

DATE SUBMITTED 04/01/2016  
 SUBMITTED BY Interim City Manager.  
 DATE ACTION REQUIRED 04/06/2016

**Agenda Item No D-9**  
 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**

**SUBJECT: DISCUSSION/ACTION: CITY REPRESENTATION AT THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) REGIONAL CONFERENCE & GENERAL ASSEMBLY TO BE HELD MAY 5-6, 2016, IN LA QUINTA, CALIFORNIA.**

1. APPOINTMENT OF DELEGATE AND ALTERNATE FOR CITY REPRESENTATION AT THE REGIONAL CONFERENCE & ASSEMBLY.

**DEPARTMENT INVOLVED:**

**BACKGROUND/SUMMARY:**

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 5-6, 2016 in La Quinta, California. The Delegate's registration and accommodation will be paid for by SCAG as well as the registration only for the Alternate. Please see attached draft schedule for meeting details.

**FISCAL IMPACT:**

STAFF RECOMMENDATION: City Council make appointment of Delegate and Alternate.

**MANAGER'S RECOMMENDATION:**

MANAGER'S INITIAL JG

**MOTION:**

SECONDED: APPROVED ( ) REJECTED ( )  
 AYES: DISAPPROVED ( ) DEFERRED ( )  
 NAYES:  
 ABSENT: REFERRED TO:



# 2016 REGIONAL CONFERENCE & GENERAL ASSEMBLY

**POWER OF THE PAST,  
FORCE OF THE FUTURE**

## PROGRAM

### THURSDAY, MAY 5

8:00 A.M.	NETWORKING & CONTINENTAL BREAKFAST .....	FLORES FOYER
9:15 A.M.	REGIONAL COUNCIL MEETING .....	FLORES BALLROOM
10:30 A.M.	WELCOME & OPENING REMARKS .....	FLORES BALLROOM
11:00 A.M.	GENERAL ASSEMBLY MEETING .....	FLORES BALLROOM
12:15 P.M.	SUSTAINABILITY AWARDS LUNCHEON.....	FIESTA 7-14
2:00 P.M.	BREAKOUT SESSIONS 1.....	FLORES 1-8
3:15 P.M.	BREAK & NETWORKING.....	FLORES FOYER
3:30 P.M.	BREAKOUT SESSIONS 2 .....	FLORES 1-8
5:00 P.M.	SPONSORS' RECEPTION .....	FLORES FOYER
6:00 P.M.	DINNER .....	FIESTA BALLROOM

### FRIDAY, MAY 6

8:30 A.M.	BREAKFAST AND STUDENT POSTER BOARD SESSION .....	FLORES FOYER
9:00 A.M.	WELCOME .....	FLORES BALLROOM
9:30 A.M.	PLENARY SESSIONS .....	FLORES BALLROOM
11:30 A.M.	CONFERENCE WRAP-UP	

La Quinta Resort & Club  
49-499 Eisenhower Drive  
La Quinta, CA 92253

**MAY 5-6**

[scag.ca.gov/ga2016](http://scag.ca.gov/ga2016)

# BREAKOUT SESSIONS

THURSDAY, MAY 5

2:00 P.M. – 3:15 P.M.

## Monetizing Waste

Formerly a throw-away society, Southern California now considers recycling mainstream. Solar-powered containers have become commonplace, and cities like Glendale, Los Angeles and Santa Monica all have “zero waste” plans. Experts have begun to rethink how cities and companies can turn waste into a resource and “trash” into an economic opportunity. As circular economy objectives have come to the forefront of the contemporary waste management agenda, there is an increasing emphasis on looking at the waste stream as a resource. Technology leaders are helping cities and companies leverage data to ultimately improve operational performance in the waste management sector and other ideas are starting to emerge from the “Internet of Things” technology now being applied to waste. Are other technologies on the horizon that can help cities turn trash into cash? Join this panel to explore the new face of recycling and reuse that makes green sense in terms of sustainability and the economy.

## Beyond The Sharing Economy – What’s mine is yours... for hire

Recent years have seen the emergence of businesses that enable consumers to share certain goods and services in innovative ways. Whether it’s cars for hire, bike sharing, or vacation rentals, innovative companies are empowering entrepreneurs to turn homes, bikes and automobiles into profit-making tools. Dubbed the “sharing economy,” this new form of commerce is rapidly redefining our way of life. But is this phenomenon just a passing fad or is it here to stay? Many experts say, the sharing economy may sound good on paper but in actual use, not so much. What does consumer behavior tell us about the reality of the shared economy? Is capitalism as we know it in trouble? What’s really driving these purchasing decisions and what impact is technology playing in the 21st century marketplace? Learn from this panel of experts who will answer these questions and show us that sharing is faring well for entrepreneurs and consumers!

## Trending to Transformation: The Future Won’t Wait

The “Silver Tsunami” is upon us. Every month, more than a quarter-million Americans turn 65 and about 10,000 of them retire each day. Baby boomers are rapidly transitioning to the “Go-Go” phase, leaving the work force and productivity in the hands of the Millennials. As baby boomers move on, they also move forward, looking for smaller homes, walkable neighborhoods, and proximity to family and friends. But, while boomers are moving on, more Millennials are staying put. Record numbers are staying home longer, buying fewer cars, and incurring less debt. Could this be the perfect storm for the shared economy, lower greenhouse gas emissions, and a healthier workforce? These changes, coupled with technology advances, are shaping how we live, work and play. Even our communities are being constructed differently to respond to the demands of the 21st century lifestyle. Join our panel to see how Southern California is being transformed and impacted by these dynamic shifts in population.

3:30 P.M. – 4:45 P.M.

## Disaster Resilient

Southern California’s geography is diverse, dynamic, and highly susceptible to disaster. With seasonal reliability, droughts, wild fires, and mudslides prove that our region has many vulnerabilities that can greatly disrupt our way of life. Add to that our state’s complex natural environment and extensive human activities, making us more vulnerable to climate change and at odds with what to do about it. Are the cities and counties in our region equipped with the latest technology to protect against natural disasters or sudden shifts in climate? How can cell phones, social media, and other digital devices be used to prevent catastrophes and even help save lives? As many communities grow older and resources become scarcer, what will these communities do when disaster strikes? In this panel, learn innovative solutions that can protect our region from these risks, improve the resilience of structures and communities, promote public health, and enhance our region’s preparedness for future generations.

## 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.

## Southern California: Affordable & Livable

Affordability in Southern California has become an increasingly elusive goal. While we have recovered the jobs lost during the Great Recession, stagnant wages and sky-high home prices are impacting what people can buy and where they live and work. California’s long-term economic growth relies in our ability to stabilize the region’s jobs-housing balance. What can be done to increase the region’s housing stock, close to jobs and transit, and make housing in California more affordable? How can we attract and grow jobs that will provide livable wages for residents? This panel will explore modern housing and transportation strategies that will advance the region’s economy and relieve rising cost-of-living pressures.

# PLENARY SESSIONS

FRIDAY, MAY 6

9:30 A.M. – 11:30 A.M.

## California's Policy Priorities—A Question of Resource Allocation

As Governor Brown calls for significant increases for education, health care, the environment and infrastructure spending in the state's 2016-17, \$3.3 billion budget proposal, other priorities also compete for scarce resources. Southern California's policy makers remain focused on Cap and Trade, CEQA reform, transportation funding and job growth. In terms of job growth, the Inland Empire is showing positive and encouraging results, but still more must be done to bring high-paying jobs to the region. Southern California as a whole continues to lag behind Northern California in economic recovery, and law makers still wrestle with the right mix of industries, land use, regulatory controls and an increasingly diverse population. Don't miss this panel as leading policy makers discuss the state's top issues including affordable housing, Cap and Trade, CEQA reform and transportation funding.

## What is Driving the Future?

Driverless cars, lane centering systems, adaptive cruise control, mobile applications, and other innovations are becoming an ever-closer reality. US Secretary of Transportation Anthony Foxx is on record saying he expects driverless cars to be in use all over the world within the next 10 years. Meanwhile, the Obama administration is proposing to spend nearly \$4 billion in a decade to accelerate the acceptance of driverless cars on U.S. roads and to curb traffic fatalities and travel delays.

Clearly, the technologies are being readied, but are consumers ready to let go the wheel? Driverless cars have yet to hit the road, but already they're steeped in controversy. Who makes life or death decisions that normally are left to the car's driver? Who decides if there's room to make a lane change when traffic is going faster than legal speed limits? As new technologies rapidly emerge, so too does our desire to know how these innovations will impact our transportation system and everyday lives. This session will explore the types of transportation technologies that are emerging and their impact on our communities and our lives. Come join us and peer into your future.



## 2016 REGIONAL CONFERENCE & GENERAL ASSEMBLY

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