

2019

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
REGIONAL CONFERENCE  
& GENERAL ASSEMBLY

# CONFERENCE AGENDA

# BEYOND BOUNDARIES

MAY

1

## WEDNESDAY

### 11:00 a.m. TRAFFIC SAFETY LEADERSHIP SYMPOSIUM

In partnership with the Office of Traffic Safety, Auto Club of Southern California and Verizon

Traffic safety is a serious issue in Southern California. On average, more than 1,500 people die and 136,000 people are injured in collisions every year, and most collisions happen on local streets – not freeways. SCAG's Traffic Safety Leadership Symposium will explore regional traffic safety issues and the policy and implementation tools available to local governments. Expert panelists will highlight local strategies to improve safety, including balancing enforcement and equity, education and outreach strategies, and safe street design. This session is open to elected officials and city managers. For more information, email Lindsey Hansen at [hansen@scag.ca.gov](mailto:hansen@scag.ca.gov)

MAY

2

## THURSDAY

### 8:00 a.m. REGISTRATION & CONTINENTAL BREAKFAST

Sponsored by SMG Worldwide – Greater Ontario Convention & Visitors Bureau

### 9:00 a.m. REGIONAL COUNCIL MEETING

### 10:30 a.m. WELCOME

- Mayor Susan Marie Weber, City of Palm Desert

### 11:00 a.m. GENERAL ASSEMBLY MEETING

- Presentation of Colors, Palm Desert California Cadet Corps

### 12:15 p.m. SUSTAINABILITY AWARDS LUNCHEON

Sponsored by Majestic Realty

### 2:00 p.m. BREAKOUT SESSIONS I

#### BOOM GOES THE GREEN ECONOMY

We're ushering in a new era for the green economy. New state-level policies and innovations are spurring market changes. Many new sustainable technologies are proving to be real moneymakers, and the region is seeing supercharged growth in green jobs. This is good news for all parts of the region, including less urbanized and more rural areas. All kinds of communities, in different sizes and locations, have the potential to benefit from this boom. This panel will lay out a clear path for Southern California leaders to harness the green economy at home.

**MODERATOR:** Chris Thornberg, Partner/Professor, Beacon Economics / UC Riverside

#### PANELISTS:

- Harold Edwards, President/CEO, Limoneira
- Ryan Popple, President and CEO, Proterra
- Paul Relis, Senior Vice President, CR&R Incorporated

#### THE NEW MOBILITY REVOLUTION

Sponsored by WSP

New mobility technologies are popping up and proliferating almost faster than we can keep track. What are some of the innovations that stand to change the face of how we get around in Southern California the most, or the soonest?

**MODERATOR:** Susan Carpenter, Associate Editor, KPCC

#### PANELISTS:

- Rick Cole, City Manager, City of Santa Monica
- Vignesh Ganapathy, Sr. Manager, Government Relations, Postmates
- Dustin Heimler, Business Development Principal, RideCo
- Eve Sanford, Government and Community Relations Manager, Spin

continued on next page

# CONFERENCE AGENDA

# BEYOND BOUNDARIES

MAY

## 2 THURSDAY continued

2:00 p.m. BREAKOUT SESSIONS I

### WHERE WILL OUR CHILDREN LIVE?

This panel will discuss the threat the housing crisis poses for the next generation, and zero in on the planning and policy strategies that will allow future generations to realize the dream of homeownership.

**MODERATOR:** Jennifer Ganata, Senior Staff Attorney, Communities for a Better Environment

#### PANELISTS:

- Cesar Covarrubias, Executive Director, Kennedy Commission
- Alan Greenlee, Executive Director, Southern California Association of Nonprofit Housing
- Greg McWilliams, Chief Policy Officer, FivePoint
- Alex Wong, Co-Founder, Red Oak Investments

3:15 p.m. BREAK & NETWORKING

3:30 p.m. BREAKOUT SESSIONS II

### IS OUR INFRASTRUCTURE READY FOR THE NEW NORMAL?

Sea level rise, extreme weather and more are becoming "the new normal." Are we ready to meet the challenges climate change poses to the systems we depend on? What can we be doing now to mitigate negative impacts on our infrastructure? This panel will tackle the issues that climate stresses present, and look at what leaders can prioritize in order to address these challenges.

**MODERATOR:** John Bwarie, Founder and CEO, Stratiscope

#### PANELISTS:

- Mike Flood, National Resiliency Lead, WSP
- Michael B. Johnson, State Transportation Asset Engineer, Caltrans
- Chris Thompson, Vice President, Local Public Affairs, Southern California Edison

### UNLEASHING THE POWER OF DATA

Sharing data and building programming knowledge in local governments leads to greater efficiency and better service for the whole region. Shared data also spurs innovation: If everyone is working from the same information, and the information is shared instead of protected, it fosters ideas. This panel will show how advances in civic tech, and particularly the advent of widespread data-sharing, can change the face of the region for the better.

**MODERATOR:** Karthick Ramakrishnan, Director of Social Innovation, UC Riverside

#### PANELISTS:

- Dr. Regina Clewlow, CEO and Co-Founder, Populus
- Michael Mattmiller, Director, Government Affairs, Microsoft

### STUDENT SHOWCASE

This session shines a light on some of the most exciting research and planning work being done in the region. A select group of outstanding students will share projects that demonstrate innovative sustainability planning concepts and illustrate the power of applied data to solve civic problems. All attendees of this session will be able to vote to award their favorite projects for an Audience Award and accompanying cash prizes.

5:30 p.m. RECEPTION

Sponsored by IBI Group

continued on next page

# CONFERENCE AGENDA

# BEYOND BOUNDARIES

MAY  
/ 3

FRIDAY

8:30 a.m. BREAKFAST

9:00 a.m. WELCOME

- Student Showcase Awards

9:15 a.m. KEYNOTE: LEADERSHIP BEYOND BOUNDARIES

- Lea Endres, Co-Founder and CEO, NationBuilder

9:45 a.m. PLENARY SESSION: GETTING BACK ON TRACK

Between 2000 and 2015, the SCAG region grew by 2.3 million people while adding 2.1 million household vehicles. This increase in vehicle ownership was found to be the major contributor to a decline in per capita transit ridership and worsening road congestion, according to a joint SCAG-UCLA study. Despite our best intentions, transportation emissions have increased since 2013, increasing risks to public health, the environment and the Southern California economy – home to the largest manufacturing center and logistics industry in the nation.

New trends in technology are both providing increased mobility options and disrupting our roads. Can technology alone help us in achieving our climate goals? How can we effectively manage the risks that threaten the quality of life for current and future generations?

**PANELISTS:**

- Jon Coleman, PhD, Director, City Solutions, Ford Motor Company
- Hon. Eduardo Garcia, 56th California Assembly District
- Kate Gordon, Director, Governor's Office of Planning and Research
- David Swallow, Chief Engineering and Technology Officer, Regional Transportation Commission of Southern Nevada

10:45 a.m. CONNECT SOCAL: A BLUEPRINT FOR THE NEXT 25 YEARS

- Kome Ajise, SCAG Executive Director

A special presentation on Connect SoCal, the 2020-2045 Regional Transportation Plan/Sustainable Communities Strategy, a long-range visioning plan that balances future mobility and housing needs with economic, environmental and public health goals.

11:30 a.m. WRAP UP