

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
MARCH 16, 2016  
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 David Warren.

- A. Pledge of Allegiance  
Dan Wentzel 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, William Doeblor, David Eichman, Evan Richter, David Warren, Dan Wentzel

Commissioners absent:

Richard Bernard

Staff present:

Bob Cheung, Senior Transportation Planner

Walter Davis, Neighborhood Traffic Management Program Specialist

Eric Millsap, Transportation Engineering Technician

Sarah Lejeune, Contract Senior Planner

Perri Sloane Goodman, Transportation Program Administrator

Danny Casillas, Administrative Specialist III

Walter Okitsu, Signal Timing Consultant

Abby Woods, Transit Consultant

Alice Sandler, Transit Consultant

D. Approval of the Agenda of March 16, 2016, Transportation Commission meeting.

Motion: Doebler Second: Eichman  
All ayes.

Motion passed.

E. Approval of Minutes

Motion: Approve minutes, Commission meeting of February 17, 2016 with the following correction;

*Page 8: Change "of not" to "if not" in Commissioner Bernard's statement.*

Moved: Eichman Second: Doebler  
Aye: All

Abstain: none  
Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

No item.

4. PUBLIC HEARING

No item

5. NEW BUSINESS

No item

6. SUBCOMMITTEE REPORTS

No reports.

7. OLD BUSINESS

A. Update on the Development of a Citywide Bike Share Program

Staff report by Sarah LeJeune

Victor Omelczenko, WEST HOLLYWOOD, provided comments.

Commissioner Richter suggested that the current names don't indicate what the program is.

Sarah Lejeune responded.

Commissioner Richter asked if ten proposed names could be put up for public vote.

Sarah Lejeune replied that picking the right name is complicated and it would be better to leave it in the hands of the consultants.

Commissioner Wentzel asked that the Commission be notified when the site is ready and said that he does not like the suggested name, "WeHo Rover".

Commissioner Eichman suggested the name "WeHo Bike."

Sarah Lejeune replied that "Bike" would be included in the regional name and might be redundant.

Commissioner Cooper asked who the target market is; residents or visitors.

Sarah Lejeune said that the challenge is to identify and appeal to all markets.

Commissioner Doebler asked when the station locations will be finalized.

Sarah Lejeune said Staff is hoping for mid to late-summer, but they all don't have to be finalized at the same time.

Commissioner Doebler asked if the City would have usable data on the program.

Sarah Lejeune said yes and that it would be immediate, giving staff the ability to evaluate and change elements as needed.

Commissioner Wentzel asked if the suggested sites would be limited to within city boundaries.

Sarah Lejeune said that they would not, there is the ability to suggest stations in the surrounding area.

Commissioner Warren stated that he would like to see the other choices for program names. He added that he would like to see an overall branding of transit services, adding the name of the service to "GO". He suggested taking advantage of celebrities who live in the City. He asked if staff has considered bike education.

Sara Lejeune said that it is under discussion and gave some examples of what is being considered.

Commissioner Warren asked what the differences between Santa Monica's and West Hollywood's approaches are.

Sarah Lejeune described the differences.

Ann Semonco, WEST HOLLYWOOD, provided comments.

Sarah Lejeune acknowledged Ann Semonco's comments and questions regarding ADA compliance.

Commissioner Wentzel stated that motorists need to be educated.

Commissioner Cooper suggested coordinating with the "Go Human" campaign to re-educate drivers, bicyclists and pedestrians.

Commissioner Eichman said he likes Commissioner Cooper's suggested name, "Ride Me WeHo."

**B. Tri-West Neighborhood Traffic Study**

Staff report by Walter Davis

Commissioner Eichman asked if the area has been designated Tri-West by the City.

Walter Davis said the name came from the neighborhood group.

Commissioner Eichman asked if there were speed lumps anywhere else in the city.

Walter Davis said this would be the first installation of speed lumps.

Commissioner Warren said that staff should speak to Los Angeles about left turn restrictions from La Cienega onto Sherwood.

Walter Davis reminded the Commission that the intersection is out of West Hollywood's jurisdiction and the restrictions might affect businesses in the area.

Commissioner Warren suggested that the restrictions could be implemented during hours that do not affect the businesses.

Walter Davis replied that trying to get the restrictions posted by Los Angeles would take longer than installing traffic circles, which have proven to curb rush hour shortcutting.

Commissioner Eichman added that the restrictions would probably push traffic to West Knoll, anyhow.

Commissioner Warren stated that he feels it is too hard for neighborhoods to get desired traffic calming devices.

Walter Davis said it has been made somewhat easier.

Commissioner Doebler said that he has no doubt that the Tri-West neighbors will get the required signatures and asked for an explanation of the difference between speed humps and speed lumps.

Walter Davis explained.

Victor Omelczenko, WEST HOLLYWOOD, provided comments.

Commissioner Warren asked about the Shake Shack parking lot exit on West Knoll.

Bob Cheung pointed out that the drive-way is closed to West Knoll.

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

#### A. Traffic Signal Timing For Bicycles And Pedestrians

Walter Okitsu gave a presentation on signal timing guidelines.

Commissioner Eichman disagreed that longer all-reds would modify driver behavior.

Eric Millsap explained the installation of bike loops.

Commissioner Doebler asked if 4.2 seconds is the new standard for yellow lights.

Walter Okitsu said it varies slightly.

Karen O'Keefe, WEST HOLLYWOOD, provided comments.

Kevin Burton, WEST HOLLYWOOD, provided comments.

Victor Omelczenko, WEST HOLLYWOOD, provided comments.

Commissioner Warren discussed three levels of timing to consider.

Sharon Perlstein said that she agrees with Walter Okitsu's presentation and explained why.

The Commission referred the discussion to the Bike and Pedestrian sub-committee.

#### B. Transit Services Focus Group

Perri Sloane Goodman conducted a Focus Group with Michael Baker International; Abby Woods and Alice Sandler.

### 10. ITEMS FROM COMMISSION

Wentzel

- High Speed Rail Alignments
- Elimination daytime parking on Fountain Avenue

Richter

- Bike Branding should be surveyed, whereas bike station locations should be data-based

Eichman

- Sample Saturday
- Individual Commissioner maybe perceived as speaking for entire Commission

Cooper

- "Go Human" campaign

Doebler

- Liaisons for other Commissions
- Overall branding for all transit services

Warren

- Disagreed with Commissioner Eichman regarding perceptions, but understands concern
- Information feed
- Doheny/Santa Monica Boulevard signal Update
- Left Turn signal at Santa Monica Boulevard/San Vicente Boulevard
- Removal of parking on north side of Fountain Avenue
- Traffic

## 11. ITEMS FROM PUBLIC

Mayor Lindsey Horvath, WEST HOLLYWOOD, addressed the Commission.

Victor Omelczenko, WEST HOLLYWOOD, spoke about Public Facilities Commissioner, branding, creating new assignments for staff and consulting budget, bikes from China.

## 12. ADJOURNMENT

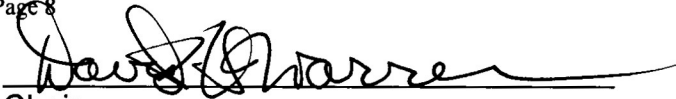
Action: The Transportation Commission adjourned at 9:48 p.m. until the next meeting on April 20, 2016, 7:00 p.m.,  
Plummer Park Community Center,  
7377 Santa Monica Boulevard, Rooms 5 and 6,  
West Hollywood, California 90069

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
20TH DAY OF APRIL 2016.

TRANSPORTATION COMMISSION MINUTES

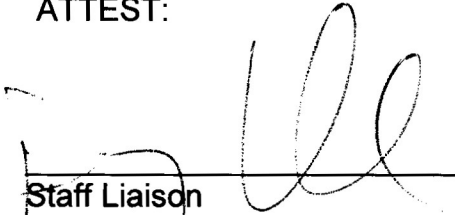
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Chair

ATTEST:



Staff Liaison

A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request.

*(Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore the recordings are not of commercial quality.)*