



**WESTSIDE CITIES**

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

**Date:** May 15, 2008

**TO:** Westside Cities Council of Governments

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

**SUBJECT: AUTHORIZATION TO AMEND THE 2008-09 BUDGET, TO HIRE COMMUNICATION AND PUBLIC RELATIONS FIRM TO DESIGN AND IMPLEMENT AN ADVOCACY CAMPAIGN FOR THE WSCCOG'S PRIORITY TRANSPORTATION/POTENTIAL SALES TAX-FUNDED PROJECTS, AND AUTHORIZE THE CHAIR TO EXECUTE AN AGREEMENT WITH SELECTED INDIVIDUAL/FIRM**

The City Managers/Executive Staff Committee ("City Managers") and Executive Director strongly recommend the Board authorize an amendment to the adopted 2008-09 Budget to appropriate \$25,000 in un-appropriated funds, for contractual services. This amount would be augmented if/as necessary by contributions from the cities of Beverly Hills, Culver City, Santa Monica and West Hollywood and would be used to hire a firm specializing in communications and public relations to ensure the COG's priority transportation project are among those funded by the pending transportation sales tax ballot measure.

The City Managers and Executive Director believe a focused effort is necessary in order to:

- Ensure priority ranking of the COG's top two transportation improvement projects, the Expo Light Rail Project Phase I and II and the Westside Subway Corridor ("what we refer to as the Westside Subway Extension Project) on the list of projects to be funded from the transportation sales tax measure;
- Add to the draft list and prioritize the I-10/Robertson/National Circulation Improvement project, to ensure it is funded through the sales tax measure; and
- Though the COG has not taken a formal position on the Green Line to LAX extension project to date, the Board members recently agreed that it would be worthwhile to add this project to the list of projects to be funded as part of a sales tax measure. The firm/individual hired would work to ensure this fourth project is also prioritized to receive funding.

A copy of the " Proposed One-Half Cent Sales Tax for Transportation" outline of expenditure categories and list of projects that was distributed to the Metro Board on 6/26/08 is attached for your reference.

The City Managers, specifically Rod Wood, City Manager, City of Beverly Hills has agreed to coordinate development of a short list of qualified firms/individuals. The City Managers

committee will develop a scope of services, collaborate on selection of a contractor and the Executive Director will work with Counsel to the COG to structure an agreement that will accommodate funding from the COG and the four member cities referenced above, will oversee the efforts of the consultant and report to the Transportation Committee and Board on a regular basis. It is anticipated that the contract would be for a six-month period. Depending on need and performance, the Board may be asked to consider a follow-on contract mid-year.

**Recommended Action: ROLL CALL VOTE**

- 1. That the Board amend the Annual Budget for FY 2008-09 to appropriate \$25,000 to be combined with contributions from the cities of Beverly Hills, Culver City, Santa Monica and West Hollywood as necessary, to hire an individual or firm to design and implement a communication and public relations campaign to advance the COG's priority transportation/potential sales tax funded projects; and**
- 2. Authorize the Chair to execute an agreement for services.**

**Proposed One-Half Cent Sales Tax for Transportation  
Outline of Expenditure Categories for Discussion**

**Sunsets in 30-Years: FY 2009 - FY 2038**

(millions)

<b>Program</b>	<b>% of Sales Tax (net of administration)</b>	<b>First Year Amount</b>	<b>10-Year Amount</b>	<b>30-Year Amount</b>
New Rail and/or Bus Rapid Transit Capital Projects - project definition depends on final environmental review process	40%	\$ 276	\$ 3,349	\$ 15,760
New Project Operations and Maintenance*	5%	\$ 34	\$ 419	\$ 1,970
Commuter Rail Operations, Maintenance, and Expansion	3%	\$ 21	\$ 251	\$ 1,182
Metro Rail Capital - System Improvements, Rail Yards, and Rail Cars	2%	\$ 14	\$ 167	\$ 788
Countywide Bus Service Operations, Maintenance, and Expansion**	15%	\$ 103	\$ 1,256	\$ 5,910
Carpool Lanes, Highways, Goods Movement, Grade Separations, and Soundwalls	15%	\$ 103	\$ 1,256	\$ 5,910
Local Return to the Incorporated Cities within Los Angeles County and to Los Angeles County for the Unincorporated Area of the County on a Per Capita Basis Flexible use for transit; major street resurfacing, rehabilitation and reconstruction; pothole repair; left turn signals; bikeways; pedestrians; streetscapes; and signal synchronization.	20%	\$ 138	\$ 1,675	\$ 7,880
<b>TOTAL PROGRAMS</b>	<b>100%</b>	<b>\$ 690</b>	<b>\$ 8,373</b>	<b>\$ 39,400</b>
1.5% for Administration		\$ 11	\$ 128	\$ 600
<b>GRAND TOTAL</b>		<b>\$ 700</b>	<b>\$ 8,500</b>	<b>\$ 40,000</b>

\* Flexible use for new rail projects for first ten years.

\*\* Flexible use for operation of new rail projects if necessary.