

**CITY OF WEST HOLLYWOOD
OLDER ADULTS ADVISORY BOARD
REGULAR MEETING**

**WEDNESDAY, FEBRUARY 25, 2026
2:00 PM**

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

LAND ACKNOWLEDGEMENT:

“The West Hollywood Older Adults Advisory Board 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.”

STATEMENT OF SHARED RESPONSIBILITY FOR RESPECT:

During public meetings, community gatherings, interactions with the public, and with one another, the City endeavors for all participants and attendees to conduct City business and treat others with respect, a core value of the City. This includes being polite, professional, and thoughtful when interacting with others. Our collective commitment to West Hollywood requires intention, cooperation, courtesy, consideration, tolerance, forgiveness, acceptance, inclusiveness, kindness, compassion, and patience. Our respect is expressed not only in the words we choose, but also in our tone, our demeanor, and our actions toward one another.

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting; If you require special assistance to participate in this meeting, (e.g. an American Sign Language interpreter for people who are Deaf or hard of hearing), you must call or submit your request in writing to the Office of the City Clerk at (323) 848-6409 at least 48 hours prior to the meeting. The City TDD line for the hearing impaired is (323) 848-6496.

Special meeting related accommodations (e.g., transportation) may be provided upon written request to the Office of the City Clerk 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.

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 Board 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 Board, 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 Older Adult Advisory Board without first being recognized by the Presiding Officer.

Each person addressing the Older Adult Advisory Board 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 Board meetings. Any person who so disrupts the meeting may, at the discretion of the Presiding Officer or a majority of the Advisory Board, be subject to ejection from that meeting.

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

1. You may dial-in ten (10) minutes prior to the start of the meeting. The meeting begins at 6:00 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. Dial in Code: *6 = unmute. Dial in Code: *9 = lets the host know you want to speak on the current item
2. Members of the public who wish to comment by telephone are required to register to speak via Zoom by sending an email to OOABPublicComment@weho.org no later than 12:00 p.m. the day of the meeting to be added to the remote public speaker list. Please include your name, phone number (for staff to identify your caller location on Zoom), and the item number(s) you would like to speak on.

3. CALL TO ORDER

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. APPROVAL OF AGENDA

The Older Adult Advisory Board is requested to approve the meeting agenda for February 25, 2026.

RECOMMENDATION: Approve the agenda for February 25, 2026.

D. APPROVAL OF MINUTES

The Older Adult Advisory Board is requested to approve the minutes of the January 28, 2026, meeting.

RECOMMENDATION: Approve the minutes from January 28, 2026, Older Adult Advisory Board meeting.

E. PUBLIC COMMENT

The Older Adult Advisory Board values your comments; however, pursuant to the Brown Act, the Older Adult Advisory Board cannot take action on items not listed on the posted agenda. Members of the public have three minutes to speak. This public comment period is to address the Older Adult Advisory Board on agenda items or items of general interest within the jurisdiction of the Older Adult Advisory Board. An additional public comment period is offered at the end of the meeting.

2. CONSENT CALENDAR:

A. 2026 OLDER ADULT ADVISORY BOARD WORK PLAN

The Older Adults Advisory Board will approve the 2026 Work Plan as discussed in the January 2026 meeting.

RECOMMENDATION: Approve Work Plan

3. UNFINISHED BUSINESS: None.

4. NEW BUSINESS:

A. JEWISH FAMILY SERVICE WEST HOLLYWOOD COMPREHENSIVE SERVICE CENTER ACTIVITIES UPDATE

The Older Adult Advisory Board will receive an update from Jewish Family Service Staff on recent and upcoming programs sponsored by the West Hollywood Comprehensive Services Center.

RECOMMENDATION: Receive presentation.

B. JEWISH FAMILY SERVICE LA WEST HOLLYWOOD COMPREHENSIVE SERVICE CENTER OLDER ADULT SERVICES PRESENTATION

The Older Adults Advisory Board will hear a presentation about older adult services at the Jewish Family Services West Hollywood Comprehensive Services Center.

RECOMMENDATION: Receive and discuss.

C. CITY OF WEST HOLLYWOOD PUBLIC TRANSPORTATION PROGRAMS

The Older Adult Advisory Board will receive an update on the City's public transportation programs: Cityline, Dial-A-Ride/TLC, The PickUp, On-Call Transportation Subsidy, and Bus Pass Subsidy. The Older Adult Advisory Board will also receive a proposal from Transportation Staff for proposed improvements to the Bus Pass Subsidy program.

RECOMMENDATION: Receive presentation and provide feedback.

D. OLDER ADULT ADVISORY BOARD LIASON ASSIGNMENTS

The Older Adults Advisory Board volunteer to serve as liaisons to City Boards and Commissions.

RECOMMENDATION: Receive and assign.

5. EXCLUDED CONSENT: None.

6. ITEMS FROM STAFF:

7. PUBLIC COMMENT

This time is set aside for the public to address the Older Adult Advisory Board on any item of interest within the subject matter jurisdiction of the Older Adult Advisory Board that could not be heard under Item 1.E at the beginning of the meeting.

8. ITEMS FROM BOARD AND LIASION REPORTS:

9. ADJOURNMENT

The Older Adult Advisory Board will adjourn to its next Regular Meeting on Wednesday, March 25, 2026, at 2:00 pm at City Hall, Community Conference Room, 8300 Santa Monica Blvd., West Hollywood, CA 90069.

Notice: Written materials distributed to the Older Adult Advisory Board within 72 hours of this meeting are available for public inspection immediately upon distribution at the Department of Human Services and Rent Stabilization, 8300 Santa Monica Boulevard, West Hollywood, California, 90069, during normal business hours. They will also be available for inspection at the staff liaison's table during the Advisory Board meeting.



**CITY OF WEST HOLLYWOOD
MINUTES
OLDER ADULTS ADVISORY BOARD**

**WEDNESDAY, JANUARY 28, 2026
2:00 PM – REGULAR MEETING**

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

1. **CALL TO ORDER:** Chair Holguin called the meeting to order at 2:00 PM and read the Land Acknowledgement.

A. ROLL CALL

PRESENT: Board Member Allendorfer
Board Member Carrel
Board Member Dixon
Board Member Walkup (arrived at 2:05 PM)
Vice Chair Hollingsworth
Chair Holguin

ABSENT: Board Member Sutton

ALSO Becca Lubin, Strategic Initiatives Program Administrator

PRESENT: Maribel Ulloa, Social Services Program Administrator
Joyce Britton, Recording Secretary

2. **PLEDGE OF ALLEGIANCE:** Boardmember Carrel led the Pledge of Allegiance.

3. **APPROVAL OF AGENDA:**

The Older Adults Advisory Board is requested to approve the meeting agenda for January 28, 2026, unanimously approved the agenda for the meeting on January 28, 2026.

ACTION: Approved the Agenda of Wednesday, January 28, 2026, **motion by Boardmember Carrel seconded by Boardmember Allendorfer and approved unanimously by roll call vote, noting the absence of Boardmember Sutton.**

*****Board Member Walkup arrived at 2:05 pm.**

4. **APPROVAL OF MINUTES:**

The Older Adults Advisory Board is requested to approve the minutes of the October 22, 2025 Older Adults Advisory Board meeting.

ACTION: Approved the minutes of October 22,2025, **Boardmember Carrel** to approve, **seconded Boardmember Dixon**, and **approved unanimously by roll call vote, noting the absence of Boardmember Sutton.**

5. **PUBLIC COMMENT:** None.

6. **CONSENT CALENDAR:** None.

7. **PUBLIC HEARINGS:** None.

8. **NEW BUSINESS:**

8.A. JFS COMPREHENSIVE SERVICE CENTER ACTIVITIES UPDATE

The Older Adult Advisory Board received an activity update from Jewish Family Service West Hollywood Comprehensive Service Center staff, Marina Goldshteyn on information about past and upcoming older adult programs, including informational flyers.

ACTION: Received presentation.

8.B. OLDER ADULTS ADVISORY BOARD 2026 WORK PLAN

The Older Adults Advisory Board received and approve the 2026 Work Plan. Board members discussed several workplan priorities. Dixon suggested encouraging neighborhood seniors for community involvement. Allendorfer recommended staff presence at West Hollywood Park, more senior-focused activities, and developing an Aging in Place support system. Hollingsworth proposed post-surgery support to seniors, a multilingual food pantry at West Hollywood Park, and more information on Social Security and Medicare. Walkup suggested a senior ambassador role, more communication about events, such as National Night Out, navigating life milestones, and legislative update. The Board also emphasized the importance of public safety.

Ed Holman, West Hollywood resident, spoke of the importance of seniors and technology and navigating access to information, suggested classes to assist seniors in learning technology.

ACTION: Motion to add additional topics identified by the Board to the workplan, **motion by Vice-Chair Hollingsworth and seconded by Boardmember**

Dixon, approved unanimously by roll call vote, noting the absence of Boardmember Sutton.

8.C. OLDER ADULTS ADVISORY BOARD 2026 MEETING SCHEDULE

The Older Adults Advisory Board is requested to approve the 2026 Older Adults Advisory Board Meeting Schedule.

ACTION: Approved a ten month 2026 meeting schedule, January through October, **motion by Vice-chair Hollingsworth** to approve, **seconded by Boardmember Carrel and approved unanimously by roll call vote, noting the absence of Boardmember Sutton.**

8.D. OLDER ADULTS MONTH HEALTH FAIR AND TELEVISED MEETING

The Older Adults Advisory Board received information on Older Adults Month, this year's theme is Arts & Health. The board televised meeting will be held on May 6, 2026 and the Older Adults Health Fair will be held on May 7, 2026. This year the Older Adult Advisory Board will not have an Older Adults Month planning subcommittee. An agenda item will be included to discuss Older Adults Month planning.

The board discussed a legacy project. Board recommended for consideration Older Adults service marketing campaign or Older Adults activities at the ARC.

ACTION: Approve adding a board legacy project to Older Adults Month, **motion by Boardmember Dixon** to approve, **Seconded by Boardmember Carrel, and approved by unanimously by roll call vote, noting the absence of Boardmember Sutton.**

9. EXCLUDED CONSENT CALENDAR: None.

10. ITEMS FROM STAFF: None.

11. PUBLIC COMMENT:

Rick Watts, Disabilities Advisory Board (DAB) Liaison, invited the Board to attend the DAB meeting at Plummer Park at 6 pm, encouraged the Board to attend City Council meetings and appoint someone to speak on the Board's behalf.

Ed Holman, West Hollywood resident encouraged the Board to also attend other advisory board meetings and share information and host a table at the next National

Night Out and encouraged the Board to advocate for Council meetings to be covered on other cable providers.

12. ITEMS FROM BOARD AND LIAISON REPORTS:

Board Member Carrel attended Chai at Chat meetings at Plummer Park, shared information on monthly tech classes at Jewish Family Services (JFS) , The LA LGBT Center and the County Library. On February 25, 2026, JFS hosting a meeting “Funding for Housing”. The LA LGBT Center hosting a disability fair on Thursday and Know Your Medicare Rights gathering. Thanked the Board for selecting her to represent the Board at the Sacramento Legislative Action Day.

Board Member Dixon brought up the idea of organizing a neighborhood watch program in her neighborhood.

Board Member Allendorfer encouraged Board Member Carrel on her upcoming legislative trip to Sacramento and encouraged the Board to utilize services at the LGBT Center.

Vice Chair Hollingsworth spoke about finding ways and solutions to get information out to the community.

Board Member Walkup spoke about the Martin Luther King Beautification Day on Saturday at 8:45 am at Hammond.

Chair Holguin stressed the importance of marketing to increase community awareness and encouraged the Board to be mindful of services that are available in the city. He will commit to attending one City Council meeting per month.

13. ADJOURNMENT: The Older Adults Advisory Board adjourned in memory of Renee Good and Alex Pretti at 3:25 pm to its next regular meeting which will be held at 2:00 pm on Wednesday, February 25, 2026 at City Hall, Community Conference Room, 8300 Santa Monica Blvd., West Hollywood, CA 90069.

Older Adults Advisory Board 2026 Work Plan



Goals Established by City Council:

1. Solicit and communicate information and recommendations to the City Council on the special needs and concerns of, and programming for, each Board's respective constituency.
2. Provide recommendations on positions the Council might take on State and Federal legislation as it pertains to the subject area of each Board.
3. Assist in implementing Council-approved programs related to each Board's jurisdiction.
4. Serve as an advocacy body to assist the Council in providing linkages between residents, organizations, City officials, and the general community.
5. Serve as a promotional body to assist the Council in stimulating public interest in the respective Boards' constituency.

Older Adults Advisory Board 2026 Work Plan



Presentations

Item	Required Tasks
<p>Receive up to six educational presentations</p>	<p>Receive up to 6 presentations from the following list:</p> <ul style="list-style-type: none">• Accessibility, Technology & Inclusive Design• Aging in Place Strategies• Caregivers/Support Networks• Communications/Outreach• Economic Stability• Health, Behavioural Health & Wellness• Housing Services/Tenant Rights• Legislative Updates• Mobility and Transportation• Public Benefits• Public Safety / Emergency Preparedness Updates• Social and Learning Activities

Older Adults Advisory Board 2026 Work Plan



Older Adults Month

Item	Required Tasks
<p>1. Televised Meeting and Older Adults Service Award</p> <p>2. Health Event</p>	<p><u>Televised OAAB Meeting and Service Award</u></p> <ul style="list-style-type: none"> • Determine the televised meeting agenda, including content, timing, and awards presentations. • Approve and distribute nomination forms, review nominees, and select honouree. • Coordinate details including collateral materials, outreach, award, and presentations. <p><u>Health Event</u></p> <ul style="list-style-type: none"> • Organize a health event for older adult community members. • Collaborate with a medical provider to host the event. • Discuss outreach materials. • Choose appropriate giveaways for the event. • Select volunteers to table the health event. <p><u>Legacy Project</u></p> <ul style="list-style-type: none"> • Integrate legacy project into Older Adults month.

Older Adults Advisory Board 2026 Work Plan



Community Engagement

Item	Required Tasks
Organize a community engagement event	<ul style="list-style-type: none">• Organize a community engagement event and partner with an organization to host the events.• Identify public awareness, outreach opportunities, materials and resources to promote services.• Select volunteers to table events.• Liaisons will invite their respective Boards and Commissions to participate in the event.

SUBJECT: **JEWISH FAMILY SERVICE LA WEST HOLLYWOOD
COMPREHENSIVE SERVICE CENTER PRESENTATION**

INITIATED BY: **HUMAN SERVICES AND RENT STABILIZATION
DEPARTMENT**
(Becca Lubin, Strategic Initiatives Program Administrator)
(Maribel Ulloa, Social Services Program Administrator)

STATEMENT ON THE SUBJECT:

The Older Adults Advisory Board will receive a presentation from Jewish Family Service LA West Hollywood Comprehensive Service Center staff on their support services for the West Hollywood community, focusing on older adult services.

RECOMMENDATION:

Receive and discuss.

BACKGROUND ANALYSIS:

Jewish Family Service LA West Hollywood Comprehensive Service Center aims to enhance the lives of West Hollywood community members by promoting dignity and self-determination, striving for a compassionate community where no one is alone.

Located at 7733 Santa Monica Blvd., Jewish Family Service LA West Hollywood Comprehensive Service Center offers social services and programs for older adults (55+) and individuals (18+) with disabilities, including counseling, case management, homemaker services, telephone reassurance, recreation, educational classes, and excursions.

Rooted in history and tradition, Jewish Family Service LA West Hollywood Comprehensive Service Center is committed to building an inclusive, compassionate, and just society for all.

OFFICE OF PRIMARY RESPONSIBILITY:

HUMAN SERVICES & RENT STABILIZATION DEPARTMENT / HUMAN
SERVICES DIVISION

ATTACHMENT:

N/A

SUBJECT: CITY OF WEST HOLLYWOOD PUBLIC TRANSPORTATION PROGRAMS

PREPARED BY: PUBLIC WORKS DEPARTMENT
(Tamar Fuhrer, AICP, Transportation and Mobility Manager)
(Christian Vasquez, Transportation Program Administrator)

HUMAN SERVICE AND RENT STABILIZATION DEPARTMENT
(Becca Lubin, Social Services Program Administrator)
(Maribel Ulloa Social Services Program Administrator)

STATEMENT ON THE SUBJECT:

The Older Adults Advisory Board will receive an update on the City's public transportation programs: Cityline, Dial-A-Ride/TLC, The PickUp, On-Call Transportation Subsidy, and Bus Pass Subsidy. The Older Adults Advisory Board will also receive a proposal from Transportation Staff for proposed improvements to the Bus Pass Subsidy program.

RECOMMENDATION:

Receive presentation and provide feedback.

BACKGROUND / ANALYSIS:

The City of West Hollywood is committed to providing efficient, accessible, and sustainable transit options for its community members. The City's transportation programs aim to reduce traffic congestion, promote environmental sustainability, and enhance overall quality of life. A summary table of the transportation programs is provided in Attachment A.

Cityline Local and Cityline Commuter

Cityline is a free, fixed-route local shuttle service that connects key destinations within West Hollywood, including residential areas, commercial centers, and public facilities. Cityline operates two routes: Cityline Local and Cityline Commuter. Cityline route maps are included in Attachment B.

- **Cityline Local:** Operates with up to four vehicles, providing circulator service within West Hollywood approximately every 30 minutes, Monday through Saturday, from

9:00 AM to 5:30 PM.

- **Cityline Commuter:** Offers a limited-stop connection between West Hollywood and the Metro B Line (formerly the Red Line) subway station at Hollywood and Highland in the City of Los Angeles. This service runs approximately every 15 minutes, Monday through Friday from 7:00 AM to 9:00 AM, and Monday through Saturday from 5:00 PM to 8:00 PM.

Cityline Dial-A-Ride Flex and Tender Loving Care (TLC) Services

The Cityline Dial-A-Ride Flex and TLC services offer demand-response transportation by advance reservation and subscription for West Hollywood residents aged 62 and older, or those with a documented disability. The Dial-A-Ride Flex service provides curb-to-curb transportation, while the TLC service offers door-to-door assistance for those needing extra help getting to and from vehicles. For TLC program riders, an attendant is present on the vehicle to assist with wayfinding, groceries, mobility devices, doors, and stairs. The Dial-A-Ride Flex and TLC services operate Monday through Friday from 7:30 AM to 5:00 PM.

To participate in the Dial-A-Ride Flex and TLC services, eligible residents must first register by completing an application form available online at weho.org/transit or by calling (800) 447-2189. Once enrolled, participants can book a ride through the Cityline Flex mobile app or by calling the call center at (800) 447-2189.

The PickUp

The PickUp is a free, convenient, and fun transportation option for residents and visitors during weekends and special events such as WeHo Pride weekend and Halloween Carnival. It operates approximately every 15 minutes along Santa Monica Boulevard between La Brea Avenue and Robertson Boulevard on Friday and Saturday evenings, as well as Sunday afternoons. A service map is provided in Attachment C. This service connects residents and visitors to bars, clubs, restaurants, and entertainment venues in and around the City's Rainbow District, Center City, and Eastside. In April 2025, the City Council directed staff to expand The PickUp service by adding Thursday evening service during daylight savings time. The PickUp schedule is outlined below:

- Thursdays: 8:00 p.m. to 3:00 a.m., March to October

- Fridays: 8:00 p.m. to 3:00 a.m.
- Saturdays: 8:00 p.m. to 3:00 a.m.
- Sundays: 2:00 p.m. to 10:00 p.m.

On-Call Transportation Subsidy Program

The On-Call Transportation Subsidy Program is designed to complement the City's existing transportation services by offering flexible, on-demand rides for West Hollywood residents aged 62 and older, as well as residents of any age with disabilities. The program ensures access to prompt trips during evenings, weekends, and to destinations up to a 10-mile radius from the City's borders, extending beyond the reach of the City's current transit services. Available 24/7, rides can be booked through Ambiance's call center or, more recently, through Lyft integration. Participants are also able to manage their account balance, review trip history, and add funds easily through AmbianceTrips.com. The program brochure is provided in Attachment D.

First-time enrollment must be completed in person at West Hollywood City Hall. To enroll, participants are required to provide a valid photo ID, proof of residency such as a utility bill, and an initial payment by check or money order. Once enrolled, participants can conveniently add credits over the phone with a credit card directly through the program. Each month, subsidized fare credits are available for purchase at discounted rates, with \$50 in fare credits offered for \$8.00, and \$100 in fare credits for \$16.00.

Transportation is provided through both Lyft vehicles and Ambiance's ADA-accessible fleet. In addition to general trips, Ambiance offers non-emergency medical rides, helping participants get to and from healthcare appointments.

Bus Pass Subsidy Program

The West Hollywood Bus Pass Subsidy Program offers monthly transit assistance to West Hollywood residents aged 62 and older, as well as residents of any age with disabilities. Participants receive \$20 in Stored Value each month at no cost, which, due to Metro's fare capping policy, is enough to cover unlimited Metro bus and rail rides for the entire month.

To be eligible, applicants must be a resident of West Hollywood and must have an active

Senior/Disabled Orange TAP card. Those who do not already have a TAP card may apply online through Metro's website or in person at West Hollywood City Hall.

Program participants are able to request funds to be reloaded onto their cards through the following methods:

- In-person at City Hall during City Hall opening hours
- By phone during City Hall opening hours
- By mail
- By web form

Currently, staff is unable to see participants' fund balances, so are only alerted that additional funds are needed when a participant takes action. This can result in a delay in participants receiving new fund balances until after they try boarding a transit vehicle and realizing that they have insufficient funds. Metro has meanwhile developed a "Go TAP Program Participant Waiver" to allow participating agencies to see fund balances and add funds remotely. To date, 28 participants have opted into the waiver, and are automatically receiving additional TAP funds when their balances dip below \$10. Staff is recommending that all Bus Pass Subsidy Program participants complete the participant waiver as a condition of program participation. This will ensure that all participants have sufficient TAP card balances at all times, and can reduce staff time since fund additions could be completed in batches rather than ad hoc.

Additionally, staff is proposing developing a comprehensive Bus Pass Program enrollment package, to include the Metro application, West Hollywood application, instruction sheet, and postage-paid envelopes. This package, offered in multiple languages, would be distributed at key City and partner agency facilities, including Plummer Park, West Hollywood Library, and JFS. In doing so, staff would be able to increase enrollment for the community, rather than requiring in-person visits. Staff would also work with Metro to deploy their mobile Customer Center on a periodic basis for on-site new enrollments into Metro's program. With these additional options, the need for in-person counter service will be substantially reduced. Staff recommends offering counter service hours during pre-scheduled windows of approximately four hours per week.

FISCAL ANALYSIS:

The proposed changes to the Bus Pass Subsidy Program would result in a cost savings of approximately \$2,000 per year in postage and mailing. It would also save approximately 0.3 FTE of transportation staff time, which would be redeployed for other initiatives to support transportation programs for the community.

NEXT STEPS:

Feedback from the Transportation & Mobility Commission, Older Adult Advisory Board, and Disability Advisory Board will inform any refinements to the Bus Pass Subsidy Program proposal. The proposal will then be socialized with City Council; Council approval is not required.

Following feedback and any adjustments, staff anticipate implementing the changes in Spring 2026, with full transition completed by the end of June 2026.

ATTACHMENTS:

Attachment A – Transportation Programs Summary Table

Attachment B – Cityline Route Maps

Attachment C – The PickUp Route Map

Attachment D – On-Call Transportation Program Brochure

CITY OF WEST HOLLYWOOD

Transportation Programs Summary

Program	Eligibility	Registration Required	Cost
Cityline Local	Open to general public	No	Free
Cityline Commuter	Open to general public	No	Free
The PickUp	Open to general public	No	Free
Cityline Flex (Dial-A-Ride and TLC)	<ul style="list-style-type: none"> • West Hollywood residents over 62 • West Hollywood residents of any age with disabilities • TLC program is available to those that need extra assistance 	Yes	Free
On-Call Transportation (currently operated by Ambiance)	<ul style="list-style-type: none"> • West Hollywood residents over 62 • West Hollywood residents of any age with disabilities 	Yes	Each month: • \$50.00 of fare credits for \$8.00 or • \$100.00 fare credits for \$16.00
Bus Pass Subsidy	<ul style="list-style-type: none"> • West Hollywood residents over 62 • West Hollywood residents of any age with disabilities 	Yes	Free

La Brea

Local - East



1 Gracie Allen / Cedars-Sinai	2 820 San Vicente	3 959 N. Palm Ave	4 Pavilions	5 838 N. West Knoll Dr	6 801 N. Kings Rd	7 Santa Monica / Fairfax	8 Santa Monica / Sierra Bonita	9 Plummer Park / Fuller	10 La Brea / Fountain
9:00 am	9:05 am	9:09 am	9:15 am	9:19 am	9:26 am	9:35 am	9:37 am	9:45 am	9:49 am
9:30 am	9:36 am	9:40 am	9:45 am	9:49 am	9:57 am	10:07 am	10:08 am	10:15 am	10:20 am
10:12 am	10:18 am	10:22 am	10:28 am	10:30 am	10:37 am	10:46 am	10:47 am	10:54 am	10:59 am
10:40 am	10:45 am	10:48 am	10:55 am	10:58 am	11:05 am	11:14 am	11:16 am	11:22 am	11:26 am
11:05 am	11:10 am	11:13 am	11:19 am	11:23 am	11:31 am	11:40 am	11:41 am	11:49 pm	11:54 pm
11:37 am	11:41 am	11:45 am	11:51 am	11:56 pm	12:03 pm	12:12 pm	12:14 pm	12:21 pm	12:26 pm
12:18 pm	12:33 pm	12:38 pm	12:43 pm	12:52 pm	1:01 pm	1:11 pm	1:12 pm	1:19 pm	1:25 pm
12:48 pm	1:02 pm	1:07 pm	1:14 pm	1:22 pm	1:30 pm	1:41 pm	1:42 pm	1:50 pm	1:54 pm
1:04 pm	1:17 pm	1:22 pm	1:29 pm	1:34 pm	1:42 pm	1:52 pm	1:53 pm	2:01 pm	2:06 pm
1:36 pm	1:49 pm	1:54 pm	2:01 pm	2:07 pm	2:16 pm	2:25 pm	2:27 pm	2:35 pm	2:39 pm
2:34 pm	2:40 pm	2:44 pm	2:51 pm	2:55 pm	3:03 pm	3:12 pm	3:14 pm	3:19 pm	3:24 pm
3:05 pm	3:10 pm	3:14 pm	3:20 pm	3:25 pm	3:33 pm	3:44 pm	3:46 pm	3:53 pm	3:58 pm
3:27 pm	3:32 pm	3:36 pm	3:42 pm	3:47 pm	3:57 pm	4:05 pm	4:07 pm	4:13 pm	4:19 pm
4:02 pm	4:07 pm	4:11 pm	4:16 pm	4:22 pm	4:30 pm	4:39 pm	4:41 pm	4:49 pm	4:53 pm
4:43 pm	4:47 pm	4:52 pm	4:56 pm	5:03 pm	5:11 pm	5:22 pm	5:23 pm	5:30 pm	5:35 pm

**Free daytime service
around West Hollywood**

**Monday – Saturday
9am – 5pm
Every 30 minutes**

**(800) 447-2189
www.weho.org/cityline**

@wehocity
f i t

Umo IQ
Real time arrivals

SMARTPHONE
Visit
rider.umoIQ.com

PHONE
Call (323) 503-1378
then enter stop #

TEXT
Text "WEHOCL
Stop ###" to 41411

Shuttles

ACCESSIBILITY
ADA compliant with
accessible ramps

BIKE RACKS
Racks conveniently
located on the front
of shuttle

CLEAN FUEL
Natural gas minimizes
environmental impact



Cedars-Sinai
La Brea

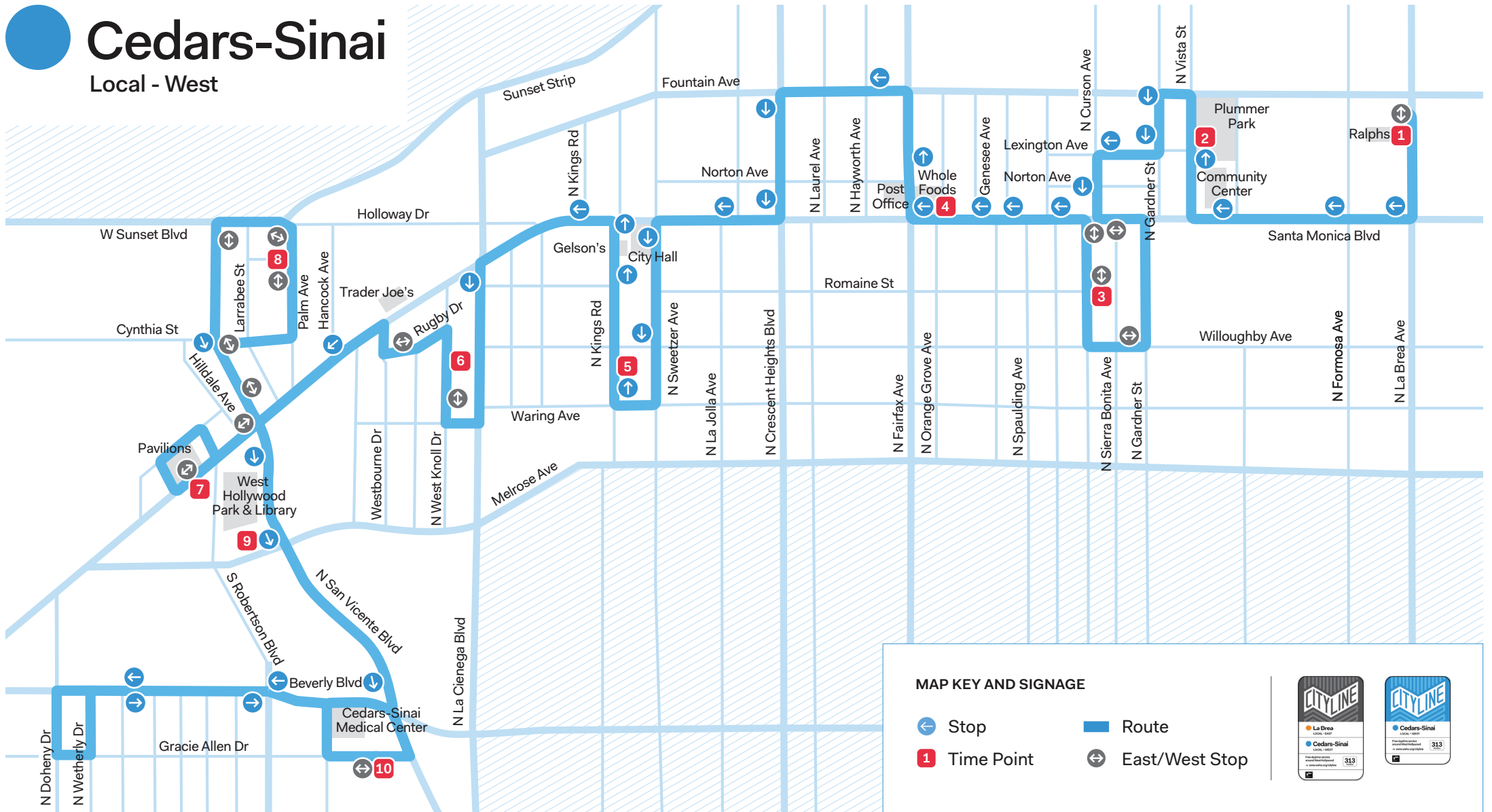
East to La Brea
West to Cedars-Sinai

EFFECTIVE 7/1/2025



Cedars-Sinai

Local - West



MAP KEY AND SIGNAGE

- Stop (blue arrow icon)
- Time Point (red square with number icon)
- Route (blue line icon)
- East/West Stop (blue double-headed arrow icon)

La Brea / Fountain 1	Vista / Lexington 2	Curson / Romaine 3	Santa Monica / Fairfax 4	800 N. Kings Rd 5	838 N. West Knoll Dr 6	Pavilions 7	959 N. Palm Ave 8	Library 9	Gracie Allen / Cedars-Sinai 10
9:00 am	9:04 am	9:11 am	9:14 am	9:24 am	9:34 am	9:42 am	9:47 am	9:58 am	10:12 am
9:30 am	9:34 am	9:41 am	9:44 am	9:53 am	10:03 am	10:09 am	10:15 am	10:26 am	10:40 am
10:04 am	10:09 am	10:16 am	10:19 am	10:27 am	10:36 am	10:43 am	10:48 am	10:51 am	11:05 am
10:35 am	10:40 am	10:47 am	10:49 am	10:57 am	11:07 am	11:13 am	11:19 am	11:22 am	11:37 am
11:14 am	11:19 am	11:26 am	11:29 am	11:38 am	11:48 am	11:53 am	12:00 pm	12:04 pm	12:18 pm
11:41 am	11:47 am	11:54 am	11:57 pm	12:06 pm	12:15 pm	12:22 pm	12:30 pm	12:33 pm	12:48 pm
11:54 pm	11:59 pm	12:06 pm	12:09 pm	12:19 pm	12:27 pm	12:34 pm	12:41 pm	12:50 pm	1:04 pm
12:26 pm	12:32pm	12:38 pm	12:43 pm	12:52 pm	1:00 pm	1:08 pm	1:13 pm	1:22 pm	1:36 pm
1:25 pm	1:30 pm	1:37 pm	1:40 pm	1:49 pm	1:59 pm	2:05 pm	2:126 pm	2:20 pm	2:34 pm
1:54 pm	1:59 pm	2:06 pm	2:09 pm	2:18 pm	2:28 pm	2:32 pm	2:39 pm	2:50 pm	3:05 pm
2:21 pm	2:26 pm	2:33 pm	2:37 pm	2:45 pm	2:55 pm	3:01 pm	3:08 pm	3:12 pm	3:27 pm
2:54 pm	2:59 pm	3:07 pm	3:11 pm	3:21 pm	3:30 pm	3:37 pm	3:44 pm	3:48 pm	4:02 pm
3:39 pm	3:44 pm	3:50 pm	3:54 pm	4:03 pm	4:13 pm	4:21 pm	4:26 pm	4:29 pm	4:43 pm
4:06 pm	4:11 pm	4:18 pm	4:21 pm	4:31 pm	4:40 pm	4:45 pm	4:53 pm	4:56 pm	5:15 pm
4:19 pm	4:24 pm	4:29 pm	4:32 pm	4:41 pm	4:50 pm	4:55 pm	5:03 pm	5:13 pm	5:32 pm

West Hollywood Arts

The City of West Hollywood is committed to providing accessible public art for residents and visitors.

Art featured on the exterior of Cityline vehicles has been selected from the City's roster of mural artists.

For more information about the City of West Hollywood Arts Division programs, please visit:

www.weho.org/wehoarts



Hollywood/Highland

Commuter - East



Library	Santa Monica / San Vicente	Santa Monica / Westbourne	Santa Monica / La Cienega	Santa Monica / Sweetzer	Santa Monica / Crescent Heights	Santa Monica / Fairfax	Santa Monica / Sierra Bonita	Santa Monica / Fuller	Santa Monica / La Brea	La Brea / Fountain	Hollywood / Highland
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MORNING - MONDAY TO FRIDAY

7:00 am	7:03 am	7:05 am	7:06 am	7:07 am	7:08 am	7:10 am	7:11 am	7:12 am	7:13 am	7:18 am	7:23 am
7:15 am	7:18 am	7:19 am	7:20 am	7:22 am	7:23 am	7:25 am	7:26 am	7:27 am	7:29 am	7:33 am	7:37 am
7:25 am	7:28 am	7:29 am	7:31 am	7:32 am	7:34 am	7:35 am	7:36 am	7:38 am	7:39 am	7:42 am	7:48 am
7:40 am	7:41 am	7:43 am	7:44 am	7:46 am	7:47 am	7:49 am	7:50 am	7:51 am	7:53 am	7:57 am	8:02 am
7:50 am	7:54 am	7:55 am	7:57 am	7:58 am	7:59 am	8:01 am	8:02 am	8:03 am	8:05 am	8:09 am	8:15 am
8:05 am	8:08 am	8:10 am	8:11 am	8:13 am	8:15 am	8:16 am	8:17 am	8:19 am	8:20 am	8:25 am	8:32 am
8:15 am	8:18 am	8:20 am	8:21 am	8:23 am	8:25 am	8:26 am	8:27 am	8:29 am	8:30 am	8:35 am	8:40 am
8:30 am	8:34 am	8:35 am	8:36 am	8:38 am	8:39 am	8:41 am	8:42 am	8:43 am	8:45 am	8:49 am	8:55 am

EVENING - MONDAY TO SATURDAY

5:25 pm*	5:32 pm	5:35 pm	5:37 pm	5:39 pm	5:41 pm	5:43 pm	5:44 pm	5:46 pm	5:49 pm	5:53 pm	6:03 pm
5:40 pm*	5:47 pm	5:50 pm	5:51 pm	5:54 pm	5:56 pm	5:58 pm	5:59 pm	6:01 pm	6:04 pm	6:08 pm	6:16 pm
5:50 pm	5:54 pm	5:57 pm	5:58 pm	6:01 pm	6:03 pm	6:05 pm	6:06 pm	6:08 pm	6:11 pm	6:15 pm	6:23 pm
6:12 pm	6:16 pm	6:19 pm	6:21 pm	6:23 pm	6:25 pm	6:27 pm	6:28 pm	6:30 pm	6:33 pm	6:37 pm	6:45 pm
6:33 pm	6:37 pm	6:40 pm	6:41 pm	6:44 pm	6:46 pm	6:48 pm	6:49 pm	6:51 pm	6:54 pm	6:58 pm	7:06 pm
6:46 pm	6:49 pm	6:52 pm	6:53 pm	6:55 pm	6:57 pm	6:59 pm	7:01 pm	7:02 pm	7:05 pm	7:09 pm	7:17 pm
6:57 pm	7:00 pm	7:03 pm	7:05 pm	7:07 pm	7:09 pm	7:11 pm	7:12 pm	7:14 pm	7:17 pm	7:21 pm	7:29 pm
7:13 pm	7:16 pm	7:19 pm	7:20 pm	7:22 pm	7:24 pm	7:26 pm	7:28 pm	7:29 pm	7:33 pm	7:37 pm	7:45 pm
7:33 pm	7:36 pm	7:39 pm	7:41 pm	7:43 pm	7:45 pm	7:47 pm	7:48 pm	7:50 pm	7:53 pm	7:57 pm	8:05 pm

* Shuttle departs from Cedars-Sinai Hospital at 5:15 pm and 5:32 pm

Free rush hour service to and from Hollywood/Highland Every 15-20 minutes Monday to Friday 7am - 9:00am Monday to Saturday 5pm - 8pm
See schedule for details
@wehocity
(800) 447-2189
www.weho.org/cityline

Umo IQ
Real time arrivals
SMARTPHONE
Visit rider.umoqi.com

PHONE
Call (323) 503-1378 then enter stop #

TEXT
Text "WEHOCL Stop ###" to 41411

Shuttles
ACCESSIBILITY
ADA compliant with accessible ramps

BIKE RACKS
Racks conveniently located on the front of shuttle

CLEAN FUEL
Natural gas minimizes environmental impact



Hollywood/Highland West Hollywood

East to Hollywood/Highland
West to West Hollywood
COMMUTER

EFFECTIVE 7/1/2025



THE PICKUP



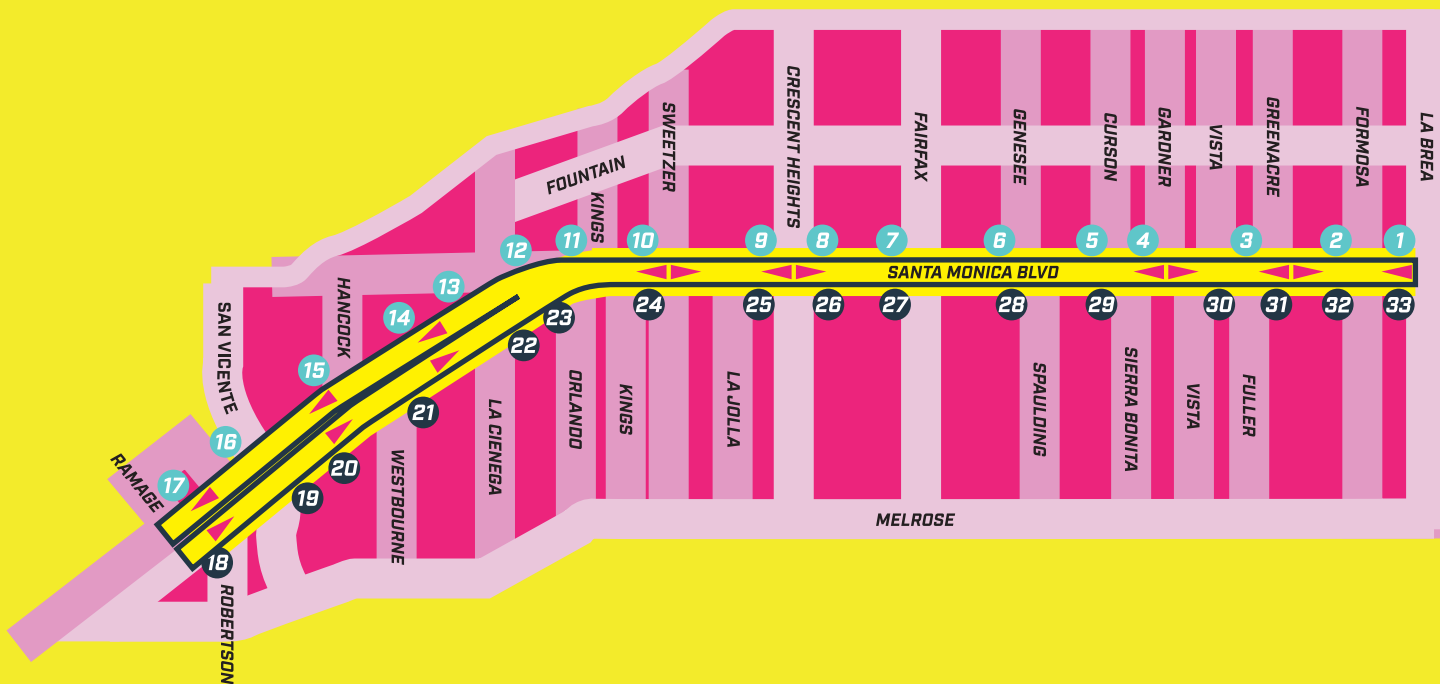
WEST HOLLYWOOD'S **FREE** WEEKEND RIDE! -----

ROUNTRIP
 ROBERTSON ↔ LA BREA

EVERY 15 MINS

THURSDAY (MAR-OCT) — 8 PM - 3 AM
 FRIDAY — 8 PM - 3 AM
 SATURDAY — 8 PM - 3 AM
 SUNDAY — 2 PM - 10 PM

WEHOPICKUP.COM | [@WEHOPICKUP](https://twitter.com/WEHOPICKUP)



WESTBOUND

- | | | | | |
|-------------|----------------|---------------|----------------|-----------|
| 1 La Brea | 5 Curson | 9 La Jolla | 13 Ramada | 17 Ramage |
| 2 Formosa | 6 Genesee | 10 Sweetzer | 14 Westbourne | |
| 3 Greenacre | 7 Fairfax | 11 Kings | 15 Hancock | |
| 4 Gardner | 8 Crescent Hts | 12 La Cienega | 16 San Vicente | |

EASTBOUND

- | | | | |
|-----------------------|---------------|------------------|------------|
| 18 La Peer/Robertston | 22 La Cienega | 26 Crescent Hts | 30 Vista |
| 19 San Vicente | 23 Orlando | 27 Fairfax | 31 Fuller |
| 20 Hancock | 24 Sweetzer | 28 Spaulding | 32 Formosa |
| 21 Westbourne | 25 La Jolla | 29 Sierra Bonita | 33 La Brea |

The City of West Hollywood's

ON-CALL TRANSPORTATION PROGRAM

- **Book rides with a phone, smartphone, app, or online**
- **Get updates about pickups and trips by text message or app**
- **The program is low cost with short wait times**



City of West Hollywood
California 1984

City of West Hollywood
Social Services Division
8300 Santa Monica Boulevard
West Hollywood, CA 90069
(323) 848-6510
www.weho.org/transit



The City of West Hollywood's **ON-CALL TRANSPORTATION PROGRAM**

Rides are completed by our transportation partner, Ambiance Transportation, or by a Lyft vehicle



How the program works

Each month, participants may purchase:

\$50.00 of program credits for **\$8.00**

OR

\$100.00 program credits for **\$16.00**.

Participants may travel to and from locations that are within 10 miles of the borders of the City of West Hollywood.

ELIGIBILITY REQUIREMENTS

- Must live in the City of West Hollywood
- Aged 62 or over, or
- Have documented evidence of a disability

**WE VALUE
YOUR OPINION!**

Let us know what you think!

To share your opinion or
for general information or
to check fare balance,
please call:

(310) 981-9303



City of West Hollywood
California 1984

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OLDER ADULT ADVISORY BOARD
NEW BUSINESS

FEBRUARY 25, 2026

SUBJECT: **LIAISON ASSIGNMENTS TO CITY BOARDS AND COMMISSIONS**
PREPARED BY: **HUMAN SERVICES & RENT STABILIZATION DEPARTMENT**
 (Becca Lubin, Strategic Initiatives Program Administrator)
 (Maribel Ulloa, Social Services Program Administrator)

STATEMENT ON THE SUBJECT:

The Older Adult Advisory Board will assign liaisons to the City of West Hollywood's Boards and Commissions.

RECOMMENDATIONS:

Receive, discuss, and appoint.

BACKGROUND / ANALYSIS:

The Older Adults Advisory Board (OAAB) has historically appointed liaisons to attend meetings of other City boards and commissions to promote collaboration, increase awareness of older adult-related issues, and ensure representation of the older adult community across City initiatives. These liaison roles support two-way communication by allowing OAAB members to share board priorities with other bodies and return with relevant updates that inform OAAB discussions. Confirming liaison assignments for the year ensures continued engagement and alignment with City efforts.

OFFICE OF PRIMARY RESPONSIBILITY:

HUMAN SERVICES & RENT STABILIZATION DEPARTMENT / HUMAN SERVICES
DIVISION

ATTACHMENT: ATTACHMENT A: Commission and Liaison Board Schedule

OLDER ADULT ADVISORY BOARD
COMMISSION AND ADVISORY BOARD LIAISON ASSIGNMENTS

Please check www.weho.org/calendar prior to attending any meeting to confirm the schedule.

Commission / Advisory Board	DAB Liaison	DAB Alternate	Meeting Day / Time	Meeting Location
<i>Commissions</i>				
Arts and Cultural Affairs Commission			4 th Thursday 5:00 pm	City Hall 1 st Floor CMR
Business License Commission			1 st Tuesday 6:30 pm	Council Chambers
Historic Preservation Commission			4 th Monday 7:00 pm	Plummer Park Rooms 5&6
Human Services Commission			2 nd Tuesday 6:00pm	Plummer Park Rooms 5&6
LGBTQ+ Commission			2 nd Thursday 7:00 pm	City Hall 1 st Floor CMR
Planning Commission			1 st & 3 rd Thursday 6:30 pm	Council Chambers
Public Facilities, Recreation, and Infrastructure Commission			2 nd Wednesday 6:30 pm	City Hall 1 st Floor CMR
Public Safety Commission			4 th Monday 6:00 pm	Council Chambers
Rent Stabilization Commission			2 nd & 4 th Thursday 7:00 pm	Council Chambers
Transportation & Mobility Commission			3 rd Wednesday 6:30 pm	City Hall 1 st Floor CMR
<i>Advisory Boards</i>				
Russian-Speaking Advisory Board			3 rd Tuesday 7:00 pm	City Hall 1 st Floor CMR
Older Adults Advisory Board			4 th Wednesday 2:00 pm	City Hall 1 st Floor CMR
Social Justice Advisory Board			4 th Tuesday Jan., April, July, & Oct. 6:00 pm	City Hall 1 st Floor CMR
Transgender Advisory Board			1 st Wednesday 6:00 pm	City Hall 1 st Floor CMR
Women's Advisory Board			4 th Thursday 7:00 pm	City Hall 1 st Floor CMR