REPORT

DATE: July 12, 2007

TO: Administration Committee
Regional Council

FROM: Hasan Ikhrata, (213) 236-1944, Ikhrata@scag.ca.gov

SUBJECT: Co-Sponsorship of UCLA Extension Public Policy Program 2007 Arrowhead Symposium

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:
Approve the Co-Sponsorship.

BACKGROUND:
Each year, the UCLA Extension Public Policy Program holds a symposium dealing with regional and public policy issues. This year's symposium titled "The Transportation, Land Use, and Environmental Connection" will address Planning for Growth: Demographics, Employment, Housing and Resources. The 3-day symposium, that will take place on October 14-16, 2007 at Lake Arrowhead, will include panels and other forums for dialogue among public officials, private industry leaders, and audience members. SCAG has been a supporter and co-sponsor of this program in the past.

FISCAL IMPACT:
The $10,000 co-sponsorship is an approved general fund budget item.

Reviewed by:
Division Manager

Reviewed by:
Department Director

Reviewed by:
Chief Financial Officer

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SOUTHERN CALIFORNIA ASS'N.
OF GOVERNMENTS

UCLA EXTENSION
LOS ANGELES, CALIFORNIA 90024

June 13, 2007

Hasan Ikhrata
Director, Planning and Policy
Southern California Association of Governments
818 West Seventh Street, 12th Floor
Los Angeles, CA 90017-3435

Hasan,
Thanks for your personal involvement.
Cath

Dear Hasan:

As the calendar edges closer to our 17th annual Arrowhead symposium, I am writing to give you an update on the status of planning the 2007 forum and to request a gift of funding.

First of all, thank you for your time, effort and thoughtful contributions as part of the Steering Committee, in developing the program for ***The Transportation, Land Use, and Environment Connection Symposium***. Attached you will find two copies of the draft program that focuses on **Planning for Growth: Demographics, Employment, Housing and Resources**.

One copy includes potential speakers identified for your reference in offering additional suggestions for session presenters. The second copy without speakers is meant only for your internal use in processing the request for sponsorship within your organization. Please do not circulate the copy with names of suggested speakers as not all are asked to give presentations even though they are highly regarded professionals.

Second, as part of the process in offering the annual symposium, we are following up once again on ways to adequately fund this carefully crafted policy and research symposium. The value of sharing perspectives and searching for solutions across professions is priceless, and is exactly the forum that Arrowhead offers. The areas of demographics, employment, housing, and resources such as air, water, sewage and power affect all of us personally and professionally, presenting opportunities and challenges for public policy and planning. The research findings and applied projections are critical, timely, and at times, controversial, as they cut across cultures and economic strata.

Please consider this correspondence our formal request for a financial commitment from your organization to support the 2007 Arrowhead symposium. As one of the sustaining contributors over the many years, we thank you for your contribution of **$10,000** last year. We enlist your support once again and hope that for this year, you can meet or exceed your past investment in the program.

This support, plus any other help and suggestions for other organizations that we might contact, will enable UCLA Extension to commit fully to proceeding with this year's symposium, as well as maintaining the quality and utility of the program. In addition, your funding commitment will help insure the continuation of the edited proceedings that are widely distributed and greatly appreciated by numerous groups and affiliations.

A summary statement of annual symposia contributions over the past 16 years and a sample of past participants are enclosed for your use. If appropriate, please feel free to share those materials with anyone who may wish to know more about the value of these past programs and may consider a gift of funding.

Once again, thank you for your contributions and willingness to consider our request. So that we can be assured of the needed support to proceed with developing this year's program, **we would appreciate receiving your funding commitment by June 21, 2007.** I have included a sponsorship form in this package. Checks should be made payable to The UCLA Foundation.

If you have any questions or suggestions, please don't hesitate to contact me by phone at (310) 825-5335 or by e-mail at cshowalter@uclaextension.edu. It is both a professional honor and personal privilege working with you.

Sincerely,

Cathy

Catherine L. Showalter
Director
UCLA Extension Public Policy Program

Cc. Cathy Sandeen, Dean, UCLA Extension

Enclosures

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TEL: (310) 825-7885 FAX: (310) 825-1545

DRAFT OUTLINE **10 June 2007** **DRAFT OUTLINE**

Planning for Growth:
Demographics, Employment, Housing, and Resources
The Transportation – Land Use – Environment Connection

Urban growth both presents opportunities and poses challenges for public policy and planning. Places experiencing rapid growth face significant land use, transportation, and environmental challenges, while leaders in areas with little or no growth are looking for ways to motivate firms and households to move to their areas. Nearly all projections for the coming decades predict dramatic increases in employment and population, especially in California and much of the western U.S. Will all of this projected growth really materialize? And if it does, where will so many new jobs locate? Where will these new residents live? How will they get around? What are the environmental consequences of all of this expected growth? These are some of the many questions to be explored at the 2007 *UCLA Lake Arrowhead Transportation/Land Use/Environment Symposium,* **Planning for Growth**, on October 14th, 15th, and 16th, 2007.

While those tasked with planning for growth must consider the links among transportation, land use, and environmental issues, there are many other critical linkages to consider as well. Accordingly, this year's UCLA Lake Arrowhead Symposium focuses on growth trends and projections in these four areas: demographics, employment, housing, and resources. In doing so we will examine: How will projected trends in the composition and location of the population affect the demand for employment, housing, and travel? How are projected changes in economy likely to affect the location of businesses and the movement of goods and people to, from, and between these businesses? While the recent ramp-up in housing prices has greatly increased personal wealth for many, high housing prices may be scaring off new employers, foreclosures are on the rise, and home ownership in many large cities is beyond the reach of a large and growing share of the population. What do the long term trends in housing supply and demand mean for transportation and land use systems? Continued growth poses big challenges for many forms of infrastructure beyond transportation – water, sewage, power, and so on. How are these other infrastructure challenges likely to affect transportation, land use, and environmental policy and planning in the years ahead? These questions, and more, will be examined in nine sessions over three days at Lake Arrowhead.

Symposium Co-Organizers:
Catherine Showalter, UCLA Extension Public Policy Program
Brian D. Taylor, UCLA Institute of Transportation Studies

Sunday, October 14, 2007

1:00 pm **REGISTRATION, CHECK-IN AND REFRESHMENTS**

1:30 **Welcome**
Catherine Showalter, UCLA Extension
Cathy Sandeen, Dean, UCLA Extension

1:45-2:00 **Symposium Overview**
Speaker:
Brian Taylor, UCLA

2:00-3:15 **Global changes, local effects: The future of local employment, trade, and travel in an increasingly global economy**

The future of local employment, trade, and travel in an increasingly global economy

Panel Discussion

Discussion

3:15-3:30 **Break**

3:30-5:00 **Exploring the land use and transportation implications of population growth and change in of California and the West**

Understanding population growth amidst environmental constraints: Who will be the new Californians, and where will they live and work?

Planning for the needs of growing youth and older adult populations

Immigrants, location, and travel in California: Do the biggest impacts lie ahead?

Discussion

5:00-6:30 **Check-in and Reception**

6:30-8:00 **Dinner**

8:00-9:30 **Visioning Alternative Growth Futures: What (may) Lie Ahead?**

How much land? How much housing? Forecasting alternative futures of urban growth in California

Visioning alternative futures in <name of region>

Discussion

9:30-11:00 **Informal reception**

Monday, October 15th

8:30-10:00 **Thirst for Growth: Water Politics and Policy**

Watering the west: The future of water supply in growing, drought-prone regions – implications for transportation, land use, and the environment

Panel Discussion

Discussion

10:00-10:15 **Break**

10:15-12:00 **Powering Growth: Environmental constraints on electrical power production in the years ahead**

On the grid: Planning future power generation to accommodate growth

Green growth, green policy I: Innovative efforts to develop sustainable energy production around the globe

Green growth, green policy II: Local efforts to increase energy efficiency and conservation in the West

Discussion

12:00-1:30 **Lunch**

1:30-3:15 **Housing Markets in California and the West: Supply, Demand, and Prices**

The markets for housing: What's ahead?

The role of regulation in affecting housing supply and prices: Part of the solution, or part of the problem?

School quality and housing choices: What are the links?

What will be built, where, and what are the environmental implications? Trends in housing production

Discussion

3:15-5:30 **Free time**

5:30-6:30 **Reception**

6:30-8:00 **Dinner**

8:00-9:30 **Planning for Affordable, Sustainable Housing**

Regional Housing Needs Assessments: Report on Blueprint efforts around the state

Green building techniques and codes: What are the trends, what have been the effects?

The future of housing in California: A Developer's Perspective

Discussion

9:30-11:00 **Informal Reception**

Tuesday, October 16th, 2007

8:30-10:15 **Planning for (and coping with) Growth**

The future of high-tech in an increasingly expensive and congested Silicon Valley

Planning for logistics-based employment in the Inland Empire

Preparing for an increasingly urbanized San Joaquin Valley

Discussion

10:15-10:30 Break

10:30-12:15 **Strategies for Moving Forward: What should be done? Can it be done? If so, how and by whom?**

Closing presentations by a panel of three prominent speakers
Three speakers: (1) a retired governor, a current mayor (who is actively involved in state/regional policy issues), and (3) a regional planning official

Discussion

12:15-1:45 **Concluding Lunch**

Attachment #1

Symposia History

Each year a different aspect of the Transportation, Land Use and Environment connection was examined at the annual symposia. The following are the topics that were explored during the series:

- ◆1991 - Overview of Strategies for Making Connections Between Transportation, Land Use and Air Quality
- ◆1992 - The Role of Pricing and Market-Based Strategies
- ◆1993 - The Role of Land Use Strategies for Improving Transportation and Air Quality
- ◆1994 - Taking Strategies from Concept to Adoption to Implementation
- ◆1995 - Putting Advanced Technologies to Work: Promises, Prospects, and Policy Issues
- ◆1996 - ISTEA Reauthorization: Will It Refine, Redefine, or Forge New Policy Linkages?
- ◆1997 - Transportation and the Economy
- ◆1998 - Financing the Future
- ◆1999 - Interregional Travel and Local Development
- ◆ 2000 - Growth and Quality-of-Life
- ◆ 2001 - Redefining, Reevaluating & Reinventing Transit
- ◆ 2002 - Tackling Traffic Congestion
- ◆ 2003 - Finance: The Critical Link
- ◆ 2004 - Linking Goods Movement to Economic Prosperity and Environmental Quality
- ◆ 2005 - Healthy Regions, Healthy People
- ◆ 2006 - Global Energy and Climate Change

A report, which summarizes the proceedings, was prepared after each symposium. The reports have been printed and disseminated to attendees, co-sponsors, and cooperating organizations, as well as a broad set of agencies and organizations in California, other states and Washington DC. Reports are available on line at www.uclaextension.edu/publicpolicy.

Attachment #2

Sample Listing of Key Policy and Academic Participants at Arrowhead in Recent Years

Alan Altshuler: Professor, Harvard University John F. Kennedy School of Government and Former Director, Transportation for State of Massachusetts

Joel Anderson: President, California Trucking Association

James Randolf Armstrong Jr.: Manager Compliance Assurance, Shell Oil

Bob Baglenorth: Vice Chair, California Transportation Commission

Tom Cackette: Chief Deputy Director, California Air Resources Board

Ann Carlson: Associate Dean and Professor, UCLA School of Law, and Co-Director, Frank G. Wells Environmental Law Clinic

Maria Contreras-Sweet: Secretary of Business, Transportation and Housing, State of California

Elizabeth Deakin: Director, University of California Transportation Center and Professor of City and Regional Planning, UC Berkeley

Michael de la Torre: Director, Governmental Affairs, Southern California Gas Company

Mark DeSaulnier: Contra Costa Board of Supervisors and Board member of MTC, BAAQMD & ABAG

Mortimer L. Downey III: Deputy Secretary, U.S. Department of Transportation

Anthony Downs: Senior Fellow, Brookings Institution

Lynne Edgerton: Boardmember, California Air Resources Board

Jonathan Fielding: Public Health Officer, County of Los Angeles, and Professor, Health Services and Pediatrics, UCLA

William Fleissig: Developer and Urban Designer creating mixed use communities

Axel Friedrich: Head of Environment and Transport Division, Umweltbundesant, Germany

John Glover: Director of Strategic Planning, Port of Oakland

Genevieve Giuliano: Director, METRANS Transportation Center and Professor of Policy, Planning & Development, University of Southern California

Sir Peter Hall: Professor of Planning, University of London

Steve Heminger: Executive Director, Metropolitan Transportation Commission

Gil Hicks: Alameda Corridor Project

John Holtzclaw: Chair, Sierra Club Transportation Committee

Mark Horton: Strategic Planning, United Parcel Service

John Kasarda: Professor of Planning and Business, University of North Carolina

Quentin Kopp: California State Senator

Nixon Lam: Manager, Airport Commission, San Francisco International Airport

John Landis: Chair and Professor, Department of City and Regional Planning, UC Berkeley

Robert J. Lempert: Senior Scientist, RAND

Anastasia Loukaitou-Sideris: Professor and Chair, Department of Urban Planning, UCLA School of Public Policy and Social Research

Ronald Loveridge: Mayor, City of Riverside, President, League of California Cities, and Board Member, Southern California Air Quality Management District

Amory Lovins: Chief Executive Officer, Rocky Mountain Institute

Gil Mallory: President, Amtrak West

Michal Moore: Senior Fellow, Institute for Sustainable Energy, Environment, and Economy, University of Calgary; former Commissioner, California Energy Commission

Jeff Morales: Director, California Department of Transportation

Myron Orfield: Representative, Minnesota House of Representatives

Gordon Palmer: Manager, Master Plan, Port of Long Beach

Eugene Pentimonti: Senior Vice President, Maersk Line Limited

Veronika Pesinova: Program Manager, Office of Transportation and Air, U.S. Environmental Protection Agency, Washington D.C.

Tom Plenys: Coalition for Clean Air

Thomas Peterson: Research Meteorologist, National Oceanic & Atmospheric Administration, Climatic Data Center

Robert Poole: Director, Transportation Studies Reason Foundation

Michael Replogle: Transportation Director, Environment Defense

Bob Santos: President, Lennar Communities, a national real estate development corporation

Donald Shoup: Professor of Urban Planning, UCLA School of Public Policy & Social Research

Barbara Smisko: Director of National Environmental, Health and Safety Operations, Kaiser Permanente

Brian J. Smith, Deputy Director of Planning & Modal Programs, California Department of Transportation

Roger Snoble: Chief Executive Officer, Los Angeles Metropolitan Transportation Authority

Daniel Sperling: Professor, Civil and Environmental Engineering and Director, Institute of Transportation Studies, UC Davis

Mark Stehly: Associate Vice President, Burlington Northern and Santa Fe

Brian Taylor: Director, UCLA Institute of Transportation Studies, Associate Professor of Urban Planning, UCLA School of Public Policy and Social Research

Tom Torlakson: Senator, California Legislature, Chair of Transportation Committee

Acquanetta Warren: Council Member, City of Fontana

Bill West: Manager, Electric Transportation, Southern California Edison

Carol Whiteside: President, Great Valley Center and Former Director, Intergovernment Affairs for Governor Pete Wilson

Jay Winter: Executive Secretary, Steamship Association of Southern California