

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
WEDNESDAY, DECEMBER 14, 2011**

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

I. CALL TO ORDER

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

- A. Pledge of Allegiance
Commissioner Horvath 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,
Leon Shparaga, David Warren, Steve Wayland

Commissioners absent:
None

Staff present:
Melissa Antol, Long Range and Mobility Planning Manager
Sharon Perlstein, City Engineer
Bob Cheung, Senior Transportation Planner
Bianca Siegl, Senior Planner
Chris Corrao, Assistant Planner
David Gillig, Administrative Specialist III

- D. Approval of the Agenda
Motion: Approve the Agenda of December 14, 2011,
Transportation Commission meeting.
Moved: Horvath Second: Eichman
All ayes.

Motion passed.

E. Approval of Minutes with the following corrections:

Motion: Approve minutes, Commission meeting of November 21, 2011.

Page 1: correct "Chair Wayland"

Page 5: change Greene's statement to include bike lanes.

Page 8: add "Streetscape" to Corrao's item.

Moved: Eichman Second: Warren

Ayes: David Eichman, Steven Greene, Lindsey Horvath, David Warren, Steve Wayland

Abstention: Scott Schmidt

Motion passed.

II. CONSENT CALENDAR

No items.

III. ITEMS FROM PUBLIC

Matt Baume, WEST HOLLYWOOD, spoke about the new Bicycle Coalition.

IV. PUBLIC HEARING

No item.

V. COMMISSION CONSIDERATION

A. Zip Car Car-Sharing Pilot Program

Staff report from Bob Cheung

Commissioner Schmidt asked how the costs came to change.

Bob Cheung explained that the numbers are based on a per space basis.

Commissioner Schmidt asked about a previous car-sharing business in West Hollywood.

Bob Cheung said that they were not successful, as they did not receive the response that they anticipated.

Commissioner Schmidt asked if staff looked at using the lot on Sunset Blvd. near hotels.

Bob Cheung said that staff had, but there were multiple issues which prevented the use of the lot.

Commissioner Greene asked what Zip Car's commitment was as far as filling the ten spaces that the City has set aside.

Bob Cheung said that they would provide ten cars.

Commissioner Greene pointed out that the MOU does not mention Zip Car providing cars.

Commissioner Shparaga asked about the registration process for hotel guests.

Bob Cheung replied that Zip Car has memberships in other cities, so it appeals to those travelers who are aware of Zip Car.

Commissioner Shparaga asked if it is possible for two people to book the same car.

Bob Cheung said it is possible, but unlikely to be a problem since there are two cars per location.

Commissioner Wayland asked how long the registration process takes.

Bob Cheung said that he is not sure.

Commissioner Horvath commented that it takes about the same as renting a car. Then she asked how many people could be served by ten cars in the City.

Bob Cheung reminded the Commission that this is a pilot program and it could be used to gauge interest in the program and said there is a provision in the MOU that mentions adding cars if desired.

Commissioner Eichman asked if there is data on the number of residents who do not have cars.

Commissioner Warren said it was about 17%.

Commissioner Eichman asked if businesses or hotels could become members.

Bob Cheung said that he wasn't sure, but could find out.

Commissioner Eichman asked how street sweeping issues would be handled.

Bob Cheung said that Zip Car would be responsible for cleaning the area around the spaces, as the City street sweepers will go around Zip Cars in spaces.

Commissioner Warren commented that the termination payment language should be removed from the MOU. He then asked where, in Los Angeles, the other Zip Cars are located.

Bob Cheung listed the sites.

Commissioner Warren asked what their deal with Los Angeles is.

Bob Cheung said that it is similar to the deal with West Hollywood. He spoke with a Los Angeles representative who told him the response has been positive.

Commissioner Warren asked how much the \$45,000 covers.

Bob Cheung said that it is for the two year pilot program, based on the standard rate used for valet service fees.

Commissioner Warren asked if the Chamber of Commerce or neighborhood associations have been consulted.

Bob Cheung said that staff was careful to choose spaces that were non-controversial, and has not notified the Chamber of Commerce or neighborhood associations.

Commissioner Warren asked if Zip Car would interfere with established car rental agencies in the city.

Melissa Antol said that they are different markets, since Zip Car rents by the hour.

Commissioner Wayland asked if the car must be returned to the space where the rental originated.

Bob Cheung said that is the case.

Commissioner Wayland asked if there were other cities that could share their experience with staff.

Bob Cheung said that Zip Car is well established in San Francisco, Chicago, Boston and New York. Staff has not contacted anyone.

Commissioner Waland asked if it would be more expensive to rent a Zip Car for four days than from a regular car rental service.

Melissa Antol said that it would be, again, because of the hourly rate of the Zip Car. She added that Zip Car targets those renting cars for short trips.

Bob Cheung added that another difference is that the Zip Car is available 24 hours.

Commissioner Greene pointed out an error in the map and asked if the two spaces on Orlando are in the City.

Bob Cheung said that they are.

Motion: Recommend to City Council to authorize the City Manager to enter into an agreement with Zip Car to provide car-sharing pilot program for a period of two years with an update from staff after six months.

Moved: Horvath Second: Schmidt
All ayes.

Motion passed.

VII. OLD BUSINESS

No items.

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

X. ITEMS FROM STAFF

Perlstein

- Traffic Signal System Operations

Commissioner Eichman asked about the Rapid Bus corridors.

Sharon Perlstein clarified the routes.

Commissioner Greene asked about the split phase at Santa Monica Boulevard/ Doheny Drive.

Sharon Perlstein said she would look into it.

Commissioner Schmidt asked if the intention of item that was requested, the effects of attaining an adaptive traffic signal system, was lost.

Melissa Antol explained how the report related to that issue.

Sharon Perlstein added that the technologies employed in Los Angeles are very different from that of the City of West Hollywood, which offer tech support.

Commissioner Schmidt said he still feels there is more to explore and could invite Los Angeles technicians to come to report what they did as well as ask pedestrians and motorists to see how they feel about it.

Commissioner Horvath asked if the Los Angeles adaptive traffic system has been studied by staff.

Sharon Perlstein gave a brief history of the differences between cities, specifically during the peak times in a City like West Hollywood. She concluded that she doesn't feel that the City's current system is deficient and needs to be replaced.

Commissioner Schmidt said that he would like to hear from the City of Los Angeles and look to see if the City wants to change traffic control systems.

Commissioner Warren stated that he's still trying to figure out the differences in capabilities between the cities.

Sharon Perlstein confirmed the technological capabilities of the current traffic system.

Commissioner Warren confirmed with Commissioner Schmidt that his main issue is with demand/response adaptiveness. He asked if staff could contact demand/response adaptiveness vendors soon.

Sharon Perlstein said that she is actively working with the current vendor to try it out. She said she would keep the Commission updated.

Commissioner Wayland requested that the Commission see the traffic control room. He asked who manages the shared intersections.

Sharon Perlstein explained.

Commissioner Wayland commented that it seems no traffic system is really going to make for less traffic. He added that his experience with the Bicycle Task Force shows that many communities wish to make it more difficult to travel by car, so much of what will happen will be based on the attitude of the community. The question will be, what does the City of West Hollywood want to do.

Commissioner Schmidt restated his offer to bring in people from Los Angeles.

Commissioner Greene pointed out that what is being discussed is a really subtle difference from what the City does now. It will get very technical, very quickly.

Commissioner Wayland stated that he is comfortable with the direction staff is heading in and sees no need to bring in other technicians.

Commissioner Horvath said that she is open to getting more information, but also understands that the City is already financially committed to an existing system.

Commissioner Wayland concluded that there was not an overwhelming desire from the Commission to hear from outside sources.

Siegl

- General Plan Presentation

Commissioner Horvath commended Bianca Siegl on her work.

Commissioner Warren asked if any items would be coming to the Transportation Commission for implementation.

Melissa Antol gave a review of how the Commission will be involved.

Commissioner Schmidt spoke about the difference between short, medium and long term goals.

Antol

- Pedestrian and Bicycle Subcommittee
- Metro Update

XI. ITEMS FROM COMMISSION

Horvath

- Westside COG and Biking

Schmidt

- Sign reflectivity
- Sunset/Roxbury signal flashing+

Greene

- Metro Bus Route improvements

Eichman

- Congratulations to Lindsey Horvath
- Sunset/Doheny lot opening+

Warren

- Safety improvements through Red Light Photo Enforcement item+
- Congratulations to Bicycle Task Force and items before Council
- Upcoming items

Wayland

- Bicycle Task Force success

XII. ITEMS FROM PUBLIC

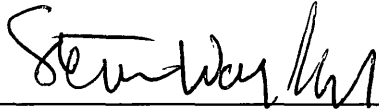
No items.

XIII. ADJOURNMENT

Action: The Transportation Commission adjourned at 8:45 p.m. until the next meeting on January 18, 2012, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

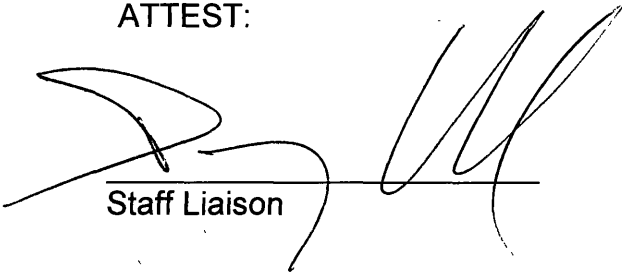
Moved: Horvath Second: Greene
All ayes.
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
18TH DAY OF JANUARY 2012.



Chair

ATTEST:



Staff Liaison