



DATE: April 25, 2013

FROM: EXTERNAL RELATIONS BUREAU

SUBJECT: RESOLUTION NO. _____ DISPOSITION OF PORT COMMUNITY
ADVISORY COMMITTEE

SUMMARY:

This report is a follow up to a presentation given to the Board of Harbor Commissioners (Board) on April 4, 2013. The External Relations Bureau is requesting the Board to consider that the Port Community Advisory Committee (PCAC) has successfully completed its mission and consequently to recognize that the PCAC is no longer a standing committee. The City of Los Angeles Harbor Department (Harbor Department) plans to utilize a multipronged approach to reach its diverse stakeholder base rather than relying on a single entity such as PCAC. To ensure awareness of stakeholder concerns the most recent Port of Los Angeles Strategic Plan (Strategic Plan) identifies "Strong Relationships" as one of three key results areas to focus on. To obtain stakeholder input and to increase stakeholder and community awareness and support in matters related to the Port of Los Angeles (Port) as outlined in the Port Strategic Plan, seven initiatives were established. The initiatives include a variety of strategies such as customer service, port tours, social media, media relations and community investment.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners:

1. Find that the Port Community Advisory Committee has completed its mission;
2. Make a determination that the Port Community Advisory Committee is no longer a standing committee of the Board;
3. Direct staff to continue to make community outreach and stakeholder input a priority through active engagement with the Neighborhood Councils and the establishment of ad hoc public committees as necessary to assist the Port in targeting specific community outreach efforts; and

SUBJECT: DISPOSITION OF PORT COMMUNITY ADVISORY COMMITTEE

4. Adopt Resolution No. _____.

DISCUSSION:

Background and Context - In 2001 the formation of PCAC was requested by then Mayor Jim Hahn. The Board officially established PCAC in September 2001 as a standing committee of the Harbor Commission, and the bylaws contained a provision that a Commissioner would serve as co-chair. The first meeting was held on January 17, 2002 with Commissioner Camilla Townsend at the helm. PCAC was established with 35 members representing the diverse stakeholders surrounding the Port.

PCAC was set up as an advisory group with the purpose of providing input to the Board on the following issues: 1) to assess the impacts of Port developments on harbor area communities and to recommend suitable mitigation measures to the Board for such impacts; 2) to review past, present and future environmental documents in an open public process and to make recommendations to the Board that ensure that the impacts on communities have been appropriately mitigated in accordance with the law; and 3) to provide a public forum and to make recommendations to the Board to assist the Port in taking a leadership role in creating balanced communities in Wilmington, Harbor City, and San Pedro so that the quality of life is maintained and enhanced by the presence of the Port.

PCAC Accomplishments – Since its inception in 2001 some of PCAC's accomplishments include:

- Brought over 100 motions to the Board
- Air and water quality within the Port complex and surrounding area has improved significantly due in part to PCAC efforts.
- PCAC had advocated for open space, and over 50 acres of parkland now exist on Port property including the Wilmington Waterfront Park and 22nd Street Park in San Pedro.
- Relationships have been enhanced with the community members, business, and labor representatives.
- Community members have greater direct access to the Port.
- Port staff is more conscious of community concerns.
- They have acted as a watchdog group over Port projects and operations.

SUBJECT: DISPOSITION OF PORT COMMUNITY ADVISORY COMMITTEE

PCAC Membership - PCAC membership consists of representatives from the local neighborhood councils, several homeowner groups and associations, business and industry groups, organized labor, and the harbor area educational institutions. The original intent was to gather a diverse cross-section of the community; however over the past few years several, if not all, of the business, industry, organized labor and educational community have not participated in PCAC.

PCAC Today – Over the last several years PCAC routinely failed to achieve a quorum at the monthly board meetings. According to their bylaws a quorum is defined as 50% of their voting members. Beginning in late 2008, attendance began to decline at the monthly PCAC meetings. Since 2011 PCAC had a quorum only 46% of the time, and PCAC held a quorum for only 30 minutes of the four most recent meetings of 2013 – the other 3 meetings had no quorum. Over the last 12 month period, PCAC has had a quorum 4 times in 12. Public participation has been minimal with few community attendees present at PCAC meetings. PCAC attendance records for years 2011, 2012 and 2013 are attached as transmittal 1.

Independent Evaluations - Since its inception three outside groups have evaluated PCAC and looked at its organizational structure & purpose. Their reports are attached as transmittals 2, 3, and 4.

1. On November 18, 2004, a report was issued to the Mayor, City Council and Controller by NorthStar Consulting Group as a part of the Industrial, Economic and Administrative Survey (IEAS) of the Harbor Department. In their opinion, PCAC had inappropriately expanded its role and gotten involved in the day-to-day operations of the Port. They recommended that the Board should assert a more direct leadership role with PCAC, and that Port leadership should insist on civil and respectful interactions between PCAC and Port staff. NorthStar further recommended that benchmarking be done by looking at how other Ports handle community involvement.
2. In September 2006, James Fawcett of the University of Southern California (USC) evaluated PCAC and made 17 recommendations. The primary recommendation revolved around the opportunity of the commission to provide clear direction to the PCAC regarding its scope of work and the priorities that the commission sets for it.

SUBJECT: DISPOSITION OF PORT COMMUNITY ADVISORY COMMITTEE

3. In 2011 a Grand Jury evaluated PCAC and recommended the Board restructure PCAC to improve its efficiency and effectiveness and refocus its mission. Recommendations included the establishment of an annual work plan for PCAC, having PCAC meet quarterly, and reducing the size of PCAC by 40%.

Recommended Strategy to Obtain Stakeholder Input on Port Projects and Operations –

Pursuant to the Board's direction on April 4, 2013, staff recommends implementing an ongoing, multi-pronged public outreach program. The intent of public engagement is not to burden community members, other stakeholders and Harbor Department staff with yet another regular monthly meeting, but to call these groups together, as needed, in a manner that is both flexible and adaptable to changing needs and circumstances. As there has been a high level of interest regarding the Port throughout the community, stakeholders are identified as being any community member, organization or Port tenant interested in the Port. Broadening the definition of stakeholder to include any individual that has expressed an interest in the Port will ensure a diversity of opinions and will allow for more effective and direct communications strategies between the Port and those interested individuals. The communication strategy with the stakeholders will include the following outreach efforts:

- Continued direct communications with individuals and organizations by Harbor Department senior management and staff (i.e. Neighborhood Councils, chambers, clubs/associations, etc.).
- Ongoing updates and feedback on Port issues provided on an as-needed basis through a variety of channels that include:
 - Large, community-wide meetings, as needed and directed by the Board on specific topics where Harbor Department staff can inform the public, gather feedback from stakeholders, and report back to the Board;
 - Project-specific design workshops with the general public and affected tenants, as needed and directed by the Board;
 - Continue strong ties between the Harbor Department and the Neighborhood Councils;
 - Port updates at meetings held by community organizations (i.e. Neighborhood Councils, chambers, clubs/associations, etc.);
 - Working closely with the Harbor Community Benefits Foundation (HCBF) to help insure positive community projects;

SUBJECT: DISPOSITION OF PORT COMMUNITY ADVISORY COMMITTEE

- Updates distributed via US Mail, e-mail, and other social media such as Facebook and Twitter;
- Periodic updates at Board meetings; and
- Updates provided through both the Port and LA Waterfront websites: PortofLosAngeles.org and LAWaterfront.org.

ENVIRONMENTAL ASSESMENT:

The proposed action is a determination that the PCAC has completed its mission and is no longer a standing committee of the Board. As an administrative activity, the Director of Environmental Management has determined that the proposed action is exempt from the requirements of the California Environmental Quality Act (CEQA) in accordance with Article II Section 2 (f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

PCAC is not provided any dedicated Harbor Department space, office or otherwise. The Harbor Department staff spends, at minimum, approximately 660 hours supporting various PCAC activities. Harbor Department staff includes individuals from the Graphics, Engineering, Environmental, Public Relations, City Attorney and External Relations. Additional staff time is spent researching, reviewing and evaluating PCAC motions for the Board and various presentations requested for PCAC meetings. Harbor Department time spent on each motion and presentation depends on their complexity. The Harbor Department also has a consultant that supports PCAC at an annual cost of \$85,000 per year. The dissolution of PCAC as a standing committee will obviate the need for the existing \$85,000 per year consultant expense. The current consultant contract expires May 11, 2013. Harbor Department staff time at least comparable to the current manpower efforts devoted to PCAC-related activities will instead be focused on the multipronged approach discussed herein.

DATE: April 25, 2013

Page 6 of 6

SUBJECT: DISPOSITION OF PORT COMMUNITY ADVISORY COMMITTEE

CITY ATTORNEY:

This Resolution raises no legal issues at this time.

TRANSMITTAL(S):

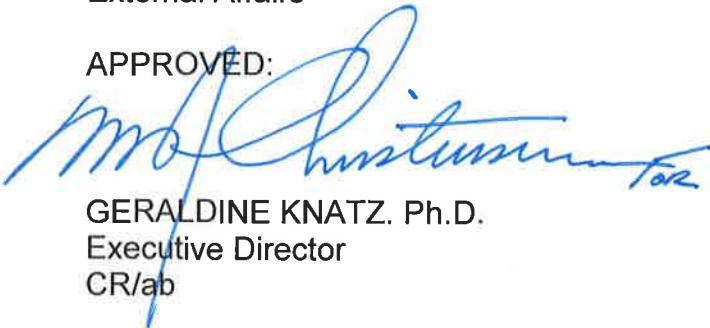
1. PCAC attendance records for years 2011, 2012 and 2013
2. NorthStar Consulting Group IEAS (November 18, 2004)
3. James Fawcett of USC (September 2006)
4. Grand Jury Report (2011)



CYNTHIA M. RUIZ
Deputy Executive Director
External Affairs

FIS Approval:  (Initials)
CA Approval:  (Initials)

APPROVED:



GERALDINE KNATZ, Ph.D.
Executive Director
CR/ab