

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS
THURSDAY, MARCH 24, 2011
PENINSULA CENTER LIBRARY

CALL TO ORDER - INTRODUCTIONS

Chair Mitchell called the South Bay Cities Council of Governments to order at 6p.m. Amy Howorth has replaced Mitch Ward as a delegate from the City of Manhattan Beach.

In attendance were the following voting members:

Amy Howorth, Manhattan Beach
Daniel Juarez, Hawthorne
Ralph Franklin, Inglewood
Robert Pullen-Miles, Lawndale
Ken Blackwood, Lomita
Jim Goodhart, Palos Verdes Estates
Pat Aust, Redondo Beach
Jacki Bacharach, SBCCOG

Judy Mitchell, Rolling Hills Estates
Susan Rhlinger, Torrance
Jeff Duclos, Hermosa Beach
Ron Ikejiri, Gardena
Dan Medina, Gardena
Julie Ruiz-Raber, Carson

Also in attendance were the following persons:

Peggy Vadillo, SBCCOG
Alan Patashnick, Metro
Marilyn Lyon, SBESC
Marcy Hiratzka, SBCCOG
Stan Myles, AQMD
Pam O'Connor, Metro
Matt Horton, SCAG
Teresa Acosta, California Forward
Stephanie White, CA Fuel Cell Partnership

John Parsons, SBWIB
Chris Richert, FASBCA
Greg Grammer, Rolling Hills Estates
Suzanne Charles, SBCCOG
Nicki Coronado, SBCCOG
Jeremy Hyde, SBCCOG
Steve Lantz, SBCCOG
Brian Raber

FLAG SALUTE - LED BY CHAIR JUDY MITCHELL

CONFIRM POSTING OF THE AGENDA BY THE CITY OF ROLLING HILLS ESTATES

Jacki Bacharach confirmed that the agenda was properly posted in the City of Rolling Hills Estates.

ANNOUNCEMENT OF ANY CHANGES TO THE AGENDA - None

PUBLIC COMMENT – None

CONSENT CALENDAR

Jacki Bacharach requested the **removal** of Item C from the consent calendar.

C. Report of Time Critical Actions Taken by Steering Committee (attachment) – ITEM REMOVED

Ms. Bacharach explained that at the March Steering Committee meeting, action was taken to participate in a CALTRANS Community-Based Transportation Planning Grant application. This planning grant provides an opportunity to study transportation options for residents- mode preferences, travel behavior, design of battery electric vehicle applications, and values residents place on transit, walking, cycling, and new technologies.

Ms. Bacharach explained that the SBCCOG was not eligible to apply for this grant on its own, so the City of Hermosa Beach agreed to be the lead city and transfer the grant admission to the SBCCOG. All South Bay

Cities were invited to participate but those who signed on include Hermosa Beach and Redondo Beach (Coastal Cities), and Carson and Gardena (Inland Cities). It was also hoped that RHE and RPV (Peninsula Cities) would participate so that all 3 of these areas of the SB would be represented. Ms. Bacharach said that the grant requires a ten percent local match of which 2.5% can be in-kind. That leaves a cash requirement of 7.5% or \$18,750. The Steering Committee approved an expenditure of an amount not to exceed \$12,500 or 5% (2/3 of cash local match) for the SBCCOG and \$1,250 from each participating city (1/3.)

This afternoon, it was discovered that RPV could no longer participate because the City is applying for another grant, which would create a conflict of interest. This puts the hill in jeopardy because Rolling Hills Estates did not get authorization to pay at their council either. Ms. Bacharach explained that the SBCCOG did have the funds to apply for this grant, and due to its quickly approaching deadline of March 30, 2011, there would be no time for the Board to reconsider any changes. The participating cities had committed to the grant; Ms. Bacharach asked the Board if the participating cities should have to pay, or proceed with the Steering Committee's recommendation and authorize the SBCCOG's payment of \$18,750.

MOTION by Board Member Blackwood, seconded by Board Member Ruiz-Raber, to approve the removal of Item Consent Calendar. No objection.

Board Member Aust repeated for clarification that none of the cities will pay. **Are you continuing the grant without RPV?**

MOTION by Board Member Franklin, seconded by Board Member Juarez to approve the SBCCOG's payment of \$18,750 as presented.

Ayes: **unanimous (don't remember who; I just counted 10 raised hands.)**

Nays: None

Abstain: Judy Mitchell

PRESENTATIONS

Update on the TAP Card and Standardizing the Fare Policy

Jane Matsumoto, Deputy Executive Officer and Project Manager presented in the place of Matt Raymond, Chief Communications Officer for Metro. Ms. Matsumoto oversees the United Fare System (UFS) and Transit Access Pass (TAP) card Program for Metro. Her PowerPoint presentation included the following history: Metro has been working on this program for the better part of a decade, in their efforts to harness all of the transit operators in the region through a common payment card for riders across different machines and for different types of transportation. Regional funds were dedicated to interoperable machines and compatible equipment in the 1990s. Metro conducted research to see what other transportation agencies were doing with similar card systems. They visited Chicago Transit and Washington Metro, and with that research, put together specifications and awarded a contract to their current supplier, Cubic Transportation Systems. As more funding became available, the Metro bus fleet was installed and Long Beach transit installed a compatible fare box and another regional computer to support all of the municipal operators. In 2006, additional criteria were created to provide customer service to riders. ACS was awarded a contract for this task. UCLA served as a testing site for students and employees on Metro busses; corporate programs were implemented for several large corporations, and Culver City began to sell stored value cards, decrementing the base fare for riders. Meanwhile, Metro was working with MetroLink to explore the possibility of rolling out additional fare products that Metro supports like college passes and resident programs. Between 2008-2009 several municipal transit systems purchased compatible equipment and moved forward to install their fare boxes as well (Foothill, Montebello, Norwalk, Santa Clarita all used stored value capability.) Metro Rail operated on a Proof of Payment system – riders are expected to carry a valid transit pass and an inspector asks for the fare media to prove they can be using the transit system. Policy makers thought they should consider a new methodology to incorporate security measures in the subway. Ms. Matsumoto went on to describe the difference between passes versus stored value cards. Many of the municipal operators who have moved forward on TAP use stored value cards. 50% of Metro riders use pre-paid passes, (monthly, weekly, and day.) This smart card system has proven to be operational and reliable. There are currently 15 million transactions every month and Metro sells \$7 million dollars' worth of different

fare products off the TAP system as well. LA Metro is the second largest smart card system in USA that is in full production. Ms. Matsumoto said that stored value debit cards will be launched soon. She said that recent challenges include converting paper pass riders to TAP cards, because until that happens, the turnstiles cannot be locked, or else the paper pass riders cannot get in. Dan Medina asked if riders can just jump over the turnstiles or force the gates open. Ms. Matsumoto replied that people can do those things, but that there are video cameras, alarms, and fines if such people are caught. Julie Ruiz-Raber asked where the smart cards can be purchased, and Ms. Matsumoto answered that they can be found at Retail outlets, as well as on the Metro website.

California Forward Public Policy Principles

Teresa Acosta was previously a League of California Cities representative for the South Bay and is now an independent consultant with California Forward, a 2-year old 501(c)(3) organization. With funding from the Hewlett, Irvine, and Packard foundations, the California Endowment, and the Evelyn & Walter Haas, Jr. Fund, California Forward is working to highlight the need to reform state government and create proposals to address its dysfunction. Ms. Acosta's role is to engage elected officials throughout the entire state in a discussion of CA Legislature and how it can be improved. Public input (negative or positive) of revised policy recommendations is due by June 10, 2011. Ms. Acosta requested that those who are interested need to check the website frequently, as recommendations are constantly being updated (www.cafwd.org). Ms. Acosta emphasized the conceptual framework document on the website, which focuses on realignment, strategies for increasing regional participation and shared community resources, and strengthening communication between the public and the Legislature. She is charged with the task of visiting every city in the state but since it is a rather unrealistic goal, she requested that the Board spread the word about this organization's purpose. She also requested to be informed of any organizations that the Board recommends that she visit. Chair Mitchell encouraged everyone to spread the word and send comments to CA forward (info@cafwd.org) or to Teresa directly (teresa@cafwd.org). Board Member Goodhart inquired about what will happen after June 10, and Ms. Acosta responded that public comments will be consolidated and put into recommendations, which the Leadership Council will then present to all the investors. The Action Fund will then add initiatives to the ballot for 2012. Ms. Acosta distributed an overview booklet and a conversation starter guide before concluding her presentation.

REPORTS FOR ACTION

Crenshaw Rail Line Maintenance Yard – Discussion and Possible Action

Steve Lantz, Transportation Consultant to the COG, reported that the COG has been in favor of the construction of a maintenance facility that would serve the Crenshaw/LAX project and an extension of the Green Line. He said that in December of 2009, the EIR for this project prompted an additional outreach process, which ends on March 31, 2011. The second of two public hearings will take place on that day at Inglewood City Hall at 6pm. Metro will not take a position on which of the four potential sites they prefer until the hearing is concluded. Mr. Lantz listed the four potential sites for the maintenance yard: Hawthorne, Redondo Beach, the City of LA, and Inglewood. Board Member Juarez reiterated that the City of Hawthorne submitted a council resolution opposing the consideration of the Hawthorne site as a candidate for the maintenance yard, as the City of Redondo Beach did for its proposed site for the project. Metro has not yet heard from the City of LA. Board Member Franklin reported that the City of Inglewood is optimistic about the possibility of the project being implemented at the Inglewood site proposed, as long as mitigations are considered. He invited everyone to attend the second public hearing on March 31 at Inglewood City Hall. Board Member Pullen Miles asked what the benefit is of having the maintenance yard in Inglewood and Board Member Franklin said that jobs will be created for local residents, and **something about the energy user utility tax**. Mr. Lantz said that the COG has not taken a position yet but drafted a motion. Chair Mitchell read the COG's proposed motion: *COG supports construction of the Crenshaw/LAX Corridor Project with a single maintenance facility, serving the project and other future extensions in the South Bay Area. We urge Metro to directly engage the affected Cog member jurisdictions to reach a consensus on an acceptable maintenance facility site to be selected as soon as possible so that there will be no delay to the project. Further, the COG offers to work with Metro and our cities to assist in finding a suitable site to serve both the Crenshaw Line and future lines in the South Bay.* Although no particular location has been favored by the COG, the COG does support the implementation of the project.

MOTION by Board Member Franklin, seconded by a female voice to approve motion does it have a number? No objections. So ordered.

MONTHLY METRO REPORT

Board Member Report by Pam O'Connor

Ms. O'Connor reported on the following: The Metro Board of Directors voted 7 to 6 on March 23, 2011 to approve Tier 1 service changes to the Metro bus service. The June 2011 service change program continues to incrementally change the Metro bus system to better coordinate, integrate and reduce duplication with municipal and local return operators as well as the expanding Metro Rail system, making the system more efficient and manageable, resulting in better service quality, and more simple and intuitive to use. Changes to service where there is lower productivity funds will be used for service delivery where there is a demand.

Ms. O'Connor commented on how the sector governance councils contribute excellent work that the Board does not have time to conduct and that this partnership is working well.

She reflected how the Santa Monica Phase II Expo Line Maintenance yard is a good example of how it can be a struggle to find a site for a maintenance yard. The City of Santa Monica did not want it because it was too near residential neighborhoods, but Metro could not find any other site on the Westside that was suitable. As a compromise, Metro created a buffer zone between the yard and the neighborhood. Ms. O'Connor reassured the Board that they would be kept up to date on this development, since it is a comparable situation to the maintenance yard that is being deciphered for the Crenshaw/LAX project in the South Bay.

Ms. O'Connor said that the 2011 call for Measure R projects (four page report submitted) will come before the Metro Board in June. Appeals will be considered by a Technical Advisory Committee in August, and recommendations will happen in September. She mentioned how "30/10" is an initiative that relies on revenue from a new half-cent sales tax from Measure R. The name is derived from Metro's goal to build 30 years worth of transit projects in the next 10 years. America Fast Forward is an extension of this initiative; the plan's federal loan program will hopefully motivate cities like Los Angeles to invest in transportation infrastructure and move the U.S. towards energy independence. In accordance with the 30/10 initiative, America Fast Forward will also create new jobs, especially in the small business sector, all while minimizing the impacts of high capacity transit projects on the federal budget.

Governance Council Report by Ralph Franklin, Chair

Board Member Franklin, who is the Chair for the Metro South Bay Cities Governance Council, spoke of proposed service changes which will streamline and shrink the lines. Some bus lines and light rail systems overlap and with the Expo line coming on in September or October, there is no need for repetitive transit. In February, there was an evening meeting which allowed riders to comment and provide feedback on the current transit systems. Chair Mitchell added that Metro is reducing some lines because there are not many riders on them and it is too expensive to continue them. She hopes that all municipal lines work with Metro to accommodate this! Board Member Medina stated that the City of Gardena will be eliminating two of the five Metro lines that do not experience a high volume of riders. Board Member Goodhart mentioned that Line 450X, an express line that goes downtown and to the Artesia Transit Center, is being kept intact and added to the Silver line. As a result, the Artesia transit center is going to be better served. Board Member Franklin commented that the nine members of the South Bay Cities Governance Council pushed the envelope in regards to the Artesia Transit Center upgrades, and how he is grateful for the support. The members of this sector governance council are mostly comprised of non-elected officials and all meet the requirement of being transit users. Board Member Franklin promised to keep the Board posted on the development of the Artesia Transit Center project.

SOUTH BAY ENVIRONMENTAL SERVICES CENTER UPDATES

Update on Current Programs and Activities

Ms. Lyon reported on Energy Upgrade California in LA County, and how the program was officially launched to homeowners in February! She distributed a brochure for the program, as well as a list of upcoming SBESC events. She explained the benefit of this program to the present city staff, emphasizing the permit fees that can be collected, if homeowners participate in Energy Upgrade California. The SBESC has been

named the call center for the entire county, as well as a drop-in center for residents who do not have a computer or wish for further assistance with this program. Ms. Lyon reported that the SBESC received headlines in *The Daily Breeze* and coverage from Channel 2 about Energy Upgrade California, and also promoted an associated home energy makeover contest that the County is overseeing (which will provide 26 winners with varying levels of energy and water efficiency improvements and assessments.) Secretary Chu will be announcing the winners in May.

Jacki Bacharach mentioned a program refresher course for SBESC volunteers that will be held on March 31, 2011 at the SBESC office. She invited anyone who wanted to attend. She also mentioned the Notice to Proceed that the COG received on a grant, which will allow the COG to look at city facilities and link them with the County's energy management systems. This program will remain on hiatus until the county receives their NTP. In the meantime, Ms. Bacharach plans to have the COG train elected officials about this process. The COG will design a curriculum about how this will affect South Bay cities. Ms. Bacharach then introduced Jeremy Hyde, newly appointed Environmental Services Analyst to the COG. Mr. Hyde explained how he is working on baseline inventories and greenhouse gas emission reports for each South Bay city. All of the community inventories will be completed on March 31. Mr. Hyde said that Climate Action Plans are the next project to tackle, and if the COG and South Bay cities can collaborate to complete them in the next year and a half, it will be an exemplary accomplishment.

BOARD MEMBER ANNOUNCEMENTS

- Julie Ruiz-Raber: The City of Carson is in search of a new City Manager. Also, Carson is having a Caesar Chavez Day celebration on March 31 in conjunction with the Farmers Market at the South Bay Pavilion.
- Ralph Franklin asked Marilyn Lyon to mention the radio advertisement that promoted the Energy Upgrade California workshop in Inglewood on March 26. He then announced the City of Inglewood Town Hall Meeting on March 26 at the Hollywood Park Casino at 10am.
- Robert Pullen-Miles: The City of Lawndale will announce its new City Manager next week. 6 candidates were considered for the position.
- Pat Aust: 175 tons of sardines died from asphyxiation over a 5-day period. The expense to properly dispose of and compost the sardines came to \$350,000. 800 volunteers assisted with this process, and some were Community Emergency Response Team (CERT) Alumni. It was nice to have a qualified workforce! Thanks to the City of Hawthorne for lending their trucks to the City of Redondo Beach for the cleanup. On February 8, the City of Redondo Beach had its first all-mail ballot for a municipal election. There was a 10% increase of people who voted and over 20% of registered voters who participated!
- Dan Medina: The City of Gardena cancelled its municipal election. He won for another four years, by acclamation. On March 31, Paul Tanaka will give his State of the City Address at the Elks Lodge in Gardena.
- Jacki Bacharach: The COG asked for input for the State and City Address. She asked if there was anything that any of the city representatives wanted to include in the Address, and welcomed their talking points.
- Jim Goodhart: The City of Palos Verdes Estates cancelled its March 8, 2011 general municipal election, and appointed the three incumbents nominated: Rosemary Humphrey, Ellen Perkins and John Rea. None were met with opposition, and they will assume office in March 2011 with Ellen Perkins as First Chair, and John Rea as Mayor.
- Jeff Duclos: The City of Hermosa Beach recently renovated its Storm drain Infiltration system and won an award from the Environmental Protection Agency.

SBCCOG UPDATE AND COMMITTEE REPORTS

SB 375 status

Jacki Bacharach stated that the COG had a workshop with SCAG in March and that SCAG received a planning credit for having attended, as a result. Ms. Bacharach remains hopeful about the Caltrans Grant that the COG applied for.

LUV Update

Jacki Bacharach said that the COG now has seven Local Use Vehicles, which are rotating every so often. Test-drivers include families with young children, and senior citizens. The COG was interviewed by a local radio station affiliated with National Public Radio. The COG also applied for the 2011 Green Leadership Award, which is sponsored by the Los Angeles County Board of Supervisors, and were named as a finalist.

General Assembly Follow-Up

Ms. Bacharach reported that the COG's 12th Annual General Assembly on February 25, 2011 was a success. She asked for feedback from attendees. Dan Medina said that six city planners and commissioners from the City of Gardena attended and thoroughly enjoyed the event. They were grateful to be invited. Julie Ruiz-Raber thanked the COG for having the event in Carson, and said that she enjoyed the speakers. Susan Rhilinger also mentioned the wonderful choice panelists.

Infrastructure Working Group

Jacki Bacharach reported that Metro approved the submitted Measure R Early Action Project List. She acknowledged City of Torrance Public Works Director, Robert Beste, for giving so much time as Chair for this committee. Caltrans is going to talk to the Infrastructure Working Group about their commitment to the group's goals. Metro is drafting a Memorandum of Understanding for each South Bay city to sign so that the early action projects' funding can start being allocated to the cities in July. Steve Huang, former Chair of the Infrastructure Working Group and engineer for the City of Redondo Beach, was honored by Jacki Bacharach at a recent city council meeting for his past contributions.

AGENCY REPORTS**League of California Cities (Jeffrey Kiernan)**

Not present; written report submitted

South Coast Air Quality Management District (Judy Mitchell & Stan Myles)

Stan Myles presented a 12 minute video, "STATE OF THE AIR." Speakers in the video are all elected officials from various levels of government in Southern California (including Judy Mitchell, presenting the COG's LUV Program.) Topics covered included: Air alerts, calculations of carbon footprints, and other applications to educate the public via mobile phones, congregational leader training on air quality for all religions, the goal of 100% participation in the state, and the Clean Communities Plan created in 2010. Mr. Myles requested that cities air this video on local cable channels. He also announced a Clean Air Fair for seniors at California State University at Northridge on April 6, another in Los Angeles in June, and the Clean Air Awards Ceremony that is to be held in October.

SCAG & Committees (Matt Horton)

Matt Horton said that the SCAG's General Assembly will take place in May and that registration is open and cities can send as many representatives as they'd like. Topics to be discussed will include budget matters, changes to by-laws up for consideration, and nominations for officers. Judy Mitchell mentioned that Pam O'Connor was among those nominated for President. Additionally, the City of Palos Verdes Estates has officially joined SCAG.

- a. **Energy and Environment (Judy Mitchell & Dan Medina pending)** Chair Mitchell commented on a continued presentation by Wally Siembab about the COG's LUV Program and Sustainable Communities Strategy. There was also a report on parking by UCLA Professor of Urban Planning, Dr. Donald Shoup. It emphasized that parking can influence transportation needs, and discussed the following three points: eliminate parking requirements, price the parking according to its true cost, and create parking benefit districts to generate revenue. Chair Mitchell has the presentation if anyone would like to see it.
- b. **Transportation**
(Steve Diels not present)

- c. **Community, Economic, & Human Development (Susan Rhilinger & James Butts, Jr.)**
Susan Rhilinger attended her last meeting for this committee this month; James Gazeley from the City of Lomita is replacing her as a COG representative, but there will be another open seat if anyone is interested.
- d. **Regional Council (Judy Mitchell, Judy Dunlap, Susan Rhilinger)**
No report

Los Angeles Regional Water Quality Control Board Report (Mary Ann Lutz) (attachment)

No report

South Bay Cities City Managers' Association (Doug Prichard)

No report

South Bay Association of Chambers of Commerce (Susan Rhilinger)

No report

South Bay Economic Development Partnership (Don Brann)

No report

South Bay Workforce Investment Board (John Parsons)

John Parsons distributed the WIB's most recent quarterly board meeting report, as well as last year's annual report. He explained that the WIB is made up of 9 participating cities in South Bay: Inglewood, El Segundo, Hermosa Beach, Redondo Beach, Manhattan Beach, Hawthorne, Lawndale, Carson, and Gardena. A contract between the COG and WIB was just approved by the Steering Committee, which will implement paid salaries and workman's compensation for Science, Technology, Engineering, & Mathematics (STEM) high school interns who will assist in office tasks, at exhibits, and job-shadow at the SBESC. Mr. Parsons welcomed any businesses who wanted to get involved with the STEM Internship Program.

Mr. Parsons also stated that the WIB received some grants from Governor's Fund, which will be directed towards gang reduction, intervention and prevention. The WIB also received a \$1 million dollar grant for on-the-job training for the Runway to Success Program, which will train 142 workers with new skills and get integrated with the workforce in the South Bay. Mr. Parsons mentioned Supervisor Knabe's motion that was passed and used \$162 million dollars to put 13,000 people to work throughout the county (and an additional 14,000 summer youth.) The WIB is now attempting to document how many people kept the job they were placed with and also are attempting to refund that program. To conclude, Mr. Parsons spoke of the WIB's Rapid Response Services Sheet, which tracks customers the WIB has served. 57,000 people were served during this fiscal year, and the WIB received 91% of excellent reviews.

UPCOMING EVENTS & ANNOUNCEMENTS

March 29- Tour of the Gold Line

Jacki Bacharach announced the Metro Gold Line Tour, which will occur on March 29, 2011, for the purpose of educating elected officials of how areas like Lawndale can be impacted by new transit. She requested that anyone who is interested sign up with the contact information on the flyer that was distributed. Space is limited and reserved for elected officials and city staff only.

April 7- Danny Juarez: I loved the AQMD video! Plugged April 7th youth fair at HMC.

April 28- SBCCOG Board of Directors Meeting

Supervisor Knabe is coming to discuss transportation, as he is the Metro Chair this year.

April 6- Metro Green Line Extension Public Meeting in Torrance, promoted by Alan Patashnick

April 11- Metro Green Line Extension Public Meeting in Redondo Beach, promoted by Alan Patashnick

April 14- Metro Green Line Extension Public Meeting in Long Beach, promoted by Alan Patashnick

May 2- Climate Adaptation Workshop “Keeping Our Heads Above Water”

Ms. Bacharach mentioned that Pamela Townsend of the City of Hermosa Beach is leading this workshop in conjunction with Northrop Grumman. Ted Liu will be speaking. Climate Change and Climate Adaptation are the topics that will be covered. The COG and SCAG are co-sponsors for this event as well.

APRIL SBCCOG COMMITTEE MEETINGS & WORKING GROUPS

Consult web site for specific times and places – www.southbaycities.org

ADJOURNMENT

There being no further business, the meeting was ordered adjourned by Chair Mitchell at 7:45pm

Respectfully submitted,
Marcy Hiratzka