



SOUTHERN CALIFORNIA
ASSOCIATION OF GOVERNMENTS
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
T: (213) 236-1800
www.scag.ca.gov

REGIONAL COUNCIL OFFICERS

President
Margaret E. Finlay, Duarte

First Vice President
Alan D. Wapner, Ontario

Second Vice President
Bill Jahn, Big Bear Lake

Immediate Past President
Michele Martinez, Santa Ana

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Executive/Administration
Margaret E. Finlay, Duarte

Community, Economic &
Human Development
Rex Richardson, Long Beach

Energy & Environment
Carmen Ramirez, Oxnard

Transportation
Curt Hagman, San Bernardino County

SPECIAL MEETING AGENDA

PRESIDENT'S STRATEGIC PLAN COMMITTEE

Monday, January 22, 2018
1:00 p.m. – 2:30 p.m.

SCAG Main Office
900 Wilshire Blvd., Suite 1700
Innovation Conference Room
Los Angeles, CA 90017
(213) 236-1800

See next page for other meeting locations

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Tess Rey-Chaput at (213) 236-1908 or via email at REY@scag.ca.gov.

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours (three days) notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

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President's Strategic Plan Committee Members and List of Meeting Locations

Date: **Thursday, January 11, 2018**

Time: **1PM – 2:30PM**

Location: **Wilshire Grand Center, Suite 1700 – Innovation Conference Room
Los Angeles, CA 90017**

Committee Members	Participating from the Following Meeting Locations
1. Hon. Michele Martinez , PSP Committee Chair <i>Representing City of Santa Ana, District 16</i>	Innovation Conference Room
2. Hon. Margaret E. Finlay <i>Representing City of Duarte, District 35</i>	Innovation Conference Room
3. Hon. Alan D. Wapner <i>Representing SBCTA</i>	Embassy Suites by Hilton San Francisco Airport 250 Gateway Boulevard South San Francisco, CA, 94080
4. Hon. Bill Jahn <i>Representing City of Big Bear Lake, District 11</i>	
5. Hon. Carmen Ramirez <i>Representing City of Oxnard, District 45</i>	SCAG Ventura Office 950 County Square Drive, Suite 101 Ventura, CA 93003
6. Hon. Cheryl Viegas-Walker <i>Representing City of El Centro, District 1</i>	Walker & Driskill, PLC 3205 S. Dogwood Road, Suite B El Centro, CA 92243
7. Hon. Pam O'Connor <i>Representing City of Santa Monica, District 41</i>	Innovation Conference Room
8. Hon. Jan Harnik , President's Appointment <i>Representing RCTC</i>	Palm Desert City Hall 73510 Fred Waring Drive Palm Desert, CA 92260
9. Hon. Margaret Clark <i>Representing City of Oxnard, District 45</i>	Garvey Community Center 9108 Garvey Ave, Rosemead, CA 91770

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PRESIDENT STRATEGIC PLAN COMMITTEE

SPECIAL MEETING AGENDA

Southern California Association of Governments
Wilshire Grand Center
900 Wilshire Boulevard, Suite 1700 – Innovation Room
Los Angeles, California 90017
Monday, January 22, 2018
1PM – 2:30PM

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

(The Honorable Michele Martinez, Chair)

PUBLIC COMMENT PERIOD

Members of the public desiring to speak on items on the special meeting agenda, or items not on the agenda, but within the purview of the committee, must fill out and present a Public Comment Card to the committee staff prior to speaking. Comments will be limited to three (3) minutes per speaker. The Chair has the discretion to reduce the time limit based upon the number of speakers and may limit the total time for all public comments to twenty (20) minutes.

ACTION/DISCUSSION ITEM

SCAG Strategic Plan - Update
(Darin Chidsey, Chief Operating Officer)

ANNOUNCEMENT/S

ADJOURNMENT

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President's Strategic Plan Committee

SCAG Strategic Plan Update

January 22, 2018



Strategic Plan Timeline



The Four Components of the Strategic Plan

1. Vision
2. Mission
3. Core Values
4. Goals



Vision & Mission Statement

VISION

Southern California's Catalyst for a Brighter Future

MISSION

To foster innovative regional solutions through inclusive collaboration, visionary planning, regional advocacy, information sharing, and promoting best practices.

Core Values

Be Open: Be accessible, candid, collaborative and transparent in the work we do.

Lead by Example: Commit to integrity and equity in working to meet the diverse needs of all people and communities in our region.

Make an Impact: In all endeavors, effect positive and sustained outcomes that make our region thrive.

Be Courageous: Have confidence that taking deliberate, bold and purposeful risks can yield new and valuable benefits.

Goal #1

Produce innovative solutions that improve the quality of life for Southern Californians.

Goal #2

Advance Southern California's policy interests and planning priorities through regional, statewide, and national engagement and advocacy.

Goal #3

Be the foremost data information hub for the region.

Goal #4

Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

Goal #5

Recruit, support, and develop a world-class workforce and be the workplace of choice.

Goal #6

Deploy strategic communications to further agency priorities and foster public understanding of long-range regional planning.

Goal #7

Secure funding to support agency priorities to effectively and efficiently deliver work products.

**Next step:
Action by Regional Council**

Thank You



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Strategic Plan 2018

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SCAGTM
INNOVATING FOR A BETTER TOMORROW

Strategic Plan

Vision

Southern California's Catalyst for a Brighter Future

Mission

To foster innovative regional solutions that improve the lives of Southern Californians through inclusive collaboration, visionary planning, regional advocacy, information sharing, and promoting best practices.

Core Values

Be Open

Be accessible, candid, collaborative and transparent in the work we do.

Lead by Example

Commit to integrity and equity in working to meet the diverse needs of all people and communities in our region.

Make an Impact

In all endeavors, effect positive and sustained outcomes that make our region thrive.

Be Courageous

Have confidence that taking deliberate, bold and purposeful risks can yield new and valuable benefits.

Goals & Objectives



Produce innovative solutions that improve the quality of life for Southern Californians.

- A.** Create plans that enhance the region's strength, economy, resilience and adaptability by reducing greenhouse gas emissions and air pollution.
- B.** Be the leading resource for best practices that lead to local implementation of sustainable and innovative projects.
- C.** Ensure quality, effectiveness, and implementation of plans through collaboration, pilot testing, and objective, data-driven analysis.
- D.** Identify partnership opportunities with the private sector that yield public benefits.
- E.** Facilitate inclusive and meaningful engagement with diverse stakeholders to produce plans that are effective and responsive to community needs.
- F.** Partner with the broader research community to ensure plans are informed by the most recent research and technology.



Advance Southern California's policy interests and planning priorities through regional, statewide, and national engagement and advocacy.

- A.** Cultivate dynamic knowledge of the major challenges and opportunities relevant to sustainability and quality of life in the region.
- B.** Develop and implement effective legislative strategies at both the state and federal level.
- C.** Advocate for the allocation, distribution and expenditure of resources to meet the region's needs.
- D.** Promote and engage partners in a cooperative regional approach to problem-solving.
- E.** Act as the preeminent regional convener to shape regional, state and national policies.



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Be the foremost data information hub for the region.

- A.** Develop and maintain models, tools, and data sets that support innovative plan development, policy analysis and project implementation.
- B.** Become the information hub of Southern California by improving access to current, historical, local, and regional data sets that reduce the costs of planning and increase the efficiency of public services.
- C.** Allocate resources to accelerate public sector innovation related to big data, open data and smart communities with a focus on social equity in the deployment of new technologies across the region.
- D.** Develop partnerships and provide guidance by sharing best practices and promoting collaborative research opportunities with universities, local communities and the private sector regionally, nationally, and internationally.
- E.** Facilitate regional conversations to ensure data governance structures are in place at the local and regional level to standardize data sets, ensure timely updates of data, and protect the region's data systems and people.
- F.** Model best practices by prioritizing continuous improvement and technical innovations through the adoption of interactive, automated, and state-of-the-art information tools and technologies.



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Provide innovative information and value-added services to enhance member agencies' planning and operations and promote regional collaboration.

- A.** Promote information-sharing and local cost savings with enhanced services to member agencies through networking events, educational and training opportunities, technical assistance, and funding opportunities.
- B.** Provide resources and expertise to support local leaders and agencies in implementing regional plans.
- C.** Expand SCAG's ability to address local and regional planning and information needs by prioritizing regular engagement with members to develop innovative, insight-driven, and interactive tools.
- D.** Promote data-driven decision making, government transparency, and information as public engagement tools to increase opportunities for the public to inform local and regional policy.
- E.** Identify, support, and partner with local champions to foster regional collaboration.

Goals & Objectives



Recruit, support, and develop a world-class workforce and be the workplace of choice.

- A.** Integrate the Strategic Plan into SCAG's day-to-day operations by defining roles and responsibilities across the agency.
- B.** Prioritize a diverse and cooperative environment that supports innovation, allows for risk-taking, and provides opportunities for employees to succeed.
- C.** Encourage interdepartmental collaboration through the use of formal and informal communication methods.
- D.** Adopt and support enterprise-wide data tools to promote information sharing across the agency.
- E.** Anticipate future organizational needs of the agency by developing a systematic approach to succession planning that ensures leadership continuity and cultivates talent.
- F.** Invest in employee development by providing resources for training programs, internal mentorship opportunities, and partnerships with universities.
- G.** Foster a culture of inclusion, trust, and respect that inspires relationship-building and employee engagement.



Deploy strategic communications to further agency priorities and foster public understanding of long-range regional planning.

- A.** Leverage cutting-edge communication tools and strategies to maximize connectivity and sustain regional partnerships.
- B.** Produce clear and consistent communications, media, and promotional campaigns that exemplify agency values and standards
- C.** Enhance the SCAG brand as a respected and influential voice for the region by increasing awareness of agency's work and purpose.
- D.** Practice robust public engagement, conducting proactive outreach to traditionally underrepresented communities as well as long-term stakeholders.



Secure funding to support agency priorities to effectively and efficiently deliver work products.

- A.** Pursue innovative funding opportunities for planning and infrastructure investments.
- B.** Maximize efficiency and effectiveness in resource allocation to maintain adequate working capital, appropriate reserves, and investments, and utilize resources in a timely and responsible fashion.
- C.** Pioneer best practices and streamline administrative processes to better support agency activities.
- D.** Focus resources to maintain and expand programs that are aligned with agency values.