



South

South Bay Cities Council of Governments

# Bay Watch

## Winter 2008

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

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## SOUTH BAY CITIES GO GREEN!

South Bay Cities have always put a premium on the quality of life and our environment in the South Bay so it was natural for the SBCCOG to form a new task force to be a forum for our member cities to implement programs and policies to keep the South Bay an environmentally sustainable place to live and work.

The South Bay Cities Green Task Force will serve as an advisory group that is a clearinghouse for policies, programs and projects on energy efficiency, air quality, resource conservation and climate action steps that South Bay cities can adopt to not only lead by example as good environmental stewards, but also to influence citizens' behaviors that directly affect climate change in areas such as transportation options, energy consumption patterns and general consumer decisions. The Task Force will also

evaluate proposed legislation on subjects of sustainability and make recommendations to the SBCCOG Board of Directors.

Utilizing the South Bay Energy Savings Center, information will be made available to cities for their individual action plans, and action plans coordinated between cities.

Members of the Task Force will be city staff as well as city commissioners who serve on environmental quality boards in their city. At the initial meetings of the group, cities will be sharing the status of their efforts and their goals for their city.

For further information, contact SBCCOG Executive Director Jacki Bacharach @ [jacki@southbaycities.org](mailto:jacki@southbaycities.org)

## FACTS ABOUT AGING

- In 2000, there were 600 million people aged 60 and over; there will be 1.2 billion by 2025 and 2 billion by 2050.
  - Today, about two thirds of all older people are living in the developing world; by 2025, it will be 75%.
  - In the developed world, the very old (age 80+) is the fastest growing population group.
  - Women outlive men in virtually all societies; consequently in very old age, the ratio of women/men is 2:1.
- Statistics from World Health Organization, [www.who.int/ageing/en/](http://www.who.int/ageing/en/)*

## “BRACING FOR THE BOOM: ARE CITIES READY FOR THEIR AGING POPULATION?”

FRIDAY, FEB. 22, 2008  
8:30 am - 3:00 pm

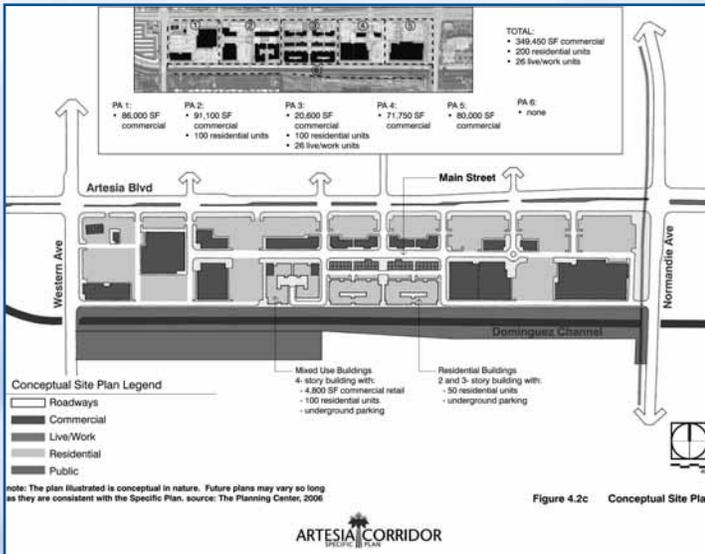
The Carson Community Center,  
801 East Carson Street, Carson CA

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The Artesia Corridor Specific Plan exemplifies a prime opportunity for development of a new community gateway into the City of Gardena, as well as to establish a new node of activity that will bring vitality to the surrounding area.

The proposed Artesia Specific Plan, a 44-acre site located on Artesia Boulevard in the City of Gardena between Western and Normandie Avenues, adjacent to the Dominguez Channel, offers a visionary approach for one of the most important commercial corridors in the City.

The Specific Plan is classified as a mixed-use development that will provide for 375,000 square feet of general commercial, and 40,000 square feet of restaurant development. The development also includes up to 300 residential units, including 70-live/work units with 300 to 500 square feet of office use per live/work unit. The idea behind the Specific Plan is to create a “mini” destination on Artesia Boulevard where visitors to the City and its residents can experience a “unique” and desirable shopping environment.

The high-density residential live/work concept will provide a catalyst in responding to the growing demand for housing by young professionals seeking an urban lifestyle and at-home business opportunities. It also provides vehicular and pedestrian connections between uses in order to create a cohesive, enjoyable and walkable environment.

Once complete, the landmark development will not only add to the attractiveness of the Artesia Corridor, but it will also complement and enhance the surrounding area and other specialty retail venues such as the “internationally known” Marukai Market.

The Artesia Corridor Specific Plan is a premier development that successfully integrates retail and residential units that will bring a myriad of long-term benefits to the community.

For further information, contact Mitchel G. Lansdell, Gardena City Manager at (310) 217-9505.

## CARSON AND INGLEWOOD USING REVERSE 911 TECHNOLOGY TO COMMUNICATE WITH RESIDENTS

The recent fires once again stressed the importance of communication between agencies and with the community. Two of our South Bay cities, Inglewood and Carson, have signed up for Reverse 911 notification systems, not only for general information, but also in times of crisis.

Reverse 911 is an automated telephone Emergency Notification System the community can use in the event of an emergency or disaster. In case of emergency, the system sends a recorded message to telephone owners. The system employs data from GIS mapping systems that are industry standards. The mapping system enables an operator to quickly include a group of addresses from the map to contact based on location.

Such systems improve the lines of communication to the general population and can also target specific groups. They can quickly target a precise geographic area and saturate it with thousands of calls per hour. Cities can also create a list of individuals with common characteristics (such as a Neighborhood Crime Watch

group or emergency responder teams) and contact them with helpful information as needed.

In the event of an emergency, the Notification System allows the City to rapidly send telephone notifications to all residents and businesses in an affected area. An operator using the system can identify the affected neighborhood or region of the city and record a message that describes the situation. The system will automatically call listed and unlisted telephone numbers (including TTY/TDD) within the affected area and deliver the recorded message. If phone lines are busy, the system will attempt to redial those telephone numbers to make contact. If an answering machine picks up the call, the emergency message will be left on the machine.

Emergency preparedness authorities reported the Reverse 911 system saved lives during the recent fires, and constituents said they appreciated that officials were making such a pronounced effort.

## HOW DO CITIES KNOW WHAT TO PAY THEIR EMPLOYEES?

For the last six years, the SBCCOG has coordinated the South Bay cities' memberships in CalPACS. This program is the California Public Agency Compensation Survey. Made up of 140 members throughout Southern California, reporting on 118 benchmarked positions in an on-line database, CalPACS is a way for members to share compensation and benefit practices in an apples to apples format.

Cities place salary and fringe benefit information of positions directly into the on-line database, and are categorized into survey groups which are defined so that job descriptions are similar. Members access the database with a password. The cost is \$200/year/city and is paid through the SBCCOG from a special assessment for this purpose.

CalPACS provides comprehensive benefit information related to premium pay, health and welfare insurance, paid time off benefits, and long-term contributions to retirement. The CalPACS benefits

search feature allows for benefit comparisons to be made with specific parameters selected by the user, such as the type of health insurance premium payments employers are providing or the amount of holidays per year that are given. This helps in understanding popular practices and benefits trends by agency. The point and click features of the new software make it easy to enter the data and copy it to other sections, while producing a variety of comparisons by benefit element and total compensation.

Having instant access to valuable salary and benefit information saves time for all parties. Cities don't have to call around to get salary comparisons and also don't have to take calls from other agencies.

Almost all of the members of the SBCCOG are benefiting from this cooperative effort. For further information, contact Jacki Bacharach at [jacki@southbaycities.org](mailto:jacki@southbaycities.org)



## SOUTH BAY CITY PLANNERS TOUR PLAYA VISTA

The South Bay Cities Council of Governments hosted a tour of the Playa Vista project for city planners.



## AMERICAN CITY/COUNTY MAGAZINE RECOGNIZES MITCH LANSDELL, GARDENA CITY MANAGER, AS 2007 MUNICIPAL LEADER OF THE YEAR

### *Excerpt from November issue:*

"Public safety was just one of many city services that were scaled down in the decade it has taken Gardena to rebuild its finances and finally commence work on the economic development that could take it from being a Freeway City to the kind of place people want to settle down. It has been a long road to renewal, but the journey would not have had a chance of ending successfully without the dedication of Gardena's City Manager Mitchell Lansdell. For his savvy, patience and determination in pulling his city out of the red and saving it from ruin, American City & County has chosen Lansdell as the 2007 Municipal Leader of the Year.

It is hard to imagine that one person could have single-handedly reversed the tides leading Gardena to blight and bankruptcy, but those who work with Lansdell insist that is the case. "There is no one person who is more responsible for turning the city around," Mayor Paul Tanaka says. "He's smart. He's politically astute and he has an incredible work ethic. And, I think most importantly, he's just a good person. That makes a big difference. He's got a good heart, and when you combine all those attributes, you get a great leader."

[http://americancityandcounty.com/admin/finance/government\\_saving\\_grace/index.html](http://americancityandcounty.com/admin/finance/government_saving_grace/index.html)

## CONGRATULATIONS, MITCH!

## SIGNAL SYNCHRONIZATION IN THE SOUTH BAY TAKES A HUGE LEAP FORWARD

On September 17, the Los Angeles County Department of Public Works held an open house at their new Traffic Management Center (TMC). This event marked a major milestone for signal synchronization in the South Bay with the deployment of the "First 51" intersections' wireless communication systems. The TMC will now be the center which communicates with the signals and allows center staff the ability to manipulate the signals in response to changing traffic patterns and malfunctions.

Intersections along El Segundo Blvd., Imperial Hwy, Normandie Ave., and Western Ave. will be the first operational systems to have closed circuit TV cameras. The "First 51" intersections are scheduled to be fully operational by early 2008.

Steve Diels, SBCCOG 2nd Vice Chair and Redondo Beach Councilmember, attended the event for the South Bay cities. He commented, "Signal Synchronization is very important to improving the traffic flow in the South Bay. The opening of this new center will facilitate interagency cooperation which is key to making these major infrastructure improvements which both reduce emissions and improve overall mobility." It is estimated that full countywide deployment of the County's system will save \$218 million in vehicle costs, 14 million travel hours, 18 million gallons of fuel and over 7,000 tons of pollutants every year.

Complimenting the County's system, the California Department of Transportation (Caltrans) is installing signal-control equipment



*2nd Vice Chair Steve Diels talks to L.A. County Supervisors Antonovich and Burke at the Open House of Traffic Management Center.*

*Photo Courtesy of Christian Garcia.*

on Hawthorne Blvd. (SR-107), Pacific Coast Hwy (SR-1) between Long Beach to Malibu, and Western Ave. (SR- 213). Caltrans is anticipating that this system will be completed early 2008 and will reduce congestion up to 15%.

Monitoring these developments for the SBCCOG is Deputy Director Kim Fuentes. For further information, contact her at [kim@southbaycities.org](mailto:kim@southbaycities.org) 

## L.A. COUNCILWOMAN JANICE HAHN TELLS HOW LOS ANGELES PLANS TO FIGHT GANG VIOLENCE

I first began working to secure funding for gang prevention following the tragic shooting death of 14 year-old Cheryl Green in December of last year. Cheryl was an innocent victim, standing outside her house with her friends on a Friday afternoon. Her death was the tipping point for me. Something had to be done.

In November of 2008, the City of Los Angeles will be placing a measure before our voters that will provide \$30 million annually for gang prevention, intervention, job training and after-school programs. Voters will be asked to approve a \$38 a year parcel tax.

I truly believe that voters will agree with me in November of 2008 that it is time to really fund gang prevention, intervention, job training and after-school programs. The Police Department is doing all that they can. In fact they have arrested more than 400,000 people since we began our war on gangs; and today we have 7 times as many gangs and twice as many gang members as

when we started. Chief Bratton said it best, "We cannot arrest our way out of this problem."

Until we work with our kids at an early age and teach them to stay out of gangs in the first place, we will never overcome gang violence. This gang prevention ballot measure will finally fund the missing piece in our war on gangs—prevention. Other cities throughout the state have enacted similar programs and I expect that many others will follow.

For further information, contact Janice Hanh at [hahn@council.lacity.org](mailto:hahn@council.lacity.org) or 213-473-7015. 



*Janice Hahn*

# SOUTH BAY ENERGY SAVINGS CENTER

## ***It's Time to Get Serious About Saving Water***

Southern Californians have experienced a number of varying weather patterns over the past 50 years from the normal wet periods to dry arid periods. Through the efforts of the L.A. Metropolitan Water District, and other public water agencies, to store water in wet years using reservoirs, implementing water banking programs, and creating extensive water conservation programs, we have managed to avoid water rationing. In fact, Southern Californians water conservation efforts have made us the most water efficient area in the nation.

Today we are not facing just another drought, but instead the entire state of California is facing serious water supply problems that could ultimately lead to water rationing and reduced supplies throughout the state.

## ***California's Water Problems at a Glance***

- The Delta, a natural estuary which provides water to 25 million Californians and 2.5 million acres of farmland has leaky levees that desperately need repair. A natural disaster in the Delta could cripple water deliveries to Southern California up to 2 years.
- In late August, a federal court cut water supplies from the state's two largest water delivery systems by up to one-third to protect an endangered fish.
- California's statewide water storage and delivery system has not been significantly improved in 30 years.
- Our statewide water reserves are extremely low and we are facing severe drought conditions.
- Climate change is reducing our mountain snow pack – a critical source of natural water storage – and may usher in longer droughts and more severe floods.

## ***West Basin MWD and WRD Working to be part of the Solution***

The Water Replenishment District of Southern California (WRD), formed in 1959, manages groundwater for nearly four million residents in 43 cities of southern Los Angeles County. Groundwater pumping provides nearly 40% of the water supply during normal years and even more during times of drought.

The WRD is proposing a series of projects collectively called the Water Independence Network (WIN) Initiative that will allow south Los Angeles County groundwater replenishment to become completely independent from imported water from northern California and the Colorado River. A major component of the WIN Initiative is to replace 8 billion gallons of imported water at the Rio Hondo and San Gabriel Spreading grounds with advanced treatment of recycled water using Reverse Osmosis and Microfiltration. This is the same treatment used in desalinization of seawater and purifying bottled drinking water.

WRD is also partnering with West Basin Municipal Water District to fund the construction of the 5th phase of the

El Segundo Water Treatment Plant which will eliminate the need for more than 1.6 billion gallons of imported water that is used to inject into the West Coast Seawater Barrier wells that protect our groundwater.

West Basin MWD and the WRD are also working with the City of LA Water and Power, LA County Public Works as well the LA County Sanitation District to develop additional recycled water to serve the local oil company refineries that currently use more than 10 billion gallons of imported water annually.

Five years ago West Basin MWD began a \$1.5 million desalination research pilot project. The product water consists of approximately 350 parts per million (ppm) of salt – an amazing feat considering ocean water contains approximately 35,000 ppm of salt!

## ***SBCCOG/SBESC is ready to help you take action with FREE programs available to businesses***

South Bay Cities Council of Governments (SBCCOG) through its South Bay Energy Savings Center (SBESC) is taking California's water shortage seriously. With our partners, the center has launched a give-away to South Bay businesses of 800 pressurized waterbrooms before summer 2008. The waterbrooms are 100% FREE through funding from Metropolitan Water District, West Basin Municipal Water District, Water Replenishment District and Torrance Water Department, City of Torrance. Waterbrooms not only save time (labor costs) but also dollars (water savings). 800 waterbrooms used to hose down hardscapes of South Bay businesses can save 40 million gallons of water per year!

Another program for business, facilitated by the SBESC, is free restroom retrofit. Water use in the restroom accounts for more than 40% of total water consumption in most office buildings, schools, government buildings, hotels/motels, and healthcare facilities. Now, there is something business can do to reduce that water use. SBESC can arrange for business to receive a FREE restroom retrofit (in most cases installation is free as well).

Landscaping for businesses as well as residents consumes a great deal of water unless you are using smart technology and waterwise/ocean friendly landscaping methods. SBESC also helps with this water problem by providing waterwise or ocean friendly landscaping workshops. Also learn of the many rebates currently available.

For more information on any of the above programs, current rebates, or Saving Water, Saving Energy and Saving Money, visit [www.sbesc.com](http://www.sbesc.com), e-mail [marilyn@sbesc.com](mailto:marilyn@sbesc.com) or call 310-543-3022

Special thank you goes to Director Rob Katherman of Water Replenishment District for contributing to this article. 

# Food for Thought

## WORLD HEALTH ORGANIZATION OFFERS GUIDE TO BUILDING AGE-FRIENDLY CITIES

On October 1, 2007, the World Health Organization (WHO) released the first guide on age-friendly cities. The guide, which is based on consultations with older people in 33 cities in 22 countries, has identified the key physical, social and services attributes of age-friendly urban settings.

### What follows is an excerpt from the Introduction:

*Population ageing and urbanization are two global trends that together comprise major forces shaping the 21st century. At the same time as cities are growing, their share of residents aged 60 years and more is increasing. Older people are a resource for their families, communities and economies in supportive and enabling living environments. WHO regards active ageing as a life-long process shaped by several factors that, alone and acting together, favour health, participation and security in older adult life...*

*An age-friendly city encourages active ageing by optimizing opportunities for health, participation and security in order to enhance quality of life as people age.*

*In practical terms, an age-friendly city adapts its structures and services to be accessible to and inclusive of older people with varying needs and capacities...*

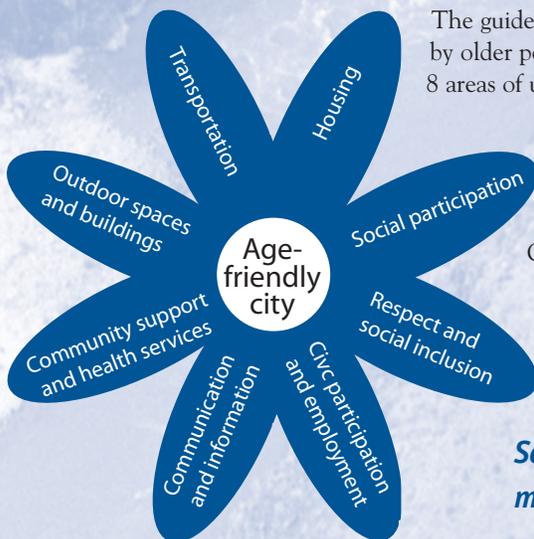
The guide is the compilation of information obtained by focus groups conducted in each city where older people were asked to describe the advantages and barriers they experience in specific areas of city living. The results led to the development of a set of age-friendly city checklists.

Additionally, the guide describes converging trends of rapid growth of the population 60 years of age and of urbanization and outlines the challenges facing cities. It discusses the concept of 'active ageing' as well.

The guide highlights the issues and concerns voiced by older people and those who serve older people in 8 areas of urban living represented on the diagram below.

The complete Guide can be found at [http://www.who.int/ageing/publications/Global\\_age\\_friendly\\_cities\\_Guide\\_English.pdf](http://www.who.int/ageing/publications/Global_age_friendly_cities_Guide_English.pdf)

**Come to the SBCCOG General Assembly on February 22, 2008 to hear more about what the South Bay cities can do to become more age-friendly.** 



## CALENDAR

All meetings are open to the public

### January

- 9 - GIS Working Group
- 14 - Steering Committee
- 15 - Legislative Committee
- 16 - Livable Communities Working Group
- 23 - Infrastructure Working Group
- 24 - **Board of Directors**

### February

- 11 - Steering Committee
- 13 - GIS Working Group
- 19 - Legislative Committee
- 22 - GENERAL ASSEMBLY
- 20 - Livable Communities Working Group
- 27 - Infrastructure Working Group

### March

- 10 - Steering Committee
- 12 - GIS Working Group
- 18 - Legislative Committee
- 19 - Livable Communities
- 26 - Infrastructure Working Group
- 27 - **Board of Directors**

Contact [jacki@southbaycities.org](mailto:jacki@southbaycities.org) for further information

### Sent on behalf of L.A. Metro Chair Pam O'Connor:

The Metro Advisory Committee has named Jacki Bacharach **Person of the Year**. She was presented with the award at the November 29, Metro Board Meeting. Jacki is tireless in her work for programs, projects and services to improve transportation in the South Bay and I could not think of a better person to receive this award.

**CONGRATULATIONS  
JACKI!**