



## WESTSIDE CITIES

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

**Date:** July 17, 2008

**TO:** Westside Cities Council of Governments

**FROM:** Jody Hall Esser, Executive Director

**SUBJECT: RECOMMENDED ACTIVITIES TO ADVANCE THE  
WSSCOG'S ADOPTED WORK PROGRAM FOR 2008-10**

In March of 2008, the Board approved and adopted the WSSCOG Work Program for 2008-10. (Attachment 1) A two-year Work Plan was established in order to provide a more realistic time frame to pursue approved subject areas or categories of effort through specifically and subsequently approved projects and activities.

Specific projects and activities to advance the COG's Work Program are presented for Board consideration at this time:

### 1. Category: TRANSPORTATION

**Activity:** Develop and implement a six-month Advocacy and Education Campaign to advance the COG's priority transportation/potential transportation sales tax funded projects

The basic components of this plan have been drafted (Attachment 2) and will be refined over time in consultation with the City Managers/Executive Staff Committee and Transportation Committee with regular reports to the Board. In addition, a second six-month plan is recommended to be developed and presented to the Board in January 2009.

### 2. Category: SOCIAL SERVICES and HOUSING

**Activity:** Pursue Initiatives Recommended by the Homeless Issues Committee.

The Homeless Issues Committee has developed four activities or "initiatives" which will be refined by the Committee in August, distributed to the member jurisdictions for vetting shortly thereafter and presented to the Board for consideration in September.

**3. Category: ENVIRONMENTAL INITIATIVES**

**Activity:** Form a third WSCCOG "standing committee" on Sustainability. Once formed, direct the Committee to develop 1-2 priority projects to be presented to the Board for approval at its November meeting.

As an outcome of the WSCCOG Sustainability Summit on June 5<sup>th</sup>, several Board members requested the Executive Director agendaize formation of a third standing committee on Sustainability. (See agenda item 5 B)

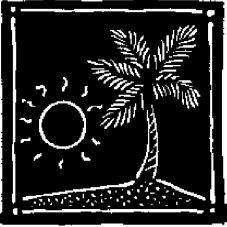
**4. Category: BROADER CONNECTIONS**

**Activity:** **Joint effort(s) with the SBCCOG.**

A meeting between the WSCCOG and SBCCOG Executive Directors is set for July 11<sup>th</sup>. An oral report will be presented at the Board meeting regarding suggested collaborations

**Recommended Action:**

**That the Board discuss the proposed Work Program activities and advise the Executive Director accordingly.**



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### WESTSIDE CITIES COG 2008-2010 WORK PROGRAM

#### 1. Transportation and Improved Mobility

- Create cooperative plans to improve mobility, transportation, and infrastructure issues.
- Advocate for transportation planning and subregional projects and explore potential for public/private partnerships..
- Develop system-wide linkages and enhancements to secure a seamless, integrated program within the Westside and across the region.

#### 2. Social Services

- Conduct joint efforts in subregional planning in targeted areas such as service delivery to seniors, youth and the homeless.
- Propose joint lobbying strategies to ensure equitable state, federal, and county funding support for all social services including health and mental health.
- Create a seamless & uniform system of transportation and fares for all seniors and the disabled population utilizing the same bus pass and taxi coupons for WSCCOG cities & county.
- Utilize a centralized location to certify all taxi cab companies and standardize their meters to new digital format to prevent fraud.
- Explore a Continuum of Care for seniors and the disabled, including the county departments, network of service providers, and the WSCCOG similar to its approach of dealing with homelessness.
- Pursue state and federal initiatives to improve aging facilities for the aged and create new community centers for seniors.
- Propose joint lobbying strategies to ensure equitable state, federal, and county funding support for senior nutrition programs and create an acceptable grant application and monitoring system that is less labor intensive.

#### 3. Housing

- Develop baseline information and specific recommendations and measures to address regional housing needs, improve housing options and affordability in the sub-region.

#### 4. Land Use

- Conduct joint efforts in subregional planning in areas such as mixed use development, green space, integrated transit, airport issues and land use. Issues such as height, density, and traffic patterns must be integrated into such a plan.

## 5. **Economic Health**

- Promote the economic health of the subregion's economy through joint promotional efforts, technology sharing and collaboration on future revenue possibilities. Along with this, traffic must be addressed as well as support services and business serving entities which help to create the positive synergy that attracts increased economic activity.

## 6. **Environmental Issues**

- Conduct joint actions to effectively deal with water quality protections, urban runoff solutions, green building and other issues of sustainability.
- Review and respond to South Coast Air Quality Management District (AQMD) and air quality actions of the federal, state and regional entities.
- Work with Southern California Edison and LADWP on a regional energy conservation rebate program and solar energy programs for residents and businesses.
- Collaborate with member cities for Solid Waste Integrated Resources Plan implementation measures to address waste and recyclables.
- Create environmental education and public health programs, relative to stormwater runoff.
- Develop joint programs for "Smart Gardening" programs for composting and other efforts.
- Explore incentive programs for reclaimed water use for commercial customers.

## 7. **Homeland Security/Terrorism Issues**

- Conduct joint efforts involving advance planning and mutual aid to ensure regional public safety and security. Propose joint lobbying strategies to ensure equitable state, federal and county funding for local "first responder" efforts on homeland security.

## 8. **Broader Connections**

Explore sharing some of the above programs in a broader region with South Bay Cities COG.

**DRAFT**  
**Components of Six-Month**  
**Advocacy Campaign to Advance the WSCCOG's Priority**  
**Transportation /Potential Transportation Sales Tax-Funded Projects**

- Debrief all comments made by Metro Board members yesterday to pick-up on opportunities and to confirm/identify counterpoints. (Underway)
- Update the COG website to advise of the June 26<sup>th</sup> Metro Board meeting, note what happened; what the next steps are; how our constituents can join in our transportation advocacy efforts. Provide meeting dates, sample letters, etc.
- Also Update the COG website to inform regarding the pending half-cent sales tax ballot measure campaign, how this measure would advance COG transportation projects and where more information can be secured.
- Prepare a press packet regarding the transportation projects was distributed at the Board meeting and will be regularly updated.
- Hire a firm to assist the COG over the next six months, to design and implement a focused communication and public relations campaign to ensure the three COG priority projects (and the green line to LAX should the sales tax measure be on the ballot) are priority projects for transportation sales tax measure funding.
- Brief member jurisdiction state and federal lobbyists, identify specific contacts we want them to make and arrange regular conference calls to advance the transportation projects.
- Prepare speaking points for Board members and encourage interviews, speaking opportunities.
- Reach out to and maintain our voice with all those groups and individuals who stood with us on the 26<sup>th</sup> and nurture new advocates: UCLA, Westside hospitals, etc. (Agendized for discussion with City Managers on 7/9 and the Transportation Committee meeting in August. Report back to the Board in September.)
- Monitor every Metro Board meeting and general press coverage.
- Identify key elected and pointed officials and arrange private meetings and regular contacts between Board members and these individuals.
- Regularly progress to the City Managers/Executive Staff Committee, Transportation Committee and Board. Present a second six-month plan to the Board in November 2008.