

WESTSIDE CITIES

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

SUSTAINABLE
WESTSIDE
westsidecities.org

Sustainability Committee Meeting

December 14, 2011 at 11:00 AM

West Hollywood City Hall

8300 Santa Monica Blvd

1st Floor Community Room

West Hollywood, CA 90069

Park at City Parking Structure at 8383 Santa Monica
Boulevard at Kings Road, pull ticket and staff will validate
for you. No parking behind City Hall.

(PLEASE NOTE MEETING IS IN WEST HOLLYWOOD)

AGENDA

I. Call to Order and Introductions

II. Board Visioning Discussion

The Board agreed that a Vision Statement to guide its efforts may be helpful. There was also discussion regarding new ideas for collaboration and cooperation, and branding. It is proposed that an ad hoc committee, composed of TAC members and other staff, will work towards developing recommendations to the Board at its January meeting. Input from the Sustainability Committee is vital to this effort. If you believe that other staff should be included in this discussion, please invite and advise me so that we can ensure adequate space and parking.

III. Energize the Westside Update

Energize the Westside outreach began in late September with print and online advertising that directs residents to EnergizetheWestside.org. Newsletter items have run in Beverly Hills and West Hollywood and will run in Santa Monica and Culver City in the New Year. Outreach will grow at a steady pace through December and will ramp up in January to advertise the Green Tea outreach events.

Energy Upgrade California posters have been placed in Culver City and Beverly Hills libraries and more will be posted in Santa Monica, West Hollywood and West LA in the coming weeks. Brochures are also available at the front desks in the Culver City, Beverly Hills, and Santa Monica libraries. Street pole banners will be on display in Culver City in early January through the end of February and in Beverly Hills from early March into mid-April.

The first Green Tea is schedule for Sunday, January 22 in Culver City (for Culver City and Santa Monica residents) and Sunday, January 29 in Beverly Hills (for Beverly Hills and West Hollywood residents.) O'Rorke staff is working with contractors, the Energy Coalitions, and our Energy Gurus and Champions to develop the program for that event. They are also working on a series of cable TV slides to advertize the events and direct people to the EnergizetheWestside.org website where they can sign up online. Outreach for the Green Teas will also include email blasts, social media posts and media outreach.

IV. Energy Upgrade California: PACE Funding Update

David Hodgins, President of Sustento Group, has been contracted to the City of LA to manage the development and launch of the PACE program and will provide an update on PACE funding. PACE Financing (Property Assessed Clean Energy) is an innovative financing structure where a property owner can finance up to 100% of the installed cost of an energy/water efficiency upgrade and repay the cost as a contractual assessment on the property tax bill. Property owners negotiate the terms (rate, length of financing term) that suit their unique project, so that the energy and water savings outweigh the annual PACE benefit assessment from the very start – improving the building's cash flow while modernizing the facility with no out-of-pocket cost. In order to make PACE financing available in a City, the City must simply pass a City Council resolution to opt in to the County-wide PACE district. LA County has already designed and launched the program – including all forms and legal documents – and will provide all back-end administrative services, so Cities can make this innovative financing tool available to commercial property owners in their communities at no cost to the City.

V. Bicycle Coordination Plan Update

The Ad Hoc Bicycle Coordination Plan committee met with the advocates on December 7, 2011 to review staff's recommended gap closure prioritization. Staff's recommendation is to reduce the twenty gap closures recommended by the advocates to five, which would create an infrastructure "backbone." Primary considerations in staff's analysis were connectivity (through the largest number of COG member jurisdictions), feasibility/attainability (priority on existing jurisdictions' bike plans and grant opportunities). Although not recommended by the advocates, staff included the Expo line in the recommended gap closures as it would increase transportation mode split. Staff was also conscious of maintenance and safety issues. The advocates were very supportive of staff's recommendations, and were pleased with the addition of the Expo line. Staff will meet with staff of Los Angeles on December 8, 2011 for further discussion.

VI. COG Bicycle Sharing Discussion

The Board approved consideration of a COG Bicycle Sharing program. Santa Monica staff has offered to be lead in moving this study forward to ensure the development of timely recommendations for the Board. It is recommended that the ad hoc team include members of the Transportation Committee and the Sustainability Committee. These programs have been very successful in other cities in the United States and abroad.

VII. Southern California Plug-In Electric Vehicle Coordinating Council

The Coordinating Council met on Thursday, December 8, 2011. Dean Kubani from Santa Monica and Damian Skinner represented the COG along with the Executive Director. An update of progress to date was provided by SCAG staff, and participants shared information on issues/challenges in their communities. Next steps will include finalizing a Mission Statement and Charter for the Coordinating Council, finalizing the grant agreements and procuring a consultant.

VIII. Work Program Evaluation

This item was continued by the COG Board at the November Board meeting, to be included in the development of its Mission Statement. Discussion at the Board meeting included, among other things, potential components of a Vision Statement, coordinating efforts related to Plug-In Electric Vehicle readiness and branding a COG plastic bag ban effort. The Board is very interested in receiving input from this Committee in developing its vision.

There will be an RTP Call for Projects in July 2012. How can (should?) we work with the COG's land use planning team and Transportation Committee to develop applications for funding proposals for our bicycle programming and other projects that may fall within the funding parameters?

Attached for your review are the COG approved Work Program, the revised Work Program recommended by staff at the October meeting and a "redline" to assist in identifying the differences.

IX. Receive and File and Direction

October 12, 2011 Draft Meeting Notes

X. Public Comment on Items NOT on the Agenda

XI. Announcements and Future Meeting Agenda Items

XII. Adjournment: Next meeting is scheduled to take place on February 8, 2012. Location TBD.


Written materials distributed to the Committee within 72 hours of the Committee meeting are available for public inspection immediately upon distribution in the City Clerk's office at West Hollywood City Hall located at 8300 Santa Monica Boulevard, West Hollywood, CA 90069, during normal business hours. Such documents will also be posted on the WSCCOG website at www.westsidocities.org and will be available at the meeting.

In accordance with the *Americans with Disabilities Act of 1990*, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call (310) 458-8301 at least 3 days prior to the meeting.

AFFIDAVIT OF POSTING
State of California)
County of Los Angeles)
City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood, in the Administrative Services Department, in the Office of the City Clerk and that I posted this agenda on:

Date: **December 8, 2011**

Signature: 
Office of the City Clerk