DRAFT

The Sustainable South Bay Transportation and Land Use Implementation Framework: Best Practices Communications Plan

SCOPE OF WORK

OBJECTIVES

The Los Angeles Regional Collaborative for Climate Action and Sustainability (LARC) will work in coordination with the South Bay Cities Council of Governments (SBCCOG) to communicate and present the SBCCOG Sub-Regional Land Use and Transportation Climate Action Plan (LUTCAP) findings. Specifically, LARC and SBCCOG will work together to host the South Bay's Climate Action Forum (the "Forum") to showcase the final sub-regional LUTCAP. As a part of preparing for and executing the Forum, LARC and SBCCOG will collaborate to develop long-term goals for the LUTCAP including identifying target audiences and funding sources for demonstration, showcasing, and implementation of the plan as another model for CAP planning throughout Los Angeles County and California.

The LUTCAP is a product that demonstrates SBCCOG's development and employment of novel planning strategies and research methods in the categories of land use, transportation and climate action. The document informs the planning goals of the 15 South Bay cities and is applicable to other similar regions within the State of California. The SBCCOG produced the Sub-Regional LUTCAP as well as 15 Climate Action Plans working in partnership with each member city on their own plan.

Together, through this Forum, LARC and SBCCOG will be able to leverage their resources to increase visibility for the LUTCAP as well as compile a strategy needed to move seamlessly towards new opportunities in which to demonstrate and showcase the work described in the SBCCOG's LUTCAP.

BACKGROUND

SBCCOG LUTCAP

Through a Strategic Growth Council Grant, the SBCCOG, in cooperation with the South Bay cities has been developing climate action plans for each respective member city and for the Sub-region at large. Unique to this work is the long and extensive Land Use and Transportation research that the SBCCOG has developed for the South Bay Region which is embodies in the Sustainable South Bay Strategy (SSBS) which has been adopted by the SBCCOG Board of Directors.   The SSBS reflects the needs and

behaviors of South Bay residents; strategies that are appropriate for a built-out or "mature" suburban environment.   Individual city LUTCAPs reflect a combination of SSBS strategies and traditional land use and transportation strategies available from CAPCOA. The selection is based on what a city is willing to and capable of adopting.

The SBCCOG has developed methodologies for the SSBS strategies and has integrated them with CAPCOA methodologies.

PROJECT DESCRIPTION

Project Components

Task 1: Planning and Hosting the South Bay's Climate Action Forum

This Task will consist of co-sponsoring, planning, organizing, and conducting a half-day meeting (forum) with organizations, key stakeholders, and public agency officials and staff to present and review findings of the LUTCAP. The Forum will be held at a venue in the South Bay and will highlight local planning efforts related to land use, transportation and climate action. The driving concept behind the event will be to invite key stakeholders throughout the South Bay, Los Angeles County and the State of California to the table to hear about the findings of SBCCOG's LUTCAP. The invitee list will reflect the stakeholders who SBCCOG determines have an impact on policy and funding for land use and climate action decisions in the region and state.   This forum will also serve as a catalyst for SBCCOG to gain exposure for their work and position them to position the SBCCOG for future funding opportunities towards demonstration and pilot projects that showcase the concepts in the SSBS. Further, the Forum will allow SBCCOG to gain recognition for their alternative model throughout California and for other communities who are seeking to do similar land use, transportation and climate action planning.

It will be mutually beneficial for LARC to co-sponsor the Forum as an official partner. This will allow LARC to invite key actors who are involved in LARC projects and initiatives throughout Los Angeles County and in Sacramento. This will also give LARC the platform to promote the event to its members and highlight it as an example of land use, transportation and climate action planning for Los Angeles County. This will allow SBCCOG and LARC to work together in the future to move forward with seeking funding for implementation of demonstration projects and promotion of the results of this planning process.

LARC recommends that this event include a companion "field trip" or networking opportunity so that the attendees can see the planning objectives in action. This could take the form of a walking tour of part of the South Bay or a networking event following the forum but this is to be determined.

Overall, this forum will be a chance for SBCCOG to showcase their planning strategies to local policy and planning officials (including elected officials) as well as to regional policy and planning experts in Los Angeles County and California.

Forum - Overview

The half-day Forum will serve as a platform from which the SBCCOG will be able to disseminate its findings and strategies to a diverse audience of climate action professionals - stakeholders of academic researchers, business experts, technology developers, environmental consultants and, officials from regulatory and governmental agencies The Forum will be a unique opportunity to, educate; develop a conversation; and, build collaborative partnerships concerning ideas expressed in the SBCCOG's LUTCAP.

Program

The Forum program will be determined in consultation with the SBCCOG. Initially, the structure of the day will feature individual speakers as well as panels of speakers that highlight various innovative aspects of the LUTCAP as well as its successes and goals for implementation. Speakers and panelists may include SBCCOG staff members, local and regional elected officials, executives from companies and organizations that are making key advancements in their respective industries and other experts on topics related to land use, transportation and climate action. This multi-sectoral group of speakers will ensure that SBCCOG is positioned to move forward with a broad support base as they explore opportunities to implement the LUTCAP.

In addition to providing a venue for SBCCOG to announce the outcomes and goals for their LUTCAP, the Forum will also serve as a networking opportunity for all attendees and an opportunity for SBCCOG to pitch this plan to the media.

Event Details
- The Forum will consist of a half-day workshop with roughly 80 to 120 attendees representing the South Bay cities, LA County and the State of California, and South Bay business leaders.
- The Forum will consist of keynote speakers as well as panel discussions.
- SBCCOG will distribute a document highlighting key findings from the plan and takeaways from the planning process.
- The forum will highlight the important partnerships that made this planning process possible.
- The forum will serve as an opportunity for SBCCOG to recruit new partners (both project and funding partners) to work with when the forum is over.
- The process of creating an invitee and speaker list and a document to distribute at the forum will inform a long-term plan for SBCCOG to promote, share and find partners to implement the plan.

Task 2: Strategy Development for Long-term LUTCAP Engagement Strategy

LARC will develop long-term strategies for engaging key stakeholders with the LUTCAP and applying for further funding to support plan implementation of demonstrations. The work steps will include:

- LARC and SBCCOG will meet to discuss key stakeholders for the LUTCAP implementation phase as well as target audiences and funders for future work with the plan. This task will include creating list of target audiences as well as funding sources; prioritizing stakeholders and categorizing them. LARC will compile this information into both a guest list for the Forum and a resource for future LUTCAP outreach.

- LARC and SBCCOG will work together to identify potential funders for future work with the LUTCAP. The two entities will categorize and prioritize these funders. LARC will compile this information for SBCCOG.

- LARC and SBCCOG will collaborate to select key media outlets and create outreach materials to send to these outlets. This will include press releases, progress summaries and customized invitations.

- LARC and SBCCOG will work together to connect the goals of the LUTCAP to the actions called out in the LARC Framework in order to develop a long-term strategy for plan implementation throughout the South Bay.

- LARC and SBCCOG will work together to ensure that key stakeholders, funders, media outlets and other critical long-term strategy ideas are addressed and compiled into a format that is useful to SBCCOG as they move forward with plan implementation.

GOALS & OUTCOMES

The goals and outcomes of the Forum and long-term strategy development will be to:

- o Highlight the LUTCAP developments in planning and research

- o Leverage the LUTCAP planning and research to actualize strategies that will lead to effective and efficient strategies for addressing climate change and reducing greenhouse gas emissions throughout Los Angeles County

- o Identify and prioritize LUTCAP implementation stakeholders

- o Begin the process of outreach and engagement with priority stakeholders

- o Develop long-term strategy goals

- Improve cross-jurisdictional communication

- Facilitate local planning on greenhouse gas emissions and climate adaptation

- Facilitate and/or provide insight, ideas and suggestions for future SBCCOG fundraising and grant opportunities.

- Enhance the ongoing partnership between SBCCOG and LARC

- Connect the work in the LUTCAP to the LARC Framework

- Bring together multiple local government entities to create regional capacity to address climate change

PROPOSED TIMELINE

August 1st to December 13th, 2017

August
- Finalize scope of work and budget, prepare contract, sign contract
- Work out the logistics of scope of work, payment, etc.
- Secure catering company, audiovisual company
- Develop contacts with site technical support staff
- Compile and finalize invitee list
- Begin to discuss key stakeholders, funders and media outlets
- Send out a save-the-date e-mail to invitees
- Draft Agenda

September
- Compile and finalize speaker list
- LARC will work with SBCCOG to develop a format for the long-term strategy
- Manage invitee and speaker invitations
- Reach out to individual invitees and speakers to confirm attendance
- Plan out "field trip" associated with the event
- Hire UCLA undergraduate

October
- Send out another save the date
- Prepare any handouts to be distributed at the event
- Continue work on long-term strategy document

- Recruit volunteers to assist with the event
- Create event evaluation form
- Reassess speaker list (and add to it)
- Finalize Agenda

November
- Send out reminder e-mails for the event
- Finalize handouts
- Finalize long-term strategy document
- Finalize event evaluation forms

December
- Confirm Catering & AV Logistics
- Organize Staffing for Forum
- Hold event
- Go over audience feedback from the event
- Finish reporting steps for event
- Debrief event and plan out next steps

Deliverables

1. Meetings with SBCCOG team
2. Invitee list
3. Save the Date
4. Assist the SBCCOG with identifying and communicating sponsorship opportunities for the event
5. Coordinate all logistics including audio visual, lighting, catering, room set up and take down, linens, registration
6. Develop a handout about the LUTCAP findings and goals for distribution at the event
7. Program agenda and speaker invitation list
8. Manage speaker invitations
9. Distribute and collect attendee evaluation forms to be included in a final report on event
10. Develop a list of key stakeholders and potential funders for long-term engagement with the LUTCAP
11. Develop a list of ways that SBCCOG and LARC can continue to work together to implement the strategies in the LUTCAP

BUDGET

$35,000 – per Strategic Growth Council Contract