



January 9, 2015

Beverly Hills Courier  
499 North Canon Drive,  
Beverly Hills, CA 90210

To the Editor:

A few observations about your January 9<sup>th</sup> article about City Council's study session. Cyclists didn't "hijack" this meeting; rather people within and around Beverly Hills who choose to travel by bicycle attended to express our concern that North Santa Monica Boulevard be remade to accommodate all road users safely, whether we walk, ride or drive.

We no more "ambushed" City Hall than members of the public ever do when we attend to comment on an agenda item - in this case Council ad hoc committee's recommendation to reconstruct North Santa Monica Boulevard at its current width (agenda item #1). That action would have precluded the installation of bicycle lanes for generations. Safety was our number one collective concern and we said as much.

Besides, the public can't "focus" (much less "hijack") a Council meeting. This study session was managed by the Mayor, and we thank Lili Bosse for allowing a full discussion of the ad hoc committee's recommendation. Indeed the ensuing discussion suggested our shared concern about road safety. And I believe that as a result of our discussion, the city will take a prudent step toward enhancing multimodal mobility.

Please let me correct the record on a couple of points. Our 'Greenway' proposal was formalized and named the week prior to the study session. But a smaller group had presented the underlying concept to the Blue Ribbon Committee last fall. That panel, charged with recommending to City Council a conceptual design for North Santa Monica, agreed with many who attended: bicycle lanes should be included (by a vote of 9-1 no less).

Also, the Courier article conflates Council concern about project cost with the discussion about boulevard design. Let's not make cost a red herring here: our consultant Psomas estimates \$50,000 as the cost of striping bicycle lanes (in a \$24M+ project). To my recollection, Council never even suggested cost was the issue.

Keeping an eye on the big picture, Council, in this study session, acknowledged that safety is paramount and appeared to agree with our push for transportation alternatives in Beverly Hills to reduce congestion and greenhouse emissions. As well it should: our city plans recommend exactly that.

Sincerely,

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

**Better Bike**

Mark Elliot, Organizer  
[mark.elliott@betterbike.org](mailto:mark.elliott@betterbike.org)