

**GATEWAY CITIES COUNCIL OF GOVERNMENTS
JOINT MEETING OF THE BOARD OF DIRECTORS and
EXECUTIVE COMMITTEE**

Wednesday, January 7, 2015

5:30 PM Buffet

6:00 PM Meeting

**Gateway Cities Council of Governments
16401 Paramount Boulevard
Paramount, California**

AGENDA

STAFF REPORTS AND OTHER WRITTEN DOCUMENTS ARE AVAILABLE IN THE GATEWAY CITIES COUNCIL OF GOVERNMENTS OFFICES, 16401 PARAMOUNT BOULEVARD, PARAMOUNT, CALIFORNIA. ANY PERSON HAVING QUESTIONS CONCERNING ANY AGENDA ITEM MAY CALL THE COG STAFF AT (562) 663-6850.

FOR YOUR INFORMATION: The Board of Directors will hear from the public on any item on the agenda or an item of interest that is not on the agenda. The Board of Directors cannot take action on any item not scheduled on the agenda. These items may be referred for administrative action or scheduled on a future agenda. Comments are to be limited to three minutes for each speaker, unless extended by the Board of Directors, and each speaker will only have one opportunity to speak on any one topic. You have the opportunity to address the Board of Directors at the following times:

- A. AGENDA ITEM: at this time the Board of Directors considers the agenda item OR during Public Comments, and
- B. NON-AGENDA ITEMS: during Public Comments, comments will be received for a maximum 20-minute period; any additional requests will be heard following the completion of the Board of Directors agenda; and
- C. PUBLIC HEARINGS: at the time for public hearings.

Please keep your comments brief and complete a speaker card for the President.

I. CALL TO ORDER

II. ROLL CALL – BY SELF INTRODUCTIONS

III. PLEDGE OF ALLEGIANCE

IV. SPECIAL GUEST - LOS ANGELES MAYOR ERIC GARCETTI

V. AMENDMENTS TO THE AGENDA - This is the time and place to change the order of the agenda, delete or add any agenda item(s).

VI. PUBLIC COMMENTS - Three minutes for each speaker.

VII. MATTERS FROM STAFF

VIII. CONSENT CALENDAR: All items under the Consent Calendar may be enacted by one motion. Any item may be removed from the Consent Calendar and acted upon separately by the Board of Directors.

- A. Approval of Minutes – Minutes of the Board of Directors Meeting of December 3, 2014, are presented for approval.
- B. Approval of Warrant Register - Request for Approval of Warrant Register Dated January 7, 2015
- C. November 2014 Local Agency Investment Fund Statement
- D. Status Report from Lobbyist - Edington, Peel & Associates
- E. Award of Proposal from Geographics for Electronic Newsletter Services

CONSENT CALENDAR ACTION:

A MOTION TO APPROVE THE RECOMMENDATIONS FOR CONSENT CALENDAR ITEMS A THROUGH E.

IX. REPORTS FROM COMMITTEES

A. Report from the Conservancy Committee – Oral Report

3 Min

SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT,
POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

B. Report from the I-710 EIR/EIS Project Committee – Oral Report

3 Min

SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT,
POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

C. Report from the SR-91/I-605/I-405 Corridor Cities Committee – Oral Report

3 Min

SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE
ACTION AND/OR GIVE DIRECTION TO STAFF

D. Report from the Gateway Cities COG Transportation Committee – Oral
Report

3 Min

SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT,
POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

E. Report from PATH Partners (COG Homeless Program Implementation
Agency) – Oral Report

3 Min

SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT,
POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

X. REPORTS – COMMITTEES/ AGENCIES – ALL COMMITTEE / AGENCY REPORTS ARE LIMITED TO 3 MINUTES UNLESS ADDITIONAL TIME IS GRANTED BY THE BOARD PRESIDENT

A. Matters from The I-5 Consortium Cities Joint Powers Authority – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

B. Matters from the League of California Cities – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

C. Matters from Southern California Association of Governments (SCAG) – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

D. Matters from the Orangeline Development Authority (OLDA) – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

E. Matters from the South Coast Air Quality Management District (AQMD) – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

F. Matters from the Metro Gateway Cities Service Council – Oral Report

3 Min SUGGESTED ACTION: A MOTION TO RECEIVE AND FILE REPORT, POSSIBLE ACTION AND/OR GIVE DIRECTION TO STAFF

XI. MATTERS FROM THE BOARD OF DIRECTORS

XII MATTERS FROM THE PRESIDENT

XIII. ADJOURNMENT

NOTICE: New items will not be considered after 8:00 p.m. unless the Board of Directors votes to extend the time limit. Any items on the agenda that are not completed will be forwarded to the next regular Board of Directors meeting scheduled for Wednesday, February 4, 2015, 6:00 PM.

IN COMPLIANCE WITH THE AMERICAN WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE COG OFFICE AT (562) 663-6850. NOTIFICATION 48 HOURS PRIOR TO THE MEETING WILL ENABLE THE COUNCIL OF GOVERNMENTS TO MAKE REASONABLE ARRANGEMENT TO ENSURE ACCESSIBILITY TO THIS MEETING.

VIII. CONSENT CALENDAR
Item A
Approval of Minutes

**MINUTES OF THE JOINT MEETING OF THE
BOARD OF DIRECTORS OF THE
GATEWAY CITIES COUNCIL OF GOVERNMENTS
AND THE EXECUTIVE COMMITTEE OF THE BOARD OF DIRECTORS
Sierra Room, Cerritos Center for the Performing Arts
12700 Center Court Drive
Cerritos, California
December 3, 2014**

Second Vice President Saleh called the meeting to order at 6:32 p.m.

PRESENT: President Brent Tercero, City of Pico Rivera
First Vice President Rosa E. Perez, City of Huntington Park
Second Vice President Ali Saleh, City of Bell
Immediate Past President Tony Lima, City of Artesia
Member Raymond Dunton, City of Bellflower
Member Pedro Aceituno, City of Bell Gardens
Member Bruce Barrows, City of Cerritos
Member Janna Zurita, City of Compton
Member Fernando Vasquez, City of Downey
Member Reynaldo O. Rodriguez, City of Hawaiian Gardens
Member Tim Spohn, City of Industry
Member Andrew Sarega, City of La Mirada
Member Diane DuBois, City of Lakewood
Member Salvador Alatorre, City of Lynwood
Member Jack Hadjinian, City of Montebello
Member Leonard Shryock, City of Norwalk
Member Gene Daniels, City of Paramount
Member Gil Hurtado, City of South Gate

ABSENT: Member Cinde Cassidy, City of Avalon
Member Joe Aguilar, City of Commerce
Member Jack Guerrero, City of Cudahy
Member Al Austin, City of Long Beach
Member Roberto Uranga, City of Long Beach
Member Oscar Magana, City of Maywood
Member Jay Sarno, City of Santa Fe Springs
Member Edward H. J. Wilson, City of Signal Hill
Member William Davis, City of Vernon
Member Owen Newcomer, City of Whittier
Member Connie Sziebl, Office of Supervisor Don Knabe
Member David Riccitiello, Office of Supervisor Mark Ridley-Thomas
Representative from Office of Supervisor Hilda Solis
Member Doug Drummond, Port of Long Beach

ALSO PRESENT: Cerritos Mayor Pro Tem Carol Chen; Downey Mayor Pro Tem Luis Marquez; South Gate Council Member William De Witt; Rolling Hills Estates Mayor Judy Mitchell; Norwalk City Manager Mike Egan, Chair, City Managers Steering Committee; Santa Fe Springs City Manager Thaddeus McCormack; Signal Hill City Manager Ken Farfing; Bell Gardens Assistant City Manager John Oropeza; Cerritos Senior Assistant City Manager Vince Brar; La Mirada Director of Public Works Mark Stowell; Pico Rivera Associate Engineer Gladis Deras; Compton First District Liaison Ernesto Villasenor; Bianca Villanueva, Government Relations, Port of Long Beach; David Hershenson, Community Relations Manager, Metro; Marisa Perez, Board Deputy to SCAQMD Board Member Judy Mitchell; Grace Kast, Executive Director, Gateway Water Management Authority; Andres Molina, Government Relations Representative, Parsons Brinckerhoff; Raja Mitwasi, Vice President, TRC; GCCOG Executive Director Richard Powers; GCCOG Deputy Executive Director Jack Joseph; GCCOG Deputy General Counsel Ivy Tsai; GCCOG Consultant Engineer Kekoa Anderson; GCCOG Transportation Deputy Karen Heit; GCCOG Director of Regional Planning Nancy Pfeffer.

Roll was taken through self-introductions.

The Pledge of Allegiance was led by Second Vice President Saleh.

There were no amendments to the agenda.

There were no public comments.

There were no matters from staff.

It was moved by Member Barrows, seconded by Immediate Past President Lima, to approve the consent calendar. The motion was approved unanimously.

Grace Kast, Executive Director of the Gateway Water Management Authority, gave a PowerPoint presentation on the activities of the Authority. She described the Authority as the "sister" agency to the COG on water matters, formed by ten cities in 2007, and whose membership now extends to 24 COG cities and two water agencies. She said the Authority is a fiduciary and contractual agency on behalf of the Gateway Cities region's cities, watershed groups, and regional grant programs, with one of its core goals to coordinate and communicate with the Gateway Cities COG on critical watershed issues and programs.

Ms. Kast recounted past regional projects of the Authority, including the Los Angeles River Trash Reduction Project, which retrofitted 11,560 catch basins; the Regional 20X2020 Report submitted to the State to meet conservation regulations; and development of a Regional Water Management Plan. She further discussed the Authority's assistance to disadvantaged communities within its membership.

Judy Mitchell, Mayor of Rolling Hills Estates and Member of the Board of Directors of the South Coast Air Quality Management District, presented an update on the District's activities. She introduced Marisa Perez as her Board Deputy. She reported that she also represents the AQMD on the California Air Resources Board.

Mayor Mitchell said that the South Coast and San Joaquin Valley are the only two basins that do not attain federal air quality standards. The two San Pedro Bay ports, which carry 40% of the nation's cargo, place a big burden on air quality, but are an important economic generator. She reported that mobile sources account for about 80% of air quality issues, but the District only has authority over stationary sources. However, the District has developed programs to assist with regard to mobile sources. She said the challenge is with diesel trucks because they have very long lives. The District has provided incentives for fleet owners to retrofit their trucks.

It was moved by Immediate Past President Lima, seconded by First Vice President Perez, to receive and file the reports from the Gateway Water Management Authority and the South Coast Air Quality Management District. The motion was approved unanimously.

South Gate Council Member William De Witt addressed the Board regarding the water agencies operating in the region. He said he has been on the South Gate City Council since 1978 and has watched how the three regional water agencies have grown from a small body with a single general manager to become much larger and complex. This has resulted in them suing each other as well as the cities. He said this has been very costly to cities and purveyors of water.

Council Member De Witt recommended looking again at the concept of once again joining these agencies together with a governing structure similar to the sanitation districts. He said he would like the city managers to look at this and come back with recommendations. He said he is aware that a change would likely require state legislation and a vote of the people. He said the issue of stormwater runoff should be part of the study.

It was moved by Member Barrows, seconded by Member Hurtado, to refer this matter to the City Managers Steering Committee to study and come back with a recommendation. The motion was approved unanimously.

There was no report from the Conservancy Committee.

Kekoa Anderson presented a report from the I-710 EIR/EIS Project Committee. He said the re-circulated EIR is planned for submission for public review in early 2016. He said a lot of work is going on to get to that point. Traffic model work has been the focus for a long time, but is coming to a conclusion. He said the focus areas are on the north and south ends to consolidate the project footprint's elements. He reported that a series of workshops will take place in the next month to understand how the concerns about Community Alternative 7 can be addressed.

Kekoa Anderson presented a report from the SR-91/I-605/I-405 Corridor Cities Committee. He said five major projects have been broken out that encompass the entire footprint of the corridor. Three project study reports have been completed and are moving to the preliminary engineering/environmental review stage. The other two projects are still in preliminary scoping. He reported that 25 intersection “hot spots” improvement projects are moving forward.

There was no report from the Transportation Committee.

There was no report from PATH Partners.

It was moved by Member Hurtado, seconded by Second Vice President Saleh, to receive and file the committee reports. The motion was approved unanimously.

There was no report from the I-5 Joint Powers Authority.

There was no report from the League of California Cities.

There was no report from SCAG.

There was no report from the Orangeline Development Authority.

There was no report from the Metro Gateway Cities Service Sector Council.

There were no reports from the Board of Directors.

President Tercero wished everyone a Merry Christmas, Happy New Year, and Happy Holidays.

Adjournment: The meeting was adjourned by consensus at 7:18 p.m.

Respectfully submitted,

Richard Powers, Secretary

VIII. CONSENT CALENDAR
ITEM B
Approval of Warrant Register

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
13309	William J. Davis	112.56	General Fund	001	Employee: Davis; Pay Date: 11/30/2014
	Total William J. Davis	112.56			
13310	John Hancock	2,207.74	General Fund	001	Retirement Fund
	Total John Hancock	2,207.74			
Report Total		2,320.30			

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
121514-1	Genoveva Cisneros	2,668.55	General Fund	001	Employee: Cisner; Pay Date: 12/15/2014
	Total Genoveva Cisneros	2,668.55			
121514-2	Jack M. Joseph	3,905.69	General Fund	001	Employee: Joseph; Pay Date: 12/15/2014
	Total Jack M. Joseph	3,905.69			
121514-3	Richard Powers	4,193.13	General Fund	001	Employee: Powers; Pay Date: 12/15/2014
	Total Richard Powers	4,193.13			
13311	City of South GAtE	180.00	General Fund	001	Gateway Cities City Managers Luncheon
	Total City of South GAtE	180.00			
13312	Law Offices of Jones & Mayer	682.50	General Fund	001	ProLegal Srvc rendered for Nov 5 through Nov 24, 2014
	Total Law Offices of Jones & Mayer	682.50			
13313	American Express	427.09	General Fund	001	Rental Facility for December Board Meeting
	Total American Express	427.09			

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
13314	DDWERKS, INC	267.62	General Fund	001	Color Copies for briefing packages
	Total DDWERKS, INC	267.62			
13315	AppleOne Employment Services	776.00	General Fund	001	Employment Retention Fee
	Total AppleOne Employment Services	776.00			
13316	Patrick G. O'Donnell	112.56	General Fund	001	January 2015 Warrant
	Total Patrick G. O'Donnell	112.56			
13317	Sandra Mora	1,311.21	General Fund	001	Employee: Mora; Pay Date: 12/15/2014
	Total Sandra Mora	1,311.21			
13318	Total No Payee	0.00			
	Konica Minolta Business	399.71	General Fund	001	Replacment for Lost ck #13266 for b & w and Color copies
	Total Konica Minolta Business	399.71			
13319	Konica Minolta	609.51	General Fund	001	Rental/Lease for Konica Copier
	Total Konica Minolta	609.51			

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
13320	Konica Minolta Business	648.30	General Fund	001	Mthly Srvc for Blk/Whit and CLR Copies 10-26-11-25-2014
	Total Konica Minolta Business	648.30			
13321	AT&T	68.00	General Fund	001	Mthly Charges for Internet Srvc Dec 4 thru Jan 3,2015
	Total AT&T	68.00			
13322	Staples Credit Plan	612.74	General Fund	001	Purchase of office supplies 11-4-12-5-2014
	Total Staples Credit Plan	612.74			
13323	AppleOne Employment Services	933.73	General Fund	001	Temporary Receptionist Services Week ending 11/22/2014
	Total AppleOne Employment Services	933.73			
13324	AppleOne Employment Services	538.69	General Fund	001	Temporary Receptionist Services for week ending 11/29/2014
	Total AppleOne Employment Services	538.69			
13325	AT&T Teleconference Services	133.83	General Fund	001	Monthly Charges for Teleconference Line

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
	Total AT&T Teleconference Services	133.83			
13326	California Chamber of Commerce	98.10	General Fund	001	Labor Pamphlets and Forms
	Total California Chamber of Commerce	98.10			
13327	Gerald Caton	3,600.00	I-710	005	Economic Develop Consulting Svcs Nov 24-Dec 15, 2014
	Total Gerald Caton	3,600.00			
13328	Genoveva Cisneros	250.00	General Fund	001	Auto Allowance
	Total Genoveva Cisneros	250.00			
13329	Craig Accountancy	19,261.11	General Fund	001	Professional Srvc Rendered for the Month of December 2014
	Total Craig Accountancy	19,261.11			
13330	CSU LB office of Economic Rese	4,427.50	I-710	005	Economics Research for work during July thru Nov 2014
	CSU LB office of Economic Rese	4,427.50	91/605	025	Economics Research for work during July thru Nov 2014

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
	Total CSU LB office of Economic Rese	8,855.00			
13331	Dual Graphics Printing	642.55	General Fund	001	Business cards for Engineering Staff
	Total Dual Graphics Printing	642.55			
13332	Edington, Peele & Associates	3,125.00	General Fund	001	Consultation/Representa... for month of December 2014
	Total Edington, Peele & Associates	3,125.00			
13333	FEDEX	121.50	General Fund	001	Overnight of time sensitive information
	Total FEDEX	121.50			
13334	Fernando Vasquez	125.00	General Fund	001	COG Board Meeting Stipend for December 2014
	Total Fernando Vasquez	125.00			
13335	GIS Planning	800.00	1-710	005	Air Commercial Real Estate Data November -December 2014
	GIS Planning	800.00	91/605	025	Air Commercial Real Estate Data November -December 2014
	Total GIS Planning	1,600.00			

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
13336	Janna Zurita	125.00	General Fund	001	COG Board Stipend for December 2014
	Total Janna Zurita	125.00			
13337	Law Offices of Jones & Mayer	927.50	General Fund	001	Prof Legal Servcs Rendered for Nov 26 thru Dec 8, 2014
13338	Jack Joseph	350.00	General Fund	001	Auto Allowance
	Total Jack Joseph	350.00			
13339	Koa Consulting	10,899.59	I-710	005	Labor Cost Consulting Engineer Nov10-Dec 7, 2014
	Koa Consulting	3,265.38	91/605	025	Labor Cost Consulting Engineer Nov10-Dec 7, 2014
	Total Koa Consulting	14,164.97			
13340	Leonard Shryock	125.00	General Fund	001	COG Board Stipend for December 2014
	Total Leonard Shryock	125.00			
13341	Network Public Affairs, LLC	6,000.00	General Fund	001	Gateway COG Staff Support from Nov 4 thru the 28th, 2014

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
	Total Network Public Affairs, LLC	6,000.00			
13342	City of Paramount	4,083.00	General Fund	001	Office Space/Lease for the Month of January 2015
	Total City of Paramount	4,083.00			
13343	PARS	300.00	General Fund	001	Rep Fees
	Total PARS	300.00			
13344	PATH Partners	107,771.00	Homeless	010	Gateway Cities COG Imp Homeless Plan Sep 1-Oct-31-2014
	Total PATH Partners	107,771.00			
13345	Richard Powers	400.00	General Fund	001	Auto Allowance
	Total Richard Powers	400.00			
13346	Rodger's Catering	1,294.92	General Fund	001	Catering Srvc for Board Mtg Dec 3, 2014
	Total Rodger's Catering	1,294.92			
13347	Rodger's Catering	138.49	General Fund	001	Catering Srvc for Economic Wrkg Grp on December 15, 2014
	Total Rodger's Catering	138.49			

Gateway Cities Council of Governments
 Check/Voucher Register - Warrant Register
 From 12/4/2014 Through 1/7/2015

Warrant No.	Payee	Warrant Amount	Fund Title	Fund Code	Transaction Description
13348	Rodger's Catering	38.85	General Fund	001	Catering Srvc for Mgrs Steering Comm on Dec 18, 2014
	Total Rodger's Catering	38.85			
13349	Smith, Watts & Martinez LLC	3,500.00	General Fund	001	Services per Scope of work for the month of Nov 2014
	Total Smith, Watts & Martinez LLC	3,500.00			
13350	Southstar Engineering & Cnslt.	5,300.00	I-710	005	Engineering Support for 11/24-12/08/2014 period
	Southstar Engineering & Cnslt.	6,100.00	91/605	025	Engineering Support for 11/24-12/08/2014 period
	Total Southstar Engineering & Cnslt.	11,400.00			
13351	Brent Tercero	125.00	General Fund	001	COG Board Stipend for December 2014
	Total Brent Tercero	125.00			
Report Total		206,890.85			

**VIII. CONSENT CALENDAR
ITEM C**

**November 2014 Local Agency Investment
Fund Statement**

Local Agency Investment Fund
P.O. Box 942809
Sacramento, CA 94209-0001
(916) 653-3001

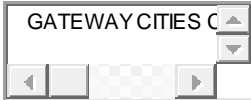
www.treasurer.ca.gov/pmia-laif/laif.asp

December 16, 2014

PMIA Average Monthly Yields

Account Number:

40-19-045



<Transactions< strong="">
[Tran Type Definitions](#)</Transactions->

November
 2014
 Statement

Effective Date	Transaction Date	Tran Type	Confirm Number	Authorized Caller	Amount
11/13/2014	11/12/2014	RW	1450763	JACK JOSEPH	-200,000.00

Account Summary

Total Deposit:

0.00

Beginning
 Balance:

676,830.85

Total Withdrawal:

-200,000.00

Ending Balance:

476,830.85

**VIII. CONSENT CALENDAR
ITEM D**

**Status Report from Lobbyist - Edington,
Peel & Associates**

Monthly Report by Jim Dykstra to Gateway Cities COG
December 17, 2014

I and the firm Edington, Peel & Associates continue to provide a range of services in support of the Gateway Cities Council of Governments. These include participation in a number of meetings, telephonic, email and fax exchanges and other communications.

I continued to closely coordinate with Gateway Cities COG staff regarding efforts on behalf of the Gateway Cities COG's priorities and interests in the closing weeks of the second session of the 113th Congress, which adjourned last night. I have had telephonic and electronic exchanges regarding possible funding opportunities and legislation of interest. I also work with the staff of the I-5 Joint Powers Authority on the I-5 widening initiative, the COG's number one priority.

I continued to track the Fiscal Year 2015 transportation appropriations process as Congress has begun its post-election lame duck session. The House Appropriations Committee approved its version of the Transportation, Housing and Urban Development Appropriations bill on May 21 by a vote of 28-21, sending it to the House floor for consideration, where it was passed on June 10 by a vote of 229-192. The Senate Appropriations Committee approved its version of the bill on June 5. The THUD appropriations measure was to have been considered as part of a package with the Agriculture and Science/Justice Commerce appropriations bills, but it was pulled from the Senate calendar on July 24 because of the majority leadership's concern over possible amendments to the package. Prior to Congress's recess until after the election, it approved, on September 18, a Continuing Resolution, rather than individual appropriations bills, providing funding through December 11. Congress approved a couple of short continuing resolutions, then passed a Continuing Resolution Omnibus Appropriations bill for FY15 which was approved by the House and Senate late last week and was signed into law by the President yesterday, December 16.

I have continued to provide information regarding the Highway Trust Fund, whose funding would have run out in August, and MAP-21, the surface transportation bill, which would have expired on October 1. A short term fix for the Trust Fund and extension of MAP-21 through May of next year were approved by Congress prior to the August recess.

I have been in contact with the Gateway Cities COG regarding the US Department of Commerce announcement that the Advanced Manufacturing Partnership for Southern California (AMP So Cal), in which Gateway Cities COG is a partner, is one of the first 12 Manufacturing Communities designated as part of the Investing in Manufacturing Communities Partnership (IMCP). I provided information to the offices of Members of Congress representing Gateway Cities to be sure they are aware of Gateway Cities COG's participation and to request meetings with Members and their district staff to discuss the initiative and how efforts can be undertaken to help the cities in the region receive their fair share of funds for their economic revitalization effort. Meetings with a number of delegation members have already been held.

I have kept the Gateway Cities COG updated regarding membership, leadership and staff changes, as well as committee priorities in the 113th Congress, in the House Transportation and Infrastructure Committee and the Senate Environment and Public Works and Commerce Committees, and regarding changes in leadership of the US Department of Transportation. In addition, I have informed Gateway Cities of committee leadership changes anticipated in the 114th Congress, which will convene in January. I have also provided US DOT information about briefings and webinars on MAP-21 and other initiatives.

I have continued discussions and email exchanges with staff of Members of Congress representing Gateway Cities COG member cities, as well as other key congressional staff, regarding the COG's legislative priorities.

As part of my responsibilities, I closely monitor legislation, as well as seminars, hearings, meetings and publications of key interest to legislators and senior executive branch officials for articles and information of possible interest and importance to member cities of the Gateway Cities COG. I attend Senate and House committee hearings, follow Senate and House floor proceedings, and track legislative initiatives pertinent to Gateway Cities COG interests and priorities.

**VIII. CONSENT CALENDAR
ITEM E**

**Award of Proposal from Geographics for
Electronic Newsletter Services**

TO: Board of Directors

FROM: City Managers Steering Committee

SUBJECT: Award of Proposal from Geographics for Electronic Newsletter Services

Background

In the past the COG produced a periodic newsletter in print form which was mailed to all Gateway Cities elected officials, but it has been a number of years since the last newsletter was produced. The City Managers Steering Committee believes re-establishing these periodic communications with the elected and key staff officials of our member cities would serve the COG well by keeping our members well informed about key COG initiatives. Although cities along the freeway corridors may be well versed on those particular projects, other COG programs such as the Homeless Action Plan, Economic Development Working Group, Strategic Transportation Plan, and the recently launched Sustainability Committee may not be as well known.

Summary

COG staff contacted other COGs in our region to evaluate their methods of disseminating information about their programs to their member cities and found that the use of electronic newsletters was a favored method. Electronic newsletters have the dual benefit of being easily circulated and of being much less costly to produce and distribute than printed materials.

Based on this information, staff solicited proposals from consulting firms that produce electronic newspapers for public agencies. In response, three proposals were received from interested firms who were interviewed by a panel consisting of COG staff and members of the City Managers Steering Committee. At the conclusion of the evaluation process, the panel recommended the retention of Geographics because of their significant list of public agency clients, including cities, counties, and councils of government, their understanding of the COG's needs, and the cost of their proposal, which was the lowest of the three. The proposal from Geographics is attached to this report.

At an estimated cost of \$1,844 to \$2,482 per newsletter, the total cost of the production of two quarterly newsletters over the second half of the current fiscal year would be between \$3,688 and \$4,964. This cost would be absorbed by cost savings that have been achieved elsewhere in the FY 14-15 Budget without any additional appropriation being necessary.

Recommended Action

Approve the proposal from Geographics for production of a quarterly electronic newsletter.



October 20, 2014

Estimate of Costs: Constant Contact Template Design/Copywriting

To: Richard Powers
Gateway Cities Council of Governments

I. Scope of Work

Geographics will create a new design for a Constant Contact template to match the look and feel of the Gateway COG's current website. The template will utilize a clean, professional, and easy-to-use format that accommodates text changes, uploading photos, and creating links to files that are saved on the gatewaycog.org website.

Geographics' approach will be to create a Constant Contact template design to match the look of the current website, present two initial designs, conduct up to two rounds of revisions, and make final corrections and proceed to final art. After the design has been approved, Geographics will work on copywriting and programming. The client will be responsible for providing a story list, contact information and timeline for each e-newsletter, as well as the initial email distribution list to be imported into Constant Contact.

II. Cost of Project

1. Two design treatments 10 hours @ \$61/hour	\$	610.00
2. Revisions and final art (up to two rounds, pdf proof) 4 hours @ \$61/hour	\$	244.00
3. Copywriting (depends on story list, number of stories per newsletter) 6-12 hours @ \$77/hour	\$	462.00 to 924.00
4. Programming and implementation (depends on number of stories per newsletter) 6-8 hours @ \$88/hour	\$	528.00 <hr/> to 704.00
	\$	1,844.00
	to	2,482.00



GEOGRAPHICS

MARKETING | COMMUNICATIONS

for public agencies and professional service businesses

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MARKETING

Geographics has received national and statewide recognition for its marketing services to law firms, cities, public utilities, and transportation agencies. National awards include a national ADDY from the American Advertising Federation, a Way to Go! Award from the U.S. Environmental Protection Agency, and top awards from the Association for Commuter Transportation International, the National Association of Law Firm Marketing Administrators, the Trial Lawyers Marketing Association, and 3CMA—the City County Communications and Marketing Association. Even more important than this recognition, however, is the effectiveness of the programs we have created for our clients.

SERVICES Marketing Plans Consumer Research and Focus Groups Advertising Collateral Wayfinding and Sign Programs Packaging Design Public Relations Multimedia Websites Social Networking **LOCAL GOVERNMENTS** City of Azusa City of Chino City of Covina City of Fontana City of Fullerton City of Glendale City of Hemet City of Hesperia City of Huntington Beach City of Inglewood City of Montclair City of Moreno Valley City of Norco City of Orange City of Rancho Cucamonga City of Upland City of West Covina City of Whittier Los Angeles County Orange County Riverside County San Bernardino County Ventura County **PUBLIC UTILITIES** Azusa Light and Water Chino Basin Water Conservation District Hesperia Water District Irvine Ranch Water District Municipal Water District of Orange County Riverside Public Utilities Western Municipal Water District **TRANSPORTATION AGENCIES** Riverside County Transportation Commission San Bernardino Associated Governments **EDUCATION** California State University, Fullerton University of California, Davis University of California, Riverside **CORPORATE AND NON PROFIT** Best Best and Krieger Community Works Design Group Engineering Resources Evergreen Memorial Historic Cemetery GM Properties Greater Riverside Chambers of Commerce Inlandia Institute Krieger and Stewart National Forest Association Riverside Downtown Partnership Riverside Personnel Services Riverside Public Library Foundation

PUBLIC INFORMATION

Geographics believes that effective public information is the cornerstone of successful local government. Communication that works can determine your relationship with those you serve and your success in your community. Geographics has been nationally recognized seven times by 3CMA—the City County Communications and Marketing Association—for the communications programs and vehicles it has created for public agency clients.

SERVICES Strategic Planning Public Outreach Survey Research and Polling Environmental and Conservation Programs Educational Exhibits and Curriculum Publications Collateral Advertising Direct Mail Websites Social Networking **CITIES** City of Azusa City of Colton City of Covina City of Hemet City of Hesperia City of Huntington Beach City of Rancho Cucamonga City of Riverside City of Upland **PUBLIC UTILITIES** Azusa Light and Water Chino Basin Water Conservation District Desert Water Agency Eastern Municipal Water District Glendale Water and Power Hesperia Water District Irvine Ranch Water District Lake Arrowhead Community Services District Los Angeles Department of Water and Power Metropolitan Water District Municipal Water District of Orange County Riverside Public Utilities San Bernardino Municipal Water District San Bernardino Valley Municipal Water District Santa Ana Watershed Project Authority Three Valleys Municipal Water District Western Municipal Water District **TRANSPORTATION AGENCIES** Riverside County Transportation Commission San Bernardino Associated Governments **EDUCATION** California State University, Fullerton Riverside Community College District Riverside County Office of Education Riverside Unified School District University of California, Davis **OTHER PUBLIC AGENCIES** Bureau of Land Management March Joint Powers Agency San Bernardino National Forest U.S. Army United

States Forest Service Western Riverside Council of Governments Western Riverside County Regional Conservation Authority

PUBLIC POLICY

Clients appreciate the Geographics' sensitivity to public issues and the firm's ability to create vehicles that communicate effectively with legislators. When situations call for strategic public relations or public outreach as a part of the environmental or political process, Geographics provides tested and effective ways of communicating highly complex information to lay people.

SERVICES Legislator Briefing Materials Public Information for Ballot Measures Strategic Planning Crisis Communications Expert Witness Documents Grant Applications Technical Writing Trial Exhibits Direct Mail
LOCAL GOVERNMENTS City of Covina City of Riverside **PUBLIC UTILITIES** Azusa Light and Water Desert Water Agency East Bay Municipal Utilities District Glendale Water and Power Lake Arrowhead Community Services District Los Angeles Department of Water and Power Metropolitan Water District
TRANSPORTATION AGENCIES Caltrans District 7 Riverside County Transportation Commission San Bernardino Associated Governments **OTHER PUBLIC AGENCIES** March Joint Powers Agency South Coast Air Quality Management District Western Riverside Council of Governments Western Riverside County Regional Conservation Authority **CORPORATE AND NON PROFIT** Arellano Associates Best Best and Krieger CH2M Hill Greater Riverside Chambers of Commerce Monday Morning Group Water Resources Institute

CLIENTS

LOCAL GOVERNMENTS City of Azusa City of Banning City of Chino City of Colton City of Covina City of Fontana City of Fullerton City of Glendale City of Hemet City of Hesperia City of Huntington Beach City of Indian Wells City of Inglewood City of Montclair City of Moreno Valley City of Norco City of Orange City of Rancho Cucamonga City of Riverside City of Upland City of West Covina City of Whittier Los Angeles County Orange County Riverside County San Bernardino County Ventura County **PUBLIC UTILITIES** Azusa Light and Water Chino Basin Water Conservation District Desert Water Agency East Bay Municipal Utilities District Eastern Municipal Water District Glendale Water and Power Hesperia Water District Hi-Desert Water District Inland Empire Utilities Agency Irvine Ranch Water District Lake Arrowhead Community Services District Los Angeles Department of Water and Power Metropolitan Water District Municipal Water District of Orange County Riverside Public Utilities San Bernardino Municipal Water Department San Bernardino Valley Municipal Water District Santa Ana Watershed Project Authority Three Valleys Municipal Water District Western Municipal Water District **TRANSPORTATION AGENCIES** Caltrans District 7 Caltrans District 8 Riverside County Transportation Commission San Bernardino Associated Governments **EDUCATION** California State University, Fullerton California State University, San Bernardino Chaffey Community College District Riverside Community College District Riverside County Office of Education Riverside Unified School District University of California, Davis University of California, Riverside **OTHER PUBLIC AGENCIES** Bureau of Land Management Coachella Valley Association of Governments March Joint Powers Agency San Bernardino National Forest South Coast Air Quality Management District U.S. Army U.S. Army Corps of Engineers United States Forest Service Western Riverside Council of Governments Western Riverside County Regional Conservation Authority **CORPORATE AND NON PROFIT** Ahern Adcock Devlin Arellano Associates Best Best and Krieger CH2M Hill Community Works Design Group Engineering Resources Evergreen Memorial Historic Cemetery GM Properties Greater Riverside Chambers of Commerce Inlandia Institute Jacobs Engineering Krieger and Stewart MIG Monday Morning Group National Forest Association Parsons Riverside Downtown Partnership Riverside Personnel Services Riverside Public Library Foundation Water Resources Institute Williams Architects