



1416 Electric Avenue, Venice, California 90921 • (310) 431-9661

March 20, 2015

To: Meghan Sahli-Wells, Culver City Mayor

From: Arts Earth Partnership Team

Re: Sustainable Culver City Proposals

Dear Mayor Sahli-Wells,

It was a pleasure to meet with you to discuss Culver City's sustainable future. Thank you for the opportunity to submit proposals to:

- A. Design an actionable and comprehensive Sustainable City Plan for Culver City
- B. Design, establish and help administer a customized multi-sector Sustainable Business Certification Program for Culver City

As we discussed, municipalities across the country are putting sustainability plans into place, and making laudable strides in accomplishing their goals. A Sustainable City Plan for Culver City will build on and organize sustainability progress achieved to date, establish a set of baseline metrics to measure and track progress, increase transparency, strengthen accountability, and establish the City as a sustainability leader. The development of a Sustainable City Plan for Culver City can also help inform and be integrated into the upcoming update of the City's General Plan, as well as set the stage for the City's Centennial Celebrations by clearly outlining Culver City's progressive vision of the future.

Implementing a state-recognized Culver City Sustainable Business Certification Program is an essential component to begin the shift toward becoming a truly sustainable city. With each business that achieves certification comes measurable data, improved awareness and real stories that can be shared and used to inspire others into action. Through this novel program, Culver City will create a vital mechanism to improve the quality of life for the people who live, work and visit this great city, and illustrate the positive impacts.

In a metropolitan region beset with a multitude of environmental and social challenges including rising energy costs, record drought, traffic congestion and high cost of living, it is imperative to have a Sustainable City Plan in place with clear benchmarks and deliverables. A major goal of our proposals is to assist city staff and elected representatives address these complex issues.

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Civic engagement is a key element of creating a sustainable Culver City. AEP will spend quality time working with all stakeholders, envisioning the Culver City of 5, 15 and even 50 years into the future. When residents, business owners and school communities come together to share a vision of a safe, healthy, clean and resource-efficient city, all stakeholders can more clearly grasp the resulting economic and social benefits and be better prepared to work collectively to make it happen.

Through the implementation of both proposals, Culver City will be able to ring in the Centennial Celebrations with a clearly articulated Sustainable City Plan, a number of Certified Sustainable Businesses, and be well on the way to a strong sustainable future.

Thank you for considering our proposals to be of service to Culver City. We look forward to meeting with you and your staff at your earliest convenience.

On behalf of the AEP Team,
Sincerely,

Justin Yoffe
AEP Executive Director
Justin@artsearthpartnership.org
(310) 710-0147



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About Arts Earth Partnership (AEP)

Arts Earth Partnership is a state and federally recognized 501(c)3 non-profit founded in 2004 as a grass roots arts and planet advocacy organization. Understanding the many serious challenges of climate change and the current fossil fuel energy paradigm, we set out to educate the public and facilitate the shift to more sustainable practices within cultural facilities large and small, throughout Southern California. The thinking was simple: arts organizations are found in almost every neighborhood, and they are where people congregate for a collective experience. If we could leverage this unique geography and access to people by modeling sustainability at their cultural venues, it might demonstrate and inspire those audiences and visitors to make changes in their own homes and businesses.

Meanwhile, our work with arts organizations has not only saved them valuable resources through cost savings and more efficient operations, but also given them tools, data and a new brand identity to help them go out and raise funds through non-traditional sources.

AEP created a sustainable business certification checklist for the arts and cultural sector, which became the first and only sustainable business certification for the arts in the world. AEP's certification has been accepted and approved by the California Green Business Network in Sacramento and AEP has signed MOU's with the cities of Los Angeles (June 2013) and Santa Monica (August 2011). Currently AEP has over 60 member organizations with a collective reach of over 3 million Los Angelenos each year.

Our experience working closely with municipalities and their departments, boards, representatives and commissions has been invaluable in helping us understand the coordination necessary between public and private sectors in order to make any sustainability program succeed. As an added benefit, our access to a broad range of artists and extensive experience with producing community events brings more tools and options to raise awareness, promote programs and celebrate successes.



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TEAM BIOS

Justin Yoffe is Co-Founder and Executive Director of Arts Earth Partnership. A produced playwright and professional screenwriter, he holds an M.F.A from New York University. Justin is also an Emmy Award winning producer with over 20 years experience producing and directing for the stage. Justin served as President of Electric Lodge Performing & Visual Arts Center in Venice, the first solar powered performing arts center in California, from 2003-2013. Justin currently serves as Cultural Affairs Supervisor for the City of Santa Monica, managing both the historic Miles Memorial Playhouse and the Santa Monica Civic Auditorium.

Amanda Scarano-Carter is the Managing Director of Arts Earth Partnership. Since 2009, Amanda has found a passion in non-profit work at the intersection of arts and sustainability. Her first foray into this world was working with the Producers Guild of America Green Initiative (PGA Green), for which she has served as West Coast Chair since 2011. As part of her work with PGA Green, she works on the steering committee for GreenProductionGuide.com, created in conjunction with all the major film studios. Amanda's entertainment background has ranged from operational consulting to studio facility management to film production, including 13 years overseeing physical production at Pierce Brosnan's MGM-based production company, Irish DreamTime. Amanda is a graduate of the UCLA School of Theater, Film & Television and the Executive Management Program at the UCLA Anderson School of Management.

Shea Cunningham, MA is Sustainability Programs Director for Arts Earth Partnership and is leading AEP's municipal sustainability program efforts. She is an experienced sustainability strategist, policy analyst and planner with more than 20 years of success developing, implementing and managing numerous organizations, projects and programs across a diverse array of sectors. She has advanced knowledge and experience analyzing and reporting on best practices in corporate and government accountability, and has designed and implemented numerous sustainability surveys, assessments and plans. A savvy facilitator of change with international experience, Ms. Cunningham is also an accomplished author of socio-economic and environmental research articles, reports and books. In addition to the work she is leading at AEP, she serves as the Sustainability Consultant for Culver City Unified School District and is the Los Angeles Regional Manager for First Note Finance Inc., a San Diego-based energy management firm.

Elektra Grant, CSBA, LEED Green Associate – is Sustainability Assessments Manager for Arts Earth Partnership. Elektra Grant thrives at the intersection of sustainability and the arts. She developed her expertise at a variety of organizations, businesses, and institutes of higher education since the early 2000s, and has been an Arts Earth Partnership Assessor since 2008. As a Certified Sustainable Building Advisor, LEED Green Associate, and former green building materials sales representative, Elektra also is a faculty member at Otis College of Art and Design, where she teaches the first course for the Sustainability minor. She holds a Master of Science from Cal Poly Pomona, and Bachelor of Fine from the Rhode Island School of Design. Prior to her sustainability career, Elektra worked for six years as a public art muralist.

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PROPOSAL A

A Comprehensive Sustainable City Plan for Culver City

A Summary of Proposed Deliverables & Fees*

Scope of Work	Fee Proposal
Comprehensive inventory and assessment	\$10,000
(1) Design and report on-line stakeholder survey (2) Two in-person stakeholder engagement focus groups (3) Meet with staff and council over life of project on as-needed basis	\$7,500
Design custom sustainability reporting framework	\$7,500
Produce Sustainable City Plan	\$15,000
Create an annual progress report template	\$5,000
<i>Total:</i>	\$45,000

***Timeframe:** Proposal deliverables to be completed within six months from date of contract.

Detail of Proposed Services

- A complete inventory, examination and organization of Culver City's sustainability assessments, plans (including General Plan), programs and sustainability progress to date; review City's applicable codes, resource usage and purchasing practices to establish baseline.
- Meet with and report to City staff and City Council on an as-needed basis.
- Design, implement, market and report on community-wide on-line survey to both raise awareness of the City's efforts and also to collect data on community's ideas, concerns and overall vision of a Sustainable Culver City in the short, mid and long term.
- Design, lead and report on two multi-stakeholder visioning focus groups including City staff, businesses, residents, school communities and community organizations to identify what kind of city they want Culver City to be in 5/15/50 years.
- Design a custom Sustainability Reporting framework based on best practices, including benchmarking and the establishment of sustainability indicators for tracking progress following short, mid and long-term targets and outline strategies for implementation and tracking.



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Recommended Targets to be implemented after completion of Report may include:

- Waste reduction targets [Zero Waste City by 2020 (according to 2008 Community Plan)] e.g., actualization of residential composting program
 - Water & energy reduction targets
 - Renewable energy targets
 - Increase number of buildings implementing sustainable design practices
 - Increase sustainable purchasing
 - Decrease hazardous waste and pollution in Ballona Creek
 - Increase community gardens and farmers markets
 - Decrease runoff, increase permeability and drought-tolerant landscaping
 - Increase alternative/active transportation and alternative fuel vehicles and Production (e.g., anaerobic digestion, oil from restaurants for biofuel)
 - Preserve economic and income diversity
 - Preserve/increase affordable housing options
 - Increase civic participation in sustainability progress and public activities
 - Increase support for arts and culture
 - Increase sustainable business practices (e.g., city certification program)
 - Increase multi-modal transportation options with pedestrian access
 - Implementation of level-one baseline government operations GHG inventory following ICLEI protocols by 2018
 - Creation of a level-one Climate Action Plan (including climate resiliency preparedness, mitigation and adaptation) with clear targets and indicators (e.g., 20% GHG reduction of baseline by 2025, 80% by 2050)
 - Implementation of level-two baseline community-wide GHG inventory by 2022
 - Creation of a level-two Climate Action Plan (includes mitigation and adaptation) with clear targets and indicators
- Produce a comprehensive Sustainable City Plan with clear indicators, targets, and strategies to track progress, organized by proposed goal areas such as:
 - Resource conservation (including City codes and procurement policies)
 - Environmental and public health
 - Waste and resource management (including recycling and composting)
 - Open space and land use
 - Economic development
 - Housing
 - Transportation
 - Human dignity (social justice/safety/sustainable food system)
 - Community education/civic participation
 - Arts and culture
 - Create an annual progress report template to track Sustainable City Plan implementation.

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PROPOSAL B

Sustainable Business Certification Program for Culver City

A Summary of Proposed Deliverables & Fees*

Scope of Work	Fee Proposal
Creation of custom Culver City Sustainable Business Checklist approved by California Green Business Network, informed by two in-person stakeholder meetings and City staff	\$7,500
Incentive fund for 50 business sustainability assessments at an average of \$500 per assessment. Outreach to a minimum of 120 businesses. Assess City Hall. <i>Target certification of 17 assessed businesses, no guarantee of completion within timeframe.</i>	\$25,000
Administration of assessments and certification program	\$11,250
Data aggregation, collection and annual report	\$2,500
<i>Total:</i>	\$46,250

***Timeframe:** Proposal deliverables to be completed within 18 months from date of contract.

Purpose:

Certified Sustainable Businesses create healthier, safer more efficient workplaces that allow for higher productivity, cost savings and happier patrons and employees. The positive externality of this shift within the business sector is raised consciousness and a sense of being part of a progressive, pro-active community with a clear vision for its sustainable economic and environmental future. Once in place, both Culver City and its Certified Sustainable Businesses can market their Sustainability goals and achievements.

Metrics:

With every certified business comes quantification of immediate and projected savings in energy, water, waste and dollars. Annual impact reports that aggregate, organize and disseminate these metrics are incredibly powerful tools in helping to secure grant funding, meet established sustainability goals and benchmarks, demonstrate efficacy in the programs and track actual environmental and social changes.



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Multi-Sector Approach:

Not all businesses or municipalities are alike. A customized, hands-on, multi-sector approach is the most effective in recruiting businesses and changing behaviors because it offers sustainability measures more appropriate and applicable for each sector.

AEP will Categorize Businesses into Five Sectors:

1. Arts and Culture (e.g., museums, theaters, art galleries, dance studios, movie theaters, media production offices and arts support organizations)
2. Retail Stores
3. Office Space
4. Restaurants and Bars
5. Automotive Shops

AEP proposes to use and expand its existing, state-approved checklist for Culver City arts and cultural businesses to include “workplace well-being” indicators based on a comprehensive review of best practices in sustainability reporting, including the Global Reporting Initiative guidelines. Feedback from stakeholder sessions with local businesses and staff will also inform this unique checklist for Culver City.

AEP will further tailor the checklist to the other four sectors after a methodical review and consideration of other sector specificities. In addition, AEP will cull from over 2,000 measures established as part of the Sacramento-based California Green Business Network. The multi-sector checklist will be approved and recognized by the statewide organization. The Culver City Sustainable Business Certification program as developed by AEP will cover all aspects of business operations and include mandatory and elective measures in categories such as:

- Energy efficiency
- Water efficiency
- Resource Reduction and Waste Management
- Sustainable Procurement / Purchasing
- Sustainable Landscaping
- Sustainable Transportation
- Workplace Well-Being / Safety
- Pest Control



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Explanation of Incentive Funds:

The most successful business certification programs incentivize participation by covering the cost of the initial assessment. These costs vary depending on the size and scale of the business being assessed. Keeping these costs free or very low is an effective tool for engaging the business with the program, and vastly improves the chance that a business will complete the measures required for full certification and achieve city and state recognition.

AEP has resources that can help with financing and sourcing products, but participating business are expected to shoulder the costs of retrofitting inefficient HVAC systems, plumbing fixtures and lighting to meet the certification standards. Education plays a key role in the assessment process. Once facility managers and employees are made aware of the impacts of becoming a Certified Sustainable Business, they become enthusiastic ambassadors for that change. They can also receive a cost payback analysis, which they can share with their board or shareholders.

Detail of Proposed Services:

- 1) Meet with City officials and relevant staff
 - a. Discuss administrative roles and contacts
 - b. Identify:
 - i. Discounts on advertising in local/city media
 - ii. State and City recognition
 - iii. Special City Seal
 - c. Establish Goals & Timeline
 - d. Discuss and Review potential promotional materials (on-line/print/public & private spaces)
 - e. Advise on City website to recognize sustainable businesses and share stories and data
- 2) Meet with potential stakeholders such as CVB, SCE and business owners.
 - a. Share scope and goals for program, such as:
 - i. Touch 120 businesses by January 2017
 - ii. Assess 50 business by January 2017
 - iii. Target 17 certified businesses by January 2017 (*no guarantee completion within 18 month timeframe.*)
 - b. Explore incentives, branding (seal) and promotion



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- 3) Develop Culver City Sustainable Business Certification framework
 - a. Create Culver City checklist informed by AEP instrument, CAGBN measures, established sustainability protocols, and stakeholder input
 - b. Obtain official approval of measures by CAGBN
 - c. Train appropriate staff on certification process
- 4) Assess City Hall
- 5) Begin assessments in private sector
- 6) 6 month progress review
- 7) 12 month progress review
- 8) Final Report