



**REGULAR MEETING OF THE  
WESTSIDE CITIES COUNCIL  
OF GOVERNMENTS**

**FINAL MEETING NOTES**

THURSDAY, SEPTEMBER 17, 2015  
12:00 NOON

MUSEUM OF TOLERANCE  
9756 W PICO BLVD  
LOS ANGELES, CA 90035

**IN ATTENDANCE:**

- Beverly Hills:*** Mayor Julian Gold, M.D., Staff: Cheryl Friedling, Martha Eros
- Culver City:*** Councilmember Jeffrey Cooper, Staff: Shelly Wolfberg; Diana Chang
- Santa Monica:*** Mayor Kevin McKeown, Councilmember Pam O'Connor. Staff: Danielle Noble, Francie Stefan, David Feinberg, Stephanie Venegas
- West Hollywood:*** Mayor Pro Tempore Lauren Meister. Staff: Hernan Molina, Christof Schroeder, Bianca Siegl
- City of LA:*** District 5: Councilmember Paul Koretz; Staff: Jay Greenstein. District 11 Staff: Debbie Dyner Harris. Chief Legislative Analyst Office: Chris Concepción
- County of LA:*** District 3 Staff: Rachel Zaiden
- WSCCOG:*** Executive Directors Cecilia Estolano, Katherine Perez-Estolano. Staff: Winnie Fong
- SCAG:*** Hasan Ikrata.
- Metro:*** Jody Litvak, Laura Cornejo, Lia Yim, Bronwen Keiner
- CA State Assembly:*** District 50: Assemblymember Richard Bloom; Staff: Josh Kurpies
- Other Attendees:*** Norman Emerson (Norman & Associates); Leeor Alpern (SCAQMD); Jeff Kiernan (League of CA Cities); Mary Strenn (ICMA/League of CA Cities) Robert Wong (LADOT); Lance Grindle (LA County Public Works); Lee Wallach, Anthony Cisneros, Hailey Rosenthal, Cameron Olson (Motor Ave Improvement Association)

**1. CALL TO ORDER**

Councilmember Jeffrey Cooper (WSCCOG Chair) called the meeting to order at 12:04 p.m.

**2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS**

Councilmember Jeffrey Cooper (WSCCOG Chair) welcomed the board to the meeting then initiated self-introductions by the attendees.

### **3. APPROVAL OF AUGUST 20, 2015 DRAFT MINUTES MEETING**

A motion was made by Councilmember Paul Koretz and seconded by Mayor Pro Tem Lauren Meister to approve the August 20, 2015 meeting minutes. The motion passed unanimously.

### **4. EXECUTIVE DIRECTOR REPORT**

#### **(A) 2016 RTP/SCS Update Presentation - SCAG**

SCAG Executive Director Hasan Ikrata gave a presentation to the Board on the process and status update of the SCAG 2016 RTP/SCS update. Katherine Perez-Estolano suggested that the WSCCOG will work with SCAG in co-hosting events to assist the RTP/SCS update process.

#### **(B) Executive Director's Report**

Ms. Perez-Estolano provided a brief report on the WSCCOG's activities, including the distribution of the Hot Sheet in August. Ms. Perez-Estolano also announced that the WSCCOG submitted the list of transportation priorities to Metro CEO Phil Washington on September 1, 2015. Mayor Pro Tem Meister requested that the WSCCOG Executive Director send the Board draft correspondences for review before submitting the finalized letters to agencies. Ms. Perez-Estolano announced that Metro is restructuring the future Call for Projects (Call) process and will update the Board when Metro holds the first Subregional Steering Committee for the Call process. Mayor Pro Tem Meister also requested a standing Transportation Committee that meets regularly.

### **5. STRATEGIC INITIATIVES UPDATE**

#### **(A) Transportation/Mobility**

##### **I. Caltrans Sustainable Transportation Planning Grant Program**

Ms. Perez-Estolano announced a grant funding opportunity provided by Caltrans and stated that WSCCOG is interested in investigating this opportunity further for an updated Westside Mobility Study. A motion was made by Mayor Pro Tem Meister and seconded by Mayor McKeown (WSCCOG Vice Chair) to authorize the WSCCOG Executive Director team to investigate the feasibility of applying for the grant and pursuing the application, if appropriate. The motion passed unanimously.

##### **II. Metro Countywide Bike Share Presentation – Metro Staff**

Metro staff Laura Cornejo gave a brief presentation on the update of Metro's planning efforts for the Metro Countywide Bike Share Program and announced that Metro will launch the pilot program in Downtown Los Angeles in Summer 2016. Ms. Cornejo added that Metro staff will return to the Metro Board with a TAP integration strategy and a recommended fare structure, as well as continue to work with the Westside cities in achieving interoperability between different bikeshare systems. Assemblymember Bloom inquired how interoperability would work between two different systems. Ms. Cornejo responded that Metro is working on co-locating stations across jurisdictions. The Board members expressed issues and concerns with Metro's bike share system, such as the limited real estate to accommodate the Metro's bike share stations, use of advertisements on the bikes and kiosks, and customer confusion of the two different systems. Ms. Cornejo responded to the Board that Metro is aware of these issues and has clear direction from the Metro

Board on interoperability objectives. Ms. Perez-Estolano added that an evaluation of both systems will be conducted by an independent consultant after one year of operation. Mayor Pro Tem Meister requested that the WSCCOG be involved in the selection of the consultant conducting the evaluation study.

The Board suggested drafting a letter to Metro summarizing the main issues with Metro's bike share system. A motion was made by Mayor McKeown and seconded by Mayor Pro Tem Lauren Meister. The motion passed unanimously.

## **(B) Tourism/Economic Development**

### **I. Hidden Gems Status Report and Cultural Arts Map**

Cecilia Estolano referred to the documents on the status updates of the Hidden Gems project initiative and future projects.

## **(C) Sustainability**

### **I. Motor Vehicle Subvention Program (AB 2766) Overview**

Cecilia Estolano referred to the informational documents on AB 2766.

## **6. ANNOUNCEMENTS**

## **7. FUTURE MEETING LOCATION AND AGENDA ITEMS**

## **8. PUBLIC COMMENT**

Lee Wallace of the Motor Ave. Improvement Association provided a statement on the first and last mile issues in the Westside and calls for more attention to the issues surrounding the Palm Station. Councilmember Pam O'Connor, who serves on the Technical Advisory Committee for the California Road User Charge Pilot Program, suggested that WSCCOG include a presentation on the program in the next Board meeting. Jeff Kiernan of the League of CA Cities provided a brief legislative round-up of bills passed in the State Legislature, including SB 107 regarding the dissolution of redevelopment agencies. Assemblymember Bloom announced the passage of his bills including AB 888 that bans the use of microbeads in products and AB 189, which establishes state designation of cultural districts.

## **9. ADJOURNMENT**

Meeting adjourned at 1:23 p.m.

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