



WESTSIDE CITIES

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

REGULAR MEETING OF THE WESTSIDE CITIES COUNCIL OF GOVERNMENTS

Date: March 20, 2014
12:00 PM Lunch
12:15 Business Meeting
12:45 Closed Session

Hosted by: City of Santa Monica
Location: Annenberg Community Beach House
415 Pacific Coast Highway
Santa Monica, CA 90402

AGENDA

Public comment on any agenda item may be made during the consideration of that item. All comments on items not listed on the agenda may be made during the time allotted on the agenda to the Public. Members of the public may comment by raising a hand and being recognized by the Chair. Speakers shall confine their comments to three minutes per speaker. Unless otherwise noted in the Agenda, the public may only comment on matters that are within the subject matter jurisdiction of the Westside Cities Council of Governments or items listed on the agenda.

1. CALL TO ORDER

2. WELCOME, INTRODUCTIONS AND IDENTIFICATION OF VOTING MEMBERS

3. NEW BUSINESS

- A. New WSCCOG Executive Director Selection
- B. Nomination of Santa Monica Appointee David Feinberg to Serve on the Metropolitan Transportation Authority's Westside/Central Service Sector Governance Council
- C. Consideration and Appointment of a Representative to SCAG's Energy & Environment Committee
- D. MTA "Mobility Matrix" for Use in Long-Range Transportation Planning
- E. Report from MTA Regarding Proposed Fare Changes

4. CONTINUED BUSINESS

- A. None

5. RECEIVE/FILE:

A. None

6. ANNOUNCEMENTS

7. FUTURE MEETING LOCATION AND AGENDA ITEMS

A. WSSCOG Meeting Dates and Locations

8. PUBLIC PARTICIPATION

9. ADJOURN



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City of Santa Monica - City Clerk's Office at (310) 458-8211. Please notify the City Clerk's Office at least twenty-four hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility.



DATE: March 20, 2014

TO: Westside Cities Council of Governments Board

FROM: WSCCOG Staff

SUBJECT: New WSCCOG Executive Director Selection and Contract

ATTACHMENTS: Contract between Westside Cities Council of Governments and Estolano, LeSar Perez Advisors LLC

Recommended Action

Approve a one-year contract with the firm Estolano, LeSar, Perez Advisors LLC to serve as the new Executive Director firm for the Westside Cities Council of Governments.

Background

Four local firms or individuals submitted proposals to the Westside Cities Council of Governments in response to a Request for Proposal. An ad hoc selection committee was formed to review the proposals and interview the candidates/firms. Members of the ad hoc selection committee were:

- Councilmember William Brien – City of Beverly Hills
- Mayor Jeff Cooper – City of Culver City
- Paul Arevalo – City of West Hollywood
- Kate Vernez – City of Santa Monica
- Flora Gil Krisiloff – County of Los Angeles

Interviews with the four firms/individuals were conducted on January 16, 2014.

Discussion

The ad hoc selection committee recommends the firm of Estolano, LeSar, Perez Advisors LLC to serve as the new Executive Director firm for the Westside Cities Council of Governments. A contract has been developed with assistance from legal counsel; this is attached for review.

Pending approval, the contract with Estaolano, LeSar, Perez Advisors LLC will be executed and their service will commence.



DATE: March 20, 2014

TO: Westside Cities Council of Governments Board

FROM: WSCCOG Staff

SUBJECT: Nomination of Santa Monica Appointee David Feinberg to Serve on the Metropolitan Transportation Authority's Westside/Central Service Sector Governance Council

ATTACHMENTS: City Council Report – City of Santa Monica

Recommended Action

Approve the selection (nomination) of Mr. David Feinberg from Santa Monica to serve as the Westside Cities Council of Government's (WCCOG) nominee on Metro's Westside/Central Service Sector Governance Council.

Background

Metro's Westside/Central Service Sector Governance Council provides recommendations to MTA in the areas of improved bus service, increased agency accessibility and responsiveness to the communities served in the region. Several Sector Governance Councils exist in the Los Angeles area; they oversee the planning and implementation of service regarding transit, providing public forums for transit users to achieve improved or more efficient service.

The WCCOG shares three seats on the Governance Council among the four cities of Beverly Hills, Culver City, West Hollywood and Santa Monica. The term of the current Santa Monica representative will expire; Mr. David Feinberg has been nominated by the City Council of Santa Monica for this opportunity.

Transit Government Relations Officer David Feinberg was selected by the Santa Monica City Council based on his experience with Santa Monica's 'Big Blue Bus' program and with transit policy development, operational expertise along with his skill in interagency coordination.



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DATE: March 20, 2014

TO: Westside Cities Council of Governments Board

FROM: WSCCOG Staff

SUBJECT: Consideration and Appointment of a Representative to SCAG's Energy and Environment Policy Committee

Recommended Action

That the Westside Cities Council of Governments appoint a representative to the Southern California Association of Governments Energy and Environment Committee. These appointments are for a 2-year term, which is renewable by the COG. Most recently, Honorable Jeffrey Prang of West Hollywood served as the COG's appointee.

Background

SCAG's Energy and Environment Committee considers a wide range of regional policies, including those related to air quality, water quality, solid and hazardous waste, habitat preservation and environmental justice.



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DATE: March 20, 2014
TO: Westside Cities Council of Governments Board
FROM: WSCCOG Staff
SUBJECT: MTA 'Mobility Matrix' for Use in Long-Range Transportation Planning
ATTACHMENTS: MTA Report dated February 19, 2014

Recommended Action

Designate the COG's incoming executive director/firm (with consultant input) as the staff support to the COG to develop the upcoming sub regional transportation mobility matrix as requested by MTA.

Background

The Los Angeles Metropolitan Transit Authority (MTA) is providing up to \$500,000 for each sub region (or Council of Governments) to prepare a transportation mobility matrix. These matrices will assist in the development of MTA's next 'Long Range Transportation Plan' and/or future funding initiatives (e.g., a new Measure R or J ballot initiative.)

The last Westside Mobility Study was completed almost exactly 10 years ago.

MTA hopes to complete the project by the end of February, 2015. Metro staff is hiring a consultant team to promote the initiative, to provide technical analysis, and to coordinate input from COGs. The MTA staff report is attached.

Discussion

The coordination challenge in completing this mobility matrix will be an excellent opportunity to leverage the skills of the COG's new executive director/firm, as this is an extremely technical and detailed strategy document which has long-range implications.



Metro

Los Angeles County
Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

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**PLANNING AND PROGRAMMING COMMITTEE
FEBRUARY 19, 2014**

SUBJECT: MOBILITY MATRICES

ACTION: APPROVE APPROACH AND ADDITIONAL STAFF

RECOMMENDATION

- A. Approve the holistic countywide approach for preparing Subregional Mobility Matrices which allows for consistency in developing criteria that will be used to identify and evaluate projects; and
- B. Authorize adding and hiring two Full Time Equivalent (FTEs) - one Transportation Planning Manager V and one Transportation Planning Manager IV in the FY 14 Countywide Planning and Development budget to manage this work effort.

ISSUE

At the October 24, 2013 meeting, the Board approved preparing Mobility Matrices for the San Gabriel Valley, San Fernando Valley and Westside subregions, allocating a maximum of \$500,000 for each study (Attachment A). At the December 5, 2013 meeting, the Board directed staff to develop a holistic countywide approach for preparing Subregional Mobility Matrices (Attachment B) and further directed that cities with membership in two Councils of Governments (COGs) would need to select one COG for this planning effort. These matrices would incorporate and update previous studies as has been done by the Gateway Cities and South Bay COGs and establish criteria for evaluating potential corridor improvements. The Mobility Matrices will not develop prioritized project lists, but will provide a tool for future prioritization. This report responds to the Board directive.

DISCUSSION

Background

The Gateway Cities and South Bay Cities Councils of Governments (COGs), using their Measure R Highway Operational Improvement funds, developed a Strategic Plan and a Measure R Highway Fund Implementation Plan, respectively, to identify their unmet subregional transportation needs. The Gateway Cities plan is a comprehensive plan covering all modes of transportation and is still under development. The South Bay

Cities COG Implementation Plan which is completed only addressed freeway and highway operational improvements.

In March 2013, the Board directed that the Highway Programs Department work with the North County Transportation Coalition (Coalition) to update their North County Combined Highway Plan. Since that time, staff has been working with the Coalition to develop the scope of work which is currently in the procurement phase. This Study will be multimodal and explore freeway, arterial roads, transit, and goods movement. Furthermore, it will assess ground access to Palmdale and Fox Field Airports. The North County mobility matrix will address the modes not covered by the North County Combined Highway Plan update. At the October Board meeting, the Board directed that the San Gabriel Valley, San Fernando Valley and Westside Cities COGs each receive a maximum of \$500,000 to develop subregional Mobility Matrices. At the December, 2013 Board meeting, staff was directed to return with a holistic approach for the remainder of the subregions.

Approach

The San Gabriel Valley COG has been working with the Highway Programs Department with assistance from Countywide Planning staff on the scope of work for their mobility matrix. The matrix will identify and utilize screening criteria to evaluate corridors (e.g., highway, arterial, rail, bicycle) that will in turn establish a framework to recommend potential transportation improvements along those corridors. In doing so, the consultant will identify baseline conditions, collect other data as needed and work with the subregions to develop the matrix and framework. With the potential for a sales tax ballot initiative, it is imperative that this exercise be completed so that sufficient countywide input can be obtained for the proposed sales tax. In order for work to commence in earnest in early FY 15, the consultants must be procured this fiscal year.

Since the San Gabriel Valley COG's scope of work is the furthest along, it will be released first to the Countywide Planning Bench and will be used as a model for the remainder of the subregional studies. To maximize staff resources, it is recommended that adjacent subregions be combined into one umbrella contract with separate technical advisory committees and deliverables for each subregion. This will allow consistency among the subregions with adjacent interests and needs. The County of Los Angeles, Southern California Association of Governments and California Department of Transportation as well as other regional agencies will be asked to participate in each study. Below are the recommended groupings:

- San Gabriel Valley COG
- South Bay Cities COG including the respective City of Los Angeles areas
- Central and Westside City of Los Angeles and Westside Cities COG
- San Fernando Valley and Las Virgenes/Malibu COGs
- North County Transportation Coalition

The Arroyo Verdugo Cities COG has three cities in the San Gabriel Valley COG (La Canada/Flintridge, Pasadena and South Pasadena) and two cities in the San Fernando Valley COG (Burbank and Glendale). For this reason, the Arroyo Verdugo Cities COG does not want a separate mobility matrix, but rather will be included as part of the San Gabriel Valley COG and San Fernando Valley COG. Further, since the South Bay Cities COG has completed a portion of the work, their mobility matrix will only cover the modes not yet studied. The North County Transportation Coalition has requested that their mobility matrix be considered as Phase 2 of their North County Multimodal Integrated Transportation Study.

On January 9 and 10, 2014, Countywide Planning staff discussed the approach with the COG Executive Directors and subregions' representatives. The COG Executive Directors and subregions' representatives agreed with the proposed approach. The final scope of work for the San Gabriel Valley COG's mobility matrix will be sent to each COG representative for their review.

DETERMINATION OF SAFETY IMPACT

The actions recommended in this report will not impact the safety of our employees or customers.

FINANCIAL IMPACT

Countywide Planning and Development has sufficient funds to cover FY 14 activities. Funds for the San Gabriel Valley and North County studies are included in the FY 14 budget in Cost Center 4710, Highway Programs. The San Gabriel Valley dollars will be transferred to Countywide Planning and Development. The Chief Planning Officer and the cost center manager will request the balance of the up to \$3.5 million necessary to complete this Board directed work in the FY 15 Countywide Planning and Development budget.

As this is unplanned FY 14 work, there is no staff available to complete this effort within the required time frame to meet the sales tax measure deadlines. Staff could be assigned on an ad-hoc basis; however, this will extend the time to complete the work. Board approval is required to add and hire one TPM V and one TPM IV who will be responsible for consultant procurement and working with the COGs to complete their mobility matrices.

Impact to Budget

There is no impact to the FY 14 budget. The Office of Management and Budget will make the fund assignment.

ALTERNATIVES CONSIDERED

The Board could elect to contract separately for each subregion's mobility matrix or have one contract for this work. Separate contracts for each subregion are not

recommended as it would reduce staff, cost and schedule efficiencies and consistency among the subregions including work products. Having one countywide contract is also not recommended as it would increase the time to procure the contractor. The combining of subregions as proposed into four groups provides the benefit of consolidation with the ability to look at commonalities on the issues. Further, the Board could elect not to authorize the two additional requested positions and their recruitment. This is also not recommended as it would extend the completion time frame for the mobility matrices beyond that which is necessary for input into the proposed sales tax. By combining subregions as outlined into single contracts, it will reduce the number of additional FTEs and contracts necessary to complete the work.

NEXT STEPS

With Board concurrence, staff will release the San Gabriel Valley COG Mobility Matrix scope of work to the Countywide Planning Bench and will continue working with the remainder of the COGs as outlined to finalize their scopes of work. Staff will coordinate with the Human Resources Department to recruit and hire the two FTEs.

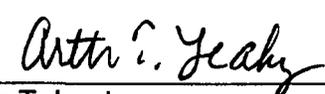
ATTACHMENTS

- A. October 2013 Item 70 – Revised Motion by Directors Fasana, Yaroslavsky and Antonovich
- B. November 2013 Item 24 – A Substitute Motion by Directors, Najarian, O'Connor and DuBois

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Martha Welborne, FAIA
Chief Planning Officer



Arthur T. Leahy
Chief Executive Officer

70. **APPROVED AS REVISED FASANA, MOLINA YAROSLAVSKY AND ANTONOVICH MOTION** that Metro allocate \$500,000 to develop a "Mobility Matrix" for the San Gabriel Valley sub-region. Non-Measure R funding for this work is available from the General Planning - Highways Department and is a fund type in their budget and is eligible for this work. With these funds Metro staff will work with the staff of the SGVCOG and their Transportation Technical Advisory Group, as well as a consultant yet to be selected to complete the following tasks over the next 6 – 8 months:

- A. identify and develop operational performance goals and objectives;
- B. use existing available data to assess existing baseline conditions and establish performance benchmarks; and
- C. establish vision and framework for short and long-term sub-regional transportation improvements.

WE FURTHER MOVE to instruct staff to work with the other subregions – Westside and San Fernando Valley Council of Governments – to determine their need and interest in conducting a Mobility Matrix study and allocate up to \$500,000 for each of the other two subregions.

November 20, 2013

Item No. 24

A Substitute Motion

By
Directors Najarian, O'Connor and DuBois

Instead of having all these piece-meal Mobility Matrices such as reflected in these past Motions for San Gabriel Valley, the North County, Westside, etc; as referred to in the "antecedent" Motion as presently agendized for this committee.

We, Therefore, Move that Metro Planning staff should return to the Board with a comprehensive and holistic countywide approach to the Mobility Matrix issue; incorporating and updating previous studies, such as has been done by Gateway and South Bay Cogs and obviate the ad hoc incremental approach being initiated by the various Board members .



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DATE: March 20, 2014
TO: Westside Cities Council of Governments Board
FROM: WSCCOG Staff
SUBJECT: Report from MTA Regarding Proposed Fare Changes

Recommended Action

To receive a presentation from MTA staff to raise fares and allow free transfers on rail and bus systems.

Background

MTA staff has released a report indicating that action was needed to address a \$36 million projected operating deficit in the agency's 2016 budget. As such, MTA staff is recommending raising basic fares gradually by as much as 117% over the next eight years.



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DATE: March 20, 2014

TO: Westside Cities Council of Governments Board

SUBJECT: WSSCOG Meeting Dates and Locations

Recommended Action

The WSSCOG proposed meeting dates and location are as follows:

- Thursday, May 15 – Beverly Hills
- Thursday, July 17 – County of Los Angeles
- Thursday, September 18 – City of Los Angeles
- Thursday, November 20 – Culver City
- January, 2015 – West Hollywood