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Note: Any agenda item(s) not initiated by 11:00 p.m. may be continued to a subsequent City Council meeting. The City Council may direct staff to continue the item(s) to an already scheduled City Council meeting or may adjourn this meeting to an adjourned regular meeting to consider the item(s).

**CITY COUNCIL
CITY OF WEST HOLLYWOOD
AGENDA
MONDAY, JUNE 1, 2015
WEST HOLLYWOOD PARK PUBLIC MEETING ROOM - COUNCIL CHAMBERS
625 N. SAN VICENTE BOULEVARD**

6:30 P.M. – REGULAR MEETING

CALL TO ORDER:

PLEDGE OF ALLEGIANCE:

ROLL CALL:

APPROVAL OF AGENDA:

ADJOURNMENT MOTIONS:

PRESENTATIONS:

1. **PUBLIC COMMENT:** The City Council values your comments; however, pursuant to the Brown Act, Council cannot take action on items not listed on the posted agenda. The public comment period is limited to 20 minutes, with 2 minutes allotted for each speaker. This public comment period is to address the City Council on Consent Calendar items, other agenda items (if the member of the public cannot be present at the time the item is considered) or items of general interest within the jurisdiction of the City Council. Another period is also reserved for general comment later in the meeting for those that could not be heard at this time. Public Hearing testimony will only be taken at the time of the hearing.

1.A. **PUBLIC COMMENTS ON CONSENT CALENDAR ITEMS WHICH HAVE NOT BEEN REMOVED FROM THE CONSENT CALENDAR:**

1.B. **PUBLIC COMMENTS, GENERAL INTEREST:**

COUNCILMEMBER COMMENTS AND MEETING ATTENDANCE REPORTS: This portion of the meeting is set aside for general comments, announcements, requests of staff, and/or other issues of concern from members of the City Council.

CITY MANAGER'S REPORT: This time is set aside for the City Manager to update the Council on important items initiated by staff or previously requested by the City Council.

FISCAL IMPACT ON CONSENT CALENDAR:

2. **CONSENT CALENDAR:** The following routine matters can be acted upon by one motion. Individual items may be removed by the Council for separate discussion. Items removed for separate discussion will be heard following New Business Items. The title is deemed to be read and further reading waived of any ordinance listed on the consent calendar for introduction or adoption.

2.A. **POSTING OF AGENDA:**

SUBJECT: The agenda for the meeting of Monday June 1, 2015 was posted at City Hall, Plummer Park, the Sheriff's Station and at the West Hollywood Library on Thursday, May 28, 2015.

RECOMMENDATION: Receive and file.

2.B. **APPROVAL OF MINUTES:**

SUBJECT: The City Council is requested to approve the minutes of the prior Council meeting.

RECOMMENDATION: Approve the minutes of May 18, 2015.

2.C. DEMAND REGISTER NO. 766, RESOLUTION NO. 15-4705:

SUBJECT: The City Council is requested to approve payment of bills due as presented by the Director of Finance.

RECOMMENDATION: Approve Demand Register No. 766 and adopt Resolution No. 15-4705, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ALLOWING AND APPROVING THE PAYMENT OF DEMANDS ON DEMAND REGISTER NO. 766".

2.D. CLAIMS ADMINISTRATION:

SUBJECT: The City Council is asked to deny claims filed against the City as an administrative step in claims processing.

RECOMMENDATION: Deny the claims of Vicky Hernandez and refer her to the City's claims adjuster for action.

2.E. COMMISSION AND ADVISORY BOARD ACTION REPORTS:

SUBJECT: The City Council will receive reports from THE Rent Stabilization Commission, Public facilities Commission, Public Safety Commission, Transportation Commission, Lesbian and Gay Advisory Board, Russian Advisory Board and Women's Advisory Board on actions taken at their recent meetings.

RECOMMENDATION: Receive and file.

2.F. 2015-2016 OPERATING BUDGET AND CAPITAL WORK PLAN [P. AREVALO, D. WILSON, C. SAFRIET]:

SUBJECT: The City Council will receive the City of West Hollywood Operating Budget and Capital Work Plan for fiscal year 2015-16, which will be brought back for public comment and Council adoption at the June 15, 2015 Council meeting.

RECOMMENDATION: Receive and file the City of West Hollywood Operating Budget and Capital Work Plan for fiscal years 2015-16.

2.G. APPROVAL OF EXPENDITURE BUDGET FOR 2015 RAINBOW KEY AWARDS PROGRAM [E. SAVAGE, J. BOOK, J. ERICKSON]:

SUBJECT: The City Council will consider allocating funds for this year's Rainbow Key event.

RECOMMENDATION: Approve expenditure of up to \$3,500 for costs related to the 2015 Rainbow Key awards, to be held Thursday, June 18, 2015, in Fiesta Hall at Plummer Park.

2.H. APPROVAL OF ARTS GRANTS FOR WEST HOLLYWOOD CITY ARCHIVES AND FILM FESTIVAL, "WEHO@30: A DIGITAL TIME CAPSULE" [P. AREVALO, M. LOUIE, A. CAMPBELL]:

SUBJECT: The City Council will consider special one-time only grants and honoraria awards for filmmakers and digital media artists to create and complete films, provide works to be included in the West Hollywood City Archives, and to be screened as part of "WeHo@30: A Digital Time Capsule," a special film festival in celebration of West Hollywood's 30th Anniversary of Cityhood.

RECOMMENDATIONS: 1) Approve one-time only grant awards to 9 filmmakers and digital media artists to create and/or complete film and digital media works for a total of \$63,455 in grant awards; 2) Approve one-time only honoraria of \$250 each to 8 filmmakers and digital media artists for completed works that will be included in the City's Archives and presented as part of the WeHo@30 film festival for a total of \$2,000; and 3) Authorize the remaining \$4,745 in unused grant funds to be used for honoraria for other completed works about West Hollywood that can be included in the City's Archives and presented during the WeHo@30 film festival; and/or for operational and/or promotional costs associated with producing the film festival.

2.I. GRANT APPLICATION AND EXPENDITURE PLAN FOR THE JUSTICE ASSISTANCE GRANT (JAG) 2015 [K. COOK, B. SMITH]:

SUBJECT: The City Council will consider authorizing Public Safety staff to apply for and then accept, if applicable, the US Department of Justice's Bureau of Justice Assistance's annual allocation for the Justice Assistance Grant (JAG) 2015 Program.

RECOMMENDATIONS: 1) Authorize staff to apply for and accept, if applicable, the US Department of Justice's Bureau of Justice Assistance's annual allocation to the City of West Hollywood of \$21,952 for the Justice Assistance Grant (JAG) 2015 Program; 2) Upon award of the grant, authorize the Director of Finance and Technology Services to increase revenues and expenditures by an equal amount, which will be determined upon successful award of the grant; 3) Authorize the expenditure of JAG funds for the continuation and expansion of the City Parks Patrol Program; 4) Authorize the expenditure of remaining grant funds to be used for special patrols as necessary with the approval of the City Manager, the Public Safety Director, and the Sheriff's Captain; and 5) Authorize the City Manager to reprogram any savings and interest earnings towards the City Parks Patrol Program or special patrols.

2.J. HALLOWEEN CARNAVAL PRODUCTION SERVICES AGREEMENT AWARD [E. SAVAGE, C. SMITH]:

SUBJECT: The City Council will consider awarding an Agreement for the Halloween Carnival Production Services to Authentic Agency, Incorporated of West Hollywood.

RECOMMENDATIONS: 1) Authorize the City Manager to execute a three year Agreement with Authentic Agency, Incorporated of West Hollywood, California in the not to exceed amount of \$493,800 per year, with the option to extend for two years per the Request for Proposal; 2) Authorize the Director of Finance and Technology Services to increase the 15-16 Budget \$85,800.00, the additional contract amount per year; 3) Approve a contingency as approved by the City Manager of up to 15% of the Agreement amount per year (\$74,070); and 4) Authorize the City Manager to re-open and negotiate event elements and associated costs as warranted by budgetary constraints.

2.K. APPROVE THE ISSUANCE OF A PURCHASE ORDER TO COVER THE COST OF THE CITY'S YEARLY CISCO SMARTNET HARDWARE AND SOFTWARE MAINTENANCE [D. WILSON, E. TSIPIS, J. DUNCAN]:

SUBJECT: The City Council will consider approving the issuance of a purchase order to cover the cost of the City's yearly Cisco SmartNet hardware and software maintenance.

RECOMMENDATIONS: 1) Authorize the Finance Department to issue a purchase order to Nexus IS in an amount of \$67,117.96 for the cost of the City's yearly Cisco SmartNet hardware and software maintenance; and 2) Allow the Information Technology Division to pay all future Cisco SmartNet invoices for hardware and software support for all City owned networking equipment for the next three years.

2.L. NOTICE OF COMPLETION FOR CIP 1502, CONCRETE REPAIR PROGRAM [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving the Notice of Completion for CIP 1502, Concrete Repair Program by CJ Concrete Construction Inc.

RECOMMENDATIONS: Accept the work and authorize the following: a) Filing a Notice of Completion by the City Engineer; b) Final payment to the contractor at the end of the 35 day lien period; c) Release of the Performance Bond on the date of recordation of the Notice of Completion; and d) Release of the Payment Bond 35 days after the date of recordation of the Notice of Completion, pending no receipt of Stop Notices.

2.M. RESOLUTION IN SUPPORT OF ASSEMBLY CONSTITUTIONAL AMENDMENT (ACA) 4 (FRAZIER) LOWERING THE THRESHOLD OF VOTER APPROVAL NEEDED FOR PASSAGE OF TAX INITIATIVES TO FUND TRANSPORTATION-RELATED PROJECTS [L. MEISTER, S. SCHMIDT, L. HORVATH, K. HASHMI]:

SUBJECT: The City Council will consider adopting a resolution in support of ACA 4 (Frazier), an Assembly Constitutional Amendment introduced by Assemblymember Frazier (D-Oakley) to reduce the voter approval threshold for the imposition of new taxes from 2/3 votes super majority to 55% of all affirmative votes.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-_____ "RESOLUTION IN SUPPORT OF ASSEMBLY CONSTITUTIONAL AMENDMENT (ACA) 4 (FRAZIER) LOWERING THE THRESHOLD OF VOTER APPROVAL NEEDED FOR PASSAGE OF TAX INITIATIVES TO FUND TRANSPORTATION-RELATED PROJECTS;" and 2) Direct staff to send signed copies of the adopted resolutions Governor Jerry Brown, Assembly Members Richard Bloom and Jim Frazier, Senator Ben Allen, the League of California Cities, and other appropriate government officials and statewide partners.

2.N. A RESOLUTION IN SUPPORT OF SB 16 (BEALL) CREATION OF A NEW FUNDING SOURCE FOR MAINTENANCE OF TRANSPORTATION INFRASTRUCTURE AND RELATED PROJECTS [P. AREVALO, S. BAXTER, C. SCHROEDER, H. MOLINA]:

SUBJECT: The City Council will consider adopting a resolution in support of SB 16 authored by Senator Jim Beall, Jr., (D-San Jose) related to changes in the funding of transportation programs.

RECOMMENDATIONS: 1) Adopt Resolution No. 15 - _____ "A RESOLUTION IN SUPPORT OF SB 16 (BEALL) CREATION OF A NEW FUNDING SOURCE FOR MAINTENANCE OF TRANSPORTATION INFRASTRUCTURE AND RELATED PROJECTS"; and 2) Direct staff to send signed copies of the adopted resolution to the offices of Assemblymember Richard Bloom, Senators Ben Allen and Jim Beall, the League of California Cities, and other appropriate government officials and statewide partners.

2.O. A RESOLUTION IN SUPPORT OF SB 321 (BEALL) REDUCING FUEL EXCISE TAX VOLATILITY [P. AREVALO, S. BAXTER, C. SCHROEDER, H. MOLINA]:

SUBJECT: The City Council will consider adopting a resolution in support of SB 321 authored by Senator Jim Beall, Jr., (D-San Jose) related to adjustments to the motor vehicle fuel excise tax.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-_____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF SB 321 (BEALL) REDUCING FUEL EXCISE TAX VOLATILITY"; and 2) Direct staff to send signed copies of the adopted resolution to the offices of Assemblymember Richard Bloom, Senators Ben Allen and Jim Beall, the League of California Cities, and other appropriate government officials and statewide partners.

2.P. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF ASSEMBLY JOINT RESOLUTION (AJR) 16 (GARCIA) BLOOD DONATIONS [J. DURAN, I. OWENS, J. GUZON]:

SUBJECT: The City Council will consider adopting a resolution in support of Assembly Joint Resolution (AJR) 16 (Garcia) Blood Donations.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-_____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF ASSEMBLY JOINT RESOLUTION (AJR) 16 (GARCIA) BLOOD DONATIONS"; and 2) Direct staff to send signed copies of the adopted resolutions to the offices of Governor Jerry Brown, Assembly Members Richard Bloom, Eduardo Garcia, Evan Low, Toni Atkins, David Chiu, Susan Eggman, and Cristina Garcia, Senator Ben Allen, United States Department of Health and Human Services (HHS), and the U.S. Food and Drug Administration.

2.Q. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF SB 524 (LARA) PRIVATE RESIDENTIAL CARE FACILITIES FOR YOUTH [L. HORVATH, K. HASHMI, J. GUZON]:

SUBJECT: The City Council will consider adopting a resolution in support of SB 524 (Lara) Private Residential Care Facilities for Youth.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD IN SUPPORT OF SB 524 (LARA) PRIVATE RESIDENTIAL CARE FACILITIES FOR YOUTH."; and 2) Send copies of the signed resolution to California Governor Jerry Brown, Assembly Member Richard Bloom, and Senators Ricardo Lara, Carol Liu, and Mike McGuire.

2.R. SUPPORT FOR THE FEDERAL END RACIAL PROFILING ACT OF 2015 (S. 1056/H.R. 1933) AND STATE LAW ENFORCEMENT, RACIAL PROFILING, A.B. 953 [E. SAVAGE, J. BOOK, J. ERICKSON]:

SUBJECT: The City Council will consider adopting a resolution in support of federal legislation, S. 1056 and H.R. 1933, the End Racial Profiling Act of 2015 and state legislation AB 953, concerning law enforcement and racial profiling.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-_____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD SUPPORTING THE FEDERAL END RACIAL PROFILING ACT OF 2015 (S. 1056/H.R. 1933(CARDIN – D-MD/CONYERS, D-MI); and STATE LEGISLATION, A.B. 953 (WEBER, D-SAN DIEGO) LAW ENFORCEMENT, RACIAL PROFILING"; 2) Endorse Senate Bill 1056/House Resolution 1933 (114th Congress, 2015-2016), the End Racial Profiling Act of 2015, and California Assembly Bill 953 (2015-2016 session), to require law enforcement departments to collect and

analyze data on racial profiling; and 3) Direct staff to send copies of the signed resolution to Governor Jerry Brown, U.S. Senators Dianne Feinstein, Barbara Boxer and Ben Cardin, Representatives Adam Schiff and John Conyers, Jr., State Senator Ben Allen and Assemblymember Richard Bloom.

2.S. RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONDEMNING THE PROPOSED PERSONAL PRIVACY PROTECTION ACT AND URGING THE ATTORNEY GENERAL TO DENY THE REQUEST FOR A BALLOT INITIATIVE [L. HORVATH, K. HASHMI, J. GUZON]:

SUBJECT: The City Council will consider adopting a resolution condemning the proposed Personal Privacy Protection Act.

RECOMMENDATIONS: 1) Adopt Resolution No. 15-0000, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONDEMNING THE PROPOSED PERSONAL PRIVACY PROTECTION ACT"; and 2) Send copies of the signed resolution to California Governor Jerry Brown, Assembly Member Richard Bloom, Senator Ben Allen and Attorney General Kamala Harris.

2.T. PROHIBITION OF USE OF POTABLE WATER IN CONSTRUCTION MITIGATION [L. MEISTER, S. SCHMIDT, L. HORVATH, K. HASHMI]:

SUBJECT: Council will consider giving staff direction to prepare recommendations for the prohibition of use of potable water to implement construction mitigation during periods of a drought emergency.

RECOMMENDATION: Direct the Community Development Department to prepare recommendations for a policy that would prohibit the use of potable water in the mitigation of the air quality impacts of construction and demolition during a drought emergency.

2.U. CO-SPONSORSHIP OF PAWSAPALOOZA 2015 [L. HORVATH, K. HASHMI, L. MEISTER, S. SCHMIDT]:

SUBJECT: The City Council will consider co-sponsoring PAWSAPALOOZA to be hosted by PAWS/LA on Saturday, August 8, 2015 from 9am-2pm at West Hollywood Park.

RECOMMENDATIONS: 1) Approve co-sponsorship of PAWSAPALOOZA on Saturday, August 8, 2015 from 9am-2pm at West Hollywood Park; 2) Waive the Special Events permit fee, parking for event volunteers and any other City fees associated with the event; 3) Authorize the use of the City name and logo on promotional and collateral materials; and 4) Direct the Public Information Office to promote the event through the City's website, calendar, and social media networks.

2.V. SOCIAL SERVICES POLICY REGARDING PrEP (PRE-EXPOSURE PROPHYLAXIS) [E. SAVAGE, J. BOOK, J. ERICKSON]:

SUBJECT: The City Council will receive a recommendation regarding PrEP (Pre-Exposure Prophylaxis) from the Lesbian and Gay Advisory Board.

RECOMMENDATION: Refer the Lesbian and Gay Advisory Board's recommendation that the City establish a policy requiring contracted Social Services agencies which offer HIV testing to provide information on PrEP to persons who test negative for HIV, for consideration by the Human Services Commission.

2.W STATUS REPORT AND EXTENSION OF TRANSIT SERVICES CONTRACTS; ESTABLISHMENT OF PILOT SERVICE TO HOLLYWOOD/HIGHLAND METRO STATION [E. SAVAGE, D. GIUGNI, P. GOODMAN, F. GOMEZ]:

SUBJECT: The City Council will consider authorizing four contract extensions for the current transit services, all of which are due to expire on June 30, 2015. The requested extensions will allow time for the City to adequately evaluate current services and to develop a pilot shuttle to the Hollywood/Highland Metro station.

RECOMMENDATIONS: 1) Direct staff to work with the City Attorney to finalize contract amendment language with MV Transportation to extend the term of the Cityline shuttle and Dial a Ride services by three years with three, one-year renewals and add the provision of rush-hour shuttle service to Hollywood/Highland; increase the total contract amount by \$1,725,000 for Fiscal Year 2016 and authorize staff to negotiate budgets for Fiscal Year 2017 and Fiscal Year 2018 if needed; revise the budget and scope of services to reflect program changes; 2) Approve an amendment to the contract with MV Transportation to extend the term for the Door to Door service through December, 2016; 3) Approve an amendment to the contract with Keolis Transit to extend the term of the Taxi Assistance program by three years with three, one-year renewals. Increase the total contract amount by \$524,156.86, revising the budget, and changing the scope of services to reflect current program operations; 4) Approve a contract amendment with the West Hollywood Chamber of Commerce to extend the term of the Commuter Center service by twenty-four (24) additional months with the option to renew for twelve (12) additional months thereafter. Increase the total contract amount by \$19,800 per year, revising the budget, and changing the scope of services to reflect current program operations; and 5) Authorize the City Manager to sign contract amendments with MV Transportation, Keolis Transit and the West Hollywood Chamber of Commerce.

3. PUBLIC HEARINGS:

3.A. ASSESSMENT OF DELINQUENT SOLID WASTE FEES OWED TO ATHENS SERVICES ONTO THE PROPERTY TAX BILL OF ONE DELINQUENT ACCOUNT HOLDER [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider whether or not to request the County Auditor to assess the property tax bill of one delinquent solid waste account holder.

RECOMMENDATION: Direct the Director of Finance to submit the required information to the County Auditor for the purpose of assessing the delinquent solid waste amount, plus a \$120.00 administrative fee, onto the property tax bills of one delinquent account holder.

3.B. REVIEW OF THE CITY SOLID WASTE AND RECYCLABLE COLLECTION AND DISPOSAL SERVICE CHARGE FOR FISCAL YEAR 2015-16 [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider approving the Solid Waste and Recyclable Material Collection and Disposal Service Charge rates for FY 15-16.

RECOMMENDATIONS: 1) Hold a protest hearing to accept both written and verbal protests against the increased fees. Ask the City Clerk to tabulate the protests. If the number of written protests received is not sufficient to constitute a majority protest, make a finding that there is no majority protest by property owners within the assessment area; 2) Approve Resolution No. 15-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE LEVYING OF AN ANNUAL ASSESSMENT FOR SOLID WASTE AND RECYCLING SERVICES FOR FISCAL YEAR 2015-16 PURSUANT TO TITLE 15, CHAPTER 15.48 OF THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE"; 3) Approve Resolution No. 15-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD ADOPTING THE CONSUMER PRICE INDEX FOR ALL URBAN CUSTOMERS (CPI-U) INCREASE TO RATES FOR SOLID WASTE SERVICES FOR COMMERCIAL AND MULTI UNIT (OVER FOUR UNITS) RESIDENTIAL PROPERTIES"; and 4) Approve Resolution No. 15-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD INCREASING SOLID WASTE COLLECTION FEES".

3.C. CONFIRMATION OF THE LEVY OF AN ASSESSMENT FOR THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT FOR FISCAL YEAR 2015-2016 PURSUANT TO THE PROVISIONS OF THE LANDSCAPING AND LIGHTING ACT OF 1972 [P. AREVALO, M. LOUIE, L. MINNICH]:

SUBJECT: The City Council will conduct a public hearing and consider adopting a resolution confirming a diagram and the levy of assessments for the Santa Monica Boulevard Maintenance District for fiscal year 2015-2016.

RECOMMENDATION: Staff recommends that the City Council hold the public hearing, consider all pertinent testimony; and adopt Resolution No. 15 - _____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE DIAGRAM AND ASSESSMENT FOR FISCAL YEAR 2015-2016 IN CONNECTION WITH THE SANTA MONICA BOULEVARD MAINTENANCE DISTRICT" (Attachment B).

3.D. HOLD A PUBLIC HEARING TO CONSIDER ADOPTION OF A RESOLUTION CONFIRMING THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT AND LEVYING AN ASSESSMENT FOR THE 2015-2016 FISCAL YEAR, AND REVIEW OF PROGRAM OF WORK [P. AREVALO, M. LOUIE, L. MINNICH]:

SUBJECT: The City Council will conduct a public hearing to consider adopting a resolution confirming the annual report submitted by the Advisory Board of the Sunset Strip Business Improvement District and levying the assessment for fiscal year 2015-2016, as well as review the program of work for the District.

RECOMMENDATIONS: 1) Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, and continue the public hearing to June 15, 2015; and 2) Direct the City Manager or his designee to conduct an independent audit of the Sunset Strip Business Association financials and report back to Council with the result of the independent audit prior to confirming the District for fiscal year 2015-2016.

3.E. ADOPTION OF A RESOLUTION CONFIRMING THE WEST HOLLYWOOD DESIGN DISTRICT ANNUAL REPORT AND LEVYING AN ASSESSMENT FOR THE 2015-2016 FISCAL YEAR, AND APPROVAL OF AN AGREEMENT FOR ADMINISTERING THE PROGRAM OF WORK [P. AREVALO, M. LOUIE, L. MINNICK]:

SUBJECT: The City Council will conduct a public hearing and consider adopting a resolution confirming the annual report submitted by the Advisory Board of the West Hollywood Design District and levying the assessment for fiscal year 2015-2016, as well as approval of an agreement with the West Hollywood Marketing Corporation (DBA Visit West Hollywood) to administer the program of work.

RECOMMENDATIONS: 1) Staff recommends that the City Council hold the public hearing, consider all pertinent testimony, and if no majority protest is received adopt Resolution No. 15 - _____ "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD CONFIRMING THE REPORT OF THE ADVISORY BOARD AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2015-2016 IN CONNECTION WITH THE WEST HOLLYWOOD DESIGN DISTRICT" (Attachment B); 2) Approve supplemental funding in the amount of \$55,000; and 3) Authorize the City Manager or his designee to make any minor modifications and sign and execute an Agreement for Services between the City and the West Hollywood Marketing Corporation (DBA Visit West Hollywood) to administer the 2015-2016 WestHollywood Design District work program (Attachment C).

4. UNFINISHED BUSINESS:

4.A. SUNSET BOULEVARD TRAFFIC MANAGEMENT PILOT [S. DEWOLFE, J. KEHO, J. HANKAMER, O. DELGADO, S. PERLSTEIN, J. ROCCO, R. MARQUEZ]:

SUBJECT: The City Council will receive an update and recommendations for continued traffic management efforts to improve traffic flow on Sunset Boulevard.

RECOMMENDATIONS: 1) Review an update of recent coordinated efforts to improve traffic flow on Sunset Boulevard; 2) Extend the traffic officers being deployed to direct traffic at the Sunset Boulevard and Sunset Plaza intersection through September 2015; 3) Extend the changeable message signs installed along Sunset Boulevard through June 2015; 4) Direct staff to outreach to businesses, advising them to schedule deliveries such that travel lanes are not blocked, especially during peak hours; and 5) Request that the Sheriff's Department direct motorists off of major thoroughfares when conducting routine traffic stops, whenever possible.

4.B. PARKING METER OCCUPANCY AND PARKING CREDITS UPDATE [O. DELGADO, J. ROCCO, D. NORTE]:

SUBJECT: The City Council shall receive a report on the status on the occupancy of on-street meters and the parking credits program.

RECOMMENDATION: Receive and file the report.

4.C. PARKING CITATION FEES [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider giving direction to staff to propose changes to the fee schedule for parking violations.

RECOMMENDATION: Direct the Department of Public Works and Department of Finance and Technology Services to propose updates to the fee schedule for parking violations as discussed in the background analysis and return to Council within ninety (90) days.

4.D. PARKING CODE UPDATES [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider updates to the Parking Code and instruct the City Attorney to return to Council with the appropriate ordinances.

RECOMMENDATION: Direct the City Attorney to prepare ordinances within sixty (60) days with the following changes to Section 4 and/or Section 10 of the Municipal Code: a) Delete Section 10.07.090 establishing time limits for parking near a post office; b) Amend Section 10.07.200 related to Parking on Grades to increase the grade from six percent (6%) to seven and one half percent (7.5%); c) Amend Section 10.08.160 to eliminate the Community Gardens Guest Permit in Preferential Parking District 1; and d) Add a Section to the Municipal Code prohibiting animals from being left unattended in parked vehicles during hazardous weather conditions when the temperature exceeds 70 degrees Fahrenheit.

4.E. PARKING CREDITS EXPANSION AND UPDATES [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider expanding the Parking Credits program to a second district in the Center City and clarify processes for administering the Parking Credits Program.

RECOMMENDATIONS: 1) Direct the Transportation Commission to review currently proposed boundaries and make recommendations to designate a second Parking Credits District in the Center City area within sixty (60) days of the completion of the automated parking garage at City Hall; 2) Direct the Department of Public Works and City Attorney to prepare an ordinance amending the Municipal Code Chapter 10.28 Parking Credits for consideration by the City Council: a) Require that semi-annual occupancy studies be certified by the City Council before authorizing the Director of Public Works to add additional parking credits within any Parking Credits zone; b) Direct staff to work with the owners and operators of any private lot or structure participating in the Parking Credits Program with an observed occupancy of less than 25% to improve awareness, access, visibility and accessibility at the lot or structure; c) Require City Council approval to add any parking credits if the total number of available parking credits exceeds the number of parking spaces in the Parking Credits Pool of any individual Parking Credits Zone; d) Require the Department of Public Works to make available, via the City website or at the request of any individual or entity, information regarding the total number of parking credits assigned in a parking credits district and the total number of parking credits available for assignment; e) Clarify that Parking Credits semi-annual occupancy studies shall be conducted only during the months of March and September; and 3) Direct staff to study restricting the use of Parking Credits to businesses that operate primarily during periods that coincide with the times at which parking

occupancy studies are conducted and prohibiting the use of Parking Credits for new construction.

4.F. OFF-STREET PARKING AWARENESS [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider recommendations to increase awareness of off-street parking resources in the City.

RECOMMENDATIONS: 1) Direct the Parking Division to include directions to public parking lots with parking citations issued in the City of West Hollywood; 2) Direct the Department of Public Works to develop and distribute outreach materials to inform employees of local businesses within Parking Credits District Number 1 about available commercial and employee parking permit programs; 3) Direct the Department of Public Works to prepare recommendations to develop or engage a smart phone application for mobile payments of parking meters and way-finding to public parking lots, available parking meters and structures. Coordinate this application with the Pick-up line "Next Bus" technology to include additional parking lots in the Center City and on the Eastside; and 4) Direct the Parking Division to prepare an implementation plan to develop a centralized valet service for Santa Monica Boulevard, Melrose Avenue, Robertson Boulevard, Sunset Boulevard and other streets as possible to improve valet parking services citywide.

4.G. PARKING METER HOURS OF ENFORCEMENT [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: The Council will consider research to amend the hours of enforcement of parking meters in certain commercial districts.

RECOMMENDATION: Appoint a subcommittee of the City Council to study the following recommendations through means directed by the subcommittee and return with recommendations within six to nine months: a) Research amending the hours of enforcement for parking meters in the commercial corridor along Santa Monica Boulevard and Melrose East of La Cienega to 12 hours a day, six days a week and waiving parking meter enforcement on Sunday; and b) Elicit additional community feedback regarding availability, accessibility and affordability of parking in West Hollywood.

4.H. PARKING SIGNAGE AND TRANSPARENCY [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider giving direction to staff to implement programs and study alternatives to improve parking signage.

RECOMMENDATIONS: 1) Direct the Department of Public Works to prepare for consideration by Council the removal of any restrictions related to overhead parking signage within the City of West Hollywood; 2) Direct the Department of Public Works to return to Council within ninety (90) days with recommendations to increase public awareness and visibility at metered parking spaces that operate both as metered spaces

and as taxi zones, valet zones or other uses; and 3) Direct the Department of Public Works to prepare a plan for a pilot program to study the efficacy of "Parking Guide"-style signage to improve visibility and understanding at metered spaces with complex parking regulations and return to Council within sixty (60) days of the completion of the City of Los Angeles pilot project study of alternative parking signage.

4.I. LONG TERM PARKING SOLUTIONS STUDIES [L. MEISTER, S. SCHMIDT, J. D'AMICO, M. REX]:

SUBJECT: Council will consider directing staff to initiate studies of long-term solutions for the construction of off-street parking.

RECOMMENDATIONS: 1) Instruct the Department of Finance and Technology Services and the City Attorney to study a fee, special tax or general tax on private parking facilities with funds to be used for the purpose of construction of new public parking facilities and report back to Council within 180 days; and 2) Direct the Community Development Department to study Zone Text Amendments to Section 19.28.040 Table 3-6 of the Municipal Code amending parking requirements for residential developments based on a combination of total square footage and number of bedrooms and present recommendations to the Planning Commission within ninety (90) days after bringing a consultant on board.

5. NEW BUSINESS:

5.A. MODIFICATION TO PUBLIC COMMENT PROCEDURES [L. HORVATH, K. HASHMI]:

SUBJECT: The City Council will consider a modification to the Council's procedural rules for public comment during City Council Meetings, to grant members of the public who wish to speak on multiple consent calendar items an additional minute of speaking time when the consent calendar exceeds 26 items.

RECOMMENDATION: Direct the City Clerk to do a modification to the City Council's procedural rules for public comment when the consent calendar exceeds 26 items to allow members of the public who wish to speak on multiple consent calendar items an additional minute of speaking time.

5.B. DAY OF DECISION RALLY 2015 [L. HORVATH, K. HASHMI]:

SUBJECT: The City Council will consider co-sponsoring a Day of Decision Rally following the Supreme Court of the United States (SCOTUS) decision on marriage equality expected in the last week of June 2015 in partnership with the LA LGBT Center and involving other community organizations.

RECOMMENDATIONS: 1) Approve co-sponsorship of a Day of Decision Rally to be held on San Vicente Boulevard at Santa Monica Boulevard; 2) Direct the Public Information Division to liaise with appropriate City Divisions to coordinate the rally; 3) Waive the Special Events permit fee

and any other City fees associated with the event; 4) Authorize the Director of Finance and Technology Services to allocate \$5,000 from unallocated General Fund reserves to the Special Council Programs Account: 100-1-01-00-531001, and increase the budget for Special Council Programs by the same amount, to cover costs associated with the Day of Decision Rally; 5) Authorize the Director of Finance and Technology Services to allocate \$5,000 from budgeted funds in the Special Council Programs account number 100-1-01-00-531001 for costs associated with the Day of Decision Rally, including but not limited to, costs for staging and audio expenses; 6) Authorize the use of the City name and logo on promotional and collateral materials; 7) Direct the Public Information Division to promote the event through the City's website and social media networks; and 8) Authorize the City Manager to sign and execute all necessary documents related to the Rally.

5.C. DISCUSSION OF CITY COUNCIL MEETING SCHEDULE FOR SUMMER 2015 [Y. QUARKER, M. CROWDER]:

SUBJECT: The City Council will consider revising the City Council Regular Meeting Schedule for the summer months of 2015; specifically the meetings of July 6, 2015 and September 8, 2015 due to their proximity to City holidays.

RECOMMENDATIONS: 1) Consider cancelling the July 6, 2015 City Council meeting due to its proximity to the 4th of July Holiday; 2) Consider cancelling the September 8, 2014 City Council meeting, due to its proximity to Labor Day; and 3) Consider rescheduling or cancelling City Council meetings from the August and September Council meeting schedule.

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

6. LEGISLATIVE:

6.A. INTRODUCTION OF AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING CHAPTER 15.56, STORMWATER AND URBAN RUNOFF POLLUTION CONTROL, TO INCORPORATE LOW IMPACT DEVELOPMENT STANDARDS FOR REDUCTION OF POLLUTANTS IN STORMWATER RUNOFF FROM DEVELOPMENT SITES [O. DELGADO, S. PERLSTEIN]:

SUBJECT: The City Council will consider amending West Hollywood Municipal Code Chapter 15.56 to incorporate Low Impact Development standards for reduction of pollutants in stormwater runoff from development sites.

RECOMMENDATION: Introduce on first reading Ordinance No. 15-_____, "AN ORDINANCE OF THE CITY OF WEST HOLLYWOOD AMENDING WEST HOLLYWOOD MUNICIPAL CODE

CHAPTER 15.56 ENTITLED STORM WATER MANAGEMENT AND DISCHARGE CONTROL ORDINANCE, TO EXPAND THE APPLICABILITY OF THE EXISTING POLLUTANT SOURCE REDUCTION REQUIREMENTS BY IMPOSING RAINWATER LOW IMPACT DEVELOPMENT (LID) STRATEGIES ON CERTAIN PROJECTS THAT REQUIRE BUILDING, GRADING AND ENCROACHMENT PERMITS".

PUBLIC COMMENT: This time is set aside for the public to address the Council on any item of interest within the subject matter jurisdiction of the Council that could not be heard under Item 1 at the beginning of the meeting.

COUNCILMEMBER COMMENTS: Additional general comments, announcements, requests of staff and/or other issues of concern to Councilmembers are briefly presented at this time.

ADJOURNMENT: The City Council will adjourn to its next regular meeting, which will be on Monday, June 15, 2015 at 6:30 P.M. at West Hollywood Park Public Meeting Room - Council Chambers.

UPCOMING MEETING SCHEDULE:

Date: June 15 – Monday 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: July 6 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: July 20 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

Date: August 3 – Monday – 6:30 PM – Regular Meeting – West Hollywood Park Public Meeting Room - Council Chambers.

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