



## **The Sustainable South Bay Transportation and Land Use Implementation Framework: Best Practices Communications Plan**

### **SCOPE OF WORK**

#### **Objectives**

The Los Angeles Regional Collaborative for Climate Action and Sustainability (LARC) will work in coordination with the South Bay Cities Council of Governments (SBCCOG) to communicate and present the SBCCOG Subregional Land Use and Transportation Climate Action Plan (LUTCAP) findings. Specifically, LARC and SBCCOG will work together to host the South Bay Climate Action Forum (the “Forum”) to showcase the final subregional LUTCAP: A climate action product that demonstrates SBCCOG’s development and employment of novel planning strategies and research methods in the categories of land use, transportation and climate action. The document informs the planning goals of the 15 South Bay cities and is applicable to other similar regions within the State of California.

The materials, communications and messaging associated with the successful completion of the Forum will satisfy “Task 7 – Best Practices Communications Plan” for the SBCCOG’s California Strategic Growth Council contract.

#### **Background**

##### **SBCCOG LUTCAP**

Through a Strategic Growth Council Grant, the SBCCOG, in cooperation with the South Bay cities has been developing climate action plans for each respective member city and for the subregion at large. Unique to this work is the long and extensive Land Use and Transportation research that the SBCCOG has developed for the South Bay Region; it is embodied in the Sustainable South Bay Strategy (SSBS) which has been adopted by the SBCCOG Board of Directors. The SSBS reflects the needs and behaviors of South Bay residents; strategies that are appropriate for a built-out or “mature” suburban environment. Individual city LUTCAPs reflect a combination of SSBS strategies and traditional land use and transportation strategies available from California Air Pollution Control Officers Association (CAPCOA). The selection is based on what a city is willing to and capable of adopting.

The SBCCOG has developed methodologies for the SSBS strategies and has integrated them with CAPCOA methodologies. The Forum will present the methodologies, findings and implications for this research on the subregion and for other similar communities throughout the State.

## **Project Description**

### **Task A: Developing Communications Materials**

Task A will consist of the planning, organizing, outreach and messaging required to successfully market and message the South Bay Climate Action Forum. This task will include the planning and development of forum-specific content for:

- Invitations to stakeholders, sponsors, etc.
- Press releases
- Website messaging
- Flyers for the day of the event
- Stakeholder meetings before and right after the event

In collaboration with the SBCCOG, LARC will develop lists, provide content and create a strategic plan for maximizing attendance at the Forum and exposure of the South Bay's LUTCAP for those that will not be able to attend the event. The invitee list will reflect the stakeholders who SBCCOG determines have an impact on policy and funding for land use and climate action decisions in the region and state. Additionally, LARC will provide expertise for sponsorship opportunities in support of the event that will be further developed by the SBCCOG. The Forum will also serve as a catalyst for SBCCOG to gain exposure for their work and position them for future funding opportunities to support projects such as demonstration and pilot projects that showcase the concepts in the SSBS. Further, the Forum will allow SBCCOG to gain recognition for their alternative model throughout California and will be particularly valuable for other communities who are seeking to do similar land use, transportation and climate action planning.

### **Task B: Hosting the South Bay Climate Action Forum**

Task B will consist of planning, organizing and hosting a half-day meeting ("Forum") with organizations, key stakeholders and public agency officials and staff to present and review findings of the LUTCAP. The Forum will be held at a venue in the South Bay and will highlight local planning efforts related to land use, transportation and climate action. The driving concept behind the event will be to invite key stakeholders throughout the South Bay, Los Angeles County and the State of California to the table to hear about the findings of SBCCOG's LUTCAP. In support of the event, LARC will use its standing within the climate action community to co-sponsor the Forum as an

official partner. This will allow LARC to invite key actors who are involved in LARC projects and initiatives throughout Los Angeles County and in Sacramento.

If possible, this event will include a companion “field trip” or networking opportunity so that the attendees can see the planning objectives in action.

Overall, this forum will be a chance for SBCCOG to showcase their planning strategies to local policy and planning officials (including elected officials) as well as to regional policy and planning experts in Los Angeles County and California.

### **Forum**

The half-day Forum will serve as a platform from which the SBCCOG will be able to disseminate its findings and strategies to a diverse audience of climate action professionals - stakeholders of academic researchers, business experts, technology developers, environmental consultants, elected officials, and senior city staff as well as to officials from regulatory and governmental agencies. The Forum will be a unique opportunity to educate; develop a conversation; and, build collaborative partnerships concerning ideas expressed in the SBCCOG’s LUTCAP.

- The Forum will consist of a half-day workshop with roughly 80 to 120 attendees representing the South Bay cities, LA County and the State of California, and South Bay business leaders.
- The Forum will consist of keynote speakers as well as panel discussions.
- SBCCOG will distribute a document highlighting key findings from the plan and takeaways from the planning process.
- The forum will highlight the important partnerships that made this planning process possible.

### **Program**

The Forum program will be determined in consultation with the SBCCOG. Initially, the structure of the day will feature individual speakers as well as panels of speakers that highlight various innovative aspects of the LUTCAP as well as its successes and goals for implementation. Speakers and panelists may include SBCCOG staff members, local and regional elected officials, executives from companies and organizations that are making key advancements in their respective industries and other experts on topics related to land use, transportation and climate action.

In addition to providing a venue for SBCCOG to announce the outcomes and goals for their LUTCAP, the Forum will also serve as a networking opportunity for all attendees and an opportunity for SBCCOG to present this plan to the media.

## Goals

The goals of Tasks A and B will be to:

- Highlight the LUTCAP developments in planning and research
- Leverage the LUTCAP planning and research to actualize strategies that will lead to effective and efficient strategies for addressing climate change and reducing greenhouse gas emissions throughout Los Angeles County
- Identify and prioritize LUTCAP implementation stakeholders
- Begin the process of outreach and engagement with priority stakeholders
- Develop long-term strategy goals
- Improve cross-jurisdictional communication
- Facilitate local planning on greenhouse gas emissions and climate adaptation
- Facilitate and/or provide insight, ideas and suggestions for future SBCCOG fundraising and/or CAP grant opportunities.
- Enhance the ongoing partnership between SBCCOG and LARC
- Connect the work in the LUTCAP to the LARC Framework
- Bring together multiple local government entities to create regional capacity to address climate change

### **Proposed Timeline: August 25<sup>st</sup> to December 13<sup>th</sup>, 2017**

#### **August**

- Finalize scope of work and budget, prepare contract, sign contract
- Work out the logistics of scope of work, payment, etc.
- Secure catering company, audiovisual company
- Develop contacts with site technical support staff
- Compile and finalize invitee list
- Compile Event Sponsorship list
- Begin to discuss key stakeholders, funders and media outlets
- Send out a save-the-date e-mail to invitees

## **September**

- Draft Agenda
- Compile and finalize speaker list
- LARC will work with SBCCOG to develop a format for the long-term strategy
- Manage invitee and speaker invitations
- Reach out to individual invitees and speakers to confirm attendance
- Develop plan for Forum “field trip”, if SBCCOG agrees to hire UCLA students

## **October**

- Send out another save the date
- Prepare any handouts to be distributed at the event
- Continue work on long-term strategy document
- Recruit volunteers to assist with the event
- Create event evaluation form
- Reassess speaker list (and add to it)
- Finalize Agenda

## **November**

- Send out reminder e-mails for the event
- Finalize handouts
- Finalize long-term strategy document
- Finalize event evaluation forms

## **December**

- Confirm Catering & AV Logistics
- Organize Staffing for Forum
- Hold event
- Go over audience feedback from the event
- Finish reporting steps for event
- Debrief event and plan out next steps

## **Deliverables**

1. Meetings with SBCCOG team
2. Invitee list
3. Content and announcements so that invitees can save the date for the Forum
4. Assist the SBCCOG with identifying, targeting, and communicating sponsorship opportunities for the event
5. Coordinate logistics including audiovisual, lighting, catering, room set up and take down, linens and registration
6. Develop a handout and/or other communications materials about the LUTCAP findings and goals for distribution at the event
7. In collaboration with the SBCCOG, produce program agenda and speaker invitation list

8. Manage speaker invitations
9. Distribute and collect attendee evaluation forms to be included in a final report on event
10. Develop a list of key stakeholders for long-term engagement with the LUTCAP
11. Develop a list of ways that SBCCOG and LARC can continue to work together to implement the strategies in the LUTCAP