

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
JULY 17, 2013
7:00 P.M.**

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

1. CALL TO ORDER

The meeting was called to order at 7:03 p.m. by David Warren.

- A. Pledge of Allegiance
Manny Rodriguez led the Pledge of Allegiance.
- B. Melissa Antol swore in Misti Cooper as a Transportation Commissioner
- C. 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.

D. Roll Call

Commissioners present:

Misti Cooper, David Eichman, Steven Greene, Lindsey Horvath,
David Warren, Steve Wayland

Commissioners absent:

Staff present:

Stephanie DeWolfe, Community Development Department Director
Melissa Antol, Long Range and Mobility Planning Manager
Oscar Delgado, Department of Public Works Director
Jackie Rocco, Parking Operations Manager
Don Norte, Parking Services Officer
Perri Sloane Goodman, Transportation Program Administrator
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of July 17 2013, Transportation Commission meeting adjourning in memory of Arline Godfried Land, Kathy Page and Former Commissioner Leon Shparaga's mother, Rita Shparaga
Motion: Wayland Second: Horvath
All ayes.

Motion passed.

- E. Approval of Minutes
Motion: Approve minutes, Commission meeting of May 15, 2013 with the following changes;
Page 4: correct "six month" and spelling of Lauren Meister's name.
Page 5: change "south side" to "west side"
Page 8: change Greene's comment to refer to Santa Monica/ Doheny

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

Abstain: Cooper
Motion passed.

- F. Election of Chair and Vice Chair
Chair: Horvath
Vice Chair: Eichman

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Stephanie DeWolfe Addressed the Commission.

Yola Dore, WEST HOLLYWOOD, spoke about Kathy Page and the new Taxi card.

4. ITEMS FROM COMMISSION

Commissioner Horvath asked staff to respond to Yola Dore's comment. Perri Sloane Goodman responded.

Commissioner Wayland asked how someone would determine the balance on their card.

Perri Sloane Goodman gave several options.

5. PUBLIC HEARING

No item

6. NEW BUSINESS

A. Contract Award For "TLC" Door To Door Transit Service

Staff report from Perri Sloane Goodman.

Commissioner Wayland asked for a description of the program. Perri Sloane Goodman explained.

Commissioner Warren asked how much the program costs the City.

Perri Sloane Goodman replied that the program is federally funded at about \$310,000.00 for three years.

Commissioner Warren asked if it has been made clear to constituents that this is a pilot program.

Perri Sloane Goodman said that marketing materials have not been developed yet, but if the program is really successful and popular there will probably be support for it after the three year pilot and funding through other sources.

Commissioner Eichman asked about potential abuse of the program.

Perri Sloane Goodman replied that a set of criteria that can be determined through the contractor and advisory boards to determine eligibility as well as referrals and previous participation in Dial-a-Ride services.

Commissioner Eichman asked if another vehicle would be purchased.

Perri Sloane Goodman said that it would.

Commissioner Horvath stated that she is excited about the changed and asked about the initial criteria presented in the RFP for evaluation of the level of service being provided.

Perri Sloane Goodman replied currently there are no guidelines, as it would be a new service and that it was left vague in the proposal in order to see what the responders would propose.

Commissioner Horvath stated that she'd like to see the criteria when it is established. She asked what the time frame would be for renewal for Dial- a Ride and this service in relation to the criteria being established.

Perri Sloane Goodman replied that it would be three years, the program and Dial-a-ride renewal would probably dovetail nicely. She gave a few criteria for evaluation.

Commissioner Horvath stated that it would be good to ensure that if the TLC program is successful, that staff draft an RFP that emphasizes those needs.

Motion: Approve staff recommendation of award of contract to MV Transportation, Inc.

Moved: Wayland Second: Warren
All Ayes:

Motion passed.

7. SUBCOMMITTEE REPORTS

No reports.

8. OLD BUSINESS

A. Amendment To Preferential Parking District 5 Parking Regulations On Doheny Road And Sunset Hills Road

Staff report from Don Norte

Motion: recommend the City Council conclude the daytime pilot program and adopt legislation to amend the municipal code to implement a two hour time limit from 7 a.m. to 7 p.m. on the south

side of Doheny Road and the east and west sides of Sunset Hills Road, with an exemption for vehicles displaying a District 5 parking pass.

Commissioner Wayland asked who is utilizing the spaces in the daytime.

Don Norte replied that it was usually patrons of area restaurants and the medical building, but now they are also being utilized by people with permits.

Commissioner Wayland asked if staff has tracked citations for violation of the two hour limit.

Don Norte said that initially there were some, but with time, compliance has increased.

Commissioner Greene asked if there have been any complaints.

Don Norte said that there were none.

Commissioner Warren asked if there have been any compliments.

Don Norte said that there has been.

Moved: Wayland Second: Warren
All Ayes:

Motion passed.

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

10. **ITEMS FROM STAFF**

Rocco

- Warning period in August for meter hour extension
- RFP for Way Finding signs, need volunteer for committee
- New City Valet operator; Corinthian International Parking Services.

Antol

- Bike/Ped Tours Workshops
- Interactive map

- Shareabouts
- Customized bike racks
- Avenues Streetscape Plan at City Council August 5, 2013
- Traffic Improvement Fund
- Commission Retreat August 24
- TLC RFP criteria
- After Study for rectangular Flashing Beacons

11. ITEMS FROM COMMISSION

Cooper

- Employee parking guidelines
- Setting price guidelines for valet

Wayland

- Perhaps change name to Mobility Commission

Greene

- New All-Way Stop signs
- Visibility of stop sign at Kings Road and Romaine

Warren

- Thanks to the transportation Commission for the learning experience as Chair
- Interest in volunteering for Way Finding Signs Committee
- Response to Yola Dore
- Narrow bus benches to be replaced
- Entertainment Shuttle moving forward
- Los Angeles bike Share on hold
- Potential Compensation from Zip Car
- Increasing public participation

Eichman

- Zip Car usage update
- Congratulations to Horvath, thanks to Warren
- Kings Road parking structure changes
- Consent Calendar alerts for items concerning the Transportation Commission
- Independent Cab Company of Beverly Hills
- Welcome to Misti Cooper

Horvath

- Congratulations to Vice-Chair Eichman and thanks to Commission

- Thank to Commissioner Warren
- Welcome to Misti Cooper
- Thanks to staff

12. ITEMS FROM PUBLIC

No items

13. ADJOURNMENT

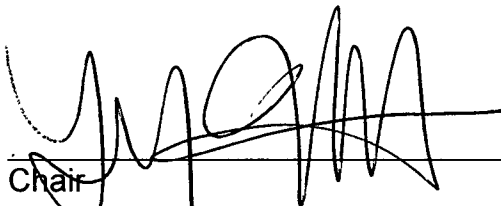
Action: The Transportation Commission adjourned at 8:35 p.m. in memory of Arline Godfried Land, Kathy Page and Rita Shparaga until the next meeting on August 21, 2013, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Greene Second: Eichman

All ayes.

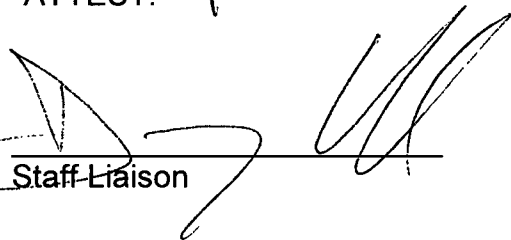
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
18TH DAY OF SEPTEMBER 2013.



Chair

ATTEST:



Staff Liaison