



CITY OF COMMERCE AGENDA REPORT

TO: Honorable City Council **Item No.** _____

FROM: City Administrator

SUBJECT: GREEN ZONES IMPLEMENTATION PHASE 1 – STATUS UPDATE

MEETING DATE: February 21, 2017

RECOMMENDATION:

Receive and file.

BACKGROUND:

On May 3, 2016 the City Council approved the scope of work for Phase 1 of the Green Zones Action Plan implementation. The consulting firm known as MIG was selected to assist staff with said implementation. Following is a list of tasks that have been initiated as well as those that staff anticipates being initiated and accomplished over the next several weeks.

1. Design Organizational & Personnel Structure – Business Liaison
Confirm expectations, desired outcomes and tasks for the Business Liaison. Research job descriptions and job duties for City of Commerce, focusing on format and content. Research organizational structure, including job descriptions, in similar organizations throughout the state, utilizing on-line resources, as well as procedures, from both municipal government sources and private sector.
2. Benchmark Study
Survey of professionals in the field, trade organizations and internet sources, to identify local governments in the state of California that have successfully cultivated green businesses, worked to make existing businesses “greener” and created a strong link between business and the municipal government. Collect and analyze all data gathered. Based on this information, draft best-practices memorandum.
3. Conduct Business Outreach
Meet with stakeholders to solicit input into the survey and inform early engagement of all business types. This will include meetings with business

proprietors and property owners. Following approval of the survey, the interim Business Liaison and MIG team will meet with businesses to solicit input into the survey. Bilingual team members will be available to attend those requiring languages other than English. During the meetings, the interim Business Liaison will provide information about the Business Liaison Office structure, purpose, and affiliated programs. The benefits of the pledge program will be promoted and businesses will be encouraged to participate.

4. Survey & Results Memorandum

A set of questions to form a brief survey will be composed and administered to business owners, operators, and/or managers located in the City. The primary objective of the survey is to get a detailed list of businesses within the City, their employment, business volumes, expansion/growth plans, location preferences, regional infrastructure and amenity needs, and regional linkages. A memorandum documenting the results from the survey will be prepared. It will include charts and an overview that summarizes key findings.

5. Kick-off Land Use Meeting to Define Boundaries

Commerce looks to establish a new land use scheme for Washington Boulevard, from west of interstate 5 to just west of Interstate 710, that builds upon the work of the Green Zones Working Group and the planned street improvements along the corridor. The initial effort will focus on defining the explicit boundaries of the study area, preparing a detailed existing land use map, preparing a map showing ownership patterns, exploring zoning options for effectuating change, and drafting a recommendation for moving forward.

ALTERNATIVES:

1. Approve staff recommendation
2. Disapprove staff recommendation
3. Provide further direction to staff

FISCAL IMPACT:

The fiscal impact is unknown at this time.

RELATIONSHIP TO STRATEGIC GOALS:

The issue before the Council is consistent with Economic Growth Guiding Principle 1 which focuses on creating and strengthening our identity as a community that promotes opportunity and success for businesses that meet the strategic focus for economic growth, which will have a positive impact on the quality of life and the City's financial sustainability. An action item titled "Implementation of Green Zone Action Plan" was specifically developed to insure compliance and implementation.

Recommended by: Maryam Babaki, Director of Public Works & Development Services
Approved as to form: Eduardo Olivo, City Attorney
Respectfully submitted: Jorge Rifá, City Administrator

ATTACHMENT:

- 1) Draft Green Zones Action Plan Business Questionnaire
- 2) Draft Green Zones Business Pledge