

COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL



{ your local voice for what matters to us in our town. }

AGENDA | Tuesday, 21 January 2014 » 6:30 p.m.

CABRILLO MARINA COMMUNITY BUILDING » VIA CABRILLO MARINA – BERTH 28

The public is invited to speak on issues of general interest during the public comment periods at the beginning and end of the meeting. Comments on specific agenda items will be heard only when those items are considered. To ensure that all are heard, a time limit on public speakers may be set. Those wishing to make comment, but not wanting to speak publicly, may submit written communications to the committee.

01. CALL TO ORDER | and roll call.

02. MINUTES | Reading and approval of minutes.

03. PUBLIC COMMENT | Non-agenda items.

04. RECOGNITION | *Doug Epperhart*

05. REPORTS | *Government Agency Representatives*

» *LAPD (7m) | CD15 (5m) | Port of LA (5m) | US Congress (3m) | LA County (3m) | CA Sen (3m)
CA Assembly (3m) | US Senate (3m) | Others*

06. QUESTION TIME | Regarding Written Officer and Committee Chair reports (5m)

» *Budget & Finance | Communications | Education | Public Safety | Port | Rec & Parks | Cultural | Rules & Bylaws | ad hoc Landslide*

07. APPROVAL | Board approval of all purchasing card transactions and monthly bank statements.

08. PRESENTATION **The Korean Friendship Bell, its history and its future: Ernest Lee**

09. PRESENTATION **The Port of Los Angeles on construction projects**

CONSENT CALENDAR

Explanation of the procedure: The consent calendar is to be taken up as a single unit by the governing board and voted on without further discussion. However, any governing board member may pull any item or items for discussion. Members of the public may also wish to comment on consent calendar items, which will also cause them to be removed. Any item or items pulled from the consent calendar will be taken up immediately following the vote on consent calendar items.

10. Consent Calendar motion to appropriate \$2000 to the Cabrillo Marine Aquarium

11. Consent Calendar motion to establish a fee of \$185 per meeting for audio recording, setup, and takedown

12. Consent Calendar motion to accept the proposal from The Mailroom to redesign the CSPNC website and to maintain the website and do postings to it

13. Consent Calendar motion to appoint an editor to administer the print edition of the CSPNC newsletter

14. Consent Calendar motion to create a CSPNC transportation committee

15. Motion regarding the creation of a regional committee on POLA impacts on the community and mitigation of those impacts

16. Motion to appoint members of the CSPNC Governing Board selection committee and to appoint a chair and cochair of that committee

17. Discussion item regarding the creation of a citywide fund to do citywide outreach on behalf of the Los Angeles neighborhood councils

18. APPOINTMENTS | *To committees and other committee actions*

19. PUBLIC COMMENT | *On non-agenda items*

20. ANNOUNCEMENTS

21. ADJOURNMENT

Texts of agenda items

(A) Consent Calendar items

Motion to sponsor the Cabrillo Marine Aquarium

CSPNC sponsors the Friends of the Cabrillo Marine Aquarium in the sum of \$2000, of which \$1500 is for Community Sponsor Membership and \$500 is for an ad in the Grunion Gala program.

Motion to pay for recordings of Governing Board meetings and other services

CSPNC establishes a fee of \$185 per Governing Board meeting to be paid to Andrew Menzes for services including recording Governing Board meetings as well as necessary work involving setting up and taking down the recording system and the facility.

Motion to agree to a proposal to redesign and maintain the CSPNC website

CSPNC accepts the proposal from The Mailroom to enhance and implement changes to our website per their attached proposal at a base fee of \$600 and not to exceed \$1000 for the services to be performed. Further, CSPNC accepts the proposal by The Mailroom to maintain the website on a monthly basis per their attached proposal at a base fee of \$50 per month and not to exceed \$100 per month.

Motion to appoint an editor of the print publications of CSPNC

CSPNC appoints Robert Gelfand to manage the publication of the print newsletter version of The Coastal Currents.

Motion to create a CSPNC transportation committee

CSPNC hereby creates a committee on transportation.

(B) Additional Agenda items

Motion regarding the creation of a regional multi-neighborhood council committee on Port impacts according to the proposal referred by Hanc:

Whereas Community members seek to provide reasonable feedback to the Port of Los Angeles "POLA" and the Board of Harbor Commissioners, on Draft Environmental Impact Reviews (dEIRs), Environmental Impact Reviews (EIR's), and Waterfront Projects in the Harbor Area and Los Angeles Waterfront,

Whereas, proposed Waterfront Development, street and infrastructure projects in and around the POLA have health, traffic and economic impact on the communities in, of and around the POLA

Therefore, the Coastal San Pedro Neighborhood Council supports the formation of a working committee under the initial title of the Los Angeles Community Port Advisory Council (LACPAC) and will designate two members and an alternate, who need not to be current Neighborhood Council Board members, to serve for one year terms, on behalf of the neighborhood.

Discussion item regarding the creation of a citywide outreach process

Discussion of the concept of a citywide outreach program to inform the people who live in Los Angeles that neighborhood councils exist and what they do. The concept includes the city, through its Department of Neighborhood Empowerment, establishing an account where individual neighborhood councils can contribute funds that will be used for outreach efforts such as radio ads, bus bench ads, or other methods. The concept envisions the project starting sometime in the next fiscal year.

**November 18, 2013 Board and Stakeholder Meeting (DRAFT) Minutes
Cabrillo Marina Community Building, 6:30pm.**

1. **Call to Order and Roll Call:** Meeting called to order at 6:30pm. See list below for board member attendance (quorum of 16 board members present). Approximately 60 stakeholders present.

Board Members	Roll Call/Attendance
Dave Behar	Present
Gary Bettis	Present
Cari Lynn Burich	Arrived 6:48
James Dimon	Present
Louis Dominguez	Present
Bob Gelfand	Present
Lydia Gutierrez	Present
Chuck Hawley	Present
Dan Malstrom	Present
Matt Matich	Present
Chris Nagle	Present
Ana Rosa Ortiz	Excused
Frank Pereyda	Present
Ted Shirley	Present
June Burlingame Smith	Present
John Vidovich	Present
Peter Warren	Present

2. Roll Call Vote: Behar-yes; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Gutierrez-yes; Hawley-yes; Malstrom-yes; Matich-yes; Nagle-yes; Pereyda-yes; Shirley-yes; J. Smith-yes; Vidovich-yes; Warren-yes.
3. **Reading and approval of minutes:** The minutes of the October 21, 2013 Board Meeting were approved as presented in the agenda packet with 14 yes votes, 0 no votes and 1 abstention.
4. **Public Comment on Non-agenda items:**
 - a. Alan Johnson – announced the Ports O’Call Re-Development Public Meeting scheduled for November 19, 2013 at the Warner Grand.
 - b. John (last name not provided) – announced the accomplishments of the San Pedro High School Water Polo Team
 - c. Marcie Miller – applauded the Coastal San Pedro Neighborhood Council for their support of the Friday Morning Club for Senior Citizens. Lydia Gutierrez – Article on the website regarding Paseo del Mar did not state who posted or wrote the article.
5. **Reports from Government Agency Representative:**
 - a. **Los Angeles Police Department:** Officer Eve Wight reported:

- i. Eve is happy to be back and representing the Coastal area as the Senior Lead Officer. Stakeholders can communicate information through the Facebook page at the following address: www.facebook.com/adameightyfive.lapdharbor
 - ii. October crime statistics were presented. There is a rise in aggravated assaults, residential burglaries and theft from motor vehicles. Reminder to citizens to close doors and windows. Suspects have been gaining entry through unlocked doors. People are leaving valuables in open view in their vehicles.
 - iii. LAPD's position on the landslide area is public safety.
 - iv. Peter Warren asked if crime statistics are available on line. Officer Wight provided the website lapdonline.com, click on crime mapping.
 - v. Eve Wight's email address: 37814@lapd.lacity.org.
- b. **Council District 15 Office.** Ryan Ferguson reported:
- i. The manhole cover and raised pavement at 30th & Alma is being repaired.
 - ii. The Council Office has been getting calls regarding speeding in the Coastal SPNC area and they are working with South Traffic Division.
 - iii. **Legislative updates:** A new ordinance has been approved banning the use of bullhooks in the city of LA. Also, a new motion was introduced by Council Member LaBonge looking into the feasibility of transferring street cleaning from Street Services to Sanitation.
 - iv. Chuck Hawley asked if there would be a Tuba Christmas Concert this year. Not known.
 - v. Upcoming events were announced.
- c. **Port of Los Angeles Report.** Augie Bezmalinovich reported:
- i. The upcoming Board of Harbor Commissioners meetings were announced. There will be only one meeting in December. Dave Arian is remaining on the Harbor Commission. The newest commissioners are Patricia Castellanos and Anthony Pirozzi.
 - ii. Gary Lee Moore has started his duties as Interim Executive Director of the Port due to the retirement of Dr. Knatz.
 - iii. There will be a public outreach meeting on upcoming construction projects (C Street improvements and North Bound onramp on John S Gibson will be closed for about three months). The meetings are December 2, 6-8pm at the Port Board Room and December 3, 6-8pm at Banning's Landing in Wilmington.
 - iv. HCBF (Harbor Community Benefit Foundation) Grant Pilot Program (1/2 million dollars is being awarded) announced the recipients of the Grants. They were able to recommend 19 proposals out of the 62 that were submitted. This still needs BOHC approval.
 - v. Holiday Afloat Parade December 7th (Saturday) 6-9pm.
 - vi. Holiday Fountain event December 6th. 6-9pm.
 - vii. Dean Pentcheff asked about the Alta Sea Project. Augie provided a schedule. The project will next go to the City Council for approval. The date has not yet been scheduled. The port will then be interviewing design firms. The Alta Sea group has to raise a large amount of funding before the project is implemented.
- d. **Congresswoman's Office:** Ivan Sulic reported:
- i. Sunday the Congresswoman and 14 local businesses hosted a fundraiser for Philippine relief. The businesses donated 20% of their revenues to the relief effort.
 - ii. Stranded Philippine visitors with non-immigrant visa's can apply for an extension. This includes student visas.

- iii. Affordable Healthcare Act: Ivan provided an update on a Bill that impacts healthcare.
- iv. Announced events being hosted by the Congresswoman's office.
- v. Congresswoman Hahn was named Chairwoman of the Congressional Croatian Caucus in Washington D.C.
- vi. Hahn will be hosting her Congressional Art Competition at Crafted at the Port of LA next year.
- vii. Stakeholder question about helicopter and aircraft noise. The Congresswoman's office has requested detailed reports from the FAA. A copy of the letter requesting those reports will be forwarded to the Board.

6. Question Time Regarding Written Officer and Committee Chair Reports:

- a. Ted Shirley had nothing to add to his written report.
- b. Peter Warren reported that a Port Committee will be scheduled after the Ports O'Call Redevelopment Public Meeting to discuss the issue further.
- c. James Dimon – A Public Safety meeting will be scheduled within the next two weeks.
- d. Ad Hoc Landslide Committee: A written report was included in the agenda packet.
- e. Dave Behar reported that there was a President's Meeting with the Port where the neighborhood council Presidents share ideas and concerns. They are currently sharing ideas on what can be revalized as a replacement for the former PCAC. This would be done in collaboration with the Port. Behar also attended the HANC meeting and HANC is in support of a Motion related to Brown Act physical posting requirements.

7. Board approval of all purchasing card transactions and monthly bank statements.

Treasurer Ted Shirley provided an overview of expenditures through the purchase card. The bank statement information was included in the written report. **Motion by Lydia Gutierrez, seconded by Gary Bettis to approve the expenses as provided in the agenda packet. Motion passed by the following roll call vote (16 yes, 0 no, 0 abstentions)**
Roll Call Vote: Behar-yes; Bettis-yes; Burich-yes; Dimon-yes; Dominguez-yes; Gelfand-yes; Gutierrez-yes; Hawley-yes; Malstrom-yes; Matich-yes; Nagle-yes; Pereyda-yes; Shirley-yes; J. Smith-yes; Vidovich-yes; Warren-yes.

- 8. Homeland Security Presentation:** Alicia Welch, representative from the Homeland Security Division of the LA Fire Department, gave a presentation on Preparing for Emergencies. She emphasized the importance of having a family plan because disasters can strike at any time. Three steps: Make a Plan; Get a Kit and Be informed. The PowerPoint presentation will be made available on the Coastal SPNC website.

- 9. Landslide Abandonment Motion.** The following motion was brought forth by the CSPNC ad hoc Landslide Committee:

Recommend that the section of Paseo Del Mar closed by the White Point Landslide be abandoned in a manner that comprehensively addresses the traffic and public safety issues heightened by the landslide and the opening of South Region High School 15 (previously voted to move forward by the Ad Hoc Committee on 8/05/13).

Stakeholder comments in favor of abandonment included:

1. Extremely expensive and could be temporary.
2. Environmental impact maybe severe and long lasting.
3. Truck traffic will impact the quality of life.
4. Unstable area, additional landslides are likely.
5. Absurd to use limited gas tax dollars.
6. We haven't gathered enough statistics to proceed with rebuilding.
7. Do some traffic mitigation and see how it helps the public safety issue.

Stakeholders in favor of rebuilding:

8. The quality of life will improve for those residents in areas affected by traffic if the road is rebuilt.
9. Substance of the motions will divide the board and the community.
10. Transportation and traffic issues are paramount.
11. Reconnecting the road will reunite the communities that have become divided.
12. Extend the road from 37th Street.

Additional comments:

13. Suggestion to table the motion until more information is available.
14. Clarification on gas tax from Jacob Haik. The money is designated specifically for reconstruction.

Motion to amend by Peter Warren: (suggested amendment language shown in blue italics):

Recommend that *pending submission by the appropriate city departments of comparable before-and after-landslide data on traffic volume, major vehicle accidents and injuries, moving violations, crime, first responder run times by category, and/or other equivalent and relevant information*, the section of Paseo Del Mar closed by the White Point Landslide be abandoned in a manner that comprehensively addresses the traffic and public safety issues heightened by the landslide and the opening of South Region High School 15. *The data will be compiled by and reported to the ad hoc landslide committee, which will work out any issues, including those concerning relevancy and equivalency, with city officials, and regularly report back to CSPNC. Comparable data will contrast current or 2013 data with similar time periods from before the landslide and cover the area south of 22nd street between Pacific and Western avenues. The data should be pertinent and the collection process not burdensome.* The motion to amend was seconded by June Burlingame Smith. Bob Gelfand moved to postpone the Landslide Abandonment Motion and the Motion to Amend, seconded by Chris Nagle. **The motion to postpone passed with 14 yes, 1 no, 1 abstention.**

10. LANDSLIDE REAFFIRMATION MOTION. The following motion was brought forth by the CSPNC ad hoc Landslide Committee. Richard Havenick spoke on the motion which reads as follows: *Reaffirm Motion passed 6/17/13 by CSPNC which requested the following immediate term mitigations:*

- a. *Construct cul-de-sac with raised median on Paseo Del Mar as permanent structure west of Weymouth at the extreme furthest west location possible.*
- b. *Plant low landscape in raised median/center island of cul-de-sac referenced in #1.*
- c. *Ensure that referenced cul-de-sac lane width is less than the width of two passenger vehicles so as to prevent vehicles from stopping or double-parking.*
- d. *Paint the curbs of the cul-de-sac red and install "No Stopping Anytime" signs.*
- e. *Create separate bicycle and pedestrian paths to traverse the southern area of the Preserve from east to west (refer to City of Los Angeles Bike Plan).*
- f. *Install fencing that is consistent with the Master Plan for the White Point Nature Preserve and the San Pedro Community Plan to replace temporary fencing installed in response to Landslide.*
- g. *Construct improvements/install signage on nearby streets as defined in Mitigation Plan and Study previously requested to reduce impact on nearby streets and neighborhoods resulting from Paseo Del Mar closure, including Alma, Hamilton, Barbara, etc.*

Motion from committee seconded by Lydia Gutierrez and passed with 11 yes, 0 no; 4 abstentions.

..... CONSENT CALENDAR -

11. The following items were approved through consent by roll call:

Agenda Item #13: LOGOED ITEMS FOR OUTREACH INVESTMENT: The Coastal San Pedro Neighborhood Council shall purchase CSPNC logoed promotional items at a cost not to exceed \$1,000.00 for outreach

Agenda Item #14: PUBLIC SAFETY SUMMIT OUTREACH INVESTMENT: The Coastal San Pedro Neighborhood Council will support, at a cost not to exceed \$500.00, plus the cost of post card production and mailing, a Public Safety Summit in December, January or February.

Agenda Item #16: DECEMBER BOARD MEETING: The Coastal San Pedro Neighborhood Council will not hold a Board & Stakeholder Meeting in the month of December.

Agenda Item #17: PROCLAMATIONS FOR JANUARY MEETING: The Coastal San Pedro Neighborhood Council will recognize Doug Epperhart, past President and former BONC Commissioner.

- 12. Community Event Tent Investment:** The Coastal San Pedro Neighborhood Council will purchase a high quality, fire retardant, 10x10, fully printed, logoed pop-up style tent with side skirts, to support outreach efforts, at a cost not to exceed \$1,500. Communications Committee will solicit three bids, have oversight and management. **Bob Gelfand moved to refer this motion back to committee, seconded by Chris Nagle and passed with 11 yes, 3 no, and 1 abstention.**
- 13. Community Video Outreach Investment:** The Coastal San Pedro Neighborhood Council will contract the video, editing and distribution services of PV Net at a monthly rate of \$225.00, for six months, starting November 2013. **Lydia Gutierrez moved to return the motion to the Outreach Committee, seconded Louis Dominguez. Motion to return to committee passed with 12 yes, 3 no, 1 abstention.**
- 14. Committee Chair Motion:** Whereas, Committee Chairpersons are appointed to lead Committee initiatives for the Coastal San Pedro Neighborhood Council (CSPNC). Therefore, CSPNC Committee Chairpersons shall hold a minimum of one committee meeting per calendar quarter or otherwise appoint a Vice Chair to conduct such meeting. Dave Behar moved, seconded by Dan Malstrom. **Bob Gelfand moved to refer the motion to the Rules and Bylaws Committee, seconded by Peter Warren. Motion to refer passed with 14 yes, 0 no, 1 abstention.**
- 15. Proclamations for January Meeting:** The Coastal San Pedro Neighborhood Council will recognize High School Fall Sports Champions. Bob Gelfand would like to see proclamations for other categories and not just sports. **Motion passed with 15 yes, 0 no, 0 abstentions.**
- 16. Appointments to Committees and other Committee actions:** Louis Dominguez was appointed to the Rules and Bylaws Committee. John Vidovich was appointed to the Transportation Committee.
- 17. Public Comment on Non-Agenda Items:**
- Clay Marshall: Troubled with the process from the Buscaino committee that railroaded CSPNC's landslide committee. Issues continue to linger. Back up the committee members.
 - Lydia Guterrez: Concerned that the Article on the CSPNC website, "Paseo del Mar to be Restored" gave the impression that the CSPNC Board was unanimously in support.
 - Bob Gelfand: Announced a production of Hamlet at a new theatre on 7th Street.
 - Dan Malstrom: Cell Towers issue with Verizon should be addressed by Planning and Transportation Committee.
 - Andrew Menzes: Reminded the board of issues in the storage shed.
- 18. Announcements:** Reminder to Stakeholders and Board Members that there will be no Monthly Stakeholder Meeting in December.
- 19. Adjournment:** The meeting was adjourned at 8:45pm.

Respectfully submitted,
Kristina Smith for CSPNC (Reviewed by D. Behar)

NEW ACCOUNT ACTIVITY						
POST DATE	TRAN DATE	TRANSACTION DESCRIPTION	REFERENCE NUMBER	MCC	AMOUNT	
10-23	10-21	BUONOS AUTHENTIC PIZZERIA 310-5470655 CA PUR ID: 1 TAX: 0.00	24013393295001409815236	5812	139.42	
10-28	10-26	SHIP N MAIL EXPRESS SAN PEDRO CA PUR ID: 191660 TAX: 11.52	24828243300980002252761	7399	144.00	
11-01	10-31	USPS 05787202931807191 TORRANCE CA PUR ID: 0000000000000000 TAX: 0.00	24164073304418181973989	9402	5.60	
11-01	10-30	SHIP N MAIL EXPRESS SAN PEDRO CA PUR ID: 255424 TAX: 0.00	24828243304980002252783	7399	1.30	
11-14	11-13	TARGET 00024703 SAN PEDRO CA PUR ID: 0000000000000000 TAX: 2.70	24164073317091007584788	5411	50.78	
11-19	11-18	NAZELIE'S LEBANESE CUISI 310-519-9121 CA PUR ID: 000000013105199121 TAX: 0.00	24231683323206000000015	5812	50.00	
11-19	11-18	MARIAS RESTAURANT 310-833-6666 CA PUR ID: 862100503108336666 TAX: 0.00	24493983323200862100507	5814	55.00	
11-20	11-18	THE SANDWICH SALON INC SAN PEDRO CA	24071053323987126147900	5812	55.30	
11-21	11-20	SQ *NEIGHBORHOOD WATCHOUT LOS ANGELES PUR ID: 0000216172783210911180 TAX: 0.00	24692163324000432215612	8999	750.00	

Default Accounting Code:			
CUSTOMER SERVICE CALL 800-344-5696	ACCOUNT NUMBER XXXX-XXXX-XXXX-5772		ACCOUNT SUMMARY
	STATEMENT DATE 11-21-13	DISPUTED AMOUNT \$.00	PREVIOUS BALANCE \$.00
SEND BILLING INQUIRIES TO: C/O U.S. BANCORP SERVICE CENTER, INC U.S. BANK NATIONAL ASSOCIATION P.O. BOX 6335 FARGO, ND 58125-6335	AMOUNT DUE \$ 0.00 DO NOT REMIT		PURCHASES & OTHER CHARGES \$1,251.40
			CASH ADVANCES \$.00
			CASH ADVANCE FEE \$.00
			CREDITS \$.00
		TOTAL ACTIVITY	\$1,251.40

CSPNC Budget and Finance Committee Report – Jan. 13, 2014 Meeting

The CSPNC Budget and Finance Committee met on Jan. 13, 2014 at the Marine Exchange conference room. Present: Ted Shirley, Dave Behar, Bob Gelfand, Dean Pencheff.

Agenda:

1. Meeting called to order
2. Public Comment
3. Discussion of sponsorship request by Friends of Cabrillo Marine Aquarium. Committee decided to recommend sponsoring event to Agenda Committee for \$1,500.
 - a. CSPNC to sponsor FCMA fundraising event to support the aquarium and will receive recognition on website, newsletter, Facebook posting, donor wall, and annual report.
 - b. CSPNC sponsored FCMA for total of \$2,500 in 2012-2013.
 - c. CSPNC sponsored FCMA for \$2,000 in 2013-2014 so far.
 - d. \$1,500 in current request includes \$1,000 for Community Member Sponsorship and \$500 for advertisement in program.
4. Discussion of Budget/Board spending – Committee discussed compensation for audio/visual/setup services provided by Andrew Menzes and decided to recommend to the Agenda Committee to pay Mr. Menzes a flat rate of \$185 per board meeting for these services.
 - a. Mr. Menzes requested a rate increase as he is currently being paid \$100 per board meeting, but this does not reflect the actual time he works setting up, managing the audio system during meetings, putting everything away after meetings, cleaning up for meetings, traveling to the storage space and getting equipment for the meetings. B&F Committee agreed that Mr. Menzes performs many services for the CSPNC and should be compensated a fair market rate for his time, which his current pay arrangement does not appear to do.
 - b. Mr. Menzes provided two proposals, one was \$185 per board meeting flat rate (with hours, services and costs broken down), and the other was for \$35 per hour for meetings, setup and clean-up. B&F Committee decided to present the

\$185 flat rate proposal to the Agenda Committee to reduce extra costs if board meetings run long.

5. Public Comment - none

6. Meeting adjourned

Coastal San Pedro Neighborhood Council
 Budget for Fiscal Year 2013-2014
 Approved June 17, 2013

2013-2014
 Budget
 Spending To Date
 10-21-13

Net (Amount
 Remaining)

Commitments - 2013-
 2014
 Net (with
 Commitments &
 Estimated Costs)
 2013 - 2014

Funds		
Yearly Allocation	37,000	
Rollover	-	
Total	37,000	

Codes	Category	%	Total	Net Total	Commitments & Net Estimated	
					Estimated Costs	Total
100 Operations						
AUD	Audio and Video Services	-	-	-	-	-
FAC	Facilities Related and Space Rental		1,129	71		71
POS	Postage		6	44	14	30
OFF	Office Equipment and Supplies		-	-	-	-
MIS	General Operations/Miscellaneous		404	2,596	3,195	(599)
EDU	Board Retreat/Training		200	(79)		(79)
TAC	Staffing and Temporary Help		-	-	-	-
TRL	Translation and Transcription		-	-	-	-
	Sub Total	12.0%	1,818	2,632	3,209	(577)
200 Outreach						
ADV	Advertising		13,000	5,185	1,000	4,185
ELE	Election Outreach and related costs		2,000	2,000	1,200	800
EVE	Outreach Events		4,500	3,750	4,250	(500)
POS	Postage/mailings		350	350	2,300	(1,950)
EVE	Food and Refreshments for Events and Meetings		1,800	1,072	900	172
NEW	Newsletters		4,500	4,150	3,500	650
WEB	Website Maintenance		2,400	2,256	-	2,256
	Sub Total	77.2%	28,550	18,763	13,150	5,613
300 Community Improvement						
CIP	Community Improvement Projects		-	-	-	-
	Sub Total	0.0%	-	-	-	-
400 Neighborhood Purpose Grants						
GRT	Neighborhood Purpose Grants		4,000	4,000	500	3,500
	Sub Total	10.8%	4,000	4,000	500	3,500
Grand Total			37,000	11,605	16,859	8,536

2013-2014 Spending To Date

Date	Payee	Amount	Budget Category	Comments
7/7/13	Core Networks	\$ 44.95	WEB	Web hosting
7/13/13	Go Daddy	\$ 90.06	WEB	Web/domain charges
7/13/13	Go Daddy	\$ 209.97	WEB	Web/domain charges
7/15/13	Happy Daze Publishing	\$ 960.00	FAC	Storage Space Rental - for whole year
7/15/13	The Sandwich Salon	\$ 174.75	EVE	Meeting food
7/23/13	Go Daddy	\$ 217.36	WEB	Web/domain charges
7/26/13	Go Daddy	\$ 64.34	WEB	Web/domain charges
7/27/13	Go Daddy	\$ 362.21	WEB	Web/domain charges
8/1/13	Go Daddy	\$ (76.70)	WEB	Web/domain charges
8/7/13	Core Networks	\$ 44.95	WEB	Web hosting
8/11/13	Go Daddy	\$ 9.17	WEB	Web/domain charges
8/16/13	Sorrento's	\$ 175.00	EDU	Retreat
8/16/13	Trader Joe's	\$ 54.42	EDU	Retreat
8/16/13	Bagel's Galore	\$ 50.00	EDU	Retreat
8/16/13	Sir Speedy Printing	\$ 209.74	ADV	Notebooks
8/19/13	Nazellie's	\$ 40.00	EVE	Meeting food
8/19/13	Maria's	\$ 83.79	EVE	Meeting food
8/19/13	One Hour Photo	\$ 105.00	ADV	Printing - certificates (mult. Months)
8/19/13	Von's	\$ 11.48	MIS	Water for meeting
8/30/13	Ave. 1 - PV on Net	\$ 350.00	MIS	Video services
9/7/13	Core Networks	\$ 44.95	WEB	Web hosting
9/26/13	The Corner Store	\$ 155.00	EVE/FAC	\$130 Meeting food, \$25 Room rental
10/4/13	The Mailroom	\$ 340.00	MIS	Kristina Smith - Admin. Services

10/8/13 Go Daddy				(64.34)	WEB	Web/domain charges
10/19/13 Go Daddy				(285.51)	WEB	Web/domain charges
10/19/13 Go Daddy				(209.97)	WEB	Web/domain charges
10/19/13 Go Daddy				(90.06)	WEB	Web/domain charges
10/19/13 Go Daddy				(217.36)	WEB	Web/domain charges
10/21/13 Buono's Pizza				139.42	EVE	Meeting food
10/26/13 Ship N Mail				144.00	FAC	Annual PO Box Rental
10/30/13 Ship N Mail				1.30	MIS	Misc. envelope
10/31/13 USPS				5.60	POS	Postal charge
11/13/13 Target				50.78	MIS	Water and misc. for meeting
11/18/13 Nazelie's				50.00	EVE	Meeting food
11/18/13 Maria's				55.00	EVE	Meeting food
11/18/13 Sandwich Salon				55.30	EVE	Meeting food
11/18/13 Neighborhood Watch-out				750.00	EVE	Neighborhood Watch Program Expenses
1/6/14 Music by Sea funding				3,000.00	ADV	Funding Request - Demand Warrant Processed
1/6/14 Friends of Cabrillo Marine Aqt				2,000.00	ADV	Funding Request - Demand Warrant Processed
1/6/14 PV Land Conservancy funding				1,500.00	ADV	Funding Request - Demand Warrant Processed
1/6/14 Marine Mammal Care Center				1,000.00	ADV	Funding Request - Demand Warrant Processed

2013-2014 Commitments/Estimated Costs

Date	Payee	Amount	Budget Category	Comments
N/A	Kristina - Aug 2013 - June 2014	\$ 1,305.00		
N/A	Andy - Sound - July 2013 - June 2014	\$ 1,200.00		
N/A	Food for meetings/selection	\$ 900.00		
N/A	Water & Misc. for meetings	\$ 90.00		
N/A	Postage - mailing materials to DONE	\$ 14.40		
N/A	Selections Card - printing	\$ 1,200.00		
N/A	Selections Card - postage and handling	\$ 800.00		
N/A	Newsletter - printing	\$ 3,500.00		
N/A	Newsletter - postage and handling	\$ 1,500.00		
8/19/13	Friday Morning Club funding	\$ 500.00		
8/19/13	Posting fees - Kristina (\$75/month)	\$ 600.00		
9/16/13	Angels Gate Cultural Center - Howl funding	\$ 500.00		
9/16/13	CSPNC Neighborhood Watch Program	\$ 2,250.00		
11/18/13	Safety Summit (\$500) plus postage/production fees	\$ 2,000.00		



Coastal San Pedro Neighborhood Council | Sponsorship Request

This request form is for organizations requesting financial support for functions in the Coastal San Pedro area, and/or to improve quality of life in San Pedro.

The CSPNC Budget & Finance Committee requires the following information to consider your request (please use additional sheet or presentation materials):

1. **Date of Request:** January 3, 2014
2. **Name of Organization/Year Founded: (Federal ID# / 501(C)3 if applicable):**
FRIENDS of Cabrillo Marine Aquarium, founded in 1993. Tax ID #33-0585381.

3. **Contact information (name / address / email / phone / website):**

Danielle Knecht, Development Manager
FRIENDS of Cabrillo Marine Aquarium
3720 Stephen M. White Drive, San Pedro, CA 90731
Email: danielle.knecht@cmaqua.org
Phone: 310-548-7593 direct line
Website: www.cabrillomarineaquarium.org

4. **Description of service you provide for the residents of San Pedro:**

The sole purpose of FRIENDS of Cabrillo Marine Aquarium is to raise philanthropic funds to support the mission of Cabrillo Marine Aquarium (CMA) which has been a fixture in the community since 1935. Its mission is to engage all visitors in education, recreation and research to promote knowledge, appreciation and conservation of the marine life of Southern California. FRIENDS raises philanthropic funds in support of this mission with the support of area individuals, foundations and corporations, as well as managing an active membership program and hosting an annual black-tie fundraiser, the Grand Grunion Gala.

San Pedro residents of all ages visit the Aquarium informally for self-guided tours, taking advantage of the free admission, and to participate in a variety of structured educational and recreational events. The Aquarium also hosts three public events each year: Whale Fiesta, Earth Day, and Autumn Sea Fair. We appreciate your past support of Autumn Sea Fair, allowing us to offer family-friendly educational opportunities that were fun and free.

Volunteer support also draws from the San Pedro community; over 500 volunteers work at CMA each year.

Annually, high school students from San Pedro are invited to participate in our Summer Research Internship program. This past summer, five students from San Pedro High School participated, studying everything from octopus enrichment to shark feeding behaviors. They were mentored by a San Pedro High School alumni and former Research Intern. The value of these programs for San Pedro students is evident in their willingness to return and give back to future students.

The Aquarium, which is recognized internationally for the quality of its education and research, helps to enhance our community's reputation and stature as a destination for tourists and other visitors. Accredited by the Association of Zoos and Aquariums (along with just about 10% of the zoos and aquariums in the nation meeting the rigorous accreditation standards), CMA positively promotes San Pedro throughout the country to those interested and involved in all aspects of the marine environment and its protection.

Finally, the Aquarium's John M. Olguin Auditorium is the site for many community events which are open to the public, as well as the Aquarium's educational presentations and seminars. In May of 2013, we were fortunate enough to host a CSPNC board meeting there and invite the community into our facility again.

5. The means by which your organization will acknowledge CSPNC sponsorship at your event/project:

Our unique and highly visible recognition opportunities include:

GRAND GRUNION GALA SPONSORSHIP (\$2,000)

- Full page, inside front cover color advertisement in GRAND GRUNION GALA Tribute Book, for an audience of 400 guests on Saturday, May 3, 2014

COMMUNITY SPONSOR MEMBERSHIP (\$1,500)

- Recognition on the CMA website: www.cabrillomarineaquarium.org
- FRIENDS *Tidelines*/Calendar quarterly newsletter recognition with a 2,500 person circulation
- Recognition on 1 Facebook post to nearly 5,000 followers and in 1 email newsletter to a list of over 2,000 names
- Inclusion on the annual Donor Wall viewed by the Aquarium's over 300,000 annual visitors, with immediate recognition on a donor kiosk
- FRIENDS Annual Report recognition – distributed to public and private sector leaders, major supporters

6. Amount of money your organization is requesting:

We are requesting a total sponsorship of **\$3,500**.

FCMA revenues are devoted solely to support the education, outreach and environmental mission of the Cabrillo Marine Aquarium. Philanthropic support such as this is essential to accomplishing that important mission. Many participants in our educational programs would not be able to take part as the program fees are beyond the ability for schools or parents to pay.

7. Purpose for which the money will be used:

To support the essential education, outreach, research and environmental education programs of Cabrillo Marine Aquarium.

- a) **\$2,000** for sponsorship of the Grand Grunion Gala (full page, inside front cover color advertisement in our Tribute Book)
- b) **\$1,500** for Education, Research and Outreach Program funding with recognition as a Community Sponsor

8. Budget for event/project and a brief statement of your organization's annual budget (attach a copy of current budget if that is more convenient)

See attached budget for FRIENDS of Cabrillo Marine Aquarium fiscal year 2013 - 2014.

9. Other organizations/Neighborhood Councils that you have asked for help in meeting your goal:

For our major project funding needs, we submit larger grant requests to such foundations as The Norris Foundation, Union Pacific, The Ralph M. Parsons Foundation, The Will J. Reid Foundation and The Leonard Green Foundation. For smaller program support (under \$5,000), requests are made to The Ella Fitzgerald Foundation, Las Candelistas and The National Charity League. We plan to also submit requests to Central San Pedro, Northwest San Pedro and Wilmington Neighborhood Councils.

For our annual Grand Grunion Gala, we already have sponsorships confirmed for Valero Wilmington Refinery, Exxon Mobil Pipeline Company with pledges from Southern California Edison and Phillips 66 Los Angeles Refinery. A full listing of last year's sponsors can be found on our website at www.cabrillomarineaquarium.org/gala.



FRIENDS OF CABRILLO MARINE AQUARIUM

**Fiscal Year 2013/14 Budget
(July 1, 2013 – June 30, 2014)**

Revenue:

Administration	\$8,210
Development	\$632,178
Gift Shop (Net) (1)	\$21,723
Members	\$118,300
Total Revenue	\$780,411

Expenses:

Administration (2)	\$145,722
Development (3){4}{5}	\$565,260
**(Grant support and contributions reflected in Development expenses)	
Members	\$48,000
Total Expenses	\$758,982

Net Income: (6) **\$21,429**

**** Cabrillo Marine Aquarium (CMA) Support Request**

Restricted Grants and Contributions – net	\$177,913
Aquarium's General Support Request - net	\$120,765
	\$298,678
Restricted/General Support already raised (to be disbursed this FY)	\$206,979
Total Cash Award to Cabrillo Marine Aquarium	\$505,657

FOOTNOTES: "Total Cash Award to CMA" reflects grants and unrestricted monies requested by the Aquarium to support its entire program expense (a cost not covered by the City of Los Angeles). However, it should be noted that FRIENDS supports the Aquarium in many ways aside from grant support for education, outreach, research and conservation programs, such as:

- 1) Gift Shop/Bookstore – A well-loved visitor amenity considered essential to a complete visitor experience at any zoo, museum or aquarium. FRIENDS provides the staffing, building/equipment and overall management of the shop.
- 2) Public Relations/Marketing – FRIENDS funds CMA's website, marketing materials, publications and public relations efforts, and provides staff support for social media messaging.
- 3) Grand Grunion Gala (black-tie event) - FRIENDS produces the Gala annually attracting, on average, 400 corporate, foundation and individual attendees. The largest such event in our community, it is a tremendous public relations effort resulting in significant "friend raising" and increased awareness of Cabrillo Marine Aquarium.
- 4) Volunteer Program – FRIENDS funds the budget for this program which provides over 500 critically needed volunteers at an estimated value of \$500,000+ (for over 31,000 donated hours, annually). Funds support a docent program for high school students as well as volunteer recognition.
- 5) General support to the Aquarium – Due to City of Los Angeles budget constraints, FRIENDS funds emergent needs, from animal life support equipment repairs to membership in the Association of Zoos and Aquariums which executes a rigorous accreditation process that shows the Aquarium meets the highest industry standards in animal care, exhibitry, education, conservation, research and professional management practices.
- 6) Surplus income will be invested and applied towards an impending capital campaign, targeted for launch in FY 2013/14 to update/renovate the main exhibit hall.



SATURDAY, MAY 3, 2014

PLEASE JOIN FRIENDS OF CABRILLO MARINE AQUARIUM IN HONORING...

John M. Olguin Marine Environment Award, TESORO LOS ANGELES REFINERY

Tesoro Los Angeles Refinery will be honored for their history of contributions to the Aquarium and marine environment education, especially through their support of field trips for Wilmington schools.

Cabrillo Marine Aquarium Leadership Award, PAULA MOORE

Paula has supported the Aquarium through her seven-year tenure as Executive Director of FRIENDS, years of volunteering and personal philanthropy, as well as overseeing the success of fourteen Galas.

Dr. Susanne Lawrenz-Miller Education Award, CRAIG JONES

Committed to science education in and out of the classroom, Craig Jones started an innovative program for middle school students to conduct research in CMA's award-winning Aquatic Nursery program.

Saturday, May 3, 2014

6:00 pm – Reception and Silent Auction

7:30 pm – Dinner, Live Auction and Program

Cabrillo Marine Aquarium, San Pedro

THE NEED

Established in 1935, the Aquarium has a long history offering marine science educational opportunities at little to no cost. The Aquarium serves 300,000 people annually, with 150,000 of those being school-children on fieldtrips, many from economically disadvantaged schools. We need your help to ensure that students continue to have access to this unique education opportunity.

Aquarium programs include:

- **Spring Outdoor Classroom** – For 9 weeks, more than 1,000 children per day participate in educational activities on the sandy beach adjacent to the Aquarium.
- **Aquatic Nursery** – Junior scientists conduct research projects through the award-winning Young Scientists Program, and many present at regional science fairs.
- **Sea Search** – Workshops are tailored to each class in using scientific tools to study the coastal environment, with scholarships bringing many at-risk children to the ocean.
- **Ocean Outreach** – Hands-on marine science and environmental education is delivered to students throughout Southern California when they can't come to the Aquarium.

THE EVENT

This elegant affair begins with a reception and silent auction overlooking the ocean, followed by dinner, live auction and event program.

OUR GUESTS

We expect a sell-out with 400 guests including business and community leaders, scientists, civic officials, educators, volunteers and friends. Our guests have made the Grand Grunion Gala the Aquarium's largest fundraiser. In the past decade, more than \$1 million has been raised to support Aquarium programs.

TICKETS

\$225 per person (\$200 per person if received by Friday, April 4, 2014)

SPONSORSHIP

Pearl: \$15,000	Platinum: \$10,000	Diamond: \$7,500
Gold: \$5,000	Silver: \$3,500	Bronze: \$2,500

MORE INFO

Contact (310) 548-7593, email gala@cmaqua.org or visit www.cabrillomarineaquarium.org/gala

TAX ID

FRIENDS of Cabrillo Marine Aquarium Tax ID #33-0585381



SATURDAY, MAY 3, 2014

SPONSORSHIPS & ADS

SPONSOR INFORMATION

- PEARL.....\$15,000
Front row table for ten with premium wines served at dinner. VIP early entrance for table guests. Prominent display of company logo at Gala. Pearl full-page color ad in tribute program. Pearl sponsor listing in invitation and program. Web site recognition. Opportunity to select school to receive CMA's Ocean Outreach program.
- PLATINUM.....\$10,000
Premier table for ten with premium wines served at dinner. VIP early entrance for table guests. Special acknowledgment at Gala. Full-page color ad in tribute program. Platinum sponsor listing in invitation and program. Web site recognition.
- DIAMOND.....\$7,500
Preferred table for ten with premium wines served at dinner. VIP early entrance for table guests. Special acknowledgment at Gala. Full-page ad in tribute program. Diamond sponsor listing in invitation and program. Web site recognition.
- GOLD.....\$5,000
Preferred table for ten. VIP early entrance for table guests. Special acknowledgment at Gala. Gold sponsor listing in invitation and tribute program. Full-page ad in tribute program. Web site recognition.
- SILVER.....\$3,500
VIP early entrance for table guests. Silver sponsor listing in tribute program. Web site recognition. Includes choice of: Dinner seating for ten and half-page tribute ad -or- Dinner seating for four and full-page tribute ad
- BRONZE.....\$2,500
Bronze sponsor listing in tribute program. Web site recognition. Includes choice of: Dinner seating for ten -or- Dinner seating for four and half-page tribute ad

TRIBUTE ADS

- Outside Back Cover \$2,000
Color, 6" wide x 10" high
- Full Page in center spread \$1,500
Color, 6" wide x 10" high
- Inside Cover, back or front \$1,250
B&W, 6" wide x 10" high
- Full Page \$750
B&W, 6" wide x 10" high
- Half Page \$400
B&W, 6" wide x 4.875" high
- Quarter Page \$250
B&W, 2.875" wide x 4.875" high
- Business Card..... \$125

TICKETS

- Individual Tickets..... \$225
(\$200 if purchased by Friday, April 4, 2014)
- Table of Ten \$2,250
(\$2,000 if purchased by Friday, April 4, 2014)

Artwork Specifications: Email all ad files in JPG, TIF (300dpi), PDF or EPS formats to gala@cmaqua.org. If you wish us to design a congratulatory ad on your behalf, please email your message. **Ads need to be received no later than Friday, April 4, 2014.**

Company Name (as you want it to appear in published materials) _____

Contact Name _____ Email _____

Phone _____ Fax _____

Address _____

City _____ State _____ Zip _____

Amount \$ _____ Check enclosed, payable to FCMA -or- MasterCard Visa

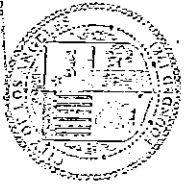
Name (as it appears on card) _____

Credit Card No. _____ Expiration Date _____

Signature _____

Please check here if your taxable donation documentation is to be sent to an alternative address.

For further information, please contact Danielle Knecht, Development Manager at (310) 548-7593 or email danielle.knecht@cmaqua.org
FRIENDS of Cabrillo Marine Aquarium Tax ID #33-0585381. Your contribution is tax-deductible as permitted by law.



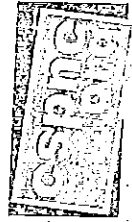
COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL

QUOTE

Ted, Thank you for purchasing the water bottles and the plastic bins. I have dug around and I think that I have come to an agreeable cost for the services I provide. The total per month will increase from \$100.00 to \$135.00. This raise in rate is equal to Central San Pedro's rate raise and added \$30 for Tables and chairs, Kitchen supplies, Key Pickup and Cleanup. This cost broken up is \$25.00 For Tables & Chairs, \$25.00 Key Pickup, \$10.00 for Gas + cleanup of the kitchen supplies. To recap the costs:

Audio Work, Only \$25.00 (This is 4 hours @ the local rate and most meetings are from 6:30 pm to 10:30) I work from 4:30 pm till 11:30 pm regularly for Coastal. Meaning I am giving you a break of 3 hours for setup and only charge during the meetings

- All manual Labor & Services \$60.00
- Work Hour Key pickup 8am - 5pm \$25.00
- Table and Chair Setup \$25.00
- Equipment Hauling } \$10.00
- Supplies and Etc } \$10.00
- Cleanup



csync committees: budget & finance | business | communications | community planning | cultural affairs | education | port & environment | public safety | recreation & parks | rules & bylaws



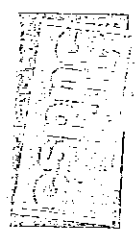
COASTAL SAN PEDRO NEIGHBORHOOD COUNCIL

However, if you should not accept, I am willing to bill @ the local rate of \$35.00 per hour for all services with a minimum of one hour paid for services required outside of Audio Technical Labor to recap costs.

Key Pickup During Work Hours \$35.00 (1 hr)
Labor Hours @ \$35.00 (x6.5) \$227.50 (6.5 hr)
4:30 pm till mtg end approx 11 pm After delivery & Storage
Costs can range from \$227.50 and lower

This is equal cost to the video "outreach" however it has the potential to hurt the council in the long term if meetings go long.

Personally this is what I would prefer due to the Labor Hours being tied to my time spent working for the council. Many of the times I had to miss working my other job to perform my duties for the council. A loss of \$250.00.



Thank you for your Consideration - Andrew

csync committees: budget & finance | business | communications | community planning | cultural affairs | education | port & environment | public safety | recreation & parks | rules & bylaws



"LACPAC" / "COMPAC" / "NPAC" Working Committee

Los Angeles Community Port Advisory Council

POSITIVE. PROGRESS.

The Harbor Area Neighborhood Councils, chartered by the City of Los Angeles, support the creation of a joint committee tasked with reviewing and commenting on POLA projects which may have impact on the Waterfront Community.

*The Harbor Area Community, POLA and POLB, South Coast Region and the State of California can benefit greatly from a group of knowledgeable and objective folks reviewing facts and working together with POLA towards **positive outcomes** and avoiding litigation through providing advisement on dEIR's and EIRs, with an understanding of baseline expectations.*

The working group will provides constructive input on Waterfront Projects (including POC, AltaSea) including Review Administrative Drafts, pre-CEQA Publication, Pre-Scoping and Scoping Meetings, suggested Project mitigations and mitigation condition oversight, project finalization and Post-Project Validation

» SELECTION

- Two to four Member Seats appointed annually by each Neighborhood Council (NC Board Membership not required, NC Presidents are Ex Oficio). Committee Chair shall be selected by Committee members

» OPERATION

- Meet monthly or "as needed" location / day / time TBD (public / Brown Act)
- Meetings may require technical data and objective presentations by Industry, Regulatory or other representatives (e.g. Metro regarding Zero-Emission Trucks Collaborative as may be applicable to POLA Technology Advancement Program discussion, e.g., California Air Resources Board for measure of Rules Compliance)
- Direct, regular participation by Executive POLA and Division, namely Environmental staff, with responsibility over the meeting subject (e.g., Real Estate Staff regarding Planning and Lease requirements) along with CD15 Port Liaison
- Expert funding, if needed, to be provided by POLA

» COMMUNICATION

- One NC Designee, namely the NC Port Committee Chair as spokesperson will report on behalf of group and liaison at their respective NC Port Committee Meetings
- Committee Chair or designee reports at each 1) HANC 2) Port NC Presidents Meetings
- Committee Chair or designee reports at BOHC Mtg (as a regular standing, required Agenda item)

NOTES

- » Refer to former Mayor Jim Hahn letter
- » Consider former PCAC attributes that worked for POLA and Working Group





ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 1

Issue Date: October 10, 2013

Subject: Great Streets Initiative

Introduction

Los Angeles must carefully consider how to leverage and invest our scarce resources, and we must strategically coordinate our investments in a manner that has the most meaningful impact on the City and its residents.

Our street network stretches 6,500 centerline miles, making it the largest municipal street system in the United States. As the City's largest public space asset, covering approximately 13% of our land area, streets reflect and drive the economic and social vibrancy of our neighborhoods.

Accordingly, I am launching the City of Los Angeles Great Streets Initiative. This Initiative will focus on developing Great Streets that activate the public realm, provide economic revitalization, and support great neighborhoods.

Goals

Great Streets will support the following six goals:

- **Increased Economic Activity**
- **Improved Access and Mobility**
- **Enhanced Neighborhood Character**
- **Greater Community Engagement**
- **Improved Environmental Resilience**
- **Safer and More Secure Communities**

These six goals support my priority citywide outcomes:

- 1. Promote good jobs for Angelenos all across Los Angeles**
- 2. Restore the City services that make our neighborhoods livable and attractive**
- 3. Make our communities the safest in the nation**
- 4. Create a more sustainable and livable city**

Composition

I hereby create the City of Los Angeles Great Streets Initiative.

This initiative will be led by my Deputy Mayor of City Services, and is composed of the General Managers, or their designees, of the following City Departments in a Great Streets Working Group:

- Department of City Planning
- Department of Cultural Affairs
- Department of Transportation
- Department of Public Works
 - Bureau of Engineering
 - Bureau of Street Services
 - Bureau of Street Lighting
 - Bureau of Sanitation
- Economic & Workforce Development Department

I also expect the Working Group to closely coordinate with the Los Angeles Department of Water and Power as well as the Los Angeles County Metropolitan Transportation Authority (MTA).

I request that all other City Departments, Bureaus, Agencies, Boards, and Commissions support the Great Streets Working Group as needed.

Great Streets Action Plan

I am directing the Great Streets Working Group to develop a Great Streets Action Plan, which will produce the following deliverables:

- 1. Criteria and strategy for identifying streets to be included in the Great Streets Program**
- 2. Candidate list of 40 potential streets**
- 3. Comprehensive matrix of project elements and associated costs**
- 4. Strategy for the coordination of city services to Great Streets**
- 5. Project implementation timeline**
- 6. Funding strategy**
- 7. Metrics and benchmarks to evaluate and track project impacts**

This Action Plan will include an internal strategy that paves the way for implementation. The immediate focus is on improvements that are achievable in the near term, while laying the foundation for a long term funding, design development, management, and implementation strategy to install improvements and recommend policy that activates the public realm and stimulates economic revitalization.

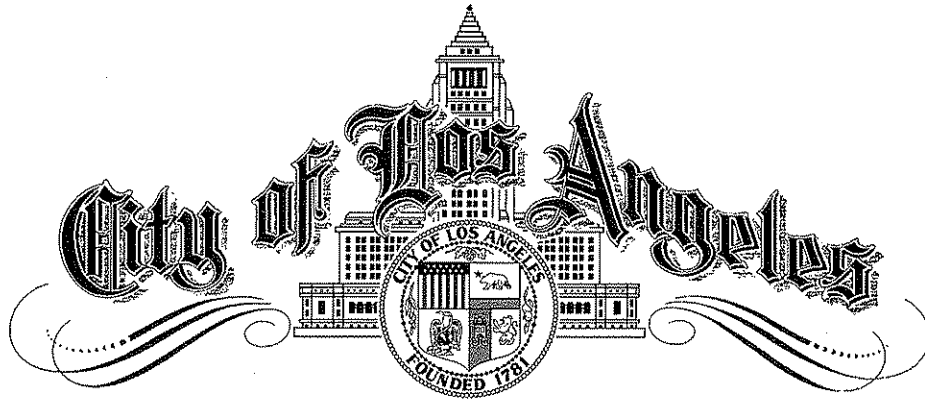
I also direct the Working Group to partner with MTA on retrofitting our existing transit stops and station areas as well as better coupling of urban design interventions with MTA construction projects.

The Working Group will also coordinate with Council Offices and other stakeholders to define and identify the candidate streets across the City. There will be an additional focus on benchmarks, metrics, measurability, and replicability for any policy and implementation recommendations that are developed.

Executed this 10th day of OCTOBER, 2013

A handwritten signature in black ink, appearing to read "E. Garcetti", written over a horizontal line.

ERIC GARCETTI
Mayor



ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 2

Issue Date: October 30, 2013

Subject: Cybersecurity

Introduction

The health, safety, and welfare of the residents of the City of Los Angeles are paramount among the responsibilities of city government. Increasingly, we rely on local and global computer networks to maintain services for our community. The City's electronic infrastructure is vital to the proper functioning of the City and the ability of the City departments and personnel to serve the residents of Los Angeles. The City must be able to defend against, and quickly recover from, any disturbance, whether it is a natural or human-caused disaster, and whether it be an accidental or intentional incident.

One aspect of the City's strategy for reducing the opportunity for attack is to make our systems more resistant to penetration. Pursuant to this Executive Directive, department heads, including all Board and Commission members, General Managers, Directors and Administrators of departments, offices, bureaus, and agencies shall implement the following instructions. Business partners, contractors, vendors, and consultants shall also be bound by this Directive while conducting business with the City.

Collaboration will be the key to the City's successful strategy. A new level of collaboration is necessary among City departments, between every department and the Information Technology Agency ("ITA"), and between the City and other levels of government. Together we become stronger, and can become more resilient to address this emerging threat.

Background on Cybersecurity Developments

In his February 12, 2013 Executive Order,¹ President Obama declared the cyber threat as one of the most serious economic and national security challenges we face as a nation. America's economic prosperity in the 21st century will depend on cybersecurity. Foreign governments, criminal syndicates, and lone individuals are probing our financial, energy, and public safety systems every day. The President further stated that through an environment of collaboration and partnership we can create a cyber environment that promotes safety and security, while promoting business, innovation, and efficiency.

In March and April of 2013, James Clapper, the Director of National Intelligence, testified before Congress² noting that:

- 1) It is difficult to overemphasize the significance of cyber threats.
- 2) Increasingly, state and non-state actors are using cyber techniques and capabilities to achieve strategic objectives by gathering sensitive information from public and private-sector entities.
- 3) Some terrorist organizations are interested in developing offensive cyber capabilities.
- 4) Some digital technologies are being applied faster than our ability to understand the security implications and mitigate potential risks.
- 5) Foreign intelligence and security services have penetrated numerous computer networks of the United States Government, business, academic, and private sector entities.
- 6) Highly networked information technology provides opportunities for foreign intelligence and security services, trusted insiders, hackers, and others to target and collect sensitive United States national security and economic data.

In October 2012, then Secretary of Defense Leon Panetta made the following observations.³

¹ <http://www.whitehouse.gov/the-press-office/2013/02/12/executive-order-improving-critical-infrastructure-cybersecurity> (Copy of the President's Executive Order).

² <http://www.intelligence.senate.gov/130312/clapper.pdf>;
<http://www.dni.gov/index.php/newsroom/testimonies/194-congressional-testimonies-2013/817-remarks-as-delivered-by-dni-james-r-clapper-on-the-2013-worldwide-assessment>

³ <http://www.defense.gov/transcripts/transcript.aspx?transcriptid=5136>

1) The Internet is a battlefield of the future where adversaries can seek to do harm to our country, to our economy, and to our citizens.

2) A cyber attack perpetrated by nation states or violent extremist groups could be as destructive as the terrorist attacks on 9/11. Such a destructive cyber-terrorist attack could virtually paralyze the nation.

3) Foreign cyber actors are probing America's critical infrastructure networks; targeting the computer control systems that operate chemical, electricity, and water plants and those that guide transportation throughout this country. Intruders have successfully gained access to these control systems, seeking to create advanced tools to attack and cause panic and destruction, and even the loss of life.

Cybersecurity Collaboration

All City departments, including all proprietary departments, shall participate in a collaborative effort known as the Cyber Intrusion Command Center, which shall consist of all City departments, led by the Office of the Mayor, and shall incorporate assistance from the Federal Bureau of Investigation ("FBI"), the United States Secret Service, and any other federal or state agency that will join in this collaborative effort. The City of Los Angeles is very appreciative of the FBI and Secret Service for their demonstrated commitment to this collaborative project, and for offering assistance to the City in this effort. The cybersecurity goals of this group are to:

- Facilitate the identification and investigation of cyber threats and intrusions against City assets;
- Ensure incidents are quickly, properly, and thoroughly investigated by the appropriate law enforcement agency;
- Facilitate dissemination of cybersecurity alerts and information;
- Provide uniform governance structure accountable to City leadership;
- Coordinate incident response and remediation across the City;
- Serve as an advisory body to City departments;
- Sponsor independent security assessments to reduce security risks; and
- Ensure awareness of best practices.

All departments must contribute personnel, resources, and data to the Cyber Intrusion Command Center in order for it to succeed. The nature and extent of each department's involvement will depend on the nature and extent of their cyber assets, with those deemed to have the most critical assets being more heavily involved in this collaborative effort. It is not acceptable for any City department to withhold information from the Cyber Intrusion Command Center regarding cybersecurity issues. In addition, every department will:

- Establish and maintain permanent liaisons with the Cyber Intrusion Command Center;
- Report information about significant cyber-related events occurring in its department;
- Identify personnel who require notification about distributed threat information;
- Provide resources for cooperative actions as situations may require.

Appropriate members of the Cyber Intrusion Command Center will report to the Mayor and Council, as directed by those offices, regarding the issues being addressed by the group. The existence of this collaborative effort does not eliminate the need for departments to perform their required reporting to federal or state agencies, as required by law and/or regulation. Further, this order is not intended to supersede, replace, or interfere with the applicability of all relevant federal, state, and local laws relating to privacy and the confidentiality of personal information.

Within 10 days of the date of this Executive Directive, the Office of the Mayor will organize a working group of key City departments that will propose a more detailed organizational structure for the Cyber Intrusion Command Center. The working group will present the proposed structure to the Office of the Mayor for approval within 30 days of this directive.

City Department Responsibilities

In addition to participating in the Cyber Intrusion Command Center, each department must enhance its own cybersecurity. Each department in the City of Los Angeles plays a unique role in securing its departmental information, personal data of its users, and residential information. Each department is responsible for the City network usage by its employees and contractors. All City departments should review and comply with the related citywide policies established by the ITA and the Information Technology Policy Committee (ITPC). The policies may be found on the City intranet at:

<http://ita.ci.la.ca.us/ITManagers/ITPC/CitywideITPolicies?index.html>.

Departments are responsible for keeping up-to-date with all City cybersecurity policies. Furthermore, departments are encouraged to present their recommendations for new cyber policies to the General Manager of ITA, to the ITPC, and to the Cyber Intrusion Command Center.

All departments must adhere to the following minimum standards:

Prevent Unauthorized Access: Limiting data and network access to authorized individuals is a primary means for securing the City's information technology assets. This includes:

- Physical, wireless, and virtual access to City workstations, systems, networks, and e-mail must be limited to authorized City employees or contractors.
- Departments must deactivate all passwords and network access for employees who have left City service. Departments must deactivate all access for employees who have not accessed their network within 60 days, unless on a pre-approved medical leave or other authorized leave approved by the General Manager.
- Implement physical security measures for City computers, servers, and network ports to physically separate them from unauthorized users. This could include moving them behind locked doors and into restricted areas. Computers dedicated for public usage should include security restrictions to ensure they are logically separated from City networks and data.
- Responsible Wi-Fi Network Access: City departments choosing to use Wi-Fi services must abide by the ITA Wireless Network Access Policy.

Promote and Enforce Password Security: All systems, networks, e-mail, and screensavers must be password protected. This includes all departmental applications and network drives that contain sensitive, personal, or confidential information. In addition,

- Password protected screensavers shall be set to activate after 15 minutes of workstation inactivity.
- Passwords must meet the City's minimum password requirements and shall be changed every 90 days.
- Passwords shall contain a combination of upper and lower case letters, with numbers and symbols, so that they are considered to be "strong" passwords.
- Passwords must be used on all devices that are used for City business, including hand held devices such as smart phones, tablets, etc.

Maintain Anti-Virus Software: Servers, laptops, desktops, and other appropriate devices must have anti-virus software installed and updated at all times. Departments must ensure that anti-virus software is installed at every workstation and virus definitions are updated periodically.

Promote a Culture of Cybersecurity Awareness: Departments must periodically remind their employees and contractors of City cybersecurity policies and best practices. Furthermore, cybersecurity considerations shall be incorporated into all new department systems or projects when applicable.

Plan for Business Continuity and Disaster Recovery: Departments must assess their mission critical systems and plan for both continuity of operations and disaster recovery in the event of a successful cyber attack. This includes an annual update of the department's Continuity of Operations Plan (COOP), which should include a listing of mission critical systems and planned responses in the event of a cyber attack. Additionally, each department shall establish a data backup process for mission critical systems to allow system restoration with the loss of significant data.

City Employee and Contractor Responsibilities

City employees are our first line of defense in ensuring that City systems are protected from intruders. Employees are in the best position to protect the systems, and are in the best position to report problems at an early stage before the issue impacts the City more broadly. All City employees are encouraged to promote a culture of cybersecurity within their departments and to report issues that they identify. It is also incumbent upon City employees to act ethically and with integrity when using and accessing the City's computer systems. Additionally, employees have a responsibility to protect these systems from disruption, intrusion, or attack. With these principles in mind, employees should engage in the following practices:

Prevent Unauthorized Access: Limiting data and network access to authorized individuals is a primary means for securing the City's IT assets. City employees are in the best position to ensure that all City IT assets are protected and that only authorized individuals have access to these important City assets.

Promote Password Security: Every employee's user ID and password provides critical protection from unauthorized cyber attacks. Employees shall not share this information with anyone else, including other City employees. Employees should:

- Set their computers to automatically require password protected screensavers after 15 minutes of workstation inactivity.
- Change their passwords every 90 days.
- Use passwords that contain a combination of upper and lower case letters, with numbers and symbols, so that they are considered to be "strong" passwords (please refer to the Information Technology Policy Committee, Password For City's Network and Internet Accessibility for further details on the minimum password requirements that must be followed).
- Use passwords on all devices that are used for City business, including hand held devices such as smart phones, tablets, etc.

“Smart” Usage of Internet and E-mail Attachments: Internet usage and e-mail are primary methods used to install malicious software onto computers and networks. Employees and contractors must practice vigilance in the usage of the Internet and e-mail (please see the ITA Internet Acceptable Usage Policy). Practices that should be employed include:

- Never entering personal or sensitive City information into untrusted websites;
- Deleting e-mails and e-mail attachments from unrecognized sources;
- Never downloading material from untrusted sources; and
- Maintaining Internet browser security settings of medium or higher.

Prevent Usage of Unauthorized Devices: Cyber attackers are looking for “points of entry” into the City network or a department’s systems. Employees should not connect personal or unauthorized devices into their work computer. Such devices include flash/thumb drives, external drives, music devices, smart phones, untrusted CDs or DVDs, or other similar devices.

Use Systems Only For City Business Activities: Employees shall not use computers for non-business related access to audio and/or video Internet sites to listen to music or watch video clips. The network traffic created by accessing these audio and video sites places an enormous burden on the City’s networks, negatively affecting the ability of other employees to access the Internet for legitimate business activities.

Responsibilities of ITA

The City’s Information Technology Agency, as the unifying technology department throughout the City, will be key to ensuring the success of our City’s technology security strategy. ITA is responsible for all firewalls, intrusion detection systems, application control engines, annual security audits and penetration tests, and validating to the Cyber Intrusion Command Center that departments are diligent in their security practices. As such, ITA shall ensure that:

- All cyber technology policies are up-to-date, and they are easily accessible to all City employees for use and reference.
- All City departments have proper technology to ensure that they can comply with this directive. This shall include, but not be limited to:
 - Developing mechanisms to determine whether dormant e-mail accounts have been deactivated.

- Providing all departments with the technology or software needed to automatically prompt employees to change and update passwords every 90 days.
- All City employees receive annual training on cybersecurity.
- All software is maintained, including updates and patches, as recommended by the manufacturer.

Executed this 30th day of OCTOBER, 2013



ERIC GARCETTI
Mayor



ERIC GARCETTI
MAYOR

EXECUTIVE DIRECTIVE NO. 3

Issue Date: December 18, 2013

Subject: Open Data

To promote transparency and accountability, the City of Los Angeles (“City”) will make publicly available raw data in easy-to-find and accessible formats. Open Data is raw data generated or collected by government agencies made freely available for use by the public, subject only to valid privacy, confidentiality, security, and other legal restrictions.

Open Data empowers Angelenos to participate in governance with greater understanding and impact. Opening government data to entrepreneurs and businesses promotes innovation by putting that information to work in ways outside the expertise of government institutions and gives companies, individuals, and nonprofit organizations the opportunity to leverage one of government’s greatest assets: public information. Most significantly, it fosters creative new thinking about solving our most intractable challenges through public-private partnerships and promoting a culture of data sharing between our own City departments and other civic resources.

Open data and analysis has already been the hallmark of the successful application of COMPSTAT in the Los Angeles Police Department, spurring innovation and producing dramatic and tangible reductions in crime each year for the past decade.

Pursuant to the City’s commitment to transparency of government data and this Executive Directive, the following instructions shall be implemented:

- The General Manager of the Information Technology Agency and the Mayor's Deputy Mayor for Budget & Innovation establish an Open Data Portal that will serve as the central source for departmental open data. All datasets determined to be accessible to the public shall be made available on this portal (to the extent permitted by law and subject to valid privacy, confidentiality, security, and other legal restrictions).
- Each City department (including, but not limited to, the Department of Water and Power, Los Angeles World Airports, Port of Los Angeles, Los Angeles City Employees' Retirement System, Los Angeles Fire and Police Pensions, Department of Recreation and Parks, and Los Angeles Public Library) make all appropriate data sets available online on this portal. The data shall be provided in an open format that can be retrieved, downloaded, searched, and filtered by commonly used web search applications and software. Whenever possible, data should be made available in machine-readable format(s).
- Each City department (including, but not limited to, the Department of Water and Power, Los Angeles World Airports, Port of Los Angeles, Los Angeles City Employees' Retirement System, Los Angeles Fire and Police Pensions, Department of Recreation and Parks, and Los Angeles Public Library) make efforts to update its public data on a regular basis (preferably automatically) and strive to improve transparency, participation, and collaboration.
- IT professionals across departments will collaborate and take proactive efforts to publicize open datasets, establish useful applications employing these datasets, and collaborate with local entities (civic-minded developers, universities, corporations, start-ups, non-profits, civic organizations etc.) to experiment with new technologies, visualizations, and applications with the goal of identifying cost-effective solutions to improve our government and community.

Executed this 18th day of December, 2013



ERIC GARCETTI
Mayor