

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
APRIL 20, 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 7:05 p.m. by David Warren.

- A. Pledge of Allegiance
William Doebler 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:
Richard Bernard, Misti Cooper, William Doebler, David Eichman,
Evan Richter, David Warren

Commissioners absent:
Dan Wentzel

Staff present:
Bob Cheung, Senior Transportation Planner
Bianca Siegl, Long Range and Mobility Planning Manager
Tiffany Robinson, Senior Planner (Bike Share)
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of April 20 2016, Transportation Commission meeting.
Motion: Doebler Second: Eichman
All ayes.

Motion passed.

E. Approval of Minutes

Motion: Approve minutes, Commission meeting of March 16, 2016

With the following correction;

Page 6: Change "is" to "it" in Walter Okitsu's statement.

Moved: Eichman Second: Doebler

Aye: Cooper, Doebler, Eichman, Richter, Warren

Abstain: Bernard

Motion passed.

2. ITEMS FROM PUBLIC

Karen O'Keefe, WEST HOLLYWOOD, spoke about proposed Bike Share names and colors.

3. PUBLIC HEARING

No item

4. NEW BUSINESS

No item

5. SUBCOMMITTEE REPORTS

No reports.

6. UNFINISHED BUSINESS

No item

7. ITEMS FROM STAFF

A. Bike Share Update- Fare Structure

Update by Tiffany Robinson

Commissioner Eichman requested clarification as to where the bike share logo would be placed.

Commissioner Richter asked why the monthly rate seems so much more costly in relation to the yearly rate.

Tiffany Robinson replied that it is incentive to purchase a yearly membership.

Commissioner Richter asked if there were any surprising suggestions for bike station locations.

Tiffany Robinson said that everything falls in line with what was expected.

Commissioner Richter expressed concern about confusion where bikes should be returned in surrounding cities.

Tiffany Robinson said that branding should distinguish West Hollywood bikes from others.

Commissioner Bernard asked if there were any likely places outside of West Hollywood for bike stations.

Tiffany Robinson said that in Phase Two, staff expects to include stations outside of West Hollywood like, the Grove and Hollywood/Highland, as those destinations are popular.

Bianca Siegl described how bikes may be parked away from bike stations with the use of the Smart Bike Technology.

Commissioner Bernard asked if the stations would be evaluated after launching.

Tiffany Robinson said that they would be evaluated using data, which would allow for adjustments as needed.

Commissioner Doebler suggested that the Bike Share branding doesn't seem to match the City's.

Tiffany Robinson explained the coloring choices.

Bianca Siegl expanded with possible color iterations.

Commissioner Doebler suggested keeping color blind users in mind.

Commissioner Doebler asked how Santa Monica is changing their fare structure.

Tiffany Robinson explained.

Commissioner Doebler asked if someone would be able apply for low income membership and ride on the same day.

Tiffany Robinson said that they would.

Commissioner Warren suggested surveying passengers on the Pick-Up Line. He expressed interest in the marketing plan. He also suggested that at least one bike station should be placed out of city limits in Phase One to establish that there will be stations outside of city boundaries. He asked if staff had information on what Santa Monica has learned from their Bike Share Program.

Tiffany Robinson explained.

Commissioner Warren asked how compatible the different system memberships would be if there is a difference in pricing.

Bianca Siegl explained.

Commissioner Warren asked how success would be measured.

Bianca Siegl said that it would be through qualitative numbers.

Commissioner Warren said that he was confused by the minimal discount of the low income membership.

Tiffany Robinson explained the reasoning for the pricing.

Commissioner Doebler asked what the minimal size of the bike stations would be.

Bianca Siegl replied that they are eight feet deep, while the width depends on the number of bikes.

Commissioner Doebler asked if they would cause damage to the sidewalks.

Bianca Siegl said that they would not.

Karen O'Keefe, WEST HOLLYWOOD, spoke about wanting a lower low-income price and suggested considering stations outside of hotels and large retail spaces.

Commissioner Bernard asked how many memberships would need to be sold for the program to break even.

Bianca Siegl replied that the program cost would be covered by sponsorship, advertising and user fees.

Commissioner Eichman asked what the insurance liability would be.

Tiffany Robinson explained.

8. ITEMS FROM COMMISSION

A. News Feed

Staff and Commission discussed issues with providing a newsfeed specific to all aspects of transportation/traffic in the city in real time.

Commissioner Richter suggested looking into white label messaging.

B. Discussion Regarding Mobility Workshop of May 5, 2014

Bob Cheung gave an overview.

Commissioner Warren gave his point of view on how items have progressed, or not, since the workshop.

Commissioner Bernard expressed his preference for holistic solutions, but appreciates the problems with pass-through traffic.

Bianca Siegl reminded the Commission of the upcoming City-Wide Traffic Study.

Other items:

Richter

- Working with Uber

Bernard

- Possible Uber regulation

Doebler

- "WeHo" personalized plate rejected
- Posting of Kings Road Parking Structure pricing.
- Balancing interests of different user groups on Santa Monica Boulevard

Cooper

- Need for a real conversation on congestion

9. ITEMS FROM PUBLIC

No items

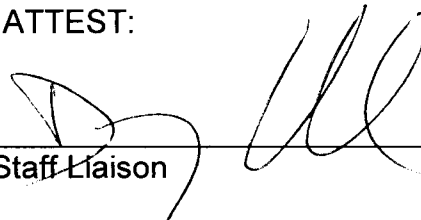
10. ADJOURNMENT

Action: The Transportation Commission adjourned at 9.28 p.m. until the next meeting on May 18, 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 18TH DAY OF MAY 2016.


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.)