

Aldaron, Inc.

Public Policy Advisors to Industry and Government

Wednesday, May 02, 2007

Ms. Jacki Bacharach, Executive Director
South Bay Cities Council of Governments
5033 Rockvalley Road
Rancho Palos Verdes, CA 90275

Dear Jacki:

Pursuant to our recent conversation, I am pleased to submit this proposal to assist the South Bay Cities COG with respect to its transportation-related objectives for FY07/08 (7/1/07 – 6/30/08). There are a number of key areas where I believe I could be of material assistance to the COG, including:

- **I-405 Corridor Interchange Improvement Strategy:** there are roughly a half dozen interchanges on the I-405 in the South Bay (south of SR90, north of I-710) that have been identified by the COG or others as needing substantial improvements (ramp reconfigurations and widenings, signage, improved ramp-metering protocols, etc.). Together, these improvements could range well above \$100 million. In order to gain the “attention” of regional, State and Federal funding agencies, the COG needs to develop a corridor-level strategy that offers a phased package of improvements (including a preliminary implementation schedule and funding plan) that cogently lays out the congestion relief, safety, air quality and economic benefits of such a program.
- **Pacific Coast Highway Corridor Strategy:** my meetings with employers and developers in the South Bay confirm that the I-405 is important as it pertains to people and goods traveling to and from the South Bay subregion. However, it should not be the only focus of attention: intra-South Bay mobility is perhaps as important. The Pacific Coast Highway Corridor, which runs the entire length of the subregion, could be the focus of a concerted effort by the COG to identify and correct specific choke points, signage and operational deficiencies that, in the aggregate, cost South Bay travelers hundreds of thousands of hours of delay annually. One interesting approach would be to partner with South Bay employers and ask them to have their employees who travel this corridor every day identify, from the user’s perspective, specific problems they encounter. The data could then be aggregated and combined with

projects that have been identified by the Cities as part of the Coastal Corridor exercise to yield a PCH Corridor Improvement Strategy that would be a mix of small, quickly implementable improvements and larger, longer-term projects. Unlike the I-405 Corridor, where the facility is owned and operated by the State, PCH runs through the heart of numerous South Bay Cities, and it will be important to have their involvement and commitment if progress is to be made.

- **SBCCOG Goods Movement Strategy:** we would continue our support of the COG's efforts with respect to goods movement within and through the South Bay. We continue to stress the need to identify specific projects that can be combined into a Goods Movement Investment Portfolio for the COG. Preliminary results of the Meyer Mohaddes work suggest that these will not be evenly distributed geographically. To establish a broad base of support that extends beyond the Cities directly affected, we would advise that the recommendations emerging from the Goods Movement Study be combined, for expository purposes, with the I-405 and PCH corridor programs to demonstrate that, when taken together, most if not all of the COG's members will benefit.
- **SAFETEA-LU Reauthorization:** while reauthorization of the Federal highway and transit programs will not take place until 2009, the COG needs to begin identifying and positioning its priority projects for funding designation. The untimely death of Congresswoman Millender-MacDonald means that Southern California has lost its senior member on the House Transportation & Infrastructure Committee, so the task will be all the more challenging. While individual cities may wish to seek earmarks for specific local projects, the COG's best chance for securing substantial funding is to focus on a very limited number of relatively "big ticket" high priority projects that have demonstrated Statewide and National significance.
- **Other:** as always, the transportation arena is characterized by change: political, institutional, and financial. We will continue to help the COG anticipate and respond to developments that may offer upside opportunities and/or downside risks for the COG's transportation agenda.

We propose a monthly retainer of \$1,950, plus out-of-pocket expenses. All out of town travel would require prior approval by the COG's Executive Director. Thank you for considering this proposal. We look forward to continuing our relationship with the South Bay Cities COG.

Sincerely,



Donald H. Camph
President