

DATE SUBMITTED 03/29/18
 SUBMITTED BY City Clerk
 DATE ACTION REQUIRED 04/04/18

Agenda Item No E-4
 CITY COUNCIL ACTION (X)
 PUBLIC HEARING REQUIRED ()
 RESOLUTION ()
 ORDINANCE 1ST READING ()
 ORDINANCE 2ND READING ()
 CITY CLERK'S INITIALS 40

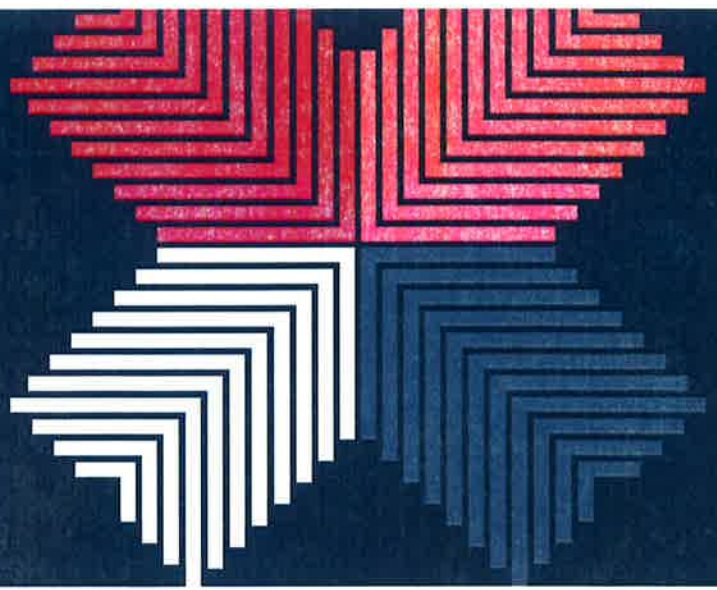
<p>SUBJECT: DISCUSSION/ACTION: CITY REPRESENTATION AT THE SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS (SCAG) REGIONAL CONFERENCE & GENERAL ASSEMBLY TO BE HELD MAY 3 -4, 2018 IN INDIAN WELLS, CALIFORNIA</p> <p style="text-align: center;">1. APPOINTMENT OF DELEGATE AND ALTERNATE FOR CITY REPRESENTATION AT THE REGIONAL CONFERENCE & ASSEMBLY</p> <p>DEPARTMENT INVOLVED: City Council</p>	
<p>BACKGROUND/SUMMARY:</p> <p>SCAG will be holding its Annual Conference & General Assembly in Indian Wells, CA May 3 & 4, 2018. The program consists of expert panels, keynote presentations and technical demonstrations to share insights on how our local governments and civic partners can work together to make the most of new technologies to enhance mobility, economic opportunity and quality of life. This event is free for Council members and city managers. Please see the draft schedule for meeting details.</p>	
<p>FISCAL IMPACT:</p>	
<p>STAFF RECOMMENDATION: Council appoint a Delegate and Alternate</p>	
<p>MANAGER'S RECOMMENDATION:</p>	<p>MANAGER'S INITIAL _____</p>
<p>MOTION:</p>	
<p>SECONDED:</p> <p>AYES:</p> <p>NAYES:</p> <p>ABSENT:</p>	<p>APPROVED () REJECTED ()</p> <p>DISAPPROVED () DEFERRED ()</p> <p>REFERRED TO:</p>



2018

REGIONAL CONFERENCE & GENERAL ASSEMBLY

SOUTHERN CALIFORNIA AT A CROSSROADS



DRAFT CONFERENCE SCHEDULE

WEDNESDAY, MAY 2



11:00 a.m. – 4:00 p.m. FUTURE COMMUNITIES FORUM

THURSDAY, MAY 3



8:00 a.m. – 10:00 a.m. NETWORKING & CONTINENTAL BREAKFAST

9:00 a.m. – 10:00 a.m. REGIONAL COUNCIL MEETING

10:15 a.m. – 11:00 a.m. WELCOME & OPENING KEYNOTE

11:00 a.m. – 12:00 p.m. GENERAL ASSEMBLY MEETING

12:15 p.m. – 1:45 p.m. SUSTAINABILITY AWARDS LUNCHEON

2:00 p.m. – 3:15 p.m. BREAKOUT SESSION I

3:15 p.m. – 3:30 p.m. BREAK & NETWORKING

3:30 p.m. – 4:45 p.m. BREAKOUT SESSION II

5:30 p.m. – 7:30 p.m. EVENING RECEPTION

MAY 3-4

Renaissance Indian Wells
Resort & Spa
44400 Indian Wells Lane
Indian Wells, CA 92210

scag.ca.gov/ga2018

FRIDAY, MAY 4



8:30 a.m. – 9:00 a.m. BREAKFAST

9:00 a.m. – 9:30 a.m. WELCOME KEYNOTE

9:30 a.m. – 10:30 a.m. PLENARY SESSION 1

10:30 a.m. – 11:30 a.m. PLENARY SESSION 2

11:30 a.m. CONFERENCE WRAP-UP

DRAFT CONFERENCE SCHEDULE

THURSDAY, MAY 3



2:00 p.m. BREAKOUT SESSION I

Risk, Resilience, and Avoiding Economic Disaster

This past year, we've seen numerous natural disasters hit the region, and their economic impacts continue to reverberate. But one threatening us every day is a major earthquake along the San Andreas Fault. This panel session would build on the previous work of SCAG's Earthquake Preparedness Initiative, zeroing in on the best practices cities and counties can employ to protect local communities and economies from the disruption that a major earthquake, fire or other natural disaster would cause. What other tools can cities use to ensure that natural disasters will not turn into catastrophes? What are local utilities doing to prepare as well? And how can we better coordinate with one another?

At a Crossroads: Our Transportation Future

Southern California has a complex transportation system with equally complex challenges. The region is also a hotbed of innovative thinking and emerging technologies that aim to address those challenges. This panel will identify a path for meeting ambitious goals for easing congestion, reducing climate impacts and improving mobility access for all, and address opportunities for today's civic leaders to define the future of transportation in the region, and set the path for meeting ambitious goals for easing congestion, reducing climate impacts and improving mobility access for all. So how do we rethink our approach to infrastructure and land use to make the most of our existing transportation environment? How can cities and counties be successful in piloting projects that require major change?

Student Showcase

This session will feature the work of students in the region, sharing research projects in the form of sustainability planning posters and GIS Story Maps selected through a competitive application process. These displays represent some of the strongest student work in the region, demonstrating innovative solutions to sustainability-related planning issues and illustrating the value of applied data to address regional issues. One project from each category will also be designated as the "best in show" by a panel of judges and receive a \$1,000 cash prize.

3:30 p.m. BREAKOUT SESSION II

Adapt and Re-Adapt: The Future of City Finance

Traditional sources of city and county revenue have seen sizable shifts in recent years, thanks in large part to new technologies, changing consumer habits, and certain legislative policies. Online shopping is outpacing sales at brick-and-mortar stores and local governments are missing out on sales tax revenues that end up going to the state instead. Meanwhile potential funding opportunities have become available with the legalization of recreational marijuana use. Now more than ever, local governments need to adapt to the shifting economy by being creative, innovative, and resourceful. What land use policies can local governments employ to keep their operations stable and effective? How does the changing face of retail stand to impact local businesses and economic development? What new partnerships, practices, and programs have been implemented to meet these current challenges?

Housing and the Shrinking Middle Class

An expanding middle class is an important indicator for a prospering region. However, Southern California's housing affordability problem continues to worsen, paving the way for an exodus of new businesses and top talent to other regions. An unprecedented housing shortage is at the root of the problem, as cities and counties all over the state have long been falling short of meeting their housing needs reflected in the Regional Housing Needs Assessment (RHNA). This session will address new policy measures and planning strategies from the state & local levels, as well as the important role the RHNA will need to play in the push for a solution to the housing crisis. This panel will also include perspectives of those who have left the region – and the state – to humanize the effect of our housing affordability crisis.