



STAFF REPORT

Meeting Date: April 21, 2015
To: Honorable Mayor & City Council
From: Cheryl Friedling, Deputy City Manager for Public Affairs *cf*
Subject: Representation of the City of Beverly Hills at the Southern California Association of Governments General Assembly on May 7-8, 2015

Attachments: 1. Draft Agenda – SCAG General Assembly

INTRODUCTION

The Southern California Association of Governments (SCAG) is the nation's largest metropolitan planning organization, representing six counties (excluding San Diego), 191 cities and more than 18 million residents. Once every year, SCAG convenes the General Assembly to bring together the official representatives of SCAG's membership and to set the agency's agenda for the coming year.

The SCAG General Assembly is scheduled for May 7-8, 2015 in Palm Desert, California.

DISCUSSION

Each member city is requested to formally select a Delegate and Alternate to represent the organization at the SCAG General Assembly.

Vice Mayor Mirisch has indicated interest in representing the City at this event, and requests a City Council appointment. No additional Councilmembers have indicated interest at this time.

RECOMMENDATION

That the City Council designate Vice Mayor Mirisch as the City of Beverly Hills' Delegate to the Southern California Association of Government's General Assemblyman on May 7-8, 2015.

FISCAL IMPACT

None.

Cheryl Friedling *cf*
Approved By

Attachment 1



CELEBRATING OUR PAST,
ENVISIONING OUR FUTURE

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS
REGIONAL CONFERENCE & GENERAL ASSEMBLY

PRELIMINARY PROGRAM

WEDNESDAY, MAY 6

6:00 pm **PRESIDENT'S VIP RECEPTION**Santa Rosa Ballroom
By Invitation Only

THURSDAY, MAY 7

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

9:15 am – 10:15 am **REGIONAL COUNCIL MEETING**..... Desert Salon 7 & 8

10:30 am – 10:40 am **WELCOME & OPENING REMARKS**.....Desert Salon 7 & 8
The Marine Corps Air Ground Combat Center Color Guard

10:40 am – 11:00 am **MORNING KEYNOTE**Desert Salon 7 & 8

11:00 am – 12:00 pm **GENERAL ASSEMBLY MEETING**.....Desert Salon 7 & 8

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

2:00 pm – 3:15 pm **BREAKOUT SESSION 1A**.....Desert Salons 1-6
Start Your Engines – Developing the Resources Today for Tomorrow's Economy

BREAKOUT SESSION 1B..... Desert Salon 7
Making Transit the Easy Choice – Improvements for the First and Last Mile

BREAKOUT SESSION 1C..... Desert Salons 10-14
What is Past is Prologue – The Evolution of Goods Movement in Southern California

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

3:30 pm – 4:45 pm **BREAKOUT SESSION 2A**.....Desert Salons 1-6
Meeting Public Engagement Challenges on Large Infrastructure Projects
SPONSORED BY TRANSPORTATION CORRIDOR AGENCIES

BREAKOUT SESSION 2B..... Desert Salons 10-14
Beyond Your Dashboard GPS – Way Beyond

BREAKOUT SESSION 2C Desert Salon 7
Innovator Power Hour

6:00 pm – 9:00 pm **SCAG'S 50TH ANNIVERSARY GALA**Desert Ballroom

FRIDAY, MAY 8

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

8:30 am – 9:30 am **BREAKFAST & WELCOME**Desert Salon 7 & 8

9:00 am – 9:30 am **MORNING KEYNOTE**Desert Salon 7 & 8

9:30 am – 11:30 am **PLenary SESSION**Desert Salon 7 & 8

11:30 am **CONFERENCE WRAP-UP**Desert Salon 7 & 8

MAY 7-8, 2015

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

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

In 2014, SCAG and the Southern California Leadership Council held the Poverty Summit to commemorate the 50th Anniversary of the War on Poverty, which revealed a yet growing crisis in Southern California – the increasing numbers of the 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 engines 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, constituents 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.