

FINAL

GENERAL PLAN
CIRCULATION COMMITTEE

REPORT AND RECOMMENDATIONS
JANUARY 2004

PREFACE

Over a year and a half of meetings, studying traffic, circulation, and congestion improvements, the Circulation Committee has continually returned to three main themes as their primary and central focus. They are as follows:

1. Traffic and circulation will not improve without major, drastic changes to driving behavior as a result of strategic and significant policy and infrastructure improvements. Traffic "stagnation" is inevitable with the anticipated growth in population and traffic management improvements such as signal improvements, for example, won't accommodate the anticipated increase in vehicle trips. On the other hand, new and creative policies such as "congestion pricing" as discussed in this report can markedly change driver behavior by reducing the volume and size of vehicles on the road. In summary, the Committee generally does not believe the City's General Plan will have a significant impact on traffic and circulation in or through Beverly Hills.
2. Police enforcement of driving laws - speeding, stopping at crosswalks for pedestrians, stopping at stop signs, and red light enforcement, for example - are essential for addressing resident's concerns about traffic safety in neighborhoods. The Committee strongly believes that more enforcement and police presence is necessary.
3. Driver civility is an integral part to improving traffic circulation within the City. Drivers, for example, should follow driving laws, be sensitive to their fellow drivers and neighborhoods they drive through and park in, pay attention to the road, and in general, be respectful of their impact on others. Drivers should afford others common courtesy.

Acknowledging the numerous recommendations in the following report and the enormous amount of money needed for their implementation, the Committee believes that the above noted three themes, if taken seriously and acted upon, will have the largest and most beneficial impact toward improving traffic and circulation within Beverly Hills and regionally. Within the next seven to ten years, while infrastructure and vehicle design improvements are underway, traffic "stagnation" will become a reality if these reoccurring themes are not addressed.

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ABSTRACT

New signal technology along transportation corridors, capital improvements at the key intersection of Santa Monica Blvd. and Wilshire Blvd., and lane configuration improvements along Santa Monica Blvd. should be utilized to facilitate the flow of east/west regional traffic through the City of Beverly Hills. Such measures that expedite "through" traffic will reduce east/west "cut-through" traffic in residential areas and provide for additional capacity as the traffic volumes increase in the 20 year horizon.

Regional "through" traffic on Santa Monica Blvd. could be improved with a grade separated roadway (e.g., tunnel) spanning the east and west City limits. South Santa Monica Blvd. should support local destination traffic.

A circulator shuttle bus program would improve local traffic within the City that is generated by destination travel to commercial and employment locations, and by residents. In particular, a shuttle bus program to transport students to and from school would reduce the volume of individual parental trips to schools and the resulting congestion caused by the traffic and queuing at pick-up/drop-off points. With more parking along the perimeter of the City's business triangle, employees could park and take the circulator to their places of employment.

Public transit (e.g., buses) for commuters should continue to primarily remain on Wilshire Blvd., as it a commercial corridor. Railroad right-of-way parcels 1 and 2 at the western end of the City along Santa Monica Blvd., should be preserved for transit purposes.

A program should be developed to address and improve the civility of drivers, as civil drivers will be cognizant of traffic laws and the importance of neighborhood priorities.

BACKGROUND

The General Plan Circulation Committee consists of 22 residents (See Appendices) selected through applications and approved by the City Council. It has been charged by the City Council to develop recommendations for the Circulation Element of the General Plan through:

Acknowledging the implications of the City's geographic position in the western part of Los Angeles County and shall address, at a minimum:

- *The regional setting and mobility within it*
- *Street functioning of arterial, collector and local streets and their intersections*
- *Santa Monica Blvd. Corridor in Los Angeles County and in Beverly Hills*
- *Public transportation and the transit-dependent population*
- *Traffic management*
- *Street parking policies as they affect traffic management*

The Committee initiated its efforts in April 2002 with monthly, two-hour meetings. For the first eight meetings through October 2002, the Committee focused on educating itself on transportation and circulation issues. These monthly meetings progressively addressed regional transportation, Westside mobility and ultimately Beverly Hills traffic and circulation (exhibits 1 - 8). Within this period of time, the Committee hosted a "Traffic Forum" with experts in the field of transportation. (exhibit 19). At the Traffic Forum, to which the public and all the General Plan Committees were invited, experts addressed innovative, technological and planning strategies for improving transportation. Also during this period of time, the Committee participated in a General Plan Farmers' Market exhibit where all City Committees provided the public with the opportunity to respond to specific, written questions relating to each Committee's charge. The Circulation Committee asked four questions and received over 70 responses (exhibit 20).

Following the Committee's efforts to become educated on traffic and circulation issues affecting Beverly Hills, the Committee began discussing and developing recommendations specific to each of its six charges (exhibits 9 - 18).

The Committee was charged with providing two opportunities for the public to hear and provide input into the Committee's efforts. The first public outreach effort was a survey mailed to the 16,000 households in the City (exhibit 21). The survey was publicized by press releases to the local newspaper and made available both on the City's web page and at public counters. Over 1,000 responses were received; the results were enlightening to the Committee, as they provided perspective and insight on numerous topics being addressed (exhibit 21).

A second, limited outreach effort took place on June 22, 2003 at the Circulation Committee's Open House. Invited to the event were all General Plan Committee members, the Traffic and Parking Commission, and residents who applied but were not selected to participate on a General Plan Committee. At this event, the Committee displayed its recommendations and survey results, engaged the attendees in dialogue in regard to traffic and circulation and, provided educational exposure to the Segway Human Transporter, as a futuristic technological tool for pedestrian travel with applications to urban design, environmental sustainability and mobility. Approximately 75 people attended.

In this report, the Circulation Committee provides background information on each of the topics it was charged to address followed by its recommendations along with the justifications implications, and resources needed for its recommendations. The Circulation Committee's recommendations are the result of focused discussions on mobility and circulation within and around the City without knowledge of and input from other General Plan Committee efforts. As such, the Circulation Committee, at the request of the City Council, can reconvene to reassess its recommendations in light of other, new information that is available at a later time.

Please note that the recommendations do not specifically address budget or cost implications, as no "cost/benefit" analysis was done to support or reject any recommendations. Moreover, there is no engineering analysis to support or justify the recommendations, as the intent of the Committee's effort was not to write the Circulation Element of the General Plan. As such, all the recommendations herein are for further study, evaluation and analysis relative to cost, benefit and engineering practicality.

OVERVIEW

In 1977, the Beverly Hills City Council adopted Resolution 77-R-5705 incorporating the Circulation Element into the Beverly Hills General Plan. The Circulation Element adopted at that time represents the current strategies and priorities for addressing traffic and circulation in Beverly Hills.

Since 1977, there have been many changes within the world and specifically, within the City of Beverly Hills, that have caused the City Council and community to re-evaluate its General Plan. The Circulation Element, in this update process, includes various new and modified recommendations that differ from the 1977 document. However, the community members participating in the General Plan update also concurred with many of the same recommendations included in the 1977 document because as much as the environment we live in has changed, it has also, along with public sentiment toward traffic, stayed the same in many ways.

Summary of the themes and priorities of the 1977 Circulation Element

The existing Circulation Element focuses and upholds two policies that a) "neighborhoods of Beverly Hills should be preserved and enhanced" and b) "vehicles should move into, out of or through Beverly Hills as expeditiously as possible." Toward these ends, the document covers the following points:

1. Through traffic (traffic that does not originate in or is destined for Beverly Hills) should be encouraged to use selected streets which include Santa Monica, San Vicente, La Cienega, Robertson and Burton Way.
2. Access traffic (traffic that originates in or is destined for Beverly Hills) should be encouraged to use selected streets which includes the "through traffic streets" and certain north/south streets such as Beverly Drive, Coldwater Canyon and Benedict Canon Drives.
3. To preserve and protect neighborhoods, non-local traffic should be encouraged to travel around residential areas instead of through them. A "Traffic Management Plan" should be developed to push "bypass" traffic onto main streets (such as Wilshire).

4. Parking should be strategically located, for "access traffic," around the business triangle, thus minimizing and possibly avoiding traffic congestion within the business district. A shuttle loop system should be considered to facilitate the movement of people from the parking structures to destinations within the business triangle. People should also be encouraged to walk within the business triangle. Street parking should be for high-turnover, short-term use. The "in-lieu" parking program should be evaluated for expansion to older, multiple-family areas.
5. Traffic and its impacts are the result of choices in land-use. At both the local and regional level, comprehensive plans and controls must be in place.
6. A multi-lane tunnel between the east and west City limits along the Santa Monica Corridor should be evaluated to address the predominance of east/west through, regional traffic that occupies City streets.

However, unless regional land use controls are in place, significant improvements to Santa Monica Blvd. should not be undertaken. The railroad right-of-ways along Santa Monica Blvd. should be held by the State of California for parking, bike paths, a linear park or similar uses and not used for transportation improvements until such time as regional land use controls are in place.

7. If mass transit is to provide a reasonable alternative to the vehicle, it should be grade separated so it doesn't interfere with vehicle traffic. While the emphasis of mass transit should be to accommodate eastbound and westbound travel, northbound and southbound mass transportation should also be explored.
8. Through a "Master Plan of Streets," the function of City streets should be clearly defined.
9. Grade separations should be considered at multiple intersections of the City where cross travel routes result in congestion and bottlenecks.
10. Olympic and Pico Blvds. should be evaluated as one-way couplets.

11. The role and value of alleys to improve traffic circulation should not be summarily dismissed if/when creative or innovative ideas are received that modify their typical use.

Summary of the themes, priorities and recommendations of the 2003 Circulation Committee's update of the General Plan

The recommendations of the 2003 Circulation Committee focus on balancing the desire to improve the flow of regional "through traffic" to preserve and enhance residential areas while not improving traffic flow so much as to attract new, increased "through traffic" to fill the void. Major emphasis for traffic enhancements relate to utilizing and improving upon the latest technology in traffic management and the implementation of a shuttle bus/circulator to minimize employee and resident reliance on vehicles to shop, work and transport students within the City. In comparison to the 1977 Circulation Element, the Committee's recommendations cover the following topics:¹

1. Within the Santa Monica corridor, North Santa Monica Blvd. should support regional, "through traffic" while South Santa Monica should handle local, destination travel to the City's business triangle. North Santa Monica Blvd. should not be widened along Beverly Gardens Park. The south side could be widened by eliminating the "Santa Monica 5" parking structures only if alternative, replacement parking is provided for the business on South Santa Monica that rely on it. Street parking on South Santa Monica should only be eliminated if the displaced parking is provided elsewhere.
2. In general, traffic, primarily north/south traffic, should not be encouraged to utilize any streets other than currently designated "collectors" and "arterials." The reclassification of streets and/or encouraging vehicles to use specific streets north of Santa Monica Blvd. will burden residents on those streets.

¹ As a citizen committee to develop recommendations pertaining to traffic and circulation within the City of Beverly Hills, the Circulation Committee was asked to share their perceptions and options toward developing a consensus recommendation. As such, traffic engineers were not engaged to work along side the committee members to develop a new General Plan Circulation Element. The resident's recommendations will be forwarded to the Planning Commission, staff and the appropriate traffic engineer consultants for evaluation and compilation into a new General Plan Element.

3. The Circulation Committee supported the concept of developing a "Traffic Model" to simulate the impact of various traffic improvements and land use decisions. Such an instrument can be utilized to anticipate traffic and circulation before field improvements or new construction projects are initiated.
4. Parking facilities should be strategically placed around the business districts of the City to provide employees and shoppers with easy, convenient parking. All new commercial development should also be required to either construct enough parking to accommodate its employees (and patrons as required by the City's current zoning code) or contribute to the City's "in-lieu" parking fund for increasing the City's parking inventory. A shuttle service that provides parkers with quick, convenient access to businesses should be evaluated. A shuttle or circulator service should also be provided for student travel to and from public schools, thus eliminating student reliance on passenger vehicles for such commuting.
5. In regard to land-use decisions, the railroad right-of-way parcels #1 and #2 along the south side of North Santa Monica between the City border and Wilshire should be preserved for transportation purposes.
6. The City should reconsider the concept of "cut and cover" or a tunnel under North Santa Monica Blvd. for regional, "through traffic" traveling east and west through the City.
7. The majority of public transit should remain on Wilshire Blvd. (over Santa Monica Blvd.), as Wilshire is a commercial corridor.
8. The classification of City streets (with the exception of references to 'minor arterials') should not change at this time. In several years, following planned traffic enhancements (e.g., signal installations on Sunset), the City should consider if new designations would be valuable.
9. Either in conjunction with a study of the "cut and cover" concept or separately, the City should evaluate a grade separation at the intersection of Wilshire and Santa Monica Blvd. that separates east/west and north/south

traffic as well as pedestrian crossings at the intersection.

10. The concept of Olympic and Pico Blvds. operating at one-way couplets was discussed along with the concept of reversible lanes. The Committee recommends that the Westside Cities, including Beverly Hills and adjacent cities, conduct a feasibility study to assess the feasibility of creating one-way couplets and reversible lanes within the subregion.
11. The Committee discussed using the alleys for passenger loading and unloading in order to preserve the street for short-term parking. The options discussed had limited appeal to Committee members in recognition that commercial establishments are mostly oriented toward the street, alleys serve multiple functions ranging from trash collection to deliveries, and some alleys are shared between businesses and residences.

In conclusion, the Circulation Committee, in its recommendations, and the policies in the existing General Plan, Circulation Element both attempt to strike a balance between accommodating local and destination traffic with regional and pass-through traffic. Creating and managing the balance has been a long standing, on-going challenge that is not easily resolved by immediate, local improvements. It is a priority that is both historically and currently an issue that must be addressed by the community and neighboring Westside Cities.

STUDY TOPIC

Santa Monica Blvd. Corridor in Los Angeles County and Beverly Hills

Discussion Background

- Beverly Hills is a major employment center surrounded by a larger, Westside employment center within Los Angeles, the second largest City in the United States.
- Local development may generate traffic, but it does not have a significant impact on regional traffic.
- Population growth will continue regardless of development within the City.
- Recent traffic and circulation improvements:
 - 100-second signals are being tested on Wilshire Blvd.
 - Bus pads have been constructed on Wilshire Blvd.
 - Metro Rapid service (red bus) has been established on Wilshire Blvd.
 - Olympic Blvd., Sunset Blvd., and most other signals are interconnected.
 - The State of California is in the process of relinquishing North Santa Monica Blvd. to the City of Beverly Hills.
- Beverly Gardens Park
 - Three churches are located on North Santa Monica Blvd., separated by a sidewalk and parkway from the street.
 - The park is eligible for the National Register.
 - If federal funds are used in a way that affects the park, the City must go through the CEQA and NEPA process.
 - As currently written, the General Plan would need to be amended if the widening of Santa Monica Blvd. impacted the park.
 - The City might want to consider identifying additional parkland to replace any of Beverly Gardens Park that might be used for widening.
 - 20 feet of Beverly Gardens Park is street right-of-way, however only 5 feet in some locations would be necessary for widening north Santa Monica Blvd.
- The Santa Monica Corridor
 - The Santa Monica Corridor consists of North Santa Monica Blvd. from the west border with Los Angeles (Century City) to the east border with West Hollywood (at Doheny Drive). The corridor further consists of South Santa Monica Blvd. from the west border with Los Angeles (at Moreno Drive) to Rexford Drive (where it becomes Burton Way) and Civic

Center Drive from Alpine Drive (east of the Police Station) to the east border with West Hollywood (at Doheny Drive).

Recommendations

1. Traffic flow on North Santa Monica Blvd. should be improved. It should not remain as is. Travel time through Beverly Hills within the corridor should be decreased.
2. North Santa Monica Blvd. should be designed for through traffic while South Santa Monica Blvd. should be designed for local traffic.
3. The City should investigate the concept of an overpass or underpass at the intersection of Wilshire and Santa Monica Blvds. to separate east/west traffic movement from north/south traffic movement. At the same time, the City should determine the feasibility of a grade separation for pedestrians crossing the intersection of North Santa Monica Blvd. and Wilshire Blvd. The feasibility study should take into account the number of pedestrians crossing through the intersection, the amount of time provided to pedestrians for crossing the street and, the impact of pedestrian crossings on the traffic flow.
4. The City should consider acquisition of North Santa Monica Blvd.
5. Bicycle lanes should not be provided on North Santa Monica Blvd. Off-street bicycle lanes are appropriate within the corridor to connect the West Hollywood and Santa Monica Transit Parkway bicycle lanes through Beverly Hills.
6. Walkers, runners and bicycle riders in Beverly Garden Park should be directed to the street corners for crossing the street, rather than cross mid-block where the paths currently end. Moreover, along all arterials including Santa Monica Blvd., the City should consider safety lighted crosswalks to advise drivers of people crossing the streets.
7. The City should study various concepts to facilitate through traffic on North Santa Monica Blvd. including, for example, "cut and cover," reversible lanes and peak-hour turn restrictions. Strong concerns were raised about this recommendation if it resulted in a negative impact on Beverly Gardens Park and/or the removal of the five Santa

Monica parking structures without the provision for additional replacement parking elsewhere. Such an improvement, on the other hand, would remove regional through traffic from surface streets.

8. The City should evaluate the combination of signal, signage and lane modifications with the goal of improving the flow of traffic on North Santa Monica Blvd. Moreover, the City should evaluate the impact of new, longer turn pockets for eastbound and westbound traffic turning north and south. North/south traffic should be focused onto signalized streets. Right turn restrictions should be created on select streets for westbound traffic turning north. Turn only lanes should be considered on blocks that do not have bus stops. These measures are intended to facilitate east/west traffic while limiting traffic in the residential area north of North Santa Monica Blvd. If feasible, where the right-of-way is available, North Santa Monica Blvd. should be widened provided there is no impact on the adjacent churches and, if the parking structures were to be removed, replacement parking is provided. If North Santa Monica Blvd. were to be widened by one lane, City engineers advise that the additional lane would be for westbound traffic based on traffic demand and coordination with the new Santa Monica Transit Parkway.
9. The elimination of parking on South Santa Monica Blvd. will improve the flow of local traffic to Beverly Hills destinations. It is recommended that the elimination of parking be considered as long as additional, alternative, replacement off-street parking can be provided. With or without this improvement, South Santa Monica Blvd. should serve as a local street for access into the City's business district.
10. The City should retain the flexibility to use the railroad right-of-ways that parallel North Santa Monica Blvd. from Doheny Drive to the western City limit (currently publicly and privately owned) for transportation purposes.
11. Traffic safety measures should be implemented including enhanced police enforcement. In addition, the City should address driver civility and consider the provision of additional red light photo enforcement to assist the Police within the corridor.

12. Private development within the corridor should be coordinated among the Cities of West Hollywood, Los Angeles and Beverly Hills to decrease construction impacts (e.g., noise, air quality and traffic) on drivers.
13. The City should study and evaluate extending the west end of Charleville Blvd. across South Santa Monica Blvd. into North Santa Monica Blvd. for westbound-only traffic a) after the construction is complete for the Santa Monica Transit Parkway and b) providing there are no unintended adverse impacts and there is value to allowing drivers to exit the southwest area of the City directly onto North Santa Monica Blvd. The western Charleville Blvd. extension would provide residents with an alternative to Wilshire Blvd. and direct access to North Santa Monica Blvd. The purpose of this recommendation is to provide residents with an added route out of the residential area and access to both North and South Santa Monica Blvds. Extending Charleville Blvd. may increase traffic on the street.
14. It is recommended that the City support public (bus) transit and particularly the Rapid (Red) Bus program. Wilshire Blvd. should remain as the major route for public (bus) traffic; it is appropriate to maintain the current volume of bus traffic on North Santa Monica Blvd. Existing facilities for the transit-dependent (e.g., restrooms) should continue to be maintained. The City should evaluate any potential negative impacts of increased bus traffic on North Santa Monica Blvd. Increased bus traffic on North Santa Monica could negatively impact residences north of Santa Monica Blvd. and add to the congestion on the street.
15. Bus turnouts should be provided on North Santa Monica Blvd. where feasible, with a large one at or near the intersection of Wilshire and Santa Monica Blvds. However, strong concern exists if the addition of bus turnouts requires removal of the parking structures without the provision for replacement parking and/or if it requires any of Beverly Gardens Park.
16. Traffic to and from the high school should be reduced through the implementation and student use of a local, intra-City shuttle service.
17. The City should evaluate alternative street capacity enhancements such as congestion pricing and mass transit.

Justification for the Committee's recommendations:

The Circulation Committee believes the proposed recommendations will accomplish the following four objectives:

- The proposed recommendations and/or the evaluation of potential traffic improvements will facilitate the flow of traffic through the City quickly without increasing the impact on residents and businesses,
- The proposed recommendations will reduce the impact of through traffic on residents and businesses,
- The proposed recommendations will result in making South Santa Monica Blvd. safer for businesses and people, and
- The proposed recommendation will protect residential areas from pass-through traffic.

Implications of the Committee's recommendations:

The implications of the proposed recommendations are as follows:

- If improvements are not made, residents' travel through the City will be impeded,
- The City will be able to better address residential traffic improvements,
- It may be difficult to obtain funding,
- Pass-through traffic will be reduced in residential areas, and
- The community will experience short-term disruption during construction.

Resources needed for the Committee's recommendations:

To accomplish the proposed recommendations, the following resources have been identified as necessary:

- Police and parking enforcement,
- Additional Police presence,
- Researching and testing of traffic calming procedures,
- Funding inclusive of consultant studies, engineering and design, and construction (traffic and parking fines and red-light photo enforcement should be increased to cover cost of Police)
- Motivated, purposeful, unrelenting local City leadership

STUDY TOPIC

Street functioning of arterial, collector and local streets and their intersections

Discussion Background

The City of Beverly Hills currently has six streets designated as major arterials for north/south and east/west traffic. Arterials are inter-city routes that serve a regional function and generally carry large volumes of inter-regional private automobile, commercial and transit travel. Street parking, signal timing, striping patterns reflect the goal of maximizing pass-through traffic. The streets are:

- Beverly Blvd.
- North Santa Monica Blvd.
- Olympic Blvd.
- San Vicente Blvd.
- Sunset Blvd.
- Wilshire Blvd.

La Cienega should be considered a major arterial and will be added to the list.

Staff routinely refers to a second classification of streets as minor arterials². These are routes that generally carry large volumes of residential and commercial traffic but are not primarily inter-jurisdictional in nature. They include:

- Burton Way
- Beverly Drive
- South Santa Monica Boulevard

The City has six streets designated as collectors. Collectors are streets that may traverse City boundaries but collect

² The classification, minor arterial, is not currently included in the General Plan. Staff will be introducing this new category in the update of the General Plan. The reasons for the new classifications are as follows:

- A. They carry the trips mostly generated or terminated in Beverly Hills and the vicinity.
- B. The land use adjacent to these streets is either local commercial or residential.
- C. Street design, signage and striping; traffic control devices and lighting are tailored to local needs.
- D. Parking regulations reflect local needs rather than pass-through traffic.
- E. For measuring LOS, the CALTRANS manual recognizes different criterion for minor arterial.
- F. The new classification helps to establish a consistent street network for the city.

residential and commercial traffic and feed them to the major and minor arterial system. Collectors in residential areas may have street markings such as centerlines and designated turn lanes, parking restrictions, certain geometric designs and warrant traffic control devices such as signals. These measures provide greater speed control, improved circulation management, safety devices and traffic concentrated on specific streets rather than all streets. In Beverly Hills, they are as follows:

- Benedict Canyon Drive
- Beverwil Drive
- Coldwater Canyon Drive
- Doheny Drive
- La Cienega Blvd.³
- Robertson Blvd.³

Any street in Beverly Hills not designated as an arterial or collector is classified in the General Plan as a local street. Local streets are defined as those residential or commercial streets that primarily serve adjacent residential units and businesses and are not inter-city in function.

The classification of streets serves two purposes. First, pending the classification, the City may be eligible for county, state or federal funding for improvements to the street. Second, the classification identifies the purpose of the street for transportation planning.

Recommendations

For northbound and southbound traffic between Sunset Blvd. and Santa Monica Blvd., the Circulation Committee recommends that the City of Beverly Hills, over the next five years, complete necessary traffic and circulation improvements including the installation of additional signals and construction of median improvements on Sunset Blvd. as required by existing traffic warrants. Subsequently, the City should revisit the question of whether or not any of the north/south streets in this area should be designated a collector and receive the corresponding traffic control enhancements.

For the streets south of Wilshire Blvd., the Circulation Committee recommends no change in the existing street

³ Staff will be recommending that La Cienega Blvd. be reclassified as a major arterial and Robertson Blvd. be reclassified as a minor arterial. The designation assists the City in its efforts to receive State and Federal funding for capital improvements to the streets.

designations unless traffic conditions change, with one exception. The Committee supports staff's recommendation to reclassify La Cienega Blvd. and Robertson Blvd. to a minor arterial in recognition of the volume and type of traffic on the street, thus making it eligible to receive federal funds for future street improvements.

It is recommended that the City conduct an origin and destination study for the entire length of Charleville Blvd. and Gregory Way to assess the utilization of the streets and, in turn, if extending Charleville to North Santa Monica would benefit westbound resident traffic exiting the residential area.

Justification for the Committee's recommendations:

Area between Sunset Blvd. and Santa Monica Blvd.

Northbound and southbound traffic between Sunset Blvd. and Wilshire Blvd. primarily results from commuters traveling to and from the San Fernando Valley over Coldwater Canyon and Benedict Canyon. While vehicles travel on multiple streets within this area, the traffic is not spread equally among each street.

In recognition of the existing conditions, the Circulation Committee holds that no residential street(s) in this area should carry the primary burden of traffic and with it, the associated traffic control measures that correlate with designating streets as Collectors.

Traffic control measures that could be implemented on north/south streets, if they are designated as Collectors, could include lane striping, limited parking prohibitions, geometric design modifications, and traffic control devices. The Circulation Committee believes that north/south traffic control measures will negatively impact neighboring residents by inhibiting their ability to travel east and west through their neighborhood.

Per the above noted reasons - in support of its recommendation pertaining to the area between Sunset Blvd. and Santa Monica Blvd., the Circulation Committee believes that the City should handle existing traffic and safety conditions as it believes appropriate, given the existing classifications. Subsequently, the City should reconsider the street designations at a later time when the impact of intersection improvements are known.

Area between Wilshire Blvd. and Whitworth Blvd.

In the area between Wilshire Blvd. and Whitworth Blvd., the Circulation Committee believes the major circulation problem is eastbound and westbound traffic. Charleville Blvd. is problematic where it crosses Beverly Drive and both Charleville Blvd. and Gregory Way may have too much traffic because they may serve as side streets for drivers trying to avoid traffic on Wilshire Blvd., and Olympic Blvd., respectively.

In hearing from City staff that changing the designation of Charleville Blvd. and Gregory Way from Local to Collector would not provide for, or result in, the implementation of valuable traffic improvements to address circulation, the Circulation Committee did not see a reason for changing the Local designation.

Implications of the Committee's recommendations:

The recommendations of the Circulation Committee imply that existing "street functioning of arterial, collector and local and their intersections" should remain the same for the immediate future. As such, traffic should be shared among all local streets and traffic improvements should be made as necessary based on the distribution of traffic along the routes chosen by individual drivers.

Resources needed for the Committee's recommendations:

In support of the proposed recommendations, it will be necessary for the City to monitor, study and evaluate traffic circulation concurrent with implementing traffic control measures necessary to address traffic circulation patterns.

STUDY TOPIC

Traffic management

Discussion Background

The City of Beverly Hills experiences high volumes of inter-regional vehicular traffic on the following north-south and east-west arterials:

- Beverly Boulevard
- La Cienega Boulevard
- North Santa Monica Boulevard
- Olympic Boulevard
- San Vicente Boulevard
- Sunset Boulevard
- Wilshire Boulevard

In addition, City staff refers to the following streets as minor arterials⁴ that generally carry large volumes of local residential and commercial traffic:

- Beverly Drive
- Burton Way
- Robertson Boulevard
- South Santa Monica Boulevard

The City's current traffic management capabilities along these major and minor arterial streets, as well as other local city streets used by residents, are limited in terms of efficiently handling the large volumes of daily traffic passing through the City each day. The City's location between the Los Angeles downtown business district on the east and dense business and residential areas in West Los Angeles, introduces large volumes of inter-regional, or "pass-through," commuter vehicle traffic each day. In addition, the Beverly Hills Business Triangle is, in and of itself, a traffic generator. Traditionally, when right-of-way has been available, a typical response to accommodate increasing volumes of traffic on a street has been to add travel lanes. Almost all available right-of-way in the City has been maximized by street widening. An exception is the potential widening on North Santa Monica Boulevard (should the street be relinquished by Caltrans); however, based upon socio-

⁴ The classification, minor arterial, is not currently in the General Plan, and will be introduced as a new category in the update of the General Plan.

economic projections, the growing traffic volumes would likely consume this additional vehicle capacity over time.

With financial support from the MTA, the City's traffic signal system is scheduled to be upgraded to new technology comparable to the transit priority signal pre-emption system. The new system will allow more efficient management of the rapid transit system passing through and serving Beverly Hills. In addition, the upgraded central signal system will provide features of the Intelligent Transportation System (ITS) such as closed circuit television (CCTV) systems, changeable message signs and video detections.

Alternative traffic management solutions could be considered to address the increasing levels of traffic passing through the City of Beverly Hills. Intelligent Transportation System (ITS) technologies and techniques should be applied to maximize the use of available arterial street capacity. The following are potential traffic congestion mitigation and ITS solutions that could be employed⁵:

Traffic Signal/Traffic Management Systems and Strategies

- Improved traffic monitoring along major and minor arterial streets through additional vehicle and speed sensors (in-pavement loop detectors or above-ground advanced technologies, such as video detectors, microwave detectors, etc.).
- System upgrades to coordinate the traffic signal system and transit signal priority capabilities. This would allow for adaptive and comprehensive traffic signal coordination along arterials with multiple timing plans based on current conditions.
- Upgrade the current traffic signal control center into a traffic management center (TMC) to manage the closed circuit televisions (CCTV), arterial changeable message signs (CMS's), live and updated traffic and transit text and graphic information through the City's web page, and highway advisory radio (HAR) / highway advisory telephone (HAT) systems. This includes sharing traffic information with adjacent cities, MTA, and Caltrans (via a connection to the Countywide Information Exchange).
- Congestion management strategies to alleviate gridlocked intersections. This could involve prohibiting turning movements during peak periods (or at all times) reversible lane flows and prioritization of green time to the main arterial at the expense of the cross streets.

⁵ Some of these will be considered in the traffic signal upgrade that the City is working on with MTA.

- Elevated/underground pedestrian crossings in concert with other geometric design concepts at critical intersections to maximize signal green time for vehicular traffic.
- Additional on-street CCTV traffic monitoring to remotely detect unusual congestion.
- Traffic calming mechanisms on residential streets to reduce speeds and increase delays for traveling through residential areas compared to arterial streets, as well as placing of traffic signals and turn prohibitions on arterial streets to discourage non-local traffic.⁶

Traveler Information

- Improved traffic monitoring data collection could result in providing "consumer-grade" (easily understood by everyday motorist) traffic congestion information such as route and travel time estimate information for graphical display on traveler information websites or at local area kiosks.
- Electronic trailblazer signs to route motorists around congested areas or to parking structures, or for incident detour routing (from external arterial corridors and/or freeways).
- Integrate all local roadway construction and lane closure status with the traveler website.
- Mobility Corridor Planning where specifically designated traffic corridors are marketed to be used by inter-regional traffic and others are designated and "locally publicized" for intra-city (local city) travel.
- Install additional highway advisory radio (HAR) technology and "tune-in" signs to inform motorists of automated, up-to-the-minute traffic and construction information affecting the City. An automated telephone call-in version, highway advisory telephone (HAT), can provide "on-demand" access to the same traffic and construction information.

Parking Management

- Advanced parking management systems that monitor parking space availability and display availability messages on strategically placed, changeable message signs (CMS) that direct motorists to available parking areas. This system would reduce circulating traffic. (An application in MTA's 2003 Call

⁶ It should be noted that traffic calming techniques need to be evaluated carefully to ensure that the installation of traffic calming strategies on one local street does not create undue traffic burden on another street, and that consensus is achieved in determining the best comprehensive traffic calming plan for any one neighborhood. Specific classifications of streets should also be considered in the need for and implementation of traffic calming options. Public safety concerns need to be evaluated as well in determining the types and locations of traffic calming improvements.

for Projects for this technology in the Business Triangle is being been made).

As a tool for traffic management, the City has also considered one-way streets in the "Business Triangle." The following represents an overview of past actions leading to the existing one-way street configuration.

- In November 1972, the Traffic & Parking Commission adopted ten major traffic and parking goals for improving overall transportation. This was due to increasing travel volumes and traffic congestion becoming a major concern for residents and businesses; there was an indication that the travel activity had increased by 25% within the past ten years and; high-rise office development and economic growth continued in the Business Triangle. One of the goals was the development of a system of one-way streets to improve the efficiency and safety of vehicle and pedestrian traffic movement within the City.
- On March 1973, the City hired traffic consultant Wilbur Smith and Associates to conduct a comprehensive study to recommend designation of some streets, particularly in the Business Triangle, as "one-way".
- Between March and September of 1973, Wilbur Smith and Associates conducted vehicle and pedestrian counts, capacity analysis, an accident study, and a geometric design evaluation of high volume streets and of streets in the Business Triangle. As a result, a 45 page report was submitted on October 1, 1973 to the Department of Traffic and Parking.

The report evaluated four alternatives for the designation of a "one-way" street system and it recommended one of the four, labeled as "Plan D." The recommended plan was to optimize street width, minimize pedestrian-vehicle conflicts and reduce the turning movements and conflicts along the intersections of Wilshire Boulevard and the Business Triangle. The plan included designating the following streets as one-way:

- Linden Drive, southbound between South Santa Monica and Wilshire Blvds.
- Roxbury Drive, northbound between Wilshire and South Santa Monica Blvds.

- Bedford Drive, southbound between South Santa Monica and Wilshire Blvds.
- Camden Drive, northbound between Wilshire and South Santa Monica Blvds.
- Brighton Way, westbound between Crescent Drive and Wilshire Blvd.
- Dayton Way, eastbound between Wilshire Blvd. and Crescent Drive

Rodeo, Beverly, Canon, Crescent, Rexford Drives and all 100 block streets south of Wilshire Blvd. were also evaluated for one-way operation but ultimately not recommended.

- At the October 4, 1973 meeting of the Traffic & Parking Commission, the one-way recommendation as described in "Plan D" of the Wilbur Smith and Associates report was supported. Some of the Commissioners recommended that Canon and Rodeo Drives be designated as one-way streets.
- On December 4, 1973, the City Council adopted Resolution 73-R-4954, designating the above six streets (not including Canon and Rodeo Drives) as one-way.
- After the subsequent holiday season in early January 1974, the six streets were converted to one-way and traffic signals were modified to adhere to the one-way operation.
- On April 1977, Wilbur Smith and Associates was hired to conduct another study to evaluate extending the one-way streets of Roxbury, Bedford and Camden Drives from South Santa Monica Blvd. to North Santa Monica Blvd. This recommendation was later adopted and implemented in 1977.
- During the late 1980s, staff evaluated the feasibility of converting Canon and Beverly Drives in the Business Triangle into a one-way couplet. The plan had certain benefits in terms of circulation and parking. However, due to the difference in land use south of Wilshire Blvd. and the desire not to direct traffic into the residential area, it was not implemented. The transition of the roadway and vehicles at Wilshire Blvd. would have had a major impact on Wilshire Blvd. traffic. As an alternative, staff evaluated ending the one-way operation of both Canon and Beverly Drives, north of Dayton Way. However, City management did not pursue this matter any further.

Recommendations

It is recommended that the City work with local businesses to develop incentives for employees working within the City and City employees that encourage the use of alternatives to single occupancy vehicles.

It is recommended that the City balance the need to improve pass-through traffic with the needs to improve local traffic or traffic with a destination in Beverly Hills.

It is recommended that the City reduce delays on arterials through signal improvements and the installation of curb-cuts for bus passenger pickup and drop off.

Technologically advanced, state of the art signal systems should be in place to manage traffic flow on a "real-time" basis, if and where it is appropriate according to traffic engineers. The system should recognize where traffic is flowing and queuing, and adjust itself to move traffic through the City as efficiently as possible. The system should, furthermore, be timed to move pass-through traffic through the City while also encouraging destination traffic to Beverly Hills.

Information and the roadway network should be focused on directing drivers to and from the I-405 and I-10 freeways rather than encouraging pass-through traffic on City streets.

In some locations, vehicular turning movements should be facilitated with double-turn lanes and longer storage lengths for queues. In other locations, turning movements should be restricted to inhibit undesirable traffic, such as in residential areas.

Local, circulator shuttles are an important component of reducing single-occupancy vehicles and short, local trips within Beverly Hills. A shuttle system should be implemented. To fund the system, all residents could be charged a monthly fee that is collected through the City's existing billing system.

Disincentives to driving should be considered to reduce traffic and congestion. Ideas include high gasoline prices, limiting parking, and narrowing roads. Government agencies should consider options and opportunities to implement such disincentives.

Recognizing that signals contribute to "stop and go" traffic, a reduction in the number of signals in the City should be investigated.

The City should evaluate the cost and benefits of "congestion pricing" such as the fee instituted in London, England for entering the business district with a vehicle. Although it is generally agreed that this would not be applicable in Beverly Hills, the concept of congestion pricing⁷, it was agreed, warrants consideration.

Alternative lane configurations should be considered that promotes the flow of traffic. For example, during peak travel times, separate lanes could be designated for High Occupancy Vehicles (HOV) while others for local traffic. In addition, "FasTrak™"⁸ automated vehicle identification (AVI) technology should be evaluated to improve driving times into the City.

Education is integral to promoting driver civility and converting the public's predisposition from passenger vehicles to public or mass transit. For the paradigm of transportation to change from passenger vehicles to public transit, the education should start with students as part of driver education programs.

To improve traffic management, available, convenient and sufficient parking facilities are needed. Along with adequate parking, drivers should be advised through signage, radio messages, etc. of where parking is available on a "real-time" basis. Changeable messages should be provided on a block-by-block basis so accurate and useable parking availability/unavailability and location information is provided.

Efforts should be made to promote walking as a means of transportation and as an alternative to vehicles.

The provision of mass transit, through MetroRail, light rail, monorail and Rapid (Red) Bus, as a means of transporting people

⁷ Basically, congestion pricing is process of whereby costs for the privilege of driving are charged to drivers. It could be in the form of an added tax on gasoline or, as in London, England, a fee for entering a designated, congested area of the City.

⁸ FasTrak™ is an AVI transponder technology used for toll roads that allows a driver to avoid paying a toll each individual time the toll road is used. FasTrak transponders are provided to drivers as part of establishing a pre-paid, debit account associated with an electronic toll collection system. Each time the driver passes under/by AVI transponder readers, the unique AVI transponder number is recorded by the system and applied to the driver's pre-paid account. Accounts are replenished by pre-authorized credit card charges or cash payments.

either through or within the city as an alternative to vehicles, should be evaluated and encouraged.

The Committee supports the development of a Citywide traffic model to measure the traffic impacts of new development and the effectiveness of traffic management tools.

Based on the Engineering Department's assessment of one-way streets in the Business Triangle, it is not recommended that any changes in the existing one-way streets be considered at this time.

Justification for the Committee's recommendations:

Mass transit should be promoted because it takes people to destinations with high capacity, thus reducing single-occupancy vehicle traffic by eliminating vehicles from the road. The public's use of mass transit will also provide greater traffic flow on streets for those who chose to continue using other vehicles.

A reduction in the number of vehicles on the road will reduce air and noise pollution.

Traffic management improvements will improve circulation, but may not significantly increase road capacity to accommodate growth in Beverly Hills and adjacent areas. Intelligent Transportation Systems (ITS) improve mobility marginally. Traffic stagnation is inevitable without implementing strategies such as "congestion pricing."

Implications of the Committee's recommendations:

All the solutions noted herein are expensive and will require significant monetary resources to implement.

The use and expansion of mass transit systems has positive and negative impacts on both the residential and commercial communities. On the positive, it will provide for greater, easy and quick access to and from Beverly Hills. On the negative, it could result in many more people coming into and through Beverly Hills.

The implication of not doing anything in regard to traffic management is that traffic and circulation (mobility) will not

change or improve. It will only get worse at the expense of the community.

Resources needed for the Committee's recommendations:

- Dedicated, focused leadership and a supportive team for implementation.
- Publicity to advertise the solutions being implemented.
- Money.
- Local shuttles to transport passengers from mass transit stops in or near Beverly Hills to final destinations within Beverly Hills.

STUDY TOPIC

Street parking as it relates to traffic management

Discussion Background

On-street parking is important to both the City's businesses and residents because it is viewed as more convenient and in closer proximity to a business destination than garage parking. However, traffic flow on arterial streets, and to a lesser degree, local streets, is affected by the presence of on-street parking. The trade-offs between using curb space to provide on-street parking as opposed to removing on-street parking to facilitate traffic flow and increase travel capacity is discussed further below.

When a curb lane is utilized primarily for loading and/or parking zones (which permit persons and goods to be transferred between the transportation system and land) the streets' ability to handle through vehicular movement can be reduced correspondingly. Where there is a need for full curb-to-curb width of a street for traffic movement, stopping and parking should be prohibited. Likewise, where there is a significant number of turns into driveways or at intersections, curb space should be reserved for turning movements rather than parking.

Conversely, when traffic demands do not warrant the use of the entire available pavement, potential for using curb space for on-street parking exists. Where the demand for parking is at its highest (a business core, such as the Triangle) and movement of cars along the street is lower, on-street parking is appropriate (and, indeed, viewed as necessary by some businesses and residents). Sometimes, there is a shift over a period of a day in terms of optimum use of curb space. This allows traffic planners to use the curb lane as a travel lane during peak periods of travel, while allowing on-street parking during off-peak periods.

However, on-street parking (because it is perceived as more convenient and proximate to a business) also has the potential to induce additional trips (even in adjacent residential areas) due to motorists' choice to circulate "around the block" in an effort to find an on-street parking space, versus proceeding directly to a parking structure.

The turnover of parking spaces is regulated by time restrictions and enforcement. Time restrictions vary from short-term for

loading (3 to 20 minutes); short-term for quick trips to the dry-cleaners or deli (20 minutes to a half-hour); to 1-hour or 2-hour limits in commercial areas to encourage parking turn-over for retail purposes (and also discourage employee parking which should be provided off-street); and overnight restrictions when vehicles with residential parking permits only are allowed to park on-street in multi-family residential areas. Overnight parking is prohibited on single-family residential streets.

The City of Beverly Hills uses all the strategies listed above in the provision of on-street parking. A summary of on-street parking locations along arterials⁹ and collectors in the city is provided below¹⁰:

- Wilshire Boulevard (arterial) - From Maple Drive toward the eastern city limit, 1-hour metered parking allowed except during peak-commuter periods (7-10 am and 3-7 pm). No on-street parking allowed west of Maple Drive.
- Olympic Boulevard (arterial) - From Rexford Drive to eastern city limit (Robertson Boulevard), 2-hour metered parking, except during peak commuter periods (7-9 am and 3-7 pm). From Rexford Drive west, parking allowed (no meters) except during peak commuter periods (7-9 am and 3-7 pm).
- Sunset Boulevard (arterial) - On-street parking allowed - no peak period restrictions, no meters.
- North Santa Monica Boulevard (arterial) - No on-street parking allowed.
- Beverly Boulevard (arterial) - no on street parking allowed.
- San Vicente Boulevard (arterial) - 2-hour metered parking except for three 20-minute meters adjacent to Wilshire Boulevard - no peak period restrictions.
- South Santa Monica Boulevard (minor arterial) - 1-hour metered parking - no peak period restrictions.
- Burton Way (minor arterial) - On-street parking allowed - no peak period restrictions, no meters.
- Beverly Drive (minor arterial) - On-street parking allowed. 1-hour metered parking. Angled parking south of Wilshire Boulevard.
- Robertson Boulevard (minor arterial) - 1-hour metered parking - no peak period restrictions.
- La Cienega Boulevard (minor arterial) - 1-hour metered parking allowed except during peak periods (7-9 am and 4-6 pm).

⁹ Included in the arterial list are also those streets that are considered minor arterials by City staff, but not yet designated as such in the General Plan.

¹⁰ Some streets also have short-term parking, loading zones and valet zones.

- Doheny Drive (collector) - on-street parking allowed - no peak period restrictions, no meters.
- Coldwater Canyon Drive (collector) - on-street parking allowed except near intersections.
- Benedict Canyon Drive (collector) - on-street parking not allowed between 6 am and 7 pm. south of Tower Road.
- Beverwil Drive (collector) - 2-hour parking, 8am-6pm, Monday-Saturday, Except by Permit AW - no peak period restrictions. On the east side only, No Stopping, Wednesday, 10am-Noon for street sweeping.

The mix of through and local traffic, the presence of driveways and significant turning demand at intersections, the design of on-street parking spaces (whether parallel or angled), the availability of parking in general, and, particularly, the desire for on-street parking versus off-street parking, the turnover rates, and use of parking areas (time limits and valet/loading zones) are all determining factors as to how on-street parking may affect traffic management on arterial streets.

The following specific factors should be considered in determining the efficacy of on-street parking as it relates to traffic flows along arterial streets:

- On-street parking creates friction and differentials in speeds between cars looking for on-street parking spaces and those traveling along the arterial. Cars also tend to travel more slowly when in a lane adjacent to parking lane because of the potential of a vehicle door opening or a car pulling away from the parking space into the travel lane. As such, street parking is effective in reducing vehicle speeds. This also increases the potential for accidents as cars maneuver in and out of parking spaces, while other vehicles try to bypass them. This is somewhat influenced by design - i.e., pulling into an angled parking space is easier than pulling into a parallel parking space, but requires backing out into the traveled way with lesser visibility; opening and closing car doors may have an effect on adjacent through traffic if the curb parking lane is too narrow or if the car is not pulled out of the traveled way adequately.
- On-street parking reduces capacity, not only by using the curb lane for parking instead of traffic flows, but by creating frequent blockages in the first travel lane adjacent to the parking lane by a vehicle making a parking maneuver or waiting

for a parking space (which may or may not become available in a short period of time).

- It is perceived that the higher the turnover of parked vehicles, the greater the effects of the two factors listed above.
- When on-street parking is available, motorists circulate to find a parking space (as opposed to going directly to a parking structure) increasing traffic demand on arterial, and, possibly, residential streets.
- On-street parking should be coupled with good pedestrian facilities/accessibility to minimize mid-block pedestrian crossings of arterial streets.
- The use of on-street parking is often dictated by the supply and availability of off-street parking and the desire for patrons to be as close to their destinations as possible. Hence, on-street parking is an important element in the mix of parking supply in business districts that rely on specific arterial streets for access and visibility.
- The use of on-street parking in residential areas in close proximity to business areas should be discouraged as it is often used by employees and business patrons avoiding parking fees and/or inadequate off-street supply resulting in more traffic in the residential areas. This could be done through time restrictions and residential preferred parking programs.
- Provision of on-street parking on narrow residential streets can be used as a traffic calming technique, decreasing speeds and discouraging non-local traffic.

In regard to off-street parking, the City of Beverly Hills owns and operates 18 parking structures and surface parking lots throughout the City, the majority of which are located within the City's Business Triangle. The City currently provides 2-hour or 1-hour parking at the structures and metered parking at the five structures along Santa Monica Blvd., and the former Crescent Post Office lot.

The City's 18 parking facilities have 5,029 parking spaces distributed among eleven parking structures, six metered lots, and one attended surface lot. Seven parking structures and the surface lot are in or within close proximity to the Business Triangle. The surface lot known as "T" lot (north of Wilshire between Canon and Beverly Drives) frequently fills to capacity. The City's parking structures on North Bedford, South Beverly, North Beverly, Crescent, and along Santa Monica Blvd. fill to capacity at different times during the year and at varying times of the day with transient and area employee monthly parkers.

The City has 1,852 monthly parking spaces available at ten of the municipal parking structures, of which 160 spaces currently remain open for use.

Two-hour free parking accommodates shoppers patronizing businesses and in turn, supports the retail economy. One-hour parking is provided in locations for quicker turnover in the vicinity of professional offices or adjacent to businesses that provide convenience related services.

It is not known the extent that private parking facilities fill to capacity. In general, private commercial/office buildings were built over twenty years ago with a lower parking supply requirement than the current requirements. It is generally recognized that private facilities can accommodate an increased number of daily (transient) and monthly parkers but at generally higher rates than the City's parking facilities.

Parking meters are located along most every street in and around the Business Triangle. The cost to park is \$1.00/hour. At this time, the meters accept coins only. There are approximately 3,100 parking meters (on-street and in the metered lots) in the City with varying time restrictions as follows:

- 10 hr = 230
- 6 hr = 33
- 5 hr = 12
- 4 hr = 122
- 3 hr = 553
- 2 hr = 887
- 1 hr = 1, 094
- 20 min = 169

Street parking at meters, in contrast to parking in structures, is intended for short-term, convenient parking. Street parking is the hardest to find, the most expensive and the most limited parking resource.

Recommendations

The Committee has concluded that lack of parking in the business triangle is a major issue that necessitates attention. Anecdotal information suggests there is marginal parking available in the business district and a study is necessary to define and evaluate the situation. While lack of parking can be a strategy to encourage the use of public transit by employees

working in Beverly Hills, additional parking and strategies to inform the public of available parking locations are needed. More off-street parking facilities should be developed.

The City should improve public information to advise drivers of available parking, which may decrease the number of vehicles circulating to find parking.

The City should evaluate additional parking strategies including creative use of appropriate commercial alleys for loading and pick-up, subsidizing transit for employees, encouraging developers to provide parking for guests and employees, eliminating street parking on Olympic and Wilshire Blvds. and implementing peak-hour parking restrictions on S. Santa Monica Blvd.

Advanced technology should be employed to manage off-street parking in City-owned facilities. Technology such as, for example, FasTrak , Changeable Message Signs, and cell phones can be used to facilitate access/egress at parking structures, thus reducing the number of vehicles circulating on the street to find an off-street parking space

A mandatory, but realistic, parking program should be implemented that requires employees within the City to park in parking structures (off-street) and preferably, on the perimeter of the business triangle. The program could apply to businesses based on specific thresholds relating to the number of staff employed.

The City should work with private parking facility operators and owners to keep parking rates as low as possible. In doing so, it is anticipated that more people will be more likely to use the available parking within the facilities.

The City should actively promote the availability of public transit to employees through Citywide education and promotion.

As an alternative to the current program of providing 2 hour free parking in City parking facilities, the City should explore and study a validation program for visitors in the City who are patronizing City businesses.

Justification for the Committee's recommendations:

The recommendations addressed herein would reduce traffic congestion, result in the availability of more street parking

for residents, improve the flow of traffic during peak-hour commutes and provide readily available parking for business customers.

Implications of the Committee's recommendations:

Two implications of these recommendations have been identified. First, implementation of the recommendations would result in the need for an "adjustment period" for the programs to be successful. Drivers and employees would need to become familiar with the new parking and commuting requirements. Second, for the programs (e.g., development of new parking facilities and the application of automated systems) to be implemented and successful, funding would be needed.

Resources needed for the Committee's recommendations:

The resources necessary to address street parking as it relates to traffic management include the following:

- Funding for shuttles, intelligent parking technology, parking subsidies, and additional municipal parking structures,
- Continued political leadership,
- Cooperation with business community,
- Engineering of the programs and,
- Innovation

STUDY TOPIC

Public transportation and the transit-dependent population

Discussion Background

The Los Angeles County Metropolitan Transportation Authority (MTA) is responsible for regional public transit including the Rapid (Red) Bus, local commuter buses, MetroRail and MetroLink. For disabled transit services, the MTA provides MetroAccess (by contract) throughout the county. Both the Cities of Culver City and Santa Monica operate bus lines also. They serve local commuters on the Westside.

MTA bus fares are as follows:

Basic fare:	\$ 1.35
Transfer:	\$ 0.25
Senior fare:	\$ 0.45
Senior transfer:	\$ 0.10
Monthly pass:	\$ 43.00
Senior monthly pass:	\$ 12.00

Buses in service on an average weekday within the County are 2,058 and average weekday boardings throughout the County are 728,000. In Beverly Hills, the MTA operates 14 bus lines including the Rapid (Red) Bus. The two most utilized lines are the Rapid (Red) Bus on Wilshire Blvd. and the bus line #4 (bus #304) on Santa Monica Blvd. The two largest bus transfer points within the City are at Santa Monica Blvd./Canon Drive (near the Cultural Center) and Wilshire Blvd./La Cienega Blvd. The MTA plans to initiate a Rapid Bus on Santa Monica Blvd. upon completion of the Santa Monica Transit Parkway Project (2006).

The Santa Monica "Big Blue Bus" has 14 total routes. The basic fare is \$0.75. The senior fare is \$0.25.

The Culver City Bus has a total of six (6) bus routes. The fares are as follows:

Basic fare:	\$ 0.75
Senior fare:	\$ 0.35
Monthly pass:	\$ 58.00
Senior monthly pass:	\$ 29.00

Beverly Hills benefits from public transit because the City is a large employment center. Numerous business and household employees utilize the local bus services to travel to and from

Beverly Hills. In addition, Beverly Hills benefits from public transit because it reduces the number of cars traveling through the City, as individuals commute to employment on the Westside including Century City, and reduces parking needs and regional air pollution.

With Proposition A and C funds received from sales tax collections that may be used for transportation related services, the City of Beverly Hills provides senior citizen and disabled residents with discounted MTA bus passes and taxi coupons. In addition, the City operates a local senior Dial-A-Ride for short trips in and around Beverly Hills as well as an employee parking shuttle during the morning and afternoon peak hours.

The Beverly Hills Dial-A-Ride service has 900 registered passengers and handles approximately 1,300 monthly round trips. The service costs the City approximately \$465,000 annually. In regard to the discount bus pass program, the City sells 200 MTA senior monthly bus passes at \$7.00 each. The City subsidizes this program in the amount of \$13,000 annually. Relative to the taxi coupon program, Beverly Hills senior and disabled residents are eligible to purchase one taxi coupon book per month. An average of 600 books is sold per month at \$6.00 each. Each book has \$24.00 in taxicab vouchers. This program costs the City approximately \$135,000 annually.

The parking shuttle brings employees from select parking structures to points within the City's business triangle where they can access a business destination. This program costs the City approximately \$75,000 annually.

Another location that serves as a transfer point or pickup/drop-off for public transit riders is Beverly Drive, immediately north of North Santa Monica Blvd. The Beverly Drive location is near a park restroom facility (currently under reconstruction) that is used by transit riders as well as the public.

The MTA is aggressively expanding (as funding is available) the Rapid Bus services, as ridership and patron satisfaction continues to increase. The Rapid Bus has fewer stops along major streets and in Los Angeles is equipped with a signal preemption system in order to get through signals.

Annually, the MTA has a "call for projects" for State and Federal funding of transportation improvements. While funding for future transportation improvements is severely limited due

to the State's economic situation, the MTA is continuing with the "call" so local projects can be in the queue when funding becomes available. With the Westside Cities, Beverly Hills will be submitting a grant application for transit rider improvements along Wilshire and Santa Monica Blvds. including bus benches and ridership kiosks.

Recommendations

Through incentives, disincentives and education, the City should reduce the volume of vehicular traffic to and from local schools. Strategies that could be considered include limiting or reducing the number of parking spaces available to students at the high school, a shuttle bus for student transportation, free shuttle service, a public relations and education program that addresses public perception and acceptance of public transit, and transit vehicles that appeal to student riders.

The City should evaluate incentives and potential disincentives that result in moving employees out of single occupancy vehicles into public transit. The Committee unanimously supports the use of incentives. Disincentives to single-occupancy vehicles will need to be critically evaluated so there is minimal or no risk to the City's economic base.

The City should encourage and support the Los Angeles County Metropolitan Transportation Authority (MTA) efforts to educate the public about public transportation, specifically bus routes, times and stops.

The City should support a public/private partnership for the operation of an intra-City (local) shuttle service that is available to residents, visitors and employees. The shuttle service should have stops at major, local MTA transfer stations, and appropriate stops of the Rapid (Red) Bus and Exposition Light Rail line. For visitors, to reduce their dependence on personal vehicles, the shuttle should be on a route through the City's business areas.

The City should evaluate and consider acquiring a park-n-ride lot near the I-10 and/or I-405 freeways for visitors and employees to meet a local shuttle bus that goes to and from the City of Beverly Hills.

An origin-destination survey should be conducted that identifies the workplace(s) of Beverly Hills residents to ascertain their daily travel routes and destinations.

It is recommended that the City investigate, with its neighboring jurisdictions and the Los Angeles County Metropolitan Transportation Authority (MTA), a small shuttle service to and from the San Fernando Valley over the local canyons (e.g., Coldwater Canyon) and future park-n-ride lots.

Justification for the Committee's recommendations:

Without improved ridership on public transit and transit services that meet the needs of the local constituency, such as a local shuttle service, for example, gridlock and immobility will result. Added single-occupancy vehicles to the already congested streets will significantly increase congestion and traffic.

Increased use of public transit offset by a reduction in single-occupancy vehicles will improve air quality. It may also reduce the individual stress associated with driving on a congested street.

The recommendations pertaining to increased use of public transit and implementation of a local shuttle system is justified because there are parking spaces available. Available free public parking and street parking is limited, and it will become more of a commodity as the number of vehicles increase due to projected population increases.

Implications of the Committee's recommendations:

Increasing use of public transit and the implementation of a local shuttle system will create an increased sense of community as the public ride and talk together.

Conversely, the cost and inconvenience of the service may be an obstacle for successfully implementing and full utilization of public transit.

As utilization of public transit/shuttle busses increase resulting in riders congregating at bus stops and bus routes on residential streets, residents may object if it impacts their homes ("not in my back yard").

Businesses who do not participate or support the use of public transit or shuttle busses will feel the repercussions of limited public and employee access to their businesses.

Resources needed for the Committee's recommendations:

- The funds to cover the cost of the local shuttle services.
- Time, funding and resources to educate residents.
- Cooperation and leadership among the Westside cities of Beverly Hills, Culver City, Los Angeles, Santa Monica and West Hollywood.
- Local leadership by Beverly Hills officials and representatives including the Beverly Hills Unified School District.
- Disincentives, mandated by the Federal and State government, for single-occupancy vehicles that minimize risk to Cities' economic base.

STUDY TOPIC

The Regional Setting and Mobility Within It

Discussion Background

The Westside Cities of Beverly Hills, Culver City, Santa Monica and West Hollywood have been meeting and discussing practical short- and long-term transportation solutions for the Westside, such as multimodal facilities, capacity expansion, better transit linkages, incentives for mixed-use development, regional light rail, other public transit strategies and funding considerations. The intent is to identify capital improvement projects and funding sources for further dialogue and ultimate funding by the Metropolitan Transportation Authority, State and Federal Officials and Agencies.

A majority of the potential transportation improvements necessary for improving regional transportation on the Westside are very expensive. Obtaining funding for such enhancements will require analytical studies, years of work and political leadership. To realize transportation enhancements desired by the Westside Cities, revenue sources will need to be identified and secured. At this time, all future transportation improvements are beyond the financial abilities of the Westside Cities, the MTA or the State.

Despite the funding situation, it is important that current planning efforts for regional transportation continue. Transportation projects take years to plan and obtain consensus. Waiting to begin project planning for when funding is available allows other entities with plans in place to secure the available monies. The Westside Cities, including Beverly Hills, need to be "ready to go" when funding is available.

Over the past several months, Westside Cities' staff with the assistance of consultants has developed and submitted four "short-term" project applications to the Los Angeles County Metropolitan Transportation Authority (MTA) for funding. The projects, summarized below, are intended to represent simple and practical improvements that can be made immediately and easily to improve transportation on the Westside. If approved, the projects would be funded, at the earliest, in Fiscal Year 2008/2009.

Short Term Projects Submitted For Grant Funding To The MTA

Westside Cities' Pedestrian, Rapid Bus and Bike Linkage Toolkit. As a first step to making Westside Cities transportation more user-friendly, this project will provide a toolkit of amenities linking pedestrians and bicyclists to transit at 25 major points linking the communities to Metro Rapid Bus Routes.

Westside Community Transit Information / Security Centers. This project will deploy three community transit information and security centers on the Westside. The intent of the project is to better serve public transit needs, combining into a single transit center the following elements (as appropriate):

- Transit police substation
- Satellite dispatch center
- Passenger fare outlet and transit information center and
- Waiting and rest area for transit operators and the public.

Real-time Motorist Parking Information System Demonstration. This project will demonstrate information systems to communicate and guide motorists to available parking spaces in selected garages or surface lots in each of the Westside Cities.

Santa Monica Boulevard Streetscape Enhancements. This project will design and install improvements along Santa Monica Boulevard to complete an enhanced the streetscape environment throughout the Westside Cities.

To significantly and realistically improve transportation on the Westside, bold, new and creative options will need to be considered by the Westside Cities. The Westside will continue to grow as a regional employment center, serve as a visitor destination point, experience population growth and serve as a bottleneck for north/south traffic traveling from the Valley to the South Bay. The Southern California Association of Governments (SCAG) projects 6 million more residents over the next 20 years, increasingly more traffic and with it, congestion. Without addressing the problem, the viability and sustainability of the Westside could be challenged.

While improving signal technology, increasing bus ridership (and busses), instituting alternative work schedules and promoting alternatives to single-occupancy vehicles will help traffic

flow, it will not solve the Westside's traffic congestion problems or have enough impact to maintain the viability of the Westside. Various creative, leading edge ideas for significantly improving Westside transportation follow. Mostly, they are very expensive and in general, would require years of analysis, evaluation, and public input prior to years of construction.

Potential, Significant Transportation Improvement Projects

- Light rail on the Exposition right-of-way from downtown Los Angeles through Culver City to downtown Santa Monica (order of magnitude cost: \$1 billion)
- Light rail line through West Hollywood and Beverly Hills to Santa Monica connected to the regional rail system (order of magnitude cost: \$3 billion)
- Extensive local public transit circulators (on fixed or flexible routes) to move people between neighborhoods and Metro lines without use of private vehicles (order of magnitude cost: \$300 million)
- Major interchange reconfiguration on I-10 and I-405 (e.g., Robertson, Overland, Bundy/Centinela, Sunset, Wilshire, Olympic/Pico, Venice) (order of magnitude cost: \$1 billion)
- Major transportation hubs ("clean mobility centers") in strategic locations on the Westside to link Metro, pedestrian, bicycle, parking and car-sharing resources (order of magnitude cost: \$100 million)
- Land use and parking incentives coordinated among the Cities and focused on cooperative mixed-use development in selected areas of Westside along "grand boulevards" (cost not estimated)
- Added multimodal capacity in Lincoln Blvd corridor, Venice Blvd corridor and Robertson/LaCienega/Fairfax corridor (subject to detailed consideration of major investment possibilities) (order of magnitude cost: \$1 billion)
- Regional street corridor capacity enhancement where appropriate (e.g., Santa Monica Boulevard in Beverly Hills where relief is needed from through traffic or on another

street where a dedicated facility for express bus or in-street light rail might make sense) (order of magnitude cost: \$300 million to \$600 million on each street)

- Express bus improvements (e.g., peak-period shoulder lane) on Santa Monica Freeway (order of magnitude cost: \$300 million)
- Added highway capacity in Santa Monica Freeway corridor and San Diego Freeway corridor (subject to detailed consideration of major investment in concepts such as tunneling or elevated construction) (order of magnitude cost: \$4 billion)
- Rail line in San Diego Freeway corridor from LAX to Westside and San Fernando Valley (order of magnitude cost: \$2 billion)
- An alternative multimodal linkage from the Westside to the San Fernando Valley and LAX, taking pressure off the I-405 (order of magnitude cost: \$3 billion)

Recommendations

It is recommended that there be continued cooperation among the Westside cities for regional transportation planning.

The City and its leaders should engage the community and strive for major community involvement in local and regional transportation planning.

North/south traffic improvements from the valley to Los Angeles Airport should be evaluated.

Improved marketing, promotion and communication of regional transportation alternatives are recommended in order to educate the public of available alternatives to single-occupancy vehicles.

The private sector should be engaged in programs to improve traffic circulation by, for example, building and operating additional parking structures and developing linkages to public transit.

For addressing the regional setting, Beverly Hills public officials should continue their strong political leadership toward working with other local, State and Federal officials.

Justification for the Committee's recommendations:

Regional planning efforts are necessary to reduce regional gridlock, improve air quality, eliminate competition among cities for economic growth, and address regional traffic that flows through Beverly Hills.

Implications of the Committee's recommendations:

Addressing regional transportation planning issues will require cooperation among neighboring jurisdictions. An implication of this is the potentiality that neighboring jurisdictions don't cooperate and work together. Other implications include the cost of improvements, "not in my backyard" attitude toward valuable regional transportation improvements, and competition that may result for economic growth / tax generators if neighboring communities don't work together.

Working together with neighboring jurisdictions may also build a greater sense of community throughout residents on the Westside. Moreover, the Westside will become an even greater location to live and work, thus improving the quality of life for residents.

Resources needed for the Committee's recommendations:

- The funds to cover the cost of regional improvements.
- Cooperation among the Westside cities of Beverly Hills, Culver City, Los Angeles, Santa Monica and West Hollywood.
- Local and on-going leadership and community involvement.