

SUBJECT: AMENDMENT TO THE AGREEMENT FOR SERVICES WITH DAKOTA COMMUNICATIONS FOR OUTREACH SERVICES FOR METRO & RAIL TRANSIT AFFAIRS

INITIATED BY: ADMINISTRATIVE SERVICES DEPARTMENT
Christof Schroeder, Director
Hernan Molina, Governmental Affairs Liaison

COMMUNITY DEVELOPMENT DEPARTMENT
Stephanie DeWolfe, AICP, Director
John Keho, AICP, Associate Director
Joanna Hankamer, Special Projects Senior Planner

STATEMENT ON THE SUBJECT:

The City Council will consider amending the agreement for services with Dakota Communications, with sub-consultant The Robert Group, to modify the scope of work and increase the not-to-exceed amount of the agreement for outreach services for Metro and rail transit affairs.

RECOMMENDATIONS:

1. Approve Amendment No. 1 to the Agreement for Services with Dakota Communications to expand the scope of services and increase the amount of the agreement by \$200,000 for a total not-to-exceed amount of \$400,000.
2. Authorize the City Manager or designee to execute documents incident to the agreement.
3. Authorize the Director of Finance and Technology Services to allocate \$200,000 from unallocated General Fund Reserves to account number 100-3-07-07-531019 to fund the cost of the amendment.

BACKGROUND ANALYSIS:

Update on Action Subsequent to the December 21, 2015 City Council meeting

On December 21, 2015, City Council approved a contract with Dakota Communications, (with The Robert Group as a sub-consultant) for the first phase of a comprehensive outreach campaign to secure rail service in West Hollywood; and directed staff to return to Council in March 2016 for subsequent phases of the outreach campaign. While the original proposal had included \$400,000 for a full 11-month campaign, City Council

approved the first phase only, in the amount of \$200,000, through the first project milestone in March 2016 to coincide with the release of Metro's Draft Expenditure Plan. City Council did not want to authorize the full campaign until there had been some evidence of the campaign's effectiveness. The following is a list of positive action in the City's goal to bring rail to West Hollywood since the December 21, 2015 City Council meeting:

- On Friday, March 11, 2016, news media reports state that the upcoming Metro Draft Expenditure Plan will include the Crenshaw/LAX Northern Extension in the list of projects;
- On January 27, 2016, Metro's CEO Phil Washington submitted to the Metro Board an initiative to advance several projects to "shovel ready" status in order to attract more investment. While the initiative included the La Brea alignment as a place holder, it is a positive sign that the Crenshaw/LAX Northern Extension Project is on the list for advancement;
- State Senator Ben Allen, the principal co-author of SB 767 which authorized Metro to place a countywide sales tax measure on the November 2016 ballot, has not only joined our coalition of support, but has also written a letter to the Chair of the Metro Board, Los Angeles County Supervisor Mark Ridley-Thomas, and Los Angeles Councilmember Mike Bonin (Attachment D) in support of the Crenshaw Line northern extension;
- There have been a number of positive online press articles and blog posts about the City's efforts to lure rail service; and,
- Community leaders in the City of Inglewood and communities in south Los Angeles have joined the coalition to support the extension to West Hollywood, including:
 - Council Member Alex Padilla, City of Inglewood
 - Rene Talbott, Inglewood School Board Member
 - Henry Brown, Inglewood School Board Member
 - Pastor KW Tulloss, National Action Network
 - Pastor William Smart, CEO of the SCLC
 - Dr. Earl Ofari Hutchinson, CEO of LA Urban Policy Round Table
 - Pastor Xavier Thompson, President of the Baptist Ministers Conference
 - Paulette Gipson, President of Compton NAACP
 - Rev. Francisco Garcia, Jr., Holy Faith Episcopal Church
 - Bishop Robert Douglas, Jacob's Ladder

Metro's Draft Expenditure Plan

Metro's Draft Expenditure Plan was scheduled to be presented to the Metro Planning and Programming Committee on March 16, 2016; however, a decision was made on March 10, 2016 to delay the release of the Draft Expenditure Plan until March 24, 2016 when the full Metro Board will meet. For the Final Expenditure Plan, the test of our efforts will be whether the Crenshaw Line northern extension is still on this list of projects. However, it is possible the project may not be high on the Draft Expenditure list at this time in the Metro process. Our real impact will be in the next phase of the outreach and advocacy campaign, when it is anticipated that the Expenditure Plan will

undergo a series of revisions with input from community leaders, key stakeholders, business interests, and individual Metro Board Members before final Board adoption in June 2016.

(See Attachment A for a list of all related City Council actions.)

Update on Comprehensive Outreach and Advocacy Campaign

During the first phase of outreach campaign (December 2015 – March 2016), Dakota Communications and The Robert Group, with staff and the City's Transportation Consultant Norman Emerson, laid the foundation for the comprehensive outreach campaign. The team's efforts focused on developing strategy and messaging; establishing relationships with key community leaders; creating initial outreach and communication tools such as support petition cards and websites; canvassing community events to build awareness; and facilitating the formation of the "*All on Board Coalition*" and "*WHAM*" (West Hollywood Advocates for Metro Rail).

Both formed in January 2016, the *All On Board Coalition* is a regional coalition comprised of businesses and community members along the Crenshaw Corridor and in the City of Inglewood who support the northern extension of the Crenshaw Line. *WHAM* is a local community advocacy coalition comprised of engaged stakeholders in West Hollywood and surrounding communities. Within just two months, the outreach consultant team has grown the two coalitions and has collected nearly 3,000 signatures from supporters of the Crenshaw Line northern extension, including from State Senator Ben Allen. Other opinion-leaders and decision-makers such as Metro Board Member and Mayor Butts from the City of Inglewood have also expressed their support for the Crenshaw Line northern extension, especially as a way of connecting communities by rail transit to key regional destinations like Cedars-Sinai and the future NFL stadium in Inglewood.

Much of the groundwork of the outreach campaign has since been established. The project team, including Dakota Communications, The Robert Group, the City's Transportation Consultant Norman Emerson, and staff, has completed the following:

- **Message development** – The consultant team has worked with the City to develop effective messaging for the first phase of the campaign to reach out to different and diverse communities along the alignment;
- **Coalition building** – The consultant team has established and is supporting *WHAM* and All on Board Coalitions with print and media campaign collateral, including managing Facebook, Twitter and Instagram accounts and websites for both (see www.whamrail.com and www.allonboardcoalition.com);
- **Signature gathering campaign** – The consultant team has gathered nearly 3,000 signatures along the alignment from Inglewood to West Hollywood;
- **Meetings with key stakeholders** – The consultant team has been and continues to schedule and facilitate one-on-one meetings between West Hollywood City Council and/or staff and key decision-makers and other stakeholders to present the mobility, social equity and regional connectivity benefits of the Crenshaw/LAX northern extension, and to foster partnerships

between communities such as Hollywood, central Los Angeles, Mid-Wilshire, Miracle Mile, Crenshaw District, Leimert Park, and the Cities of Torrance, Inglewood, Culver City, and Beverly Hills, who could be connected by this important north-south rail transit corridor;

- **Key supporters** have signed the *All on Board Coalition* petition
- **Events** – The consultant team has attended a number of community events including: “Tacos and Transit” events such as the CityLineX pop-up and Kickoff Press Event and *WHAM* launch, Empowerment Congress Summit, Kingdom Day Parade/Leimert Park Festival, Inglewood King Fest, West LA Chamber of Commerce Event, Baptist Ministers Conference, Bilal Mosque Event, and "Bridging the Divide" LA City Hall Reception and Screening, Pan African Film Festival, West Angeles Church Service and First A.M.E. Church Service, Senior Valentine’s Day Dance in West Hollywood, One Billion Rising Event in West Hollywood, Crenshaw Chamber Event and Empowerment Congress Community Meeting in Baldwin Hills Estates;
- **Advertisements** - African American History Month ads were placed in local newspapers along the alignment including *LA Focus*, *Los Angeles Sentinel* and *Inglewood Today*.

Attachment B includes some of the advertisements, print, and digital material produced for the *All on Board* and *WHAM* coalitions to support the campaign.

Amendment to the Agreement with Dakota Communications and The Robert Group

As of February 29, 2016, Dakota Communications had expended \$124,290 or 64% of their budget for the first phase of the campaign. The majority of the remaining approximately \$70,000 is budgeted for further development and implementation of media strategies including social media tools and continued support for the *WHAM* and *All on Board Coalitions*. However, Dakota Communications has expended the entire first phase budget for message and strategy development, and advertisement direct costs, as had been expected by the first project milestone of March 2016. Staff therefore recommends approval of the attached amendment to the agreement of services (Attachment C) to continue with the second-- and more critical phase of the outreach campaign to influence the Metro Board’s decisions regarding the final Expenditure Plan by June 2016.

As the project moves into the second phase of the advocacy campaign, the consultant team proposes to continue implementing many of these efforts and supplement with additional campaign strategies in response to community feedback and Metro’s actions. Based on Metro’s schedule for finalizing the Expenditure Plan for the upcoming ballot measure, and in parallel with Metro’s LRTP Education Program, the next 12 to 16 weeks are critical in the campaign to increase community engagement and garner support from at least seven or eight of the Metro Board Members.

Staff recommends an Amendment to the Agreement for Services with Dakota Communications, with The Robert Group as a sub-consultant, in the amount of

\$200,000 to include the following services between March and July 2016, through the next project milestone (June 2016):

- Continue supporting *WHAM* and *All On Board Coalition*, and continue building these coalitions by reaching out to and meeting with key decision-makers and other stakeholders.
- Expand the campaign's reach on social media by providing updates on Facebook, Twitter, and Instagram to keep the project supporters involved and to continually engage more stakeholders. Increase social media visibility, including partnering with key stakeholders and various community leaders to post *WHAM* and *All On Board Coalition* updates
- Produce an effective radio campaign to reach out and familiarize community members and constituents of interest along the Crenshaw Line northern extension. This communication and outreach campaign will be scheduled two weeks ahead of the Board's actions.
- Design a Direct Mail Campaign, including an *All On Board Coalition* brochure with a tear-off support card to mail to target communities along the alignment.
- Implement a field, ground level campaign in specific neighborhoods near the proposed northern extension and along the existing Crenshaw corridor, including handing out brochures, asking home owners to show their support by joining the coalition of supporters and by placing All On Board lawn signs in their yards. Upon support and approval from each resident, the team would place the lawn sign within 48 hours.
- Schedule additional meetings with key decision-makers, including City of Los Angeles Councilmembers and State legislators;
- Meet and continue to meet with key stakeholders along the alignment, garnering support from:
 - Various hospitals including Cedars-Sinai, Kaiser and the Hospital Association
 - Labor unions including CNA
 - Homeowner Associations
 - Business owners and Chambers
 - Religious leaders, grassroots organizers/activists and other community leaders
- Continue to monitor Metro Committee(s) and Community Meetings and organize supporters from *WHAM* and *All On Board Coalition* to attend as needed.

- Continue to gather signatures from community members and garner support from community leaders in the form of support cards.
- Send E-Blasts to the support signature database as necessary to ask for support on key dates such as Metro meetings, community meetings, events, and to help increase social media visibility.
- Further develop and capture free media opportunities, including endorsements from newspapers and Op-Ed opportunities, within local, community-based and major newspapers including LA Times, Daily News, Daily Breeze, LA Sentinel, LA Focus, Inglewood Today; schedule local radio and talk show interviews with Councilmembers and Mayors from West Hollywood and key partner cities such as Inglewood; pursue opportunities to appear on both TV and radio local public affairs programs.

Update on Related Metro Activities

Metro's LRTP Education Program

On October 15, 2015 the Metro Board approved \$2.7 million for a Long Range Transportation Plan (LRTP) "education campaign" to support the potential countywide ballot measure in two phases. The first phase includes efforts through the adoption of the Expenditure Plan (June 2015), and the second phase includes building support for the November 2016 ballot measure and implementing priority projects once the Expenditure Plan is approved. In addition to conducting a "dynamic" and "multi-faceted communications plan," Metro will use public polls, focus groups and feedback from opinion-leaders and key stakeholders, among other outreach tools, to guide messaging for both phases, before and after the adoption of the Expenditure Plan.

Draft Expenditure Plan for Metro's Potential November 2016 Ballot Measure

On March 24, 2016, Metro staff will present the Draft Expenditure Plan, required by provisions of SB 767 (De Leon), to the Metro Board of Directors. It is anticipated that the Metro Board will vote to release the Draft for further discussion and consultation with community stakeholders and sub-regional councils of governments, including the Westside Cities Council of Governments (WSCCOG). The Draft Expenditure Plan will contain Metro staff's recommended list of priority transportation projects, with target budgets and a schedule, for funding to be made available by the potential November 2016 countywide sales tax measure; however, it is anticipated the Expenditure Plan will undergo a series of revisions with input from community stakeholders, business interests, and individual Metro Board Members, before final Board adoption in June 2016.

Crenshaw/LAX Northern Extension Feasibility Study

Metro recently selected a consultant team to conduct the "Crenshaw/LAX Northern Extension Feasibility Study" to analyze the technical elements of four alternative routes, including the same three routes Fehr & Peers recently studied for the City of West Hollywood, plus a fourth alternative that would terminate an extension of the

Crenshaw/LAX Line at the Wilshire/Vermont Red Line Station. A companion study of the urban design aspects is delayed in the procurement process, but should commence within the next few months. Both studies are anticipated to be completed within approximately 14-18 months and will contain greater detail than the Fehr & Peers study about the physical characteristics (including on-grade, tunnel and bridge configurations), costs, and potential opportunities and constraints of the alternative light rail routes. The feasibility study will move the Crenshaw Line northern extension project closer to implementation by providing the foundation for the preliminary engineering and environmental review phases required for project readiness.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Vision 2020 Ongoing Strategic Programs **Transportation System Improvement**, and **Actively Participate in Regional Issues**. This item is also consistent with General Plan policies: M-1: Develop a world-class transit system in West Hollywood; M-2: Collaborate on regional transportation solutions that improve mobility, quality of life and environmental outcomes; and M-5: Create an environmentally and financially sustainable transportation network that provides for the mobility and livability needs of West Hollywood residents, businesses and visitors.

EVALUATION:

Staff will work closely with the outreach consultant team to support their efforts, monitor progress, and provide timely feedback. The consultant scope of work is divided into phases that are aligned with Metro's schedule for development of the expenditure plan and ballot measure, including evaluations and reassessment of strategies at the critical 3-month (March 2016) and 6-month (June 2016) benchmarks. Staff will bring regular status updates to the City Council as necessary.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

Community Development Department

FISCAL IMPACT:

This item authorizes the Director of Finance and Technology Services to allocate \$200,000 from unallocated General Fund Reserves in Fiscal Year 2015-16 to account number 100-3-07-07-531019 to fund the proposed amendment.

General Fund Supplemental Appropriations Fiscal Year 2015-16		
Date	Description	Amount
Total Appropriated Revenues		\$ 1,704,282
Approved Supplemental Expenditures		
6/15/2015	Halloween Carnival Production Services Agreement for FY15-16	\$ 85,000
8/3/2015	Study of Seismic Retrofit Program	\$ 200,000
8/17/2015	Proposition A Local Return Fund Exchange - West Covina	\$ 1,085,000
Total Approved Supplemental Expenditures to Date		\$ 5,371,015
Proposed Supplemental Expenditures		
3/21/2016	Amendment 1 - Dakota Communications outreach for Metro & Rail Transit	\$ 200,000
3/21/2016	Mayors Event at Pride/Christopher Street West	\$ 10,000
Total Proposed Supplemental Expenditures		\$ 210,000
Appropriations Surplus/(Deficit) as Proposed		\$ (3,876,733)
Approved Drawdown of Reserves		
2/16/2016	Mid-year Budget Adjustment	\$ 3,667,000
Total Projected Surplus/(Deficit) after Reserves		\$ (209,733)

ATTACHMENTS:

- A. Recent Council Actions Related to Rail Advocacy Efforts
- B. Advertisements, Print and Digital Materials for *All on Board Coalition* and *WHAM*
- C. Amendment to the Agreement for Services for outreach services for Metro & rail transit affairs with Dakota Communications
- D. Letter from Senator Ben Allen to LA Councilmember Mike Bonin in support of the Crenshaw Line Northern Extension