

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
MARCH 20, 2013  
7:00 P.M.**

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

1. CALL TO ORDER

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

- A. Pledge of Allegiance  
Karen O'Keefe 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  
Bob Cheung, Senior Transportation Planner  
Chris Corrao, Associate Planner  
Georgia Sheridan, Assistant Planner  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of March 20 2013, Transportation Commission meeting.  
Motion: Horvath    Second: Wayland  
All ayes.

Motion passed.

E. Approval of Minutes

Motion: Approve minutes, Commission meeting of February 20, 2013 with the following changes;  
*Page 7: identify Commissioner Warren as Commissioner who asked about CityLine signs.*  
*Page 7: correct the angled parking statements*

Moved: Horvath Second: Eichman  
Aye: Eichman, Greene, Horvath, Schmidt, Warren, Wayland

Abstain: Shparaga  
Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Victor Omelczenko, WEST HOLLYWOOD, spoke about the Sharrows Ride, April 7, 2013.

4. PUBLIC HEARING

No item

5. COMMISSION CONSIDERATION

No item

6. SUBCOMMITTEE REPORTS

No reports.

7. OLD BUSINESS

No items.

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

9. ITEMS FROM STAFF

A. Bike Share Effort Update

Report from Georgia Sheridan

Karen O'Keefe, WEST HOLLYWOOD, spoke in support of the staff report.

Commissioner Wayland asked if there is a sense that Culver City and Beverly Hills would fund the programs and be committed to implementing them.

Melissa Antol said that it doesn't seem to be an immediate priority.

Commissioner Wayland expressed the importance of connectivity and asked if a second vendor is allowed in Los Angeles.

Melissa Antol said that it would be possible, but having a second, or more vendors may cause confusion and present additional challenges.

Commissioner Schmidt clarified that advertising is not an issue with the City, acknowledged that connectivity may be difficult at first and asked what is the next step forward.

Melissa Antol said that staff is fleshing out the feasibility of a program as part of the Bike/Ped Plan and gauging community interest.

Commissioner Schmidt asked if it is feasible to consider the Los Angeles model by offering a non-exclusive permit system and allowing advertising.

Melissa Antol said that it would be considered, but expressed that an RFP is the way to go to find the best vendor for the City.

Commissioner Schmidt asked if the RFP could include direction to follow the Los Angeles model by taking advantage of Los Angeles' non-exclusive program for better connectivity.

Melissa Antol said that it is possible.

Commissioner Schmidt wondered if options are being limited by waiting for the city to select bike share vendors.

Melissa Antol said it depended on one's point-of-view.

Commissioner Eichman asked if the public had been consulted on Bike Share details.

Georgia Sheridan said that they had not, but that community outreach is scoped for the Bike/Ped Plan. A Bike Share assessment could be added to the project scope.

Commissioner Eichman asked if 2 square miles is big enough for a program.

Georgia Sheridan replied that it is.

Commissioner Horvath clarified the stances of the City and WSCCOG, then asked who desires the RFP.

Melissa Antol replied that the City does.

Commissioner Horvath asked with so much support, what would it take to move forward.

Georgia Sheridan responded that Council's direction was to participate with the WSCCOG prior to Santa Monica and Los Angeles moving forward, and perhaps it is time for new direction from the Council.

Commissioner Horvath asked about the RFP from Santa Monica.

Melissa Antol explained West Hollywood's involvement with the Santa Monica RFP.

Commissioner Eichman asked if the RFP for West Hollywood was directed by Council.

Melissa Antol said that it is a matter of City policy to issue RFPs for projects over \$25,000.

Commissioner Eichman asked if the City had received a proposal for bike share.

Melissa Antol said that the City had not received any formal proposals.

Commissioner Wayland confirmed that Council directed staff to cooperate with WSCCOG.

Commissioner Schmidt suggested that staff could participate with WSCCOG while moving forward.

Commissioner Wayland asked if there is available right of way for stations.

Georgia Sheridan replied that it depends on desired locations. Staff could work to determine each site.

Bob Cheung stated that the Bike/Ped update will help establish if a Bike Share network is feasible for the City.

Commissioner Warren clarified that the RFP would not come about until the Bike/Ped Plan Update is completed, circa December 2013.

Melissa Antol said that there are preliminary information and assessments to be made in the meantime.

Commissioner Warren asked if there is any data on demand for a Bike share program.

Bob Cheung said it is not easy to say, but an informal survey could be carried out to gauge interest.

Commissioner Warren asked if Bike Nation's timeframe in Los Angeles is known.

Georgia Sheridan said there are no immediate plans for connectivity with West Hollywood. Los Angeles plans to begin the program in Downtown Los Angeles, then possibly expand to west side neighborhoods in Los Angeles.

Commissioner Schmidt stated that staff needs to consider high visibility when determining stations in order to gain support from advertisers for funding. He added that staff should work on the RFP concurrently, so that it is ready to go when the Bike/Ped Update is completed.

Commissioner Horvath asked how to do that before information is collected.

Commissioner Schmidt suggested surveying possible advertisers for locations.

Melissa Antol responded that the locations should benefit the City as well as the potential advertisers.

Georgia Sheridan added that high visibility spaces may not be the same as high use areas.

Commissioner Horvath expressed frustration with not being able to move forward for many reasons, but would like West Hollywood to be a leader in moving Bike Sharing forward.

Commissioner Wayland agreed with Commissioner Horvath, but also agreed with staff that the process should be done in a thought out, planned manner.

Commissioner Horvath added that staff is not receiving clear direction and is supportive of staff moving forward as long as they are not held back by WSCCOG.

#### B. Avenues Streetscape Update Presentation

Staff report from Chris Corrao

Commissioner Greene stated that valet placement should be considered.

Commissioner Warren asked if there were many compromises made to move the plan forward.

Chris Corrao said there is a long list.

Karen O'Keefe, WEST HOLLYWOOD, spoke in support of the staff report, except she would like a bike lane maintained on Beverly Boulevard.

Commissioner Schmidt asked how many parking spaces were lost at Melrose/Robertson.

Chris Corrao said that altogether there were 15 lost, but he wasn't certain about how many in that area.

Commissioner Schmidt asked if impacts on Rosewood Avenue were studied.

Chris Corrao said that they were and that mitigations would be considered.

Commissioner Schmidt asked if a space at Bonner Drive could be considered for a bike station.

Chris Corrao said that it already has been.

Commissioner Eichman asked if there is an estimate of how many cars are diverted from Melrose at La Cienega.

Bob Cheung said it staff is not certain, but it has been reviewed for impacts.

Commissioner Eichman asked if signal timing could be adjusted to curb through traffic.

Bob Cheung said that staff is looking at how to best optimize traffic flow with timing along the entire section of Melrose.

Commissioner Eichman expressed concern for businesses potentially losing drive-by customers.

Chris Corrao replied that he has not heard from businesses and that maintaining the center lane should alleviate that perception.

Commissioner Greene stated that a dual turn lane at La Cienega/Melrose is overdue and asked if there is funding for construction.

Chris Corrao replied that there is some funding and other sources are being pursued.

Commissioner Greene stated that the westbound right turn lane at Robertson/Melrose is important.

Chris Corrao said that it is being kept.

Commissioner Greene made suggestions for bike lane on Beverly Boulevard and asked what was meant by "Imbalance of traffic."

Chris Corrao explained.

Commissioner Horvath requested an explanation of the Beverly Boulevard pedestrian refuges.

Chris Corrao explained.

Commissioner Horvath suggested that if there was a way to get pedestrians across without the refuges, a bike lane could be kept.

Chris Corrao explained how the decision was made.

Commissioner Warren stated that he felt the removal of the turn lane at the PDC would cause queuing to back up into the intersection. He suggested temporarily removing it to see if it works. He added that he feels San Vicente is under-utilized and suggested a mid-block crossing on Robertson.

Antol

- La Brea Streetscape
- Joint meeting with Public Safety Commission in April
- Stephanie DeWolfe
- Transportation enhancement fee
- Housing Element Update

## 10. ITEMS FROM COMMISSION

Greene

- La Brea Streetscape Project

Eichman

- Cynthia Roundabout landscaping

Horvath

- Complete Street Conference
- Encouraging public participation and outreach to be agendized

Warren

- City Budget Workshop

## 11. ITEMS FROM PUBLIC

No items



12. ADJOURNMENT

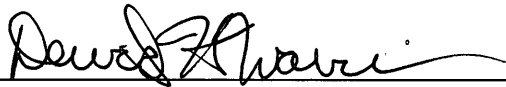
Action: The Transportation Commission adjourned at 9:25 p.m. until the next meeting on April 17, 2013, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Schmidt      Second: Wayland

All ayes.

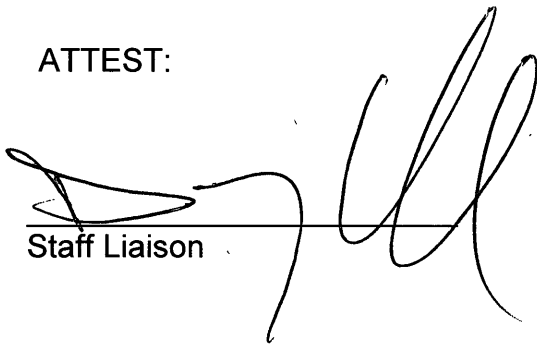
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
17TH DAY OF APRIL 2013.



Chair

ATTEST:



Staff Liaison