



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: December 16, 2008
To: Honorable Mayor & City Council
From: Aaron Kunz, Deputy Director of Transportation *AK*
Subject: February 6, 2009 Transportation Symposium
Attachments: 1. Save the Date Card

INTRODUCTION

Please "Save the Date" of February 6, 2009, at 8:30 a.m., for the City of Beverly Hills to host a Transportation Symposium titled: "Future of Transportation 2030." We have an excellent program lined up including commitments by Supervisor Zev Yaroslavsky; Assemblyman Michael Feuer; incoming State Senator Fran Pavley; a distinguished Keynote Speaker Andy Acho, former Worldwide Director of Environmental Outreach and Strategy for Ford Motor Company; David Grannis, co-developer of the recent RAND report; and Carol Inge, head of Metro Planning.

The purpose of the symposium is twofold: continue building relationships with decision makers to promote transportation initiatives on the Westside, including "Subway to the Sea," and to initiate a "futurist" conversation about transportation for Los Angeles and the Westside.

DISCUSSION

The event is scheduled for February 6, 2009, at the Montage Hotel. The event will begin with a coffee at 8:30 a.m. At 9:00 a.m., Mayor Brucker will deliver an introductory speech followed by Keynote Speaker, Andy Acho, who will provide a 'futurist' perspective and combine transportation and environmental expertise.

Following the keynote address will be a "political" roundtable with confirmed scheduled speakers Beverly Hills City Councilmember Linda Briskman, County Supervisor Zev Yaroslavsky, Assemblyman Michael Feuer, and incoming State Senator Fran Pavley. We are also speaking with federal experts, including June DeHart, Principal of Manatt Phelps, who is "saving the date."

Meeting Date: December 16, 2008

The program will conclude with a discussion entitled "The Future of Transportation" by confirmed speakers, David Grannis and Carol Inge. Staff is in discussion with additional academics to round out this discussion. Both of these discussions will be moderated by Richard Katz, Metro Board member and former Assemblyman.

Mayor Barry Brucker initiated the concept of the Symposium and appointed Councilmember Briskman to chair the event. The Traffic & Parking Commission appointed an ad-hoc Committee comprised of Joyce Braun, Ken Goldman, and Jeff Levine to assist with the event. Staff recommended that the event be held in early 2009 after the results of Measure R, the county-wide ½ cent sales tax, are known.

FISCAL IMPACT

The Los Angeles County Metropolitan Transportation Authority (Metro) has approved the City to use \$20,000 of Proposition A funds for the event. Current anticipated costs include \$9,000 for speaker and travel fees, \$3,500 for food and conference room, and approximately \$1,500 for materials and supplies. Approximately \$2,000 would be needed for June DeHart's travel fees should she attend.

RECOMMENDATION

This report is for City Council information.



David Gustavson
Approved By



SAVE THE DATE

The City of Beverly Hills
welcomes you to the
2009 Transportation Symposium

"The Future of Transportation: 2030"
Friday, February 6, 2009 – 8:30 a.m. to 11:00 a.m.
Montage Hotel
Beverly Hills, California
Complimentary Continental Breakfast

RSVP early – Limited seating
Additional information forthcoming!

City of Beverly Hills
Public Works & Transportation Department
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Transportation@beverlyhills.org