

REPORT FROM

OFFICE OF THE CITY ADMINISTRATIVE OFFICER

Date: December 5, 2014

CAO File No 0220-00540-1110

Council File No.14-1511

Council District: Various

To: The Mayor
The Council

From: Miguel A. Santana, City Administrative Officer

*MHS
MS*

Reference: Transmittal from the Mayor dated November 4, 2014; Additional information provided through December 3, 2014.

Subject: **RETROACTIVE ACCEPTANCE OF GRANT AWARD FROM CALIFORNIA COMMUNITY FOUNDATION TO SUPPORT EQUITABLE HEALTHY TRANSIT-ORIENTED DEVELOPMENT PLANNING IN LOS ANGELES**

SUMMARY

The Mayor's Office of City Services (Mayor's Office) requests Council approval for the retroactive acceptance of a Grant in the amount of \$150,000 from the California Community Foundation (CCF) Local Sustainability Matching Fund and other related actions needed to implement transit-oriented planning activities. The Grant will support one Transit Corridor Cabinet Coordinator in the Mayor's Office in accordance with the executed Grant agreement. No matching funds are required. The Mayor's Office was awarded this Grant for a period covering February 1, 2014 to December 31, 2014 to support equitable and healthy transit-oriented development planning in Los Angeles. As these actions have no impact to the General Fund, this Office, with modification as needed, is in agreement with the recommendations requested.

BACKGROUND

In December 2013, the Mayor's Office applied for a grant from the CCF Funders' Network for Smart Growth and Livable Communities Local Sustainability Matching Fund. They were subsequently awarded a grant in the amount of \$150,000 to support healthy transit-oriented development planning in the City of Los Angeles for a period covering February 1, 2014 to December 31, 2014. The Grant agreement identified four key goals to be accomplished with Grant funds. They are: 1) fund a new Transit Corridor Cabinet Coordinator position in the Mayor's Office to coordinate an inter-agency work plan for transit oriented planning; 2) foster a shared vision for the City, stakeholders, and Funders' Collaborative members for what transit-oriented development will entail; 3) build a system for regular communication and collaboration for all stakeholders; and, 4) strengthen the relationship between the Mayor's Office and participating funders.

The Mayor's Office has incorporated these goals into their strategic planning for the Mayor's

Great Streets Initiative. This includes a vision statement developed for Great Streets, a Great Streets Studio working to bring together community stakeholders for each of the fifteen Council Districts to plan streetscape and transit oriented improvements, and the identification of potential funding for the further implementation of these streetscape improvements. Measureable goals and objectives are summarized in Attachment A to the executed Grant agreement.

Upon the execution of the Grant agreement with the CCF on January 31, 2014, the Foundation released \$112,500 of Grant funding, with the remaining balance remitted after the receipt of a satisfactory progress report on August 31, 2014. A final report is due to the grantor by January 15, 2015. To date the Mayor's Office has satisfied its reporting obligations and provided a progress report (See Attachment) on the status of current projects. Funds will be utilized to support the cost of one Mayoral Aide VI, portions of two administrative support positions and oversight management by the Deputy Mayor. As grant funding ends the Mayor's office states that any direct salary positions will be shifted to other Los Angeles County Metropolitan Transportation Authority funded projects. The Mayor's Office reports the grantors have approved the planned expenditures of the funds.

RECOMMENDATIONS

That the Council:

1. Authorize the Mayor, or designee, to:
 - a. Retroactively accept a grant award from the California Community Foundation Local Sustainability Matching Fund in the amount of \$150,000 for the period of February 1, 2014 to December 31, 2014;
 - b. Retroactively approve the executed Grant Award Agreement and submit any other necessary agreements and documents relative to the grant award, subject to the review and approval of the City Attorney as to form and legality; and
 - c. Prepare Controller instructions and make any necessary technical adjustments consistent with the Mayor and Council action needed on this matter, subject to approval of the City Administrative Officer, and authorize the Controller to implement these instructions.
2. Authorize the Controller to transfer and appropriate \$150,000 from Mayor Fund, General Grant Revenue Source Code 4513 to the Salaries As Needed Account 001070.

FISCAL IMPACT STATEMENT

There is no fiscal impact to the General Fund. Approval of the recommendations will result in the acceptance of a \$150,000 grant from the California Community Foundation Local Sustainability Matching Fund to implement transit-oriented planning activities. The recommendations are in compliance with City Financial Policies in that funding for the proposed activities is available within the identified grant funds.

Attachment

MG:02150037c

Attachment



HOUSING AND NEIGHBORHOODS PROGRESS REPORT FORM

*click tab to move from one field to the next field.

Name of Organization: Mayor's Office of City Services
Grant Number: N/A
Name of Agency Head: Doane Liu Email: doane.liu@lacity.org
Contact for Progress Report: Nat Gale Name (Title): nat.gale@lacity.org Phone: 213.978.0738 (desk) 213.399.2226 (cell) Email: nat.gale@lacity.org
Reporting Period: 2/1/2014 to 7/31/2014

Please complete this document electronically and return it via e-mail to granteesupport@calfund.org by due date stated in the grant agreement.

Instructions: In the tables below, briefly provide information about the progress toward the stated measurable objectives. The measurable objectives for your grant are located in the grant agreement.

For each measurable objective, discuss:

- Results and accomplishments; include both quantitative and qualitative data.
- Encountered problems and their solutions (planned or implemented).

PART I: MEASURABLE OBJECTIVES¹

MEASURABLE OBJECTIVES	PROGRESS
1. Develop a vision statement of what a transit-oriented Los Angeles will be and how to get there in consultation with a broad group of community stakeholders	<p>Vision statement previously developed for Transit Oriented Los Angeles (available upon request). New vision statement also developed for Great Streets, copied below:</p> <p>Los Angeles seeks to transform our city streets to "Great Streets", meaning that every neighborhood will have at least one area that is pedestrian oriented, with excellent physical infrastructure scaled to people. This means that Los Angeles will invest and prioritize resources to transform the physical assets and operations of "Great Streets" using a</p>

¹ Measurable objectives can be found in the Grant Agreement.

	<p>place-based investment strategy that demonstrates economic vitality, mobility and access, community engagement, increased public safety, and enhanced cultural and recreational offerings. This will start with a robust community based design process that draws upon local knowledge and expertise. This process will recognizing and support the transformation of streets occur over time, with the use of more immediate treatments (e.g. plazas and parklets) and community based programming in the near-term that begin to change how our streets are used. In the long-term, permanent changes to curbs, street lighting, street trees, and street furniture will be made.</p>
<p>2. Build a regular system for collaboration, communication, and accountability with all stakeholders, ensuring participation by low income residents in neighborhoods engaged in transit-oriented land use planning.</p>	<p>The Great Streets Studio, working with each Council Office, has developed a list of local community stakeholders for each of the 15 areas in which we are planning streetscape and transit oriented improvements. Additionally, the Mayor's Office of City Services (through the Transportation Team and in coordination with City Planning), has developed robust partnerships with coalitions that represent low-income residents in neighborhoods engaged in transit-oriented land use planning. However, not all stakeholders and residents have shown enthusiasm to participate, and there are still many challenges to overcome regarding interest and participation.</p>
<p>3. Identify and attain new funding sources to enhance transit oriented development initiatives that promote health.</p>	<p>The Great Streets team has identified potential partners in California Endowment, the Public Health Institute (Linda Rudolph), the Knight Foundation, the Kresge Foundation, the Ford Foundation, the Surdna Foundation, and the National Resources Defense Council. However, there have been no commitments of funding to date, and much work still needs to be done to communicate the community based design process that is inherent to the Great Streets project process. The team has worked with LADOT and City Planning to obtain a \$100,000 grant from the LA County Department of Public Health to focus on a new street design toolkit, as well</p>

	as secure \$36 million in funding from the State's Active Transportation Program.
4. Develop the General Plan mobility element with a "complete streets" plan.	The Department of City Planning is well underway in developing a new Complete Streets Manual as part of their Mobility element update, with coordination assistance from the Mayor's Great Streets team. The manual is currently working under the draft title, "The Great Streets Manual: A Guide for Complete Streets in the City of Los Angeles." Challenges will still exist in getting Public Works and LADOT to translate these design guides into standard plans, so that projects at the counter can easily be approved with these new complete street elements.
5. Monitor a) land use plans, including both existing and future stations and other health-promoting developments, b) policy initiatives that optimize the benefits of transit and focus affordable housing and other community development around transit, c) the piloting of form-based development standards within targeted, high-priority station areas and transit corridor plans, and d) the allocation of affordable housing subsidies by transit station areas and transit corridors	Mayor's Office of City Services and Mayor's Office of Economic Development have been in close coordination in monitoring forthcoming land use planning efforts around transit stations, as well as partnering with other elected offices on the Metro Board to discuss affordable housing incentives and other community development around transit. Currently, there has not been any movement on the implementation of form-based development standards due to limited staffing. However this will be discussed as part of City Planning's budget process for next year.
6. Focus city housing resources (subsidies, land, zoning incentives) around station areas	The Housing and Community Investment Department has focused their Consolidated plan along transit corridors, and has further prioritized their Market Scan analyses along the first phase of Great Streets Segments. The Great Streets team is coordinating closely to monitor how any public realm improvements impact potential housing resources in these areas. "People-based" metrics have been developed that will be a baseline for any negative impact to local communities.
7. Implement bike and car share programs	The Mayor's Office of City Services has been meeting on a regular basis to continue the implementation of a countywide bikeshare and robust carshare programs. The team is looking to accelerate Metro's bikeshare implementation, and have a vendor on board no later than June 2015. The carshare pilot program will soon be expanded in the City of

	LA through direction from the Mayor's Office. Metro will soon be directed through a board motion to execute agreements for carshare around all their station where parking is owned by Metro.
8. Streamline CEQA performance metrics as needed to encourage transit oriented development	Mayor's Office of City Services, Economic Development, and Budget and Innovation have been in close development coordination with the Governor's office as they develop a new metric for CEQA analysis to replace Level of Service. The new metric was heavily influenced by the need for transit oriented development, and will benefit developments that have a higher population of car-free and car-light individuals.
9. Enact policies to ensure equity in transit system and TOD – work with Metro to optimize DBE/MBEWBE in contracts and development	The Mayor's Office monitors DBE/MBE/WBE compliance at Metro contracts on a monthly basis. Information is available upon request. As previously mentioned, the Mayor's Office of City Services is working closely with other board offices to determine appropriate policies that ensure equity in transit-oriented developments.
10. Develop a list of community leaders and stakeholders in underrepresented communities, including Boyle Heights and South Los Angeles, as well as regional groups for the City to engage in the project. These stakeholders will include individuals and organizations with a health equity lens.	The Great Streets Studio, in consultation with Council Offices and other community partners, have robust lists of stakeholders in underrepresented communities, including Boyle Heights, South Los Angeles, Pacoima, and Highland Park (among other neighborhoods across LA). Additionally, there is a focused Technical Advisory Group of experts on the Great Streets initiative, as well as a broader, more regional partnership list of stakeholders to include in any health equity conversations.
11. Coordinate the data driven policy assessment by making the CCF Research Bank, separately funded by the California Community Foundation, available to community organizations, collaboratives, and the City to access research and technical experts to inform their work with local communities (mobilize residents) and small businesses (business actions), and to ensure that the implementation of the plan supports social equity and public health goals.	The Mayor's Office has been working both internally and with departments to develop robust sets of metrics to measure departmental success. Bi-monthly COMPSTAT meetings are held with each department to keep them on track, as well as quarterly meetings internal to the Mayor's Office to ensure our initiatives are on track. However, the CCF Research Bank has not been widely publicized internally, and the Mayor's Office would welcome hosting a meeting / seminar / brown bag that educates

	a broad group of City staff on this resource and any access to experts.
12. Make available resources, like the Health Equity Atlas, and attend quarterly meetings of LA THRIVES (Los Angeles Transit, Housing, Resources, and Investments for a Vibrant Economy), bringing together over two dozen organizations to start working on the tools needed to preserve affordable units in the neighborhoods near transit as new developments occurs.	The Mayor's Great Streets Studio gladly participates in quarterly LA THRIVES meetings, as well as any other events as requested (funders network, etc). The Health Equity Atlas, as well as other relevant documents, have been shared among the interdepartmental working group.

PART II: SHORT ANSWER NARRATIVE (300 word maximum per question)

1. Please discuss progress the organization has made toward strategic planning goals in the last twelve months.

A significant amount of strategic planning has occurred over the last twelve months of the Great Streets Initiative. This effort started as the Mayor's first Executive Directive with seven discrete outcomes, all of which are either completed or underway. Since the launch of the Executive Directive, the team has developed a four page "vision document" to guide the day-to-day work. Simultaneously, Mayoral, Council, and departmental staff are focusing efforts into three distinct buckets: 1) A short term community visioning, activation, and programming piece for each of the first 15 streets in the first phase of the initiative. This will include partnerships with community based organizations (e.g. Pacoima Beautiful, Coalition for Responsible Community Development, Free Lots Angeles, LA Mas etc) to develop events (i.e. open street events) that capitalize on the growing movement of people trying to recapture and redefine their streets, while simultaneously working to obtain actionable outcomes on a community vision. 2) A longer term community based design process for the permanent streetscape and public/private street interface. The team has used the Los Angeles Neighborhood Initiative as an initial model, however each street segment and community will involve a different approach, and will have a distinct make-up of community partners and public sector champions, depending on the needs of each street (bike lanes, façade improvements, etc). 3) A broader "Great Ideas" list of policy changes and program implementation to spearhead to better foster transit orientation and Great Streets throughout Los Angeles. This includes ideas like a community based crowdfunding platform for local improvements or a program to incentivize temporary / pilot roadway improvements to help demonstrate their impact to safety and mobility. We anticipate white-paper reports and recommendations on these in early Spring 2015.

2. Please discuss any other challenges, opportunities or achievements during this grant period.

Our biggest challenge thus far with Great Streets, and more broadly speaking the concept of Transit Orientation, is the act of partnering with local communities. While some community groups and Council Offices eagerly embrace the presence of governmental officials (and the Mayor's Office), too often we are greeted with skepticism on what this process will entail. Part of where we need to improve is to better define that Great Streets (and Transit Orientation) are not concepts that will be forced upon communities, but instead are frames that the community should use in visioning and designing the future outcomes of their street. We have had difficulties shifting the conversation away from a simple project based view (bike lane, parklet, development) to an outcome based view (safety, mobility, economic development). This is why the focus in the near term has to be on programmatic events that can help demonstrate the impact of some of these infrastructure improvements. We see the greatest potential where we can work with the Council Office, the community stakeholders, and our City departments to affect a temporary project implementation on some of these roadways, particularly those located close to major transit nodes. A simple demonstration, where stakeholders can touch and feel what it means to be a "Great Street," will help catalyze investment and buy-in to the project elements and project outcomes. Simultaneously, we need to continue our communication campaign (via social media, community meetings, etc) to push the message that this initiative is fundamentally about working with local communities to provide improvements that are community based in nature, and not about displacement or a top-down governmental approach to infrastructure. We look forward to the challenge.

PART III: CCF INDICATORS

CCF is trying to understand the strength of the nonprofit sector, per our strategic plan. In order to do this we need high level information, fine details are not desired. These indicators are being collected and reviewed in the aggregate² over time. No organizations will be evaluated individually **BASED ON THESE INDICATORS.**

INDICATORS	RESPONSES
1. What is the organization's most recently completed annual operating budget?	\$ N/A
2. What percentage of the organization's revenue is derived from private sources (non-governmental revenue)?	N/A %
3. What percentage of the revenue comes from individual donors (cash only)?	N/A%
4. Does the organization have a give/get policy ³ ?	No
5. What percentage of the organization's board meets the give/get policy?	N/A %
6. How many individual donors contributed to the organization in the last 12 months?	N/A
7. Does the organization have a planned giving ⁴ program?	No
8. If so, how many gifts have you received in the last 12 months?	# N/A
9. How many donors are in your planned giving program?	# N/A

² Collection of information that will be reviewed as a whole.

³ Policy requiring board members to give within their financial capacity and/or solicit donors through personal/professional networks.

⁴ Any major gift made on a donor's behalf while living or at death that is a part of their overall financial plan. This may include: bequests, life insurance, retirement plans, stocks, etc.

Part IV: Optional

1. CCF likes to hear about our grant partners' community accomplishments. Please take this opportunity to share stories and/or photos of achievements related to the measurable objectives. **(200 word maximum).**

Some of our biggest community accomplishments have been getting out on each street to do community walks, asset mapping, and other on-the-ground exercises that allow us to meet with local businesses and residents and discuss the various needs on each street. Each Friday we are out walking the streets to establish these relationships, and we eventually then work with community members to do design charrette activities to discuss what some of the improvement components may look like. Below please find a brief sampling of these activities.

Photos: (if you are unable to attach photos below, please send via e-mail.



Atwater Village Walking Tour	Central Ave Charrette	Community Kick-Off on Reseda
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CCF GRANT EXPENSE REPORT

Please complete the report form below, showing how California Community Foundation (CCF) grant funds were spent during this reporting period.

Item	Budgeted Amount of Entire CCF Grant	CCF Grant Expenses This Reporting Period	CCF Grant Expenses to Date
PERSONNEL/SALARIES (List titles or categories, e.g. Management and Administration, Programs, Fundraising, etc.)			
Programs	Amount.	Amount.	Amount.
Mayoral Aide VI	150,000	37,500	37,500
	Amount.	Amount.	Amount.
Subtotal, Personnel	150,000	37,500	37,500
Benefits % of personnel)	Amount.	Amount.	Amount.
Subtotal, Personnel	150,000	37,500	37,500
OTHER EXPENSES			
Rent/Utilities	Amount.	Amount.	Amount.
Printing/duplicating	Amount.	Amount.	Amount.
Mailing/postage/delivery	Amount.	Amount.	Amount.
Materials Purchase (specify)	Amount.	Amount.	Amount.
Telephone	Amount.	Amount.	Amount.
Office Supplies	Amount.	Amount.	Amount.
Travel	Amount.	Amount.	Amount.
Consultants	Amount.	Amount.	Amount.
Other - Description.	Amount.	Amount.	Amount.
Subtotal, Other Expenses	Amount.	Amount.	Amount.
TOTAL EXPENDITURES (Personnel + Other Expenses)	150,000	37,500	37,500

Please e-mail completed form to granteesupport@calfund.org by the due date stated in your grant agreement.

If you have any questions regarding this form, please contact:

Paul Dunoguez
 Program Associate – Housing and Neighborhoods
pdunoguez@calfund.org or 213-4 13-4130