



Western Riverside Council of Governments Technical Advisory Committee

REVISED AGENDA

**Thursday, September 19, 2024
9:30 AM**

**Western Riverside Council of Governments
3390 University Avenue, Suite 200
Riverside, CA 92501**

Remote Meeting Locations:

**City of Beaumont
Beaumont Civic Center
550 East 6th Street, Map Room
Beaumont, CA 92223**

**City of Calimesa
Senior Center Map Room
908 Park Avenue
Calimesa, CA 92230**

**City of Lake Elsinore
City Hall, City Manager's Office
130 S. Main Street
Lake Elsinore, CA 92530**

**City of Menifee
City Hall, City Manager's Office
29844 Haun Rd
Menifee, CA 92586**

**City of Murrieta
1 Town Square, Conference Room 2C
Murrieta, CA 92562**

**City of Temecula
City Hall, City Manager's Office
41000 Main Street**

Temecula, CA 92590

City of Wildomar
City Hall
23873 Clinton Keith Road, Suite 201
Wildomar, CA 92595

March Air Reserve Base
14205 Meridian Parkway, Ste. 140
Meridian Conference Room
Riverside, CA 92518

3593 Eastfield Court
Carmel, CA 93923

Committee members are asked to attend this meeting in person unless remote accommodations have previously been requested and noted on the agenda. The below Zoom link is provided for the convenience of members of the public, presenters, and support staff.

[Public Zoom Link](#)

Meeting ID: 830 2424 7628

Passcode: 830814

Dial in: 669 444 9171 U.S.

In compliance with the Americans with Disabilities Act and Government Code Section 54954.2, if special assistance is needed to participate in the Technical Advisory Committee meeting, please contact WRCOG at (951) 405-6706. Notification of at least 48 hours prior to meeting time will assist staff in assuring that reasonable arrangements can be made to provide accessibility at the meeting. In compliance with Government Code Section 54957.5, agenda materials distributed within 72 hours prior to the meeting which are public records relating to an open session agenda item will be available for inspection by members of the public prior to the meeting at 3390 University Avenue, Suite 200, Riverside, CA, 92501.

In addition to commenting at the Committee meeting, members of the public may also submit written comments before or during the meeting, prior to the close of public comment to lfelix@wrcog.us.

Any member of the public requiring a reasonable accommodation to participate in this meeting in light of this announcement shall contact Lucy Felix at least 72 hours prior to the meeting at (951) 405-6706 or lfelix@wrcog.us. Later requests will be accommodated to the extent feasible.

The Committee may take any action on any item listed on the agenda, regardless of the Requested Action.

1. **CALL TO ORDER (Clara Miramontes, Chair)**
2. **PLEDGE OF ALLEGIANCE**

3. ROLL CALL

4. PUBLIC COMMENTS

At this time members of the public can address the Committee regarding any items within the subject matter jurisdiction of the Committee that are not separately listed on this agenda. Members of the public will have an opportunity to speak on agenda items at the time the item is called for discussion. No action may be taken on items not listed on the agenda unless authorized by law. Whenever possible, lengthy testimony should be presented to the Committee in writing and only pertinent points presented orally.

5. CONSENT CALENDAR

All items listed under the Consent Calendar are considered to be routine and may be enacted by one motion. Prior to the motion to consider any action by the Committee, any public comments on any of the Consent Items will be heard. There will be no separate action unless members of the Committee request specific items be removed from the Consent Calendar.

A. Action Minutes from the August 15, 2024, Technical Advisory Committee Meeting

Requested Action(s): 1. Approve the Action Minutes from the August 15, 2024, Technical Advisory Committee meeting.

6. REPORTS / DISCUSSION

A. Love Your Neighborhood Program Activities Update

Requested Action(s): 1. Receive and file.

B. Member Dues Exploration Activities Update

Requested Action(s): 1. Recommend that the Executive Committee adjust member dues based on Local January-to-January CPI starting from the 2008 total member dues of \$345,480 through present, and adjust member dues annually based on Local January-to-January CPI.

7. REPORT FROM THE EXECUTIVE DIRECTOR

Dr. Kurt Willson

8. ITEMS FOR FUTURE AGENDAS

Members are invited to suggest additional items to be brought forward for discussion at future Committee meetings.

9. GENERAL ANNOUNCEMENTS

Members are invited to announce items / activities which may be of general interest to the Committee.

10. NEXT MEETING

The next Technical Advisory Committee meeting is scheduled for Thursday, November 21, 2024, at 9:30 a.m., in WRCOG's office at 3390 University Avenue, Suite 200, Riverside.

11. ADJOURNMENT

Technical Advisory Committee

Action Minutes

1. CALL TO ORDER

The meeting of the Technical Advisory Committee was called to order by Chair Clara Miramontes at 9:33 a.m. on August 15, 2024, in WRCOG's office.

2. PLEDGE OF ALLEGIANCE

Chair Miramontes led the Committee members and guests in the Pledge of Allegiance.

3. ROLL CALL

- City of Calimesa - Will Kolbow
- City of Canyon Lake - Arron Brown
- City of Hemet - Noah Rau
- City of Jurupa Valley - Rod Butler
- City of Lake Elsinore - Shannon Buckley
- City of Moreno Valley - Sean Kelleher
- City of Murrieta - Justin Clifton
- City of Perris - Clara Miramontes
- City of Riverside - Ruby Castillo
- City of San Jacinto - Rob Johnson
- City of Temecula - Betsy Lowrey
- Eastern Municipal Water District (EMWD) - Jolene Walsh
- Western Water - Tim Barr
- March JPA - Dan Fairbanks

Absent:

- City of Banning
- City of Beaumont
- City of Corona
- City of Eastvale
- City of Menifee
- City of Norco
- City of Wildomar
- County of Riverside
- Riverside County Office of Education

4. PUBLIC COMMENTS

There were no public comments.

5. CONSENT CALENDAR

ACTION:	APPROVED AS RECOMMENDED
MOVER:	San Jacinto
SECONDER:	Jurupa Valley
AYES:	Calimesa, Canyon Lake, Jurupa Valley, Lake Elsinore, Moreno Valley, Murrieta, Perris, Riverside, San Jacinto, Temecula
ABSTAIN:	Hemet, EMWD, Western Water, March JPA

A. Action Minutes from the July 18, 2024, Technical Advisory Committee Meeting

Action:

1. Approved the Action Minutes from the July 18, 2024, Technical Advisory Committee meeting.

6. REPORTS / DISCUSSION

A. WRCOG Fellowship Program Activities Update: Round 9

Action:

1. Received and filed.

B. Overview of the TUMF Nexus Study - Final Draft

ACTION:	APPROVED AS RECOMMENDED
MOVER:	San Jacinto
SECONDER:	Jurupa Valley
AYES:	Calimesa, Hemet, Jurupa Valley, Lake Elsinore, Moreno Valley, Perris, Riverside, San Jacinto, Temecula, March JPA
NAYS:	Murrieta
ABSTAIN:	Canyon Lake

Actions:

1. Recommended that the WRCOG Executive Committee approve the TUMF Nexus Study.
2. Recommended that the WRCOG Executive Committee approve the updated Fee Schedule as noted in the recommended Fee Schedule with an effective date of April 1, 2025, keeping the Retail fee at the current rate.

C. Overview of ULI Technical Assistance Panels

Action:

1. Received and filed.

7. REPORT FROM THE EXECUTIVE DIRECTOR

Deputy Executive Director Chris Gray reported that unfortunately, WRCOG did not receive the \$200M CPRG Grant, which went to the States of Colorado, Michigan, Minnesota, and Ohio. However, WRCOG is a part of the AQMD application for \$500M, intended to reduce emissions from heavy-duty trucks.

8. ITEMS FOR FUTURE AGENDAS

There were no items for future agendas.

9. GENERAL ANNOUNCEMENTS

Committee member Betsey Lowrey thanked Chris Gray for presenting to the Temecula City Council regarding demographics, housing, and transportation.

10. NEXT MEETING

The next Technical Advisory Committee meeting is scheduled for Thursday, September 19, 2024, at 9:30 a.m., in WRCOG's office at 3390 University Avenue, Suite 200, Riverside.

11. ADJOURNMENT

The meeting was adjourned at 10:50 a.m.



Western Riverside Council of Governments Technical Advisory Committee

Staff Report

Subject: Love Your Neighborhood Program Activities Update
Contact: Olivia Sanchez, Program Manager, osanchez@wrcog.us, (951) 405-6721
Date: September 19, 2024

Recommended Action(s):

1. Receive and file.

Summary:

The Love Your Neighborhood (LYN) Program is an “action-ready” stormwater pollution prevention initiative that aims to increase pollution awareness and its impact on the environment. The Program is funded through a partnership with the Riverside County Flood Control and Water Conservation District. The Program also helps obtain real-time data to track the number of pollutants removed from communities in support of stormwater mandates required by state permits. The LYN Program provides member agencies with resources to initiate their own community clean-up activities or for individual residents to perform neighborhood clean-ups.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update of current and future Love Your Neighborhood activities in the WRCOG subregion of western Riverside County. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #4 (Communicate proactively about the role and activities of the Council of Governments).

Discussion:

Background

California's waste diversion goals (AB 939, AB 341, AB 1826, AB 827, and SB 1383) require local jurisdictions to implement techniques that promote resident and business recycling, and organic recycling. To address these measures regionally, WRCOG formed the Solid Waste Committee (SWC), which is comprised of participating WRCOG member agencies.

The LYN Program was established in March 2021 as a collaborative effort between WRCOG and the Riverside County Flood Control and Water Conservation District. The Program supports marketing and awareness of illegal disposal and littering using online platforms. Program goals include quantifiable results tracking litter removal, increased pollution prevention, meeting objectives with the MS4 Permits,

and complying with California mandates related to solid waste, recycling, and household hazardous waste, which aligns with WRCOG's Energy & Environmental Department programs. The Program was extended for three years through June 2027 with funding from the Riverside County Flood Control and Water Conservation District. The Program receives \$50,000 each year to administer the Program throughout the subregion of western Riverside County and to support efforts in the eastern section of Riverside County in collaboration with the Coachella Valley Association Governments and its member cities. Funding helps provide materials for communities to complete successful clean-up events organized by the city or by community members.

Present Situation

The LYN Program is focused on reducing litter, promoting recycling, and managing hazardous waste to enhance neighborhood cleanliness and safety. It aims to raise awareness about pollution's environmental impact through community education and outreach, empowering cities, groups, and residents to organize cleanup events. The Program provides necessary materials to eliminate barriers to participation, fostering community pride and responsibility. Additionally, it tracks real-time data on pollutants removed during cleanups to support state stormwater compliance and measure impact. The Program spans 27 cities and three major watersheds in Riverside County, promoting local cleanup efforts and resident involvement.

The LYN Program empowers communities, supports cleanup efforts, and promotes environmental stewardship through several key elements. It provides essential cleanup materials, allowing volunteers to participate easily and safely in local initiatives. Coordination with cities and community groups ensures that cleanup events are well-organized and targeted. WRCOG staff offer hands-on support to ensure the success of these events. The Program also emphasizes education, particularly within schools, to foster environmental awareness. Additionally, it focuses on data collection and reporting to track the impact of cleanups and support state compliance. Together, these elements create a comprehensive approach to engaging communities in environmental stewardship and improving neighborhood cleanliness.

The Program employs various outreach strategies to engage the community and promote environmental stewardship. Social media is used to share updates and encourage participation. WRCOG staff provides tabling and outreach booths at local events, providing residents with information and opportunities to get involved. Presentations to schools and community groups educate on environmental protection, and collaborations with cities help coordinate and promote cleanup events. The Program's website is a central hub for resources and event details, and strong partnerships with organizations and businesses further amplify the Program's reach and impact. Cleanup events are the core activity, bringing communities together to improve their environment.

WRCOG staff works to emphasize consistent and branded messaging for the LYN Program across its social media channels to reflect the core values and visual identity. Although the social media presence is relatively new, it has already seen positive engagement. The content is carefully crafted to align with the Program's mission of environmental stewardship, community involvement, and sustainability. The program now has a profile on Instagram called @WRCOGLoveYourNeighborhood.

Partnerships are essential to expanding the reach and impact of the LYN Program. Collaborations with organizations like the City of Corona Community Services Department, EcoHero, Riverside County Libraries, and most recently, the Girl Scouts of San Geronimo, represent a growing number of

partnerships. These collaborations have significantly enhanced community engagement and environmental stewardship. These partnerships have led to initiatives like distributing DIY cleanup kits, customizing educational presentations for students, integrating LYN messaging into summer reading programs, and offering badges for Girl Scouts who participate in cleanups. Through these efforts, the LYN Program has successfully reached broader audiences, increased visibility, and reinforced its commitment to creating healthier communities.

There are various ways for residents and businesses to get involved in environmental cleanup efforts. Individuals can organize neighborhood cleanups using DIY Cleanup Kits provided by the Program or participate in existing events listed on the Program's website. The website also serves as a platform for participants to report their cleanup efforts, including details like trash collected and photos of the activity. This data is displayed on an interactive map and shared with member cities and Riverside County to support environmental reporting and compliance with state mandates. The system promotes transparency, accountability, and collaboration between communities and local governments, highlighting the collective impact of these cleanup efforts.

The LYN Program has made significant progress since 2022. For FY 2023/2024, volunteers collected 13.49 tons of waste through cleanup events. Staff conducted 31 school presentations, reaching over 5,300 students, and distributed 80 DIY cleanup kits to empower residents. Staff organized 10 cleanup events, set up nine outreach booths, and delivered seven community presentations. These efforts highlight the program's success in engaging the community, promoting environmental stewardship, and making measurable improvements to the local environment.

Prior Action(s):

November 15, 2023: The Solid Waste Committee received and filed.

Financial Summary:

Activities related to Love Your Neighborhood Program are included in the Fiscal Year 2024/2025 budget under the Solid Waste Program (1035) in the Solid Waste Fund (130).

Attachment(s):

None.



Western Riverside Council of Governments Technical Advisory Committee

Staff Report

Subject: Member Dues Exploration Activities Update
Contact: Christopher Tzeng, Program Manager, ctzeng@wrcog.us, (951) 405-6711
Date: September 19, 2024

Recommended Action(s):

1. Recommend that the Executive Committee adjust member dues based on Local January-to-January CPI starting from the 2008 total member dues of \$345,480 through present, and adjust member dues annually based on Local January-to-January CPI.

Summary:

One of WRCOG's revenue sources is member dues. This represents a key aspect of its budgeting strategy, emphasizing the long-term stability of its funds. However, the sustainability of the funds generated from member dues is in question, as they have remained unchanged since a 15% reduction in Fiscal Year (FY) 2009/2010, a point highlighted in the Fiscal Year (FY) 2023/2024 budget discussions. In response, staff has formed a working group of members of the Technical Advisory Committee (TAC), under guidance from both the Administration & Finance Committee and TAC. This working group has met three times since October 2023 and a member dues structure is being proposed based on feedback from the working group.

Purpose / WRCOG 2022-2027 Strategic Plan Goal:

The purpose of this item is to provide an update on exploring options for WRCOG member dues. This effort aligns with WRCOG's 2022-2027 Strategic Plan Goal #3 (Ensure fiscal solvency and stability of the Western Riverside Council of Governments).

Discussion:

Background

WRCOG total member dues are currently set at \$294k in total. This is a fixed amount that has not changed since FY 2009/2010, when member dues were reduced by 15% due to the Great Recession. To provide perspective, the purchasing power of \$294k in 2008 is \$207k in 2023.

WRCOG distributes its dues on a weighted average allocation that is based on population and assessed value (which is described in the WRCOG Bylaws) for cities and the county, while the water districts and the Riverside County Office of Education are assessed fixed amounts. This weighted average allocation

had not been updated from 2009 allocations until FY 2024/2025, so member dues had been calculated based on population and assessed value from 2009 through FY 2023/2024. WRCOG will continue to update the weighted average allocation annually based on the latest available data as indicated by the WRCOG Bylaws. Updating the allocation provides an opportunity to adjust the allocation among agencies and improve the fairness of the cost.

Beyond updating the weighted average allocation with current data, WRCOG is exploring the adjustment of total member dues to more appropriately fit its Strategic Plan and better serve its members with elevated agency activities. Member dues are utilized to cover a portion of the WRCOG Administration budget. The larger line item expenses within the Administration budget include staff time to cover Committee meetings, legislative activities, agency sponsorship of events and organizations, agency events, and legal expenses. These line item expenses have increased over time as costs have risen, and, as member dues have not been adjusted since 2008, this has increased the burden on WRCOG programs to cover the Administration budget.

Present Situation

The working group has met three times since October 2023. Members of the working group consist of the following TAC members: Betsy Lowrey (City of Temecula), Dr. Grace Martin (March JPA), Ernie Reyna (City of Perris), Rob Johnson (City of San Jacinto), Rod Butler (City of Jurupa Valley), and Will Kolbow (City of Calimesa). Staff has provided information, such as what other comparable agencies charge, how comparable agencies utilize their dues, the history of dues at WRCOG, how WRCOG currently utilizes its dues as part of its Administration budget, and how WRCOG envisions its Administration budget moving forward. WRCOG is focused on the long-term financial outlook of the Agency and is looking at ways to adjust budgets to reflect this. The goal of exploring member dues is to ensure the dues charged align with the long-term outlook of WRCOG.

The second working group meeting, which was held on January 25, 2024, focused on what other comparable agencies charge, analyzing how their budgets are structured, and how WRCOG may change its budget structure to better align. Working group members requested that staff return with more information on how member dues will be utilized moving forward as WRCOG's budget structure is revised to better align. This next step will take staff additional time to perform additional analyses and hold internal discussions about its Administration budget moving forward. It is likely that the next working group meeting may not be held for two or three months. Additionally, working group members requested that staff provide member dues based on updated data.

WRCOG plans to reach out to working group members to discuss the proposal prior to the September 19, 2024, Committee meeting.

Member Dues Adjustment Proposal

Since member dues have remained stagnant since 2008, WRCOG Programs, i.e., TUMF and I-REN, have been burdened to cover the costs needed to cover the agency's Administration budget. This is not sustainable for WRCOG to maintain in the long-term and does not enable WRCOG to serve its member agencies at its fullest capacity. Based on the input provided by the working group from the first two meetings, WRCOG developed a proposal to adjust member dues in order to align with its Strategic Plan and ensure the long-term stability of WRCOG without having to place a large burden on the member agencies.

WRCOG is proposing to index member dues to the Local (Riverside-San Bernardino-Ontario Metropolitan Area) Consumer Price Index (CPI) based on what each current member agency due would have been in 2008 through January 2024. This includes the dues without the 15% reduction that took place in 2009. Dues would be indexed based on the January-to-January Local CPI. WRCOG is proposing to adjust member dues via CPI since CPI is a commonly utilized metric among public agencies. The total member dues in 2008 based on the current WRCOG membership would have been \$345,480. The total member dues indexed annually from the January 2008 Local CPI to the January 2024 Local CPI is \$530,438. The Local CPI was created in 2018, so the Local CPI from 2008 through 2017 utilized is the Los Angeles-Long Beach-Anaheim MSA. WRCOG does not have a general fund or tax revenues to assist funding its agency budget so utilizing CPI adjustments can assist with rising costs.

As costs have risen, and, as member dues have not been adjusted since 2008, this has increased the burden on WRCOG programs to cover the Administration budget. This burden has two major factors for the Agency and its members, as WRCOG programs have had to increase its contributions to cover the Administration budget.

1. Continues to take funding from program activities, such as those listed below.
 - Less staff / consultant support from TUMF
 - Less money for grant writing assistance
 - Less money for demographic research and travel behavior studies
2. Increases uncertainty for WRCOG and its programs
 - Most funding sources for WRCOG programs are not certain annually because they depend on factors outside of WRCOG's control, such as the economy or grant funding. WRCOG has become increasingly dependent on funding from programs to fully fund its Administration budget which is a juxtaposition to its Strategic Plan and ensuring long-term stability of the Agency. Specific past experiences of uncertainty are listed below.
 - TUMF Program experienced a 90% decline in TUMF revenue over a two year period.
 - WRCOG was awarded \$1.6M in state funding for housing planning (REAP 2.0). This funding was then withheld due proposed budget cuts to the state budget, and the finally restored because of successful negotiations on the state budget.
 - Commercial PACE revenues vary year-to-year and are closely tied to the economy.
 - 6 WRCOG programs are funded primarily by grants which require WRCOG to continually reapply and can vary depending on the State Fiscal outlook

Adjusting member dues from its current total to \$530,438 is an increase of 80% and increases for individual member agencies range from \$1,300 to \$26,000 based on 2023 population and assessed value. The dues increase that will be a result of this adjustment via CPI will be utilized to cover more of the Administration budget. This will enable WRCOG programs to dedicate more of its funding to increase program capabilities with the goal of benefitting member agencies.

A specific example of this is WRCOG's assistance to its member agencies to comply with Senate Bill 1383. All jurisdictions in the subregion must comply with SB 1383 so WRCOG has utilized resources to educate and provide resources to ensure compliance. The member dues adjustment will require member dues to increase slightly than what a member agency has been paying since 2008 but this is being done with the goal of increasing member benefits.

There are a lot of uncertainties in the coming years and WRCOG programs are susceptible so WRCOG is trying to be proactive as it looks at the long-term viability of the agency.

Prior Action(s):

October 19, 2023: The Technical Advisory Committee received and filed.

Financial Summary:

While no proposal to change member dues has been made, if a change is recommended, it will likely begin as early as FY 2024/2025, for the Fiscal Year 2025/2026 budget.

Attachment(s):

None.