



Access L.A. City Hall

September 20, 2007

Presented by



MORNING PLENARY SESSION SPEAKERS | 8:30-9:30 a.m.
Access L.A. City Hall 2007 begins in City Council Chambers with welcome remarks and updates from L.A.'s top leaders:

- Mayor Antonio Villaraigosa
- City Council President Eric Garcetti
- City Controller Laura Chick

BREAKOUT SESSION ONE | 9:45-11 a.m.

Affordable Housing in Los Angeles, Room 350 - Public Works

Moderated by Dan Rosenfeld, *Principal*, Urban Partners, LLC

- Council President Eric Garcetti
- Mercedes Marquez, *General Manager*, L.A. Housing Department
- Mary Leslie, *President*, Los Angeles Business Council
- Christopher Thornberg, *Principal*, Beacon Economics

Growing and Greening the Ports, Room 1035

Moderated by Fran Inman, *SVP, Corporate Development*, Majestic Realty Co.

- Michael Christensen, *Deputy Executive Director*, Port of L.A.
- John Husing, *VP, Economics & Politics*, Inc.
- Trini Jimenez, *Director, Government Affairs*, BNSF Railway Company
- Patty Senecal, *VP, Sales & Marketing*, Transport Express, Inc.

Improving L.A.'s Business Climate, Room 340 - Council Chambers

Moderated by Gary Toebben, *President & CEO*, L.A. Area Chamber

- Councilmember Dennis Zine
- Helmi Hisserich, *Deputy Mayor*, Housing & Economic Development Policy
- Bill Allen, *President & CEO*, Los Angeles County Economic Development Corp.
- Brendan Huffman, *President & CEO*, Valley Industry and Commerce Association

Renovating LAX, Room 1060

Moderated by Christopher Martin, *CEO*, AC Martin Partners

- Councilmember Bill Rosendahl, *Vice Chair*, Trade, Commerce & Tourism
- Alan Rothenberg, *Los Angeles Board of Airport Commissioners President and Chairman & CEO*, 1st Century Bank
- Valeria Velasco, *Los Angeles Board of Airport Commissioners VP and Attorney at Law*, Valeria C. Velasco Law Offices
- Frank Clark, *Executive Director*, LAXTEC Corporation
- Mark Liberman, *President & CEO*, LA INC.

BREAKOUT SESSION TWO | 11:15 a.m. – 12:30 p.m.

Gang Violence, Education and Youth Development, Room 340 - Council Chambers

Moderated by Yolie Flores Aguilar, LAUSD Board Member

- City Attorney Rocky Delgadillo
- Councilmember Tony Cardenas, *Chair*, Ad Hoc on Gang Violence & Youth Development
- Councilmember Janice Hahn, *Vice Chair*, Education & Neighborhoods
- Jeff Carr, *Director of Gang Reduction and Youth Development Programs*, City of Los Angeles
- Pete Nash, *Chief Security Advisor*, Microsoft Corp.

A Better L.A. is Our Business

Los Angeles is a global center for international trade, science and technology, higher education, manufacturing, tourism and entertainment. **Growing our economy** and **improving the quality of life** for all Angelenos requires a sustained commitment to nurturing business development and job retention.

The cornerstone of Los Angeles' economic development strategy must be the utilization of **partnerships and incentives** rather than mandates on the private sector. The Los Angeles Area Chamber of Commerce is committed to **strengthening existing partnerships** with the City of Los Angeles and creating new opportunities for economic collaboration.

Gridlock and Public Transportation, Room 1060

Moderated by David Fleming, *Board Chair*, Los Angeles Area Chamber of Commerce and *Of Counsel*, Latham & Watkins, LLP

- Council President pro Tem Wendy Greuel, *Chair*, Transportation
- Gloria Jeff, *General Manager*, L.A. Department of Transportation
- Carol Inge, *Chief Planning Officer*, Metro

The Challenges of Providing Water and Power to L.A., Room 1035

Moderated by Gilbert Ivey, *EVP*, Metropolitan Water District of Southern California

- Councilmember Jan Perry, *Chair*, Energy & Environment
- Nancy Sutley, *Deputy Mayor for Energy & Environment*
- Tom Erb, *Director of Water Resources*, Department of Water & Power

Planning & Building L.A.'s Future, Room 350 - Public Works

Moderated by Cindy Starrett, *Partner*, Latham & Watkins, LLP

- Councilmember Ed Reyes, *Chair*, Planning & Land Use Management
- Gail Goldberg, *Director*, L.A. City Planning Department
- Marc Kersey, *VP*, Clark Construction Group – California, LP
- Holly Schroeder, *CEO*, The Building Industry Association of Greater L.A.

LUNCH | 12:30 p.m. – 1:30 p.m.

Please join us for lunch on the City Hall forecourt

* Room assignments and speakers are subject to change



Education and Workforce Development

Build a Robust Partnership for Strengthening Public Education

Develop a robust partnership between the Los Angeles Unified School District, City of Los Angeles, Workforce Investment Board, community colleges and organizations including the L.A. Area Chamber, United Way, labor unions and private sector employers to drive L.A.'s workforce development efforts. Target high growth, high wage, high skill industries and sectors such as health care, construction, hospitality and logistics.

Expand HIRE LA's Youth Program

Expand the successful partnership between the City of Los Angeles, L.A. Area Chamber and the business community to provide more job opportunities to our youth, with the goal of 30,000 job placements by 2010.

1 in 5

18-24 year old youth in Los Angeles are not employed or enrolled in school

Support Effective and Efficient Gang Prevention Strategies

As recommended by the Advancement Project, the Chamber supports a top-to-bottom performance audit of all city-funded gang prevention and intervention programs. Ensure that the city's

anti-gang programs are coordinated and cohesive. Expand programs with proven success records and stop funding underperforming initiatives. Also, promote collaborative efforts to make our middle and high schools smaller and more personalized.

Energy, Water & Environment

Foster a Sustainable L.A.

The Chamber supports sustainability in L.A. by promoting more recycling, conservation of water and energy, increasing transit-oriented development and incentives for new projects that promote sustainable development and reduce the environmental impacts of congestion.

\$70

billion is the fiscal damage if there were a single flood event or earthquake along the Sacramento-San Joaquin Delta - cutting off the water supply to the L.A. area

Promote Sound Science

Support local environmental regulations based upon sound science—realistic risk assessments, accurate pollutant inventories, and credible environmental and economic models, which produce achievable, cost effective and measurable benefits to public health and the environment

Protect L.A.'s Fragile Water Resources

More than a third of Southern California's water comes from the northern part of the state through the fragile Sacramento-San Joaquin Delta. As Southern California enters a drought with continued population growth, a sound water policy strategy becomes even more vital. The Southern California business community has urged an alternate means of conveyance through the Delta and is committed to reducing its water use.

Housing

Build More Transited-Oriented Housing

Facilitate appropriate transit-oriented housing near existing and future transit stations. Congestion on local roads and freeways will be alleviated by continuing to develop incentives and partnerships to encourage housing production these areas.

201,440

is the number of new housing units that were built from 1990-2006, compared with 1 million new residents in L.A. County during the same period

Incentivize Affordable Housing Development

Continue to increase the city's stock of affordable and workforce housing through incentives including density bonuses and floor area ratio (FAR) increases along with a streamlined planning process. A reduction in parking requirements for transit-oriented development will also contribute to L.A.'s smart growth model.

Improving L.A.'s Business Climate

Begin Studying the Economic Impact of City Legislation

Understanding the potential economic impact of ordinances and policies is a missing component of L.A.'s legislative process. Growing our economic base requires a better understanding of how proposed legislation would affect both the city's budget as well as the broader economic climate here in L.A. This will provide an improved framework to reduce the city's budget deficit and create more jobs.

50,000

jobs migrated from L.A. to neighboring cities in the past 25 years while the city's population has increased by 1 million

Develop Business Attraction and Retention Strategy

Growing L.A.'s economy and creating new job opportunities requires an improved strategy, stronger commitment to creating high-paying jobs, and efficient cooperation among all city departments. A coordinated citywide strategy is vital to providing business development assistance, reducing onerous red tape, and creating an atmosphere that lets businesses know they are valued in L.A.

Grow the Sales Tax Base

Support Mayor Villaraigosa's call to attract more retailers and big box stores to the city. Sales tax revenue in L.A. remains stagnant and lags far behind neighboring cities. Attracting more retailers and increasing L.A.'s per capita sales tax revenue to the county's average will generate more than \$100 million per year for L.A.

Reduce the Gross Receipts Tax

Build on the business tax reform success of 2004 and enact another phased reduction in the gross receipts tax. An additional reduction will help keep businesses in L.A. and promote more economic growth.

2007 Priority Issues

Planning and Land Use

Promote Green Development

L.A. and the development community should continue working together to incentivize sustainability practices and promote green building. Green building will reduce energy and water consumption and costs, maintenance

and improve building durability. To prevent unintended consequences that lead to higher costs and project delays, the L.A. Area Chamber encourages the city to work with developers to understand potential cost implications and craft the most effective policy.

30

days for an L.A. project to move from counter receipt to assigned planner, compared to 1 day in neighboring Anaheim

Revise L.A.'s Out-of-Date Zoning Code

L.A.'s zoning code dates back to 1946 – more than 60 years old. A thorough update and revision is necessary to accommodate the requirements of a 21st century city.

Revitalize the L.A. River

Continue plans to bring needed parks, housing walkways, and bike paths in order to create a more livable environment. At the same time, zoned industrial land areas are precious economic resources that must be preserved for the future.

Strengthen L.A.'s Permitting Process

Amend the Los Angeles Municipal Code to include a statute of limitations for appealing building permits. The current appeals structure lacks certainty and allows anticompetitive abuse of the land use process. The potential for unlimited challenges unnecessarily adds to the cost of doing business and stifles housing production in L.A.

Support “Do Real Planning”

The Chamber supports L.A.'s Planning Department's 14-point “Do Real Planning” principles as a solid foundation for improving the city's planning process. The principles promote sustainability, more housing production, smart growth and, most importantly, the implementation of sound and consistent planning policies.

The Ports and Goods Movement

Cultivate Green Growth at the Ports

The Chamber is dedicated to green growth at the Port of Los Angeles. Every dollar spent on new technology that creates more capacity and reduces emissions is an opportunity to improve the environment and L.A.'s economic climate. Strengthening partnerships with the business community rather than issuing mandates is the best way to achieve green growth.

Ensure the Free Flow of Goods Regionally

The Port of Los Angeles is the single largest container port in the United States. This sector is one of the largest employers in the L.A. region,

providing one in seven jobs, and generating up to 1 million new, high-paying logistical jobs if effectively supported. Continuing to move forward on pending port development projects is essential to ensuring job growth and the continued flow of goods into the country.

210

million tons of cargo pass through the ports of L.A. and Long Beach each year, with demand expected to exceed capacity by 2010

Invest in International Trade Corridors

Southern California's supply chain stretches from the ports to the Inland Empire. Investing in these trade routes through highway and rail improvements will increase regional goods movement capacity and improve the environment.

Transit and Highways

Collaborate to Fight for L.A.'s Fair Share

The Chamber looks forward to continued collaboration with the City of L.A. in advocating for crucial federal and state investment in the city's transportation infrastructure. The five-county Mobility 21 coalition presents a unique opportunity for a sustained, regional commitment to funding improved highways and mass transit in Southern California.

Encourage Creative Funding Solutions to Reduce Congestion

Relying solely on government solutions to fund infrastructure will not solve our congestion problems. A variety of additional funding options exist to attract new investment and create financial stability for new infrastructure in L.A. The Chamber encourages the City of L.A. and county

planners to pursue options including public-private partnerships and updates in the gas tax, county-wide investment and local assessment districts.

1

million good paying blue-collar jobs could be created in the L.A. region if the right investments in our goods movement infrastructure are in place

Maximize Mobility Improvements

Congestion relief for L.A.'s unique traffic patterns requires out of the box thinking. The Chamber urges local leaders to continue studying solutions already utilized in other cities like maximizing transit oriented development, using one-way streets in densely populated areas, implementing congestion pricing where appropriate and fine-tuning traffic signal timing.

Sponsors

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APM Terminals Pacific Ltd.
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Participating Organizations

Apartment Association of Greater L.A. California Apartment Association
FuturePorts
Greater Los Angeles African American Chamber of Commerce
Hollywood Chamber of Commerce
Los Angeles County Economic Development Corporation
Los Angeles Power Association
Mobility 21
NAWBO - LA
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United Chamber of Commerce – San Fernando Valley
Valley Industry & Commerce Association
World Trade Week

*List current as of 9/12/07