

Round 1 & 2 Summary Memo of Government Leadership Forums

Removing Barriers to LID in Local & State Codes

OVERVIEW

Immediately following Round 1 of the municipal training and code update assistance, the Local Government Commission (LGC) hosted four (4) local leadership forums, conveniently located near Round 1&2 participant municipalities. Leadership forum dates and locations were as follows:

Round 1 - San Joaquin Valley (SJV)

- o Fresno – Wednesday, February 18th, 2015
- o Modesto – Thursday, February 19th, 2015

Round 2 - Central Coast (CC)

- o San Luis Obispo – Tuesday, March 24th, 2015
- o Salinas – Wednesday, March 25th, 2015

PARTICIPANT ATTENDANCE

LGC worked with the Project Team to compile a list of strategic participants (to be invited first), including: State Water Resources Control Board members, Regional Water Quality Control Board members (Central Valley, and Central Coast, respectively), area Council of Governments (COG) Executive Officers, CalTrans District Officers, US EPA Region 9 Program Directors, and The California Endowment, Building Healthy Communities Site Directors. Then, LGC circulated the invitation through their vast network of elected and municipal partners within each of the two regions (SJV and CC). Every municipality in the two regions was invited, targeted to elected officials and senior-level executive staff only.

Over 100 individuals attended the four forums. Elected official representation was higher at the Central Coast forums than the San Joaquin Valley forums, due to factors out of our control. Unavoidable conflict with council meetings, publicity challenges, and lower general interest were contributing factors. Complete lists of attendees for each event are attached. Specific attendance at each event is as follows:

	Total Attendees	Elected	Non-Elected	Municipalities	Other Organizations
Fresno	24	3	21	4	9
Modesto	25	2	23	4	9
SLO	27	11	16	8	7
Salinas	28	11	17	8	7
Totals	104	27	77	24	32

FORUM STATS

- 2 Regions
- 4 Forums
- 20 Organizations & Agencies
- 24 Municipalities
- 27 Elected Officials
- 104 Attendees

“This was a wonderful conversation about issues of critical importance to all the cities in Monterey County. What was very appreciated was the chance to discuss and grapple with issues of concern and learning how other cities are addressing the challenges!”

“This was one of the best Dinner Forums we’ve ever had.”

- Kate Meis
LGC Executive Director

FORUM AGENDA & CONTENT

Each of the four forums was framed as an invitation-only dinner-forum, for local leaders. The general format, agenda, and content for all four events were generally the same. For each event, LGC identified a “host” for the evening — either LGC senior-level staff who has worked in the region or a local elected official interested in the topic. LGC and the project team worked conjunctively to identify and recruit expert presenters for each event. Speakers were identified based on a number of factors, including level of expertise, relevance to the project, local experience, presentation skill/ charisma, cost, and availability.

Each event began with an informal networking reception, allowing attendees to relax in a comfortable atmosphere and get to know one another prior to the formal program. As the first course of the meal was served, the evening’s host invited everyone to take their seats, and opened the event with a few welcoming remarks, and an overview of the evening’s agenda. Next, the host asked everyone to go around the table and introduce themselves (name, affiliation, and reason for coming/ interest in the topic). Once attendee introductions were finished, the host introduced the first speaker, and then the second, after the first concluded (the host was provided speaker bios prior to the event). Each forum had two expert presenters, followed by an open time of discussion, facilitated by the local host (the local host was briefed on the forum topic in advance, and given the opportunity to develop discussion-prompts with LGC). The event closed with the host asking everyone to share an important insight they gained from the evening’s discussion. Last, the host asked everyone to complete the evaluation form prior to leaving. Agendas for each event (with local host, speakers, and presentation titles) are attached.

KEY OUTCOMES AND DISCUSSION POINTS

In general, discussion was quite lively and engaging at all four leadership forums. The audience in Fresno was less positive than the other three venues, and focused heavily on challenges, barriers, and costs. Modesto participants were more optimistic, while still pragmatic. This may be partly attributed to LGC’s other LID-related efforts in the region. Similarly, San Luis Obispo participants were more engaged and optimistic than their counterparts in Salinas. This should inform future efforts for the Project Team and LGC: more outreach is needed in the southern portion of San Joaquin Valley and the northern portion of the Central Coast Region; northern SJV and southern CC may be better-suited locales for future projects.

Discussion focused on the following topics:

- The challenge of financing multi-benefit projects, and the lack of guidance to do so.
- The need for Proposition 218 reform, to enable agencies and municipalities to cover the cost of infrastructure enhancement.
- Specific challenges to municipalities for operations and maintenance (O&M) of LID features, as they differ from traditional stormwater management systems.

Some key points made include:

- It is challenging to identify appropriate trees, shrubs and plants for LID features, in unique California climates such as the San Joaquin Valley (but native plants are a useful alternative).
- The current drought presents an acute challenge for implementing green infrastructure.
- 2014 legislative change to Proposition 218, exempting stormwater capture as an alternative water source from the two-thirds (2/3) vote requirement.
- 2014 legislation on enhanced infrastructure financing districts (EIFDs) specification of stormwater management is a significant opportunity.
- Having green streets and/or landscaping ordinances in place eases LID implementation over time.

IDENTIFIED FOLLOW-UP ACTIONS

Participants identified a number of follow-up actions that can/ should be taken. These include:

Participants at all four leadership forums expressed interest in receiving more information about the second round of code update assistance, and in seeing the final report by the project team at the close of the project. The project team and LGC would like to pursue other funding options and avenues to continue hosting events such as this, especially in the Central Coast region. Attendees expressed strong support for a series of regularly scheduled forums. The Project Team and LGC will investigate potential opportunities to do so.

SURVEY RESULTS

Overall, survey results were quite favorable. All four events had positive rankings for both speakers, and the majority of respondents indicated that the event (a) increased their knowledge of LID, and (b) better prepared them to engage with constituents and colleagues about LID. The only element surveyed that received some unfavorable results was the general relevance of the topic to attendees' community. In general, the Fresno forum had the poorest survey results, and the San Luis Obispo forum had the best results. This may be due to the differing political and cultural constituency of the two locales, and the overall tenor of the discussion (as addressed above). Below is a brief overview of survey results by forum. Complete Survey result tabulations for each of the four leadership forums are attached.

Fresno

Of nine (9) attendees that completed the evaluation survey, only one (1) indicated that the two expert presentations (Paul Zykovsky and Eric Zickler) were *not* "relevant and informative." All other respondents indicated they "strongly agree" or "agree" that the presentations were "relevant and informative." All respondents "agreed" or "strongly agreed" that the presenters were "knowledgeable," and that they "felt engaged in the conversation." Only one respondent indicated that he/she did not "feel more comfortable engaging with my constituents and colleagues on Complete and Green Streets Opportunities," and only one respondent indicated that the topic was not "very relevant to their community." Fresno respondents did not identify "any efforts, projects or programs planned or underway in your community that provide opportunities for complete and green streets approaches." However, one respondent did note the event was "Great" and they hoped "more would come."

Modesto

Evaluations of the Modesto forum were significantly more favorable than those of Fresno. Of the fifteen (15) survey respondents, none (0) indicated a negative response (disagree) with any of the twelve (12) factors evaluated. The vast majority were highly favorable—for each presenter (Paul Zykovsky and Kevin Robert Perry) and the forum as a whole—with raw scores of 3.4, 3.3, and 3.1 "strongly agree" to 0.6, 0.7, and 1.4 "agree." One narrative response was: "Good information and presentation."

San Luis Obispo

There were only favorable evaluations from San Luis Obispo, and these were even more favorable than those from Modesto. Of note, Larry Kraemer's presentation on the Paso Robles 21st Street Project received exceptionally positive reviews. Eight (8) of the nine (9) respondents "Strongly Agree" that they felt engaged in the conversation, and the one (1) remaining "Agreed." All eight (8) respondents that answered the third question on the survey "Strongly Agree" that the event "increased my knowledge and understanding of tools and resources that local governments can use to help respond to the shifting landscape and demands in the region" and that they "feel more motivated to work on the issue discussed." We received a number of

narrative comments, yet another indicator of the highly engaging dialogue facilitated by the event. Comments of note include:

- “Extremely informative and useful.”
- “Well thought out program with participants from a broad base of stakeholders.”
- “Good meeting, good to see many elected officials in attendance! Also good to have many from the regional board in attendance! Like the small/intimate groups and allowed many to participate in the discussions.”
- “This forum was worth my time (even though it was my husbands birthday). Thank you for providing outstanding speakers and bringing us together.”

Salinas

While evaluations from the Salinas forum were not quite as favorable as those from San Luis Obispo, they were still very positive. One speaker (Scott Taylor) received all favorable evaluations, and the other received only three (3) unfavorable responses, of eighteen (18) total respondents across all four evaluated elements. These were on the length of presentation and level of engagement in the conversation, and were only “disagree,” rather than “strongly disagree.” All other elements were rated favorably, with the majority (for both speakers) rated as “strongly agree.” For the dinner forum in general, only one (1) of the eighteen respondents, across five elements, was rated “disagree.” This was to the prompt: “As a result of attending this dinner forum, I increased my knowledge and understanding of tools and resources that local governments can use to help respond to the shifting landscape and demands in the region.” All other elements were rated favorably. Narrative comments of note include:

- “Concepts are good but financing “change” is a concern. It should be part of these presentations.”
- “This was a wonderful conversation about issues of critical importance to all the cities in Monterey County. What was very appreciated was the chance to discuss and grapple with issues of concern and learning how other cities are addressing the challenges!”

ATTACHMENTS

1. **Fresno** – *Wednesday, February 18th, 2015*
 - 1.a. Fresno Agenda
 - 1.b. Fresno Participant List
 - 1.c. Fresno Evaluation
2. **Modesto** – *Thursday, February 19th, 2015*
 - 2.a. Modesto Agenda
 - 2.b. Modesto Participant List
 - 2.c. Modesto Evaluation
3. **San Luis Obispo** – *Tuesday, March 24th, 2015*
 - 3.a. San Luis Obispo Agenda
 - 3.b. San Luis Obispo Participant List
 - 3.c. San Luis Obispo Evaluation
4. **Salinas** – *Wednesday, March 25th, 2015*
 - 4.a. Salinas Agenda
 - 4.b. Salinas Participant List
 - 4.c. Salinas Evaluation



Local Government Commission

Complete and Green Streets in the San Joaquin Valley

Wednesday, February 18, 2015

5:30 pm – 8:30 pm

**The Downtown Club
2010 Kern Street, Fresno**

5:30 Networking Reception

6:00 Welcome & Introductions

6:15 Supporting Complete and Green Streets in Our Communities

Paul Zykofsky, Local Government Commission

Economic benefits of Complete Streets

Eric Zickler, AECOM

Tools and Benefits of Green Streets and Low Impact Development

7:00 Group Discussion

8:15 Wrap-Up

8:30 Adjourn

This event is made possible with support from the Osprey Foundation and the State Water Resources Control Board.

Complete and Green Streets in the San Joaquin Valley Dinner Forum

Fresno, CA * February 18, 2015

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Complete and Green Streets in the San Joaquin Valley
February 18, 2015 * Fresno, CA
Evaluation Results

1. Please respond to the following regarding the presentation by Paul Zykovsky titled “Economic Benefits of Complete Streets.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	5	4	0	0	9
Presentation was relevant and informative.	5	3	1	0	9
The speaker presentation was a good length.	8	1	0	0	9
I felt engaged in the conversation.	8	1	0	0	9
TOTALS	26	9	1	0	
SCORES	2.8	1.0	0.1	0	
Answered question					9
Skipped question					0

2. Please respond to the following regarding the presentation by Eric Zickler titled “Tools and Benefits of Green Streets and Low Impact Development.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	6	3	0	0	9
Presentation was relevant and informative.	3	5	1	0	9
The speaker presentation was a good length.	6	3	0	0	9
I felt engaged in the conversation.	6	3	0	0	9
TOTALS	21	14	1	0	
SCORES	2.3	1.5	0.1	0	
Answered question					9
Skipped question					0

3. As a result of attending this dinner forum...

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
I was able to network with other local government leaders.	5	4	0	0	9
I increased my knowledge and understanding of Complete Streets and Low Impact Development	5	4	0	0	9
I feel more comfortable engaging with my constituents and colleagues on Complete and Green Streets Opportunities.	4	4	1	0	9
This topic is very relevant to my community.	3	4	2	0	9
TOTALS	17	16	3	0	
SCORES	1.8	1.7	0.3	0	
Answered question					9
Skipped question					0

4. Are there any efforts, projects or programs planned or underway in your community that provide opportunities for complete and green streets approaches.

- Not that I know of
- Use of color

5. In the space provided below, please share any additional feedback on the dinner forum:

- Great! Food and Location. Hope more will come.
- No comment.



Local Government Commission

Complete and Green Streets in the San Joaquin Valley

**Thursday, February 19, 2015
6:00 pm – 9:00 pm
Greens Market
953 Tenth Street Street, Modesto**

- 6:00 Networking Reception**
- 6:30 Welcome & Introductions**
- 6:45 Supporting Complete and Green Streets in Our Communities**
- Paul Zykofsky, Local Government Commission**
Economic benefits of Complete Streets
- Kevin Robert Perry, Urban Rain/Design**
Tools and Benefits of Green Streets and Low Impact Development
- 7:30 Group Discussion**
- 8:30 Wrap-Up**
- 8:45 Adjourn**

This event is made possible with support from the Osprey Foundation and the State Water Resources Control Board.

Complete and Green Streets in the San Joaquin Valley Dinner Forum

Modesto, CA * February 19, 2015

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Complete and Green Streets in the San Joaquin Valley
February 19, 2015 * Modesto, CA
Evaluation Results

1. Please respond to the following regarding the presentation by Paul Zykovsky titled “Economic Benefits of Complete Streets.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	14	1	0	0	15
Presentation was relevant and informative.	14	1	0	0	15
The speaker presentation was a good length.	12	3	0	0	15
I felt engaged in the conversation.	11	4	0	0	15
TOTALS	51	9	0	0	
SCORES	3.4	0.6	0	0	
Answered question					15
Skipped question					0

2. Please respond to the following regarding the presentation by Kevin Robert Perry titled “Tools and Benefits of Green Streets and Low Impact Development.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	14	1	0	0	15
Presentation was relevant and informative.	13	2		0	15
The speaker presentation was a good length.	11	4	0	0	15
I felt engaged in the conversation.	11	4	0	0	15
TOTALS	49	11	0	0	
SCORES	3.3	0.7	0	0	
Answered question					15
Skipped question					0

3. As a result of attending this dinner forum...

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
I was able to network with other local government leaders.	7	6	0	0	13
I increased my knowledge and understanding of Complete Streets and Low Impact Development	10	5	0	0	15
I feel more comfortable engaging with my constituents and colleagues on Complete and Green Streets Opportunities.	9	6	0	0	15
This topic is very relevant to my community.	14	1	0	0	15
TOTALS	40	18	0	0	
SCORES	3.1	1.4	0	0	
Answered question					13
Skipped question					2

4. Are there any efforts, projects or programs planned or underway in your community that provide opportunities for complete and green streets approaches.

- Yes, it can be done incrementally and described by both presenters.

5. In the space provided below, please share any additional feedback on the dinner forum:

- Thanks!
- Good information and presentation.

Complete/Green Streets: Creating Multi-Functional Transportation Corridors to Support Environmental, Social, and Economic Community Objectives

Tuesday, March 24, 2015 — 6:00 pm-8:30 pm
Sycamore Springs 1215 Avila Beach Drive
San Luis Obispo, CA 93405

6:00 Networking Reception

6:30 Welcome & Introductions

Jan Marx - Mayor, City of San Luis Obispo

6:45 Merging Stormwater Management and Complete Street Objectives

Scott Taylor - Senior Vice President, RBF Consulting, a Michael Baker International Company

7:10 The City of Paso Robles' 21st Complete Street Project

Larry Kraemer - Director of Public Infrastructure Division, Cannon Corporation

7:35 Group Discussion

8:20 Wrap-up

8:30 Adjourn

Sponsored By:

Dinner sponsored by Michael Baker International.

The evening's wine selection is graciously donated by Morgan Winery of Salinas

Hosted by:

Local Government Commission, the California Stormwater Quality Association (CASQA) and
The Central Coast Low Impact Development Initiative



Complete and Green Streets Dinner Forum

“Creating Multi-Functional Transportation Corridors to Support Environmental, Social, and Economic Community Objectives”

San Luis Obispo, CA - March 24, 2015

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Complete and Green Streets Dinner Forum
March 24,2015 * San Luis Obispo, CA
Evaluation Results

1. Please respond to the following regarding the presentation by Scott Taylor titled “Merging Stormwater Management and Complete Street Objectives.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	9	0	0	0	9
Presentation was relevant and informative.	8	1	0	0	9
The speaker presentation was a good length.	8	1	0	0	9
I felt engaged in the conversation.	7	2	0	0	9
TOTALS	32	4	0	0	
SCORES	3.5	0.4	0	0	
answered question					9
skipped question					0

2. Please respond to the following regarding the presentation by Larry Kraemer titled “The city of Paso Robles’ 21st Complete Street Project.”

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	9	0	0	0	9
Presentation was relevant and informative.	9	0	0	0	9
The speaker presentation was a good length.	9	0	0	0	9
I felt engaged in the conversation.	8	1	0	0	9
TOTALS	35	1	0	0	
SCORES	3.9	0.1	0	0	
answered question					9
skipped question					0

3. As a result of attending this dinner forum...

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
I was able to network with other government leaders.	7	0	0	0	7
I increased my knowledge and understanding of tools and resources that local governments can use to help respond to the shifting landscape and demands in the region.	8	0	0	0	8
I feel more comfortable engaging with my constituents on this issue.	6	1	0	0	7
I feel more motivated to work on the issue discussed.	8	9	0	0	8
I have learned something new that I will take back to my community.	7	1	0	0	
TOTALS	36	11	0	0	
SCORES	4.5	1.4	0	0	
answered question					8
skipped question					6

4. In the space provided below, please share any additional feedback on the dinner forum?

- Very interest in availability of funding sources- and what constraints we face, Caltrans and related engineering standards-also grow to qualify/argue for aesthetics and livability standards- noise reduction for reduced traffic.

- More about funding sources
- Very interested in the specific way local governments and communities are adding dealing water issues.
- Extremely informative and useful
- Excellent
- Well thought out program with participants from a broad base of stakeholders
- Good meeting, good to see many elected officials in attendance! Also good to have many from the regional board in attendance! Like the small/intimate groups and allowed many to participate in the discussions.
- This form was worth my time (even though it was my husbands birthday) . Thank you for providing outstanding speakers and bringing us together.

**Removing Barriers to LID for Healthier Communities in the Central Coast
Dinner Forum**

Wednesday, March 25, 2015 — 6:00 pm-8:30 pm
201 Main 201 Main Street
Salinas, CA 93901

6:00 Networking Reception

6:30 Welcome & Introductions

Jane Parker – Monterey County Supervisor, District 4

6:45 Merging Stormwater Management and Complete Street Objectives

Scott Taylor - Senior Vice President, RBF Consulting, a Michael Baker International Company

7:10 Transforming Gray Space to Green Space

Kevin Robert Perry – Principal, Urban Rain/ Design

7:35 Group Discussion

8:20 Wrap-up

8:30 Adjourn

Sponsored By:

Dinner is made possible through the sponsorship of the California Endowment.
The evening's wine selection is graciously donated by Morgan Winery of Salinas.

Hosted by:

Local Government Commission, the California Stormwater Quality Association (CASQA) and
The Central Coast Low Impact Development Initiative



Removing Barriers to LID for Healthier Communities

Central Coast Dinner Forum

Salinas, CA - March 25, 2015

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Removing Barriers to LID for Healthier Communities in the Central Coast Dinner Forum

March 25,2015 * Salinas, CA

Evaluation Results

1. Please respond to the following regarding the presentation by Scott Taylor titled “Merging Stormwater Management and Complete Street Objectives.”

Answer Options	Strongly Agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	13	5	0	0	18
Presentation was relevant and informative.	13	5	0	0	18
The speaker presentation was a good length.	10	8	0	0	18
I felt engaged in the conversation.	8	10	0	0	18
TOTALS	44	28	0	0	
SCORES	2.4	1.5	0	0	
				answered question	18
				skipped question	0

2. Please respond to the following regarding the presentation by Kevin Robert Perry titled “Transforming Gray Space to Green Space.”

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
The speaker was knowledgeable and informative.	13	5	0	0	18
Presentation was relevant and informative.	14	4	0	0	18
The speaker presentation was a good length.	10	6	2	0	18
I felt engaged in the conversation.	8	9	1	0	18
TOTALS	45	24	3	0	
SCORES	2.5	1.3	0.2	0	
				answered question	18
				skipped question	0

3. As a result of attending this dinner forum...

Answer Options	Strongly agree	Agree	Disagree	Strongly disagree	Response Count
I was able to network with other government leaders.	5	13	0	0	18
I increased my knowledge and understanding of tools and resources that local governments can use to help respond to the shifting landscape and demands in the region.	7	10	1	0	18
I feel more comfortable engaging with my constituents on this issue.	6	9	0	0	15
I feel more motivated to work on the issue discussed.	8	9	0	0	17
I have learned something new that I will take back to my community.	10	7	0	0	17
TOTALS	36	48	1	0	
SCORES	2.0	2.6	0.1	0	
				answered question	18
				skipped question	4

4. In the space provided below, please share any additional feedback on the dinner forum?

- Could have used more Santa Cruz county participation.
- I would have appreciated Question and Answer after each presentation

- Concepts are good but financing “change” is a concern. It should be part of these presentations.
- This was a wonderful conversation about issues of critical importance to all the cities in Monterey County. What was very appreciative was the chance to discuss and grapple with issues of concern and learning how other cities are addressing the challenges!
- Thank You!
- Thank you for the food for my belly and my brain.
- Great information. Thank you!
- Very informative and relevant
- Informative and useful