

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD**

**NOVEMBER 19, 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 7:00 p.m. by Chair Eichman.

- A. Pledge of Allegiance  
Lauren Meister 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:

Bianca Siegl, Long Range and Mobility Planning Manager

Bob Cheung, Senior Transportation Planner

Jackie Rocco, Parking Operations Manager

Walter Davis, Neighborhood Traffic Management Program Specialist

Chris Corrao, Associate Planner

Georgia Sheridan, Senior Planner

Donn Uyeno, Engineer

Tiffany Robinson, Tiffany Robinson, Associate Planner

Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of November 14 2014, Transportation Commission meeting.

Motion: Warren Second: Wayland  
All ayes.

Motion passed.

- E. Approval of Minutes

Motion: Approve minutes, Commission meeting of October 15, 2014 with the following changes;

*Page 2: Clarify West Hollywood Chamber of Commerce*

*Page 4: Identify Cooper as Commissioner*

*Page 8: clarify Parking Enforcement Officer*

Moved: Warren Second: Green

Aye: Misti Cooper, David Eichman, Steven Greene, Lindsey Horvath, David Warren, Steve Wayland

Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Shawn Hoffman, WEST HOLLYWOOD, introduced himself as the Public Safety Commission Liaison

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about Commissions in general and parking

Cathy Blaivas, WEST HOLLYWOOD, spoke about the Sierra Bonita Avenue item and Pedestrian Safety.

4. PUBLIC HEARING

No item

5. NEW BUSINESS

A. 1060 Sierra Bonita Avenue Angled Parking/ Loading Configuration

Staff report by Walter Davis and Donn Uyeno.

Commissioner Cooper confirmed that the painted lines do not impede traffic.

Commissioner Warren asked how the elevation of the building affects parking.

Donn Uyeno and Walter Davis explained.

Commissioner Walia-Fazio asked if there are currently any accident reports concerning the sidewalk.

Donn Uyeno said that there are not.

Commissioner Eichman asked if cars hanging out of a marked parking space are cited.

Walter Davis said that they are. He added that the main issue is with a truck with a ladder hanging out.

Commissioner Eichman commented that it would seem that policy is being made based on one truck with a ladder.

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke AGAINST Staff report recommendations.

Lauren Meister, WEST HOLLYWOOD, spoke AGAINST WITH Staff report recommendations.

Jesse Slansky, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Commissioner Walia-Fazio asked if there was a way to alter the sidewalk rather than install angled parking.

Donn Uyeno explained that it would have required a front step that would have been difficult for the intended residents.

Commissioner Greene asked if staff considered removing the bulb out.

Donn Uyeno said staff considered it, but decided against it.

Commissioner Eichman confirmed that the yellow line there has not changed in relation to the bulb out. He asked if it is feasible to put a loading zone on Santa Monica Boulevard.

Walter Davis said that it may be possible to place one a little east of the intersection.

Commissioner Warren asked if conditions were changed after a year.

Donn Uyeno said that he wasn't sure exactly when changes came about, but previously, there was just a curb.

Commissioner Wayland said that he felt the angled parking is easier for loading. He added that enforcement needs to be addressed regularly and aggressively. He agreed with Commissioner Greene regarding the bulb-out.

Commissioner Horvath stated that she is familiar with the site and understands why the accommodations were made, but as a driver, she is concerned regarding the bulb-outs.

Commissioner Greene asked if it is possible to place a tow away zone there.

Jackie Rocco said it is possible.

Commissioner Greene suggested making loading in the alley mandatory, extending the double yellow line and examining the bulb-out.

Commissioner Cooper agreed with fellow Commissioners and liked that disabled residents are being made a top priority. She suggested surrounding businesses that loading and unloading the alley is mandatory with strict enforcement.

**Motion:**

1. Recommend to maintain the current 1060 Sierra Bonita Avenue angled parking and loading configuration.
2. Recommend to install NO STOPPING AT ANY TIME signs in addition to the existing red painted curb on the west side of Sierra Bonita Avenue.
3. Recommend strict enforcement of the parking regulations.
4. Recommend outreach to the West Hollywood Community Housing Corporation and businesses about parking regulations and loading opportunities in the alley.

5. Make a tow away zone on the west side of the street.
6. Evaluate placement of the bulb-outs.
7. Consult with businesses to demand loading and unloading in the alley, with signage.

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

## 6. SUBCOMMITTEE REPORTS

No reports.

## 7. OLD BUSINESS

### A. Update On The City Of West Hollywood Pilot Employee Bike Share Program

Staff report by Tiffany Robinson

Commissioner Eichman asked about the cost of the program.

Tiffany Robinson clarified the cost.

Commissioner Horvath asked how the bikes would be tracked.

Tiffany Robinson said staff would rely on Employees' honor.

Commissioner Horvath asked how a check in and out would add to the cost.

Tiffany Robinson explained.

Commissioner Cooper confirmed that after the year, the City may purchase the bikes for a dollar each.

Commissioner Eichman asked for the retail cost of the bikes.

Tiffany Robinson said that it is \$742.75 each.

Commissioner Greene asked about the costs in relation to cutting out half of the equipment and administrative services.

Tiffany Robinson explained and noted that some fixed costs, like liability insurance, could not be trimmed.

Commissioner Greene asked about bike racks.

Tiffany Robinson explained the distribution of bikes.

Commissioner Greene asked about the bikes at the Hancock parking lot.

Tiffany Robinson explained about employee usage.

Commissioner Greene asked when the City Hall parking Garage would be completed.

Bianca Seigl said there was still a year left before completion.

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke AGAINST Staff report recommendations.

Danny Roman, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Kyle Lynch, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Lauren Miester, WEST HOLLYWOOD spoke WITH CONCERNS REGARDING Staff report recommendations.

Sarah Hockner, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Commissioner Warren asked if costs would go up if the program was extended.

Tiffany Robinson said that it would need to be negotiated and staff has planned a six month evaluation.

Commissioner Horvath asked which vendor Santa Monica selected.

Tiffany Robinson replied that Bike Hop was selected by the City of Santa Monica and reminded the Commission that the current item is solely focused on the small-scale employee program.

Commissioner Eichman asked if there was any way to estimate second year costs.

Tiffany Robinson said that staff would prefer to wait until the six-month evaluation.

Commissioner Eichman asked if staff is stating that it would be more costly to purchase bikes and have employees run the program.

Bianca Siegl explained why it is not feasible currently.

Commissioner Walia-Fazio stated that she likes the program especially because it is supporting a local business.

Commissioner Warren asked the cost of the liability insurance.

Tiffany Robinson replied that one year of coverage costs \$12,945.

Commissioner Warren asked if there were any models for doing the program without liability insurance.

Tiffany Robinson said that staff looked at it, but there is no way that the City would not be responsible.

Commissioner Warren suggested breaking down the cost of the bike in the Council staff report.

Commissioner Wayland stated that staff should emphasize employees setting an example and the program increases productivity.

Commissioner Greene said that there isn't much merit in rebalancing bike positions and would like to see the costs without it.

Commissioner Horvath said that she is in support of all bike share programs and this is a good start. She also likes that a local business is being supported, as well as liking that the increases in cost went toward safety measures.

Commissioner Warren asked staff to respond to Commissioner Greene's comments.

Tiffany Robinson explained the need for rebalancing.

Commissioner Warren expressed that he is supportive despite not liking the cost of the program.

Commissioner Eichman agreed with Commissioner Warren and suggested getting a second year option price.

Commissioner Cooper asked if staff is looking at this as a pilot for the regional bike share program.

Tiffany Robinson replied that they are two different projects.

Commissioner Cooper asked why they would be different.

Bianca Siegl explained.

Commissioner Greene suggested that the combinations on the bike locks be changed often. He added that he would like more Commission involvement in RFP processes.

Motion: Recommend to City Council the approval of Bikes and Hikes LA's modified proposal for operating and managing the Pilot Employee Bike Share Program.

Moved: Walia-Fazio                      Second:     Horvath

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

A.     Transportation Demand Management Ordinance Overview

Staff report by Chris Corrao

Commissioner Horvath asked how the component will be monitored.

Chris Corrao said that there are some reports available.

Commissioner Horvath commented that there is no real way to see if what is supposed to be happening is actually happening.

Chris Corrao said that staff wants to do a survey to get an accurate benchmark.

Commissioner Eichman asked about which businesses are affected.

Chris Corrao explained.

Commissioner Eichman asked what would trigger a review.

Chris Corrao replied that application for a permit would trigger a review.

Commissioner Walia-Fazio asked if the ordinance would be retroactive.

Chris Corrao said that there is a wide latitude as to how it could be implemented.

Commissioner Greene said that he is hoping for a fresh start.

Commissioner Warren said that he feels like the City has lost twenty years of opportunity to experiment with TDM.

Lauren Meister, WEST HOLLYWOOD spoke WITH CONCERNS REGARDING the staff update.

Commissioner Eichman encouraged staff to reach out to the West Hollywood Chamber of Commerce.

Chris Corrao replied that staff is planning on doing so. He added that the ordinance was enforced for a short period.

Commissioner Warren asked how long it was enforced.

Chris Corrao said that he is not sure.

#### Cheung

- Melrose/Norwich traffic concerns
- Future Council items:
  - Call For Projects
  - Pedestrian Safety Measures
  - TDM Ordinance

## 10. ITEMS FROM COMMISSION

### Cooper

- Orange Grove Crosswalk

### Warren

- Jackie Rocco Honored
- Bike/Ped outreach on the east side
- Crosswalk safety items
- Traffic Relief Measures Update
- Three Foot Rule publicity
- Pedestrian push button at Santa Monica Boulevard/ San Vicente Boulevard and Santa Monica Boulevard/La Cienega Boulevard
- Melrose/Doheny pedestrian signal during the protected left turn
- Santa Monica Boulevard/Robertson Boulevard pedestrian count down
- Parking occupancy levels in City parking lots

### Horvath

- La Cienega Boulevard/Melrose Avenue traffic blocked
- Shared Economy Task Force Review

### Greene

- Bike Lanes on Fairfax item delay
- Los Angeles Draft Mobility Plan

### Eichman

- Congratulations Bianca Siegl

## 11. ITEMS FROM PUBLIC

Kevin Burton, WEST HOLLYWOOD, spoke in support of the Employee Bike Share Program and bike light give-away.

Lauren Meister, WEST HOLLYWOOD, spoke about Norwich Drive/ Melrose Avenue development

## 12. ADJOURNMENT

Action: The Transportation Commission adjourned at 9:30 p.m. until the next meeting on December 17, 2014, 7:00 p.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, Rooms 5 and 6,

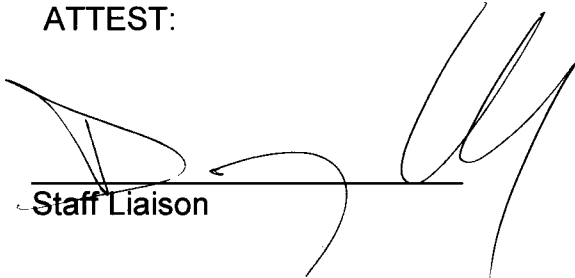
West Hollywood, California 90069

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

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
21ST DAY OF JANUARY 2015.

  
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Chair

ATTEST:

  
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Staff Liaison