

# South Bay Watch

Spring 2011

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

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## SOUTH BAY IN 2040: OUT OF THE BOX & INTO THE FUTURE

The South Bay Cities Council of Governments hosted the 12th Annual General Assembly for the South Bay community on February 25, 2011. It proved to be both pertinent and educational.

This year's topic asked speakers, elected officials, representatives and attendees to think about how the South Bay might look 30 years from now. Common themes that reverberated through presentations and comments were that the economy would revolve, in part, around technological innovations; that the economic landscape will increasingly become global and that infrastructure needs to accommodate growth will be critical. Many speakers asked the audience to travel back in time 30 years and noted that the change society has witnessed since then could not have been imagined. Therefore creativity and imagination can be unconstrained when thinking about the future. Each speaker reminded the audience that excellence in education should be the most important goal when devising strategies for the future.

The event was held at the Juanita Millender-McDonald Community in the City of Carson and began with welcomes from M.C. Judy Mitchell, SBCCOG Chair and Rolling Hills Estates Councilmember and Jim Dear, Mayor of Carson. Representatives of the business community, academics, elected officials and advocates alike shared their ideas and opinions on industry, economy, jobs and the quality of life issues the South Bay will face in the upcoming decades.

"When thinking of the South Bay in the future, we must consider how it will fare in a global economy, particularly how it will succeed amidst the rapidly growing countries of India and China," remarked James Flanigan, New York Times and Los Angeles Times columnist, the Assembly's kickoff speaker who highlighted the fact that the South Bay must adapt to changing global conditions. An increasingly global economy will be good for the South Bay as it will create jobs and industry, but it will also place pressures on the South Bay in terms of competition.

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**SPECIAL THANKS...**

The City of Carson for hosting our 12th Annual General Assembly and for the generous assistance of their staff and to the South Bay Environmental Services Center (a program of the SBCCOG) for their support & contributions from their volunteers and staff

# AFTERTHOUGHTS TO SOUTH BAY CITIES COUNCIL GENERAL ASSEMBLY

by Jim Flanigan, author, *New York & Los Angeles Times* columnist

**I**n the kick off speech at the SBCCOG's 12th Annual General Assembly, I tried to look ahead 30 years to our South Bay situation then. But Judy Mitchell, SBCCOG Chair, really set the tone when she started the day by asking the audience to look back 30 years as a guide to looking into the misty future.

The 1980s were okay economically in the South Bay. The aerospace-defense industry was still working well. But at the end of that decade, when the Cold War ended and defense budgets were cut, the South Bay took what felt like a mortal hit. Aerospace-defense companies Hughes Aircraft, TRW, Northrop and others reduced workforces and pulled out of industrial and office space. I recall real estate managers in El Segundo trying to lease whole floors one room at a time.

**“We adapted before and we can do it again.”**

Further, we adapted technologies invented in part at USC, CalTech and UCLA to advance to the age of notebook computers and cell phones. That broadened the uses of satellites and brought new companies to fill factory space in El Segundo and Hawthorne and brought the entertainment industry to fresh quarters in the Beach Cities.

The lesson, as we look out from this lingering recession: We adapted before and we can do it again. Let such knowledge be reassuring. 



Jim Flanigan

Yet through the mid-1990s, slowly, we recovered. What happened?

Technology changed. The Internet, which had been invented at UCLA in 1969 under a Pentagon research contract, unpredictably allowed trade with Asia to expand, swelling business throughout our region.

## SOUTH BAY IN 2040 OUT OF THE BOX & INTO THE FUTURE

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Presentations on the infrastructure requirements for the South Bay's future were given by Larry Kosmont, President and CEO of Kosmont Companies; Michael Maltzan of Michael Maltzan Architecture; Les Starck, Vice President of Southern California Edison and Neil Peterson, Transportation Consultant. The speakers agreed that innovative solutions to housing, transportation, energy and financial infrastructures will be critical to the future of the South Bay as increasing and shifting demands will be placed on them.

In terms of energy, Southern California Edison is looking to make the energy we use cleaner and far more efficient through better and increased use of renewable energy and through innovative technology such as SmartMeters. Regarding transportation, Peterson stressed the need to provide users with options that can be made more or less attractive through pricing measures. He also encouraged looking around the world at what other countries are doing and bringing those innovations to the South Bay. One example from the Philippines would be “jeepnies” which are used for shared local trips.

Larry Kosmont pointed out that the housing needs and demands of Generation X & Y will be very different from past generations.

Michael Maltzan noted that, “Infrastructure has been thought of as a monoculture. In order for us to create more sustainable and friendly communities, we must think about infrastructure serving myriad purposes.” Kosmont dovetailed on Maltzan's remarks, commenting that development should focus on creating a sense of place. He also pointed out that historically we have always lived in mixed use communities and only in the last 50 years have we separated out the land uses. Now we are seeing a return to the historical norm.

Jefferson Huang, Vice President of Claremont McKenna College, and Giraldo Hierro, Head Sales Engineering of Google, spoke on education and the future of technology. Huang discussed a new phenomenon he termed “global education”. Countries throughout the world are investing in their education systems with a global focus and in turn they are attracting global students. Hierro, although stressing that it is quite difficult to predict the future of technology as it changes so rapidly, discussed how Google does look at trends in society and extrapolates. Society is connected and it will increasingly become so. Technology is inevitably about the user not the company. It enhances the individual and their abilities but does not replace them. **Continued to Page 7**



Larry Kosmont  
Kosmont Companies



Ted Lieu



Judy Mitchell  
& Jim Dear



Jefferson Huang



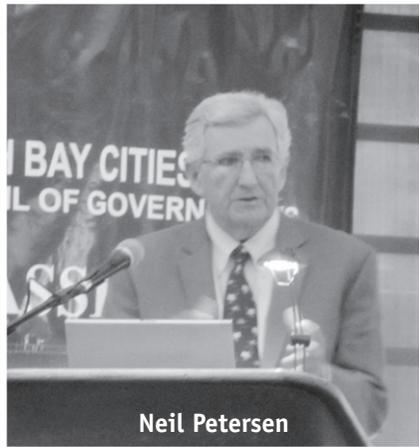
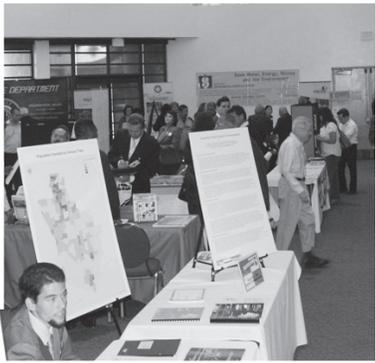
Consumer technology: faster and faster  
"And this light here lets you know when the camera is obsolete."  
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Les Starck



S. David Freeman



Neil Petersen



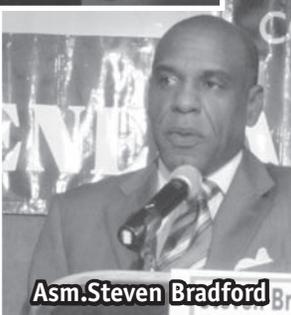
Don Knabe



Giraldo Hierro



Judy Mitchell



Asm. Steven Bradford



Michael Maltzan



Dan Rosenfeld, Prize Winner  
Rosalinda Martinez and Marilyn Lyon



Asm. Betsy Butler

# LUV NEWS

## THE SOUTH BAY SUSTAINABILITY STRATEGY: SMART SUBURBS AND LOCAL USE VEHICLES

**B**ased on 5 years of extensive research, the SBCCOG Board of Directors adopted the Sustainable South Bay land use and transportation strategy as the basis for its sub-regional Sustainable Communities Strategy required by SB 375. The strategy is also a guide for cities interested in voluntarily coordinating local land use and transportation policies in order to reduce vehicle miles travelled.

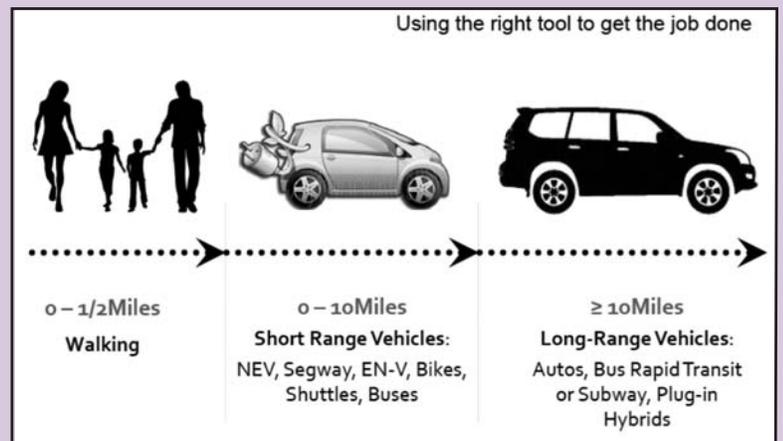
The Sustainable South Bay Strategy is based on the particular conditions found in our cities. They are in general built out, relatively dense, and transit-poor. Alternatives such as dense residential infill and transit-oriented development do not fit the conditions in the South Bay – nor do they fit many other areas in Southern California.

The land use component of the Sustainable South Bay Strategy is intended to shorten trip distances, which will encourage walking, biking, and driving battery electric Local Use Vehicles (LUVs). Trip distances would be shortened by migrating under-performing strip retail into compact, relatively dense commercial nodes at the intersection of major arterials. The former retail strips would be redeveloped into residential properties at densities consistent with the adjacent neighborhood. The result would be horizontal mixed-use, walkable neighborhoods, each with a small, compact commercial center.



The LUV Demonstration Project is testing the effectiveness of using 100% electric, zero emission local use vehicles (LUVs) that are small, short range and low speed for taking 'local' trips around South Bay neighborhoods. More than half of the trips driven by South Bay residents and businesses today are less than 3 miles and are typically driven in long range, full size, full speed vehicles powered by the internal combustion engine.

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A four-mile square grid would produce 25 of these compact neighborhoods. Circulation among them by cycling and LUVs would give residents access to a rich mix of jobs, services and retail, potentially satisfying most travel needs, without the need for gasoline or very large investments in public transit. The LUV Demonstration Project, funded by the AQMD, illustrates how this basic class of battery electric vehicles has been used to reduce VMT and GHG emissions in existing horizontal mixed-use neighborhoods.



On December 7, a group from the Peninsula cities joined Jacki Bacharach (SBCCOG Executive Director) and Wally Siembab (SBCCOG Research Director) for a tour of the commercial centers on the Palos Verdes Peninsula. The tour was intended to gather information on the commercial destinations on the Peninsula and to discuss the steps that could be identified for applying the Sustainable South Bay Strategy to the cities on the Peninsula.

The Sustainable South Bay Strategy (see summary in accompanying article or full report @ [www.southbaycities.org](http://www.southbaycities.org)) would reduce green house gas emissions from driving by capturing a large percentage of trips locally in neighborhood centers and by residents taking those trips in short range battery electric vehicles (BEV) which have no tail pipe emissions. The tour was the first step in assessing the potential for the commercial centers on the Palos Verdes Peninsula to offer the functions that would ultimately keep more of the trips originating on the Hill from leaving the Hill. A new initiative – the Sustainable Palos Verdes Peninsula – was discussed and may be considered for future study. 🌿



1st row: Ellen Perkins and Jim Goodhart from Palos Verdes Estates and Suzy Seamans from Rolling Hills Estates  
2nd row: Leza Mikhail and Joel Rojas from Rancho Palos Verdes  
3rd row: David Wahba and Judy Mitchell from Rolling Hills Estates

### LUV NEWS: THE SOUTH BAY SUSTAINABILITY STRATEGY: SMART SUBURBS AND LOCAL USE VEHICLES

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The SBCCOG partnered with Enterprise Fleet Management to acquire a fleet of seven vehicles – two Wheego Whips, two GEM e4s, one Columbia Summit, one Vantage Crewcab, and one Miles EV. The vehicles are loaned to participants chosen to test the LUVs in a variety of applications. Vehicles have been placed with residents and institutions for the first six month phase of the 18-month demonstration period. The LUVs will be loaned to new participants approximately every six months.

The LUV project is demonstrating the benefits of using vehicle technology appropriate to the characteristics of the trip taken. Early results indicate reductions of Green House Gas emissions and emissions from cold starts of up to 25% per participating household are possible. 🌿

To find out more about the LUV program

Visit us online at: [www.southbaycities.org/LUV](http://www.southbaycities.org/LUV)

Or follow us on facebook: [www.facebook.com/southbayLUV](http://www.facebook.com/southbayLUV)





# ENERGY UPGRADE CALIFORNIA IN LOS ANGELES



**SOUTH BAY  
ENVIRONMENTAL SERVICES CENTER**

## **G**et ready, Energy Upgrade California is here!

This state wide energy efficiency rebate and incentive program is for single-family homes in L.A. County providing an opportunity for qualifying participants to receive financial rebates and incentives of up to \$4,500. In addition, by implementing energy saving upgrades to their homes, with the help of Energy Upgrade California in Los Angeles County, homeowners with high utility bills will receive significant monthly energy savings.

### **Key points of the program:**

- Energy Upgrade California Los Angeles will promote job creation in L.A. County and help local homeowners make energy-saving improvements to their homes
- Los Angeles County is one of the first counties in California to have the opportunity to participate in the Energy Upgrade California program thanks to an alliance among Los Angeles County, Southern California Edison, the Southern California Gas Company, the City of Los Angeles (City of Los Angeles Department of Water and Power) and cities across the county
- The program is a one-stop resource for homeowners to find information on home upgrade benefits, financing and incentives, finding a qualified contractor, workforce training and home energy ratings
- 20 percent of environmentally-destructive greenhouse gas emissions come from homes; the Energy Upgrade California program in L.A. County seeks to educate homeowners about the upgrades and improvements that create greater energy efficiency, thereby saving money and making significant contributions to the health of the environment
- Energy Upgrade California expects to retrofit thousands of single-family homes in L.A. County with an average 20 percent reduction in energy use across the county
- The program will ultimately eliminate more than 36,000 metric tons of carbon dioxide greenhouse gas emissions – the equivalent of planting almost 1,000,000 trees in L.A. County

- Funding for the Energy Upgrade California program comes from multiple sources including: American Reinvestment and Recovery Act Energy Efficiency and Conservation Block Grant; US Department of Better Buildings Program funding; and California Energy Commission discretionary grant
- Energy Upgrade California Los Angeles is administered and overseen by a partnership of The Energy Commission, L.A. County representatives, Southern California Edison, Southern California Gas Company and L.A.D.W.P
- The South Bay Environmental Services Center is part of the Energy Upgrade team and is the call and walk in center for any information on the program.

**For Contractors:** Scholarships are available for contractors who must have approved credentials to participate in this program. See contact information below.

**For Community Groups:** Starting in June community Groups can earn up to \$500 for each homeowner that they contact and introduce to energy efficiency upgrades. To receive an announcement about this program, send an e-mail to [yes@LAEnergyChampions.org](mailto:yes@LAEnergyChampions.org)

### **For more information please see:**

South Bay Cities Council of Governments at [www.southbaycities.org](http://www.southbaycities.org);  
South Bay Environmental Services Center at [www.sbesc.com](http://www.sbesc.com);  
Energy Upgrade California at [www.energyupgradeCA.org](http://www.energyupgradeCA.org)



# Food *for* Thought

## GOOD GOVERNANCE

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### Equity and inclusiveness

A society's well being depends on ensuring that all its members feel that they have a stake in it and do not feel excluded from the mainstream of society. This requires all groups, but particularly the most vulnerable, have opportunities to improve or maintain their well being.

### Effectiveness and efficiency

Good governance means that processes and institutions produce results that meet the needs of society while making the best use of resources at their disposal. The concept of efficiency in the context of good governance also covers the sustainable use of natural resources and the protection of the environment.

### Accountability

Accountability is a key requirement of good governance. Not only governmental institutions but also the private sector and civil society organizations must be accountable to the public and to their institutional stakeholders. Who is accountable to whom varies depending on whether decisions or actions taken are internal or external to an organization or institution. In general an organization or an institution is accountable to those who will be affected by its decisions or actions. Accountability cannot be enforced without transparency and the rule of law.

## CONCLUSION

From the above discussion it should be clear that good governance is an ideal which is difficult to achieve in its totality. Very few countries and societies have come close to achieving good governance in its totality. However, to ensure sustainable human development, actions must be taken to work towards this ideal with the aim of making it a reality. 

## SOUTH BAY IN 2040 OUT OF THE BOX & INTO THE FUTURE

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After lunch, David Freeman, Former LA Deputy Mayor, Energy and Environment, spoke about the need for members of society to engage themselves. Global warming is a serious problem and the education system is failing. The United States does not have enough funds to appropriately pay for what it needs. Freeman called the audience to action with the message that, "The big fight between now and 2040 is whether we can reinvigorate our sense of public duty and democracy."

After lunch, Assemblymember Betsy Butler, newly-elected in the 53rd district, discussed the financial situation California is facing. Cuts are inevitable and it is differences in priorities that make the process so difficult. She ended on a positive note stating that California is a phenomenal state with a bounty of resources. The state has an opportunity to shine.

**“Only in the last 50 years  
have we separated out  
the land uses”**

We were also delighted to hear from LA County Supervisor Don Knabe, 51st District Assemblyman Steve Bradford and newly-elected State Senator from the 28th District, Ted Lieu

who all made reference to the governor's proposed elimination of redevelopment agencies which would seriously disadvantage many cities. Each speaker also acknowledged that budget cuts must be made and some cities have not used redevelopment funds properly. At a minimum redevelopment needs to be reorganized and re-focused on its original purpose of serving blighted communities and providing affordable housing. Dan Rosenfeld, Deputy to LA County Supervisor Mark Ridley-Thomas also said a few words when we found out that the Supervisor was detained downtown.

This free event is made possible every year by our sponsors who were recognized throughout the day for their contributions, both cash and in kind. One of our new sponsors, the Southern California Association of Governments (SCAG), donated their expertise by creating posters which were displayed around the meeting room showing interesting demographics of the South Bay and LA County now and in 2040. Other sponsors this year donated several giveaways - an Home Energy Assessment from the Building Doctors to kick off Energy Upgrade California Los Angeles County (see accompanying article in this newsletter), a \$50 gift certificate for furniture from the City of Hawthorne, a composter from the South Bay Environmental Services Center and gift cards from Starbucks. 

All presentations and the demographic posters from SCAG can be found @ [www.southbaycities.org](http://www.southbaycities.org)

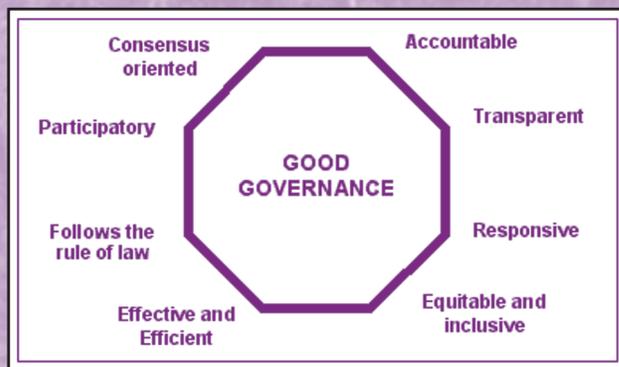
# Food for Thought

## GOOD GOVERNANCE

WITH REVOLUTIONS HAPPENING AROUND THE WORLD, WHAT KIND OF GOVERNING STRUCTURE WOULD RESULT?

From United Nations Economic and Social Commission for Asia & the Pacific

**G**ood governance has 8 major characteristics. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law. It assures that corruption is minimized, the views of minorities are taken into account and that the voices of the most vulnerable in society are heard in decision-making. It is also responsive to the present and future needs of society.



Characteristics of good governance

### Participation

Participation by both men and women is a key cornerstone of good governance. Participation could be either direct or through legitimate intermediate institutions or representatives. It is important to point out that representative democracy does not necessarily mean that the concerns of the most vulnerable in society would be taken into consideration in decision making. Participation needs to be informed and organized. This means freedom of association and expression on the one hand and an organized civil society on the other hand.

### Rule of law

Good governance requires fair legal frameworks that are enforced impartially. It also requires full protection of human rights, particularly those of minorities. Impartial enforcement of laws requires an independent judiciary and an impartial and incorruptible police force.

### Transparency

Transparency means that decisions taken and their enforcement are done in a manner that follows rules and regulations. It also means that information is freely available and directly accessible to those who will be affected by such decisions and their enforcement. It also means that enough information is provided and that it is provided in easily understandable forms and media.

### Responsiveness

Good governance requires that institutions and processes try to serve all stakeholders within a reasonable timeframe.

### Consensus oriented

There are several actors and as many view points in a given society. Good governance requires mediation of the different interests in society to reach a broad consensus in society on what is in the best interest of the whole community and how this can be achieved. It also requires a broad and long-term perspective on what is needed for sustainable human development and how to achieve the goals of such development. This can only result from an understanding of the historical, cultural and social contexts of a given society or community.

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## CALENDAR

All meetings are open to the public

### April

- 11 Steering Committee
- 13 GIS Working Group
- 20 Livable Communities Working Group
- 21 South Bay Cities Green Task Force
- 27 Infrastructure Working Group
- 28 Board of Directors**

### May

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

### June

- 8 GIS Working Group
- 13 Steering Committee
- 15 Livable Communities Working Group
- 22 Infrastructure Working Group
- 26 Board of Directors**

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

**The South Bay Watch is no longer being mailed. Please send your email address to [newsletter@sbccog.org](mailto:newsletter@sbccog.org) to receive the SBCCOG quarterly newsletter or see it at [www.southbaycities.org](http://www.southbaycities.org)**