

PPCC Economic and Business Recovery Advisory Task Force (ATF) Comments on  
the Draft AECOM Long Term Recovery Plan (LTRP)

After reading the LTRP and studying the RSF 2 Economy section, we believe there is a need for the City to be a strong partner with Pacific Palisades and build strong teams to accomplish targeted projects, together. Here is some feedback on the LTRP draft.

**Recommendation 1: Hone the Suggested Project list to “Must Haves”**

With a disappointing number of unfunded projects listed (only one of the 9 projects funded and one partially funded) we recommend looking at this list and honing it to “must haves” at this time. The more you reduce the number of projects, the more effort can go towards projects around getting more funding (Small Business Access to Capital for rebuilding (not funded), Palisades Recovery in CEDS Inclusion (funded), the DRD to fund infrastructure (partially funded), and the multi-year funding strategy for inclusive and equitable Economic Recovery (not funded).

The following projects do not appear to us to be “must haves”.

- Project 4, Business Recovery Technical Assistance, as an example, seemed critical 12-15 months ago but so much assistance and material has been developed in the past year that that it may not be needed anymore.
- Project 5, Business Data Collection and Strategic Visioning Staffing is important for the City of LA, but it is not funded and seems more aligned to the City of LA than an immediate priority for the Palisades. We believe this project a “nice to have” and not a high priority.
- Project 9, Surge Workforce Plan: This needs to be evaluated to see if it is a must have or if we are so far in to the rebuild, we need to look for help elsewhere.

**Recommendation 2: Create small agile teams to solve short-term problems.**

Once there is a prioritize list of must have projects determine the projects that meet the following 3 criteria for which to set up small, short term agile teams to address:

- the Palisades can lead the effort with City support (reducing City funding burden)
- the time frame for completion is short in duration
- there are clear and specific needs from the City so they can assign the right person to the team.

We recommend these 2 projects needing small agile teams (City and ATF team members) assigned to accomplish them:

1. Projects 1: Local unmet needs survey
2. Project 2: Population recovery tracking for business confidence

- Appoint and announce a specific person from the City to help be a key member of a small, focused project team to get the effort accomplished. In the case of the Population Recovery Tracking, our ATF needs active (anonymous) utility accounts and actual water and power usage reflecting occupied homes, population data before the fire and population tracking and other critical information such as business re-openings, occupancy, employment, and economic activity. The City person(s) selected for this project must be able to address the exact needs of the Project. The Palisades Community can do a lot to get important data shared in a useable, understandable way but we need the data. We can't get the data without knowing who from the city will help us obtain the information. We can do the rest.

After the short-term projects are completed, the team is disbanded and the team members are re-deployed where they are needed.

**Recommendation 3: For all unfunded projects, determine what we can do now to move the needle forward.**

If it is important enough there ought to be things we can do to move the needle forward. The idea is to discuss what we can do not what we cannot do.

Here are some other important areas from post-disaster communities to address in the final LTRP

- **Commercial Revitalization:** Prioritize actions that accelerate reopening and activation of key commercial areas and the Village.
- **Business Retention and Attraction:** Support not only returning businesses but also recruitment to fill gaps and strengthen the local economy.
- **Permitting and Regulatory Efficiency:** Streamline processes that directly impact business reopening and recovery timelines.
- **Workforce and Housing:** Assess workforce availability constraints and related housing needs that may affect business and rebuilding recovery.

People must have businesses return to want to live in the Palisades and businesses must have the people to build the business case for returning.

Many thanks for your consideration of this feedback.

ATF Economic and Business Recovery  
Ann Banning Co-Lead

