

OFFICIAL MINUTES of  
MOBILITY, TRAFFIC AND PARKING SUBCOMMITTEE

SPECIAL MEETING OF THE  
CULVER CITY MOBILITY,  
TRAFFIC AND PARKING SUBCOMMITTEE  
CULVER CITY, CALIFORNIA

October 27, 2020  
3:00 p.m.

**Call to Order & Roll Call**

Council Member Small called the special meeting of the Mobility, Traffic and Parking Subcommittee to order at 3:04 p.m. in Mike Balkman Council Chambers at City Hall via Webex.

Present:           Göran Eriksson, Mayor  
                  Thomas Small, Council Member

Staff Present: Charles Herbertson, Public Works Director  
                  /City Engineer  
                  Rolando Cruz, Chief Transportation Officer  
                  Heba El-Guindy, Mobility and Traffic  
                  Engineering Manager  
                  Diana Chang, Transportation Planning Manager  
                  Alicia Ide, Management Analyst

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Alicia Ide, Management Analyst, discussed meeting procedures and procedures for making public comment.

**Pledge of Allegiance**

Council Member Small led the Pledge of Allegiance.

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**Public Comment for Items NOT On the Agenda**

Council Member Small invited public comment.

Alicia Ide, Management Analyst, indicated that no public comment had been received.

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### **Order of the Agenda**

No changes were made.

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### **Consent Calendar Items**

Item C-1

#### **Approval of Minutes for the August 3, 2020 Mobility, Traffic and Parking Subcommittee Special Meeting**

Mayor Eriksson received clarification that the minutes for the February 25, 2020 Mobility, Traffic and Parking Subcommittee meeting had been included with the agenda for the purpose of obtaining a signature.

MOVED BY MAYOR ERIKSSON, SECONDED BY COUNCIL MEMBER SMALL AND UNANIMOUSLY CARRIED, THAT THE MOBILITY, TRAFFIC AND PARKING SUBCOMMITTEE APPROVE MINUTES FOR THE AUGUST 3, 2020 MOBILITY, TRAFFIC AND PARKING SUBCOMMITTEE SPECIAL MEETING.

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### **Presentations**

Item P-1

#### **Receive a Presentation and Discuss the LA County Free Fare Proposals Being Discussed as a Result of LA Metro's Fareless System Initiative**

Rolando Cruz, Chief Transportation Officer, introduced the item noting that LA Metro was exploring implementation of a fareless system and he discussed the Los Angeles County Municipal Operators Association (LACMOA).

Doreen Morrissey, Metro, provided background information and a presentation on the Fareless System Initiative; discussed average income of bus riders; the moral obligation to serve the community; the need to improve mobility; providing an economic development tool for health and recovery; acknowledgement that the system is not free to operate; the feeling that people value free things; serving the public good; equity; affordability as a barrier to transit; transit dependent riders; those who pay full fare; unfair shouldering of increases; trips foregone due to financial constraints; transit as an economic enabler; reduction of transportation cost burdens for all; increased ridership; support for local economies; encouraging walkability; funding; the instability of fare collection; farebox recovery; finding alternative funding sources; revenue replacement; costs associated with increased riders; determining fare collection costs; contracts and liabilities; Access Services; mobility providers; regional collaboration; operator assaults; increased safety; the difficulty of attracting and retaining bus operators; improving the workplace environment; security; racial profiling; fare evasion and citations; creation of a hostile environment; homelessness; and next steps.

Discussion ensued between staff and Subcommittee Members regarding revenue sharing; offsetting costs; measuring current revenue; matching lost revenue; estimates of increased costs due to increased ridership; experiences of other agencies; scale; and the unique nature of Culver City.

Council Member Small invited public input.

The following member of the public addressed the Subcommittee:

Art Nomura discussed the number of unemployed and homeless in the City; the possibility that transit could be come just for the homeless and unemployed; the need for transit to become more relevant and attractive for all users; traffic; and support for altruism.

Doreen Morrissey, Metro, acknowledged that research did not indicate that fareless systems reduced traffic; she asserted that congestion pricing got people out of cars; indicated that fareless systems increased ridership; discussed work to clear trains and buses at the end of each run; and the right of everyone to be on transit.

Rolando Cruz, Chief Transportation Officer, discussed the challenge of reimagining mobility for the region; the importance of not limiting the vision to the past; the equity issue; financial impacts; the work of the ad hoc committee; declining farebox revenue; potential impacts; modeling that forecasts increased ridership and costs; the potential need for more capital; preparing a position for Culver City; and the timeframe for Los Angeles county.

Discussion ensued between staff and Subcommittee Members regarding appreciation for Mr. Nomura's comments; the Los Angeles County Homeless Authority (LAHSA); homelessness; the importance of reliable bus service; costs of the proposed changes; the Infrastructure Transportation Bill; improving service to get drivers out of cars; concern with the lack of progress by LAHSA; appreciation for the goal; current issues that require addressing; the need for input into the process from the City Council; timing; and the need to take the issue to the full City Council.

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Item P-2

**Receive a Presentation and Discuss the LA Metro Traffic Reduction Study**

Diana Chang, Transportation Planning Manager, provided an overview of the Metro Traffic Reduction Study; discussed coordination with Culver City; exploration of a new approach to better reduce traffic; managing traffic with congestion pricing and high quality transportation options; exploration of potential pilot concepts; City participation in the study; and the desire of Metro for the City to commit to the study and resulting recommendations.

Tham Nguyen, LA Metro Office of Extraordinary Innovation, provided a presentation on Metro's Traffic Reduction Study, previously called the Congestion Pricing Feasibility Study; she discussed the focus on the desired outcome of traffic reduction and increased mobility; changes in philosophy; different approaches; continued economic and population growth; improvements to transit; bold action; research; the experiences of other cities around the world; creating a more effective transportation system for more people; congestion pricing as a way to manage demand and provide higher quality options; Metro's 2028 Strategic Plan; the belief that

congested conditions would return and get worse over time after the pandemic is over; the goal to come back stronger than before the pandemic; the two-year study; historical data; negative impacts of traffic; the inequity of the transportation system; climate change; feasibility; identifying local partners; transparency of process; outreach; revenue generated; reinvesting back into communities affected by a pilot program; finding the right balance with pricing; the experiences of other cities; positive outcomes; providing high quality choices; improvement implemented ahead of pricing; prioritization of equity in the process and outcome; identification of impacts, best outcomes, benefits, burdens, and improvements; circulation and refinement of the pilot concept; feasibility for the region; identification of locations; efforts to locate willing partners; exploration of pricing models; identification of worst traffic delays; the schedule; milestones; reimagining mobility; not being limited to the task; willingness to be bold and different; and she provided the project's contact information.

Discussion ensued between Ms. Tham, staff and Subcommittee Members regarding cut-through traffic; the 2017 TOD Visioning Study; pushing traffic to other areas; Culver City as an attractive place for a pilot program; allocating staff time to work with Metro; potential for traffic diversion; mitigation of impacts; baseline transportation options; Measure M; Nextgen; additional improvements needed; providing convenient alternatives; the potential revenue stream; recommendation to the Metro Board; the multi-year effort; providing fareless or reduced fares in the system; and maintaining a pilot program.

Council Member Small invited public input.

The following members of the public addressed the Subcommittee:

Ken Mand expressed support for the proposed program; discussed cut-through traffic; he offered to help map-out the ideal location; discussed equity; housing; affordability; public buy-in; exemptions for residents and employees; support for dedicated bus and micromobility lanes; finding land for remote parking; and partnerships.

Tham Nguyen, LA Metro Office of Extraordinary Innovation, discussed balancing the number of exemptions to achieve traffic goals.

Eric Shabsis discussed his study of the issue in graduate school; the focus on cut-through traffic in downtown Culver City; three areas of cut-through traffic in the City; impacts to the entire City; and concern with creating more congestion in the City as people seek to avoid congestion pricing.

Additional discussion ensued between Ms. Tham, staff and Subcommittee Members regarding addressing diversion; interest in participating in the study; recommendations for a pilot program to reduce traffic; support for moving forward with Metro; and a suggestion that the item be brought before the Metro Sustainability Council.

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Item P-3

**(1) Receive a Presentation and Discuss the Transportation Service Key Performance Indicators**

Rolando Cruz, Chief Transportation Officer, discussed Key Performance Indicators (KPIs); the importance of measuring effectiveness; transparency; and accountability.

Kaitlyn Zhang, Transportation Planning Management Analyst, discussed KPIs for four service areas: CityBus, CityRide, CityShare and CityFleet; response to COVID 19; and efforts to reduce operator exposure.

Jane Chan, Transportation Planning Management Analyst, presented KPIs for CityBus ridership for Fiscal Year (FY) 2019 through 2020; discussed drops in ridership numbers; fares; Passenger Per Revenue Hour figures; differences between various lines; and distribution of load.

Andrew Choi, Operations Management Analyst, discussed on-time performance for the Operations Department; departures and recorded time points; Pull Out Performance; monthly trips for CityRide (formerly known as Dial A Ride); historical data; and coordination with the Senior Center for food delivery.

Kaitlyn Zhang, Transportation Planning Management Analyst, discussed CityShare pilot programs for scooters and bicycles.

Nestor Ducreaux, Fleet Services Management Analyst, discussed CityFleet; maintenance; bus transit, light duty and heavy duty; targets; labor efficiency; productivity; identified areas for improvement; fuel consumption; fuel categories; and reductions to the carbon emissions production footprint.

Rolando Cruz, Chief Transportation Officer, highlighted the foremost goal to provide service; the app; on-demand services; CityShare; microtransit; CityFleet; KPIs; other performance metrics; the intent of the presentation to share what is happening; continued guidance from the Subcommittee and Council; and helping establish targets and priorities for the community.

Council Member Small invited public input.

Alicia Ide, Management Analyst, indicated that no public comment had been received.

Discussion ensued between staff and Subcommittee Members regarding a suggestion that the information be provided to the full City Council; changes in the industry; increased asset management; safety practices; performance management; letting operators know how they are performing; qualitative issues; and creation of a continuous improvement plan.

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Item P-4

**(1) Receive a Presentation and Discuss the Downtown Tactical Mobility Lane Project, including a Review of the Community Outreach Program and its Interface with the Expo Stop Reimagined Work and New Circulator Service; and (2) Provide Direction to Staff**

Rolando Cruz, Chief Transportation Officer, introduced the item.

Diana Chang, Transportation Planning Manager, provided an overview of Move Culver City; discussed providing inclusive and holistic transportation; reimagining streets and public spaces; shared bus/bike lanes; the goal to prioritize moving people over cars; the project process; planning and design; implementation of mobility lanes; service improvements; reimagining the Expo Station entrance on Washington

Boulevard; implementation of a new circulator service; leveraging mobility lanes; frequency of services; the consultant team; community engagement; quick build projects; long term capital improvements; and incorporating attractive placemaking.

Rolando Cruz, Chief Transportation Officer, discussed community engagement; leadership support; the Project Steering Committee; the need for an interdepartmental effort; creation of a Community Project Advisory Committee; establishment of a common vision; community virtual workshops; and creation of a website with the current presentation included.

Diana Chang, Transportation Planning Manager, discussed the project process and timeline; scope; public engagement activities; design alternatives and development; implementation planning; public outreach; moveculvercity.com; and additional review at the November 19, 2020 Subcommittee meeting.

Discussion ensued between staff and Council Members regarding support for the project and funding.

Council Member Small invited public input.

The following members of the public addressed the Subcommittee:

Ken Mand emphasized that the eastern boundary of the circulator project in Phase One is supposed to go to Little La Cienega; he discussed the location for the turnaround; the potential extension to Overland; funding; the Robertson Hub; and City Council direction in July.

Additional discussion ensued between staff and Council Members regarding a correction to labeling terminology on the map on the website; the intent for the design to extend to La Cienega Avenue and turn around; the budget; operational costs for the circulator service; identified funding sources; and the importance of communication.

David Metzler expressed support for the timeline and appreciation for the process; suggested painting red on the ground at the entrance of the downtown lane; signage; imposing fines; photo enforcement; and he proposed a joint meeting to bring business and the community together to share issues.



Further discussion ensued between staff and Council Members regarding gates to reduce access to the lane; communication with the consultants; legislation supported by LA Metro to provide Culver City with enforcement authority; and available infrastructure.

Eric Shabsis discussed environmental documents for new developments in the City; new employees in the downtown area; access; Culver Steps; Culver Studios; pilot lanes; impacts on businesses; involvement of businesses in the process; and coordination with the Bicycle and Pedestrian Advisory Committee (BPAC).

Rolando Cruz, Chief Transportation Officer, discussed coordination between departments; challenges to be addressed; business outreach; and he welcomed any suggestions regarding businesses to contact.

David Coles expressed disappointment that neither Bike Culver City nor Women on Bikes Culver City had been contacted regarding the item and he indicated their interest in being involved as they are both stakeholders; he reported that the electric gate on Culver Boulevard had been installed and had already been hit by cars multiple times; he noted much to be learned from the current pilot program; expressed support for the project; appreciation for the timeline; and he indicated the desire to be involved.

Discussion ensued between staff and Council Members regarding inclusion of Bike Groups in the process; encouragement to Mr. Coles to participate in the process; and involvement of Women on Bikes Culver City.

Ken Mand discussed finding solutions with the new developments; the intent of Culver Studios; potential seed money from the developers to assist City projects; and he encouraged involvement of the stakeholders.

Eric Shabsis discussed the need for vehicular entrance into the Culver Studios and a City-owned parking garage; lack of access; and he affirmed the desire and commitment of Culver Studios to being involved in the process and examine alternative transportation.

Discussion ensued between staff and Council Members regarding working together through implementation; clarification that

the proposal for the downtown area is not what is being recommended for the entire route; the response to COVID-19; traffic movement for general traffic in both directions; and the commitment to work things out together.

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Item P-5

**Receive a Presentation and Discuss the Westside Cities Council of Governments' Measure M Multi-Year Subregional Program (MSP) and Culver City's MSP Projects**

Diana Chang, Transportation Planning Manager, provided an update on the process with the Westside Council of Governments (WSCOG); discussed the Measure M Multi-Year Sub-regional program; the Active Transportation and First/Last Mile Collection Program; funding; identification of MSP projects; and eligible projects.

Jane Chan, Transportation Planning Management Analyst, discussed efforts to date including the Westside Mobility Study; creation of a sub-regional list of transportation improvements; identification of MSP projects from each jurisdiction; public outreach; WSCOG Board approval of the draft projects list; Metro review of projects; funding; and next steps.

Diana Chang, Transportation Planning Manager, discussed the Mobility Collaboration Team; priority projects; MSP funding; applications submitted; the Washington Mobility Lane and Circulator Project; the Microtransit Project; the Overland Class II and IV bikeway with pedestrian improvements submitted by the Public Works Department; and Measure M Outreach Requirements.

Heba El-Guindy, Mobility and Traffic Engineering Manager, discussed the Overland-Playa corridor bicycle and pedestrian improvements; the Culver City share of funding; potential decreases to funding as a result of COVID-19; the comprehensive list of improvements for pedestrian and bicycle projects; key projects to fund in the near-term; the adopted Bicycle and Pedestrian Action Plan; connectivity; community consultation; the limited number of north/south bikeway connections; costs for design and construction; Quick Build grant for temporary installation at Overland/Ranch/Kelmore, non-infrastructure components; and traffic safety education.

Council Member Small invited public comment.

Alicia Ide, Management Analyst, indicated that no public comment had been received.

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**Public Comment for Items NOT on the Agenda**

Council Member Small invited public participation.

Alicia Ide, Management Analyst, indicated that no public comment had been received.

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**Receipt of Correspondence**

Alicia Ide, Management Analyst, indicated that no correspondence had been received.

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**Items from Staff/Subcommittee Members**

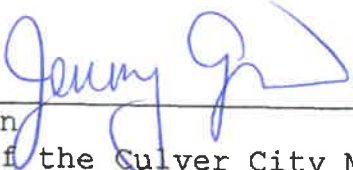
None.

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**Adjournment**


There being no further business, at 6:05 p.m., the Mobility Traffic and Parking Subcommittee adjourned to November 19, 2020.

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Jeremy Green  
SECRETARY of the Culver City Mobility, Traffic and Parking  
Subcommittee, Culver City, California

APPROVED

07 JAN 2022

  
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Alex Fisch,  
Mayor, Mobility, Traffic and Parking Subcommittee  
Culver City, California