

Bay Watch

Winter 2009

A quarterly bulletin to inform local leaders of subregional progress and alert them to emerging issues

Published by the South Bay Cities Council of Governments

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SPEAKERS FOR TENTH ANNUAL SBCCOG GENERAL ASSEMBLY

Confirmed speakers for the 10th Annual General Assembly include State Treasurer William Lockyer, State Controller John Chiang, and Chris McKenzie, Executive Director of the League of California Cities, as well as Richard Little, Director of the Keston Institute for Public Finance and Infrastructure Policy, and Max Neiman, Associate Director at the Public Policy Institute of California. Also on the agenda is Assemblyman Ted Lieu.

William Lockyer, once a member of the California State Assembly and State Senate and the former State Attorney General, was elected to the office of State Treasurer in November 2006. A UC Berkeley graduate, Lockyer, a Democrat, founded the Cal Berkeley Democrats in his time on campus. He earned his law degree from McGeorge School of Law, University of the Pacific, and also holds a teaching

credential from Cal State Hayward, earned while he served as a State Senator. He is committed to using the tools of the Office of State Treasurer to help residents in learning more about finding more jobs, acquiring a superior education, living in more affordable housing, affording quality health care, and living in a cleaner environment.

California State Controller John Chiang was elected in November 2006. A graduate of the University of Florida, with an honors degree in Finance, and a law school graduate of Georgetown University Law Center, John Chiang brings his expertise to the state in the office of Chief Financial Officer. He has been champion for financial literacy and since taking office has held seminars and free tax preparation assistance in an effort to empower working families

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MARK YOUR CALENDARS!

10th Annual General Assembly

WHEN: FRIDAY, FEBRUARY 27, 2009

TIME: 8:30 A.M. TO 3:00 P.M.

WHERE: CARSON COMMUNITY CENTER

HOW: REGISTER @ WWW.SOUTHBAYCITIES.ORG AND ATTEND FOR FREE

Funding City Services in the Future House of Cards??

Hear from experts about the economy and where it's going, including the impact on city budgets. Participate in a discussion of financing city services and how state mandates and 'revenue stealing' affects city budgeting and service delivery.

Confirmed speakers:

State Treasurer William Lockyer; State Controller John Chiang; League of California Cities Executive Director Chris McKenzie; Director Keston Institute for Public Finance & Infrastructure Policy Richard Little; Associate Director, Public Policy for California, Max Neiman; and Assemblyman Ted Lieu

Add your name as a Benefactor or a Patron, or join the 10th Anniversary Golden Circle!

Contact Kim Fuentes (kim@southbaycities.org) to sign-up in one of the categories & start receiving recognition immediately: Golden Circle: \$10,000 Patrons: \$7,500 Benefactors: \$5,000 Sponsor: \$2,500

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&

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The Print Network

SBESC CELEBRATES FIFTH ANNIVERSARY WITH AN OPEN HOUSE



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A. El Segundo Mayor and SBCCOG 1st Vice Chair, accepts Proclamation from 53rd District Assemblyman Ted Lieu.

B. Steve Maguin, General Manager of the Sanitation Districts of Los Angeles County, delivers the Keynote at the Open House.

C. Curren D. Price, Jr., 51st District Assemblyman, presents a Proclamation to Marilyn Lyon, Program Manager of the South Bay Environmental Services Center.

D. Steve Diels, SBCCOG Chairs and Redondo Beach Council member; Portia Cohen, Manhattan Beach Mayor Pro-Tem; and Jim Aldinger, Manhattan Beach City Council member and Past Chair of the SBCCOG.

E. State Senator Jenny Oropeza presents a Proclamation to Steve Maguin of the Sanitation Districts of Los Angeles County.

F. Marilyn Lyon, SBESC Program Manager, and a representative from Senator Dianne Feinstein's office.

G. Frank Spasaro, Manager of The Gas Company Energy Efficiency Partnership Program, addresses the assembled at the Open House.

H. Charles Mizutani of the California Energy Commission delivers his Keynote address.

I. A crowd gathered in the South Bay Environmental Services Center to hear the speakers.

SBESC OPEN HOUSE ATTRACTS VISITORS, DIGNITARIES

The South Bay Environmental Services Center, formerly the South Bay Energy Savings Center, celebrated its Fifth Anniversary with an Open House at 3868 Carson Street, Torrance, on September 23, 2008.

With nearly 100 attendees, the crowd was welcomed by Torrance Mayor Pro Tem Bill Sutherland and South Bay Cities Council of Governments Chair and Redondo Beach City Council member Steve Diels. Keynote Speakers were Steve Maguin, General Manager/Chief Engineer of the Sanitation Districts of Los Angeles County, a recent new partner of the SBCCOG/SBESC, and Charles Mizutani of the California Energy Commission.

Diels remarked that the support from the local State legislators contributed to the success of the Center and the programs it is able to provide to the general public. Also speaking to the group were Jenny Oropeza, State Senator of the 28th Senate District; Ted Lieu, 53rd Assembly District; Curren Price, 51st Assembly District; and representatives from Congresswomen Jane Harman and Maxine Waters. Los Angeles County 4th District Supervisor Don Knabe was represented by Steve Napolitano. Also present for the afternoon's event were Frank Spasaro, Manager of The Gas Company Energy Efficiency Partnership Program; Nancy Jenkins, Manager of the Southern California Edison Energy Efficiency Partnership Program; Don Dear, President of the West Basin Municipal Water District; and Rob Katherman, President of the Board of Directors of the Water Replenishment District.

Diels said, "Our one-year pilot program back in 2003 was so successful

that it led to our partnerships with Southern California Edison and The Gas Company. Two years ago the West Basin Municipal Water District joined us along with the Torrance Water Department. And now we have the Sanitation Districts of LA County on board too. Residents and businesses throughout the South Bay have taken advantage of our energy efficiency, water conservation, green building programs and participated in light bulb and lamp exchanges. We have saved several million kilowatt hours and we hope to capture six million more kilowatt hours and more than 1,000 kilowatts in energy savings over the next three years."

"It is very encouraging that people are interested and ready to adopt conservation measures and use best practices when we provide them with information on how to do so. Through our outreach and educational materials, SBESC has provided people with programs and incentives that they weren't aware even existed. In the future, the Center plans to offer more information on transit and vanpooling, as well as work with our cities to develop and implement programs that come out of their Climate Action Plans."

Senator Dianne Feinstein's office, as well as the offices of Oropeza, Lieu and Price; Supervisor Knabe; and the United States Congressional Offices of Harman and Waters presented Proclamations commemorating the Fifth Anniversary of the South Bay Environmental Services Center. Certificates of Appreciation were also presented to SBESC Program Manager Marilyn Lyon for her excellent work in bringing the Center's various programs to the attention of the public.

City Showcase

GARDENA AND BROWNFIELD PROJECTS BRING COMMERCIAL REVITALIZATION TO THE CITY

Gardena's beginnings can be found near the intersection of what is now known as 161st Street and Figueroa Street in an area known as the "Gardena Valley" back in the 1880s. Thought of by early settlers as a "garden spot" set apart from the surrounding rancho estates of the prominent families of the time – Dominguez and Rosecrans, to name a few – the communities of Gardena, Moneta, and Strawberry Park were combined into a municipal corporation and the city of Gardena incorporated on September 11, 1930. At the time, the small farming community housed about 20,000 residents within the 5.9 square miles. That population has grown to more than 61,000 today.

An ethnically-mixed, family-oriented city with programs for families and singles, 45% of the population is between the ages of 18 and 44 years. Housing is provided in neighborhood pockets that boast several new developments, such as Redondo Village, Emerald Square, Carnelian Homes, Cottage Place, San Lorenzo, and Gardena Village. There are three senior citizen communities and about 10% of the housing was built within the last 25 years.

Gardena has an active business community, with a City government that provides a full range of services to the community. Because of the proximity of Gardena to the ports in San Pedro and Long Beach, the city became a prime location for light manufacturing in the early 1950s and 1960s. Some of the manufacturing processes produced outputs that many times involved substances containing hazardous materials. Due to the sometimes improper disposal of that hazardous waste from gas stations, automotive services and some leakage of underground storage tanks, many "brownfields" exist in Gardena.

Several years ago, the City of Gardena became an active participant in the Brownfields Environmental Assessment Project, an Environmental Protection Agency (EPA) Program that provides for

identification and assessment of potentially contaminated properties. An Environmental Site Assessment (ESA) is a tool which can assist in making a decision as to whether a site can be revitalized and redeveloped as a commercial or residential development. Acquiring funds for ESAs helped to redevelop those assessed sites into thriving business centers, such as the Gardena

Marketplace and the Rosecrans/Van Ness Revitalization projects.

According to the EPA, a "brownfield" is a property, the reuse of which may be complicated by the presence of hazardous substances or petroleum products. An ESA is conducted, usually in two phases.

A Phase I ESA normally consists of a title search, site inspection, investigation of historical uses, research of regulatory databases and interviews with the owner and/or responsible party. The Phase II determines the actual contaminants present and the amount of the contamination. Phase II helps identify the extent of cleanup that is needed for formulation of the Remedial Action Plan.

In partnership with the EPA, the City of Gardena committed to a cleaner environment and elevated the quality of life for its residents. The Brownfield Project in Gardena has been awarded more than \$750,000 in Brownfield Environmental Assessment funds to be used for ESAs.

Gardena was awarded the prestigious "Environmental Achievement" Award in April 2006, one of ten (10) cities to be chosen. With the award and its EPA grant-funding, Gardena chose several redevelopment sites that fit the EPA/ESA criteria. The Municipal Bus Transportation Facility site was chosen at 13999 South Western Avenue. The site was formerly a swap meet location and in the past had been a vehicle fueling and service station. Thus, there was a need for environmental assessment prior to the redevelopment of the site, which began with EPA Phase I and Phase II investigations in 2001. Following two years of negotiations, the city was able to acquire title to the property. Remediation of the soil and groundwater was addressed, overseen by the California Regional Water Quality Control Board.



The \$30 million dollar Gardena Municipal Bus Transportation Facility was begun in 2006 and will open soon.



Building of the Gardena Municipal Bus Transportation Facility includes state-of-the-art building materials.

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LAAFB TAKES LOCAL OFFICIALS ON RIDE OF A LIFETIME

The Los Angeles Air Force Base is one of the mainstays of the South Bay after being rescued from the possibility of being closed down in 2004. LAAFB moved its location from the original location at El Segundo Boulevard and Aviation Boulevard in 2007 when it opened new state-of-the-art facilities just a few hundred yards away. One of the largest employers in the South Bay, the LAAFB has housing for many personnel at Fort MacArthur in San Pedro.

The 61st Air Base Wing is the host unit of Los Angeles Air Force Base. The base provides administrative services to the personnel assigned to the Space and Missile Systems Center, a product of the Air Forces Space Command headquartered at Peterson Air Force Base, Colorado.

As part of the observance of Air Force Week, November 14-21, 2008, the Los Angeles Air Force Base treated local elected officials and other civic leaders to a once-in-a-lifetime trip. The caravan left by bus from El Segundo to Riverside for an orientation flight aboard one of the Globemasters. Accompanied by Major General Robert E. Duignan, Commander of the Fourth Air Force, the flight took off from March Air Reserve Base, the current

home of the C-17 Globemaster III.

Honoree Vice Commanders Kelly McDowell, mayor of El Segundo, Larry Guidi, mayor of Hawthorne, and Richard Montgomery, mayor of Manhattan Beach, along with Dennis Zine, a Los Angeles City Council member, and John Parsons of Redondo Beach, were among the invited elite who experienced what only Air Force



Los Angeles City Councilman Dennis Zine, Manhattan Beach Mayor Richard Montgomery and Hawthorne Mayor Larry Guidi aboard the C-17 Globemaster III.


pilots and some crew members have had the privilege to do this far.

The trip took flight at mid-morning and the group flew across southern California and on to Arizona. They then flew over the Grand Canyon, flying 450 miles per hour, at times at an altitude of 25,000 feet. The flight provided an opportunity for civilians to learn more about the capabilities of the C-17 Globemaster III. Those aboard the aircraft gained a greater understanding of the Air Force and its missions.

The highlight of the day could have been the mere opportunity to fly in the C-17 Globemaster III. But the day was completed when a refueling mission of the C-17 took place. A KC-135 Stratotanker came as close to the aircraft target as possible, extending a long hose-like metal rod atop the Globemaster. The C-17 maintained its position, despite the turbulence caused by the KC-135 flying directly in front of it. The

Air Force 'locals' call the maneuver "passing gas."

The Honoree Commanders and others aboard the C-17 Globemaster III also got an opportunity during the day's activities to meet the flight crew and talk with them about their lives in the Air Force. They were able to get a sense of what the Air Force personnel experience as they are part of flight history, and as they do their part to fight the Global War on Terrorism. A close-up of the F-16 Fighting Falcon and a peek at the high-tech cockpit was also part of the day. Air Force men and women gave a demonstration of diffusing a live bomb, as well as seeing a performance of precision rifle routines.

As the flight was returning back to base, two fighter jets accompanied the C-17 Globemaster III for the landing at March Air Reserve Base. 

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Rendering of the completed Gardena Municipal Bus Transportation Facility at 13999 S. Western Avenue.



The 2006 "Environmental Achievement" Award was given to the city of Gardena for their work with the Brownfield Project.

This successful Brownfield Project — the \$30 million Gardena Municipal Bus Transportation Facility — is a state-of-the-art "green building." The groundbreaking took place on August 31, 2005 and construction began in the spring of 2006. The facility is slated to be opened for operation before the end of 2008. The project is considered a "green" building project because of the ventilation, the filtering and airflow systems, and many of the materials used in the construction of the facility are organic in nature and non-petroleum based.

The facility, on a 9.2-acre parcel, will accommodate 100 buses and other para-transit and support vehicles. Economic benefit, demonstrated through the development of land and a facility of this type brings employment to the city — in this case this

project will bring work for 200 employees in Gardena. Truly a Brownfield Program Success Story, the Gardena Municipal Bus Transportation Facility will improve the future growth of Gardena. 

MEDIA TRAINING HELPS LOCAL ELECTEDS AND STAFF DEAL WITH THE CAMERA



On October 16, 2008, the South Bay Cities Council of Governments hosted a Media Training Seminar for elected officials and administrators from South Bay cities, as well as from school districts and their staffs. Several other agencies also sent participants.



Learning how to answer the sensitive questions, deal with difficult scenarios, and effectively work with local newspaper reporters and broadcast journalists, the attendees participated in a hands-on workshop. With scenarios where the participant posed as both the journalist asking the questions and the official using just the right

words to give the public answers in a crisis, the attendees could get immediate feedback on how they appeared on camera.

Attendees were guided through “dos and don’ts” by media experts Brad and Janet Ritter who covered the fundamentals of newspaper, radio and television interviewing. Topics included how to develop appropriate messages, controlling the interview, dealing with difficult questioners, making sure your message gets through, and how to dress for television.

A highlight of the workshop was the panel of local media representatives who offered their perspectives on ‘getting the story.’ Speaking and then answering questions from the audience were David Reece, three-time Emmy Award-winning Assignment Editor and Producer from KNBC-TV Channel 4; Ramon Nunez, News Operations Manager from Fox 11 News; the South Bay’s own Dwanya Pring, Managing Editor of The Beach Reporter; and Ben McCain, Anchor and Reporter from Time-Warner Communication’s Local Edition, seen on CNN Headline News. They provided some insight into how they decide what to cover on a day-to-day basis, as it relates to local communities and local government organizations. What makes news? What doesn’t? It was an open dialogue between the storymakers and the storytellers – a rare opportunity for both.



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by educating them on tax credits and earned refunds from the state. With an understanding of the frustrations faced by local governments in dealing with state mandated programs, Chiang has created information tools and guidance on protecting the cities’ funds while still complying with state laws and restrictions. John Chiang will speak of these programs and other financial implications that affect cities in the State of California in these difficult economic times.

Chris McKenzie is the Executive Director of the League of California Cities. With nearly 500 member cities, the League has been in existence since the late 19th century. An advocate for local governments, the League focuses on training, lobbying and providing administrative support for the cities in the membership. McKenzie was educated at the University of Missouri for his Bachelor’s degree and at the University of Kansas where he earned his Master’s in Urban Planning and a law degree. McKenzie began his career in Kansas working for the League of Cities there until he moved to California for his current position in 1999. His commitment to educating cities on the ways of dealing with the bigger picture within the state remains a focus for him as he enters his 10th anniversary with the League of California Cities.

The Keston Institute for Public Finance and Infrastructure Policy at the University of Southern California (USC) actively addresses economic policy, financial demographics and other dimensions of public infrastructure development in California. The institute identifies, researches and disseminates infrastructure strategies, providing outreach and educational activities, as well as mechanisms for investment spending for municipalities, focusing also on

transportation, water, power and the environment.

Richard G. Little is the Director of the Keston Institute for Public Finance and Infrastructure Policy where he manages the research program and the dissemination activities aimed at informing the discussion of infrastructure issues critical to California. With more than 35 years experience in planning, management, and policy development relating to infrastructure and public facilities, he is editor of Public Works Management & Policy and is a book reviewer for the Journal of Urban Technology. He holds a B.S. in Geology and an M.S. in Urban-Environmental Studies from Rensselaer Polytechnic Institute.

The Public Policy Institute of California (PPIC) is a private, nonprofit organization dedicated to informing and improving public policy in California through independent, objective, nonpartisan research, with diverse programs that cut across a wide range of policy areas, focusing on the forces shaping California’s future.

Max Neiman is an Associate Director and Senior Fellow at the Public Policy Institute of California (PPIC). He has extensive knowledge of local government and urban and economic development, local taxation and spending, and growth issues and conflicts in urban development. A professor of Political Science at UC Riverside, Neiman holds degrees from the University of Wisconsin, Milwaukee, including a Ph.D. and an M.A. in political science. The PPIC has published several papers by Neiman including Local Economic Development in Southern California’s Suburbs and Cities Under Pressure: Local Growth Controls and Residential Development Policy.



Food *for* Thought

INFRASTRUCTURE FUNDING IN THE CURRENT ECONOMY

Not since the Eisenhower administration has the nation had a concentrated effort to improve the transportation systems across the country. The creation in the mid -1950s of the interstate highway system linked the east and west coasts, bypassing the small towns of Middle America, and bridging the previous gap for goods from coast-to-coast. Building turnpikes, thruways, canals, and bridges created an infrastructure across the nation that was a huge investment of taxpayer dollars.

In the years since those major highways and bridges were built, the economy prospered by the continual movement of people and goods. However, in these current times of high economic stress on the government and planned bailouts, the transportation system has not been taken into consideration. Those highways, railroad tracks and bridges are all in need of reconstruction and repair. But where will the government find the funding?

According to the Department of Transportation the annual cost of maintaining the highway system at its current capabilities is 12 percent more than the government is now spending. The gap for mass transit is 25 percent.

A big question is how to modernize the highway system when the next Congressional session, beginning in January 2009, will include a wide-ranging reauthorization of the federal surface transportation programs. A most pressing question is how to replenish the Highway Trust Fund, the repository for federal excise taxes on gasoline and other fuels that are distributed to states.

The fund ran out of money in September 2008 and traditionally has paid for as much as 90 percent of the federally supported road work across the nation. The Transportation Department has had to delay payment for many of the road projects completed this year. The current federal fuel tax at 18.4 cents per gallon pays for many projects, so an option could be to raise this tax. There hasn't been an increase since 1993. Or states could float bond

issues to pay for their own infrastructure repairs. But once again, the financial state of affairs makes this option seem unmanageable.

Shifting population and urban sprawl have taxed the infrastructure of the transportation system to the point of peril. "We're going to have to change the revenue model and our investment in surface transportation, and expand our investment," said James L. Oberstar, who as chairman of the House Transportation and Infrastructure Committee likely will spearhead the 2009 reauthorizing legislation.

The 12-member National Surface Transportation Policy and Revenue Study Commission, composed of congressional and White House appointees, earlier this year offered an assessment of the challenges the Obama-Biden administration will face. The commission said in order to keep highways, bridges, tunnels and other infrastructure functioning, the federal government would need to spend at least \$225 billion per year for the next 50 years. It suggested new financing streams, such as implementing a federal freight fee on shippers and dedicating a portion of customs fees to the Highway Trust Fund.

Surface transportation bills have customarily provided Congressional leaders with ways to specifically designate dollars to their districts by earmarking funds. It will be a challenge in the next few years to find a way to keep the infrastructure intact, to fund the continued viability of that infrastructure upon which the nation has come to rely for the last 50 years and to do it in an equitable fashion addressing the greatest needs.

John Horsley, the president of the American Association of State Highway and Transportation Officials, said he shares those concerns, but worries about a ripple effect that could intensify pressure to trim federal transportation investment. Horsley said the state group would submit a wish list of projects to be included in the next surface transportation bill, with a special focus on those

that are in the entire nation's interest.

"The interstate program was a legacy of the last two generations," Horsley said. "The question many people are asking is: Will this generation leave a legacy for our children and grandchildren?"

This article was edited from 'Issues: Infrastructure: Approach with Caution,' by Colby Irkowitz which appeared in the Congressional Quarterly Weekly.

CALENDAR

All meetings are open to the public

January

- 12 Steering Committee
- 13 Legislative Committee
- 14 GIS Working Group
- 21 Livable Communities
- 22 Board of Directors**
- 22 Transportation Committee
- 28 Infrastructure Working Group

February

- 9 Steering Committee
- 10 Legislative Committee
- 11 GIS Working Group
- 18 Livable Communities
- 27 10th Annual General Assembly**
- 28 Infrastructure Working Group

March

- 9 Steering Committee
- 10 Legislative Committee
- 11 GIS Working Group
- 18 Livable Communities
- 25 Infrastructure Working Group
- 26 Board of Directors**
- 26 Transportation Committee

Contact jacki@southbaycities.org for further information.