



LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

July 12, 2010

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

Dear Jacki:

Please accept this draft letter as follow up to our meeting on June 22, 2010. At the meeting, we discussed the South Bay Cities Council of Governments (“SBCCOG”) taking on the role of “co-champion”, co-leading, along with Los Angeles County’s other regional COGs the “Enhance Quality of Life” component to the 2010-2014 Los Angeles County Strategic Plan for Economic Development, which was unanimously adopted by the Los Angeles County Board of Supervisors on December 22, 2009.

As you know, the LAEDC helped facilitate the development of this strategic plan through a very public, year-long process, which began with the creation of a “straw man” document produced with inputs that included a survey of more than 5,000 businesses in L.A. County, research into the best economic development practices of other counties and cities from around the world, focus groups with leaders from the industry clusters driving our region’s economy, and extensive community outreach. With the “straw man” document in-hand, we traveled across the County leading more than two dozen public meetings that brought together over 1,050 stakeholders from business, government, labor, education, environmental and community-based organizations to identify and build consensus around a set of economic development priorities to strengthen the economy, improve the environment and invigorate communities.

The result of this very public, consensus-building process was the development of this first-ever comprehensive, collaborative, consensus Strategic Plan for Economic Development in Los Angeles County that identifies five core aspirational goals critical to ensuring L.A. County’s continued growth and economic success: **1) Preparing an educated workforce, 2) Creating a business-friendly environment, 3) Enhancing our quality of life, 4) Implementing smart land use and 5) Creating 21st century infrastructure.** Underneath these five goals are a series of 12 objectives and 52 strategies to grow the economy and create more and better jobs.

Now, we have begun the implementation phase of the strategic planning process. This phase will be led – not by the LAEDC – but by specially selected “champions” who are best-positioned (because of the leadership roles they already have in these areas) to direct the on-the-ground implementation of each component. We anticipate that each champion will help develop and track the benchmarks and measurements of success as well as shape, operationalize and fulfill the implementation



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actions/initiatives that will ultimately ensure the successful implementation of the component’s objectives and strategies.

With regard to the “Enhance Quality of Life” component, we recognize that the LAEDC and SBCCOG have a number of shared interests, goals and the desire to make our communities more vibrant, desirable and healthier place to live and productively work. Indeed, the SBCCOG’s mission personifies this notion, reading *in part* as follows: “The mission of the South Bay Cities Council of Governments is to: promote cooperation between municipalities of the South Bay area of Los Angeles County in the discussion of area-wide issues of mutual interest... [and to] increase visibility and awareness of the South Bay as an outstanding place to live, work and play.”

We also recognize that the Plan’s goals apply broadly to all of Los Angeles County with certain specific strategies being more relevant to SBCCOG, which represents the 16 cities of Carson, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, Torrance as well as the Harbor City/San Pedro communities of the City of Los Angeles, along with the County of Los Angeles Districts two and four. Indeed, we discussed a number of potential SBCCOG-specific implementation actions during our June 22nd meeting that we could collaborate on to support the objectives and strategies contained in the component, including, but not limited to:

- Improving mobility and reducing traffic congestion and its environmental impacts. (“Enhance Our Quality of Life” – Objective One; SBCCOG’s Livable Communities Working Group and Work Program Priority Issues, *see, e.g.*, “Transportation and alternative mobility strategies”)
- Creating healthier, more vibrant communities by balancing land use, transportation, economic development, housing and environmental improvements. (“Enhance Our Quality of Life” – Objective One; SBCCOG’s Economic Development Accomplishments and Work Program Priority Issues, *see, e.g.*, “Economic Development,” “Quality of Life,” and “Transportation and alternative mobility strategies”)
- Increasing community participation in the economic development and jobs creation process. (“Enhance Our Quality of Life” – Objective Two; *see, e.g.*, SBCCOG’s Legislative Committee/Agenda)

In addition to SBCCOG and the county’s other regional COGs, we have identified other prospective “champions” for some of the other four plan components, including: the Los Angeles Area Chamber of Commerce – UNITE L.A. and the L.A. County Superintendent of Schools, Dr. Darline Robles, for the “Preparing an Educated Workforce” component; Urban Land Institute-L.A. for the “Smart Land Use” component; the Los Angeles County Business Federation (“BizFed”) for the “Create a Business Friendly Environment” component; and the LAEDC for the “Build a 21st Century Infrastructure” component. By coming together in this way to take ownership of and carry out what’s contained in the four corners of the plan, then – and only then – can we, in fact, deliver on the plan’s



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transformational shared vision to ensure a strong and sustainable economy for L.A. County's residents and communities.

We look forward to working with SBCCOG to create an environment that is welcoming to businesses and the jobs and tax revenue they create. With the help of SBCCOG – and other civic stewards – Los Angeles County can embark on a path to a stronger, more sustainable economy and a better quality of life for our current and future residents.

Sincerely,

David A. Flaks
Senior Vice President – Strategic Initiatives, LAEDC

ACCEPTED AND AGREED:

William C. Allen
President & CEO, Los Angeles County Economic Development Corporation

Judith Mitchell
Chair, South Bay Cities Council of Governments

A large, light gray watermark of the LAEDC logo is positioned diagonally across the lower right portion of the page. It consists of the letters "LAEDC" in a bold, white, sans-serif font, set against a light gray square background that is rotated 45 degrees.