MOBILITY ELEMENT 3


WELCOME TO
ROLLING HILLS
ESTATES

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Introduction

Introduction

The Mobility Element guides the maintenance, enhancement, and development of the transportation network within the City's jurisdiction, including automobile, pedestrian, bike, transit, and equestrian facilities.

Purpose

The purpose of the Mobility Element is to provide a safe, multimodal, efficient transportation system that meets the current and future needs of Rolling Hills Estates. Rolling Hills Estates residents have a diversity of mobility needs and a desire to be able to move through the City safely and efficiently, regardless of mode choice. The goals and policies introduced in this element are aimed at providing safe, viable alternatives to the automobile when traveling throughout Rolling Hills Estates, while continuing to provide efficient automobile circulation and recognizing the distinct, rural feel of the City.

Relationship to Other General Plan Elements

The goals and policies provided in the Mobility Element work alongside the other Elements in helping to achieve the Guiding Principles of the General Plan. This element is most closely related to the following:

- **Sustainability Element:** The Mobility Element works alongside the Sustainability Element in its effort to provide a multimodal transportation network that reduces greenhouse gas emissions in Rolling Hills Estates.
- **Land Use Element:** The Mobility Element works alongside the Land Use Element to provide safe, efficient connections to various land uses and seeks to meet the transportation needs of current and future development throughout Rolling Hills Estates. The Mobility Element also recognizes the unique needs of the Commercial District and works to promote the economic development of businesses by increasing foot traffic and promoting the District as a major destination in Rolling Hills Estates.
- **Open Space and Recreation Element:** The Mobility Element overlaps with the Open Space and Recreation Element in its effort to provide and enhance a quality trail network for both recreation and transportation uses. Bridle trails and mixed-use paths especially provide safe, comfortable off-street facilities that can be used by residents to move around the City.

To a lesser extent, the Mobility Element overlaps with the Conservation Element in regards to landscaping and street beautification. Additionally, the Mobility Element overlaps with the Noise Element, as traffic congestion and roadway use can significantly add to noise pollution in the City.

Relationship to State Law

The state of California has a series of state laws and legislation that influence local planning decisions and the contents of circulation elements:

- **Government Code Section 65302(b)(1)** requires all general plans to include a circulation (or mobility) element consisting of the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, any military

airports and ports, and other local public utilities and facilities, all correlated with the land use element of the plan. The Mobility Element meets these requirements through its coordination with the Land Use Element of the General Plan.

- **California Complete Streets Act (Assembly Bill [AB] 1358)** requires all general plans updated after January 30, 2011 to consider Complete Streets policies in an effort to reduce greenhouse gas emissions and improve public health. In alignment with both community and stakeholder interest and AB 1358, the Mobility Element aims to provide a balanced, multimodal transportation network throughout Rolling Hills Estates.
- **California Global Warming Solutions Act (Senate Bill [SB] 32)** requires the State to reduce greenhouse gas emissions to 40 percent below 1990 levels by 2030, and Executive Orders B-16-12 and B-55-18 provide a target of 80 percent below 1990 emissions levels for the transportation sector by 2050 and directs the State to be carbon neutral by 2045, respectively.
- **SB 743 has amended the California Environmental Quality Act (CEQA)** guidelines related to the analysis of transportation impacts, shifting away from the traditional vehicle-based level of service (LOS) analysis to a vehicle miles traveled (VMT) analysis. The goal of this is to better evaluate sustainability, mobility, and multimodal transportation outcomes related to transportation and land use development projects. The Mobility Element responds to SB 32 and SB 743 not only by focusing on the development of a multimodal transportation network, but also by recognizing the need for new transportation impact review guidelines that meet SB 743 requirements. The City also recognizes the continued importance of LOS in providing efficient auto circulation and establishes LOS standards in the Auto Circulation chapter.

Chapter Organization

The Mobility Element comprises three sections. Each section presents an overview of existing conditions and a discussion of the mobility priorities for Rolling Hills Estates:

Introduction presents the general intent of the Mobility Element, its relationship to other Elements, and the regulatory framework that guides its development.

Existing Conditions presents an overview of the current transportation system and a discussion of the priorities for Rolling Hills Estates through the lens of the transportation network and safe street design, auto circulation, pedestrian circulation, recreational trails and bicycle circulation, and transit and transportation demand management.

Goals, Policies, and Implementation Measures present the mobility goals, policies, and implementation measures that will guide the maintenance, enhancement, and development of the transportation system in Rolling Hills Estates.

Existing Conditions

Existing Conditions

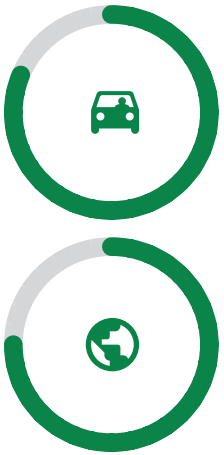
Transportation Network & Safe Street Design

According to the 2019 American Community Survey, most Rolling Hills Estates residents drive alone to work. Simultaneously, in public surveys conducted as part of the General Plan process ***75 percent of respondents stated that promoting sustainability was either very important or important for Rolling Hills Estates over the next twenty years.***

The California Air Resources Board's 2018 emissions data by sector shows passenger vehicles as the single largest contributor to emissions in the state of California, making up 28 percent of the emissions in the State.[1] While it is anticipated that the use of autos in Rolling Hills Estates will remain high over the horizon of the General Plan, the Mobility Element's emphasis on providing a safe, multimodal transportation network that provides alternatives to single-occupancy vehicles is a demonstration of Rolling Hills Estates' commitment to sustainability and interest in maintaining alignment with State goals and regulations.

1 2020, California Greenhouse Gas Emissions for 2008 to 2018: Trends of Emissions and Other Indicators.

Table 3-1 Highlights



83% **DRIVE ALONE**

75% **WANT TO PROMOTE SUSTAINABILITY**

Table 3-1 Commute Mode Split

Mode Choice	Rolling Hills Estates	Los Angeles County
Drive Alone	83.4%	74%
Carpool	6.1%	9.5%
Take Transit	0.9%	5.8%
Walk	0.2%	2.7%
Bike	0.2%	0.8%
Work from Home	8.9%	5.6%
Other	0.5%	1.6%

Source: American Community Survey, 2019 5-Year Estimates

KEY TERMS

Complete Streets are streets designed and operated to enable safe use and support mobility for all users. Those include people of all ages and abilities, regardless of whether they are traveling as drivers, pedestrians, bicyclists, or public transportation riders[2]. The outcomes of Complete Streets planning will vary depending on the context and primary roadway users.

Curbside Management seeks to inventory, optimize, allocate, and manage curb spaces to maximize mobility and access for the wide variety of curb demands[3]. In Rolling Hills Estates, curbside management is most applicable in the Commercial District and around schools.

Complete Streets Design & Curbside Management

2 "Complete Streets." U.S. Department of Transportation.
3 "Curbside Management Resources." Institute of Transportation Engineers.

Roadway Classifications

The transportation system in Rolling Hills Estates can be defined by three roadway typologies: major arterials, secondary arterials, and local streets. **Figure 3-1** and **Table 3-2** provides a detailed description of each roadway classification.

Arterial Roadways are the backbone of transportation in the City and are designed to move large volumes of traffic, primarily serving regional destinations through connections to other arterials and freeways. Due to their regional focus, local access is a secondary priority and additional driveways and intersections should either be restricted or controlled. While auto use is emphasized on arterial roadways, transit, bike, and pedestrian facilities should be considered and accommodated.

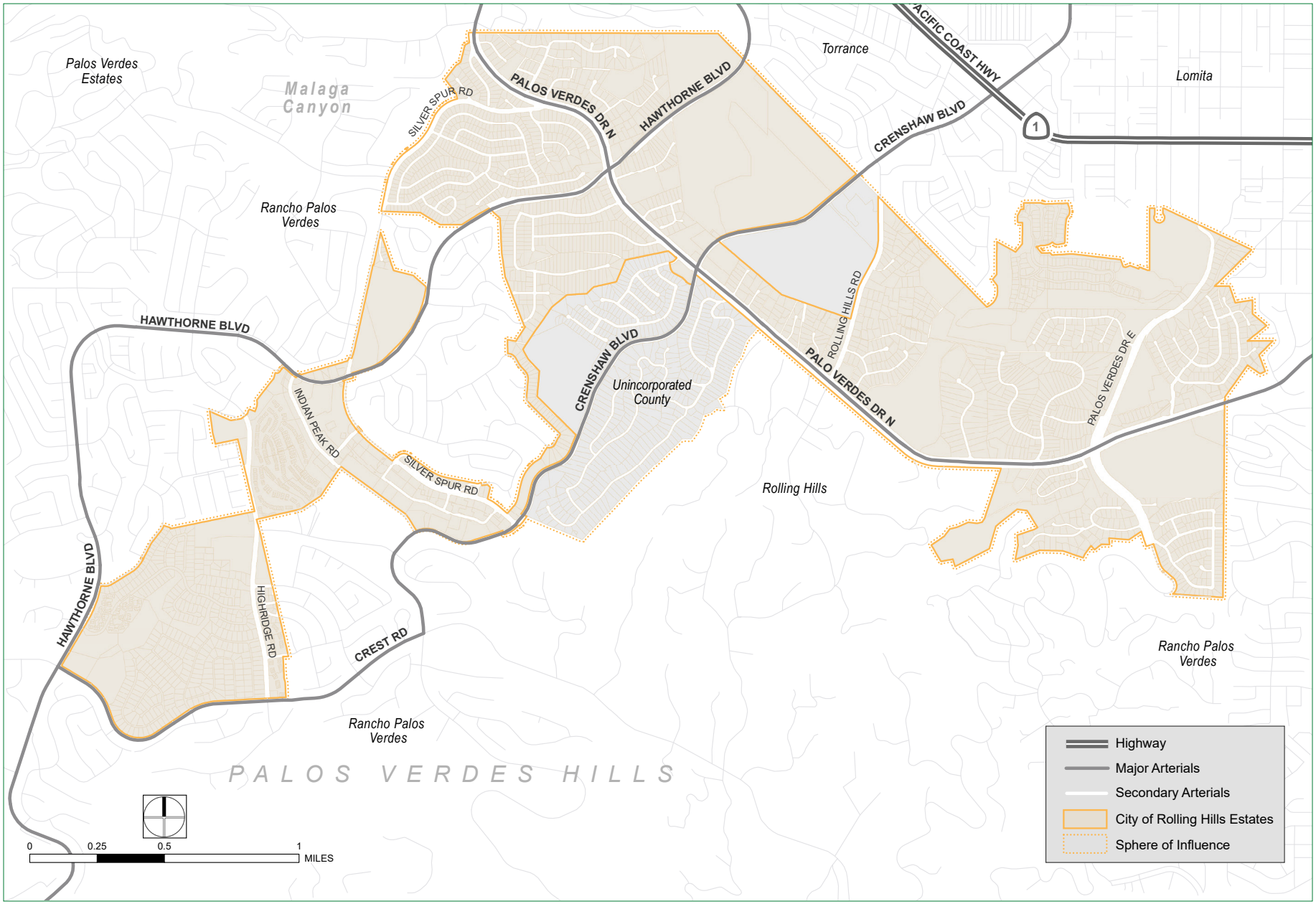
- **Major Arterials** in Rolling Hills Estates are the most important for regional connectivity and road safety and efficiency should be prioritized. Major arterials in Rolling Hills Estates include Hawthorne Boulevard and Crenshaw Boulevard.
- **Secondary Arterials** in Rolling Hills Estates are designed to connect local streets to major arterials, as well as provide direct connections to local destinations such as schools and businesses. They typically have a smaller footprint than major arterials and include Palos Verdes Drive North, Silver Spur Road, Palos Verdes Drive East, Indian Peak Road, Rolling Hills Road, and Crest Road.

Local Streets primary function is to provide direct access to residential parcels throughout the City. For this reason, through traffic should be discouraged and speeds should be managed. All other roadways in the City are classified as local streets.

Table 3-2 Roadway Classifications

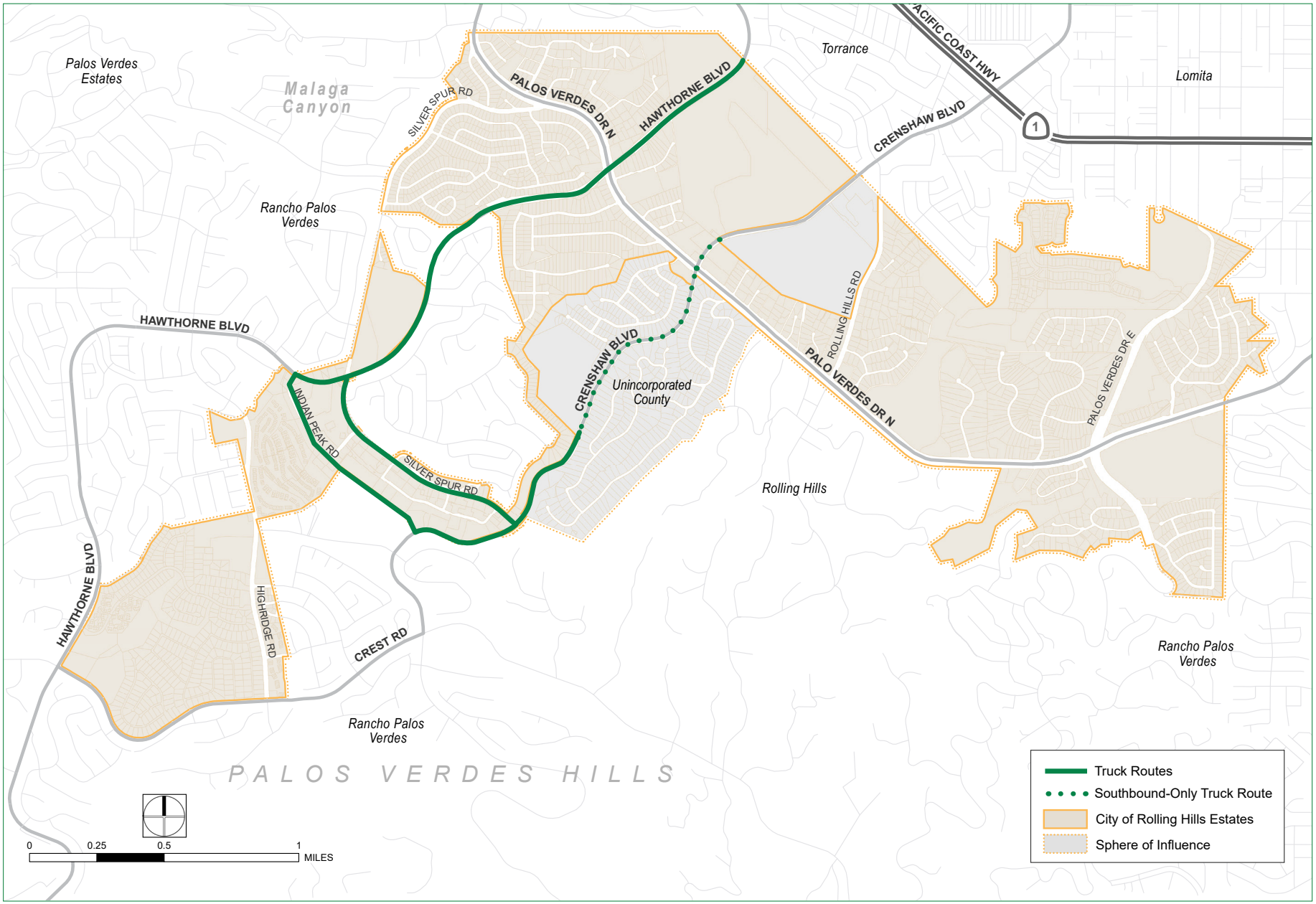
	Major Arterials	Secondary Arterials	Local Streets
Access Emphasis	Regional facility access	Regional facility, local business, and school access	Residential parcel access
Right of Way	80'-100'	80'-100'	50'-60'
Roadway Width	60'-80'	60'-80'	32'-52'
Travel Lanes	2-4	2-4	2
Median	Yes	Yes	Not typical
Left Turn Signal Phase	All signalized intersections	All signalized intersections	Not typical
Sidewalk	Standard concrete sidewalk and curb and gutter **accommodated** on one or both sides.	Standard concrete sidewalk and curb and gutter **accommodated** on one or both sides.	Concrete, asphalt, or decomposed granite sidewalks with rolled curb **considered** on one or both sides.
Bike Facilities	Class I or IV facilities **considered**, depending on right of way and auto speed and volumes.	Class I, IV, or II facilities **considered**, depending on right of way and auto speed and volumes.	Class II or III facilities **considered**, depending on right of way and auto speed and volumes.
Roadways	Hawthorne Boulevard Crenshaw Boulevard	Palos Verdes Drive North North Silver Spur Road Palos Verdes Drive East Indian Peak Road Rolling Hills Road Crest Road	All Other Roadways

Figure 3-1 Roadway Classifications



Source: City of Rolling Hills Estates, 2017; Los Angeles County GIS Data, 2017

Figure 3-2 Truck Network



Source: City of Rolling Hills Estates, 2017; Los Angeles County GIS Data, 2017

Roadway Safety

The most effective approach to enhancing roadway safety is a data-driven approach that takes into account crash data to identify and implement countermeasures. Improving roadway safety not only improves the quality of life for residents in Rolling Hills Estates, but also creates an environment where residents feel more comfortable relying on active transportation modes to move around the City.

Collision data for Rolling Hills Estates was analyzed to understand the involvement, type, and factors of traffic collisions in the City. This analysis includes collisions between 2017-2019 except for January through November 2018, which were missing from the dataset. Collision data used for this analysis was obtained by the City from the Los Angeles County Sheriff's Department. This data was not yet available through the Statewide Integrated Traffic Records System at the time of the analysis.

Table 3-3 summarizes parties involved in vehicle collisions between 2017-2019. Bicycle and pedestrian injury collisions make up 7 percent of all injury collisions, despite making up only 0.4 percent of commute trips in Rolling Hills Estates. Forty percent of fixed-object collisions occurred between the late evening and early morning hours, suggesting that a lack of lighting or improper lighting may be an issue.

Table 3-3 Motor Vehicle Collision Summary by Involvement[1]

Collisions Involved With	Total Collisions	Property Damage Only Collisions	Injury Collisions		
			Fatal	Severe	Other Injury[2]
Other Motor Vehicle	158	95	0	1	62
Fixed Object[3]	54	31	1	3	19
Other[4]	7	5	0	0	2
Pedestrian	5	0	0	1	4
Bicycle	3	0	0	0	3
Total	**227**	**131**	**1**	**6**	**90**

Notes: Available crash collision data provided by Sheriff's Department, 2017-2019.
1. Collision data for January through November 2018 was not included in the provided dataset and therefore is not included in the analysis.
2. "Other Injury" collisions include collisions that results in an injury categorized as "Complaint of Pain" and "Other Visible Injury".
3. "Fixed Object" includes stationary objects such as parked cars, poles and signage, or structures.
4. "Other" category includes non-collisions and collisions with animals and other non-fixed objects.
Source: Fehr & Peers, 2021.

Table 3-4 summarizes crash types and **Table 3-5** presents the top five recorded causes of collisions. The top five recorded causes of collisions represent over 75 percent of collisions and include "improper turning," "unsafe speeds," "following too closely," auto right-of-way violation," and "traffic signals and signs". The leading cause of collisions is "improper turning", which primarily covers improper signaling, making a turn when it is unsafe, and illegal turns, including U-turns. "Unsafe speeds" is the second leading cause of collisions and the listed reported cause of the only fatal collision included in this the data set.

Figure 3-3 presents the locations of collisions throughout Rolling Hills Estates.

Table 3-4 Summary of Crash Types[1]

Crash Type	Total Collisions	Property Damage Only Collisions	Injury Collisions		
			Fatal	Severe	Other Injury[2]
Rear-End	86	49	0	1	36
Hit Object	40	22	1	2	15
Broadside	39	20	0	1	18
Sideswipe	37	31	0	0	6
Other[3]	15	7	0	1	6
Head-On	8	1	0	0	7
Not Stated	2	1	0	0	2
Total	**227**	**131**	**1**	**6**	**90**

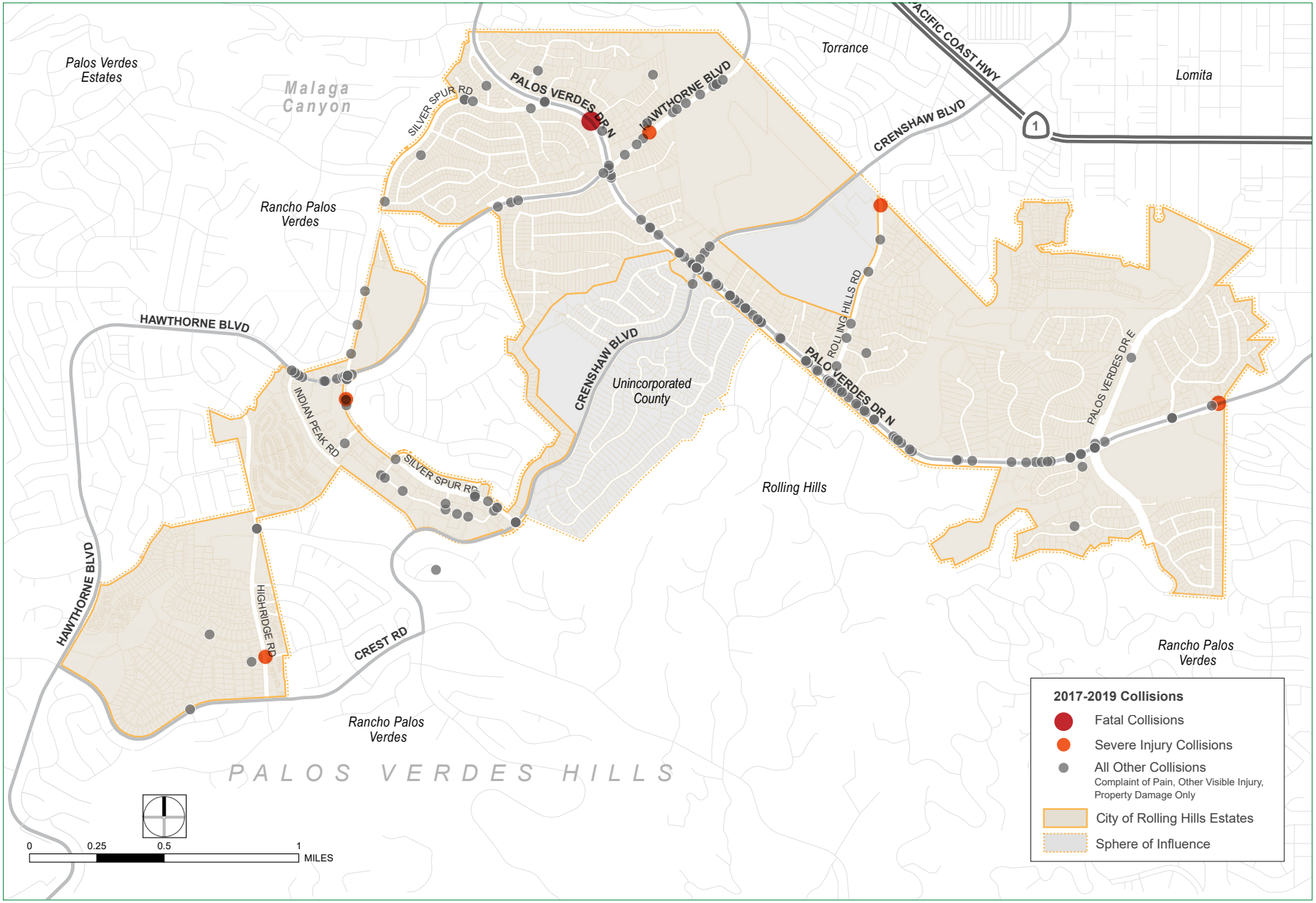
Source: Fehr & Peers, 2021.
Notes: Available crash collision data provided by Sheriff's Department, 2017-2019.
1. Collision data for January through November 2018 was not included in the provided dataset and therefore is not included in the analysis.
2. "Other Injury" collisions include collisions that results in an injury categorized as "Complaint of Pain" and "Other Visible Injury".
3. "Other" includes pedestrian-vehicle collisions, overturns, non-collisions and "other"r collision types.

Table 3-5 Recorded Cause of Collisions[1]

Stated Cause of Collision	Total Collisions		Property Damage Only Collisions		Fatal		Severe		Other Injury[2]	
	#	%	#	%	#	%	#	%	#	%
Improper Turning[3]	49	22%	30	23%	0	0%	3	60%	16	18%
Unsafe Speed[4]	44	19%	27	21%	1	100%	0	0%	16	18%
Following Too Closely[5]	38	17%	19	15%	0	0%	0	0%	19	21%
Auto Right-of-Way Violation[6]	25	11%	8	6%	0	0%	1	20%	16	18%
Traffic Signals and Signs[7]	17	7%	10	8%	0	0%	0	0%	7	8%
All Other Causes	54	24%	37	28%	0	0%	1	20%	16	18%
Total	**227**	**100%**	**131**	**100%**	**1**	**100%**	**5**	**100%**	**90**	**100%**

Source: Fehr & Peers, 2021.
Notes: Available collision data provided by Sheriff's Department, 2017-2019.
1. Collision data for January through November 2018 was not included in the provided dataset and therefore is not included in the analysis.
2. "Other Injury" collisions include collisions that results in an injury categorized as "Complaint of Pain" and "Other Visible Injury".
3. "Improper turning" broadly refers to turn violations at intersections and turns off and on roadways, along with improper signaling during lane changes.4.
4. Unsafe speeds" broadly refers to people driving at a speed that is not reasonable given roadway conditions.
5- "Following too closely" generally refers to drivers following another vehicle at a length that is not reasonable given roadway conditions.
6. "Auto right-of-way violation" broadly refers to any party not yielding to the driver's right-of-way or a driver improperly observing their right-of-way.
7. "Traffic signals and signs" broadly refers to drivers not observing the rules of a particular signal or sign.

Figure 3-3 Collision Map



Source: Available collision data provided by Sheriff's Department, 2017-2019.

Auto Circulation

Personal autos will likely remain the dominant mode choice for Rolling Hills Estates throughout the planning horizon of this the General Plan. Given this, maintaining efficient auto circulation will be vital for maintaining quality of life in Rolling Hills Estates. In a public survey conducted for the General Plan, ***over 75 percent of respondents stated that improving traffic congestion on city streets was either very important or important for the City.*** The Mobility Element employs multiple toolsets and multiple policies to do so, including leveraging new technologies in traffic management, promoting more efficient modes of travel to reduce the number of single-occupancy cars on the roadways, and maintaining level of service standards for intersections.

Hawthorne Boulevard at Palos Verdes Drive North

KEY TERMS

Level of Service (LOS) is a metric commonly used to evaluate the average intersection delay experienced by people driving. Used in isolation, it often fails to consider the experience of people walking and biking and can lead to planning decisions that have unintended consequences for the safety and wellbeing of roadway users.

Table 3-6 Level of Service Definitions

Level of Service	Definition
A	No vehicle waits longer than one red light and no approach phase is fully used.
B	An occasional approach phase is fully utilized; many drivers begin to feel somewhat restricted within groups of vehicles.
C	Occasionally drivers may have to wait through more than one red light; backups may develop behind turning vehicles.
D	Delays may be substantial during portions of the rush hours, but enough lower volume periods occur to permit clearing of developing lines, preventing excessive backups.
E	Represents the most vehicles intersection approaches can accommodate; may be long lines of waiting vehicles through several signal cycles.
F	Backups from nearby locations or on cross streets may restrict or prevent movement of vehicles out of the intersection approaches. Tremendous delays with continuously increasing queue lengths

Source: Transportation Research Circular No. 212, Interim Materials on Highway Capacity, Transportation Research Board, 1980.

Vehicle Miles Traveled (VMT) refers to vehicle miles traveled, a metric that accounts for the number of vehicle trips generated and the length or distance of those trips and is therefore directly related to fuel consumption and greenhouse gas emissions. Under SB 743,

VMT is the required metric for transportation impact analysis and is generally expressed as VMT per capita for a typical weekday. VMT shifts the focus from measuring impacts to drivers to measuring the impact of driving, providing a more comprehensive understanding of the sustainability, mobility, and multimodal transportation outcomes related to transportation and land use development projects.

Intelligent Transportation Systems (ITS) refers to a set of technologies that facilitate a connected, responsive transportation system. Applications of ITS include traffic signal coordination and adaptive signal prioritization that allow for the more efficient flow of traffic on major roadways and allow for the collection and dissemination of real-time information, including transit arrivals and traffic incident alerts. ITS will also be an invaluable tool in helping manage emerging technologies, including autonomous vehicles.

Traffic Calming is the application of a series of roadway modifications aimed at reducing speeds, increasing safety, and reducing cut-through auto traffic. Other benefits to traffic calming include enhancing the street environment by creating more opportunities for landscaping and reducing the need for police enforcement. Typical traffic calming applications include the installation of speed humps, roundabouts, and stop controls.

Speed Feedback Sign

Level of Service and Vehicle Miles Traveled

Given Rolling Hills Estates' overall development pattern and the likelihood for personal auto use to remain the dominant mode choice in the City, LOS continues to be a useful measure of the localized effects of development and land use changes on the efficiency of auto circulation. However, with Rolling Hills Estates' commitment to sustainability, maintaining the rural character of the community, and multimodal mobility, it is particularly important that LOS standards, which can often lead to planning decisions that have unintended safety and community character consequences, are not the only measure used to evaluate the transportation network. Pairing LOS with a metric like VMT, which seeks to reduce vehicle travel, can lead to co-benefits in sustainability, safety, community character, and cost.

The Mobility Element seeks to maintain LOS as an important evaluation tool for the City, while also elevating the use of VMT to more holistically understand the sustainability and overall mobility impacts of development in the City.

Figure 3-4 presents the count locations at major intersections and road segments throughout the City.

Table 3-7 presents the intersection LOS, which will act as a baseline for future development.

Table 3-8 shows the existing average daily traffic (ADT) volumes for the 16 study road segments in the City of Rolling Hills Estates.

Table 3-7 Existing Level of Service (2021 Base Year)

ID	Signalized Study Intersection	Peak Period	2021 Baseline	
			Avg Delay (sec/veh)	LOS
1	Silver Spur Rd. & Montemalaga Dr.	AM	12.7	B
		PM	8.8	A
2	Hawthorne Blvd. & Palos Verdes Dr. North	AM	71.5	E
		PM	28.1	C
3	Crenshaw Blvd. & Palos Verdes Dr. North	AM	46.0	D
		PM	29.9	C
4	Rolling Hills Road & Palos Verdes Dr. North	AM	65.3	E
		PM	42.8	D
5	Palos Verdes Dr. North & Dapplegray Elementary Entrance	AM	16.0	B
		PM	7.1	A
6	Palos Verdes Dr. East & Palos Verdes Dr. North	AM	23.0	C
		PM	23.7	C
7	Indian Peak Rd. & Hawthorne Blvd.	AM	12.0	B
		PM	12.0	B
8	Silver Spur Rd. & Hawthorne Blvd.	AM	48.1	D
		PM	44.4	D
9	Silver Spur Rd. & Norris Center Dr./Driveway	AM	9.1	A
		PM	9.0	A
10	Indian Peak Rd. & Driveway/Norris Center Dr.	AM	15.9	B
		PM	15.7	B
11	Drybank Dr./Bart Earle Way & Silver Spur Rd.	AM	27.9	C
		PM	30.1	C
12	Crenshaw Blvd. & Silver Spur Rd./Driveway	AM	19.7	B
		PM	24.0	C

Source: Fehr & Peers, 2021.

Figure 3-4 Count Locations at Major Intersections & Road Segments in Rolling Hills Estates

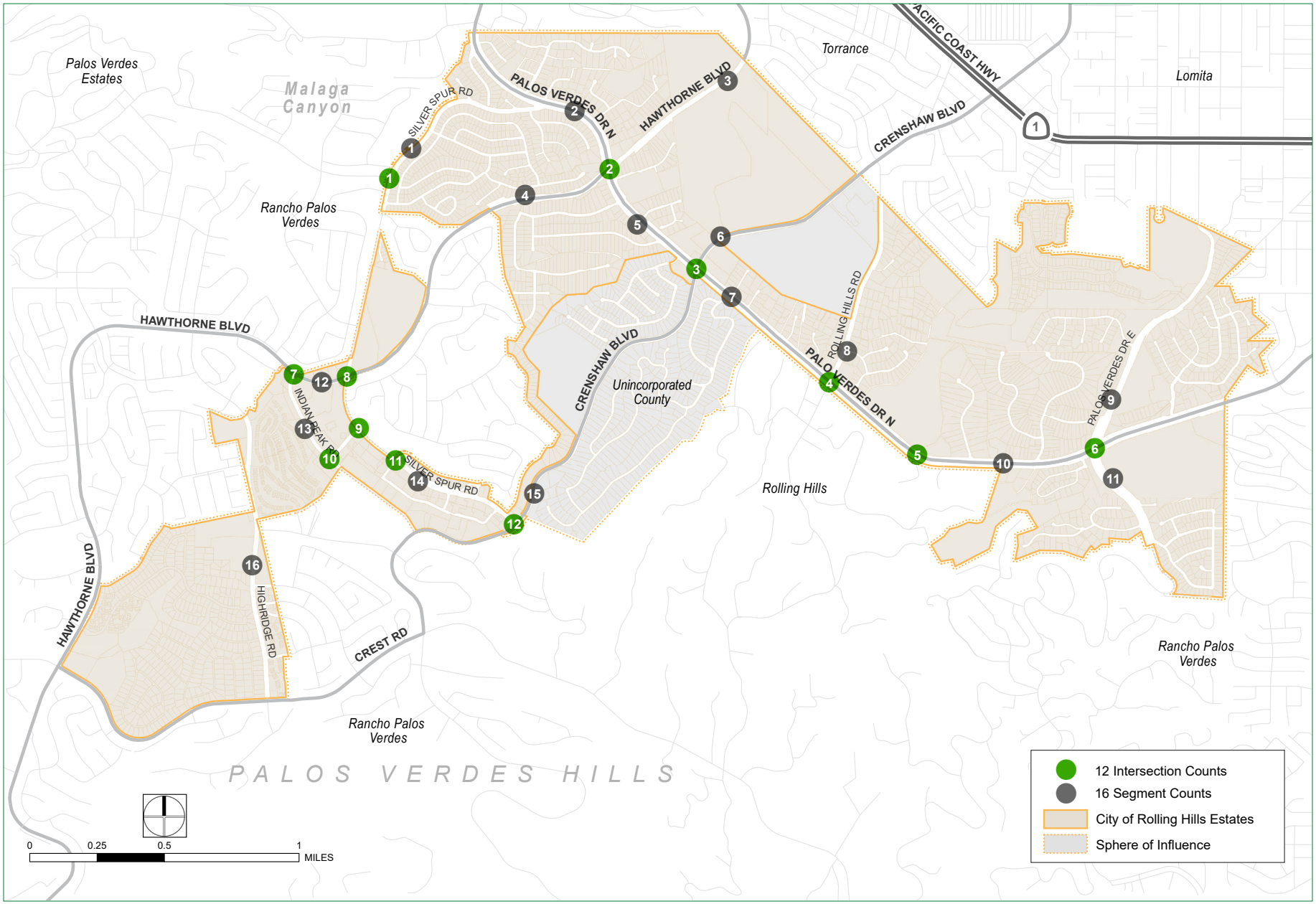


Table 3-8 Existing Average Daily Traffic (2021 Base Year)

ID	Road Segment	Average Daily Traffic (ADT)
1	Silver Spur Rd. south of Kingspine Rd.	13,400
2	Palos Verdes Dr. North west of Hidden Valley Rd.	18,700
3	Hawthorne Blvd. south of Rolling Hills Rd.	30,300
4	Hawthorne Blvd. south of Palos Verdes Dr. North	30,000
5	Palos Verdes Dr. North west of Crenshaw Blvd.	21,600
6	Crenshaw Blvd. north of Palos Verdes Dr. North	26,700
7	Palos Verdes Dr. North east of Eastvale Rd.	26,650
8	Rolling Hills Rd. north of Palomino Ln.	10,00
9	Palos Verdes Dr. East south of Club View Ln.	10,750
10	Palos Verdes Dr. North west of Strawberry Ln.	33,700
11	Palos Verdes Dr East south of Palos Verdes Dr. North	14,500
12	Hawthorne Blvd. between Indian Peak Rd. & Silver Spur Rd.	31,300
13	Indian Peak Rd. south of Hawthorne Blvd.	7,400
14	Silver Spur Rd. north Roxcove Dr.	12,650
15	Crenshaw Blvd. north of Silver Spur Rd.	30,900
16	Highridge Rd. south of Country Ln.	3,450

Source: Fehr & Peers, 2021.

Existing VMT Summary

The 2016 SCAG RTP/SCS travel demand model was used to estimate the amount of average weekday VMT for the City of Rolling Hills Estates and other cities and counties across Southern California within the six-county SCAG region. The SCAG model for the 2012 Base Year and 2040 Baseline scenarios was updated with land use information from the City of Rolling Hills Estates to produce the VMT estimates.

The VMT estimates were calculated using the origin-destination methodology to capture the total VMT generated by residents and employees within the Planning Area. This methodology, consistent with California's Office of Planning and Research (OPR) protocol, only includes half of the VMT for trips with an origin or destination outside the Planning Area and none of the VMT for trips passing through without stopping. Due to limitations in the SCAG travel model, VMT generated by heavy duty truck trips or unique land uses (airports, seaports, and external gateways) are not included in these estimates.

Table 3-9 shows the existing VMT for the City of Rolling Hills Estates for home-based generated trips and work-based attracted trips.

Table 3-9 Existing Vehicle Miles Traveled (2021 Base Year)

VMT Metric	2021 Baseline
Average Daily VMT per Service Population	45.3
Average Daily Home-Based VMT per Capita	17.8
Average Daily Home-Based Work VMT per Employee	20.1

Source: Fehr & Peers, 2021 – via data from the SCAG 2016 RTP/SCS Model.

Traffic Calming

Wide lanes, steep downgrades, and extra capacity on some roadways in the City can lead to high vehicle speeds, and in turn, unsafe roadway conditions. As noted in the Roadway Safety section, vehicles traveling at unsafe speeds was the reported cause of almost 20 percent of all collisions between 2017 and 2019. Traffic calming can be utilized in residential neighborhoods both to manage speeds and reduce cut-through traffic, as well as on arterials to improve safety for all roadway users by lowering speeds. On arterials, traffic calming strategies may include timed traffic signals, speed feedback signs, narrowed lanes, tightened curb radii, and the installation of intersection control where appropriate and warrants are met. On local roadways, traffic calming strategies may include roundabouts, speed humps, tightened curb radii, and the installation of intersection control where appropriate and warrants are met.


Speed Humps


Roundabout

Parking

Parking is a necessary component of mobility and providing for adequate and appropriately located parking is an important consideration in both existing and future development. The City also realizes that as new mobility options come online and gain traction, demands for parking may shift. Important parking considerations for Rolling Hills Estates moving forward will include providing adequate electric vehicle (EV) and alternative fuel parking spaces,spaces for horses, bike parking, and neighborhood electric vehicle (e.g., golf carts) parking as these modes gain popularity. The demand for parking should also be balanced with the demand and value of land in Rolling Hills Estates. Strategies such as right-sizing parking space sizes and prioritizing garages over surface lots will help the City balance their need for parking with the value for land, and help reduce the urban heat island effect created by excessive asphalt.

EV Parking

A parking study conducted in 2020 by Michael Baker International for Rolling Hills Estates found in the Commercial District:

- The total parking supply is 6,342 spaces: 474 on-street and 5,868 off-street parking spaces. The minimum parking needed based on current City code requirements is 5,925 parking spaces.
- A comparison of City parking requirements to industry standard parking rates shows that the City's rates are overly conservative and result in excessive parking supply.
- Parking rates that are unnecessarily higher tend to disincentivize developers to the area.
- With the goal of rejuvenating and revitalizing the Commercial District, modified parking rates have been recommended.
- Based on ITE and ULI research, it is estimated that the existing Commercial District land uses would need a total of 5,292 spaces, which means the City is currently experiencing a surplus of 576 spaces, or 10.9%.
- Under future build-out conditions, there is a remaining surplus of 348 parking spaces within the Commercial District.
- With the ability to share parking between a mix of adjacent land uses, peak parking demand can be reduced. Within the Commercial District, this reduction is estimated at up to 20 percent, which results in an additional surplus of parking.
- Future on-street parking modifications may be made, including the extension of Deep Valley Drive as well as the conversion of parallel parking to angle parking on Silver Spur Road, which would further increase the overall parking supply.

With the projection of a parking surplus, the City has the flexibility to reduce new parking standards for developers in redevelopment areas.

Pedestrian Circulation

Everyone is a pedestrian at some point in their trip, whether they are walking to and from their parking spot or the bus stop or making their entire trip by foot. Maintaining and enhancing pedestrian facilities will have a positive impact for all residents in Rolling Hills Estates, but particularly for the City's most more vulnerable road users, seniors and students, who tend to make trips by foot more often. Creating a more walkable Rolling Hills Estates provides public health benefits through increased opportunities for exercising and socializing, economic benefits by boosting foot traffic in the Commercial District, and sustainability benefits by reducing residents' reliance on their personal autos. The Mobility Element aims to creating safe and continuous pedestrian facilities that are in line with community values and the rural feel of Rolling Hills Estates.

KEY TERMS

Greenways are shared-use paths that emphasize landscaping, seating, and lighting to create an enhanced pedestrian experience. Their use along commercial corridors can provide economic benefits through increased foot traffic and elevating the corridor as a major destination for recreating and socializing.

Mixed-Use Paths are shared-use paths primarily for recreational use. They are fully separated facilities with limited auto conflict points and typically provide a balance of pedestrian and bicycle amenities, including wayfinding, seating, lighting, and landscaping.

Rolling Hills Estates Mixed-Use Path

Pedestrian Facilities

Pedestrian circulation and access within Rolling Hills Estates is provided primarily through sidewalks, crosswalks, and pedestrian trails found throughout the City, although many local minor residential streets in neighborhoods across the City do not have sidewalks. Mixed-use paths and bridle trails also serve as pedestrian facilities along arterials, including along portions of Palos Verdes Drive North and Hawthorne Boulevard. Discontinuous sidewalks, natural/steep terrain grades, long distances between crossings and high auto speeds can make it difficult and uncomfortable to navigate Rolling Hills Estates as a pedestrian. In addition to traffic calming and road safety measures, the Mobility Element aims to improve the pedestrian realm through:

Sidewalk Continuity: Continuous and uniform sidewalks should be provided along arterials to promote walkability and improve pedestrian safety in Rolling Hills Estates. This is particularly important for people who require mobility assistance or those pushing strollers. Sidewalk gaps currently exist along Hawthorne Boulevard and Crenshaw Boulevard.

Context-Sensitive Sidewalk & Curb Design: Rolling Hills Estates takes pride in its distinctive rural feel and sidewalk design should be in line with its character. New sidewalks along local streets should consider concrete, asphalt, or decomposed granite sidewalks with a rolled curb before considering a standard concrete curb and gutter design. In neighborhoods without sidewalks and without enough right-of-way for installation, consider implementing a sidewalk on just one side of the street and employ traffic calming measures should be employed to slow auto speeds and improve the pedestrian environment. Sidewalks along arterials and in the Commercial District should include a concrete curb and gutter design, wider sidewalks to allow for two people to comfortably walk side-by-side, and a landscaped buffer between the sidewalk and the roadway.

Uniform & Data-Driven Crosswalk Policy: Wide roads, large curb radii, and high vehicle speeds increase pedestrian exposure and can create an uncomfortable crossing environment for pedestrians throughout Rolling Hills Estates. A uniform, data-driven approach to adding and enhancing both signalized and unsignalized crossings will improve pedestrian safety and create consistency across the City.

Enhanced Facilities in the Commercial District: Creating a more walkable, pedestrian-oriented Commercial District will increase foot traffic to local businesses and help elevate the district as a major destination in the region. A pedestrian greenway concept and other pedestrian amenities should be explored through a Complete Streets study of Silver Spur Road.


Context-Sensitive Design

Recreational Trails & Bicycle Circulation

Biking and horseback riding have always been popular forms of recreation in Rolling Hills Estates. While they will likely remain a popular form of recreating throughout the horizon of the General Plan, it is also the intention of the City to promote biking and horseback riding as not only recreation, but viable transportation options as well. In an effort to do so, key barriers to biking and horseback riding are addressed in the Mobility Element:

Topography: Topographic constraints in Rolling Hills Estates are a barrier to many who may be interested in using their bikes for shorter trips but are nervous about tackling the steeper grades in some parts of the City. Promoting the use of e-bikes and utilizing transit for uphill segments are both possible solutions for mitigating this issue.

Connected Network: Rolling Hills Estates has approximately 10 miles of designated bike facilities and over 25 miles of bridle trails. However, there is a significant network gap in connections between the Commercial District and residential neighborhoods. LA Metro's Active Transportation Strategic Plan includes a proposed Class I bike path on Crenshaw Boulevard that would help close this gap. California Vehicle Code permits equestrian use of roadways.

Biking & Equestrian Amenities: Limited biking and equestrian amenities at major destinations is another known barrier to active transportation mode choice in the City. Providing amenities such as parking, wayfinding, water for horses, and bike fix-it stations can amplify these modes as viable, supported alternatives to driving.

Education & Marketing: Biking and equestrian facilities should be effectively marketed so residents and visitors are aware of the resources available to them, including how to access the resources, and the benefits they provide, such as including benefits to public health, sustainability, and traffic congestion alleviation.

KEY TERMS

Class I Bike Paths provide a completely separated right-of-way for the exclusive use by bicycles and pedestrians.

Class II Bike Lanes are striped lanes that provide dedicated space for bicyclists on the roadway adjacent to auto and bus traffic. Class II facilities include buffered bike lanes, which provides additional striping to further separate bikes and autos.

Class III Bike Routes are shared-use roadways where autos and bikes mix in the travel lane.

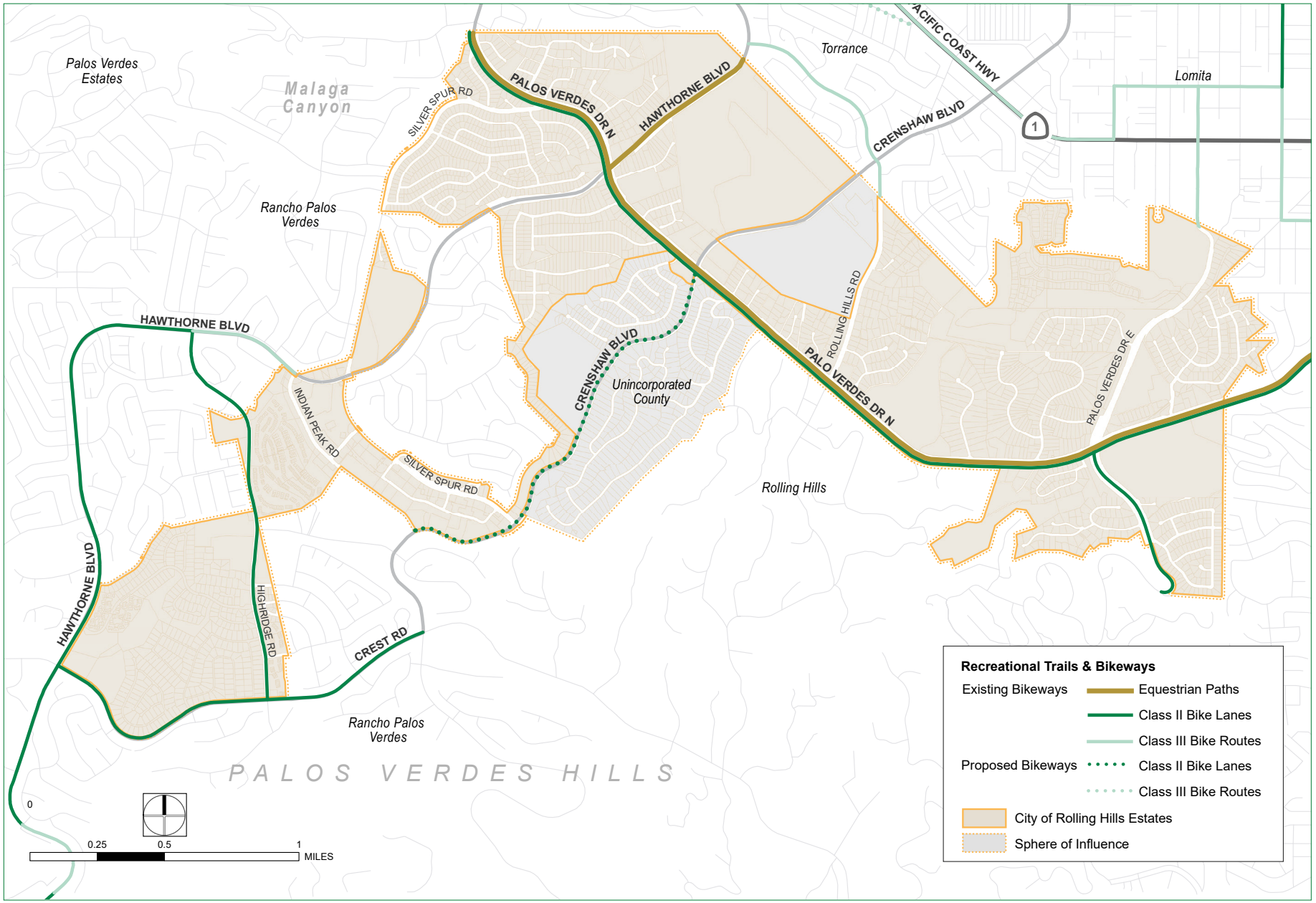
Class IV Bikeways are on-street bike lanes that are physically separated from the adjacent travel lane. Class IV bikeways include parking-protected bike lanes, where the bike lane is positioned between the parking lane and the curb.

Bridle Trails are off-street equestrian facilities for use by equestrians and pedestrians. Bicyclists are typically restricted on bridle trails in Rolling Hills Estates.

Equestrian and Bicycle Facilities

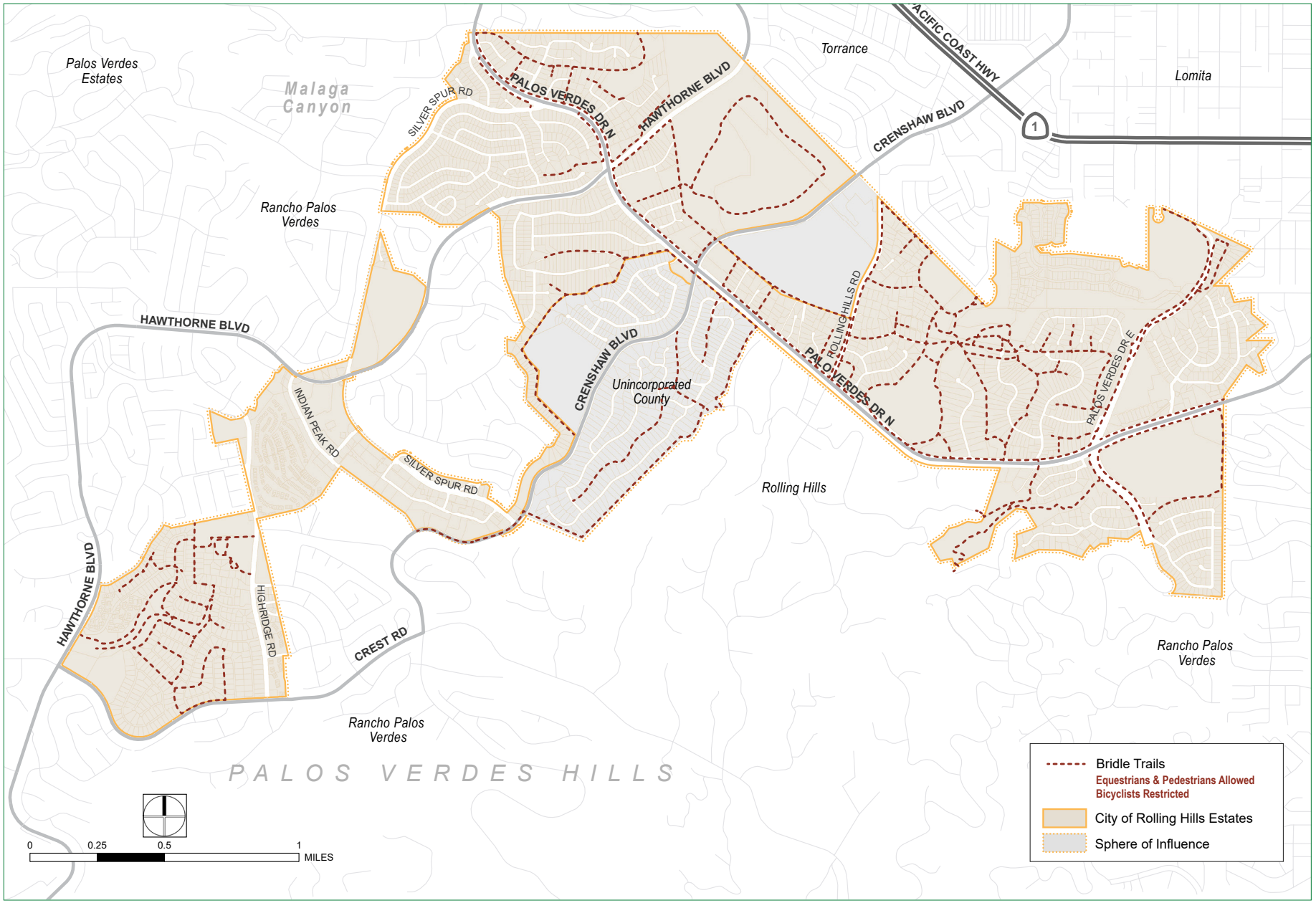
Equestrian and bicycle facilities in Rolling Hills Estates include approximately 10 miles of designated bike facilities, over 25 miles of bridle trails, some bike and horse parking, and equestrian crossings on Rolling Hills Road and Palos Verdes Drive North. While pedestrians are permitted to use bridle trails, bicyclists are restricted as horses can be startled easily and may be unpredictable if they perceive approaching bicyclists as a danger. **Figure 3-5** shows the planned and proposed bike facilities in Rolling Hills Estates. New and proposed facilities should be sensitive to the rural character of Rolling Hills Estates in their design, limiting the use of excessive striping. **Figure 3-6** shows the bridle trails throughout Rolling Hills Estates.

Figure 3-5 Existing & Proposed Bike Facilities



Source: City of Rolling Hills Estates, 2017; Los Angeles County GIS Data, 2017

Figure 3-6 Bridle Trails



Source: City of Rolling Hills Estates, 2017; Los Angeles County GIS Data, 2017

Transit & Transportation Demand Management

Transit and Transportation Demand Management (TDM) are vital components to reducing auto dependency and traffic congestion and increasing mobility and sustainability. Given the land use and geographic characteristics of Rolling Hills Estates, it is not expected that all auto trips will be replaceable with other transportation modes. However, to best identify alternative strategies that will work for Rolling Hills Estates, three distinct trip types were identified:

Getting to School: Traffic congestion in Rolling Hills Estates often hits its peak during student pick-up and drop-off, especially on Palos Verdes Drive North. Safe Routes to School programs that provide information to parents and introduce students to carpooling, transit, walking, and biking at a young age can help take cars off the road during the peak hours and build healthy habits early on.

Leisure Trips around Town: Most residents rely on their personal autos even for short trips around town, including going to the grocery store, visiting friends, or visiting parks and trail heads. Active transportation and transit options that provide better mobility options around Rolling Hills Estates, especially to and from the Commercial District, may help curb auto dependency for these shorter trips.

Commute Trips: Rolling Hills Estates is geographically isolated from most major employment centers in the LA area. Given this, transit and TDM options to get to work are limited and often very time intensive. However, other types of commuting trips, such as to major medical centers or shopping districts outside of Rolling Hills Estates, may be better suited for transit and TDM strategies.

KEY TERMS

Transportation Demand Management is a set of proven strategies aimed at incentivizing and promoting transportation alternatives other than the single-occupancy vehicle. Its intent is to provide people with a wide variety of convenient and cost- and time-competitive options that reduce the dependence on the personal auto. TDM strategies that could be successful in Rolling Hills Estates include:

- **Remote Work:** Telecommuting is already popular in Rolling Hills Estates, with a greater share of residents working from home compared to the County as a whole. Continuing to promote remote work will reduce traffic congestion during peak commute times.
- **Commute Trip Reduction (CTR) Programs:** These are voluntary programs that include services such as carpool encouragement and ride-matching assistance for residents who work in the same employment center or in close proximity. This type of program could be implemented through partnerships with employers or homeowners associations (HOAs).

- **Vanpools:** Vanpools can be coordinated by employers or HOAs.
- **Demand-Responsive Parking Pricing:** Dynamic parking pricing can incentivize use of other modes, especially for shorter trips.
- **Bikeshare:** Bikeshare, especially e-bike share, can simplify bike use for residents and reduce barriers to biking, including personal bike maintenance and topographic constraints.

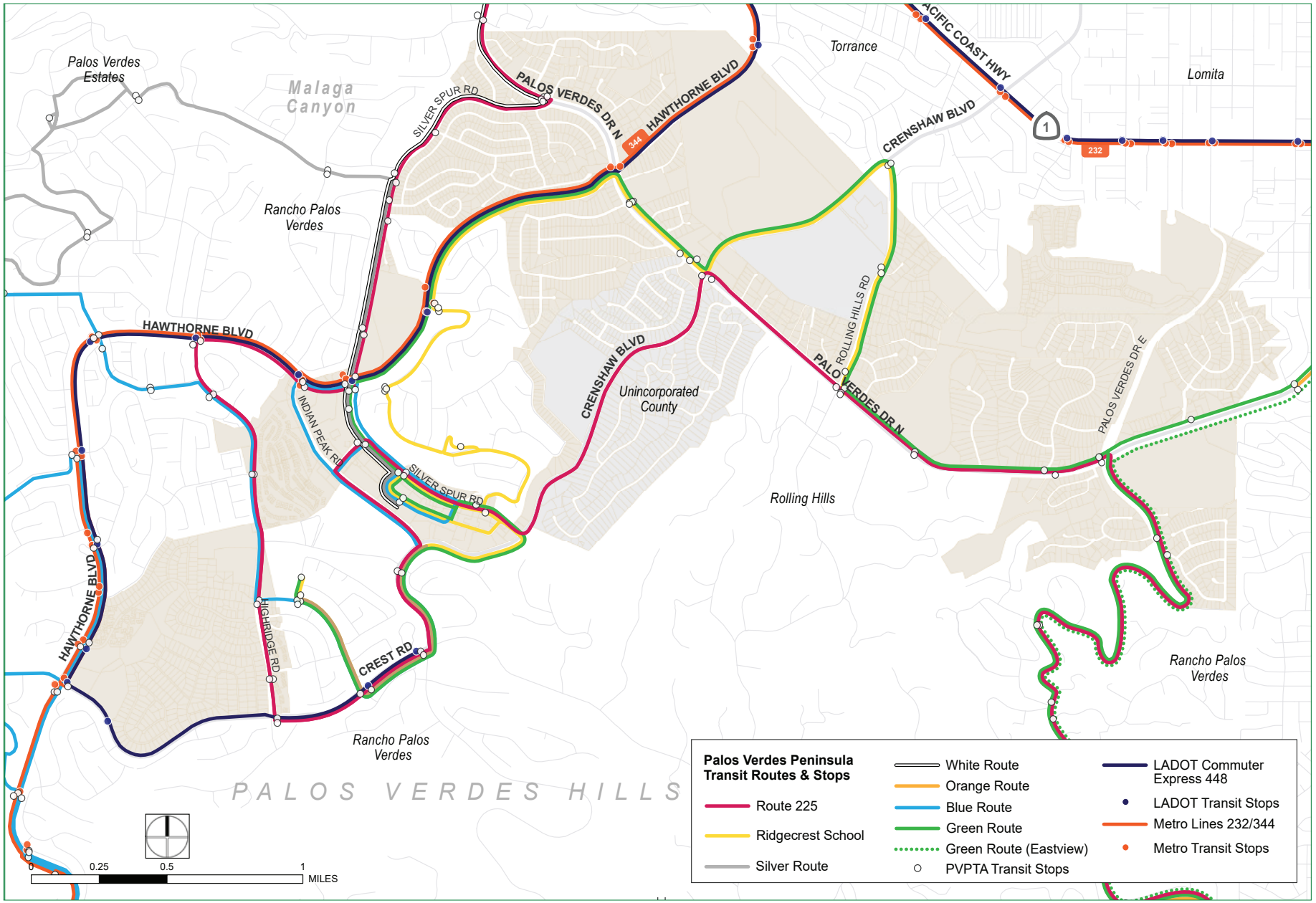
Transit Facilities

Rolling Hills Estates is served by three different transit providers: LA Metro, Los Angeles Department of Transportation (LADOT) DASH, and Palos Verdes Peninsula Transit Authority (PVPTA). Metro Line 344 connects to the Harbor Gateway Transit Center, which provides connections to Downtown Los Angeles via the Metro Silver Line. LADOT also provides service to Downtown Los Angeles with a Commuter Express route that operates during the morning and evening peak hours only. PVPTA provides more localized weekday-only service with connections throughout the Palos Verdes Peninsula. **Figure 3-7** shows transit lines and stops in Rolling Hills Estates.

On-Street Parking on Bart Earle Way

Transit Stop in Rolling Hills Estates

Figure 3-7 Transit Lines & Stops



Source: City of Rolling Hills Estates, 2017; Los Angeles County GIS Data, 2021; Los Angeles GTFS Data, 2021; Fehr & Peers 2021

Goals, Policies, & Implementation Measures

Goals, Policies, & Implementation Measures

This section introduces the goals, policies, and implementation measures proposed for the Mobility Element of the General Plan for Rolling Hills Estates. Goals, policies, and implementation measures are defined as:

- **Goals:** Topical statements of broad direction and philosophy
- **Policies:** Reinforcing statements of the overarching goals of the General Plan
- **Implementation Measures (IM):** Action-oriented statements to help Rolling Hills Estates actualize their goals and policies

The goal, policy, and implementation measure statements are the product of:

- **GPAC Feedback:** The GPAC provided valuable insights and feedback during the September 2020 and February 2021 GPAC meetings, which were both dedicated to the Mobility Element.
- **Community Feedback:** Feedback received through public events and surveys conducted in 2017 and 2018 was synthesized to ensure the Mobility Element is inclusive and reflects community values.
- **Peer City Review:** Fehr & Peers conducted a General Plan review of peer cities to ensure industry best practices were incorporated into the Mobility Element.
- **Future Trends:** Innovative industry focus areas and future trends were considered to future-proof the Mobility Element and ensure its relevance in years to come.

Transportation Network & Safe Street Design

Goal 3.1 Maintain a transportation network that provides the efficient movement of people and goods through safe, multi-modal street design.

Policy 3.1.1	**Maintain existing roadway classifications and standards for each roadway typology.**
Policy 3.1.2	IM 3.1.2.1 Incorporate multimodal safety treatments into street design throughout Rolling Hills Estates.
IM 3.1.2.2	**Road Safety Data Collection:** Conduct speed surveys every 3-5 years either in partnership with the Los Angeles County Sheriff's Department or with City resources. Partner with the Los Angeles County Sheriff's Department to help ensure traffic collision data is reported to the City.
IM 3.1.2.3	**Implement Countermeasures:** Implement data-driven safety countermeasures that are in line with primary collision factors identified through collision reports and responsive to near-miss collision reporting.
IM 3.1.2.4	**Review Capital Improvement Program (CIP) List:** Regularly review the CIP list for opportunities to incorporate roadway safety improvements into upcoming projects.
IM 3.1.2.5	**Utilize Routine Maintenance Projects to Implement Safety Treatments:** Incorporate low-cost signing, striping, and signal safety improvements into all routine maintenance projects, including repaving and signal timing adjustments.
Policy 3.1.3	**Design streets to reflect Rolling Hills Estates' values and rural feel.**
IM 3.1.3.1	**Design Guidelines:** Adopt street design guidelines inclusive of automobiles, bicycle, pedestrian, equestrian, and transit facilities to streamline redesign projects and ensure consistency across Rolling Hills Estates. Include design guidelines for sidewalks on arterials and local streets.
IM 3.1.3.2	**Development Review:** Continue to review all development proposals for consistency with transportation-related, City-adopted plans, policies, and guidelines.
Policy 3.1.4	**Meet the unique needs of the Silver Spur corridor through street design elements that promote the visibility of local businesses.**
IM 3.1.4.1	**Commercial Corridor Complete Streets:** Conduct a feasibility study in the Commercial District to explore a potential re-balancing of right of way between pedestrian, bicycle, equestrian, transit, and auto facilities in an effort to improve the walkability and visibility of local businesses. As part of this study, explore transportation demand management strategies that could incentivize use of active transportation or transit modes in the Commercial District.
Policy 3.1.5	**Formalize curb space allocation in the Commercial District and near schools to make space for passenger drop off and new mobility options.**

IM 3.1.5.1	**Curb Allocation Study:** Conduct a study in the Commercial District and at school sites to optimize curb utilization and make space for passenger loading, commercial loading, and auto and bike parking.
Policy 3.1.6	**Maintain a safe and efficient transportation network by continuing to designate truck routes and accommodate goods movement throughout the City.**
IM 3.1.6.1	**Truck Route Map:** Continue to maintain the truck route designations and map for Rolling Hills Estates.
IM 3.1.6.2	**Speed and Run Away Vehicle Control:** Maintain safety mechanisms on the northbound (downhill) side of Hawthorne Boulevard to handle out-of-control vehicles, especially trucks.
Policy 3.1.7	**Ensure emergency vehicle access is maintained in street design principles.**
IM 3.1.7.1	**Emergency Vehicle Access:** Partner with the Consolidated Fire Protection District of Los Angeles County to ensure adopted Design Guidelines (1.3.1) maintain emergency vehicle access.
Policy 3.1.8	**Establish safe, efficient evacuation routes through the City during extreme weather/ environmental hazard events.**
IM 3.1.8.1	**Evacuation Route Study:** Conduct an evacuation route study for Rolling Hills Estates in line with Safety Implementation 7.5.4.2. Include neighboring jurisdictions as active stakeholders in this process.
Policy 3.1.9	**Ensure that Rolling Hills Estates stays on the cutting edge of emerging technologies and design best practices.**
IM 3.1.9.1	**Invest in Staff Knowledge:** Invest in staff education and training in new and emerging technologies. Support conference attendance and involvement in select industry organizations.
IM 3.1.9.2	**Pilot Project Program**: Establish a Pilot Project Program that outlines project identification, evaluation, and stakeholder participation to explore emerging technologies and their application in Rolling Hills Estates. Consider e-bike share and zero-emissions delivery zones as potential first pilots.

Auto Circulation

Goal 3.2 Provide a context-sensitive vehicular circulation system that balances operational efficiency with multimodal safety.

Policy 3.2.1	**Balance the need to continue to provide efficient traffic flow with multimodal safety and sustainability goals.**
IM 3.2.1.1	**Level of Service Standards:** Maintain a standard of LOS D during peak hour conditions on all streets in the City's jurisdiction, with the exception of locations already operating at LOS E or F in the baseline conditions.
IM 3.2.1.2	**Exceptions to LOS Standards:** Allow exceptions to LOS standards upon findings that achieving the designated LOS would: Compromise the City's ability to support other important policy priorities, including but not limited to: ▪ Promoting active and transit modes of transportation. ▪ Ensuring pedestrian, bicycle, equestrian and automobile safety, comfort, and convenience. ▪ Reducing VMT and GHG emissions. ▪ Preserving and enhancing the character of the community. ▪ Be physically, technologically or economically infeasible.

IM 3.2.1.3	**Restrict Construction of Additional Travel Lanes:** Restrict the construction of additional travel lanes within the City so as not to adversely affect the established rural residential character of the area.
IM 3.2.1.4	**Adopt Transportation Impact Study Guidelines:** Adopt and implement Transportation Impact Study Guidelines that are in line with California Senate Bill 743 (SB 743).
Policy 3.2.2	**Promote safe speeds on major thoroughfares throughout Rolling Hills Estates.**
IM 3.2.2.1	**Arterial Speed Management:** Implement traffic calming and speed management measures as needed, based on speed surveys, on major and secondary arterials.
IM 3.2.2.2	**Neighborhood Traffic Calming:** Continue to implement neighborhood traffic calming through the City's neighborhood traffic calming program. Consider expanding the program beyond speed humps to include intersection controls such as stop signs and roundabouts. Related Implementation Measures: ▪ IM 3.1.2.1 Road Safety Data Collection ▪ IM 3.1.2.2 Implement Countermeasures ▪ IM 3.1.2.3 Review Capital Improvement Program (CIP) List
Policy 3.2.3	**Explore the use of new, cost-effective signal technologies to maintain efficient traffic flow throughout the City, including the application of Big Data.**
IM 3.2.3.1	**Intelligent Transportation Systems (ITS):** Implement measures such as actuated signal timing and synchronization, speed limit regulations, and ITS technologies and equipment to increase safety and reduce congestion.
IM 3.2.3.2	**Pavement Management System:** Maintain the Pavement Management System to continue taking a proactive approach to roadway maintenance and protect the City's ability to acquire state and federal funding for street improvement projects.
Policy 3.2.4	**Provide adequate parking throughout Rolling Hills Estates, including electric vehicle (EV) parking spaces to encourage the use of zero-emission vehicles (ZEVs). Monitor the usage of alternative fuel vehicles and neighborhood electric vehicles (NEVs) and adjust parking supply accordingly to accommodate these vehicles as demand increases.**
IM 3.2.4.1	**EV Parking:** Aim for at least 30% of parking spaces in new developments to be EV-ready. Explore ways to install EV parking in the Commercial District.

IM 3.2.4.2	**Parking Efficiency:** Move away from large, inefficient surface parking lots in favor of right-sized parking garages, angled parking, and efficient parking spot sizing for smaller-size vehicles.

Pedestrian Circulation

Goal 3.3.	Provide a safe, accessible, and inviting pedestrian network throughout Rolling Hills Estates.

Policy 3.3.1	**Ensure sidewalk design is context-sensitive and represents the rural feel of Rolling Hills Estates.** Related Implementation Measures: ▪ IM 3.1.3.1 Design Guidelines
Policy 3.3.2	**Provide safe pedestrian facilities throughout Rolling Hills Estates that are mindful of user, roadway, and land use characteristics.**
IM 3.3.2.1	**Crosswalk Policy:** Adopt a crosswalk policy for Rolling Hills Estates. Utilize the Federal Highway Administration's (FHWA) Guide for Improving Pedestrian Safety at Uncontrolled Crossing Locations as a starting point for Rolling Hills Estates' policy. Related Implementation Measures: ▪ IM 3.1.2.1 Road Safety Data Collection ▪ IM 3.1.2.2 Implement Countermeasures ▪ IM 3.1.2.3 Review Capital Improvement Program (CIP) List ▪ IM 3.1.3.1 Design Guidelines
Policy 3.3.3	**Enhance the tree canopy and shading along sidewalks and trails to both promote sustainability and create a more pedestrian-friendly facility.**
IM 3.3.3.1	**Landscaping Requirements:** Incorporate landscaping improvements into transportation projects throughout the City. Focus on native plant species in line with Conservation Policy 4.2.3.
Policy 3.3.4	**Explore a promenade or greenway concept in the Commercial District to increase foot traffic and support the local economy.** Related Implementation Measures: ▪ IM 3.1.4.1 Commercial Corridor Complete Streets

Recreational Trails & Bicycle Circulation

Goal 3.4	Provide a safe and comprehensive trail and bicycle network throughout Rolling Hills Estates to promote horse-riding and biking as both recreation and viable modes of local transportation.

Policy 3.4.1	**Continue to build out and expand the existing trail and bike network throughout Rolling Hills Estates, connecting to major destinations throughout the City.**
IM 3.4.1.1	**Trail Access**: Expand access to trails by reviewing new development proposals for public trail access opportunities.
IM 3.4.1.2	**Trail Network:** Focus improvements on pedestrian and bridal crossings, wayfinding, and vegetation management along the trail network. Explore expanding potable water access along trails. Continue to procure and maintain easements along known public right of way when opportunities arise.

IM 3.4.1.3	**Bike Network:** Work with neighboring jurisdictions and the public to establish a comprehensive off- and on-street bike network that provides connections between residential neighborhoods and major destinations, including the Commercial District, schools, and transit. Focus on identifying and implementing a bike facility on Crenshaw Boulevard or Hawthorne Boulevard to close the network gap between residential neighborhoods and the Commercial District. Related Implementation Measures: ▪ IM 3.1.2.1 Road Safety Data Collection ▪ IM 3.1.2.2 Implement Countermeasures ▪ IM 3.1.2.3 Review Capital Improvement Program (CIP) List
Policy 3.4.2	**Take into consideration the topography, types of riders, and Rolling Hills Estates' rural feel when designing bicycle supporting infrastructure.** Related Implementation Measures: ▪ IM 3.1.3.1 Design Guidelines
Policy 3.4.3	**Explore implementing a bike-sharing system throughout Rolling Hills Estates, focusing on e-bikes to assist with topographical constraints throughout the City.** Related Implementation Measures: ▪ IM 3.1.9.2 Pilot Project Program
Policy 3.4.4	**Partner with transit agencies to ensure bike racks are provided on buses to allow for bike-to-bus trips.**
IM 3.4.4.1	**Bikes on Buses:** Work with Palos Verdes Peninsula Transit Authority (PVT) and other transit providers to install bike racks on shuttle buses that operate in Rolling Hills Estates. Partner with PVT and LA Metro to develop educational materials on how to safely use bike racks.
Policy 3.4.5	**Ensure that ample bike parking is provided at key destinations to limit barriers to biking around town.**
IM 3.4.5.1	**Bike Parking:** Install bike parking at major destinations throughout Rolling Hills Estates, including trail entrances, parks, schools, throughout the Commercial District, and public buildings. Consider providing additional amenities such as bike repair stands and e-bike charging.

Policy 3.4.6	**Continue to promote Rolling Hills Estates' equestrian values by providing and enhancing equestrian facilities throughout the City.**
IM 3.4.6.1	**Equestrian Amenities Inventory:** Perform an inventory of equestrian amenities at major destinations, including horse parking and running water, that are necessary to make horseback riding a viable transportation option in Rolling Hills Estates.
IM 3.4.6.2	**Equestrian Facility Enhancements:** Install amenities as needed based on the outcomes of the Equestrian Amenities Inventory (3.4.6.1). Continue to maintain and improve existing facilities through signage educating on appropriate use of trails and routine maintenance. Related Implementation Measures: ▪ IM 3.4.1.1 Trail Access ▪ IM 3.4.1.2 Trail Network

Policy 3.4.7	**Effectively market active transportation options to ensure community members are aware of the facilities and resources available to them and the benefits they provide.**
IM 3.4.7.1	**Active Transportation Promotion and Marketing:** Develop and distribute bike and trail network maps and appropriately market active transportation projects and programs towards targeted riders.
IM 3.4.7.2	**Roadway Safety Education:** Develop a series of targeted educational materials for people who drive, bike, walk, ride a horse, and use trails. Focus driver education on safe speeds and how to safely share the road; bike education on bike safety basics and rules of the road; and trail user education on the safe and appropriate use of equestrian, bike, and pedestrian trails. Related Implementation Measures: ▪ IM 3.4.4.1 Bikes on Buses

Transit & Transportation Demand Management

Goal 3.5	Promote transit use and other transportation demand management (TDM) strategies to minimize congestion on City streets, promote sustainable transportation modes, and create a more livable community.

Policy 3.5.1	**Work with schools, parents, and students to develop transit and TDM strategies that encourage active and transit modes of travel to and from school.**
IM 3.5.1.1	**Safe Routes to School Study:** Partner with local schools to conduct a transportation survey to identify viable active transportation, carpool, and transit options for access to schools.
IM 3.5.1.2	**Safe Routes to School Funding**: Work with schools in Rolling Hills Estates to secure Safe Routes to School funding to implement alternatives identified through the Routes to School Study (5-1.1).
Policy 3.5.2	**Partner with local businesses and transit agencies to develop transit and TDM strategies that empower residents to use active and transit modes around town.**
IM 3.5.2.1	**Free Trolley in the Commercial District:** Explore a free trolley or shuttle loop concept as part of the Commercial Corridor Complete Streets Study (3.1.4.1). Related Implementation Measures: ▪ IM 3.1.4.1 Commercial Corridor Complete Streets ▪ IM 3.1.5.1 Curb Allocation Study ▪ IM 3.1.9.2 Pilot Project Program

Policy 3.5.3	**Work with the community to develop a list of transit and TDM strategies for commuting that meet the needs of Rolling Hills Estates' residents.**
IM 3.5.3.1	**Commute Mode Choice Study:** Partner with homeowners associations, senior living communities, and major employers to conduct a transportation demand management study to identify viable active transportation and transit options for commuting.
Policy 3.5.4	**Coordinate with stakeholders and effectively market transit and TDM strategies to ensure they are in line with community needs and residents are aware of the various options and programs available to them.**
IM 3.5.4.1	**Transit Education:** Work with LA Metro and PV Transit to develop educational material to familiarize Rolling Hills Estates' residents and employees on how to use transit, including information on fare collection and policies and trip planning. Related Implementation Measures: ▪ IM 3.4.4.1 Bikes on Buses ▪ IM 3.4.7.1 Active Transportation Promotion and Marketing ▪ IM 3.4.7.2 Roadway Safety Education