

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
JULY 18, 2012  
7:00 P.M.**

**WEST HOLLYWOOD CITY HALL,  
8300 SANTA MONICA BOULEVARD**

**I. CALL TO ORDER**

The meeting was called to order at 7:04 p.m. by Chair Wayland.

- A. Pledge of Allegiance  
Michael Arrigo led the Pledge of Allegiance.
- B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

The Commissioners and public were reminded to speak clearly into their microphones to accommodate the public record tapes and the hearing-impaired.

**C. Roll Call**

Commissioners present:  
David Eichman, Steven Greene, Lindsey Horvath, Scott Schmidt,  
David Warren, Steve Wayland

Commissioners absent:  
Leon Shparaga

Staff present:  
Melissa Antol, Long Range and Mobility Planning Manager  
Perri Sloane Goodman, Transportation Program Administrator  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of , July 18 2012, Transportation Commission meeting as amended;  
*Hold item I.F. until Horvath arrives.*  
*Adjourn in memory of Kathy Page*  
Motion: Greene    Second: Warren  
All ayes.

Motion passed.

- E. Approval of Minutes  
Motion: Approve minutes, Commission meeting of June 20, 2012 with the following corrections;  
*Page 2: Correct spelling of "Baume"*  
*Page 5: Change "they" to "the"*  
*Change "Angles" to Angeles"*  
*Page 7: change "dubious" to "concerned"*
- Moved: Eichman Second: Warren  
Aye: David Eichman, David Warren, Steve Wayland  
Abstain: Steven Greene, Scott Schmidt,  
Motion passed.
- F. Election of Chair and Vice-Chair  
Chair: Warren  
Vice Chair: Horvath

II. CONSENT CALENDAR

No items.

III. ITEMS FROM PUBLIC

Michael Arrigo ,WEST HOLLYWOOD, reintroduced himself

IV. PUBLIC HEARING

No item

V. COMMISSION CONSIDERATION

A. Entertainment Shuttle Update

Staff report from Perri Sloane Goodman

Sheila Lightfoot, WEST HOLLYWOOD, spoke IN FAVOR of Staff report.

Commissioner Horvath said that she is glad that Economic Development is involved . This is a great way for the City to support businesses and provide a service. She added that staff

should consider where people are going after they are dropped off by the shuttle, i.e. driving home.

Commissioner Schmidt stated that a ridership study is needed. He cautioned that he is concerned with the mixing of different crowds, such as the Sunset-goers vs. Santa Monica Boulevard-goers.

Commissioner Greene expressed concern with business community commitment, based on experience in Los Angeles with the desire to court a higher class clientele. He questions if anyone would want to make their arrival onto "the scene" in a shuttle.

Commissioner Eichman suggested getting a consultant to determine if there is any demand and to focus on whether the shuttle is more geared to residents or visitors.

Commissioner Eichman asked why only two months for a pilot period.

Perri Sloane Goodman replied that Council did not think it was long enough.

Commissioner Wayland recalled that the Nightline was often empty and said that he is looking forward to the study.

#### VI. SUBCOMMITTEE REPORTS

No reports.

#### VII. OLD BUSINESS

No items.

#### VIII. EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.

#### IX. LIAISON REPORT

No report

## X. ITEMS FROM STAFF

- Perri Sloane Goodman gave a JARC Update, reporting that funding looks good for a rush hour Hollywood/Highland shuttle service, as well as the proposed addition of an Access escort option for Dial A Ride service.
- Crosswalk & Pedestrian Issues and Bicycle RFP Discussion

Commissioner Horvath said that she felt Staff should move forward with a pilot program with a Bikes Share group.

Commissioner Schmidt said that he would like to have a policy discussion about Fountain Avenue, which includes the neighborhoods, before moving forward.

Melissa Antol replied that there is a separate work plan for Fountain Avenue.

Commissioner Greene said that he is concerned with Fountain, as well, and looks forward to the feedback to come.

Commissioner Eichman agreed with Commissioner Horvath, the program could work in West Hollywood alone and that "someone will have to go first". He added that crosswalks are a larger issue.

Commissioner Wayland reminded the Commission that the City has already spent a lot of time establishing a crosswalk policy. The policy is, in part, a key piece in moving forward with the Mobility Plan. He added that he agrees that Fountain Avenue is an issue to be discussed.

Commissioner Warren said perhaps the Commission should take the approach to the Bike/Ped Plan as an update, rather than beginning a whole new process. He suggested creating a punch list of what to do next. He added that staff should find out how many riders there are in West Hollywood. He spoke about increasing the City's web presence and marketing regarding bicycling issues.

Commissioner Wayland said that there is great information available about road diets and would like to have the information presented to the Commission.

Commissioner Horvath suggested having a Bike/Ped Subcommittee meeting to help focus issues and discussion for the Commission.

Commissioner Warren clarified that he thought a narrower focus should be placed on the Bicycle RFP. He further clarified that he thought a punch list should be created for the crosswalk policy in response to the feeling that Council wanted more to be done.

Commissioner Schmidt supported the idea for a subcommittee meeting.

Commissioner Eichman suggested having the Commission go on a field trip to observe crosswalk devices in action. He also suggested observing stings at crosswalks.

Melissa Antol responded that the public could be made aware that the crosswalk stings happen, as part of creating awareness and helping make crossing streets safer. She added that the flashing crosswalk beacon will be tested in three locations in the City.

Commissioner Horvath suggested that staff agendize a discussion for the City to move forward with a Bike Share Pilot Program, provided that staff provide an actual proposal from a bike share operation.

## XI. ITEMS FROM COMMISSION

Eichman

- Thanks to Wayland for service as Chair
- Congratulations to new Chair
- Next meeting of The Avenues Working Group
- City Hall parking Structure

Greene

- Sunset/Vista crosswalk video

Schmidt

- Sunset Plaza Crosswalk visibility
- Laurel Hardware valet sign
- Mirador landscaping blocking sidewalk
- Cash Key issues

Horvath

- Thanks for election as Vice-Chair
- Thanks to Wayland for service as Chair
- L.A. bike/Ped website is good model

Warren

- Traffic Control Room
- Biking P.R. opportunity at Buzz & Cut
- National Night Out

XII. ITEMS FROM PUBLIC

No items

XIII. ADJOURNMENT


Action: The Transportation Commission adjourned in memory of Kathy Page at 8:05 p.m. until the next meeting on August 15, 2012, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Wayland      Second: Eichman

All ayes.

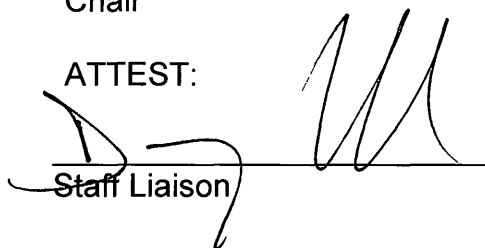
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
15TH DAY OF AUGUST 2012.



Chair

ATTEST:



Staff Liaison