



January 22, 2014

Hon. Mayor Abbie Land
Hon. West Hollywood Councilmembers
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069

Dear Mayor Land and Members of the City Council:

I want to express my appreciation to the City of West Hollywood for supporting our effort here in Beverly Hills to incorporate class II bicycle lanes into tomorrow's Santa Monica Boulevard. By a vote of 11-2 last night, our North Santa Monica Boulevard Blue-Ribbon Committee, a resident body charged to advise City Council on project design, **recommended that Santa Monica Boulevard have class II bicycle lanes**. As an appointed member, I leaned heavily on West Hollywood's support as I made the case for it.

Our committee may not have taken that decision without the support of West Hollywood. Appearances by, and correspondence from, Lindsay Horvath and David Eichman (Transportation Commission Chair and Vice-Chair, respectively) and long-range planner Melissa Antol and Stephanie DeWolfe (Community Development department) made the difference. They made a strong case for multimodal mobility and your city's expressed commitment to meet our future bicycle lanes at Doheny effectively neutralized a claim that we'd build a 'bridge to nowhere' if we striped a Santa Monica Boulevard lane. Your continued support will be invaluable when we take our campaign to City Council in February.

More broadly, though, I point to West Hollywood's leadership on multimodal mobility in my own advocacy. The work that you do – bicycle lanes, bike boxes, and not least a very credible mobility plan update process – is an example we should follow. Indeed I created BetterBike.org four years ago because I saw my city lag the rest of the Westside when it came to mobility planning; thankfully I can point to my neighbor to the east to argue for more here in Beverly Hills.

I regret that I wasn't able to address City Council at your regular Tuesday meeting to express my gratitude. I was there but was bumped by other public speakers with important local business – yet another contrast to Beverly Hills! – but rest assured that we riders do appreciate West Hollywood for doing the hard work to make streets safe, and we advocates appreciate your leadership example.

Sincerely,

A handwritten signature in black ink that reads 'Mark Elliot'.

Better Bike

Mark Elliot, Organizer
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