

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 02/23/09		Item Number: A-1	
AGENDA ITEM: Consider Applications and Appoint up to Ten Members to Serve on a City Public Advisory Committee to Provide Input on the Preparation of a Citywide Bicycle and Pedestrian Master Plan.			
Contact Person/Dept.: John Rivera, Senior Management Analyst		Phone Number: (310) 253-5616	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: All Applicants by mail; and, Matt Benjamin and Adrian Leung, Alta Planning + Design and Jennifer Klausner Los Angeles County Bicycle Coalition by e-mail on February 18, 2009. Master E-Mail Notification List (02/18/09)			
Department Approval: Charles D. Herbertson 2/12/2009		City Attorney Approval: Carol Schwab (by H. Baker) (02/17/09)	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (02/18/09)		City Manager Approval: Jerry B. Fulwood (02/18/09)	
<u>RECOMMENDATION:</u> Staff recommends the City Council consider all applications and appoint qualified members to serve on a Public Advisory Committee to provide input on the preparation of a Citywide Bicycle and Pedestrian Master Plan, which is being prepared as a part of a Los Angeles County Department of Public Health Policies for Livable Active Communities and Environments (PLACE) Program Grant. <u>BACKGROUND:</u> In August 2005, the Los Angeles County Board of Supervisors created a new Division of Chronic Disease and Injury Prevention within the Department of Public Health and allocated funding for a new planning and policy development program within the Division, resulting in the creation of the "Policies for Livable Active Communities and Environments" (PLACE) Program. The PLACE Program recognizes that a community's environment affects public health. The design of cities, communities, neighborhoods, work sites, schools and streets can impact how much physical activity people get and how we choose to design or improve various aspects of the community plays an important role in preventing chronic health conditions. In August 2007, the PLACE Program released a Request For Initiatives, to address the influence of land use and community design on health. The grant program is intended to promote physical activity through the cooperative efforts of governmental agencies and advocacy groups. On October 22, 2007 the City Council authorized submittal of the PLACE Grant application for preparation of a Citywide Bicycle and Pedestrian Master Plan and related City code and policy amendments. On July 1, 2008 the Los Angeles County Board of Supervisors approved awarding of a PLACE			

City of Culver City, California
City Council Agenda Item Report

Grant to the City. The City Council authorized acceptance of the grant on July 28, 2008.

On December 22, 2008 the City Council authorized staff to advertise and solicit applications from qualified members of the Community to serve on a Public Advisory Committee to provide input on the preparation of a Citywide Bicycle and Pedestrian Master Plan (BPMP).

DISCUSSION:

In order to help ensure community participation in all steps of the BPMP development, the City Council created a Public Advisory Committee (PAC). The PAC is intended to provide public input on the BPMP in coordination with the public participation process. The PAC is proposed to consist of residents, representatives from homeowners groups, business representatives, community groups, non-profit organizations, and other interested parties. Members of the PAC will be asked to provide input on policy issues, principles, prioritization, design guidelines and standards, within the overall content and format of the BPMP.

The PAC consists of up to 10 members. The PAC is structured as other City committees and will hold open, noticed public meetings in accordance with the Brown Act. To date three PAC meeting dates have been set: April 4th, May 30th and September 12th, 2009. Additional meeting dates may be required as the process unfolds.

On January 20, 2009, the PAC application process was begun with the posting of an announcement and application on the City's website. On Thursday January 22, 2009 and for the following three weeks a display add advertising of the application process was published in the Culver City News. The application process was open for 28-days and closed on February 17, 2009. Twenty applications have been submitted for Council review and consideration and are enclosed with your meeting packet.

The following is a listing of the criteria that was approved by the Council at the December 22, 2008 meeting to guide selection of PAC members. These criteria are categorized into three sets: Logistical, Knowledge-based, and Representative.

Logistical Criteria

Logistical criteria are related to a PAC member's ability to make the time commitment to actively participate in the entire BPMP process. This primarily includes availability. Meetings will most likely take place after work hours on week

City of Culver City, California
City Council Agenda Item Report

days and possibly some weekends. Members will be expected to review draft documents and provide written review comments.

Knowledge-based Criteria

Knowledge-based criteria are related to a member's relevant experiences and/or knowledge of the general issue, or their willingness to acquire the information required for effective problem solving. Examples of useful knowledge include a vocabulary of bicycle and pedestrian treatments; a knowledge of the City's road and/or flood channel network, location of major destinations and the surrounding area.

Representative Criteria

Representative criteria are related to a member's relevant support, confidence, and understanding from specific groups with significant input for the development of bicycle and pedestrian facilities. The PAC consists of up to 10 members and the membership represents at least one individual from each of the following groups. If the applicant pool does not consist of potential candidates to represent all the below groups, it would be appropriate for the Council to select candidates from any already represented groups. The following are a list of the groups for PAC representation.

- *City Residents at-large* - This group is anticipated to provide a broad range of firsthand knowledge to the PAC.
- *Homeowners Associations* - Homeowners associations can represent the concerns and interests of homeowners in Culver City. Homeowners are a powerful constituency within the City because of their physical and financial investment in the City. Homeowners typically carefully monitor the physical environment of the City, and are heavily invested/interested in changes or improvement that may impact their investment.
- *Bicycling/Walking clubs + groups* - These groups will provide firsthand expertise to the PAC. Whether their knowledge derives from recreational or commuting purposes – these groups will be critical in providing feedback that represents active users of the roadway, bicycle and pedestrian infrastructure.
- *School Representatives* - Members from this group can be teachers, members of a Parent-Teacher Association, school administrators, or Culver High School students who are familiar with the issues that pertain to accessing school. Of particular interest is anyone who has participated in a Safe Routes to School program or who has helped coordinate alternative transportation methods to

City of Culver City, California
City Council Agenda Item Report

schools. This group provides insight into commuting patterns as they pertain to schools, and can provide much needed expertise when it comes to increasing bicycle and pedestrian access to schools.

- *Public Health/Active Living* - Organizations that promote public health and active living will need representation. A primary component of the PLACE grant is to examine the interconnected nature between transportation and public health. Non-City resident representatives from this group should be allowed to serve on the PAC. These organizations will provide insightful expertise to the public's input on bicycle and pedestrian issues in Culver City.
- *Culver City Businesses* - Business owners/employees in Culver City are intimately aware of factors that improve their business and are typically aware of access issues. Because of its small town character, businesses play an integral role in the pedestrian and bicycle environment within Culver City. Non-City resident business representatives should be allowed to serve on the PAC. It would be desirable if business representation could be encouraged from the following groups:
 1. *General Local Businesses* - Business owners/employees of businesses not represented in the other business groups.
 2. *Major Trip Generating Locations e.g. Downtown, Fox Hills Mall, Sony, West LA College, Antioch, Costco* - PAC members representing major trip generators can voice the concerns and needs of the City's largest commuter groups and other non-recreational bicyclists and pedestrians.
 3. *Chamber of Commerce* - Representation from the Chamber of Commerce can ensure that bicycle and pedestrian plans support the broader needs of Culver City business, from providing convenient access for customers and also easy commuting alternatives for employees.
 4. *Culver City Developers* - Developer participation on the PAC can encourage a collective effort of improving bicycling and walking conditions for new construction/development within the City. It can also provide an opportunity for developers to share their insight into how key they envision the future of bicycling and walking.

FISCAL ANALYSIS:

The PLACE grant award is for one year with two one-year renewals at the sole discretion of the Director of DPH and based on the demonstrated performance,

City of Culver City, California
City Council Agenda Item Report

continued availability of funds, and approval by DPH and the County Board of Supervisors. The fund available for each grantee is up to \$310,000 over the term of the grant. In FY 2008-09, \$105,000 in grant funds is appropriated (P-917). The additional funding will be appropriated as it becomes available over the next two fiscal year.

The grant funds would primarily be used to fund all the consultant costs of preparing the BPMP, related City code and policy amendments, grant applications, program effectiveness analysis, outreach and initial educational efforts. No City matching funds are required. However, in addition to Public Works Department staff, staff support from the following City departments will be needed to implement the grant and participate in the PAC process: Police, Fire, Community Development, Transportation, Information Technology and Parks, Recreation & Community Services.

Any ongoing programs resulting from this effort are anticipated to be funded through future grant opportunities that would be available to the City once the proposed Citywide Bicycle and Pedestrian Master Plan is adopted.

ATTACHMENTS

1. Copies of Applications (with Personal Information Redacted)

MOTIONS:

That the City Council:

Consider applications from qualified members of the Community and appoint up to ten members to serve on the Public Advisory Committee to provide input on the preparation of a Citywide Bicycle and Pedestrian Master Plan. The up to ten members appointed are:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____