

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
OCTOBER 21, 2015
6:32 P.M.**

**PLUMMER PARK COMMUNITY CENTER,
7377 SANTA MONICA BOULEVARD, ROOMS 5 AND 6,
WEST HOLLYWOOD, CALIFORNIA 90046**

1. CALL TO ORDER

The meeting was called to order at 7:00 p.m. by David Warren.

A. Pledge of Allegiance

Commissioner Richter led the Pledge of Allegiance.

B. Oath of Office

Bob Cheung swore in Richard Bernard

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:

Richard Bernard, William Doebler, David Eichman, Evan Richter, David Warren, Dan Wentzel

Commissioners absent:

Misti Cooper,

Staff present:

Bob Cheung, Senior Transportation Planner

Walter Davis, Neighborhood Traffic Management Program Specialist

Chris Corrao, Associate Planner

Francisco Contreras, Innovation & Strategic Initiatives Manager

Kate Mayerson, Innovation Analyst

Danny Casillas, Administrative Specialist III

E. Election of Chair and Vice-Chair
David Warren was elected Chair and William Doebler was elected Vice-chair

F. Approval of the Agenda of October 21, 2015, Transportation Commission meeting.

Motion: Eichman Second: Doebler
All ayes.

Motion passed.

G. Service Presentation

David Warren and David Eichman presented Steven Greene and Steve Wayland plaques for their service on the Transportation Commission.

H. Approval of Minutes

Motion: Approve minutes, Commission meeting of August 19, 2015 with the following corrections;

Correct the spelling of Commissioner Wentzel's name throughout.

Page 6: Correct Sharon Perlstein's name

Page 8: Specify "protected" lanes in Warren's comment.

Moved: Eichman Second: Richter

Aye: William Doebler, David Eichman, Evan Richter, David Warren, Dan Wentzel

Abstain: Richard Bernard

Motion passed.

2. CONSENT CALENDAR

A. Car Share Update

Motion: Approve Consent Calendar

All Ayes

Motion passed.

3. ITEMS FROM PUBLIC

Paul Baker, WEST HOLLYWOOD, spoke about Melrose/Rosewood and Norwich/Rosewood traffic.

Elizabeth Anderson, WEST HOLLYWOOD, introduced herself as the Human Services board Liaison.

Michael King, WEST HOLLYWOOD, spoke about Norma Triangle traffic.

4. PUBLIC HEARING

A. West Hollywood West Neighborhood Traffic Calming Improvements

Staff report by Walter Davis

Commissioner Bernard asked if studies gave any indication where diverted traffic would go.

Walter Davis replied that traffic diversion would be monitored.

Bob Cheung added that the goal is to keep traffic on arterial streets.

Commissioner Bernard asked where funding would come from.

Bob Cheung replied that the City Council has set aside a Traffic Mitigation Fund.

Commissioner Doebler asked what the temporary bulb-outs would look like and how they effective they are.

Walter Davis described the devices and added that they are very visible.

Commissioner Richter confirmed the cost and asked how long the process would be staggered out.

Walter Davis said that it is usually two years, but it also depends on the length of test periods and scheduling with concurrent projects.

Commissioner Richter asked how parking would be affected.

Walter Davis said that there would be a minimal loss.

Commissioner Richter asked how much parking would be lost on Dorrington.

Walter Davis replied that there would be a loss of two spaces where chicanes would be installed.

Commissioner Richter asked why there are chicanes in one area and other devices elsewhere.

Walter Davis said that the thinking is that a difference in visual obstacles is more effective.

Commissioner Richter asked if other devices were voted down.

Walter Davis replied that they were not voted down; they didn't receive as much support as the others and are still viable in the future.

Commissioner Warren confirmed the location of the proposed bulb-outs.

Joel Becker, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Carleton Cronin, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Manny Rodriguez, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Patrick Shandrick, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Kimberly Winick, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Nina Parkinson, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Lawrence W. Chamblee, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

J Hobart, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Commissioner Wentzel asked if the project eats up funding for other areas.

Walter Davis said that it does not.

Commissioner Wentzel described how others may be affected by increased traffic on arterials and mentioned thinking of long term effects.

Commissioner Bernard agreed with commissioner Wentzel and asked if the impact on arterials would be studied.

Walter Davis said that the focus of the project is on neighborhood traffic.

Commissioner Doebler said that he attended a few of the neighborhood meeting for this project before becoming a commissioner and remarked on the enthusiastic support for the project and asked if residents will have an opportunity to give feedback after the test period.

Walter Davis said that they would.

Commissioner Doebler asked if the temporary installations would be maintained while awaiting permanent installation for as long as it may take.

Walter Davis said that they would be.

Commissioner Eichman thanked the neighborhood group for their support and participation. He took an informal survey of support for a traffic signal at Rosewood and San Vicente and there was no support.

Commissioner Warren remarked on the extraordinary commitment to the process on behalf of the neighborhood and thanked staff.

Motion: Recommend to the City Council installation of the test traffic calming proposals:

1. Curb extensions on Ashcroft Avenue and Dorrington Avenue, at the alley between Doheny Drive and Almont Drive.
2. Traffic circles along Almont Drive at Rangely, Dorrington and Ashcroft.
3. Chicanes along Ashcroft Avenue and Dorrington Avenue, from Robertson Boulevard to Almont Drive.
4. Midblock choker on Ashcroft Avenue and Dorrington Avenue between Robertson Boulevard and San Vicente Boulevard, and curb extensions at Dorrington/San Vicente and at Ashcroft/Sherbourne/San Vicente.
5. Alternate midblock bulb-outs and speed lumps along Huntley Drive between Melrose Avenue and Rosewood Avenue.

Moved: Eichman Second: Doebler

All Ayes:

Motion passed.

5. NEW BUSINESS

A. Street Media Project

Staff report by Kate Mayerson and Francisco Contreras

Commissioner Doebler expressed excitement for the project and stressed the importance of establishing City Boundaries.

Commissioner Wentzel asked if it is possible to share the position of liaison.

Francisco Contreras said that one Commissioner is preferred.

Commissioner Richter asked if virtual signage is being considered.

Francisco Contreras said while it is not specified, the field is still open during the RFP process.

Commissioner Eichman shared his experience as a liaison and some challenges that may arise. He asked how the Bike Share program would be affected.

Francisco Contreras said that because the Bike Share program would launch first, any sponsor may be used until a formal contract is awarded and an integrated system is implemented.

Commissioner Eichman agreed with Commissioner Doebler about establishing the city boundaries.

Commissioner Warren asked if the project would be cost-free for the City.

Kate Mayerson said that it is intended to be a revenue generating project.

Francisco Contreras pointed out that the street furniture contract is separate from the Way Finding signage and Gateway Capitol Projects. So they are separate funds.

Commissioner Warren asked where biking signage fits in with the planned way finding signage.

Kate Mayerson said that pedestrian, biking, driving and parking are all being approached.

Commissioner Warren gave a history of attempted Way-Finding projects; he described how way finding would benefit from real time applications and asked how street furniture would be integrated with an already established Bike Share Program Stations.

Francisco Contreras said that the stations are already a part of the discussion.

Commissioner Wentzel was assigned to Street Media Project Design Ad-Hoc Committee with Commissioner Richter as an alternate.

6. SUBCOMMITTEE REPORTS

No reports.

7. OLD BUSINESS

A. Update Regarding Hollywood/Highland Shuttle

Staff Report by Perri Sloane Goodman

Commissioner Richter asked what percentage of the Prop A budget is Local Return funds.

Perri Sloane Goodman said it is about 25% and the City acquires the remainder by exchanges with other Cities.

Commissioner Bernard stated that he loves the idea and asked about the source of funding.

Perri Sloane Goodman said that it is funded by Prop A.

Commissioner Bernard asked if it takes away from other Prop A funded projects.

Perri Sloane Goodman said that it does not and explained different ways of securing Prop A funds.

Commissioner Bernard asked if any Measure R funds are used.

Perri Sloane Goodman replied, no.

Commissioner Bernard stated that the frequency of the shuttle should be well advertised.

Perri Sloane Goodman replied that the frequency of the shuttle should be 15 - 20 minutes and real time information will be available on Next Bus.

Bob Cheung added that there will be enhanced bus stops soon.

Commissioner Bernard emphasized the need to advertise the frequency of the shuttle in the written materials.

Perri Sloane Goodman agreed.

Commissioner Doebler said he hopes the WeHo link to Hollywood/Highland is emphasized on the vehicle.

Commissioner Wentzel suggested creating a separate recommendation to Council to study the feasibility of extending the Pickup to Hollywood and Highland.

Commissioner Eichman asked why no left turn on Hawthorne.

Perri Sloane Goodman replied that staff looked at many different options and the recommended route is what worked out best, considering traffic.

Commissioner Eichman asked about different routes during Hollywood Boulevard closures.

Perri Sloane Goodman said detours have been anticipated and will be available on route maps for times of closure.

Commissioner Warren suggested the Commission examine the actual stops on the map for placement and possible suggestions.

Commissioner Wentzel suggested that the shuttle should be a rapid service and only make established Rapid Line stops.

Commissioner Bernard asked if that would mean fewer suggested stops.

Perri Sloane Goodman pointed out that the only stop that is not a non-rapid stop is the one at Crescent Heights/Santa Monica Boulevard.

Commissioner Bernard said that he agrees in principle, except that there would be no alternative to the rapid service, as there is with regular busses.

Commissioner Warren stated that it is good that the materials advertise that the service is free of charge and suggested spelling out "West Hollywood" rather than using "WeHo", as it is not universally known, particularly to visitors.

Commissioner Bernard suggested emphasizing the connection to the subway.

Commissioner Richter suggested naming the service in a way that indicates that it is provided by CityLine.

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

9. ITEMS FROM STAFF

A. Bike Share Update

Update by Chris Corrao.

Commissioner Bernard asked which cities in the region have gone with the same program.

Chris Corrao listed Santa Monica, Beverly Hills, Long Beach and UCLA.

Commissioner Warren asked if staff would need anything from the Commission prior to the launch.

Chris Corrao said that staff would return for updates regarding branding and fare structure.

Commissioner Warren asked for a status update on the contract. Chris Corrao said the contract was still negotiation and supposed it would go to the City Council in November.

Commissioner Warren noted that it would probably not come before the Commission prior to Council.

Chris Corrao said it probably would not.

Commissioner Warren asked about stations outside of city boundaries.

Chris Corrao said that those locations are still in discussion and that they would be part of the Phase 2 roll out.

Commissioner Warren said that he feels it is a mistake to make that a part of Phase 2.

Commissioner Warren asked about integration with other Westside cities regarding sponsorship/branding, "Westside Ride" and colors.

Chris Corrao said they will be uniform throughout the region.

Commissioner Warren asked if membership is universal throughout the region.

Chris Corrao said that staff is working on membership reciprocity.

Commissioner Warren asked about bike restocking from city to city.

Chris Corrao explained the restocking process.

Commissioner Warren asked if the program would be launched through CicLAvia.

Chris Corrao said it is not feasible, but there may be a tie in with the Los Angeles Marathon.

- B. Bike Light Give-away
- C. Car-Free WeHo Brochure
- D. Eastside Neighborhood Traffic Management Program
- E. Council Approved ZTA Auto Lifts.

10. ITEMS FROM COMMISSION

Richter

- Virtual signage

Doebler

- Effectiveness of Anti-Gridlock signage

Wentzel

- Congratulations to Chair and Vice-Chair
- Proposed 2016 County Transportation Sales Tax Extension Measure
- Traffic Calming in Harper area

Eichman

- Congratulations to Chair and Vice-Chair
- Welcome Commissioner Bernard
- New York anti-gridlock with stop line and markings

Warren

- Inclusion of transportation questions in community survey
- Business Cards
- Official Business Permits
- Bike/Ped Plan work session
- Traffic disruption protocol

Bernard

- Thanks for welcome
- COG Liaison
- Sunset crosswalks

11. ITEMS FROM PUBLIC

Larry Block, WEST HOLLYWOOD, spoke about Accidents involving Sheriffs.

12. ADJOURNMENT

Action: The Transportation Commission adjourned at 9:05 p.m. until the next meeting on November 18, 2015, 6:30 p.m., Plummer Park Community Center, 7377 Santa Monica Boulevard, Rooms 5 and 6, West Hollywood, California 90046


Moved: Eichman Second: Bernard
All ayes.
Motion passed.

**APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
18TH DAY OF NOVEMBER 2015.**



Chair

ATTEST:



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.)