

**MINUTES  
TRANSPORTATION COMMISSION  
CITY OF WEST HOLLYWOOD  
WEDNESDAY, MARCH 16, 2011**

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

**I. CALL TO ORDER**

The meeting was called to order at 7:02 p.m. by Chair Eichman.

- A. Pledge of Allegiance  
Perri Sloane Goodman 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, Kathryn Page, Brian Pendleton,  
Scott Schmidt, Steve Wayland

Commissioners absent:  
Luis Marquez

Staff present:  
Anne McIntosh, Director of Community Development Department  
Bob Cheung, Acting Transportation & Transit Manager  
Perri Sloane Goodman, Transportation Program Administrator  
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda  
Motion: Approve the Agenda of March 16, 2011, Transportation Commission meeting.  
Moved: Schmidt      Second: Page  
All ayes.

Motion passed.

- E. Approval of Minutes  
Motion: Approve minutes, Commission meeting of January 19, 2011, as amended.  
Moved: Greene      Second: Wayland  
All Ayes:

Motion passed.

II. CONSENT CALENDAR

No items.

III. ITEMS FROM PUBLIC

Steve Ford, WEST HOLLYWOOD, spoke about traffic at Larrabee Street and Cynthia Street.

Thomas Kies, WEST HOLLYWOOD, spoke about Bicycling.

Randall Derrick, WEST HOLLYWOOD, spoke about Parking on Fairfax by the repair shop.

IV. PUBLIC HEARING

No item.

V. COMMISSION CONSIDERATION

- A. Evaluation Of City-Subsidized Transportation Programs—Phase One Recommendations

Staff report from Perri Sloane Goodman

Commissioner Pendleton asked if there would be a connection from West Hollywood to Hollywood/Highland.

Perri Sloane Goodman said staff is open to the possibility; it is difficult, but not impossible.

Commissioner Schmidt stated he felt the CityLine should be subsidized for the general public, not just seniors and the disabled.

Perri Sloane Goodman explained that it is. She added that CityLine is looking at changing routes to address the needs of a broader spectrum of riders.

Commissioner Schmidt asked what the value of publicizing new vehicles was.

Perri Sloane Goodman replied that new vehicles are important to the key demographic and it gets the word out about the program, which helps increase ridership.

Commissioner Schmidt asked if JFS uses a swipe card system.

Perri Sloane Goodman stated that the City uses a new contractor and they do use the card swipe system.

Commissioner Schmidt requested to see a breakdown of how many people use the taxi vouchers and the cost for each user per trip per passenger mile, when Perri Sloane Goodman returns.

Commissioner Greene asked if staff is concerned with duplicating Metro services.

Perri Sloane Goodman said that staff is prohibited from duplicating Metro Services.

Commissioner Wayland asked, regarding standardization of senior status, if those affected (below the established age) would be "grandfathered" into the program.

Perri Sloane Goodman said that they would be.

Commissioner Wayland asked if the Human Services Commission was involved in the evaluation.

Perri Sloane Goodman replied that they were.

Commissioner Eichman asked for clarification of how the Focus Groups would be utilized.

Perri Sloane Goodman explained.

VI. SUBCOMMITTEE REPORTS

No reports.

VII. OLD BUSINESS

No items.

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

IX. COMMISSION CHAIR'S REPORT

No report.

X. LIAISON REPORT

No report.

XI. ITEMS FROM STAFF

A. Pedestrian Report

Commissioner Pendleton asked if a crosswalk is necessary on Robertson Boulevard.

Bob Cheung said that staff would look into it.

XII. ITEMS FROM COMMISSION

Schmidt

- Signal Synch

Greene

- Diagonal parking on Sierra Bonita Avenue
- Valet parking vehicles on Orlando Avenue

Page

- Audible pedestrian button

Wayland

- BTF Update

Eichman

- Hollywood Electric (bikes)
- Agendas on line
- Potential need for new Vice-Chair

XIII. ITEMS FROM PUBLIC

No items.

XIV. ADJOURNMENT

Action: The Transportation Commission adjourned at 7: 45 p.m. until the next meeting on April 20, 2011, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Wayland      Second: Pendleton

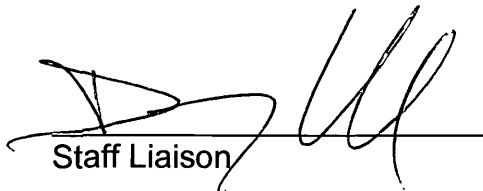
All ayes.

Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS  
20TH DAY OF APRIL 2011.

  
Chair

ATTEST:

  
Staff Liaison