



WESTSIDE CITIES

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Transportation Committee Meeting

Monday, April 9, 2012 9:30 a.m.
Beverly Hills City Hall-4th floor Conf. Room
455 North Rexford Drive
Beverly Hills, CA 90210

Agenda

I. Call to Order and Self Introductions

II. Board Vision/Priorities Discussion

The Board conducted its Visioning Exercise at the March 15, 2012 meeting. A list of projects to be considered and formalized as "COG priority projects" were ranked. Emphasized by the Board as its number one priority was advocacy and leveraging of the COG's representatives in Sacramento and Washington, D. C. to secure funding for transportation projects and other sub-regional needs (total score 5.) Other highly ranked projects included: (a) a regional tourism initiative (total score 5); (b) a regional bike sharing program (total score 4.6); (c) the bicycle safety awareness program (total score 4.6); (d) Senior door through door transit program development (total score 4.6); (e) Regional Plug-in Electric Vehicle readiness (total score 4.2); and (f) joint economic development (total score 4). Continued support of homeless services was not ranked but included in the list. Staff was directed to review the list and determine feasibility and cost in staffing and other resources. This information will be used by the Board to determine final ranking.

Advocacy, bicycle sharing, and bike safety awareness will be addressed by this. Committee. The Sustainability Committee will also review in a support role. The other working committees and/or appropriate staff will review those items not within this Committee's purview. It is important that the priority projects under consideration be clearly defined in order to assess feasibility, schedule and cost in staffing and other resource expenditures.

III. COG Bicycle Sharing Discussion

At the March 15, 2012 Board meeting, it was suggested that staff look into the feasibility of a joint RFP for a sub-regional bicycle sharing program. A conference call by the staff Ad Hoc Bicycle Committee took place on April 2, 2012. The discussion will continue at the Committee meeting but, during the call, it was recommended that, at this time, staff should continue to communicate with each other regarding activities related to a regional program to ensure that compatibility of important program elements will be possible. It was also recommended that any contracts entered into include "me too" clauses so that programs may be extended to other jurisdictions as appropriate. It was the consensus of staff that there are many questions that need answers and issues to be resolved prior to considering moving forward with a joint RFP.

IV. Bicycle Safety Awareness Planning Update

At the March Board meeting, the five bicycle infrastructure gap closures recommended by staff were adopted. No comments submitted during the 30-day electronic comment period opposed this action. Recommendations submitted during the comment period will be reviewed by staff for possible inclusion in future formal recommendations. The Ad Hoc committee's next steps include seeking grants to move forward with other program deliverables, including messaging programs. The ad hoc committee agreed to consider use of the City of Los Angeles' safety messaging to provide a consistent message across the Westside cities. The City of West Hollywood is in the process of printing 100 safety message banners to hang on light poles along Santa Monica Boulevard utilizing the graphics from LADOT. West Hollywood staff has been working to tailor a couple of the messages to reflect

West Hollywood's unique style. It is planned to have them in place with several on the ground bike improvement projects in May for Bike to Work month/week/day.

V. PEV (Plug-in Electric Vehicle) Readiness Update

The COG is considering submitting an application to the California Energy Commission for a \$200,000 grant to develop a Regional Plan to Support Plug-in Electric Vehicle (PEV) Readiness (grant solicitation PON-10-602). Letters of support were written by the cities of Beverly Hills, Culver City, Santa Monica and West Hollywood.

Staff conducted a conference call on April 4, 2012 with representatives from the Luskin Center for Innovation at the Luskin School of Public Affairs at UCLA who are interested in writing the grant application on spec, and if awarded, conducting the study on the COG's behalf.

VI. Work Program Evaluation

The proposed Work Program was updated, based on direction at the February Committee meeting, to include specific deliverables and deadlines. The current Work Program and the revised draft Work Program will be included in the packet for review at the April 9, 2012 meeting. Additional modifications may be recommended based on the Board's Visioning Exercise.

VII. Receive and File

Draft Meeting Notes from February 13, 2012

VIII. Announcements and Future Meetings and Possible Agenda Items

Green Line to LAX - METRO staff
Regional Transportation Plan - SCAG staff
Bicycle Sharing - METRO staff made a presentation at the January Board meeting

IX. Public Comment RE Items Not On the Agenda

X. Adjournment -

Next Meeting: June 11, 2012 at 9:30 a.m., Beverly Hills City Hall

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