

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
FEBRUARY 20, 2013
7:00 P.M.**

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

1. CALL TO ORDER

The meeting was called to order at 7:00 p.m. by Chair Warren.

- A. Pledge of Allegiance
Sam Borelli 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

Jackie Rocco, Parking Operations Manager

Don Norte, Parking Services Officer

Walter Davis, Neighborhood Traffic Management Program
Specialist

Perri Sloane Goodman, Transportation Program Administrator

Georgia Sheridan, Assistant Planner

Rob Winrader, Taxi Specialist

Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of February 20, 2013, Transportation Commission meeting.
Motion: Eichman Second: Greene
All ayes.

Motion passed.

- E. Approval of Minutes
Motion: Approve minutes, Commission meeting of January 12, 2013 with the following changes;
Page 1: correct the time meeting started
Page 4: Change Horvath's comment to refer to Bike share in general.

Moved: Wayland Second: Eichman
All Aye

Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Desiree Sol, WEST HOLLYWOOD, spoke about the West Hollywood Public Safety Awards.

Karen O'Keefe, WEST HOLLYWOOD, spoke about streetscapes, sharrows and bike lanes.

Sam Borelli, WEST HOLLYWOOD, spoke about Vehicle robberies and crosswalk treatments.

Stephanie Harker, WEST HOLLYWOOD, spoke about podcasting commission meetings.

Cathy Blaivas, WEST HOLLYWOOD, spoke about crosswalk treatments.

4. PUBLIC HEARING

No item

5. COMMISSION CONSIDERATION

A. Interim Parking Regulations Proposed For Hayworth
Avenue Between Santa Monica Blvd. and Romaine Street

Staff report from Don Norte

Commissioner Horvath asked if residents would be excepted with a permit.

Don Norte said that they would.

Commissioner Greene confirmed the loading zone in the area.

Allergra Allison, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Freddie Elfenbeiw, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations

Commissioner Eichman gave a summary of the Parking Subcommittee Meeting, which occurred before the current regular meeting.

Commissioner Schmidt asked if the determination for City owned parking had been made.

Don Norte said that it was the reason for the study.

Commissioner Warren clarified the noticing procedure.

Motion:

1. Recommend to the City Council an interim two (2) hour time limit on Hayworth Avenue, between Santa Monica Blvd. and Romaine Street as a six (6) month trial between the hours of 7 a.m. to 7 p.m., every day.
2. Staff to provide the Transportation Commission and the City Council with a report after the six (6) month trial period that includes an analysis to determine the feasibility of making the trial regulations permanent

Moved: Greene Second: Schmidt

All Ayes:

Motion passed.

B. Custom 'Bike Weho' Bike Racks

Staff report from Georgia Sheridan

Commissioner Eichman asked if Staff had consulted with the West Hollywood Bike Coalition.

Georgia Sheridan said that they had not, yet.

Commissioner Greene asked if the design still featured the inverted "U".

Georgia Sheridan said that it did.

Karen O'Keefe, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Commissioner Greene asked if the "Bike WeHo" was to be painted or cut-out.

Georgia Sheridan said that it would be cut-out.

Commissioner Wayland questioned the sturdiness of the rack with the cut-out logo.

Commissioner Eichman asked if it was possible to go with both options.

Georgia Sheridan replied that it had to be one or the other.

Commissioner Schmidt pointed out that the design doesn't match the established "WeHo" logo.

Commissioner Warren asked what color the racks would be.

Georgia Sheridan stated that Staff is looking at different treatments, but they would probably be silver.

Commissioner Warren asked about the cost for customization.

Georgia Sheridan replied that the customization adds only a minimal increase.

Commissioner Warren asked how many racks had been requested by businesses.

Georgia Sheridan said that two businesses had requested them.

Motion: Adopt a modification to the previously approved bike rack design as presented by staff.

Moved: Horvath Second: Wayland
All Ayes:
Motion passed.

C. Taxi Coupon Subsidy Program – Transition To Swipe Card System

Staff report from Perri Sloane Goodman and Rob Winrader

Commissioner Wayland asked what the coupon limit per ride is.

Perri Sloane Goodman said that it is \$14.

Commissioner Wayland questioned taxi drivers' familiarity with the process.

Rob Winrader clarified the training process.

Commissioner Wayland said he was concerned for residents understanding the changes.

Commissioner Eichman asked for an explanation of the process.

Perri Sloane Goodman explained.

Commissioner Eichman expressed concern that residents wouldn't know how much is on the card at any given moment.

Perri Sloane Goodman replied that the previous transition of bus passes to swipe cards may be helpful in making this transition go smoothly.

Commissioner Horvath asked how residents will know that their card has been replenished.

Perri Sloane Goodman said that she would find out.

Stephanie Harker, WEST HOLLYWOOD, spoke WITH CONCERNS about Staff report recommendations.

Commissioner Wayland asked how the card is replenished, physically.

Rob Winrader explained.

Commissioner Wayland suggested that there should be a way to check the card balance on-line.

Commissioner Eichman asked if there could be an increase in fraudulent uses of the cards.

Rob Winrader replied that it seems to be less.

Commissioner Warren asked how much is spent on the Taxi Coupon Program.

Perri Sloane Goodman explained.

Commissioner Schmidt questioned the totals, specifically with the Transportation Enhancement Fee.

Rob Winrader explained further.

Commissioner Schmidt asked what increases in benefits have been made.

Perri Sloane Goodman explained.

Motion: Recommend that the City contract with Keolis Transit to convert the Taxi Coupons to a swipe card payment method.

Moved: Schmidt Second: Greene
All Ayes:
Motion passed.

6. SUBCOMMITTEE REPORTS

No reports.

7. OLD BUSINESS

A. New Cityline Route

Staff report from Perri Sloane Goodman

Commissioner Greene Thanked Staff for their work and asked how the new route was tested.

Perri Sloane Goodman replied that staff is still in the process of testing it, using three methodologies; Driving the route in a car, driving the route in the CityLine vehicle and using Metro Metrics.

Commissioner Warren asked if all the CityLine signs indicate that it is free of charge.

Perri Sloane Goodman said that they do not, but it is stated in all of the literature.

B. All Way Stops

Staff report from Walter Davis

Karen O'Keefe, WEST HOLLYWOOD, spoke AGAINST Staff report recommendations.

Commissioner Schmidt asked where there is angled parking.

Walter Davis said that it is north of Santa Monica Boulevard.

Commissioner Greene expressed concern for bicyclists on Willoughby as well as concern for confusion caused by the lack of consistency of placement.

Commissioner Eichman confirmed that there would be a loss of two parking spaces.

Commissioner Warren confirmed the noticing process and confirmed that the All Way Stops were being installed based on safety issues.

Commissioner Eichman agreed with Commissioner Greene's concerns with consistency.

Motion: Recommend approval to the City Council the installation of all-way stop signs and road markings at the following intersections:

1. Sweetzer Avenue and Norton Avenue,
2. Sweetzer Avenue and Romaine Street,
3. Kings Road and Romaine Street,

4. Willoughby Avenue and La Jolla Avenue,
5. Willoughby Avenue and Havenhurst Drive.

Moved: Horvath Second: Wayland

All Ayes:

Motion passed.

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

9. ITEMS FROM STAFF

Sheriffs' Report

- Bus/Pedestrian accident

Antol

- Bike/Pedestrian Plan

Casillas

- No special meeting

10. ITEMS FROM COMMISSION

Schmidt

- Transportation Enhancement Fee discussion

Wayland

- Flashing beacons

Eichman

- Meeting schedule consistency
- Volunteer for Public Safety Commission Liaison

Horvath

- Bike infrastructure improvements in D.C.
- One Billion Rising

Warren

- Zip Car
- Bike Share in March
- Agendizing the LaBrea Streetscape, particularly Bike Lanes
- Flashing beacon

11. ITEMS FROM PUBLIC

Desiree Sol, WEST HOLLYWOOD, spoke about the Bike/Pedestrian Task Force and the East Side Task Force

12. ADJOURNMENT

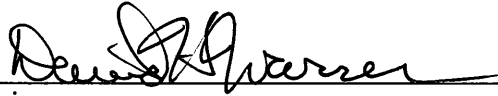
Action: The Transportation Commission adjourned at 9:02 p.m. until the next meeting on March 20, 2013, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Horvath Second: Eichman

All ayes.

Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
20TH DAY OF MARCH 2013.



Chair

ATTEST:



Staff Liaison