

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
WEDNESDAY, SEPTEMBER 21, 2011**

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

I. CALL TO ORDER

The meeting was called to order at 7:02 p.m. by Chair Wayland.

A. Pledge of Allegiance
Commissioner Eichman 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, Lindsey Horvath, Scott Schmidt, David Warren,
Steve Wayland

Commissioners absent:
Steven Greene, Leon Shparaga

Staff present:
Melissa Antol, Long Range and Mobility Planning Manager
Oscar Delgado, Director of Department of Public Works
Bob Cheung, Senior Transportation Planner
David DeGrazia, Senior Planner
Don Norte, Parking Services Officer
Perri Sloane Goodman, Transportation Program Administrator
Danny Casillas, Administrative Specialist III

Mott Smith, Consultant

D. Approval of the Agenda
Motion: Approve the Agenda of September 21, 2011,
Transportation Commission meeting.

Moved: Schmidt Second: Horvath
All ayes.

Motion passed.

- E. Approval of Minutes
Motion: Approve minutes, Commission meeting of August 17,
2011.
Moved: Schmidt Second: Eichman
All Ayes:

Motion passed.

II. CONSENT CALENDAR

No items.

III. ITEMS FROM PUBLIC

No items.

IV. PUBLIC HEARING

No items.

V. COMMISSION CONSIDERATION

A. Parking Credits Program Presentation And Discussion

Staff report from Don Norte

Presentation from Mott Smith

Commissioner Schmidt asked how The Abbey would get to utilize
the program.

David DeGrazia said that The Abbey would relinquish their PUPs
and apply for Parking Credits.

Commissioner Schmidt asked what the fee for the program would
go to.

Oscar Delgado said that the fee is set up to support the program, paying staff, way finding, etc.

Commissioner Schmidt asked what The Abbey paid for recently.

Oscar Delgado explained that The Abbey put money into an escrow account that would later pay for in lieu fees or parking.

Stan Bochniak, WEST HOLLYWOOD, spoke IN FAVOR of Staff report.

Commissioner Wayland asked if businesses would be required to promote parking availability.

Oscar Delgado replied that part of the fees would go to marketing.

Commissioner Wayland commented that it will be good to wean people away from front door valet parking.

Commissioner Eichman asked for clarification of the comment concerning the Avenues of Design in the minutes of the Parking Subcommittee meeting.

Melissa Antol explained.

Commissioner Warren asked how the City would determine how lost spaces would be replaced with parking credits on a case by case basis.

Melissa Antol explained how cases would be reviewed based on the City's goals.

Mott Smith added that the Parking Credit Program would not change any current procedures and does not create any new opportunities.

Commissioner Warren asked how far away parking can be from the business.

David DeGrazia replied that it could be 500 feet away.

Oscar Delgado added that it has been as far away as 1,000 feet and that it's basically based on what is assumed that people will walk. It is the City's goal to increase walkability.

Commissioner Wayland asked how far the Red Building is from The Abbey.

Oscar Delgado said it is approximately 1,000 feet away.

Commissioner Warren asked if it is practical for valets to park cars at that distance.

Oscar Delgado replied that it is.

Commissioner Warren asked how valets move place to place.

Oscar Delgado said that there are multiple valets at multiple locations.

Commissioner Wayland asked what the self-parking rates are.

Oscar Delgado said that they are about three dollars an hour with a nine dollar maximum. The City has flooded the market with parking to stabilize parking rates.

Commissioner Warren confirmed that only the boundaries of District one have been set.

Commissioner Horvath asked what happens if usage changes and the pool is depleted.

Oscar Delgado responded that there are plenty of parking credits in the pool.

Commissioner Horvath asked if a business could expect that their credits would change every six months.

Oscar Delgado said that that would not happen as credits are based on space requirements.

David Degrazia said that there would always be a buffer.

Oscar Delgado added that a six month review will keep the program up-to-date.

Mott Smith pointed out that the fee would only change based on the C.P.I.

Don Norte gave a history of P.U.P. usage.

Commissioner Horvath asked if businesses have been opposed to the program.

Oscar Delgado explained that the program started with the Sunset B.I.D., followed by meetings with the Chamber of Commerce and the P.A.C. All reacted favorably.

Mott Smith added that there will be a steering committee comprised of residents and businesses.

Commissioner Schmidt asked if staff has met with neighborhood organizations.

Oscar Delgado replied that staff has met with neighborhood groups and though they started out hesitantly, they realize that there will be less impact on neighborhood with more available parking.

Commissioner Horvath asked what the requirement to go beyond staff approval is.

David DeGrazia said it would have to be over 10,000 feet.

VI. SUBCOMMITTEE REPORTS

- A. Parking – Minutes of August 22, 2011 meeting

VII. OLD BUSINESS

- A. Overview Of City Subsidized Transit Programs And Discussion Of Proposed CityLine Shuttle Route Options

Staff report by Perri Sloane Goodman

Commissioner Wayland asked if focus groups were utilized.

Perri Sloane Goodman replied that they were and the information gathered has helped develop goals.

Commissioner Schmidt asked if the CityLine is connected to Google Maps.

Perri Sloane Goodman said that it is listed with MTA services and included in trip planner applications.

Commissioner Schmidt asked what the fare collection is.

Perri Sloane Goodman said it is about \$300 average a month.

Commissioner Schmidt questioned if there should even be a fare charge and said that he would love to be involved in further the process of development of the program.

Commissioner Warren asked what was learned from the focus groups.

Perri Sloane Goodman said the focus groups felt the CityLine was too slow, had confusing routes and times. Some even reported getting motion sickness from the twisty route.

Commissioner Warren asked how the CityLine fits into the portfolio of programs for seniors.

Perri Sloane Goodman replied that it addresses a continuum of need. CityLine is more focused on the abled, Dial-A-Ride is for the less mobile and the taxi coupons are used as a back up for the other two programs.

Commissioner Warren commented that the program is not entirely funded by Prop A, as some of those funds are purchased with money from the General Fund.

Perri Sloane Goodman explained various ways that Prop A funds are acquired.

Commissioner Schmidt asked how Prop R funds are spent.

Melissa Antol replied that those funds are used to promote alternative modes of transportation.

Commissioner Warren asked if staff has considered making the CityLine more of a response/demand program.

Perri Sloane Goodman asked what he meant by response/demand.

Commissioner Warren commented that the CityLine seems underutilized.

Perri Sloane Goodman replied that Staff is monitoring usage and is using that information to reform the CityLine routes.

Commissioner Warren said it seems that the City is paying fourteen dollars per ride.

Perri Sloane Goodman pointed out that that is the same amount of the taxi coupons.

Commissioner Warren asked if the CtiyLine could be subsidized by displaying advertising.

Perri Sloane Goodman said that staff is looking into that.

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

Casillas

- Taxi Subcommittee – Horvath, Schmidt, Wayland

Antol

- Process of assigning subcommittees

XI. ITEMS FROM COMMISSION

Eichman

- Mobility 21
- “No Right Turn on red” signs on Cynthia at San Vicente
- Problematic landscaping at Santa Monica Boulevard/La Cienega
- In-pavement lighting at crosswalks

Schmidt

- Flat rate for taxi from West Hollywood to Burbank Airport

Warren

- Process of setting Agenda

- BTF Timeline
- November Agenda
- Trolley
- General Plan Implementation
- Unofficial Traffic Numbers

XII. ITEMS FROM PUBLIC

No items.

XIII. ADJOURNMENT

Action: The Transportation Commission adjourned at 9:03 p.m. until the next meeting on October 19, 2011, 7:00 p.m., at West Hollywood Park, 642 San Vicente Boulevard, West Hollywood, CA. 90069

Moved: Schmidt Second: Horvath

All ayes.

Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
19TH DAY OF OCTOBER 2011.



Chair

ATTEST:



Staff Liaison

