

**AGENDA
TRANSPORTATION & MOBILITY COMMISSION
CITY OF WEST HOLLYWOOD**

**MARCH 19, 2025
6:30 P.M.**

**WEST HOLLYWOOD CITY HALL
COMMUNITY CONFERENCE ROOM
8300 SANTA MONICA BOULEVARD
WEST HOLLYWOOD, CA 90069**

Land Acknowledgement:

“The West Hollywood Transportation and Mobility Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

RULES OF DECORUM:

Members of the audience shall not engage in disorderly or boisterous conduct, including the utterance of loud, threatening, or abusive language, whistling, stamping of feet or other acts which disturb, disrupt, impede, or otherwise render the orderly conduct of the Commission meeting infeasible. A member of the audience repeatedly or continuously engaging in any such conduct shall, at the discretion of the Presiding Officer or a majority of the Commission, be subject to ejection from that meeting.

Any person wishing to speak in connection with any item of business on the agenda shall first complete a speaker request slip and submit the slip to the Secretary.

No person shall address the Commission without first being recognized by the Presiding Officer.

Each person addressing the Commission shall do so in an orderly manner and shall not make repetitious, slanderous, or irrelevant remarks, or engage in any other disorderly conduct which disrupts, disturbs, or otherwise impedes the orderly conduct of the Commission meetings. Any person who so disrupts the meeting may, at the discretion of the Presiding Officer or a majority of the Commission, be subject to ejection from that meeting.

TO PARTICIPATE BY PROVIDING WRITTEN CORRESPONDENCE:

Members of the public who wish to comment on matters before the Transportation & Mobility Commission are strongly encouraged to submit written correspondence to tmcpubliccomments@weho.org no later than 12:00 p.m. on meeting day. *Note: Written Correspondence will not be read into the record during the meeting; however, correspondence received by 12:00 p.m. will be forwarded to the Commissioners and posted on the City's website as part of the official meeting record. Your comments and information will become part of the official public record. If you do not want your personal*

information included in the official record, please do not include your address and/or phone number.

TO PARTICIPATE BY LISTENING TO THE MEETING AND PROVIDING PUBLIC COMMENT BY TELEPHONE:

1. You are required to send an email to tmcpubliccomments@weho.org by 12:00 p.m. to be added to the remote public speaker list. Please include your name, phone number (to identify your caller location on Zoom), and the item you would like to speak on.

2. You may dial in ten (10) minutes prior to the start of the meeting. The meeting begins at 6:30 p.m. You will be placed ON HOLD in the Virtual Meeting Room until the meeting commences. When you enter the meeting, please mute your telephone

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. For people who are Deaf or hard of hearing dial 711 or 1-800-735-2929 (TTY) or 1-800-735-2922 (voice) for California Relay Service (CRS) assistance. If special assistance to participate in this meeting is required, (e.g., an American Sign Language interpreter for people who are Deaf or hard of hearing), please contact the City Clerk's Office at (323) 848-6800 at least 72 hours before the meeting date. You must call or submit your request in writing to the Commission Secretary at (323) 848-6475 or email tmcpubliccomments@weho.org at least 48 hours prior to the meeting.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Commission Secretary at least 48 hours prior to the meeting. For information on public transportation, call 323-GO-METRO (323/466-3876) or go to www.metro.net.

If you would like additional information on any item on the agenda, please contact Planning Manager Francisco Contreras at (323) 848-6874.

1. CALL TO ORDER

2. LAND ACKNOWLEDGMENT

3. ROLL CALL

4. PLEDGE OF ALLEGIANCE

5. APPROVAL OF THE AGENDA

6. APPROVAL OF MINUTES:

SUBJECT: The Transportation and Mobility Commission is requested to approve the minutes of the prior Transportation and Mobility Commission meeting.

*RECOMMENDATION: 1) Approve the **February 19, 2025** minutes.*

7. PUBLIC COMMENT:

Members of the public shall be permitted to speak on each item of business on the agenda when the item is taken up and before action is taken on the item by the Commission. Each speaker shall have a three (3) minute period to speak; time cannot be ceded to another speaker. In order to facilitate the conduct of the meeting, the Chair or the Commission may lengthen or shorten the two or three minute period for all speakers on a particular agenda item based on the number of persons in attendance wishing to speak or the complexity of the matter under consideration. The "Public Comments" item shall be limited to items on the Consent Calendar (and not pulled therefrom) and matters not on the agenda but within the subject matter jurisdiction of the Commission. An individual may speak only once during "Public Comments," either at the first or second public comment period.

8. CONSENT CALENDAR: None.

9. NEW BUSINESS:

A. UPDATE FROM THE CITY CLERK REGARDING VIDEO RECORDING COMMISSION MEETINGS AND DISCUSSION OF THE RALPH M. BROWN ACT, ROSENBERG'S RULES OF ORDER, AND OVERALL MEETING MANAGEMENT STRATEGIES

The City Clerk will provide an update on the recording and publishing of Commission meetings beginning in April 2025 as well as review the Ralph M. Brown Act, Rosenberg's Rules of Order, and overall meeting management strategies.

Staff: Melissa Crowder, City Clerk

RECOMMENDATION: Receive the presentation from the City Clerk's Office.

10. UNFINISHED BUSINESS:

A. PERSONAL DELIVERY DEVICE PILOT PROGRAM UPDATE AND PROPOSED PROGRAM OPERATING AGREEMENT:

The Transportation and Mobility Commission (TMC) will receive an update on the Personal Delivery Devices (PDD) Pilot Program and consider staff's recommendations on key requirements of the permanent PDD Program Operating Agreement.

Staff: Paige Portwood, Associate Planner

RECOMMENDATION: 1) Receive the update and provide comments on the terms of the program operating agreement.

11. ITEMS FROM STAFF:

12. ITEMS FROM COMMISSIONERS | SUBCOMMITTEE REPORTS:

A. Legislative Updates

13. ITEMS FROM PUBLIC:

This time has been set aside for members of the public who were unable to address the Commission during the public comment period provided in Agenda Item No. 7.

14. ADJOURNMENT: The next regularly scheduled meeting of the Transportation and Mobility Commission will be held on April 16, 2025 at 6:30 p.m. at City Hall, Community Conference Room, 8300 Santa Monica Boulevard.

AFFIDAVIT OF POSTING

State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: March 12, 2025

Signature: Melissa Crowder
Melissa Crowder, City Clerk

**TRANSPORTATION AND MOBILITY COMMISSION
CITY OF WEST HOLLYWOOD
DRAFT ACTION MINUTES
February 19, 2025
6:30 P.M.**

THE CITY OF WEST HOLLYWOOD HAS ADOPTED SUMMARY AND ACTION MEETING MINUTES, WHICH PROVIDE A BRIEF SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR INDIVIDUAL DISCUSSIONS REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY ACCESSING THE ARCHIVED RECORDINGS OF THE TRANSPORTATION AND MOBILITY COMMISSION MEETINGS AT www.weho.org/city-government/city-clerk AND SELECTING ACCESS CITY RECORDS.

Land Acknowledgment: “The West Hollywood Transportation and Mobility Commission acknowledges that the land on which we gather and that is currently known as the City of West Hollywood is the occupied, unceded, seized territory of the Gabrieleño Tongva and Gabrieleño Kizh peoples.”

1. **CALL TO ORDER** – Chair Winick called the meeting to order at 6:30pm.
2. **LAND ACKNOWLEDGMENT**
3. **ROLL CALL**
Present: Adam Darvish, Steven B. Greene, David Mason Eichman, Adam Kroll, Dan Wentzel, Vice Chair Harrie, Chair Winick

Also Present:
Paige Portwood, Long Range Planning Associate Planner / Interim Staff Liaison
Antonio Castillo, Current and Historic Preservation Planning Senior Planner
Gabriele Gonzales, Transportation and Mobility Commission Secretary
Francisco J. Contreras, Long Range Planning Manager
4. **PLEDGE OF ALLEGIANCE** – Commissioner Kroll led the Pledge of Allegiance.
5. **APPROVAL OF THE AGENDA**
SUBJECT: The Transportation and Mobility Commission is requested to approve the Agenda.

ACTION: Motion by Commissioner Darvish to approve the February 19, 2025 Agenda, seconded by Commissioner Greene and approved.
All Aye. Motion passes.
6. **APPROVAL OF MINUTES**

SUBJECT: The Transportation and Mobility Commission is requested to approve the minutes of prior Transportation and Mobility Commission meeting.

ACTION: Motion by Commissioner Greene to approve the October 16, 2024 minutes as presented, seconded by Commissioner Darvish, and approved. All Aye. Motion passes.

7. PUBLIC COMMENT:

JEROME CLEARY, WEST HOLLYWOOD, expressed concern on congestion on La Cienega and Holloway and the impacts that the automated car wash may have at that intersection.

ARJAN TIMMERMANS, WEST HOLLYWOOD, a participant of the Bike Giveaway Program, praised the program and recommended safety enhancements.

JUDY TANKA, WEST HOLLYWOOD, expressed concern about congestion on La Cienega and Holloway and the impacts that the automated car wash may have at that intersection.

8. CONSENT CALENDAR: None.

9. NEW BUSINESS:

A. 1000 NORTH LA BREA AVENUE (1000 NORTH LA BREA AVENUE PROJECT) DRAFT ENVIRONMENTAL IMPACT REPORT PUBLIC COMMENT PERIOD:

Antonio Castillo and Rincon consultant, Vanessa Villanueva, made a verbal presentation, as presented in the staff report and the summary of findings of transportation analysis, took comments, and then opened the floor for the Commission to discuss.

Commission, Staff, and Consultants discussed the Commission's inquiries and request for clarification regarding: each driveway's access allowances, all parcels of the project that are within the City of West Hollywood while also bordering other neighborhoods and the public noticing for them, pick up and drop off locations being essential to minimize interference with buses and bicycles, and adequate signage for bicycle parking.

The Commission expressed desire for more analysis on projected peak hour traffic impacts in the area and the northbound driveway access for traffic, as well as enhanced pedestrian safety crossing features for the parking garage entrance/exit. Also, the Commission noted that impact TRA-4 is left out of the Executive Summary table on Page ES-23.

Technical consultant Nata Kovalova from Fehr and Peers addressed the inquiry from the Commission on net peak trips and VMT.

NO PUBLIC COMMENT

Antonio Castillo announced they will be taking comments/questions until March 10 and will be addressing all in the final draft of the EIR report. He provided his email acastillo@weho.org for all comments to be emailed in writing.

ITEM 9.A. is closed.

10. UNFINISHED BUSINESS: None.

11. ITEMS FROM STAFF:

Paige Portwood, Associate Planner/TMC Interim Liaison, stated the retirement of the previous Senior Transportation Planner and TMC Liaison, Bob Cheung, and in the interim coverage of the liaison position by herself and David Fenn, Senior Planner.

Francisco Contreas, Long Range Planning Manager, addressed the Commission and informed them of the status for a new Senior Transportation Planner and TMC Liaison replacement.

Staff continues with the announcement of a Long-Range Planning community workshop event on the City's zoning requirements for new housing to be held on March 5th from 6-7:30 p.m. Staff also highlighted potential items for the March meeting which will include the City Clerk's update on recording/publishing meetings, a Community Legislative Affairs update, and the Parking Division, as well as an update on Personal Delivery Device program.

12. ITEMS FROM COMMISSIONERS | SUBCOMMITTEE REPORTS

Commissioner Darvish

- Reported that the flashing crosswalk at Doheny and Elevado has been out.
- Inquired about reappointments of Commissioners.

Commissioner Wentzel

- Spoke on Metro announcing West Hollywood's speed limit reductions.

- Announced updates are coming on the Sepulveda Transit Corridor and North Hollywood to Pasadena Bus Transit Project in March.
- Promoted an event on March 12 at 12:00 PM for the On the Move Riders program for Older Adults.
- Announced Airport stations will be opening on the K-Line.
- Announced CicLAvia will be in West Adams on Jefferson on Sunday, March 23rd.
- Inquired if possible to have the oversized signs of speed limits on Fountain and left-turn lanes on Crescent Heights and Fountain.

Commissioner Greene

- Inquired about providing a follow-up on the Chevron project.

Chair Eichman

- Supports Commissioner Greene's statements.
- Spoke on requesting oversized signage for speed limits.
- Spoke on congestion and traffic issues at Dialogue Cafe.
- Inquired about which reflective paint is used for our City and standardizing bike racks.

Chair Winick

- Inquired if Engineering would do a presentation on various safety measures.
- Spoke on the dual-crossing on San Vicente and Rosewood.
- Spoke on bike lanes on Fountain Avenue and Venice's parking-protected bicycle lanes.

13. PUBLIC COMMENT: No public comment.

14. ADJOURNMENT: The Transportation and Mobility Commission adjourned in memory of Robert Wiemer, Jr. and Valentina Guzman Murillo and in recognition of retired staff member, Bob Cheung at 7:43 PM to a regularly scheduled meeting on Wednesday, March 19, 2025 beginning at 6:30 PM at the Community Conference Room, 8300 Santa Monica Blvd., West Hollywood 90069.

PASSED, APPROVED AND ADOPTED by the Transportation and Mobility Commission of the City of West Hollywood at a regular meeting held this 19th day of March 2025 by the following vote:

AYES: Commissioner:

NOES: Commissioner:

ABSENT: Commissioner:

ABSTAIN: Commissioner:

KIMBERLY WINICK, CHAIRPERSON

ATTEST:

PAIGE PORTWOOD, INTERIM COMMISSION LIAISON

SUBJECT: **UPDATE FROM THE CITY CLERK REGARDING VIDEO RECORDING COMMISSION MEETINGS AND DISCUSSION OF THE RALPH M. BROWN ACT, ROSENBERG’S RULES OF ORDER, AND OVERALL MEETING MANAGEMENT STRATEGIES**

INITIATED BY: **ADMINISTRATIVE SERVICES DEPARTMENT**

Melissa Crowder, City Clerk

STATEMENT ON THE SUBJECT:

The City Clerk will provide an update on the recording and publishing of Commission meetings beginning in April 2025 as well as review the Ralph M. Brown Act, Rosenberg’s Rules of Order, and overall meeting management strategies.

RECOMMENDATIONS:

Receive the presentation from the City Clerk’s Office.

BACKGROUND / ANALYSIS:

At the October 21, 2024 City Council meeting, the City Council discussed increasing the visibility of the Human Services Commission ([Item F.3.](#)). During the [discussion](#) of the item, the City Council discussed equity with the other City Commissions as well as the staffing challenges with adding additional broadcasted City Commission meetings. As a result of this discussion, the City Council directed staff to record all City Commission meetings.

Since the October meeting, the Commission secretaries have received training on using Zoom in the public meeting rooms. Staff in the City Clerk’s Division have been trained on utilizing YouTube to upload, trim, and publish the Commission meetings.

To achieve this and ensure that we are providing the best quality video recordings of the Commission meetings, the City Clerk will review the Ralph M. Brown Act, Rosenberg’s Rules of Order, and overall meeting management strategies with the Commissioners.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-1: Adaptability to Future Change.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- G-2: Maintain transparency and integrity in West Hollywood's decision-making process.

EVALUATION PROCESSES:

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

COMMUNITY ENGAGEMENT:

All discussions occur in a noticed, Brown Act meeting which are open to the public.

OFFICE OF PRIMARY RESPONSIBILITY:

ADMINISTRATIVE SERVICES DEPARTMENT / CITY CLERK DIVISION

FISCAL IMPACT:

None.

ATTACHMENT:

None.

SUBJECT: PERSONAL DELIVERY DEVICE PILOT PROGRAM UPDATE AND PROPOSED PROGRAM OPERATING AGREEMENT

PREPARED BY: COMMUNITY DEVELOPMENT DEPARTMENT
Francisco J. Contreras, Long Range Planning Manager
Paige Portwood, Associate Planner

STATEMENT ON THE SUBJECT

The Transportation and Mobility Commission (TMC) will receive an update on the Personal Delivery Devices (PDD) Pilot Program and consider staff's recommendations on key requirements of the permanent PDD Program Operating Agreement.

RECOMMENDATIONS

1. Receive the update and provide comments on the terms of the program operating agreement.

BACKGROUND/ANALYSIS

On March 2, 2020, the City Council approved a three-month pilot program (Pilot Program) license agreement with Postmates to deploy Personal Delivery Devices (PDD). The agreement included specific conditions including:

- Prohibit the use of PDDs on substandard sidewalks, including Fountain Avenue and Romaine Street.
- Limit the number of PDDs to a maximum of three (3).
- Provide monthly updates to the Transportation and Mobility Commission (TMC).
- Limit the duration of the pilot to three (3) months.
- Allow both merchants and customers to opt out of the PDD service.
- Restrict the use of PDDs to daytime hours only.
- Provide the City with monthly reports.
- Assign a chaperone to oversee each PDD during the initial three-month test period.

The Pilot Program started on December 1, 2020, but was temporarily halted after two months due to the acquisition of Postmates by Uber Technologies. The acquisition resulted in Serve Robotics, a subsidiary of Uber Eats. Serve Robotics resumed operations in August 2021.

On September 2, 2021, the City extended Serve Robotics' contract to December 31, 2021, due to the delay as a result of the Uber Technologies acquisition. On December

6, 2021, a Second Amendment extended the Pilot Program by another year. Below are the conditions of the extended PDD Pilot Program.

- Prohibit the use of PDDs on substandard sidewalks, including Fountain Avenue and Romaine Street (no change from the pilot).
- Allow other vendors to participate in the program. Staff recommended issuing a Call for Applications (CFA).
- Increase the number of PDDs allowed. Staff recommended a “rolling cap” in which the number of PDDs can be adjusted based on demand and monitoring. Staff recommended a maximum of 40 PDDs to start and adjust as needed.
- Allow the operation of PDDs between 8:00 a.m. and 10:00 p.m., extending the hours of operation that were limited to daytime use only under the 3-month pilot program.
- Allow PDDs to operate without chaperones.
- Limit PDDs to the following: weight limit of 220 lbs (fully loaded), and max speed of 10 mph.
- Allow for deliveries of food/drinks, personal items, and alcohol/tobacco.
- In the event of an incident, operators will have a maximum response time of 25 minutes.
- Operators will provide monthly reports to staff.
- Allow both merchants and customers to opt out of the use of PDD service (no change from the pilot).

As mentioned above, the expanded Pilot Program allowed other vendors to participate in addition to Serve Robotics. The City released a Call-For-Application (CFA) in April of 2022. Cyan Robotics (aka Coco) applied and was admitted to the extended Pilot Program. Because of the new market, Coco did not commence operations/deliveries until September 2023. As such, the monthly data from Coco is limited as they are ramping up service.

FEBRUARY 21, 2024 TMC MEETING SYNOPSIS

On February 21, 2024, staff presented an update on the Pilot Program to the TMC in preparation for returning to the City Council. The meeting minutes reflect that the Commission had the following comments regarding the permanent program:

- Interest in whether the devices had camera detection and sidewalk reporting capabilities. Additionally, whether revenue from the program could be applied to improving sidewalks.
- Concerns regarding sidewalk accessibility and sharing the sidewalk with the devices. Additionally, possibly needing to widen sidewalks as a solution. The Commission also inquired about the size parameters for the devices.
- Interest in an opt-out option for online customers.
- Process and protocol for complaints and permitting.
- The Commission also suggested that the item be presented to the Disabilities Advisory Board for awareness and feedback.

The Commission approved a motion to recommend to the City Council to make the program permanent.

FRAMEWORK & KEY ELEMENTS OF THE PROPOSED OPERATING AGREEMENT

Due to scheduling conflicts, staff postponed the presentation to the City Council on the PDD Pilot Program in 2024. Coincidentally, during that time, the City was presented with additional elements of the permanent program to consider. Staff is bringing the item back to TMC to provide comments and feedback on the revised framework of the permanent program, taking into consideration the latest updates from the last year of the Pilot Program.

At the February 21, 2024, TMC Meeting, staff proposed a permit-based (i.e. encroachment permit) program in which an operator could apply to operate within the City and pay a minimal annual or one-time flat fee to utilize the public right-of-way.

Staff is now proposing that the program be administered under an operating agreement rather than a permit. This is largely because the current operators have expressed interest in using the devices for advertising, similar to advertisements seen on buses. Additionally, staff believes the operating agreement will strengthen the terms and conditions that have been discussed and agreed upon by both parties.

Staff has drafted the following terms and conditions to be included in the draft operating agreement to propose to the operators and City Council:

- An annual operating permit fee of \$2,500.00 per every ten devices.
- Twelve (12) month agreement with an option to extend the agreement on an annual basis.
- Devices may operate between 8:00 a.m. and 10:00 p.m.
- Operators are limited to a maximum of 40 active devices daily, with a buffer of 10 devices to account for ingress from the City of LA.
- Delivered items are restricted to food or items purchased from a local restaurant or retail store (food/beverage, personal items, and alcohol or tobacco).
 - Delivering contraband, medicine, prescription drugs, cannabis, dry ice, hazardous materials, animals or any other items prohibited by law is prohibited.
- The operator acknowledges and agrees that all operations are consistent with the accessibility requirements of the Americans with Disabilities Act (ADA).
- Geofencing capabilities are required (no operating zones).
- Response times to malfunctions, complaints, or service requests within 30 minutes.
- Requires operators to allow merchants to opt out of the PDD service.
- Device safety feature requirements such as lights, reflectors, brakes, location tracking, a weight limit of 220 pounds, and a speed limit of 10 mph.
- Allows advertising affixed, wrapped, or displayed on a device as long as it complies with the State Code, information regarding advertising contracts, and an

agreement to a revenue share model that is currently being developed and negotiated with the companies.

- All standard indemnification requirements of an agreement/contract.

NEXT STEPS

Following the March TMC Meeting, staff will present this item to the Disabilities Advisory Board (DAB) on March 26, 2025, at 6:00 PM at Plummer Park to receive feedback and comments.

Then, staff will continue to work with the City Attorney, Executive Team, and pilot program operators to negotiate and refine an appropriate proposed revenue share model for the advertising campaigns to propose to the City Council.

Finally, staff will return to the City Council in May with an item to present an update on the PDD Pilot program, recommend amendments to the Municipal Code to allow PDDs, and consider the final draft of the proposed operating agreement.