

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
JULY 15, 2015  
7:00 P.M.**

**PLUMMER PARK COMMUNITY CENTER,  
7377 SANTA MONICA BOULEVARD, ROOMS 5 AND 6,  
WEST HOLLYWOOD, CALIFORNIA 90069**

1. CALL TO ORDER

The meeting was called to order at 7:05 p.m. by Steven Greene

- A. Pledge of Allegiance  
Larry Block 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, William Doebler, Steven Greene, Amy Walia-Fazio,  
David Warren, Steve Wayland

Commissioners absent:  
None

Staff present:  
Bianca Siegl, Long Range and Mobility Planning Manager  
Bob Cheung, Senior Transportation Planner  
Chris Corrao, Associate Planner  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of July 15, 2015, Transportation Commission meeting.  
Table Item 5. A  
Motion: Warren      Second: Wayland  
All ayes.

Motion passed.

E. Approval of Minutes

Motion: Approve minutes, Commission meeting of June 17, 2015

With the following changes;

*Page 5: Add Commissioner Warren supported Commissioner Greene's suggestion for a left turn pocket extension.*

*Page 6: Note that the signal was chosen because it has the least impact.*

*Page 8: Correct date of approval*

Moved: Wayland

Second: Doebler

Aye: Doebler, Greene, Walia-Fazio, Warren, Wayland

Abstain: Cooper

Motion passed.

2. CONSENT CALENDAR

No items.

3. ITEMS FROM PUBLIC

Cathy Blaivas, WEST HOLLYWOOD, spoke about the Ogden Crosswalk removal and the upcoming HPC event.

Dan Morin, WEST HOLLYWOOD, spoke about the protected left turn at Santa Monica Boulevard/Fairfax Avenue intersection.

Michael Wojtkielewicz, WEST HOLLYWOOD, spoke about the upcoming HPC event and the inadequate ADA compliance at the building on Santa Monica Boulevard/Sierra Bonita Avenue

Larry Block, WEST HOLLYWOOD, spoke about reflective markers at crosswalks.

4. PUBLIC HEARING

No Item

5. NEW BUSINESS

Item tabled

6. SUBCOMMITTEE REPORTS

No reports

7. OLD BUSINESS

A. Update on the Development of a Citywide Bike Share Program

Staff report by Chris Corrao

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

Dan Morin, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

David Eichman, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Marc Femenella, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Commissioner Walia Fazio asked if there were payment options.

Chris Corrao said that staff was still working with Metro on it, but a credit card is usually needed for a deposit.

Commissioner Walia Fazio asked if movements could be tracked.

Chris Corrao said that they could be.

Commissioner Walia Fazio commented that it would be great to have corporate sponsorship.

Commissioner Walia Fazio asked about education and safety.

Chris Corrao said that staff is still working on a viable means of distributing helmets, including the possibility of vending machines.

Commissioner Walia Fazio suggested teaming up with the West Hollywood Bike Coalition for education.

Commissioner Doebler asked how payment would work.

Chris Corrao explained.

Commissioner Doebler said that he had concerns about helmets, as well. He wondered if bike station placement would be based on analysis or whether consideration will be given to placing them in residential neighborhoods where the public would want them.

Commissioner Cooper asked if electric bikes would be available, as they would be great for going uphill.

Chris Corrao said that is in discussion.

Commissioner Wayland asked if the credit card would be charged for a deposit.

Chris Corrao replied that it is more of a guarantee of return than a deposit.

Commissioner Wayland stated that a credit card requirement would limit the number of users. He asked if a helmet could be attached to the bike.

Chris Corrao said that the public doesn't care for sharing helmets.

Commissioner Wayland replied that it would be nice to find a hygienic way to have helmets come with the rental. He added that, while the operating costs seem logical, the bikes seem very expensive.

Chris Corrao explained that they are top of the line bikes, intended for heavy use.

Commissioner Warren asked if staff agrees with the cost comparison.

Chris Corrao said that staff does and he explained.

Commissioner Warren asked if insurance was built-in.

Chris Corrao said that it is included in the cost.

Commissioner Warren asked about the useful life of the bike.

Commissioner Warren said that he is in favor of a free trial period. He expressed concerns that the proposed station map may create false

expectations. He suggested being conservative with revenue projections and aiming to break even rather than go for profit. He asked how other cities feel about having our bike stations in their cities.

Chris Corrao replied that Santa Monica is working with Los Angeles to locate stations in Venice and explained further.

Commissioner Warren asked if Los Angeles is okay with Santa Monica bikes in their space.

Bianca Siegl explained that negotiations are in progress.

Commissioner Warren said he would like the Transportation Commission to continue to be part of the process.

Chris Corrao replied that they would be.

Commissioner Walia Fazio asked if people would be expected to have separate memberships for each app.

Chris Corrao replied that the intent is to have one membership.

Commissioner Walia Fazio asked if liability has been established.

Commissioner Greene said that he is supportive of the program and asked how the system area will be defined.

Chris Corrao said it would be based on the station locations, which are still not determined.

Bianca Siegl added that it wouldn't necessarily be along city boundaries.

Commissioner Greene said that he was dubious of the projected profits and financial analysis.

Chris Corrao replied that other sources would be consulted before the contract is negotiated.

Commissioner Greene asked how payment would work, physically.

Chris Corrao explained various methods including cellular technology.

Commissioner Greene stated that privacy and data usage issues should be addressed. He asked why seven years for the contract.

Chris Corrao said that it is based on Santa Monica's contract.

Bianca Siegl added that the length of the contract could be negotiated.

Commissioner Greene commented that it seems like a long time for a quickly evolving field.

Commissioner Warren asked what is meant by "Prioritize" in the staff recommendation regarding bicycle infrastructure.

Bianca Siegl replied that "accelerate" is probably a better word and explained.

Motion:

1. Recommend approval to City Council to negotiate a contract with CycleHop, LLC for the purchase, construction, installation, operation and maintenance of a 150 'smart bike' bike share system.

2. Recommend for the City to accelerate implementation of bike infrastructure improvements upon completion of Pedestrian & Bicycle Mobility Plan.

Moved: Warren      Second: Wayland

Ayes: All

Motion passed.

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

9. ITEMS FROM STAFF

A. Manager's Report

B. Mobility Update

10. ITEMS FROM COMMISSION

Walia Fazio

- Thank you, Staff
- Possibly farewell

Warren

- Thank you, Staff and Commission

Wayland

- Crosswalks should be removed
- In pavement pedestrian signs are good idea, would rather see in pavement markings.
- Farewell

Greene

- Thanks to Commissioner Wayland
- Santa Monica compliments West Hollywood
- Thanks to Staff for work on Call For Projects
- Walgreen's Site
- Maybe Goodbye

11. ITEMS FROM PUBLIC


No items

12. ADJOURNMENT

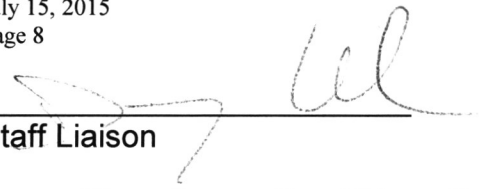
Action: The Transportation Commission adjourned at 9:21 p.m. until the next meeting on August 19, 2015, 7:00 p.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, Rooms 5 and 6, West Hollywood, California 90069

Moved:                      Second:  
All ayes.  
Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
19TH DAY OF AUGUST 2015.

  
Chair

ATTEST:



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Staff Liaison

**A copy of the audio recording of this meeting can be obtained from the City Clerk's office upon request.**

***(Disclaimer: Staff records the meetings for the sole purpose of composing the official meeting minutes; therefore the recordings are not of commercial quality.)***