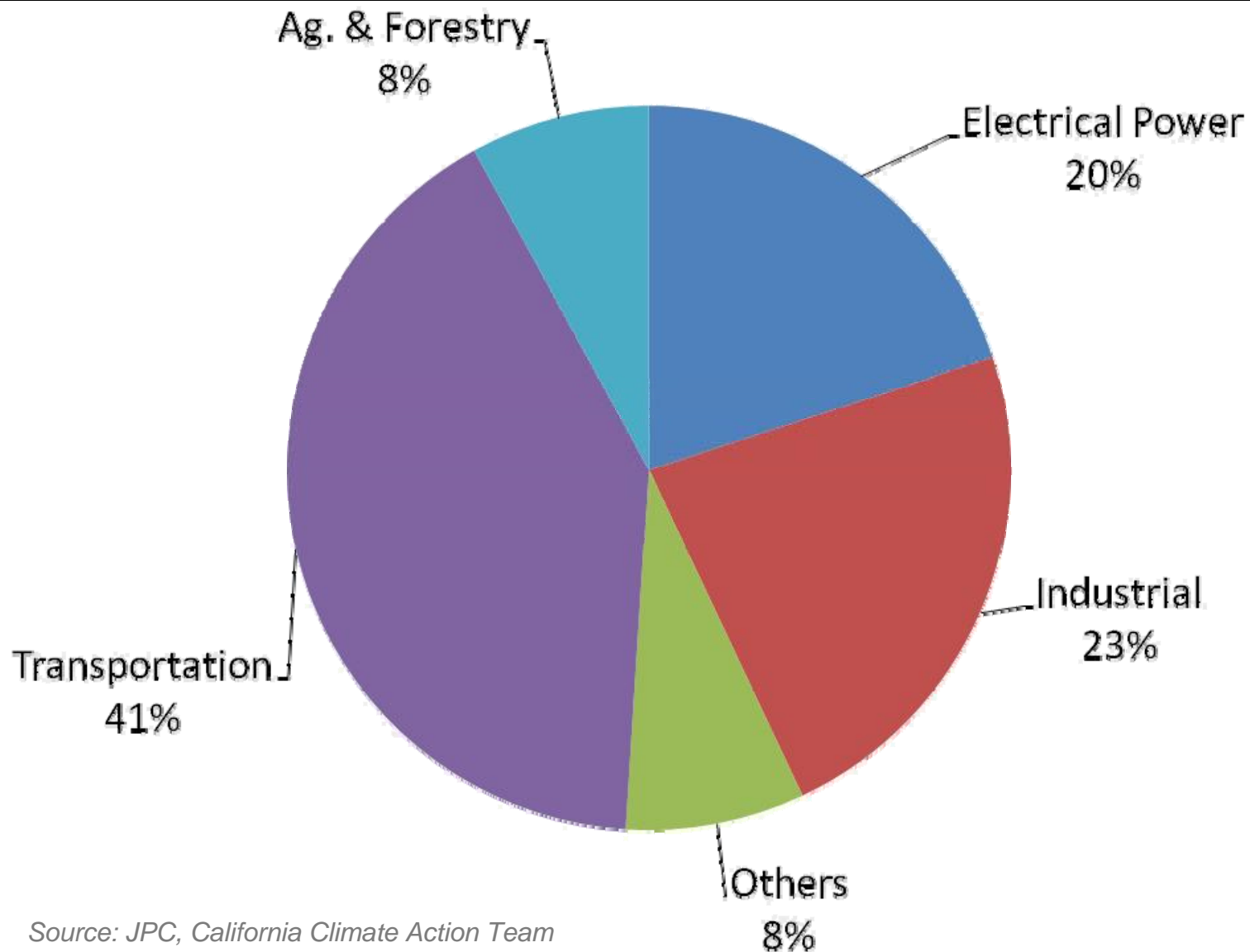
30 lbs/HH
(61% less)

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Annual CO₂ Emissions / Household



Contributors: California GHGs

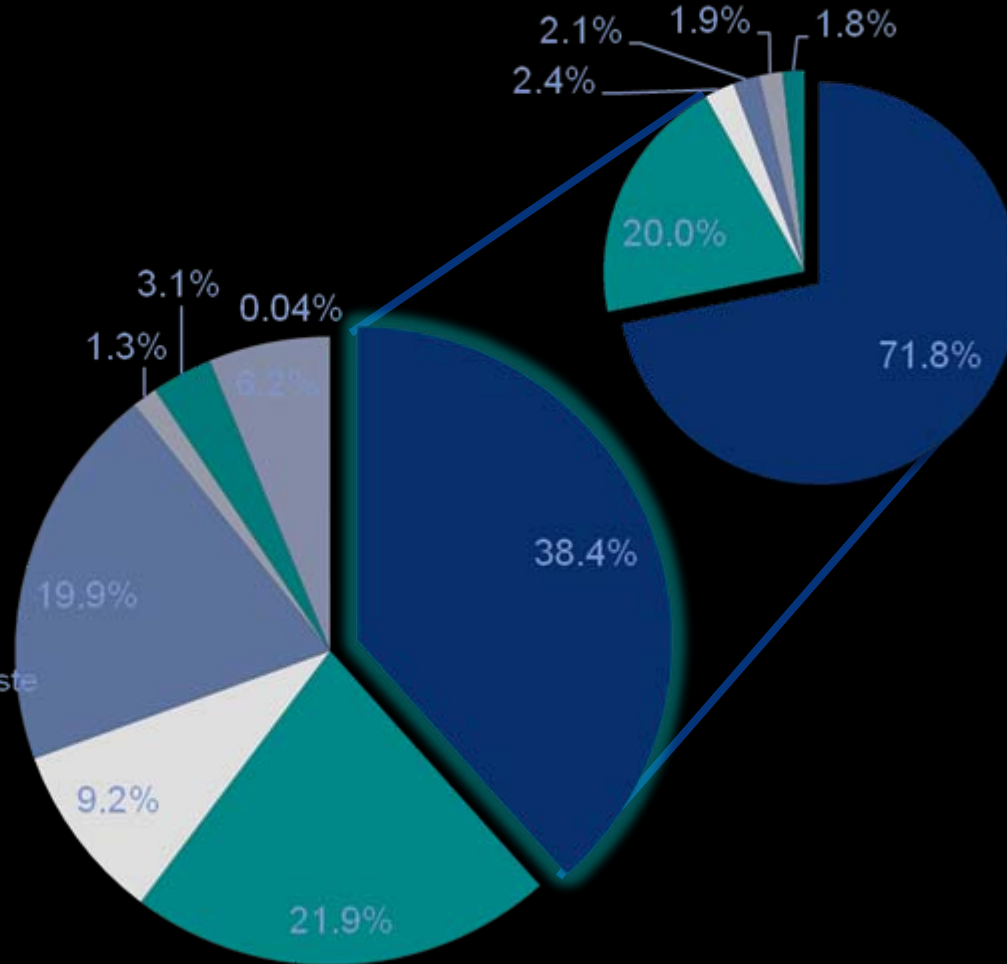


California Total CO₂ Emissions

California Transportation Emissions

- Transportation
- Electric Power
- Commercial and Residential
- Industrial
- Recycling and Waste
- High GWP
- Agriculture
- Forestry

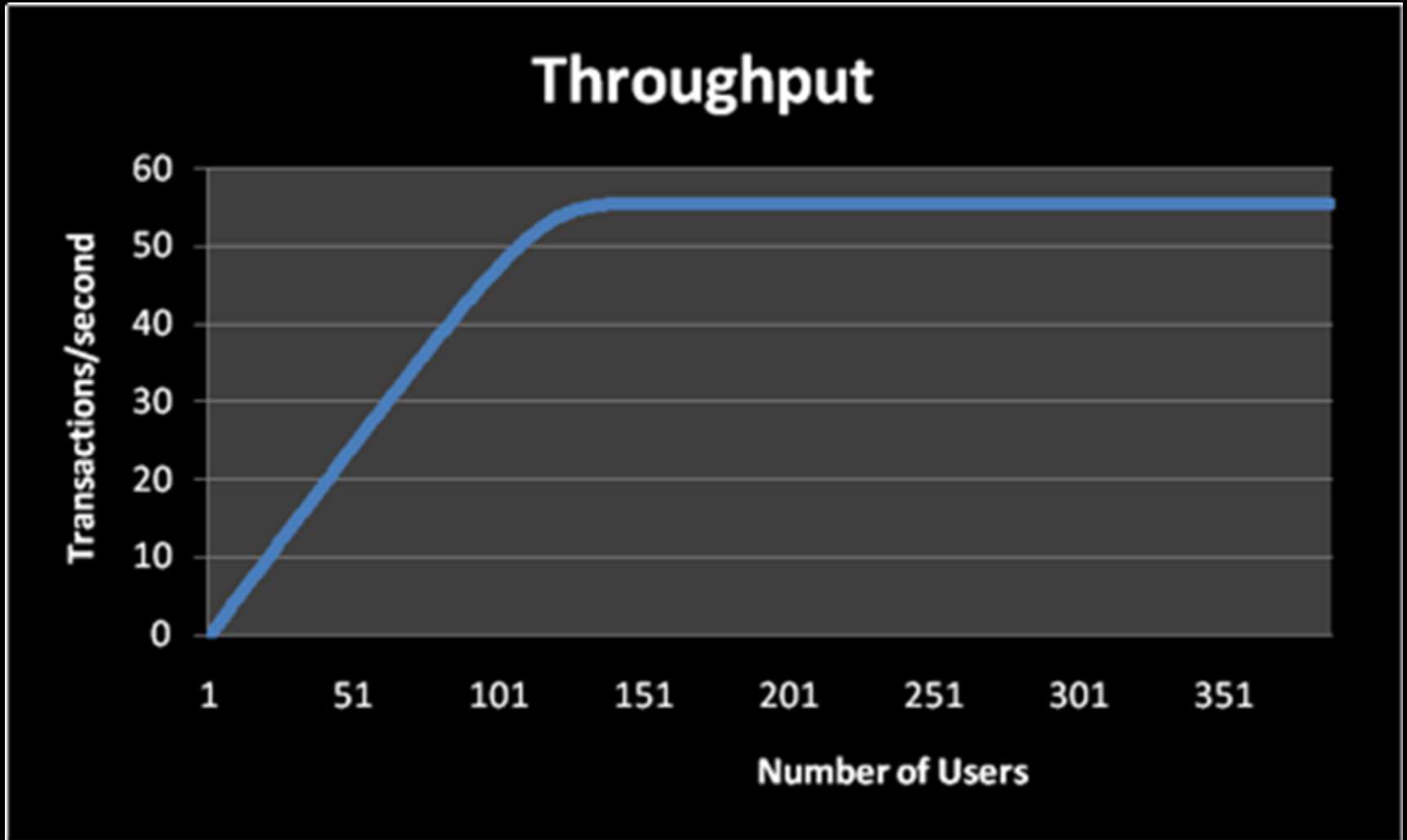
- Passenger Vehicles
- Heavy Duty Trucks
- Ships & Commercial Boats
- Aviation (Intrastate)
- Rail
- Unspecified



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Source: 2006 California Air Resources Board
Greenhouse Gas Inventory

Traffic congestion is non-linear





Suite of Policies / Programs

- Parking Pricing
- Unbundled Parking
- Subsidized Transit
- Parking Cash-out
- Carsharing
- Carpooling
- Telecommuting/Alternative Schedules
- Transit System Improvements
- Pedestrian/Bike Improvements
- Reforming Minimum Parking Requirements
- Bikesharing





Why do this analysis?

- Improve on conventional traffic models
- Complement the 4-D traffic model
- Inform policy decisions on General Plan Update
- Allow comparisons between the likely results of different future scenarios



Typical General Plan polices....

- Promote affordable housing
- Create mixed-used neighborhoods
- Add “appropriate” density near transit
- Encourage alternative modes
- Create “ped-friendly” streets
- Promote bicycle safety
- Reduce vehicle travel
- Honor motherhood
- Enjoy apple pie





Methodology to be used

- Define the suite of policies/programs
- Tailor policies/programs to each alternative
- Review available literature and studies
- Estimate trip reduction impacts
 - Based on empirical studies and professional judgment
 - Planning-level, order of magnitude
 - Conservative in all assumptions
- Integrate estimates with traffic model

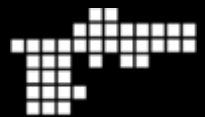


Sample Model Output

Strategy	Trip Type Affected ¹	Reduction in Peak Hour Vehicle Trips ³				Impact on Household Auto Ownership			
		Plan SB	No Project	Alternative 1	Alternative 2	Plan SB	No Project	Alternative 1	Alternative 2
Reduced or Eliminated Minimum Parking Requirements	Commuter	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²
Unbundled Parking	Commuter, Non-Commuter	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: 15%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 15%
		Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%
Public Parking Pricing	Commuter	Area 1/2: 25.1%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 44.2%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Bike System Improvements ⁴	Commuter	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²
Pedestrian System Improvements	Commuter, Non-Commuter	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²
Transit System Improvements	Commuter, Non-Commuter	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²
Subsidized Transit Passes	Commuter	Area 1/2: 5.5%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 8.2%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Parking Cash-Out	Commuter	Area 1/2: 3%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 12%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 1%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 8%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Car Sharing	Non-Commuter	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: 12.5%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 12.5%
		Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 5%
Bike Sharing ⁵	Commuter, Non-Commuter	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²	N/A ²
Safe Routes to School ⁶	Non-Commuter	Area 1/2: 9%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 12%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 3%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 8%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Carpooling ⁷	Commuter	Area 1/2: 5%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 10%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 5%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 10%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Telecommuting/Alternative Work Schedules ⁸	Commuter	Area 1/2: 10%	Area 1/2: 0%	Area 1/2: 0%	Area 1/2: 25%	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²	Area 1/2: N/A ²
		Area 3/4: 5%	Area 3/4: 0%	Area 3/4: 0%	Area 3/4: 15%	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²	Area 3/4: N/A ²
Commuter Trip Impact (Areas 1 & 2) ⁹	Commuter	25.4%	0%	0%	45.3%	N/A ²	N/A ²	N/A ²	N/A ²
Commuter Trip Impact (Areas 3 & 4) ¹⁰	Commuter	5%	0%	0%	15%	N/A ²	N/A ²	N/A ²	N/A ²
Non-Commuter Trip Impact (Areas 1 & 2) ¹¹	Non-Commuter	5%	0%	0%	6%	N/A ²	N/A ²	N/A ²	N/A ²
Non-Commuter Trip Impact (Areas 3 & 4) ¹¹	Non-Commuter	2%	0%	0%	3%	N/A ²	N/A ²	N/A ²	N/A ²



Reduced or Eliminated Auto Parking Requirements



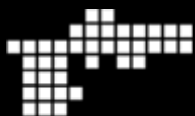


Unbundled Auto Parking



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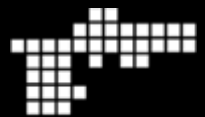
Pricing of Public Auto Parking



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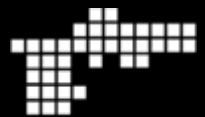
Auto Parking Cash Out



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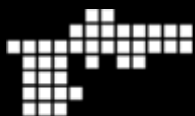


Bike System Improvements



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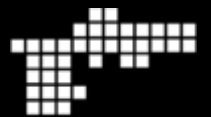
Pedestrian System Improvements



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Transit System Improvements



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Flickr user Fred Camino

Subsidized Transit Passes

Car Sharing



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Bike Sharing

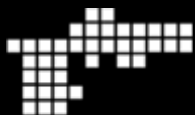


Carpooling/ Vanpooling



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Telecommuting/ Alternative Work Schedules



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We can do
nothing and
just take our
chances...

...or we can
plan for change.

The latter
requires a
willingness to
improve upon
the status quo.



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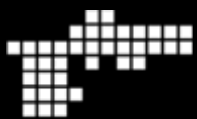
Photo credit: The New Yorker



Photo credit: Jan Gehl



Photo credit: Jan Gehl



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Discussion Questions

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





For more information...

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