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**Hermosa Beach to Launch "Hermosa 2020 & Beyond: A Community Dialogue"**

*Civic Forums and other Events will Inform and Involve Residents in Charting the City's Future*

**HERMOSA BEACH, CA** – The City of Hermosa Beach is launching "Hermosa 2020 & Beyond: A Community Dialogue," which will be a comprehensive and coordinated series of civic forums, meetings and other activities to inform and involve Hermosa Beach residents in the decision-making processes for a variety of upcoming projects that will collectively shape the community's future.

Hermosa 2020 & Beyond: A Community Dialogue will build on the Strategic Planning process recently completed by the City Council and will include projects ranging from a new General Plan and ways to enhance the Civic Center/Downtown area to an oil production project proposed by E&B Natural Resources Management Corp. (E&B).

The program will get underway on May 28, when City Manager Tom Bakaly will outline the process and the opportunities for community engagement during the City Council meeting in City Hall. The City Council also will vote on contracts for consultants to assist the city with the comprehensive rewrite of the city's General Plan and Coastal Land Use Plan, a Community Dialogue focused on community values and their relationship to decisions about the future of the community and the preparation of an Environmental Impact Report (EIR) for the oil production project that E&B has proposed at the city's maintenance yard. All of these processes will be coordinated and switch into high gear in June.

"Hermosa 2020 & Beyond is a comprehensive, coordinated and collaborative process to engage our residents in charting our city's future by giving them the information they need and seeking their vision for the community," said Bakaly. "We encourage all Hermosans to join us in a series of civic forums designed to give residents an opportunity to openly and respectfully discuss their views and develop a consensus on the city's long-term goals."

Through the Hermosa 2020 & Beyond process, the city will be soliciting the public's input as it develops a General Plan and considers a plan for potential redesign of the Civic Center, as well as strategies to enhance downtown and other commercial corridors. Hermosa 2020 & Beyond will also provide residents with opportunities to provide their input and learn more about the proposed oil project. Voters will ultimately decide the fate of the proposed oil project at an election that is now expected to be in the fall of 2014.

Following are the opportunities for residents to become engaged, informed and provide their input about the city's future:

- **The Community Dialogue** will be a series of civic forums, starting with a "Hermosa 2020 & Beyond Forum" on Saturday, July 13, 2013 at the Community Center, 710 Pier Avenue, Hermosa Beach. Community members are invited to stop by this open house from 9 a.m. to 2 p.m. Over the next several months, the Community Dialogue will give residents an opportunity to discuss their values and priorities for the city. The Community Dialogue process will then help the community develop tools that will assist them in weighing values and priorities as they provide input on important matters the city faces, as well as assisting voters in making a decision on the proposed oil production project. Consultants skilled in community engagement will guide the discussion. For more information on the Community Dialogue, please visit: <http://www.hermosabch.org/index.aspx?page=714>
- **The General Plan update** will create a plan for the city's future that will focus on enhancing sustainability, progressing toward becoming "carbon neutral" and improving the health of its residents. The city secured a

\$410,000 grant to update the plan to create a comprehensive vision linking sustainability with economic vitality. Among other goals, the update will link the city's evolving plans for the Pacific Coast Highway corridor, the city's downtown and its upper Pier Avenue improvements, to increase economic vitality while showcasing sustainability and coastal resource protection and enhancement. The public's input will play a vital role in shaping this update.

- **The Proposed Oil Production Project Environmental Impact Report (EIR)** process is required by the California Environmental Quality Act (CEQA) for the proposed oil production project. The City of Hermosa Beach is the lead agency for the environmental review, and a consultant will assist the city in preparing the EIR and conducting that review.

One of the first steps in the process is for residents and interested persons to submit comments about the issues that should be addressed in the EIR. The public will be provided a 30-day period within which to submit its comments. The city will hold a Scoping Meeting on Wednesday, July 24, 2013 from 7 p.m. to 9 p.m. at the Hermosa Beach Community Theater, 710 Pier Avenue, Hermosa Beach, to provide an opportunity for residents to learn more about the environmental review process and also submit comments. The EIR process will have several other opportunities for public input and review. It will culminate in a Final Environmental Impact Report (FEIR), which is expected to be completed in the spring of 2014. The FEIR will help guide voters as they decide whether or not to repeal the ban on oil drilling in Hermosa Beach, and whether or not to allow E&B's oil production project. For more information on the process, please visit:

<http://www.hermosabch.org/index.aspx?page=699>

- **The Proposed Oil Production Project Cost/Benefit Analysis** is another study the city will prepare to assess the costs and the benefits that may occur should Hermosa Beach voters either approve or reject the proposed oil production project. While the project's applicant, E&B, has conducted its own economic study, the city is committed to an independent review of the key financial considerations, including the proposed project's impacts on property values and tourism, as well as potential revenues and costs for the city and the Hermosa Beach City School District. The study also will examine how the city will pay for any costs and prioritize any revenues associated with voters' approval or disapproval of the proposed project. The city is seeking proposals for a consulting team to conduct this study. The results will be provided to the public to help guide the voters' decision on the proposed oil project.
- **The Proposed Oil Production Health Impact Assessment** will evaluate the proposed oil production project's potential impact on the community's health. The results of this assessment will also be provided to voters to help guide their decision on the proposed oil production project.

#### **About Hermosa Beach**

Founded in 1907, Hermosa Beach is known as "The Best Little Beach City." Named "Southern California's Greenest City" for its work to protect the environment, it is a thriving community of some 20,000 residents located on the southern end of Santa Monica Bay in Los Angeles County, and its beaches have been ranked among the best in the world. To learn more, please visit [www.hermosabch.org](http://www.hermosabch.org).

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