




# City of West Hollywood Transportation Issues Survey

*Survey Conducted:  
January 16 & February 13, 2020*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology



Conducted a Dual Mode Survey, online, by cell, and landline between January 16<sup>th</sup> and February 13<sup>th</sup>, 2020

Contacted by e-mail, postcard and telephone

Surveys were completed using a random sample of 546 West Hollywood residents 18 years of age and older

Overall margin of error:  $\pm 4.4\%$  full sample;  $\pm 6.2\%$  for half sample

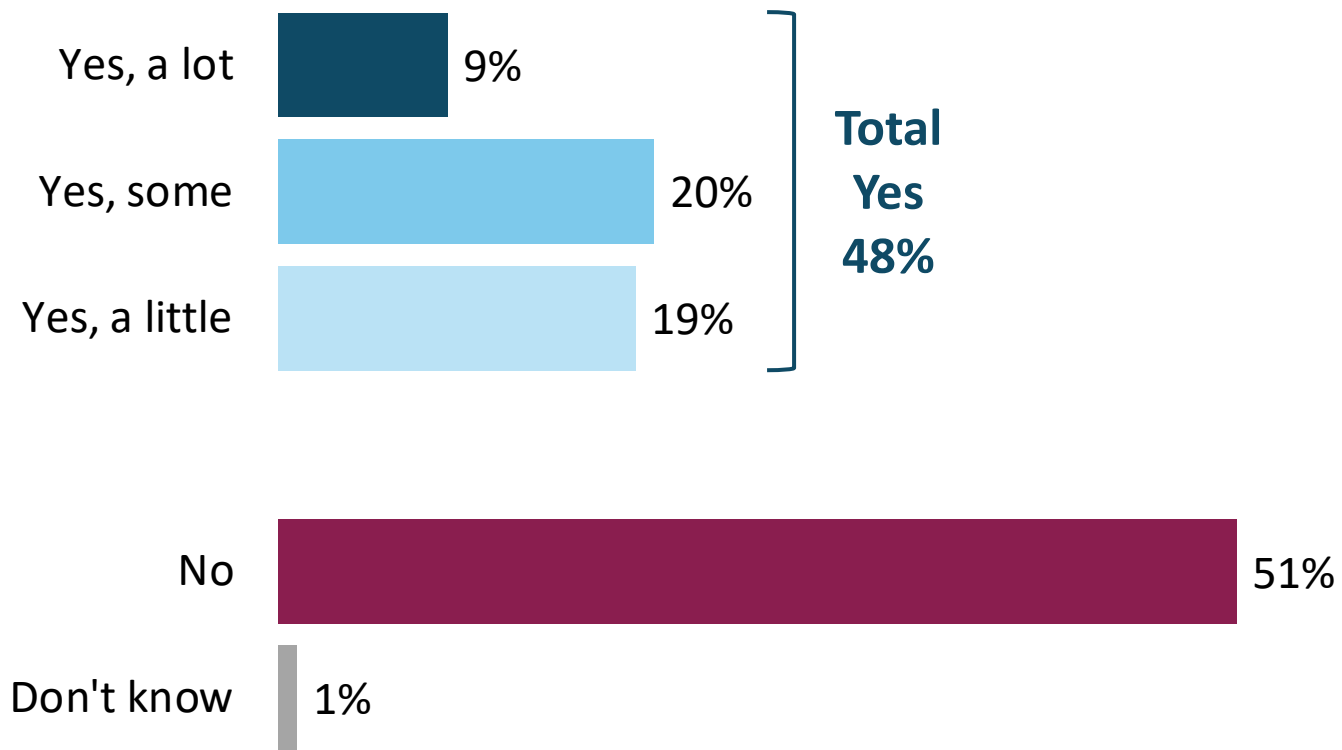
Survey was available in English, Russian and Spanish

Some percentages may not sum to 100% due to rounding



# Awareness of Metro Rail Service Extension Proposal to West Hollywood

**Slightly less than half reported they had seen, heard or read something about a proposal to extend the Crenshaw/LAX Metro rail line to West Hollywood and connect it to the Red Line in Hollywood, with only nine percent saying they have seen, heard or read a lot.**



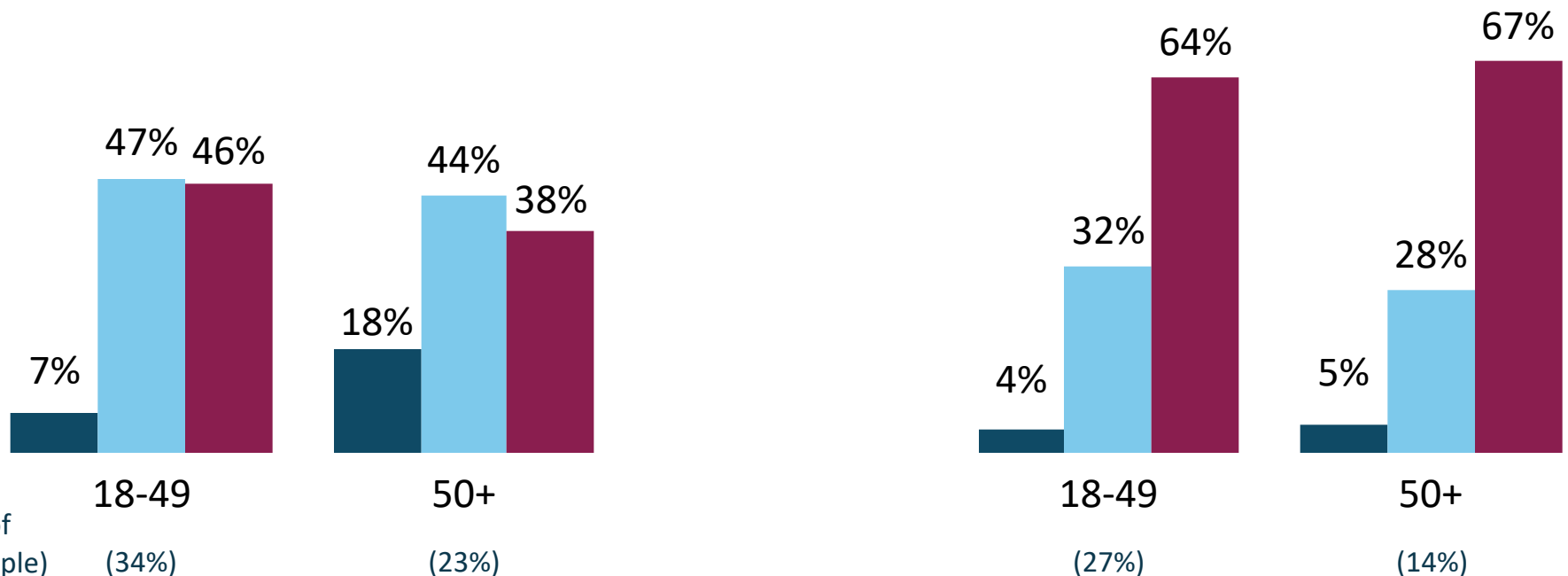
# Regardless of age, women are less likely to have heard, read or seen about the Metro Rail proposal than men, with men 50 years of age or older most aware.

*Seen, Heard or Read something about the Crenshaw/LAX Metro Rail Line Extension by Gender by Age*

■ Yes, A Lot   ■ Yes, Some/A Little   ■ No/Don't Know

Men

Women

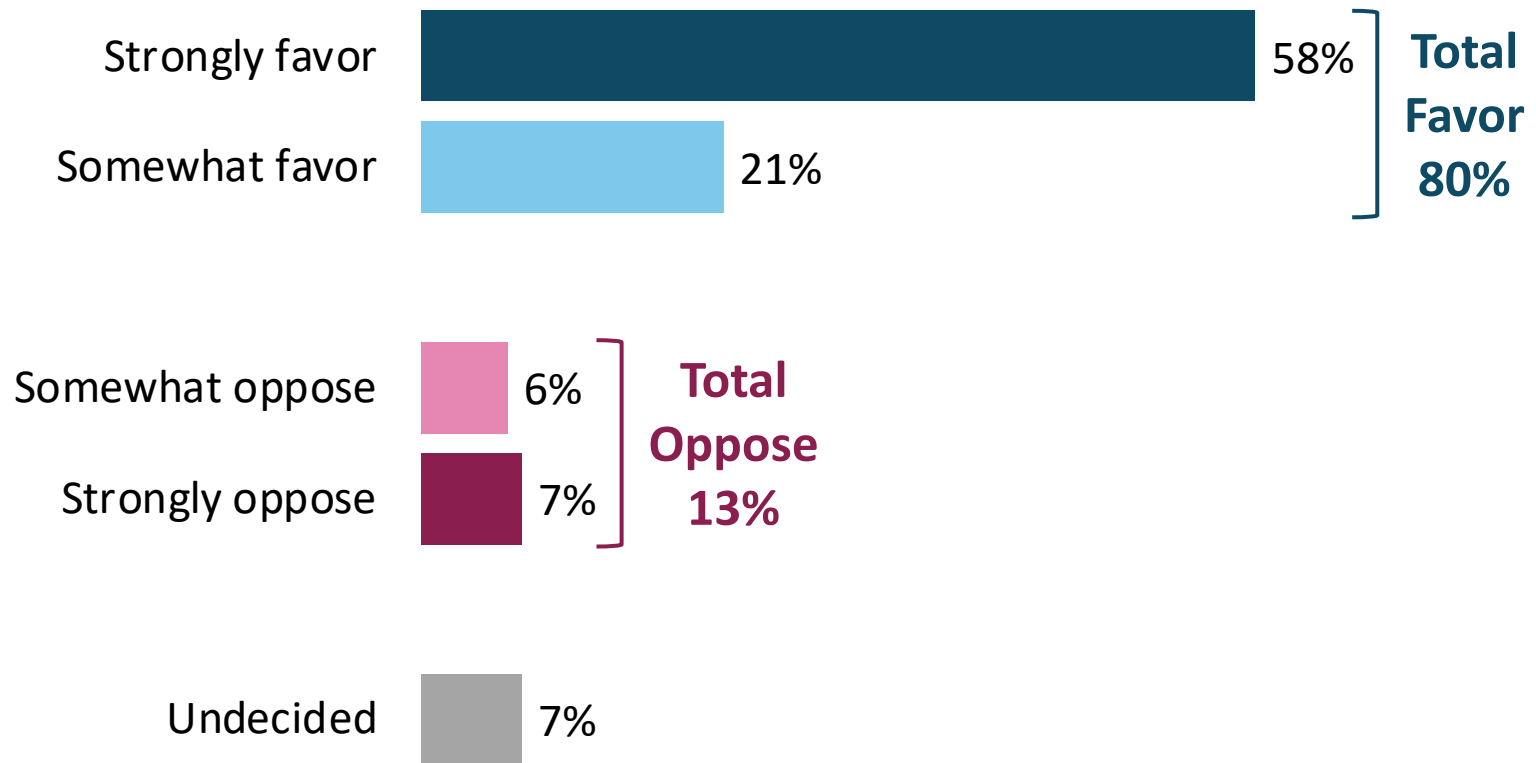




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# Initial Attitudes Toward Metro Rail Service Extension Proposal to West Hollywood

# Initially, eight-in-ten favor extending the Crenshaw/LAX Metro rail line to West Hollywood and connecting it to the Red Line in Hollywood, with 58 percent having said they strongly favor.

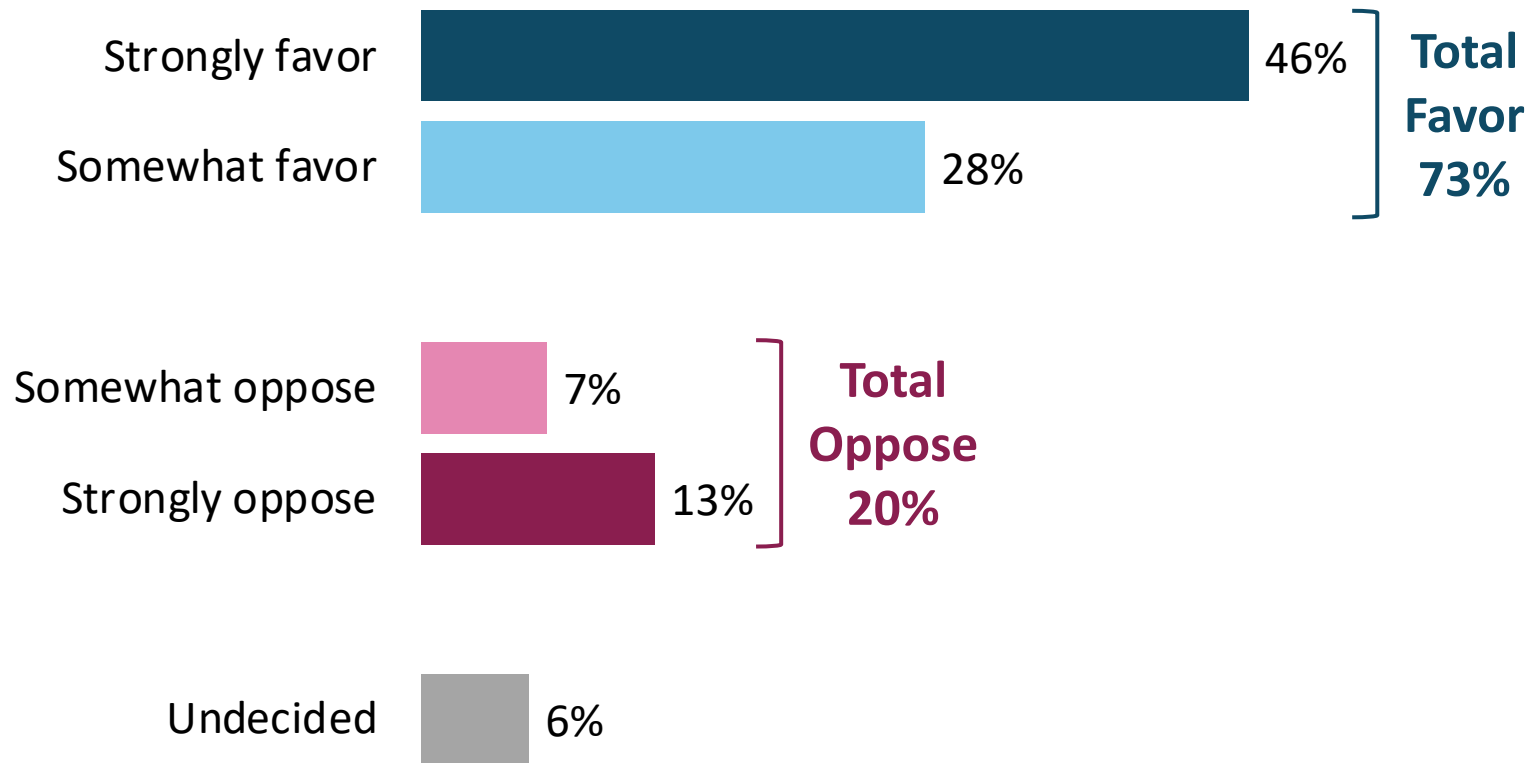




# Initial Attitudes Toward the City Providing Funds towards Metro Rail Service Extension Proposal to West Hollywood



**Initially, close to three-quarters favor the City providing funds to extend the Crenshaw/LAX Metro rail line to West Hollywood and connecting it to the Red Line in Hollywood, with 46 percent having said they strongly favor.**





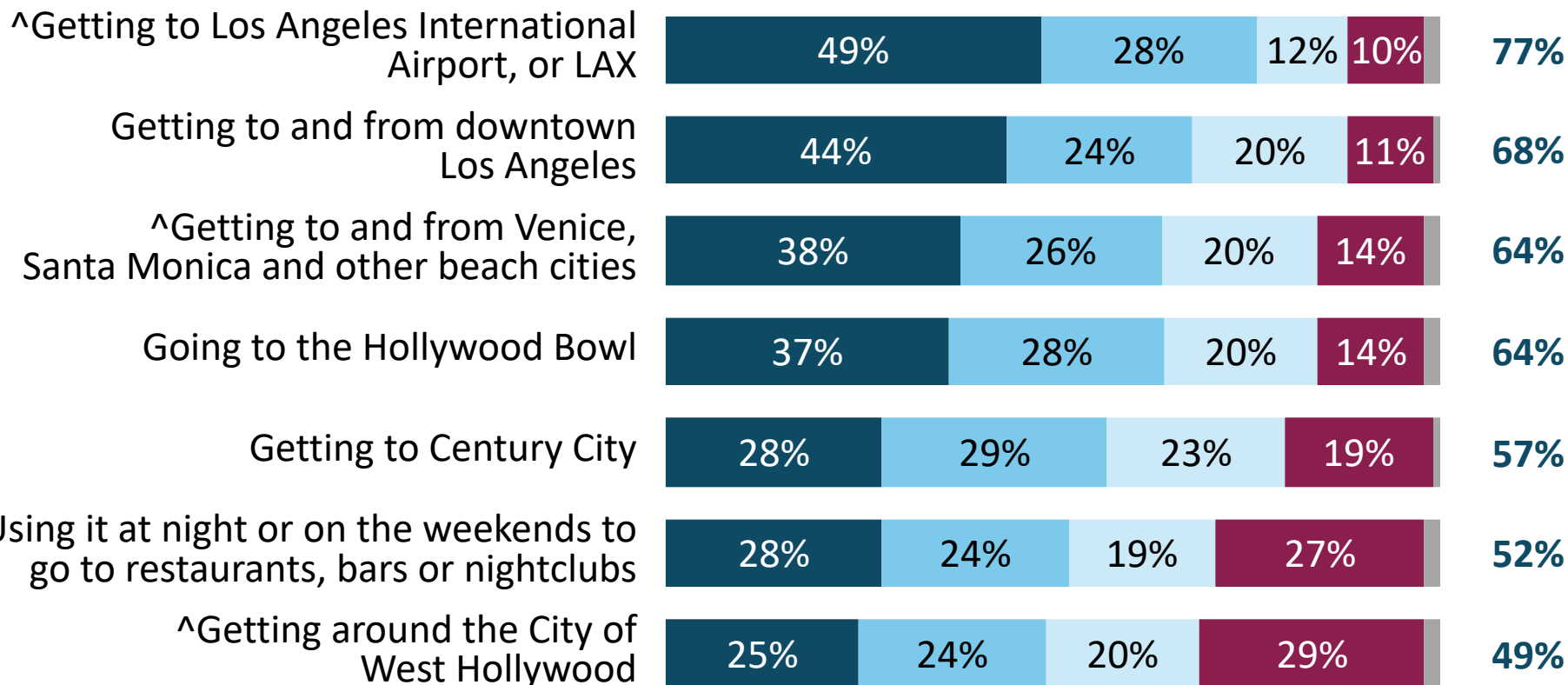
# Destination Preferences and Station Locations

# Almost two-thirds or more are likely to use the Metro's light rail service to go to LAX, downtown, beach cities and the Hollywood Bowl.

(Ranked by Extremely/Very Likely)

Ext./Very  
Likely

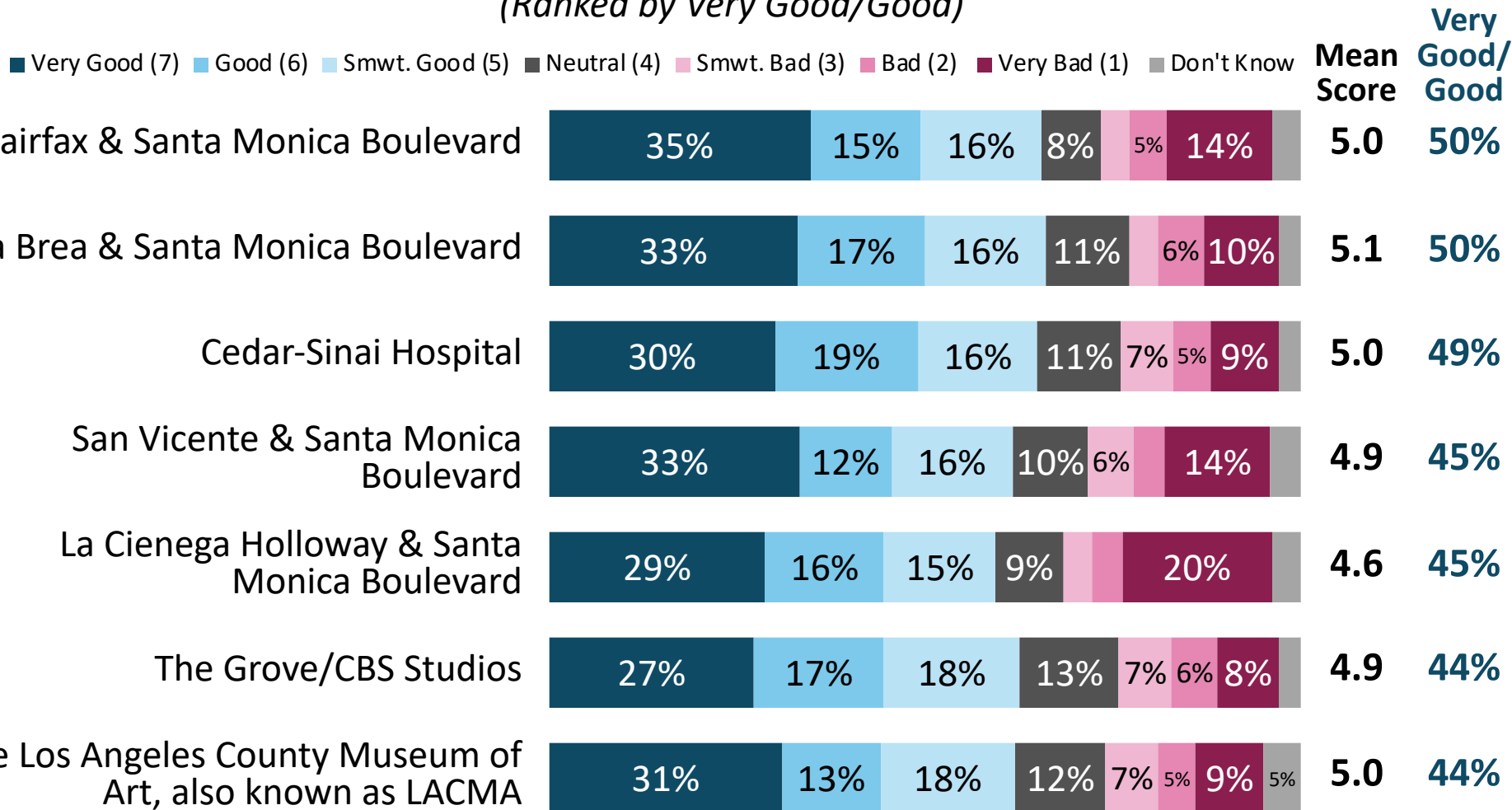
Ext. Lkly. Very Lkly. Smwt. Lkly. Not Too Lkly. Don't Know



Q. I am now going to mention some different destinations and ways people have suggested West Hollywood residents may use Metro's rail service if the City were connected to the system. Please indicate whether you personally would be extremely likely, very likely, somewhat likely or not too likely to use Metro's light rail service in that way. ^Not Part of Split Sample

# Approximately half offered Fairfax & Santa Monica, La Brea & Santa Monica, and Cedar-Sinai Hospital a “very good” or “good” rating for a station location.

(Ranked by Very Good/Good)



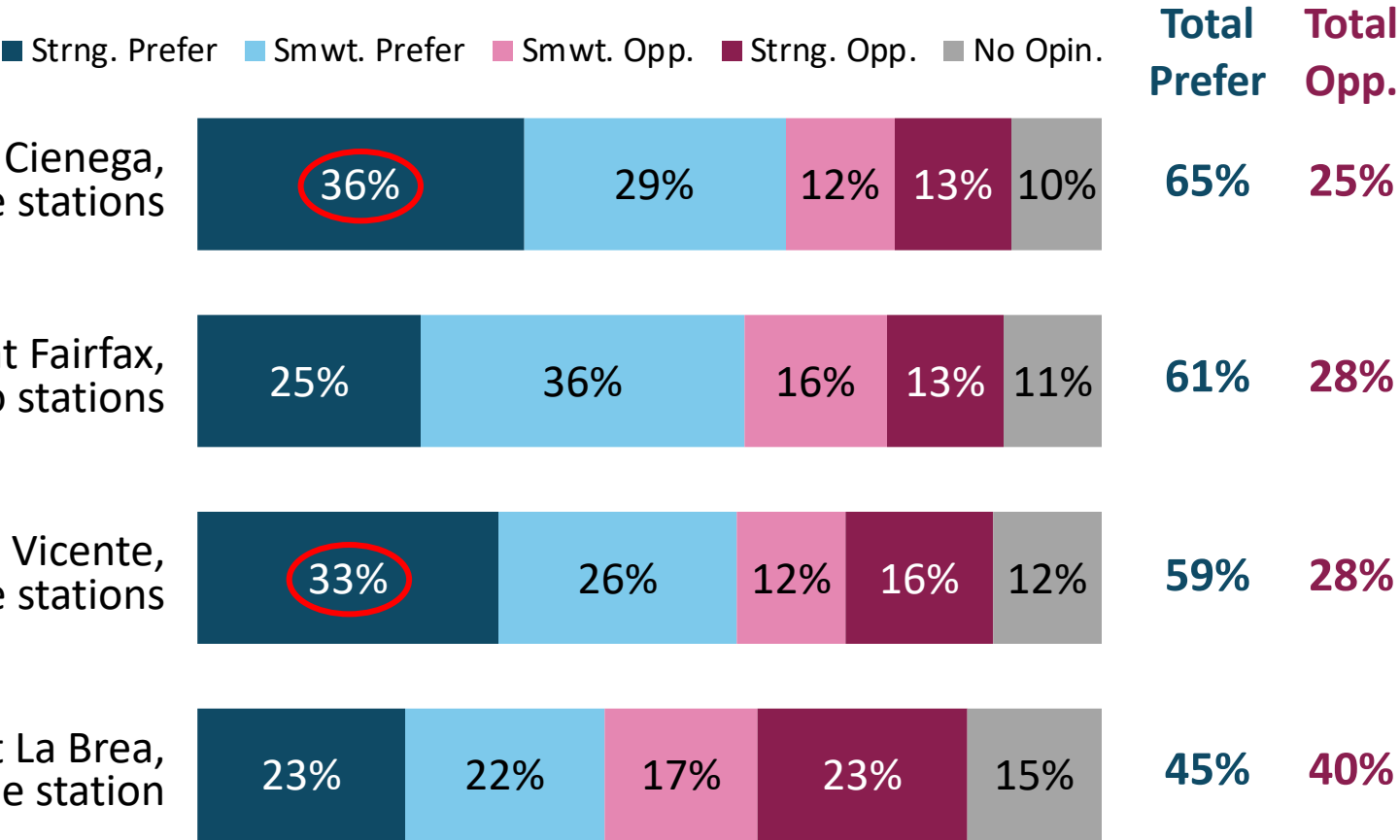
Q. I am going to mention different sites that have been suggested as locations for Metro stations in and around West Hollywood. Please rate each one using a scale of 1 to 7, where 1 means you consider it to be a very bad location and 7 means it is a very good location for a Metro station. Remember you can use any number from 1 to 7.

# Additional Information on the Metro Rail Project Running through West Hollywood

The City and Metro are considering how many stops and stations should be located along the east-west Santa Monica Boulevard route in West Hollywood. One option would be to have three stations starting at either San Vicente or La Cienega, running east towards Hollywood with stops at Fairfax and La Brea. Another option is having two stations one at Fairfax and one at La Brea. There is also an option of having a single station in the City at La Brea only.

**Almost two-thirds prefer La Cienega, with three stations; closely followed by Fairfax, with two stations; and San Vicente, with three stations; though higher percentages strongly prefer La Cienega and San Vicente as a starting point on the westside.**

*(Ranked by Total Preferred)*





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# Residents' Preferred Trade Offs in Developing a Plan

# By a more than two-to-one ratio residents prefer that the Metro rail in West Hollywood should be built entirely underground, even if it increases the cost of the project rather than built at street level at a decreased cost.

Metro rail in West Hollywood should be built entirely underground, even if it increases the cost of the project



60%

**OR**

Metro rail in West Hollywood should be built entirely at street level, which will decrease the cost of the project



25%

Both/Neither/Don't know



15%

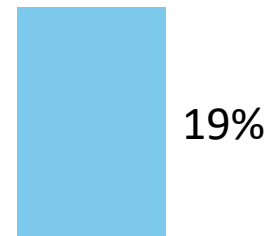


# **Roughly three-quarters (76%) prefer the City to partner with Metro to fund the acceleration the extension of Metro rail to West Hollywood within the 10 years rather having Metro fund it alone and it taking at least 30 years.**

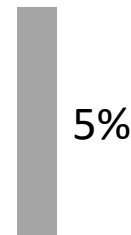
The City of West Hollywood should partner with Metro and help fund the extension project because it will guarantee its completion and will bring Metro rail to West Hollywood within 10 years, significantly sooner than is currently proposed.

**OR**

The City of West Hollywood should not provide any funding to Metro, even if it means West Hollywood cannot guarantee Metro rail service will come to the City, and if it does, it would not be for at least 30 years.



Don't know





# Importance Rating of Features Associated with Extending Metro Rail Service to West Hollywood

# Reducing future traffic congestion, pass-through traffic, and making it easier for West Hollywood residents to get around greater Los Angeles are among the features considered to be among the most important features associated with extending Metro rail service to West Hollywood.

(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**

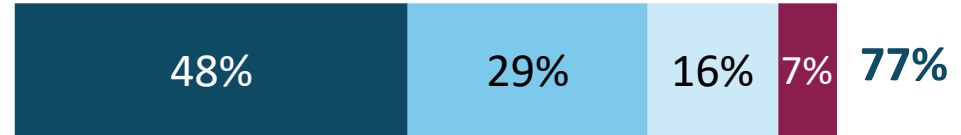


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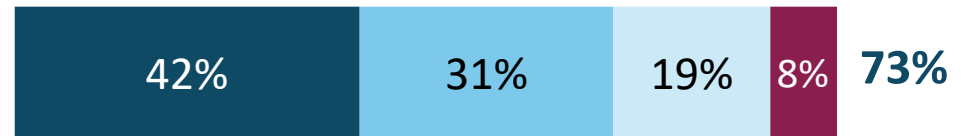
(Ranked by Extremely/Very Important)

■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt./Don't Know **Ext./Very Impt.**

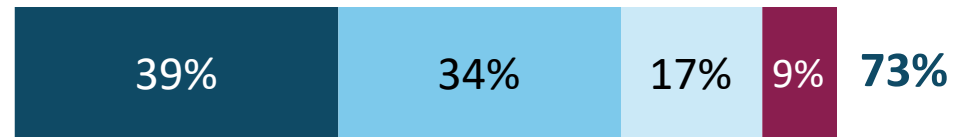
Reducing our area's contribution to climate change



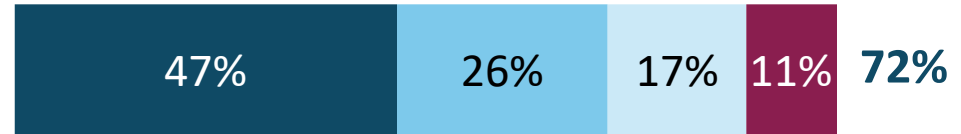
Improving transportation options for local seniors to get to various places in the city and other areas in the greater Los Angeles area



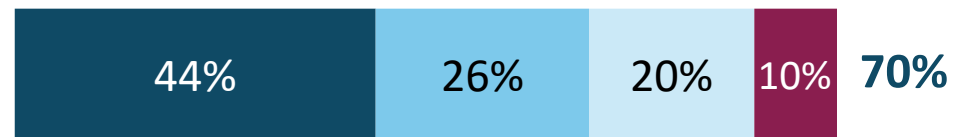
Improving pedestrian safety by widening sidewalks, and adding crosswalks, lighting, signalized and/or enhanced crosswalks and better signage



Connecting West Hollywood with five Metro Rail Lines



\*Allowing visitors to take public transportation to West Hollywood for the nightlife and special events, such as Pride and Halloween, instead of driving

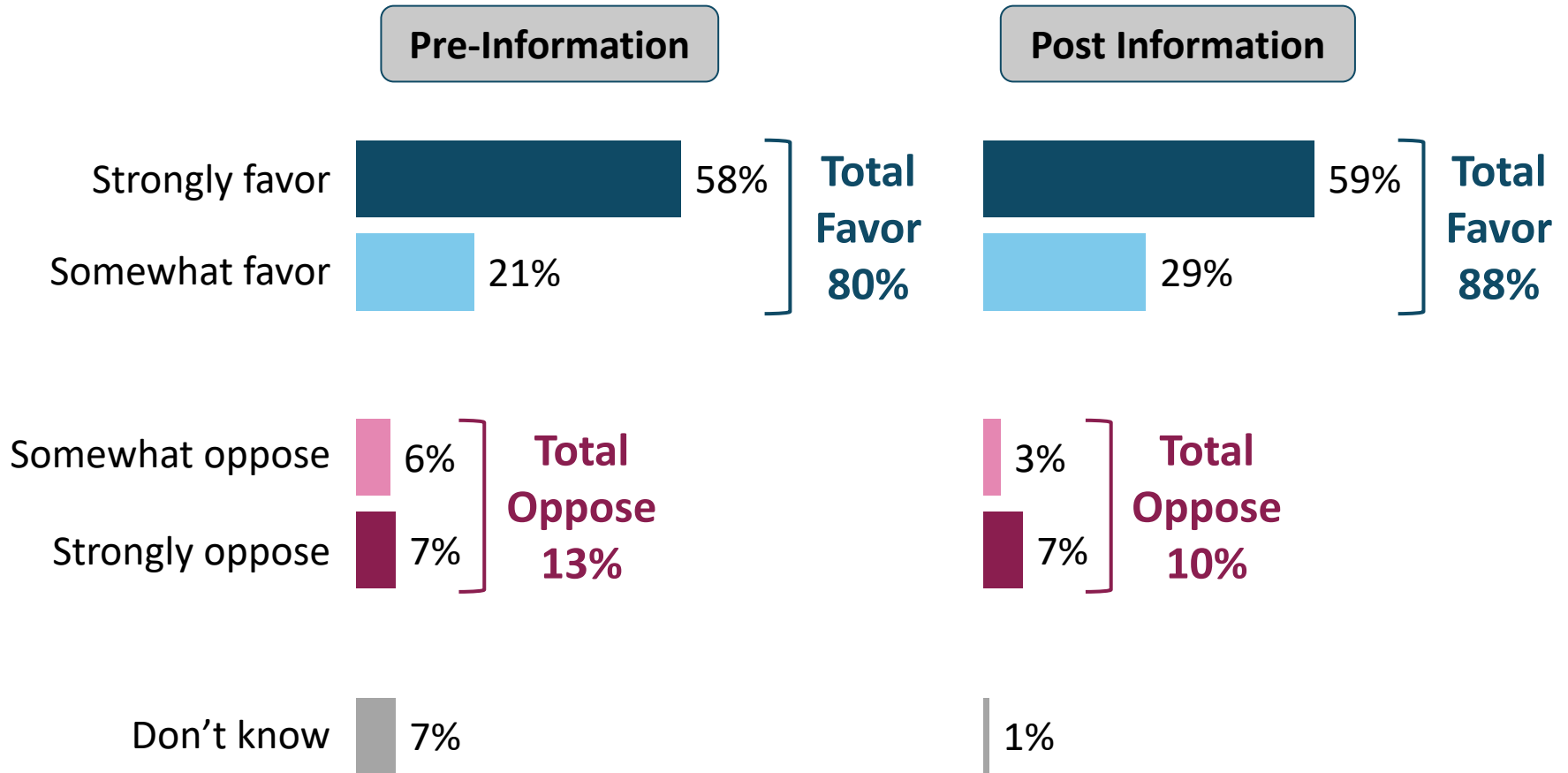




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# Attitudes Toward Metro Rail Service Extension Proposal to West Hollywood after Additional Information

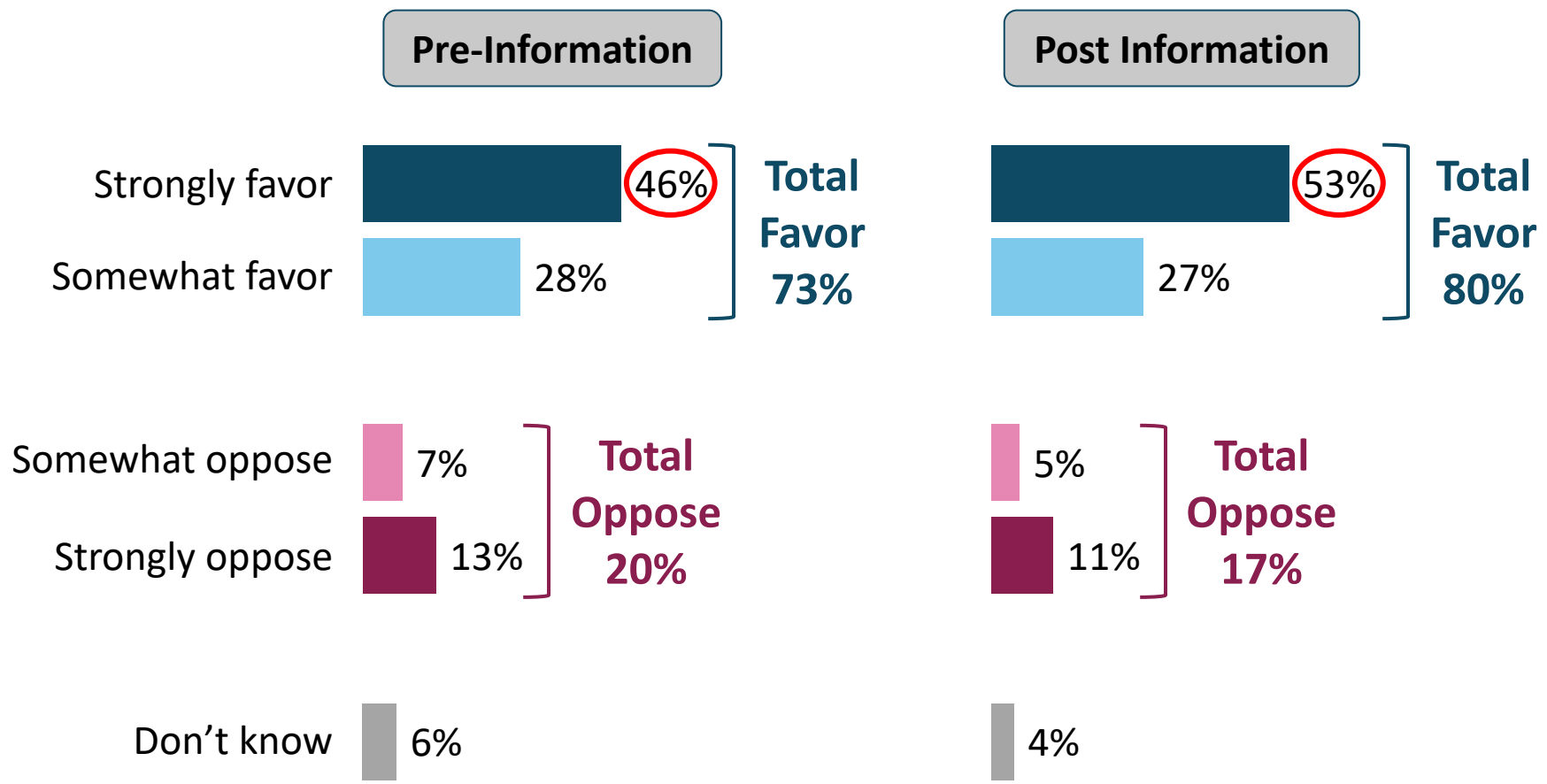
# After information the percentage of residents who favor extending the Crenshaw/LAX Metro rail line to West Hollywood and connecting it to the Red Line in Hollywood increases by eight percent, from 80 to 88 percent.





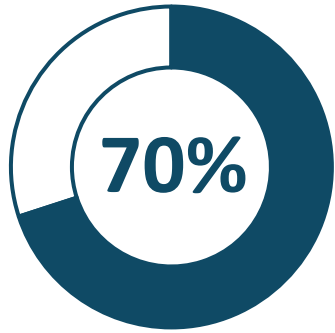
# **Attitudes Toward the City Providing Funds for Metro Rail Service Extension Proposal to West Hollywood after Additional Information**

**After information. the percentage of residents who favor the City providing funds to extend Crenshaw/LAX Metro rail line to West Hollywood and connecting it to the Red Line in Hollywood increases by seven percent, from 73% to 80%.**



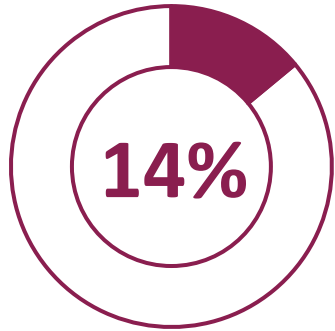


# Segmenting the Electorate



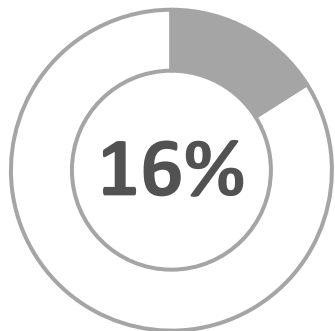
**Consistent  
Favor**

Residents who consistently indicated they would favor the City providing funds to extend the Crenshaw/LAX Metro Rail Line into West Hollywood



**Consistent  
Oppose**

Residents who consistently indicated they oppose the City providing funds to extend the Crenshaw/LAX Metro Rail Line into West Hollywood



**Swing**

Residents who do not fall into any of the other categories - remaining consistently undecided or switching positions

The following slides show demographic groups that *disproportionately* fall into one category or the other.



# Conclusions

# Conclusion

- There is modest awareness of a proposal to extend the Crenshaw/LAX Metro rail line to West Hollywood and connect it to the Red Line in Hollywood.
- Despite this, the vast majority favor bringing Metro rail service to West Hollywood and, specifically, favor extending the Crenshaw/LAX Metro rail line.
- Not only do large numbers support the extension, but they also support the City of West Hollywood providing funding for it.

# Conclusion; Continued

- Residents foresee taking the Metro line to get to a number of places. The ability to take it to LAX was most popular. However, high proportions would also do so to get to and from downtown, the beach cities area, and the Hollywood Bowl. Majorities would use it to go out at night or on the weekends and to get around West Hollywood.
- Residents support every proposed area for a new station. There is a slight preference for locations at Fairfax and Santa Monica, La Brea and Santa Monica, and at Cedar-Sinai Hospital.

# Conclusion; Continued

- They also want more stations in the City, with the highest proportion strongly preferring a station starting at La Cienega or San Vicente with a total of three stations.
- Messages and features focused on providing more alternative and easier ways to get around and reducing congestion in the City are the most effective. While pedestrian and other infrastructure benefits are well-received, they are less valued aspects of the extension.
- In sum, support is overwhelming. Residents believe the area needs public transportation to help them get around and reduce congestion within the City. Majorities or more would use it for everything from commuting to work to going out at night. They want more than one station, that it runs underground, and they want the City to help pay for it so it gets completed faster.



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