

**NEW BUSINESS**

**F-5:**  
***Appointment of Delegate & Alternate***  
***SCAG Regional Conference***

DATE SUBMITTED 03/27/2015  
 SUBMITTED BY City Clerk  
 DATE ACTION REQUIRED 04/01/2015

**Agenda Item No F-5**  
 CITY COUNCIL ACTION (X)  
 PUBLIC HEARING REQUIRED ( )  
 RESOLUTION ( )  
 ORDINANCE 1<sup>ST</sup> READING ( )  
 ORDINANCE 2<sup>ND</sup> READING ( )

**IMPERIAL CITY COUNCIL  
 AGENDA ITEM**

<b>SUBJECT: DISCUSSION/ACTION: CITY REPRESENTATION AT THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) REGIONAL CONFERENCE &amp; GENERAL ASSEMBLY TO BE HELD MAY 7 – 8, 2015 IN PALM DESERT, CALIFORNIA.</b>													
<p align="center">1. APPOINTMENT OF DELEGATE AND ALTERNATE FOR CITY REPRESENTATION AT THE REGIONAL CONFERENCE &amp; ASSEMBLY</p>													
<b>DEPARTMENT INVOLVED:</b>													
<b>BACKGROUND/SUMMARY:</b>  <p>All member cities are being asked to appoint a Delegate and Alternate for representation at the SCAG Regional Conference and General Assembly to be held May 7 – 8, 2015 in Palm Desert, California. The Delegate’s registration and accommodation will be paid for by SCAG as well as the registration only for the Alternate. Please see the attached draft schedule for meeting details.</p>													
<b>FISCAL IMPACT:</b>													
<b>STAFF RECOMMENDATION:</b> Staff recommends Council make appointment of Delegate and Alternate.													
<b>MANAGER’S RECOMMENDATION:</b>	<b>MANAGER’S INITIALS</b> <u>MDB</u>												
<b>MOTION:</b>   <table style="width:100%; border:none;"> <tr> <td style="width:50%;">SECONDED:</td> <td style="width:25%;">APPROVED ( )</td> <td style="width:25%;">REJECTED ( )</td> </tr> <tr> <td>AYES:</td> <td>DISAPPROVED ( )</td> <td>DEFERRED ( )</td> </tr> <tr> <td>NAYES:</td> <td></td> <td></td> </tr> <tr> <td>ABSENT:</td> <td>REFERRED TO:</td> <td></td> </tr> </table>		SECONDED:	APPROVED ( )	REJECTED ( )	AYES:	DISAPPROVED ( )	DEFERRED ( )	NAYES:			ABSENT:	REFERRED TO:	
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CELEBRATING OUR PAST,  
ENVISIONING OUR FUTURE

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
**REGIONAL CONFERENCE & GENERAL ASSEMBLY**

**PRELIMINARY PROGRAM**

**WEDNESDAY, MAY 6**

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6:00 pm **PRESIDENT'S VIP RECEPTION**  
*Invitation Only*

**THURSDAY, MAY 7**

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6:30 am – 8:30 am **OPTIONAL BIKE TOUR**

8:00 am – 10:30 am **NETWORKING & BREAKFAST**

9:15 am – 10:15 am **REGIONAL COUNCIL MEETING**

10:30 am – 10:40 am **WELCOME & OPENING REMARKS**

10:40 am – 11:00 am **MORNING KEYNOTE**

11:00 am – 12:00 pm **GENERAL ASSEMBLY MEETING**

12:15 pm – 1:45 pm **AWARDS LUNCHEON**

2:00 pm – 3:15 pm **BREAKOUT SESSION 1A**

*Start Your Engines – Developing the  
Resources Today for Tomorrow's Economy*

**BREAKOUT SESSION 1B**

*Making Transit the Easy Choice –  
Improvements for the First and Last Mile*

**BREAKOUT SESSION 1C**

*What is Past Prologue – The Evolution of  
Goods Movement in Southern California*

3:15 pm – 3:30 pm **BREAK & NETWORKING**

3:30 pm – 4:45 pm **BREAKOUT SESSION 2A**

*Meeting Public Engagement Challenges on  
Large Infrastructure Projects*

**BREAKOUT SESSION 2B**

*Beyond Your Dashboard GPS – Way Beyond*

**BREAKOUT SESSION 2C**

*Innovator Power Hour*

6:00 pm – 9:00 pm **SCAG'S 50<sup>TH</sup> ANNIVERSARY GALA**

**FRIDAY, MAY 8**

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6:30 am – 8:30 am **OPTIONAL BIKE TOUR**

8:30 am – 9:30 am **BREAKFAST & WELCOME**

9:00 am – 9:30 am **MORNING KEYNOTE**

9:30 am – 11:30 am **PLENARY SESSION**

11:30 am **CONFERENCE WRAP-UP**

**MAY 7-8, 2015**

JW Marriott Desert Springs Resort & Spa  
74855 Country Club Drive  
Palm Desert, CA 92260

[www.scag.ca.gov/ga2015](http://www.scag.ca.gov/ga2015)

## BREAKOUT SESSIONS

2:00 PM – 3:15 PM

### BREAKOUT SESSION 1A:

#### *Start Your Engines – Developing the Resources Today for Tomorrow's Economy*

On the 50th Anniversary of the War on Poverty in 2014, SCAG and the Southern California Leadership Council held the Poverty Summit which revealed a yet growing crisis in Southern California – the increasing numbers of poor, working poor and under educated residents in the region. Immediately thereafter, at the 2014 Economic Summit, SCAG laid out the Regional Action Plan for Poverty with short and long-term actions to capitalize on future growth industries, job creation, educating the workforce of tomorrow, and regulatory reform. This panel presents how we are revving up our jobs and economic engine on the road to Southern California's prosperity.

### BREAKOUT SESSION 1B:

#### *Making Transit the Easy Choice – Improvements for the First and Last Mile*

As the region celebrates its success in creating a transit system that spans hundreds of miles, and hundreds of stations, many communities are now shifting their focus from the "long drive" to their "short game." At the end of every transit trip, transit users must walk, bike, or drive to get to their final destination. Today, more local jurisdictions are making modifications in land-use plans as a way to provide more jobs near stops and stations. This session will explore strategies for improving transit access and increasing ridership through innovative approaches to addressing the first-last mile challenge.

### BREAKOUT SESSION 1C:

#### *What is Past is Prologue – The Evolution of Goods Movement in Southern California*

Just over 50 years ago, a new type of technology emerged that would transform global trade forever: the advent and adoption of the shipping container. Few people understood at the time when the first ship carrying containerized goods arrived at the Port of Los Angeles, it signaled the beginning of an economic revolution that would transform the SCAG region into the Nation's premier trade gateway. Today, emerging technologies and nascent business models may provide the next major leap in the evolution of goods movement and the logistics industry. This panel will explore these emerging developments and their implication on the future of commerce in Southern California.

3:30 PM – 4:45 PM

### BREAKOUT SESSION 2A:

#### *Meeting Public Engagement Challenges on Large Infrastructure Projects*

"Why are they doing that? Nobody told me. Not in my backyard! It's about time they do something about that. Why is it taking so long and costing so much?" All this and more is heard from the public during efforts to plan, design and build infrastructure projects which meet transportation, water and energy needs as well as the demands of ratepayers and taxpayers. In addition to finding the funds to make needed projects a reality, project owners face the challenge to educate, engage, and gain public acceptance and support in every project phase. How do they do that? Learn how the biggest project owners engage the public early in project development to meet those challenges and successfully deliver projects collaborating with cities, customers and the community.

### BREAKOUT SESSION 2B:

#### *Beyond Your Dashboard GPS – Way Beyond*

Vehicle technology is progressing at such a dramatic rate that in-car GPS is no longer a novelty. Hybrid and electric vehicles are here to stay and rapidly emerging technologies in telematics and automated, semi-automated and connected cars will greatly impact the conversation as we plan for the future of the region. All these innovations have brought to light the limitations of our existing infrastructure and the urgent need to address them with viable solutions. This panel will discuss these new technologies and the proper balance between market innovation and government regulation as we imagine our future transportation system.

### BREAKOUT SESSION 2C:

#### *Innovator Power Hour*

In a departure from the other breakout panels, this session will feature short presentations on forward-thinking concepts and relevant projects that hope to inform and inspire. Speakers will provide an overview of cutting-edge solutions to current real-world problems as well as those yet to materialize