REPORT

DATE: October 4, 2007

TO: Administration Committee
Regional Council

FROM: Sylvia Patsaouras, Acting Director, Government & Public Affairs, (213) 236-1806, Patsaouras@scag.ca.gov

SUBJECT: Sponsorship of the 2007 Mobility 21 Transportation Summit

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:
Authorize $2,500 from the FY07-08 general fund budget project reserve to sponsor the November 5, 2007 Mobility 21 Transportation Summit at the Ontario Convention Center.

BACKGROUND:
SCAG has been an active participant in Mobility 21 since it was launched several years ago by the Los Angeles County Metropolitan Transportation Authority, Los Angeles Area Chamber of Commerce and the Automobile Club of Southern California. This year, Mobility 21 is expanding its scope to include transportation commissions and chambers of commerce from four additional counties: Orange, Riverside, San Bernardino and Ventura.

Staff recommends an "Underwriter" sponsorship of the November 5th Summit for $2,500, which offers the following benefits:

- SCAG's name on pre-conference advertising, both print and electronic
- SCAG's name on the event agenda and other summit materials
- Exhibitor table during the conference
- Reserved seating for two at the luncheon
- SCAG's name on the Mobility 21 website with link to SCAG's website
- Complimentary admission for two people to the conference.

FISCAL IMPACT:
$2,500 from the SCAG FY07-08 general fund project reserve will be appropriated to sponsor the 2007 Mobility 21 Transportation Summit.

Reviewed by:

Division Manager

Reviewed by:

Department Director

Reviewed by:

Chief Financial Officer

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

Doc #140050
AC, RC/Oct. 2007
S. Patsaouras