



CELEBRATING OUR PAST,
ENVISIONING OUR FUTURE

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS REGIONAL CONFERENCE & GENERAL ASSEMBLY

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 Salons 7 & 8

10:30 am – 11:00 am **WELCOME & OPENING REMARKS**..... Desert Salons 7 & 8

Hon. Carl Morehouse, President, SCAG

Presentation of Colors: The Marine Corps Air Ground
Combat Center Color Guard

Hon. Susan Marie Weber, Mayor, City of Palm Desert

Hon. Jan Harnik, Council Member, City of Palm Desert

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

» *Consideration of Proposed Amendments to the SCAG Bylaws*

» *Ratify the 2015-2016 SCAG Officers*

» *SCAG 2014-15 Year in Review Video*

» *Incoming President's Remarks*

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

» *SCAG's Sustainability Awards*

2:00 pm – 3:15 pm **BREAKOUT SESSION 1A**..... Desert Salon 7

*Start Your Engines – Developing the Resources
Today for Tomorrow's Economy*

BREAKOUT SESSION 1B..... Desert Salons 10–14

*Making Transit the Easy Choice – Improvements for
the First and Last Mile*

BREAKOUT SESSION 1C..... Desert Salons 1–5

*What is Past is Prologue – The Evolution of
Goods Movement in Southern California*

Sponsored by Parsons Brinckerhoff

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

3:30 pm – 4:45 pm **BREAKOUT SESSION 2A**..... Desert Salons 1–5

*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

Presenters: Cadiz, Good Energy, Hero and pointC

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

*Sponsored by Majestic Realty Co., Union Pacific Railroad and
Vineyards Development Corp.*

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 recent years, SCAG data has revealed an alarming trend; the number of poor, working poor and under-educated is growing in Southern California. In response, SCAG laid out a Regional Action Plan for Poverty at the 2014 Southern California Economic Recovery & Job Creation Summit with short- and long-term actions to capitalize on future growth industries, job creation, educating the workforce of tomorrow and regulatory reform. This panel will discuss the immense economic potential of infrastructure investment and how policy makers can best understand and assess poverty and upward economic mobility as part of their decision making.

MODERATOR

- » Wallace Walrod, Ph.D., Chief Economic Advisor, Orange County Business Council

PANELISTS

- » David Gomez, Executive Director, Business Development, IBEW Local 11 Los Angeles
- » Kevin Klowden, Managing Director, California Center and Managing Economist, Milken Institute
- » Rob Lapsley, President, California Business Roundtable
- » Elaine Nettle, Executive Director, Coalition for America's Gateways & Trade Corridors
- » Steve PonTell, CEO & President, National Community Renaissance

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.

MODERATOR

- » Roderick Diaz, Interim Chief Planning & Project Delivery Officer, Metrolink

PANELISTS

- » Emily Castor, Director of Transportation Policy, Lyft
- » Brian Falls, Development Manager, Ratkovich Company
- » Melanie Smith, Principal, Melendrez

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. Specifically, the rapid expansion of the shared economy business model (e.g., Lyft) has been adapted and adopted by the traditional logistics industry as exemplified by Cargomatic, Inc. and Flexe, Inc. This panel will explore these emerging developments and their implication on the future of commerce in Southern California.

MODERATOR

- » Gill Hicks, President, Gill V. Hicks & Associates, Inc.

PANELISTS

- » Steven Boyd, Co-Founder and Vice-President, External Affairs, Peloton Technology
- » Matt Glade, Director of Business Development, Flexe, Inc.
- » Christopher Gopal, Drucker Senior Fellow, Drucker School of Management, Claremont Graduate University

- » Jonathan Kessler, Co-Founder & CEO, Cargomatic, Inc.
- » Mark Richards, Vice-President, Associated Warehouses, Inc.

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.

MODERATOR

- » Rebecca Barrantes, President, The Sierra Group

PANELISTS

- » John Bednarski, P.E., Section Manager, Infrastructure Reliability Section, Metropolitan Water District
- » Michelle Boehm, Southern California Regional Director, California High-Speed Rail Authority
- » Katherine Cole, Director, Public Involvement & Education in Local Public Affairs, Southern California Edison
- » George Minter, Regional Vice President, External Affairs & the Environment, The Gas Company

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.

MODERATOR

- » Alan Clelland, Senior Vice President, Iteris, Inc.

PANELISTS

- » Frank Burkitt, Senior Executive Advisor, Strategy&
- » Aravind Kailas, Ph.D., ITS Research Engineer, Volvo Group North America
- » Alexander Klotz, Vice President Business and Technology Innovation, Continental Automotive
- » Rachel Nguyen, Executive Director, Nissan Future Lab
- » Diarmuid O'Connell, Vice President of Business Operations, Tesla Motors

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.

PRESENTERS

- » David Grannis, President & CEO, pointC
Transportation in SoCal: A Mobility Service Plan
- » Tom Leigh, Director, Good Energy
Key Elements to a Successful Community Choice Electric Aggregation Program
- » Dustin Reilich, Director of Municipal Development, Hero
PACE – Leading the Home Energy Revolution
- » Scott Slater, President & CEO, Cadiz
Cadiz Valley Water Project – An Innovative, New Sustainable Water Source for Southern California



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FRIDAY, MAY 8

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| 8:30 am – 9:00 am | BREAKFAST Desert Salons 7 & 8 |
| 9:00 am – 10:00 am | PLENARY SESSION 1 Desert Salons 7 & 8 <i>SCAG Executive Director Roundtable</i> In SCAG's 50-year history, there have only been three permanent Executive Directors. Come hear all three – Ray Remy, Mark Pisano and Hasan Ikhata – in a candid discussion about the agency's history and what to expect during the next 50 years. MODERATOR » Hon. Cheryl Viegas-Walker, Incoming President, SCAG PANELISTS » Ray Remy, Former Executive Director, SCAG » Mark Pisano, Former Executive Director, SCAG » Hasan Ikhata, Executive Director, SCAG |
| 10:00 am – 11:30 am | PLENARY SESSION 2 Desert Salons 7 & 8 <i>2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) Scenarios and Performance Outcomes</i> The draft 2016-2040 RTP/SCS is scheduled for release in Fall 2015. Come see the a preview of the 2016 RTP/SCS scenarios, performance results and an interactive demonstration of the upcoming public workshops coming soon to a city near you. |
| 11:30 am | CONFERENCE WRAP-UP Desert Salons 7 & 8 |