



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 3, 2010
To: Honorable Mayor, City Council & Parking Authority
From: Mahdi Aluzri, Assistant City Manager
Subject: Status Update for City Council Priorities
Attachments: City Council Priority List Status Matrix

INTRODUCTION

At a workshop conducted on December 11, 2009, the City Council reviewed a staff prepared list of initiatives and projects that were established as result of identified work programs as well as Council and/or Commission requests that have come to different departments. The City Council prioritized the initiatives and projects into three tiers with Tier one as the highest priority. All of Tier 1 initiatives have already been started or were included as work plan items in the departments' Fiscal Year 2010-11 budgets.

DISCUSSION

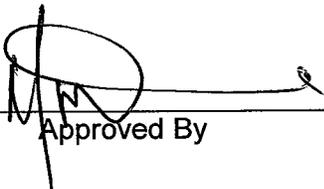
The attached list provides a description of the identified initiatives compiled in the three tier priority order along with status progress and anticipated completion timelines as applicable.

FISCAL IMPACT

None

RECOMMENDATION

Staff will be available to answer questions on the progress of the priority initiatives and programs and receive feedback from the City Council as appropriate.


Approved By

City Council Priorities December 2009

Priority description	Vision Statement	Department	Status/Programs and Implementation	Completion Date	Comment
Tier 1					
Advance public works and capital investment in community	Vision Statement #1 Beverly Hills offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors and neighbors.	Public Works	Ongoing Future CIP projects which include, Street Paving, Sewer Rehabilitation and capacity enhancement for future growth, water line replacement, Rehabilitation and replacement of water reservoirs, Street Lighting upgrades and advancing new technologies utilizing the street light poles and installation of ALPR cameras with PD for security enhancement	Various completion dates, most ongoing CIPs are on a 12 to 18 month cycle with the exception of one-time large multi year projects like water reservoir replacements.	
Complete the City's General Plan, engaging in inventive solutions to long-term issues and traffic demand model	Vision Statement #3 Beverly Hills is known throughout the region, state, and nation as a leading edge, innovative community in its government, business and technology programs.	Community Development	Step 1 amendments completed in January 2010. Council directed no further action on Step 2 amendments in March 2010. Council directed no traffic demand model at this time.	March 25, 2010 at City Council Study Session	Completed (Housing Element separate task) with Council review at the August 31, 2010 meeting
Purchase Chamber Building	Vision Statement #5 Beverly Hills is known internationally for its alluring and distinctive hotels, retail stores, restaurants and entertainment and headquarter businesses.	Policy & Management	Transaction documents are on July 22, 2010 Council agenda. Chamber and CVB to vacate 239 S. Beverly in 2012. Remodel for interim retail use to follow.	February 2011	

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Tier 2					
Gateway Improvements	Vision Statement #1 Beverly Hills offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors and neighbors.	Community Services	Construction documents for the Wilshire/Whittier gateway location are 95% complete; presentation to the City Council (for update of project design and request authorization to issue for public bidding) is planned for August 3 rd . Funds needed to cover the project's anticipated costs are budgeted within the current FY CIP.	Pending Council approval to proceed with the bid process staff anticipate completion of the project by spring of 2011.	Funds have been included in the current CIP to cover design and construction costs for the San Vicente and Wilshire location. If Council prefers and the needed parcel is acquired, the funds could be utilized for the Santa Monica Blvd./Doheny Drive location as an alternative option.
Develop programs to enhance the Beverly Hills Brand to a higher level	Vision Statement #2 Beverly Hills is a world-class community, offering an extraordinary environment, activities and events.	Policy & Management	Several programs are in progress (or under review) to elevate the City's brand and promote the City to a newer demographic group, including younger visitors, families, and LA residents. These programs include 9.02.10 Day, Taste of Beverly Hills, and the possibility of an outdoor holiday ice skating rink and a summer "outdoor plaza" on Rodeo Drive.	Ongoing	Progress is moving quickly, with ongoing conversations with city partners such as the CVB, private partners and others.
Invest in physical improvements at Greystone	Vision Statement #2	Community Services	Improvements for the HVAC system in Mansion are underway; construction documents are 85% complete; bidding is anticipated in Sept/Oct 2010.	Ongoing	

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Pursue recreational development of the Orange Grove property	Vision Statement #3 Beverly Hills is known throughout the region, state, and nation as a leading edge, innovative community in its government, business and technology programs	Policy & Management Community Services	Continue to discuss lease or acquisition of property with LA Council member Koretz's office. Mr. Koretz has personally discussed this with Mr. Buettner and other top levels of management at DWP, but has failed to get any type of response from them.	Unknown at this time	Mr. Koretz's staff will continue efforts to get a response from the DWP and encourage them to find a way to reach an agreement on this land with the City.
Rename Lomitas circle or a street to honor Theodor Herzl	Vision Statement #3 Beverly Hills is known throughout the region, state, and nation as a leading edge, innovative community in its government, business and technology programs	Policy & Management Community Development	This effort was shifted to renaming Clark Dr. near Temple Emmanuel to Herzl Way	Renaming was completed and ceremony was held in May 2010	Staff continues to work with the Post Offices on the Change to the Temple Address. The plaque is ready for installation and we're awaiting instructions from the Temple on the location
Streamline the design review and planning process, coordinating roles of the Planning, Architectural and Design Review Commissions and staff	Vision Statement #3	Community Development	Council directed modification to the number of Architectural Commission members. Staff will present Code Text Amendment to Planning Commission in September 2010.	Spring 2011	

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<p>Expand the focus of UNITE program to interoperability and maintain a commitment to Closed Circuit TV, Automated License Plate Recognition, Digital Dashboard and Mobile Advanced Technology Command Center programs</p>	<p>Vision Statement #4 Beverly Hills is committed to being the safest city in America.</p>	<p>Police Department Information Technology</p>	<p><u>Closed Circuit TV</u></p> <ul style="list-style-type: none"> • 148 cameras deployed • 24 of those cameras at schools (2 Hawthorne, 4 Horace Mann, 4 El Rodeo, 6 Beverly Vista, 8 Beverly Hills High School) • Expansion plan is being developed based on public safety developed deployment tiers including Homeland Security, crime analysis patterns, and community perception on safety <p><u>Automated License Plate Recognition (ALPR)</u></p> <ul style="list-style-type: none"> • 6 mobile units deployed in marked patrol units • 1 portable unit in inventory for discreet deployment • 1 fixed post ALPR unit installed on Coldwater Canyon • 1 fixed post ALPR site undergoing design phase • Visual and automated alerts of other ALPR units now being sent to all patrol units, the Watch Commander's office, and Dispatch 	<p>Ongoing</p>	<p>These cameras are installed primarily to protect Beverly Hills' critical infrastructure and related assets. Many of the "smart" cameras are capable of sophisticated video analytics to further define the field of view.</p> <p>The Police Department has added local sex registrants into the ALPR database so as to help protect neighborhoods and schools. The ALPR project has proven to be an exceptionally useful investigative tool. Beyond the ability to identify stolen and wanted vehicles, the resulting database created from the photo images provides investigators with a tool to help solve crimes both locally and regionally.</p>

			<p><u>Digital Dashboard (Portal)</u> Developed and launched 'Virtual Beverly Hills' (VBH), a common operating platform, decision support tool for Public Safety and Emergency Management operations. Also included VBH platform is a first-of-its-kind GIS application that incorporates a variety of spatial analysis tools including plume and explosives modeling, crime analysis, earthquake damage assessment.</p> <ul style="list-style-type: none"> • Police Department and City staff has worked with Information Technology personnel to develop the base program, and what enhancements are desirable. Great progress has been made, and limited deployment is anticipated in this fiscal year. <p><u>Mobile Advanced Technology Command Center (MATCC)</u> Police, Fire and Information Technology staff have worked together to design the Mobile Advanced Technology Communications Center. The vehicle will incorporate all of the latest audio, video and data wireless technology into a single deployable platform.</p> <ul style="list-style-type: none"> • This UNITE grant funded project is in the final design stages and will be presented to potential builders for quotes this quarter. • Equipment will include satellite, 3G/4G, Wi-Fi, ethernet and radio. The vehicle will provide several redundant communications methods with which to transmit and receive messages and intelligence, thereby enhancing the capabilities of first responders in Beverly Hills and surrounding region. 		<p>In a one-stop shopping approach, the operator can access real-time CCTV cameras, ALPR information, satellite-based photo images of the area, numerous overlays to display such information as critical infrastructure, utilities, City-owned properties and right-of-ways, evacuation routes, water reservoirs and shelter sites. The maps and images can be modified and updated continuously and can also be tied into the City's EOC database. The customized images can also be displayed on larger wall monitors for command staff and executive management to review during emergencies.</p> <p>Audio, video and data provide essential information to command staff and critical decision-makers especially during unplanned or unusual large-scale incidents which may overwhelm initial responders. Information sharing is a vital function to aid in response and recovery operations following a natural or man-made disaster. This vehicle will provide all of the field resources necessary manage almost any incident from any location, using a relatively minimum number of personnel.</p>
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Pursue Build to Suit at 9268 Third St. (UTA)	Vision Statement #5 Beverly Hills is known internationally for its alluring and distinctive hotels, retail stores, restaurants and entertainment and headquarter businesses.	Policy & Management	Explorations underway. Limited responses due to economy.	ongoing	
Develop 9400 Santa Monica Building	Vision Statement #5	Policy & Management Project Administration	Construction documents are 75% complete; submission for plan check is scheduled for mid-July; an award of construction contract is anticipated in mid-November 2010. Construction to start 1/11	June 2012	
Acquire Parcels 12 and 13	Vision Statement #5	Policy & Management	Not funded in this year's CIP. Efforts continue with DTSC to complete the RAW. Offer letter is out regarding purchase of the Parcel 13 median.	On Hold	Sufficient funding has been included in FY0-11 for acquisition of the median piece of Parcel 13
Conduct a Study of long-term hotel demand and development potential.	Vision Statement #5	Policy & Management	In a subcommittee meeting regarding TOT expenditures, Vice-Mayor Brucker and Councilmember Brien recommended that this study should not be conducted during the economic downturn and could be addressed by hotel studies associated with pending private development proposals.	Pending City Council concurrence with the Liaison Committee to place this item on hold	

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Tier 3					
Broad Museum & Foundation	Vision Statement #1 Beverly Hills offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors and neighbors.	Community Development	Negotiations with Eli Broad ended.	March 2010	No longer proposed project
Purchase Properties on Olympic for parking in support of revitalization of SE Beverly Hills	Vision Statement #1	Policy & Management	The Community Development Department is coordinating an overarching project to incorporate initiatives that support revitalization of SE Beverly Hills. The evaluation of property purchases on Olympic for parking is included in that effort.	2011	This interest will also be considered as opportunities arise, such as the effort to coordinate short term employee parking at the private lot at Olympic and Robertson.
Establish strong architectural standards to protect the quality of the built environment	Vision Statement #2 Beverly Hills is a world-class community, offering an extraordinary environment, activities and events	Community Development	Need further refinement of goal		Ongoing
Study feasibility of establishing a Redevelopment Area	Vision Statement #2	Community Development	Requires change in State Law		No action at this time
Roxbury Park Senior Center	Vision Statement #2	Public Works	Funding provided in FY 10-11 CIP budget for preparation of construction documents is in progress;	Anticipate action by the City Council in August 2010	

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PERS pension system reform	Vision Statement #3 Beverly Hills is known throughout the region, state, and nation as a leading edge, innovative community in its government, business and technology programs.	Administrative Services	Several League City Policy Committees and certain independent Groups have submitted proposals to change current state law. Two independent organization's ballot initiatives are in the process of gathering signatures (according to our Legislative Advocates).	Varies as terms of agreements with employee groups come up for renewal	Currently, there is no power for a municipality to act on changing state offered pension levels. The City can, however, propose a "2-Tier" Pension System for City Employees, but this program must be negotiated with each Employee Association.
Study purchase of power from sources other than Edison such as Community Aggregation	Vision Statement #3	Public Works & Transportation Policy & Management	Los Angeles County Energy Efficiency Program that is being renamed Energy Upgrade California – passed resolution to join. CC and PWC Liaison meeting to discuss energy options with David Nahai and Stan Snyder formerly with LADWP and Coby Skye with LA County. Next step is to share past Community Choice Aggregation Feasibility Study and Current SCE Franchise Fee by August 2010	Summer of 2011	
In Lieu Parking: Study fees and uses	Vision Statement #5 Beverly Hills is known internationally for its alluring and distinctive hotels, retail stores, restaurants and entertainment and headquarter businesses	Community Development	Previously considered by City Council in 2008. Request to return to City Council as part of the 2010-2011 budget follow up.	Pending	Community Development's work plan is being addressed separately as part of a study session on August 3, 2010