



WESTSIDE CITIES

- BEVERLY HILLS
- CULVER CITY
- LOS ANGELES
- SANTA MONICA
- WEST HOLLYWOOD
- COUNTY OF LOS ANGELES

Date: March 20, 2009

To: Westside Cities Council of Governments
From: Jody Hall Esser, Executive Director
Subject: Executive Director/Facilitator's Report #11

I. ANNUAL ISSUES CONFERENCE ON SUSTAINABILITY

The staff planning team has met/conferenced regularly since the Board selected the topic for the 2008 Annual issues Conference in January.

The attached report details plans to date for the June 5th event. Alternates to the Board were recently contacted and copied on the attached memo. They have been requested to provide any suggestions, particularly regarding deliverables for "Panel Two", directly to me. Direct one-way communication will both provide an opportunity for these individuals to continue to participate in event planning, and also to comply with the Brown Act.

Input from Delegates to the Board is also welcomed at this time. Final event details will also be available through staff between now and the event and will also be presented to the Board at it's meeting in May.

II. FOLLOW-UP TO JANUARY 17TH RECOMMENDATIONS FROM MEMBERS' LOBBYISTS TO ADVANCE THE COG'S PROJECTS AND PROGRAMS

Following the January 17, 2008 special strategy session with WSCCOG members' lobbyists, meeting notes were circulated to ensure accuracy. Corrected notes are included on the agenda (Item #3) for approval at the 3/20 Board Meeting. Additional suggestions were also provided by Helyne Meshar, lobbyist for the City of West Hollywood (attached).

Recommendations have guided updates of the fact sheets prepared for the COG's three priority transportation improvement projects. The revised documents are attached to this report for your review, receipt and file.

I have suggested a team of staff (Deputy City Managers, member jurisdiction transportation experts and the Deputy to the Metro Board Chair) to brainstorm "next steps". Suggestions would then be discussed with the City Managers and

subsequently at the COG's Transportation Committee meeting in April. The Board will be briefed at the Annual Board Meeting on May 15, 2008.

III. ANNUAL MEETING OF THE WSCCOG GOVERNING BOARD

The Annual Meeting of the WSCCOG Governing Board will be held on May 15, 2008. At that meeting the Board will be requested to establish annual dues for 2008-09, to adopt the COG Budget for the 2008-09 FY, to elect officers and make committee appointments.

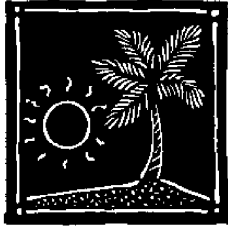
A copy of the proposed Budget is attached for your reference and review. (It was previously distributed to City Managers and Executive Staff in aid in member jurisdiction budget preparation. You will note annual dues are proposed to be increased for \$15,000 to \$20,000 per member.

IV. ENERGY SAVINGS CENTER

Last fall I reported that the South Bay Cities Council of Governments has partnered with the Gas Company, Southern California Edison, West Basin Municipal Water District to operate the South Bay Energy Savings Center (SBESC). The SBESC is the South Bay's local clearinghouse for energy efficiency and water conservation information, training and materials. The SBESC assists public agencies including cities, schools, and special districts as well as businesses and residents of the South Bay to best utilize the many resources available to them through a wide variety of statewide and local energy efficiency and water conservation programs.

I advised that I planned to look into working with these and other utilities to investigate funding a similar program for the WSCCOG. I had hoped to present my findings and recommendations to the Board in March. Due to other priorities, this project was deferred. I plan to report to the Board on this subject at the meeting on July 17, 2008.

JHE:mh



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DATE: February 26, 2008

TO: City Managers/Executive Staff and file

FROM: Jody Hall Esser, WSCCOG Executive Director

SUBJECT: Additional Advocacy Recommendations from Helene Meshar, Lobbyist for the City of West Hollywood

All COG member lobbyists who attended the January 17th special meeting were requested to review draft meeting notes for accuracy. In addition to her comments on the notes, Ms. Meshar responded with the following additional recommendations passed long for your information and reference.

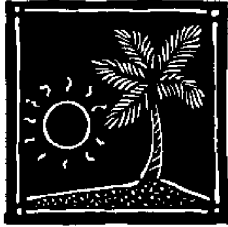
JHE

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1. To the extent that the COG has support from other civic and government entities, letters from those entities should be included (e.g school district, air quality district, chambers of commerce, rotary, major employers - studios, hospital, UCLA - and consumers, especially any transit orientated advocacy groups). In reviewing the notes, this would be especially important since it was reported at the meeting that Feinstein is looking for projects supported by transit agencies, multiple jurisdictions and the county: projects showing regional cooperation. On this last issue, a show of regional cooperation with letters of support from other COGs would also be helpful. Letters of support from as many state representatives as possible would always be helpful (either separate letters or as suggested at the meeting an letter signed by the LA delegation - both state and federal)
 2. Additional materials. Unless it has already been done, it would also seem that a document that reflects how much the Westside is an economic engine of the entire LA region might want to be developed and ultimately included in advocacy packets. This could be a report of how many people who work on the Westside commute from other areas, since they take their paychecks and spend them in their own communities, thereby assisting in the local economies of surrounding areas. I would think some of the major employers could produce data showing the residence of their employees by running a list of employees by zip code to demonstrate the far reach of the Westside's economic activity. And, conversely, the major retailers could also provide info on how many people come into the Westside for purchases and entertainment. Credit card companies should have the point of sale local of their cardholders in the LA area. Again, a run could be done comparing Westside business with who buys/frequents venues by zip code. Such a document would also be helpful in

convincing other COGs to support the LRTP since they benefit by having residents in their area work on the Westside.

3. There are a number of bills that the COG may want to review.(and include in packets if they take a position on them) ...especially AB 1836 and ACA 10... they are related to transportation and to financing, construction of infrastructure projects utilizing private/public partnerships:
 - **AB 1756 Caballero Local Infrastructure Development: Public-private Partnerships.** Would establish the Office of Local Public-Private Partnerships to inform local agencies and interested stakeholders of the role that public-private partnerships can play in financing, constructing, or operating, or any combination thereof, fee-producing local infrastructure projects. In Assembly Local Government Committee-no hearing date set.
 - **AB1261 Caballero.** Would clarify existing laws governing the use of public-private partnerships by local agencies. In Senate Appropriations Committee.
 - **AB 1836 Feuer Infrastructure Financing Districts:** voter approval. Exempts local infrastructure Financing districts from Prop. 18 Introduced January 24, 2008 waiting for committee assignment.
 - **ACA 10 Feuer Bonded Indebtedness: Local Government: Transportation Infrastructure.** Lowers the vote threshold for the approval of bonds for local transportation projects from a two-thirds vote to a 55% vote modeled after Proposition 39 from 2000 for the education bonds.
 - **AB 1815 Feuer California Transportation Infrastructure Fund Task Force** Creates, until January 1, 2010, the California Transportation Infrastructure Funding Task Force, Require the task force to hold at least 3 public hearings around the state and to report to the Legislature and Governor by January 1, 2010, on alternatives to the current system of taxing road users through per-gallon fuel taxes.

JHE:mh



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WSCCOG Annual Issues Conference Details as of March 10, 2008

A team of staff members representing our member jurisdictions have met twice and held several conference calls. The planning staff team consists of

Beverly Hills:	Cheryl Friedling and David Gustafson
Culver City:	Shelly Wolfberg, Craig Johnson and Catherine Vargas
LA City	John Wickham
LA County:	Flora Gil Krisiloff
Santa Monica:	Kate Vernez and Craig Perkins
West Hollywood:	Joan English, Maribel Louie and Christof Schroeder
WSCCOG:	Jody Hall Esser

Event Details to Date

DATE: June 5, 2008. Several dates were discussed, but because of competing events and venue availability, we've settled on this date.

TIME: 9 AM to 12:30 PM

LOCATION: Kirk Douglas Theater in Culver City. (Capacity believed to be 199 – to be verified).

FEE: No fee for attendance (limited seats, advance reservations required).

BUDGET: COG Budget includes \$10,000 for the event (for past events, all costs were absorbed by member cities). Sponsorships not recommended/not being pursued at this time.

WORKING/GENERIC TITLE: Sustainable Westside

AGENDA: Two sessions separated by a break and a wrap-up session. Working timeline:

Panel One:	9:15 -10:45 AM
Break:	10:45 - 11:00 AM
Panel two:	11:00 AM - 12 Noon
Wrap-up:	12 Noon - 12:30 PM

Panel One:

“ENERGY ACTION PLAN - Santa Monica (Kate Vernez and Craig Perkins) agreed to take the lead organizing the first panel: ENERGY ACTION PLAN. (Outline previously distributed; update attached again for reference.)

Panel Two:

“GREEN BUILDING” - Culver City (Catherine Vargas) agreed to take the lead gathering ideas/speakers to flesh out the second panel. Staff identified potential experts – remembering we wanted this panel to be dynamic, forward-thinking and not carrying too much baggage with any member jurisdiction. We identified the following categories of desired representation: moderator, environmentalist, owner/builder, owner/developer, architect and financier. (See attached outline.)

EVENT PUBLICITY

Proposed to be publicized as past events sponsored by the Westside Cities/COG: flier distributed to elected and appointed officials, legislators, cities/county own lists of directly related individuals/organizations. WeHo, SM and BH to work on flier. Save the date outreach cards may be sent; limited seats, reservations only. Open via website last few days if seats available. Event announcement will be put on the website with a note to check back for seats available.

CONFERENCE VIDEO

BH (Cheryl) backed by SM will investigate the possibility of video-recording the conference for play on the City’s government access and possibly the pending/trial County channel.

COORDINATION WITH BOARD, BOARD ALTERNATES, CITY MANAGERS

Jody will prepare notes from planning meetings, will distribute them to the planning staff committee to ensure accuracy and then will forward notes to the Board Alternates and City Managers. If the Alternates have any feedback they’ll provide it to Jody and she’ll take it from there.

Event plans will be presented to the Board for confirmation in March and May.

FOLLOW ON SEPARATE CONFERENCE/EVENT:

During preliminary conference discussions amongst staff, a “third” panel topic was suggested. After some discussion, the team recommends it be the basis of a separate event in the fall: (generic title) WASTE MANAGEMENT. This separate half-day event could be publicized at the June event and is suggested to cover topics including: energy and water conservation, waste to rail, composting, legislative mandates for waste reduction now and on the horizon; partnering with utilities, advancements in processing technology, forming JPA to handle/reduce waste.

The team will begin a parallel planning track for this event as plans for the June event firm.

WSCCOG Annual Issues Conference June, 5, 2008
Sustainable Westside

PANEL ONE: Energy Action Plan
Being Coordinated by the City of Santa Monica

Goal: Collective Establishment of Greenhouse Gas Reduction Target for COG that Conforms to AB 32 and the State Energy Action Plan.

Energy Plan Areas Include:

1. Energy efficiency measures
2. Renewable energy: solar, wind, other clean technologies
3. Vehicle efficiency, alternative fuels and vehicle use reduction through multi-modes including mass transit
4. Water efficiency and waste water reduction
5. Other greenhouse reduction policies, recycling, reduced VOC emissions etc.
6. Sustainable land use and development policies (neighborhood transit oriented projects, jobs/housing balance)

Concrete Deliverables:

1. Joint agreement on minimum reduction target.
2. Completion of greenhouse gas emissions inventories for COG cities and identification of key AB 32 compliance strategies.
3. Development of joint legislative advocacy plan.
4. Identification of funding opportunities to be jointly pursued
5. Development of collaborative projects for energy efficiency, water efficiency and greenhouse gas reduction.
6. Consistency in plan check, permitting, and inspection processes to encourage solar, energy efficiency, grey water and alternative fuel projects.
7. Continued efforts to secure funding for regional mass transit solutions.

Panel of experts:

Mary Nichols - Professor in Residence, UCLA Institute of the Environment; and Chair, California Air Resources Board

Fran Pavley - Former Assembly Member; author Global Warming Solutions Act of 2006 (AB 32) and Clean Car Regulations legislation (AB 1493) (confirmed)

Diane Grunich - California Public Utilities Commission

David Nahai - Chief Executive Officer/General Manager, DWP

Terry Tamminen - Director of the Climate Policy Program of the New America Foundation; and Operating Advisor to Pegasus Capital Advisors.

Jerry Brown - Attorney General, State of California

Ralph Cavanaugh, NRDC

Moderator: Craig Perkins

WSSCOG Annual Issues Conference June 5, 2008
Sustainable Westside

PANEL TWO: Green Building
Being Coordinated by the City of Culver City

Goal: To better understand the advantages of green building, “life cycle” of green buildings (design, development economics of maintenance and operation), and identification of common standards for Westside jurisdictions (to be refined by 3/24).

Green Building Action Plan: To be defined by 3/24

Concrete Deliverables: To be defined by 3/24

Panel of experts:

- Environmentalist: Warren Karlenzig (confirmed)
- Owner/Builder: Wally Marks (confirmed)
- Owner Developer: Greg Reitz (confirmed)
- Financier: Brad Cox
- Architect: Ric Abramson, AIA (confirmed)
- Architect: Larry Scarpa, AIA
- Expert in the Economics of Green Development: to be identified

- Moderator: Deborah Weintraub, Deputy City Engineer, City of LA



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Westside Cities Council of Governments

DRAFT BUDGET 2008-09 REVISED

REVENUE

Estimated Available Balance as of June 30, 2008 ¹	\$ 36,540
Revenue 2008-09 Dues (\$20,000 per member jx)	<u>120,000</u>
Sub Total Revenue	\$ 156,540

EXPENDITURES

Contract for Executive Director Services	\$ 93,000 ²
Travel ³	\$ 7,500
WSSCOG Annual Issues Conference Expenses	\$ 10,000
Miscellaneous Printing and Binding	\$ 5,000
Audit Services ⁴	\$ 3,200
Surety Bond	\$ 750
Metro Deputy Shared Salary Augmentation and Travel Expense	<u>\$ 10,000⁵</u>
Sub Total Expenses	\$ 129,450

Anticipated Ending Balance as of June 30, 2009 **\$ 27,090**

v.2 3-7-08

¹ See Attachment 1.

² Current contract with *jhe services* effective through November 2008. Budget estimate anticipates extension of contract through Nov 2009 and includes a 5% increase for negotiation purposes (\$84k X 1.05% = \$88k) + allowance for reimbursables (\$5k) = \$93k.

³ For Board advocacy and for Exec. Dir. to attend League of CA Cities Annual Conference or other Board approved travel.

⁴ Multi-year contract with Mayer Hoffman McCann approved 11/06.

⁵ Contract with Deputy shared with SBCCOG. Current year contract = \$2000 for travel expenses + \$5585 salary augmentation. Budget estimate for 2008-09 = \$10k combined travel and salary augmentation: actual to be negotiated mid-March.

ATTACHMENT 1

Calculation of Estimated Available Balance as of June 30, 2008

Estimated Fund Balance as of January 31, 2008	\$103,345
Total <u>Additional</u> Anticipated Expenditures June 30, 2008	
Contract for Facilitation Services	0
Executive Director Recruitment Expenses	0
Contract for Executive Director Services	\$ 44,308 ⁶
Miscellaneous Printing/Binding (3/20 Budget Amendment)	\$ 2,000 ⁷
Travel	\$ 5,000 ⁸
WSCCOG Annual Issues Conference Expenses	\$ 10,000
Audit Services	\$ 3,200
Surety Bond	\$ 0
Metro Deputy Travel Expense	\$ 111
Metro Deputy Share of Compensation Increase	<u>\$ 4,186</u>
Additional Anticipated Expenditures Feb 1 – June 30, 2008	\$ 66,805
Estimated Available Balance as of June 30, 2008	\$ 36,540

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⁶ Jan. statement did not include *jhg services* billing for Jan 2008 (\$7307.78). Plus Feb. through June (5 mos. @\$7400

per month: \$7000 fee + \$400 reimbursables per month = 37,000) = \$44,307.78

⁷ \$2000 for advocacy packet folders. Budget Amendment scheduled for March 20 Board meeting.

⁸ Reduced from \$7500 to \$5000 as Exec Dir did not go to League Annual Conference and the Chair/Board have not expended any funds for travel as of 3/8/08