

**MINUTES
TRANSPORTATION COMMISSION
CITY OF WEST HOLLYWOOD
JULY 20, 2016
7:00 P.M.**

**COMMUNITY CONFERENCE ROOM
WEST HOLLYWOOD CITY HALL
8300 SANTA MONICA BOULEVARD
WEST HOLLYWOOD, CA 90069**

1. CALL TO ORDER

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

- A. Pledge of Allegiance
Bob Cheung 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:
Richard Bernard, Misti Cooper, William Doebler, David Eichman,
Evan Richter, David Warren, Dan Wentzel

Commissioners absent:
None

Staff present:
Bob Cheung, Senior Transportation Planner
Tiffany Robinson, Senior Planner, Bike Share
Francisco Gomez, Administrative Specialist
Danny Casillas, Administrative Specialist III

- D. Approval of the Agenda of July 20, 2016, Transportation Commission meeting.
Adjourn in the memory of Nicolas Leslie
Motion: Eichman Second: Doebler

All ayes.

Motion passed.

- E. Approval of Minutes
Motion: Approve minutes, Commission meeting of June 15, 2016
With the following corrections:
Page 3- correct spelling of "cited"
Page 4- indicate "All Ayes"
Page 5- add, "and stated that there should be stations placed on Sunset and Fountain as soon as possible." to Dan Wentzel's comment.

Moved: Eichman Second: Wentzel
Aye: Bernard, Doeblor, Eichman, Richter, Warren, Wentzel
Abstain: Cooper
Motion passed.

- F. Election of Chair and Vice-Chair
William Doeblor was elected Chair
Dan Wentzel was elected Vice-Chair

2. ITEMS FROM PUBLIC

No item

3. PUBLIC HEARING

No item

4. NEW BUSINESS

- A. Annual Performance Update for the Weho Pickup

Staff report by Francisco Gomez

Commissioner Richter asked how much the budget would increase if Sundays are added.

Francisco Gomez said that City Council allocated \$98,000 for the expansion of service.

Commissioner Richter asked for a breakdown of the costs.

Francisco Gomez said that he would get back to the Commission with that.

Commissioner Richter asked if other cities provide such services.

Francisco Gomez said that Palm Springs provides a shuttle and he is getting calls from other cities.

Commissioner Richter asked if there would be a shuttle on Sunset.

Francisco Gomez said that there are currently no plans to add Sunset Boulevard mainly because the size of the vehicles is prohibitive.

Commissioner Richter asked for demographic data.

Francisco Gomez listed some data and said that more is available.

Commissioner Bernard asked what other similar services are comparable.

Francisco Gomez answered CityLine.

Commissioner Bernard asked if the vehicles run on natural gas.

Francisco Gomez said that they run on diesel fuel.

Commissioner Bernard asked if the vendor has any natural gas vehicles.

Francisco Gomez said that they do not. He added that that could be made a requirement in the future.

Commissioner Bernard suggested increasing ridership by partnering with local businesses.

Francisco Gomez said that there are some local businesses participating in a park & ride program.

Commissioner Bernard asked where the funds for the program come from.

Francisco Gomez replied that the program is funded by Prop A.

Commissioner Wentzel said that there should be a Sunday run on Sunset Boulevard and perhaps an express to Hollywood/Highland.

Francisco Gomez said that a connection with the City X to the Pick Up Line worked out well during Pride.

Commissioner Wentzel suggested using the City X to connect Sunset and Santa Monica Boulevard and Sunset to the RedLine.

Commissioner Warren asked how long the City is using the current vehicles.

Francisco Gomez the current vehicles are slated until July 2017 and there may be new vehicles after that.

Commissioner Warren asked how many of the vehicles are ADA compliant.

Francisco Gomez replied that they all are.

Commissioner Warren asked if there is one vehicle that isn't wrapped.

Francisco Gomez said that there is one that is used as a backup, which had been used for a longer than usual time recently.

Commissioner Warren commented that it was hard to identify as a Pick Up Line vehicle.

Commissioner Warren asked if there was cost per passenger mile data.

Francisco Gomez said that there is not, yet.

Commissioner Warren said he didn't know how to feel about a cost of five dollars per rider.

Commissioner Richter wondered if it would be worth purchasing the vehicles.

Francisco Gomez said that those numbers are in the Feasibility Study.

Commissioner Doebler asked if there has been any response to the perk cards from businesses.

Francisco Gomez replied that there has been a very positive response.

Commissioner Doebler asked if there was an active effort to bring on new businesses.

Francisco Gomez said that there is, especially on the east side.

Commissioner Doebler asked if there has been any response to the perk cards from riders.

Francisco Gomez reported one negative experience, but it has been resolved.

Commissioner Doebler asked if there is a program to increase ridership.

Francisco Gomez said that the programs are actively advertised on social apps and the internet, as well as working with Symbalze on branding.

Commissioner Doebler asked if there has been any discussion about what riders would use if not the Pick Up Line.

Francisco Gomez said that it is discussed in the Feasibility Study which would be available later.

Commissioner Doebler asked if there have been comments on what people specifically like about the Pick Up Line.

Francisco Gomez said that the fun atmosphere and convenience are mentioned.

Commissioner Doebler suggested that the website be updated and asked about feedback on the Sunday/Funday hours.

Francisco Gomez replied that there haven't been many comments.

Commissioner Bernard asked how people find out if a business is participating in the perk program.

Francisco Gomez said that the businesses are listed online and on the card which is available on the trolley.

Commissioner Bernard asked if the cost per ride has dropped with time as ridership increases.

Francisco Gomez noted that there has been a slight increase with the expansion of service.

Commissioner Bernard asked if that was only for this year.

Francisco Gomez replied that in that view, the cost has dropped.

Commissioner Bernard said that despite the cost the City benefits from fewer cars on the street, less impact on parking and possibly an increase in safety.

Commissioner Wentzel asked if the drivers are part of a union.

Francisco Gomez said that he did not know, but their pay is independent of tips.

5. SUBCOMMITTEE REPORTS

No reports.

6. UNFINISHED BUSINESS

No item

7. ITEMS FROM STAFF

A. Bike Share Update

Report by Tiffany Robinson.

Commissioner Eichman asked how many bikes there would be.

Tiffany Robinson gave a breakdown of the number of bikes by location.

Commissioner Bernard asked if there was information by way of video.

Tiffany Robinson said that it is in the works.

Commissioner Warren asked what the discussion of stations by the City Council was.

Tiffany Robinson said that Staff was directed to locate a place for a station on Sunset as part of phase one.

Commissioner Warren asked if there was any discussion of helmets.

Tiffany Robinson said it was discussed.

Commissioner Warren asked how much helmets cost.

Tiffany Robinson estimated at least twenty dollars.

Commissioner Warren suggested using celebrities who live in the area as spokespersons and getting gyms to participate in the promotion of the program.

Commissioner Richter asked if there are any incentive programs for increased usage.

Tiffany Robinson said that there are not.

Commissioner Cooper asked if there was drop off station information readily available.

Tiffany Robinson said that the information is listed in the basket on the bike, including system area and station locations.

Commissioner Cooper asked if safety measures are included.

Tiffany Robinson said that they are, at the stations and in the baskets.

Commissioner Wentzel emphasized that he thinks it is a mistake to not have a station on Fountain Avenue in phase one.

Commissioner Warren suggested having a station placed at Tara on Laurel Avenue.

Commissioner Bernard asked if the helmet law is applicable.

Tiffany Robinson said it does not apply to those over 17 years old.

Commissioner Doebler asked if there is the capability to ask questions online.

Tiffany Robinson said that there is an email available, but no forum. There is a list of FAQ online as well.

Commissioner Doebler asked if data would show how many riders are residents.

Tiffany Robinson said that it would.

Commissioner Doebler asked if there is a limited number of Founder Memberships.

Tiffany Robinson said that there is not.

Commissioner Doebler asked if a sponsor has been announced.

Tiffany Robinson said that there has not been any announcement.

Commissioner Bernard noted that zip codes are not an exact measure of residence, in response to Tiffany Robinson's response to Commissioner Doebler.

Commissioner Wentzel suggested creating a mascot to encourage safety.

8. ITEMS FROM COMMISSION

Bernard

- Public Safety Study

Cooper

- Cut-through traffic on Sherwood during morning rush

Richter

- TDM Working Group update
- Uber Discussion still available
- Pokémon Go

Warren

- Pedestrian sting noticing
- Parking sensors
- Red light photo enforcement camera locations
- Equal time for Lyft
- Review of Division work plans
- City Council Retreat
- Request for Finance presentation on funding
- Santa Monica Boulevard traffic signals

Eichman

- San Diego increases bike lanes
- Los Angeles Bike Share evaluation

Wentzel

- Results of votes on City Council action items
- Street Media Design Committee update
- Holistic Fountain Avenue and bike safety study
- Thank you for service to David Warren

Doebler

- Thank you for service to David Warren
- Pedestrian/Bike
- Automated Parking Garage validation

Bernard

- Metro Ballot Measure

9. ITEMS FROM PUBLIC

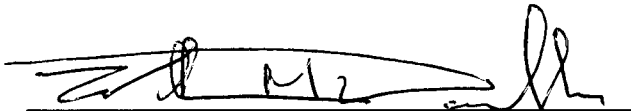
No items

10. ADJOURNMENT

Action: The Transportation Commission adjourned in memory of Nicolas Leslie at 9:55 p.m. until the next meeting on August 17, 2016, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

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

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
15TH DAY OF AUGUST 2016.



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.)