

DATE: March 1, 2012

TO: Executive Administrative Committee (EAC)
Regional Council (RC)

FROM: Sharon A. Neely, Deputy Executive Director, Strategy, Policy, and Public Affairs,
neely@scag.ca.gov, (213) 236-1992

SUBJECT: SCAG Sponsorship of Annual Events – 1) University of California, Los Angeles (UCLA) 2012 Complete Streets for California Conference, March 2, 2012, \$1,250; 2) Association of California Cities, Orange County 2012 Board of Directors Installation Ceremony, April 11, 2012, \$1,000; and 3) California Transportation Commission Reception, February 22, 2012, \$500

EXECUTIVE DIRECTOR'S APPROVAL: 

RECOMMENDED ACTION:

Approve.

EXECUTIVE SUMMARY:

The Legislative/Communications & Membership Committee (LCMC) met on February 17, 2012 and recommended approval up to \$2,750 for the sponsorships of the University of California, Los Angeles (UCLA) 2012 Complete Streets for California Conference on March 2, 2012, \$1,250; \$1,000 sponsorship of the Association of California Cities, Orange County 2012 Board of Directors Installation Ceremony on April 11, 2012; and \$500 sponsorship of the California Transportation Commission Reception on February 22, 2012.

STRATEGIC PLAN:

This item supports SCAG's Strategic Plan, Goal 1: Improve Regional Decision Making by Providing Leadership and Consensus Building on Key Plans and Policies.

BACKGROUND:

Complete Streets for California Conference

The University of California, Los Angeles (UCLA) Luskin School of Public Affairs will hold its second *Complete Streets for California* Conference on March 2, 2012 (8:00 a.m. – 5:30 p.m.) at the Kyoto Grand Hotel in Downtown Los Angeles. The \$1,250 Student Scholarship Sponsorship will cover the cost of attendance to the conference for 25 students from universities throughout Southern California studying urban planning, public policy, social welfare, and architecture. This scholarship entitles SCAG to two (2) complimentary conference registrations; recognition in post conference communication as a Student Scholarship Sponsor; display of informational materials in conference lobby; and recognition on conference website and in conference materials.

REPORT

Board of Directors Installation Ceremony

The Association of California Cities Orange County 2012 Board of Directors Installation Ceremony will be held on Wednesday, April 11, 2012 (5:30 p.m. – 7:30 p.m.) at the Ocean Institute in Dana Point. The 2012 Installation Ceremony brings together over 300 local elected officials, county and state legislators, private industry leaders, and municipal staff to honor the Association's new Board of Directors; recognize incoming President Lisa Bartlett, SCAG Regional Council Member; and promote the Association's mission of being a catalyst for regional collaboration to encourage good public policy within Orange County. The \$1,000 bronze level sponsorship entitles SCAG to two event tickets; a listing on the website and event program; and recognition of SCAG during the event.

California Transportation Commission Reception

Members of the California Transportation Commission will be honored at a Reception on Wednesday, February 22, 2012 (5:30 p.m. – 7:00 p.m.) at the Marriott Burbank Airport Hotel, Academy Ballroom 2. The Reception co-hosts are Los Angeles County Metropolitan Transportation Authority (Metro); Mobility 21; and Fixing Angelenos Stuck in Traffic (FAST). The \$500 sponsorship includes the logo displayed on all event marketing materials, web registration page, and signage at event, as well as listing in a future e-news article and acknowledgment from the podium during the reception. Attendance is free.

FISCAL IMPACT:

Up to \$2,750 (These funds are included in the approved FY 12 budget)

ATTACHMENT:

None