



**REGULAR MEETING OF THE  
WESTSIDE CITIES COUNCIL  
OF GOVERNMENTS**

**MEETING NOTES**

TUESDAY MARCH 31, 2015  
12:00 NOON

ANNENBERG COMMUNITY BEACH HOUSE  
415 PACIFIC COAST HWY  
SANTA MONICA, CA 90402

**IN ATTENDANCE:**

- Beverly Hills:*** Councilmember William Brien. Staff: Cheryl Friedling, Aaron Kunz
- Culver City:*** Councilmember Jeff Cooper, Councilmember Jim Clarke. Staff: John Nachbar, Shelly Wolfberg, Diana Chang
- Santa Monica:*** Mayor Kevin McKeown, Councilmember Gleam Davis, Councilmember Pam O'Connor. Staff: Danielle Noble, Debbie Lee, Francie Stefan.
- West Hollywood:*** Councilmember Lauren Meister. Staff: Hernan Molina, Christof Schroeder, Stephanie DeWolfe, Bianca Siegl, Joanna Hankamer, Scott Schmidt.
- City of LA:*** Councilmember Mike Bonin (District 11). District 11 Staff: Debbie Dyer Harris, Paul Backstrom. District 5 Staff: Jay Greenstein. City Staff: Chris Concepcion
- County of LA:*** District 3 Staff: Felicia Parks-Rogers, Nicole Englund, Madeleine Moore.
- WSCCOG:*** Executive Director: Cecilia Estolano, Katherine Perez-Estolano. Staff: Winnie Fong
- Other Attendees:*** Jenkins & Hogin, LLP: Lauren Langer. Metro Board Southwest Corridor: Mayor James Butts, Mike Bohlke. Metro Board Southwest Corridor Deputy; Metro: Jody Litvak, Renee Berlin.

**1. CALL TO ORDER**

Councilmember Jeff Cooper called the meeting to order at 12:17 p.m. WSCCOG Counsel Lauren Langer briefed the board on the WSCCOG bylaws to determine the next steps for filling the vacancy of the WSCCOG Chair due to the makeup of the West Hollywood City Council as a result of the March 2015 elections. Therefore, the current WSCCOG Vice Chair will serve as Chair until the term expires July 1, 2015.

**2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS**

Councilmember Jeff Cooper welcomed the board to the meeting then initiated self-introductions by the attendees.

**3. APPROVAL OF JANUARY 22, 2015 DRAFT MINUTES MEETING**

A motion was made by Mayor Kevin McKeown and seconded by Councilmember William Brien to approve the January 22, 2015 meeting minutes. The motion passed unanimously.

#### **4. EXECUTIVE DIRECTOR'S REPORT**

Katherine Perez-Estolano informed the board that the WSCCOG website design is now live. Ms Perez-Estolano also reminded the board to submit the Statement of Economic Interests (Form 700) by the April 1<sup>st</sup> deadline. Ms. Perez-Estolano also directed the board to a copy of the recent WSCCOG Hot Sheet that was distributed in February 2015.

##### **(A) City of West Hollywood Delegate to WSCCOG Board**

Ms. Perez-Estolano announced the new City of West Hollywood delegate to the WSCCOG board and welcomed Councilmember Lauren Meister. Councilmember Meister provided a brief statement on her background and qualifications, as well as her contribution to the WSCCOG Board.

#### **5. STRATEGIC INITIATIVES UPDATE**

##### **(A) Transportation/Mobility**

##### **I. Westside Metro Mobility Matrix Update**

Ms. Perez-Estolano updated the board on the process of developing and finalizing the Westside Metro Mobility Matrix, which involved the WSCCOG Transportation Committee, Metro, Fehr & Peers, and the Project Development Team (PDT). Ms. Perez-Estolano also outlined the schedule of events following the mobility matrix, which included conducting two community workshops, reviewing the forthcoming Fiscal Stability Overview and Inventory Report prepared by Metro, and developing a major list of projects to submit to Metro for the preparation of the potential transportation ballot measure. Ms. Perez-Estolano also referenced a previous transportation priority list developed by the WSCCOG board in 2013. Ms. Perez-Estolano noted that projects related to the City and County of Los Angeles were not included in this list, but were included in a separate list for City and County projects. The WSCCOG Board engaged in a discussion regarding projects of regional significance and local projects that are listed in the Mobility Matrix Project List.

Councilmember Cooper called for a motion to acknowledge the Mobility Matrix report and approve two transportation community workshops in May 2015. A motion was made by Mayor McKeown and seconded by Councilmember Bonin. The motion passed unanimously.

##### **II. Westside Transportation Community Dialogues**

Ms. Perez-Estolano provided an update on the second location of the community dialogue event, which will be located on Thursday, May 7 at Plummer Park in West Hollywood.

##### **III. Westside Subregional Bikeshare Coordination Update**

Ms. Perez-Estolano provided an update on the latest bikesharing efforts for each member city. Francie Stefan (City of Santa Monica) mentioned that the City is still seeking a sponsor through a third-party consultant. Madeleine

Moore (Supervisory County District 3) stated that County Supervisor Sheila Kuehl supports an integrated bikesharing system countywide. Councilmember William Brien added that the City of Beverly Hills will go forward with a pilot program and is expecting the program to launch concurrently with the City of Santa Monica's program.

**IV. Metro Arterial Performance Measurement Framework**

Ms. Perez-Estolano briefed the board on the Metro Arterial Performance Measurement Framework project and acknowledged the cities' public works staff for participating in the technical advisory committee.

**V. SCAG I-405 Corridor Master Plan**

Ms. Perez-Estolano briefed the board on the current work on the I-405 Corridor Master Plan study and encourages the member cities' public works staff to attend and participate in the upcoming meetings.

**VI. SCAG I-405 Plug-In Vehicle (PEV) Readiness Plan Implementation Project**

Ms. Perez-Estolano briefed the board that SCAG approached the WSCCOG with an opportunity to partner with SCAG on a grant application to study the readiness of plug-in vehicle charging stations in the Westside subregion. Mayor Kevin McKeown stated that the availability of PEV charging stations have presented a challenge for renters who own electric cars in Santa Monica. Mayor McKeown proposes that the study examine policies that would support providing adequate charging stations for renters.

**(B) Tourism/Economic Development**

Cecilia Estolano provided an update regarding the recent Tourism/Economic Development Committee meeting, which occurred in February 2015. Ms. Estolano mentioned that the committee referenced the hidden gems campaign, transportation guide, and promoting cultural tourism as high priority projects. Ms. Estolano briefed the board on the project recommendations developed by the WSCCOG staff and the technical working group, which the WSCCOG staff will present to the committee in late April for further consideration. Ms. Estolano emphasize that the WSCCOG serve as an additive resource and not duplicate existing campaigns.

Ms. Estolano also recommended that the board refine the COG's priorities. Given the recent strong economic performance and activity in tourism in the subregion, Ms. Estolano indicated that tourism may no longer be considered as a high of a priority in the subregion and recommended that the COG shift its focus to begin monitoring stormwater issues and cap-and-trade funding. Ms. Estolano added that the WSCCOG staff will work on a draft work plan to incorporate the updated priorities, which will be presented at the next board meeting.

**6. ACTION ITEMS**

**(A) 2015 SCAG Regional Council District #41 Representative**

Katherine Perez-Estolano presented the recommended action by the board to confirm the reappointment of Councilmember Pam O'Connor as the SCAG Regional Council District #41 Representative. A motion was made by Councilmember Mike Bonin and seconded by Mayor Kevin McKeown. The motion passed unanimously.

Councilmember O'Connor made a brief statement about the upcoming SCAG General Assembly event in May and upcoming meetings regarding the preparation of the SCAG Regional Transportation Plan (RTP)/Sustainable Communities Strategy update. Cecilia Estolano added that SCAG has circulated the Notice of Preparation for the Draft Program EIR for the 2016 RTP/SCS and is undergoing the public review and comment period.

**(B) Countywide Comprehensive Park and Recreation Needs Assessment Steering Committee Appointment**

Cecilia Estolano briefed the board about the Countywide Comprehensive Park and Recreation Needs Assessment. Councilmember Jeff Cooper requested the board for volunteers for the appointment. Councilmember William Brien volunteered to be appointed to the steering committee. A motion was made by Mayor Kevin McKeown and seconded by Councilmember Cooper. The motion passed unanimously.

**(C) Senate Bill 485 (Hernandez): County of Los Angeles: Sanitation Districts**

Cecilia Estolano briefed the board on SB 485 and asked the board to support the legislation and move forward with a draft letter of support to Senator Hernandez. A motion was made by Councilmember William Brien and seconded by Councilmember Jeff Cooper. The motion passed unanimously.

**(D) WSCCOG Executive Director Contract Renewal**

Katherine Perez-Estolano presented to the board a one-year contract renewal for WSCCOG Executive Director Services, which also included a request to increase in the monthly retainer, effective April 1, 2015. A motion was made by Mayor Kevin McKeown and seconded by Councilmember William Brien. The motion passed unanimously.

**7. ANNOUNCEMENTS**

**8. FUTURE MEETING LOCATION AND AGENDA ITEMS**

**9. PUBLIC COMMENT**

Councilmember Lauren Meister inquired whether Metro will identify parameters to prioritize projects. Katherine Perez-Estolano responded that Metro will be meeting more frequently and will request Metro for the parameters. Jody Litvak (Metro) made an announcement for "Stand Up For Transportation Day" on April 9, 2015 in response to a federal transportation funding bill that is set to expire in May 2015. Jeff Kiernan (League of California Cities) provided updates on a recent State Assembly hearing on the RDA dissolution bill. Mr. Kiernan also provided updates on legislation related to medical marijuana, affordable housing, and homelessness. Brian Rose (Leo Baeck Temple) provided a statement that the potential sales tax ballot measure brings an opportunity to fund transportation projects, such as the fixing the congestion on I-405.

**10. ADJOURNMENT**

Meeting adjourned at 1:25 p.m.

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