

COLAB SAN LUIS OBISPO COUNTY

WEEK OF DECEMBER 2-8, 2012

ALERT

TUESDAY, DECEMBER 4, 2012

AGRICULTURAL CLUSTER PROPERTY CONFISCATION
ORDINANCE SUPPORTERS READY COUNTER PUNCHES

COME BACK-BRING FIVE FRIENDS-SAVE YOUR PROPERTY

MEETING STARTS AT 9AM

THIS ITEM IS SET TO START IN THE MORNING
AND CARRY INTO THE AFTERNOON SESSION

BEST GUESS IS AROUND 10 AM

TO BE SAFE

BUT FIGURE ON HAVING LUNCH IN SLO

1055 MONTEREY ST. SAN LUIS OBISPO

COUNTY ORGANIZATIONAL VALUES, CONFLICTS OF INTEREST, AND POTENTIAL LIABILITY

SLOCOG DECEMBER 5TH MEETING

(ASSIGNING RHNA NUMBERS, BUYING SMART GROWTH SOFTWARE, AND
HIRING A BRANDING CONSULTANT)

No Board of Supervisors Meeting on November 27, 2012 (Not Scheduled)

There was no Board meeting because of the California State Association of Counties (CSAC) Annual Conference at the Long Beach Convention Center.

One of the conference Workshops is entitled, “Public Service Ethics Laws and Principles for County Officials.” The Program intro states:

This lively session provides a complete overview of public service ethics laws and principles affecting county officials’ public service - along with video examples of missteps. Attendees will also receive a set of the Institute for Local Government ethics reference materials. For those who sign in and stay until the end, the session will satisfy state law (AB 1234) training requirements.

Wonder if SLO County made the video?



The Long Beach Convention Center and Attractions

Board of Supervisors Meeting of Tuesday, December 4, 2012 (Scheduled)
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Revised Agricultural Cluster Subdivision (Property Confiscation) Ordinance Hearing Resumes (Item 18).

Board Sets Item In AM – Creates Uncertainty for Opponents of the Ordinance: In a departure from standard practice under which the Board has generally set major land use items for the afternoon (usually 1:30 PM), this item has been scheduled to start in the morning. The morning session starts at 9AM. The exact time for the start of the Ag Cluster item will depend on how long the regular business items and general public comment (for items not on the agenda) take. This adds an element of uncertainty. Knowing that many people are concerned with the Ag Cluster ordinance, a considerate Board would have set it for a time certain.

At the earliest, the item might start at 10 AM. On the other hand things could be drawn out and it could start later in the morning. The safest bet is to come at 10 AM and be prepared to stay. Remember, this burden has been created by Board Chair Patterson, who sets the agenda.

Figure on having lunch in San Luis Obispo. (And coming back in the afternoon.)

Be Ready for Counterpunches: Since November 13th the following developments impacting the consideration of the ordinance have occurred:

Gibson Says This Public Hearing Won't Count – All the More Reason to Demonstrate Your Resolve: In a *San Luis Obispo Tribune* front page news article on Thursday, November 29, Gibson stated in reference to public comment on the Ag Cluster issue, "That's not going to work." Gibson was reacting to a question from the *Tribune* referencing COLAB's publicity about the Tuesday, December 4th hearing. Imagine, the Supervisor has already made up his mind and states on the front page of a newspaper that public comment counts for nothing. See the full article at:

<http://www.sanluisobispo.com/2012/11/28/2310454/some-say-colab-may-be-trying-to.html>

Patterson Attempts to Mask Massive Impact: Patterson stated in the same article, "We're not doing away with the ordinance; we're just trying to plug a few holes. All we're doing is making a few changes." The truth of the matter is that the proposed ordinance would remove the owners of a million acres of land from ever being able to apply for an Ag Cluster subdivision in the future. Moreover, the County documents fail to account for an unknown number of acres being removed because the ordinance eliminates the minor cluster option from all of the RL and AG zoned areas of the county.

Leftist Demonstration Power: Prior to the conclusion of the November 13th hearing Supervisor Gibson seemed to be muttering about generating a large turnout of ordinance supporters for the next hearing. He could beckon the Sierra Club, North County Watch, leftist university groups, the Environmental Defense Center, some of the patronage dependent parasitic environmental non-profits and the usual coterie of envenomed tight-jawed anti-private property and anti-capitalist foot soldiers. Remember, the left has beaten the heck out of society for 50 years by organizing and controlling the streets, governmental meeting rooms, and campus plazas.

You can bet that mobilized supporters of the ordinance will have inside information on when the item will begin.

Staff propagandizing for the Ordinance: Along the same lines, on Monday, November 26, 2012, the Planning Department launched an effort to bolster the passage of the ordinance on its website. The County posted new information called "Frequently Asked Questions" (FAQ's) on its Planning Department web page. For the first time there is a map showing the relationship of the parcels to the proposed exclusion zone (the new area where Ag Cluster subdivisions would be prohibited). It then attempts to assuage concerns about the ordinance by stating that owners can still apply for a standard subdivision. This is a red herring designed to distract people from the real issue. If your property is in the Paso Water Subdivision Ban Zone, you already can't apply. They are just doubling down.

The FAQ's posting also contains a belated offer to property owners to contact the Planning Department. It says, "*How do I find out if my property is eligible for a subdivision including an Ag cluster?*" It appears that they now have some remote sense that the notification was

inadequate and are trying to minimize the problem. It's too late. They need to step back and send notices and re-advertise a new hearing.

How unfair!! They already had their shot but are allowed to use the full resources and media of the County to jump in at the last minute and try to push the issue. This is after 34 people spoke at the hearing on November 13, 2012. **This new information clearly invalidates the hearing ban for December 4th on speakers who spoke on November 13th as it contains new information and twists on the information.**

Citizens Expose True Scope: Since the County never actually listed which properties would be subject to the ordinance revisions (no detailed maps or lists), a group of citizens on their own initiative pressed the County for more detailed information. It turns out that there are 9,455 parcels and almost as many owners in the orange zone (see the map on page 7 below) that could be subject to the ordinance in the inland zone. Parcels below certain size limitations were never eligible. For whatever reason, the county would not run the list through the size sort to help the concerned citizens (even though it has a very sophisticated geographic information data processing system). Nevertheless, the magnitude of the proposal is further documented.

PRIOR INFORMATION AND BACKGROUND

For your convenience, the previously presented analysis is repeated below:

The Board should reject the amendments and direct the staff to cease work on the project. There are a number of reasons why the ordinance should be rejected and the flawed EIR not certified.

Confiscation of Property through Regulation: The proposed ordinance limits applications for Ag cluster subdivisions to a zone within 2 road miles of a city or village inside urban limit lines (URL's) and eliminates it anywhere in the Rural Lands (RL) zone. Owners relied on the current 5-mile straight-line limit for almost 3 decades. Its sudden and arbitrary reduction/elimination constitutes a property taking without just compensation. The County's own EIR actually admits this fact. EIR's are required by law to contain an alternatives section that describes alternative ways to achieve the intended purpose of the project or policy. One of the alternatives that the County superficially lists is County acquisition of farmland and/or presumably easements. They reject even studying this alternative because its implementation would be too expensive!

By admitting that utilizing a compensated voluntary land banking program to achieve the preservation of farmland and push development into existing urban areas would be too expensive, they admit that they know that the land has a particular value under the current ordinance. Instead of paying just compensation, they want to confiscate part of the value by changing the rules. They don't care if it lowers the value to the owner. In part, Section 6.0.4 (Page 6.5) of the EIR states:

a. *Establishing a Land Banking Program*

This alternative would require that the County initiate a land-banking program, wherein conservation easements are purchased by the County to actively protect agricultural land. Individual development projects that would result in impacts to agricultural resources could offset those impacts by contributing to the land bank. New funds would be used to purchase additional conservation easements. This would result in the incremental protection of agricultural land.

Under this alternative the Agricultural Cluster Subdivision Program would not be implemented and agricultural cluster subdivisions could continue to be processed and approved under existing ordinances and policies.

Accomplishment of Objectives. This alternative would theoretically achieve the project objectives; however, achieving these objectives through this alternative would be infeasible for economic and regulatory reasons. Economically, it is unknown what the start-up costs and long-term costs of running a land-banking program would be. Given the present economic condition, undertaking new costly programs would not be considered feasible. Similar programs in other counties (e.g. Sonoma and Marin) have been established through the creation of an open space district and a special sales tax. Duplicating this effort in this county would require that the voters approve establishment of a new special district and a special tax to fund the district. Assuming that the voters would choose to establish a new district and increase taxes to fund that district would be speculative. (Our emphasis)

Reduction of Significant Effects. It is unknown whether this alternative would reduce environmental effects. While inherent in the establishment of “banked” lands would be the protection of these properties, too many variables exist to determine if there would actually be a reduction of significant effects.

Rationale for Rejection. This alternative was rejected because establishing a land banking program is considered infeasible at this time. The infeasibility is related to economic (e.g. funding) and regulatory (e.g. required election) burdens. 15126.6(f) (3) states that an EIR need not consider an alternative whose implementation is remote and speculative. Additionally, it is undetermined if this alternative would actually reduce the significant effects identified with the Proposed Project.

Will the Board Lie? They know the voters would not approve a new tax to buy the easements. Instead, they are simply zoning away a portion of the value. In the recently adopted Economic Element of the General Plan, the Board adopted language that they “will not condemn private property without just compensation.”

CEQA Review Is Stale and Fails: Since the EIR was prepared, the County has adopted a number of restrictions prohibiting the subdivision of land that overlaps much of the same area included in the revised Ag Cluster subdivision proposed revisions. The cumulative impacts of these simultaneous changes have not been included. Among these are the Paso Water Basin lot creation prohibitions, changes to the Transfer of Development Credit Ordinance, and adoption of many restrictive provisions in the Conservation and Open Space Element of the General Plan. Additionally, the County has adopted its Energy-Wise Plan, which contains and/or contemplates many actions that will impact the same areas impacted by the Ag Cluster subdivision ordinance. Also, the San Luis Obispo County Air Pollution

Control District has adopted mandatory greenhouse gas limit thresholds that will also impact the Ag Lands, rural lands, and the urban areas (cities and URLs), which are the presumed receiving sites for the proposed displaced development.

The Board should not certify the EIR, but instead should send it back for these accumulative impacts to be studied and recirculated for public comment.

Further Reasons to Oppose:

1. Neither the Planning Commission nor the staff (and especially the Board) has articulated any good reasons why the current ordinance should be made so much more restrictive. No real problems (in terms of the County's ostensible goal to preserve agriculture and open space) have been documented. In fact, page 2-15 of the County's own EIR indicates that only 367 parcels had been created under the program between 1986 and 2011.
2. The property owners have not been adequately notified. Insofar as we know, there will only be a truncated summary official notice buried in the back pages of a newspaper.
3. Even though this proposed ordinance amendment contains many serious new restrictions and amplifies old restrictions, property owners have not been specifically notified. The County has relied on abbreviated newspaper legal notices. Should the Board actually continue consideration of this ordinance, it should stop the process until every property owner in the agriculturally zoned areas and the rural land areas, who will lose the ability to even apply for an agricultural cluster subdivision, have been specifically noticed by letter with an explanation of the proposed ordinance.
4. The proposed ordinance will eliminate 998,674 acres from having any possibility of their respective owners making an application for an Ag Cluster subdivision. The orange areas on the map on page 7 indicate the areas from which the new ordinance would eliminate the current ability to apply for an Ag Cluster subdivision in areas zoned agriculture. Presumably, most of the areas to the east of the orange areas are zoned rural lands in which the Ag cluster provisions are also entirely eliminated.

Please see the map on the page below .



5. As noted in the environmental impact report, the new ordinance eliminates the potential of 6,275 houses from ever from being applied for, let alone built. (See pages 2-19 and 2-25 of the EIR.) The County EIR suggests that these foregone houses can be shifted to the cities and unincorporated villages. One question is whether the residents of neighborhoods in those areas will embrace higher densities to accommodate the Board’s “smart growth” ideology.

As we have noted constantly, the construction and occupation of estate houses and ranchettes is one of the most successful economic drivers within the County and serves as a great complement to agriculture.

6. The proposed ordinance perpetuates the existing land expropriation provision, which requires that 95% of the land in a parcel where 5% is allowed to have an Ag cluster subdivision must be permanently and perpetually dedicated as agriculture and/or an open space. This provision in the existing ordinance, which has been perpetuated in the proposed revised ordinance, is blatantly confiscatory and essentially undermines the entire concept of private property. It does this by rendering much of it economically unusable (except for agriculture) and carries that provision forever into the future, foreclosing any modification, given changes in the economy, society, and conditions in general. In effect, it blackmails the agriculturalist who desires to use the subdivision provision into a deal with the devil in the form of the government. This provision is rendered even more odious because the wording of the ordinance requires that the owner dedicate the land in the form of a permanent eternal Williamson Act easement and/or a perpetual easement to a “qualified public or private non-profit organization as defined by the IRS. This requirement reveals the ultimate purpose of at least the current lame duck majority of the Board of Supervisors and its leftist supporters, which is to gradually terminate the private ownership of land and convert it to the public domain.

The potential of Ag Cluster subdivisions in the areas zoned rural land (RL) is eliminated completely.

7. The EIR indicates that adoption of the ordinance will ultimately result in the permanent “protection” of 125,000 acres of land. (Protection from whom?) Essentially, this means that the County is affirmatively and proactively confiscating 125,000 acres of private property by prohibiting its current owners and its successor owners in “perpetuity” from using it for anything but agriculture (even if agriculture goes out of business or is no longer economical). It is, in effect, converting it to perpetual open space.

8. The new ordinance eliminates the density bonus provision, which currently allows more units than the underlying density would allow without clustering.

9. The current ordinance allows creation of parcels as small as 10,000 square feet. This makes sense for cluster subdivisions because it minimizes the land being used. It also provides an opportunity for creative housing development (perhaps affordable) while maintaining agricultural land. The new ordinance raises the minimum size to 2.5 acres and then caps the maximum lot size at 5 acres. This does not make sense in terms of either the economics or the ostensible provision of the ordinance. Moreover, on very large rural parcels, it may be appropriate to have a cluster subdivision of larger acreages – that is, a cluster of ranchettes. Why limit the flexibility?

10. Each parcel must be limited to one single-family residence. Secondary dwellings such as a guesthouse are not permitted. Very often, a family seeking to establish a rural estate or ranchette would also be desirous of having a guesthouse. For example, the owner of the main house might wish to have a guesthouse in which an aging parent could live. Similarly, the owner of the main house might wish to have a guesthouse in which a son or daughter could live as well. For generations, American farm families lived inter-generationally. This was a very successful pattern and strengthened family life and values. Why is the Board of Supervisors determined to attack this very traditional part of the American heritage? It should be noted that an existing agriculturally zoned lot may have a second residence. Under the new Ag Rules, and if an owner does somehow get approval for an Ag Cluster subdivision and wishes to develop a 2nd residence on an existing parcel, a lot must be extinguished from the Ag Cluster subdivision in exchange.

11. The ordinance would forbid the cluster subdivision from having a community water system. Each house must have its own well. This seems strange in view of the Board’s concerns related to the Paso Water Basin. Studies of that basin, which resulted in the Board’s complete lockdown of creation of any new parcels, were in part justified because some scattered properties reported the need to drill their wells deeper. This in turn was attributed to the large water uptake of the burgeoning vineyard industry. The vineyards typically drill deeper wells. During the discussion, it was pointed out that in the Central Valley a creative solution allows farmers with large pumps and well fields to help individual residents of the area by banding together to create a voluntary association to distribute water. In that discussion, the Board actually asked staff to take a look at that possibility and

return for a policy discussion. This ordinance would appear to prevent that eventuality, at least in the case of future agricultural cluster subdivisions.

12. Another problem is that the proposed ordinance will actually help promote inferior development within what is called antiquated subdivisions. Antiquated subdivisions contain lots created before the 1960s and prior to the adoption of the State Subdivision Map Act, which is the enabling legislation under which County and City subdivision regulations are authorized (and required). There are many owners who have antiquated subdivisions that sprawl over the rural hills, that abut watercourses, and which are otherwise not in conformance with modern land use standards. These lots are not going away. The existing Ag Cluster subdivision ordinance provides the County with an opportunity to work with landowners and trade out some of the less desirable impacts of the existing antiquated lots for a better and more environmentally sound development pattern. Why would the County foreclose this option?

Many other onerous, costly, and property rights eroding provisions are included. The Board may try to take credit for allowing an amendment to the Coastal Zone Ordinance, which would allow Ag Cluster subdivisions in limited portions of the coastal zone where none had been permitted previously. This minor concession (although severely limited) should not be used to camouflage the severe and debilitating provisions in the revised inland ordinance. In the end, the issue is clearly the confiscation of private property without just compensation and conversion of more and more rural lands into public domain.

Only one thing counts: Anyone who thinks they remotely care about this issue should show up on December 4th and confront the bureaucrats and Supervisors protractedly and vigorously. Do not get sucked into compromises and language tweaking. (We heard that Supervisor Hill was talking an unspecified compromise – we have not heard the details) The proposed ordinance should go away or the County officials should go away.

Board of Supervisors and Organizational Discipline II

No Independent Investigation: Bruce Gibson notified the County Administrator and County Counsel of the potential adverse publicity that might occur as a result of his self-reported relationship with his legislative aide and apparent separation from his wife. County Counsel and the Administrator were reported in the media to be reviewing documents to determine if there were any improper or illegal actions related to the situation.

Conflict of Interest: An issue is that both of these officials are at-will employees who are appointed by the Board of Supervisors, are managed by the Board of Supervisors, receive their annual performance reviews from the Board of Supervisors, and are dependent on the Board of Supervisors for raises and benefits. The proper procedure would have been for them to hire an independent law firm from outside of the County with expertise in investigating conduct and ethical matters in the public sector. The principal assigned would

conduct confidential interviews of the subject individuals, witnesses, and others who might have information or concerns. Relevant documents would also be reviewed. An independent report to the Board, County Administrator, and County Counsel would be prepared explicating any risks and concerns. For example, are there any employees who felt the conduct constituted work place harassment and/or is the subordinate legislative aide considering any legal action against the County? What if some employee on the 4th floor was aware of the situation over the years and complained but was ignored? What if other supervisors and/or executives were aware of the situation and did nothing to protect the County until it became public?

Background: The Board of Supervisors governs a large, complex organization that employs 2500 highly skilled professional specialists. These include sworn peace officers, who may from time to time exercise deadly force in the execution of their duties. The workforce also includes prosecutors, public defenders, child protective service experts, civil attorneys, tax assessors, public health inspectors, and others who are entrusted by the public with substantial power over their lives and property. Employees are held to a variety of separate professional and organizational codes of conduct and ethics (bar, medical, peace officer, etc.). The overall tone and spirit of the organization is set by those at the top. The Board of Supervisors subjected themselves and the rest of the employees to the ***County Organizational Values Statement***, which was developed and publicly adopted with much fanfare several years ago after another episode of SLO County ethical turmoil (See below). It is explicit that elected officials are guided by certain values and is self-explanatory. One question is whether the Board of Supervisors supports it or whether it was just an expedient camouflage piece adopted in response to that previous SLO County organizational ethical lapse. Does the Board of Supervisors subscribe to a policy that defines behavior as OK if it's not illegal?

Organizational Values

The employees and elected officials of San Luis Obispo County are guided by the following values. Our decisions and actions demonstrate these values. Putting our values into practice creates long-term benefits for stakeholders, customers, employees, communities and the public we serve.

•Integrity

We are dedicated to high ethical and moral standards and uncompromising honesty in our dealings with the public and each other. (Our emphasis)

We behave in a consistent manner with open, truthful communication, respecting commitments and being true to our word.

•Collaboration

We celebrate teamwork by relying on the participation and initiative of every employee.

We work cooperatively within and between departments and the public to address issues and Achieve results.

•Professionalism

We are each personally accountable for the performance of our jobs in a manner which bestows credibility upon ourselves and our community.

We consistently treat customers, each other, the County, and the resources entrusted to us with respect and honesty.

•Accountability

We assume personal responsibility for our conduct and actions and follow through on our commitments.

We are responsible managers of available fiscal and natural resources.

•Responsiveness

We provide timely, accurate and complete information to each other and those we serve.

We solicit feedback from customers on improving programs and services as part of a continuous improvement process.

Planning Commission Meeting of Thursday, November 29, 2012 (Cancelled)

There was no meeting. No reason for the cancellation was provided.

San Luis Obispo County Council of Governments (SLOCOG) Meeting of Wednesday December 5, 2012 (8:30 AM-County Building)

Proposed FY 2013-14 Work Program – Strategic Growth Council Sustainable Communities Grant (Item D-1). The SLOCOG Board will consider the proposed FY 2013-14 work program for the agency. One of the items is to continue the development of the Sustainable Communities Plan (SCS), which will be incorporated into the Regional Transportation Plan – a 4-year plan (RTP). This is one of the several salients of the smart growth battle plan. The smart growth requirements will be incorporated into the RTP, which

allocates federal and state transportation grants and revenues to the County and the 7 cities. It will also be incorporated into the Regional Housing Needs Assessment (RHNA) requirements (see item E-14 below). All this is “excused” as being forced upon the poor defenseless SLOCOG Board by the mandate to comply with SB 375 (part of the State’s global warming/carbon emissions reduction agenda). Key tasks are quoted from the work program below:

Strategic Growth Council Sustainable Communities Grant

- Refine Sustainable Communities Strategy and its integration into the RTP Update
- Develop enhanced quantification techniques with land use model and other data
- Support jurisdiction and project level sustainable communities planning
- Refine data collection and land use and transportation model outputs
- Refine transportation modeling scenario development and application
- Monitor and participate in Strategic Growth Council activities
- Further develop outreach and visualization tools to meet requirements of SB 375
- Vision and action plan refinement and facilitation
- Public input and member agency plan integration
- Integrate AB 32 and SB 375 Greenhouse Gas Emission Reduction Strategies into Ongoing agency activities and programs.
- Work with member agencies to catalog and integrate information regarding resource Service capabilities in coordination with LAFCO
- Integrate the Regional Housing Needs Assessment, the AB 1600, and a Regional Affordable Housing Financing Mechanism Study recommendations into the Sustainable Communities Strategy
- Integrate Health in all Policies program into ongoing efforts

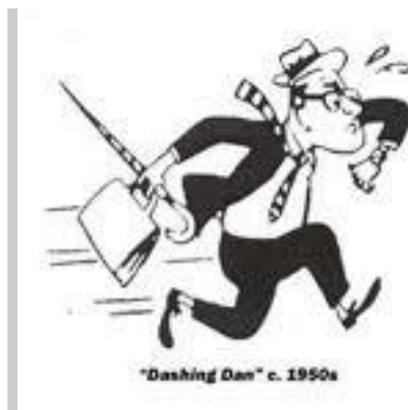
The underlined sections are COLAB’s emphasis, as they demonstrate the SLOCOG plan to fully envelop the County and cities in the strategic growth doctrine and implementation. SLOCOG can reward and punish jurisdictions for their compliance or lack of compliance by authorizing or withholding transportation grants and revenues (for street paving, bridge repair, sidewalks, buses, road widening, etc.).

Placeways Consultant Contract Expanded (Item E-13). This item is a recommendation to expand a software and consulting contract with a company called Placeways, which sells a land use and density modeling software called CommunityViz. Readers may remember that the County has also acquired CommunityViz. The contract is funded by The State of California Phase II Sustainable Communities Planning Grant. The purpose is to “apply the regional model over the entire county.” SLOCOG and the County plan on “synchronizing” the data within their respective versions. It is likely that the systems will be used to help plan the densification of both the incorporated cities and the unincorporated towns and villages in the name of “smart growth.”

Assignment of Regional Housing Needs Assessment (RHNA) Quotas (Item E-14). As we reported in the Weekly Update for October 14-20, 2012, SLOCOG was getting ready to parcel out quotas for creation of 4,090 affordable housing units over the next 5 years. At that time we pointed out that during all of FY 2011-12, the County (unincorporated area) permitted only 122 units of all types (market, affordable), which points to the futility of the whole effort. The new wrinkle in this cycle is that the process will be tied into the AB 32 and SB 375 smart growth requirements, which will give the process more power. The quotas are displayed in the chart below. “Very low,” “low,” etc., refer to the family income levels which the dwelling units must serve when they are built.

Draft Revised RHNA Allocation - (same 60/40 formula allocation as 2008)										
HCD Determined Population, Households, & New Housing Need: Jan 1, 2014-June 30, 2019 (5.5 years)										
<u>Jurisdiction</u>	Very Low		Low		Moderate		Above Moderate		Total	Percent
	%	Allocation	%	Allocation	%	Allocation	%	Allocation	Allocation	Shares
Arroyo Grande	24.9%	59	15.6%	37	17.6%	42	41.8%	99	238	5.8%
Atascadero	24.9%	96	15.6%	61	17.6%	68	41.8%	162	387	9.5%
Grover Beach	24.9%	59	15.6%	37	17.6%	42	41.8%	99	236	5.8%
Morro Bay	24.9%	38	15.6%	24	17.6%	27	41.8%	63	152	3.7%
Paso Robles	24.9%	120	15.6%	76	17.6%	85	41.8%	202	483	11.8%
Pismo Beach	24.9%	37	15.6%	23	17.6%	26	41.8%	62	149	3.6%
San Luis Obispo	24.9%	279	15.6%	175	17.6%	197	41.8%	468	1118	27.3%
Unincorporated	24.9%	331	15.6%	208	17.6%	234	41.8%	555	1328	32.5%
Totals		1020		640		720		1710	4090	100.0%

Consultant Contract to Rebrand SLOCOG, Improve its Website, and Design a New Logo (Item E-15). SLOCOG is concerned that a large portion of the public is ignorant of the purposes and services of SLOCOG. In order to help rectify this “problem,” the Board is being asked by the staff to authorize the hiring of a consultant who will provide “branding expertise” and help conduct a public process to make SLOCOG more understandable and visible. Since they want get everyone out of their cars and onto “travel choices,” why don’t they just adopt a tried-and-true logo, such as “Dashing Dan the Commuter” from the 1950’s.



Dan rushing to make the train, bus, light rail, trolley or whatever.
Let's roll the clock back three quarters of a century to that wonderful world.



Many Dans and Danielles on a recent day on Bay Area Rapid Transit (BART)
(And the bridges are still crammed with cars – even with \$6.00 tolls)