

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
JANUARY 15, 2014  
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 Horvath.

- A. Pledge of Allegiance  
Kevin Burton 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:

Misti Cooper, David Eichman, Amy Walia-Fazio, Steven Greene, Lindsey Horvath, David Warren, Steve Wayland

Commissioners absent:

None

Staff present:

Melissa Antol, Long Range and Mobility Planning Manager  
Perri Sloane Goodman, Transportation Program Administrator  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of January 15, 2014, Transportation Commission meeting.  
Motion: Greene      Second: Wayland  
All ayes.

Motion passed.

E. Approval of Minutes

Motion: Approve minutes, Commission meeting of December 18, 2013 with the following changes:

*Page 1: Commissioner Walia-Fazio was absent.*

*Page 7: correct Warren's comments regarding wanting Council's direction prior to further endeavors on Fountain Avenue.*

Moved: Warren      Second: Greene

Aye: Cooper, Eichman, Greene, Horvath, Warren

Abstain: Walia-Fazio, Wayland

Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Kevin Burton, WEST HOLLYWOOD, spoke about subcommittee agenda posting.

4. ITEMS FROM COMMISSION

No items.

5. PUBLIC HEARING

No item

6. COMMISSION CONSIDERATION

A. Real Time Trip Arrival Proposal For CityLine

Staff report Perri Sloane Goodman

Kevin Burton, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Commissioner Fazio said that the app has a great use as a management tool. She asked if missed stops or meeting schedules is an issue and if there is data on actual use.

Perri Sloane Goodman replied that on-time performance has increased since the route change. She said that, currently, the only way to gather any real-time data is to do spot checks. She said it is well known among those who are transit users. She indicated that there are plans for large public outreach.

Commissioner Cooper said that she supports the item and remarked that it may encourage ridership.

Commissioner Wayland supports the concept but wonders if the target market is one that uses smart phones. He asked about the feasibility of using an LED readout at each stop.

Perri Sloane Goodman responded that an LED read-out at each stop would add substantial cost to the program.

Commissioner Greene thanked staff .

Commissioner Warren asked about ridership since the route change.

Perri Sloane Goodman said that there has been an increase of about 7% and she believes there is potential for more.

Commissioner Warren asked if the DASH is on NextBus.

Commissioner Greene replied that L.A. D.O.T. has its own site.

Perry Sloane Goodman explained that NextBus is a contract service.

Commissioner Warren asked if the Pick Up Line is going to be added.

Perri Sloane Goodman replied that the cost would be reasonable, and the Pick Up Line is going to be/has been approved by the Council, and it could all be done at once

Commissioner Warren said that the idea sounds good, but doesn't think the current riders would use the app. He added that newer riders, i.e. younger, probably would not appreciate the route and pace of the CityLine and doubts that ridership would increase.

He wondered if there was a better way to use the money that would go toward Nextbus, for example to increasing Taxi Coupons.

Perri Sloane Goodman responded that taxi coupon use is down 30%. She believes that people will catch on to the technology. Also, the information is not limited to access via smart phone, there are options for calling in or texting.

Commissioner Warren asked if riders would want \$35,000 spent in this way.

Perri Sloane Goodman replied that staff could survey riders regarding interest in the app.

Commissioner Eichman asked if the app displays the route of the selected bus.

Perri Sloane Goodman said that it is displayed on the desktop version and the mobile service.

Commissioner Horvath thanked staff for the report.

Commissioner Eichman said that he thinks Commissioner Warren's concern is valid, but thinks it is impractical to poll users on how money is to be spent.

Perri Sloane Goodman added that the \$35,000 includes a one-time start-up cost.

Commissioner Cooper stated that this app could help bus riding seem less stigmatic.

Commissioner Horvath commented that there are some people without cars, new riders, who may not mind the slower pace of the CityLine.

Commissioner Walia-Fazio said that she thinks outreach is key. She feels she may be more likely to ride if the marketing strategy emphasized ease and convenience.

Commissioner Warren stated he will support the item, despite his concerns, because he likes the use as a management system and he has faith in staff and their recommendation.

Motion: Recommend to the City Council that the City contract with Nextbus for an Automatic Vehicle Location (AVL) system for the Cityline service.

Moved: Eichman     Second: Wayland  
All Ayes:  
Motion passed.

7.     SUBCOMMITTEE REPORTS

Commissioner Horvath discussed with staff agenda posting procedures.

8.     OLD BUSINESS

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

10.    ITEMS FROM STAFF

Antol

- EV Charging usage data retrieval issue
- Upcoming items:
  - Car Share Programs
  - Parking Garage Update
  - Alternative Mode Program
  - Traffic Officer Update

11.    ITEMS FROM COMMISSION

Greene

- Super Sharrow deemed unsuccessful

Eichman

- Public Safety Commission; Operation Firefly
- Beverly Hills Santa Monica Boulevard Redesign Committee
- Driverless Cars

Horvath

- Comments for Santa Monica Boulevard Redesign Committee

12. ITEMS FROM PUBLIC

Larry Block, WEST HOLLYWOOD, talked about crosswalk improvements.

13. ADJOURNMENT

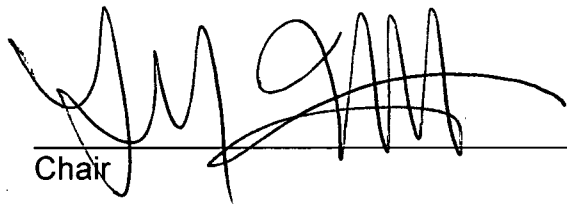
Action: The Transportation Commission adjourned at 7:55 p.m. until the next meeting on February 19, 2014, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Second:

All ayes.

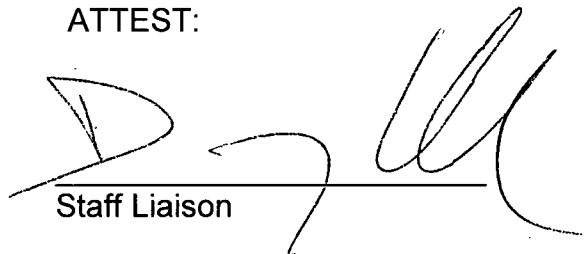
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
19TH DAY OF FEBRUARY 2014.



Chair

ATTEST:



Staff Liaison