


WESTSIDE CITIES

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

Sustainability Committee Meeting
 April 8, 2009 at 11:00 AM
 Santa Monica Main Library
Multipurpose Room, 2nd Floor
 601 Santa Monica Blvd., Santa Monica, CA

MEETING NOTES

I. Call to Order and Introductions

The meeting was called to order at 11:10am by Co-chair Scott Malsin with Co-chair Abbe Land participating via conference call. (See attached copy of Sign-in Sheet for other meeting attendees)

II. Follow-up Announcements: Governing Board Meeting of March 19, 2009

A. Review of Climate Action Blueprint Principles and Ahwahee Principles for Climate Change

The discussion of this item was split into two segments, the Legislative Action Alert and status of endorsements, and the review of the two sets of principles.

Metro Board member Pam O'Connor provided a context for the Legislative Action Alert from Metro CEO Roger Snoble and indicated it demonstrates that Congressman Waxman's is moving forward quickly with major climate change legislation. And, that she is hopeful the endorsements from the COG and member cities would be completed soon, the Santa Monica Council has already taken action. Co-chair Malsin and Land indicated that each of their cities is considering the item and didn't foresee any problems.

LA County, Culver City and Santa Monica volunteered to work with the Executive Director to prepare a document combining the two sets of principles for review at the next Sustainability Committee meeting.

The Executive Director also indicated that Beverly Hills had provided information from Climate Communities on a group membership rate. This is to be reviewed with the COG Technical Committee.

B. Review of new design ideas from consultant on branding of WSCCOG Sustainability Efforts/Documents

Following discussion among the Co-chairs, staff and consultant (David Cowan, Cowan Communication Arts), and a concern expressed that the use of a universal logo for sustainability might be better, there was general agreement on the green graphic in the top row of Series D but replacing the circular arrows with the sun (similar to the blue graphic in the top row except green). This would preserve the COG logo with only a change in the background color and adding sustainability text below. It was felt that reductions of the graphic would work well for inclusion in brochures etc. with other sponsors as shown on the bottom row of Series D. Mr. Cowan was asked to produce a drawing as discussed and give thought as to how the logo treatment might be modified for use on public vehicles, for example, the green Culver CityBus and the Big Blue Bus in Santa Monica. Finally, in response to a comment about incorporating water as an important sustainability issue, Mr. Cowan thought the use of the small graphic buttons (leaf, water, recycling, sun) from his initial designs could be a way to provide emphasis when desired. He will provide a rendering of his thoughts for the committee to review.

III. Possible New Items for Sustainability Committee to Consider

A. Joint Venture with SBCCOG on Neighborhood Electric Vehicle Project

Jacki Bacharach, Executive Director of the South Bay Cities Council of Governments, along with Wally Siembab, the project manager discussed the Neighborhood Electric Vehicle demonstration project for which the SBCCOG has already received funding and what would be necessary to proceed with a joint application for funding of a larger effort that would include Westside cities. It was indicated that the submission of the proposed application had to be done quickly and that discussions have already begun with Culver City staff and Santa Monica staff to manage a demonstration project in the two communities.

The Co-chairs concurred that this was an effort the COG should support. Given the timing concern, the Co-chairs recommended that the COG Technical committee consider the joint application as a pilot with the cities of Culver City and Santa Monica and look to expanding to include the other Westside cities in the future.

B. Discussion with the Executive Director of The Energy Coalition

Craig Perkins, Executive Director of The Energy Coalition provided a brief overview of the mission of the Coalition and focused on its Community Energy Partnership effort. The key to the Community Energy Partnership is addressing the individual needs and characteristics of communities to achieve energy savings, inform consumers, and reduce greenhouse gas emissions. Current partner cities include Brea, Irvine, Corona, San Gabriel, Moreno Valley, San Bernardino and Santa Monica, and current utility partners are Southern California Gas and Southern California Edison. Mr. Perkins specifically discussed the benefits to municipalities for energy efficiency improvements city facilities working with Edison and the Gas Company.

Mr. Perkins indicated that being in a partnership with Edison and The Gas Company right now would give the cities access to some incentives that cities wouldn't otherwise get. For example, the Edison program design for the next three years is to reward cities for increasing the efficiency of their facilities with a per kilowatt premium incentive that is paid to communities that reach a certain tier. This is not available if the community is not a part of the partnership. In addition, there is integrated marketing and outreach to the residents and businesses of partnership communities as energy efficiency and savings programs; this could include a customized program developed by the Coalition and the community. Finally, Mr. Perkins shared his thought that membership in a network of cities gives access to better and broader set of information and programs that may work well in other communities and would not have to be reinvented. For example, The Coalition is working with the City of Palm Desert on reducing its energy usage by 30% citywide which lead to AB811.

Mr. Perkins discussed other benefits of partnerships which included access to discretionary funds (and grants) that will become available outside the formulas funds the cities will receive from the Federal Stimulus package. These funds will become available in the next few months.

It was suggested that the COG executive director continue dialogue with The Coalition and formulate future recommendations for the committee to consider.

IV. Reports Back from The Executive Director and Committee Staff:

Peter James, planner with Santa Monica reported that the Westside Cities planning group would provide an update to the Sustainability Committee at the June meeting on the workforce housing study that was adopted by the COG in November 2008.

Mr. James also indicated that the Westside Cities planning group is working on AB32 and SB375, focusing on SCAG's proposal to develop the Sustainable Community Strategy (SCS) for the sub-regions. SCAG has indicated that a sub-region could develop its own SCS. The Westside Cities planning group is currently evaluating the two options. Some positives include: the Westside Cities would have control of targets; participate in and have ownership of the regional planning process as it impacts the Westside cities; and, there would be better integration into existing plans and policies of the Westside cities. The shortfalls include: currently no SCS model or outline exists; there would be staff workload impacts; coordination of the individual Westside cities transportation and land-use policies into a single strategy could be a challenge; and, funding resources are unknown. SCAG has given the Westside cities until September 2009 to make a determination.

Co-chair Malsin indicated that it's rather certain SCAG does not want to do the SCS for the sub-regions and that at the May general assembly meeting SCAG is suppose to release its SCS model. Malsin also suggested that the geography of the COG and that the City of Los Angeles would probably do its own plan adds to the challenge.

More information on AB32 and SB375 will be provided to the Committee as it becomes available.

V. Receive and File and Direction

A. February 11, 2009 Committee Meeting Notes

This item was carried over to the next meeting.

VI. Public Comment RE Items Not On the Agenda :

NOTE: Depending on the length of the agenda and number of individuals desiring to address the Committee, the time allotted for Public Comment may be limited.

There was no Public Comment

VII. Announcements and Future Meeting Agenda Items

A. What are the next efforts of the Sustainability Committee?

B. Water Allocation Discussion

This item was not discussed; however, as noted above, there will be an update of the Workforce Housing Study at the June meeting.

VIII. Adjournment

Next meeting scheduled to take place on June 10, 2009

The meeting adjourned at 12:35pm.



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Westside Cities COG

SUSTAINABILITY COMMITTEE

Meeting Date: 4-8-2009

Sign-in Sheet

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