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The City of West Hollywood and its residents have called for a comprehensive *Bicycle and Pedestrian Mobility Plan* that will create the foundation for an enhanced multi-modal bicycle- and pedestrian-friendly environment to serve residents, commuters, shoppers, and visitors who walk or bicycle in the bustling community. This Mobility Plan includes innovative and exciting options for safe and convenient pedestrian ways, an emergent network of bicycle routes, supporting bicycle infrastructure, and other relevant policies that will enhance the quality of life for all who live, work, and play in West Hollywood.

The projects described in this Plan are potential projects that may be implemented depending upon timing, funding, and project feasibility. The implementation of any given project may be subject to further feasibility analysis at the time of its implementation. The implementation of projects identified in this Plan is subject to the discretion of the City Council. The prioritization of projects in this chapter is based upon several criteria described herein and is the result of the timing of the document. Funding constraints over the next few years may delay the implementation or change the prioritization of the projects identified here. Project prioritization is also at the discretion of the City Council.



Goals and Policies

To support the long-term vision of the *Bicycle and Pedestrian Mobility Plan* and serve as the foundation for improving the safety and attractiveness of bicycling and walking in West Hollywood, the Plan includes six goals:

1. Promote Bicycle Transportation
2. Develop an Enhanced Bikeway Network
3. Enhance Bicycle Transportation Safety
4. Enhance Pedestrian Mobility
5. Enhance Pedestrian Safety
6. Encourage More People to Walk

For each goal, policies and action strategies outline steps that can be used to achieve these goals. The City will use the goals, policies, and actions, as well as the other material in the Plan, in its efforts to support bicycling and walking in West Hollywood.

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These goals, policies, and action items also support other planning efforts and the objectives of recent regional, state, and federal policies. Plans developed by the Metropolitan Transportation Authority, South Coast Air Quality Management District, and the Southern California Association of Governments emphasize the importance of non-motorized transportation to the well-being of the region. The facilities identified as potential capital projects in this Plan will encourage bicycling and walking as viable options to the automobile. A network of multi-modal mobility is the over-arching goal of this *Bicycle and Pedestrian Mobility Plan*.

Background

West Hollywood is a dynamic city where walking and bicycling already are happening. The City is filled with retail, community, and entertainment venues that encourage people to park their cars and walk. Santa Monica and Sunset Boulevards are specific corridors that attract large numbers of pedestrians every day. Bicycle and pedestrian volumes were observed at several locations throughout the City, and they reveal a City diverse in multi-modalism, especially in walking. The City has recently concluded a major renovation of its main corridor, Santa Monica Boulevard, which included widened sidewalks and the installation of the City's first bike lanes.

West Hollywood is located at a transportation nexus where motor vehicles, transit lines, and bicyclists traverse the City on their way to destinations within and outside the City. Traffic congestion has been cited by residents and visitors alike as one of the City's most perplexing issues. Building upon the existing bicycling and walking network through pedestrian enhancements and bicycle facilities development will facilitate an increase in multi-modalism and will seek to utilize existing right-of-ways to their fullest extent.



Bicycle Mobility

Bicycling as a means of transportation has been growing in popularity as many communities work to create more balanced transportation systems, also known as multi-modalism.

A bicycle-friendly environment requires more than merely the establishment of bike lanes. Ancillary facilities are needed, which include adequate bicycle parking, signage, and changing facilities. These elements of the bicycle mobility network are important because they help to eliminate barriers for people from bicycling more often and for different types of trips, including commuting.

The bikeway network for West Hollywood currently consists of 5.45 miles of bike lanes and routes, and there are 11.30 miles of roadway in the City where bikeway enhancements are planned as part of this Plan. The projects recommended to complete the network are ranked according to destinations they served, feasibility of implementation, connectivity, safety, field

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observation, and input from the public. The following 14 projects contain bicycle mobility enhancements and were developed as a result of these criteria.

The map on page xvi shows the existing and proposed bicycle facilities identified in this Plan.

1. Parking Lane Striping
2. Share the Road Signage Program
3. Santa Monica Blvd Bikeway Extension
4. Citywide Bicycle Parking Program
5. Cynthia-Palm-Holloway Class III Bikeway
6. Sweetzer-Rosewood-Ashcroft Class III Bikeway
7. San Vicente Blvd Bikeway, Pedestrian Enhancement, and Traffic Calming Phase 1
8. Westmount-Huntley-Beverly Center Neighborhood Bikeway
9. Fairfax Ave Bicycle and Pedestrian Improvement Project
10. Fountain Ave/La Cienega Class II/III Bikeway and Pedestrian Enhancement
11. San Vicente Blvd Bikeway, Pedestrian Enhancement, and Traffic Calming Phase 2
12. Robertson Blvd Bikeway and Pedestrian Enhancements
13. Almont-Keith-Hilldale Neighborhood Bikeway
14. Genesee Ave Neighborhood Bikeway



Pedestrian Mobility

At some point in each day, most of us are pedestrians. Whether strolling through the park, shopping along Santa Monica Boulevard, walking to school, or strolling along Sunset Boulevard, functional pedestrian facilities are an integral part of any community, especially West Hollywood. Several elements are needed to achieve a walkable environment. Such elements as safe roadway crossings, curb ramps, lighting, and attractive streetscapes enhance the walking environment and encourage people to walk more often in their everyday life.

Improvements are planned in this Plan that will enhance the environment for walking and contribute to West Hollywood's network of multi-modal mobility. The recommended projects

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that will enhance this network are ranked according to safety concerns, field observation, input from the public, feasibility of implementation, and maximizing right-of-way utility. The following 12 projects contain pedestrian mobility enhancements and were identified as a result of these criteria.

The map on the page xvi shows the proposed pedestrian enhancements identified in this Plan.

1. Advanced Stop Bar Installation
2. Crosswalk Visibility and Enhancement Phase 1
3. Installation of In-Pavement Flashers (Lexington/La Brea, La Cienega/Rosewood, Crescent Heights/Norton)
4. Crosswalk Visibility and Enhancement Phase 2
5. Median Refuge Island Installation
6. San Vicente Blvd Bikeway, Pedestrian Enhancement, and Traffic Calming Phase 1
7. Sunset Blvd Pedestrian Enhancements Phase 1
8. Fairfax Ave Bicycle and Pedestrian Improvement Project
9. Fountain Ave/La Cienega Class II/III Bikeway and Pedestrian Enhancement
10. San Vicente Blvd/Rosewood Ave/Ashcroft Ave Pedestrian Enhancement
11. San Vicente Blvd Bikeway, Pedestrian Enhancement, and Traffic Calming Phase 2
12. Robertson Blvd Bikeway and Pedestrian Enhancements

Links to Transit

Improving links to transit makes bicycling and walking a larger part of daily life, enhance transit usage, and enrich communities. Transit can increase the range of travel for pedestrians and bicyclists by overcoming barriers and hilly terrain, traveling longer distances, and enabling travel at nighttime and during poor weather conditions. Combining walking and bicycling with transit usage benefits communities by reducing congestion, contributing to the vitality of the community, and reducing the consumption of resources.

There are several items that contribute to the convenient use of transit. Secure and convenient bike parking, information located at transit stops, and directional signage are but a few helpful amenities. Most MTA buses that serve West Hollywood are now equipped with state-of-the-art bike racks, and bicycle parking accommodations are expanding within the City.



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Map 1: Proposed Plan Projects

Education and Promotion

Education, marketing, and law enforcement programs help make the general public aware of bicycling and pedestrian issues. Targeted campaigns are beneficial to reach out to specific segments of the population such as children for rules-of-the-road courses, transportation planners and engineers for bicycle- and pedestrian-friendly design strategies, commuters for encouragement and incentive campaigns, and the general traveling public for safety awareness campaigns. The City of West Hollywood includes a wide spectrum of people, including an active senior community, immigrant populations, gay and lesbian families, visitors, tourists, employers, employees, and others. The public awareness and education campaign proposed in this Plan target each of these audiences. The programs targeted for implementation as part of this Plan include the following.

1. Driver Education
2. Print Campaign
3. Public Service Announcements
4. Public Awareness and Promotional Campaigns
5. Senior Citizen and Disabled Pedestrian Education
6. Teen & Adult Pedestrian and Bicycle Education Program
7. Education for Elementary School Children
8. Education Enforcement



Implementation

Achieving the goals and carrying out the policies of this *Bicycle and Pedestrian Mobility Plan* will require a strategy for applying for funding and providing for the implementation of the elements of the Plan. The potential capital projects found in Chapter 7 are organized as a phasing plan, determined from a list of criteria that include funding availability, safety enhancements, ease of implementation, public input, and political acceptability. The funding guide found in Chapter 8 outlines specific funding sources and a phasing plan that identifies the appropriate and most likely sources of funding for specific projects.

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To understand the financial commitment required to successfully implement the Plan, planning-level cost estimates were generated for each of the projects proposed. The total estimated costs for implementation of the Plan are listed below.

Table 1: Summary of Estimated Project Costs

Short-Term Projects	\$318,190
High Priority Intermediate-Term Projects	\$1,036,950
Low Priority Intermediate-Term Projects	\$2,277,327
Education Program and Promotional Campaign	\$239,550
Total Estimated Project Costs	\$3,872,117

Appendices

Appendices A through I include additional data, analysis, and information that support the findings and potential capital projects and programs of this *Bicycle and Pedestrian Mobility Plan*. Appendices A through E include needs analysis data and information such as existing conditions items, public input summaries, pedestrian and bicycle counts, crash data, and forecasts of future bicycling and walking in West Hollywood. Appendices F, G, and H include miscellaneous information including typical unit costs used in the cost estimation of individual projects, laws and ordinances relating to bicycling, and a glossary of pedestrian terminology used in this Plan. Appendix I outlines a model safety education curriculum that could be used as a guide to develop a specific program in the future for West Hollywood.

