REPORT

DATE: November 3, 2005

TO: Administration and Regional Council Members

FROM: Nancy Pfeffer, Sr. Regional Planner, 213-236-1869, pfeffer@scag.ca.gov

SUBJECT: Sponsorship Approval for Faster Freight Cleaner Air 2006 and National Urban Freight Conferences

EXECUTIVE DIRECTOR'S APPROVAL:

RECOMMENDED ACTION:

Approve SCAG's sponsorship of both the Faster Freight Cleaner Air 2006 and National Urban Freight Conferences.

BACKGROUND:

Staff is requesting approval of sponsorship for two conferences: $5,000 for the Faster Freight Cleaner Air 2006 conference and $5,000 for the National Urban Freight Conference. Goods movement is a critical issue facing the SCAG region, and sponsorship of these conferences will reflect SCAG's ongoing commitment to addressing goods movement in the region.

The Faster Freight - Cleaner Air 2006 (FFCA 2006) conference, which is being hosted by the South Coast Air Quality Management District, California Air Resources Board, and the US Environmental Protection Agency, focuses on technologies and efforts aimed at improving efficiency and reducing congestion and air quality impacts of the goods movement industry. This event will take place from January 30 - February 1, 2006 at the Long Beach Convention Center.

The event will include workshops highlighting efforts that have been successfully implemented by others, as well as provide information on funding opportunities available both now and in the future. The intention of the conference is to link these two focus areas (technology and funding) in order to spur the continued adoption of advanced and low-emission technologies within specific projects now being developed throughout the region.

The National Urban Freight Conference is being hosted by the Metrans Transportation Center, which is a joint partnership of the University of Southern California and California State University, Long Beach and will take place on February 1-3, 2006 at the Westin Long Beach. The purpose of this conference is to examine the impacts of goods movement and international trade within metropolitan areas, specifically in the areas of congestion, air quality, land use, and travel patterns.

FISCAL IMPACT:

Approval of these requests for sponsorship will result in General Fund expenditures of a total of $10,000 ($5,000 will be provided for each conference.

The commitment from SCAG is $25,000 for the Faster Freight Cleaner Air 2006 Conference. Only $5,000 is available from the General Fund. In order to meet the $25,000 sponsorship, SCAG will have to raise the remaining $20,000 from outside sources. SCAG funding commitment amount will not exceed the $5,000 from the General Fund.

These funds have been allocated in the FY 2005-2006 General Fund under "National Goods Movement Conference" and these sponsorships fulfill that allocation.

#115106 – FFCA and National Urban Freight Conference Sponsorship request