

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
AUGUST 20, 2014  
7:00 P.M.**

**PLUMMER PARK COMMUNITY CENTER,  
7377 SANTA MONICA BOULEVARD, ROOMS 5 AND 6,  
WEST HOLLYWOOD, CALIFORNIA 90069**

1. CALL TO ORDER

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

- A. Pledge of Allegiance  
Victor Omelczenko 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:  
Misti Cooper, David Eichman, Amy Walia-Fazio, Steven Greene,  
Lindsey Horvath, David Warren, Steve Wayland

Commissioners absent:  
none

Staff present:  
Walter Davis, Neighborhood Traffic Management Program  
Specialist  
Bob Cheung, Senior Transportation Planner  
Georgia Sheridan, Assistant Planner  
Tiffany Robinson, Associate Planner  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of August 20, 2014, Transportation Commission meeting.

Motion: Approve Agenda of August 20, 2014 with items 7.A and 7.B switched

Moved: Horvath      Second: Wayland

All ayes.  
Motion passed.

E: Approval of Minutes

Motion: Approve minutes, Commission meeting of July 16, 2014

With the following changes;

*Page 2: Correct Matt Baume's name*

*Page 8: Change "Commissioner" to "Commission"*

Moved: Horvath      Second: Warren

All Aye:

Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about travel lanes at Sierra Bonita Avenue/Santa Monica Boulevard

Lauren Meister, WEST HOLLYWOOD, spoke about a CityLine Survey.

4. PUBLIC HEARING

No item

5. NEW BUSINESS

No item

6. SUBCOMMITTEE REPORTS

No reports.

7. OLD BUSINESS

A. Staff Update On Development of a West Hollywood Bike Sharing Program Consistent With The Westside Cities Regional Bike Sharing Initiative and the City Of Santa Monica Bike Share RFP

Staff report by Tiffany Robinson

Commissioner Eichman asked how many vendors submitted proposals to the City of Santa Monica.

Tiffany Robinson replied that she didn't know, but could find out.

Commissioner Horvath asked if staff could also find out who, along with how many, submitted proposals.

Tiffany Robinson replied that she could.

Commissioner Horvath asked how close the City of Santa Monica was to coming to a decision.

Tiffany Robinson said that they are close, probably by the end of the year.

Commissioner Horvath asked about Metro's outreach tool for determining bike station placement.

Tiffany Robinson said that the tool is part of Phase 1, which does not include the City of West Hollywood.

Commissioner Horvath asked if the City of West Hollywood could create one of its own.

Tiffany Robinson said that staff would look into it.

Commissioner Wayland asked if the City of Santa Monica is concerned with regional connectivity.

Tiffany Robinson said that they are, but the funding time crunch has forced their hand. She added that they are working with WSCoG and

Metro. Metro's RFP will require a vendor to be compatible with the existing programs.

Commissioner Warren asked how the City of Los Angeles expects interoperability to physically happen.

Tiffany Robinson pointed out that Los Angeles falls under the Metro process.

Commissioner Warren asked where Los Angeles stands with Bike Nation.

Tiffany Robinson said she could not speak about Los Angeles or Bike Nation, only that it falls under Metro's plan.

Commissioner Warren surmised that if West Hollywood waits for Los Angeles, it will not have a bike share program until 2020, which would not please some city leaders. He asked for options.

Tiffany Robinson replied that City Council direction is to begin a process once the City of Santa Monica chooses a vendor.

Commissioner Warren stated that it would be better to wait for Los Angeles and for immediate action, create a bike library in the City.

Victor Omelczenko, WEST HOLLYWOOD, spoke WITH CONCERNS REGARDING of Staff report recommendations.

Commissioner Horvath agreed with Victor Omelczenko.

B. Staff Update on the City of West Hollywood's Pilot Employee Bike Share Program.

Staff report by Tiffany Robinson

Commissioner Wayland asked why not buy helmets for staff.

Tiffany Robinson replied that there is an issue with inventory storage and sanitation. Helmets would be offered at a discount for riders.

Commissioner Eichman agreed helmets should be supplied and attached to the bike baskets.

Commissioner Cooper asked if this could be a way of being a pilot for a bike share program. She reported bike signage attached to traffic signal.

Tiffany Robinson said that it could be viewed as a pilot bike share program, but it is also a means of implementing aspects of the Bike/Pedestrian Plan.

Lauren Meister, WEST HOLLYWOOD, spoke WITH CONCERNS REGARDING of Staff report recommendations regarding cost.

Stephanie Harker, WEST HOLLYWOOD, spoke WITH CONCERNS REGARDING of Staff report recommendations regarding cost.

Victor Omelczenko, WEST HOLLYWOOD, spoke WITH CONCERNS REGARDING of Staff report recommendations regarding cost and insufficient operation hours.

Commissioner Warren asked where the bike racks would be.

Tiffany Robinson clarified that there would be no new racks purchased and she listed the planned locations.

Commissioner Warren asked if any parking would be lost to the racks.

Tiffany Robinson said there would be no loss of parking.

Commissioner Warren asked if after the contract is done, if the City will own the bikes.

Tiffany Robinson said that the bikes would be leased, but in the end, would be available for purchase for one dollar each.

Commissioner Warren asked if Bikes & Hikes was the lowest bidder.

Tiffany Robinson explained that the proposals were not evaluated by cost alone and she explained the criteria for evaluation.

Bob Cheung added that support for a local business was an added factor.

Commissioner Warren stated that idea was good, but the approach is flawed; it seems over-priced and over-engineered.

Commissioner Ami Walia-Fazio agreed that the program seems costly, but it is also a great opportunity to change the way employees travel. She asked what happens with maintenance after the contract ends.

Tiffany Robinson said that the City would be responsible for maintenance.

Commissioner Walia-Fazio asked if future maintenance is budgeted.

Tiffany Robinson said that it is not budgeted.

Commissioner Greene asked if the City Council had a budget in mind for the program.

Bob Cheung said that Council directed staff to investigate and return with recommendations, with no mention of budget.

Commissioner Greene confirmed that the city provides employees with monthly bus passes and asked how much that costs per month.

Bob Cheung explained the deal with Metro.

Commissioner Greene said that the City is already providing alternative transportation.

Bob Cheung explained the additional advantages of bike use over bussing.

Commissioner Greene commented that the RFP was not specific enough. He added that it seems the accepted proposal is more of a best fit, than best response. He agreed with Commissioner Warren that the proposal is over-priced and over-designed.

Commissioner Horvath asked if Bikes & Hikes submitted a proposal to Metro or Santa Monica RFP.

Tiffany Robinson said that she cannot be sure.

Commissioner Horvath said that she felt the proposal is not quite a good fit. She suggested waiting the month or two for Santa Monica to announce their vendor and perhaps approach that company.

Tiffany Robinson replied that it is a viable approach, but the appeal of a local business and their attention to detail is what put Bike & Hikes ahead of the others.

Commissioner Cooper asked where money would come from.

Bob Cheung said it would probably come from the General Fund.

Commissioner Eichman Suggested buying bikes and getting a bid for the maintenance only.

Commissioner Wayland pointed out that buying bicycles is not a pilot program.

Commissioner Walia-Fazio said that there is a bigger picture, beyond the convenience to employees; the program could serve as an example to the community.

Commissioner Warren said that bike sharing already exists in other

cities, so it's not necessary to use an employee program as an example of a broader effort.

Commissioner Greene asked if staff is familiar with how the Santa Monica employee bike share program works.

Tiffany Robinson explained the program.

Commissioner Eichman stated that the idea should be presented as a longer term goal, rather than a temporary program until the parking structure is completed.

Motion: Recommend City Council to not proceed with the proposed employee bike share program, as it is deemed costly and over-complicated.

Moved: Greene      Second: Warren  
Ayes: Eichman, Walia-Fazio, Greene, Horvath, Warren, Wayland  
Nays: None  
Abstentions: Cooper  
Motion passed.

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

9. ITEMS FROM STAFF

- Measures Taken to Improve Pedestrian Safety

Presentation by Bob Cheung

Commissioner Cooper asked if the Commission would get to see reports on alternate devices.

Bob Cheung said that the reports are not complete.

Commissioner Warren asked how often and where Sheriffs do crosswalk enforcement stings. He also wanted to be sure to publicize the stings.

Bob Cheung said he would find out.

- Bob Cheung provided an accident report, as requested.
- Danny Casillas reminded the Commission of the City Clerk request to provide a memory for the Annual Congress.

10. ITEMS FROM COMMISSION

- East Side Outreach Proposal

Proposal by Commissioner Warren

Marc Femenella, WEST HOLLYWOOD, spoke in support of the proposal.

Lauren Miester, WEST HOLLYWOOD, spoke in support of the proposal.

Commissioner Horvath said she was generally supportive of the resolution and questioned the fiscal impact.

Commissioner Warren said it would be up to staff to develop the program.

Commissioner Eichman confirmed that the proposal focuses primarily on the two newest developments on La Brea.

Commissioner Warren replied that the effort would continue beyond that.

Commissioner Wayland liked the idea, but suggested implementing the plan for all new developments in the city.

Commissioner Greene agreed with Commissioner Wayland, but suggested focusing on developments over a certain size.

Motion: Recommend that the City Council direct staff to develop a face-to-face transit & bike outreach effort for new developments of over 10 units starting with buildings on the east side. The goal would be to convince those moving into the large new developments to try a transit or bike-based commute before they establish a car-based routine.

Moved: Warren Second: Walia-Fazio

Ayes: Cooper, Eichman, Walia-Fazio, Greene, Horvath, Warren,

Nays: None

Abstentions: Wayland

Motion passed.

Walia-Fazio

- Heavy traffic

Horvath

- Interactive Metro Map

Eichman

- Public Safety Commission Liaison
  - Horvath & Walia-Fazio

11. ITEMS FROM PUBLIC

Victor Omelczenko, WEST HOLLYWOOD, suggested showers for bicyclists.

12. ADJOURNMENT

Action: The Transportation Commission adjourned at 9:09 p.m. until the next meeting on September 17, 2014, 7:00 p.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, Rooms 5 and 6, West Hollywood, California 90069

Moved: Horvath      Second: Greene  
All ayes.  
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
15TH DAY OF OCTOBER 2014.

Chair

ATTEST:

Staff Liaison