



Item #15-4-10

Government Relations & Public Affairs Committee Information

March 27, 2015

Regional Forum 2015

Issue: SACOG in partnership with Valley Vision will host a regional forum this fall.

Recommendation: None, this is for information only.

Discussion: Last year marked the 10-year anniversary of the adoption of the Sacramento Region Blueprint. SACOG has partnered with Valley Vision to host a regional forum that will highlight the successes of the Sacramento Region Blueprint since 2004, re-engage partners and supporters, and engage and inform new stakeholders passionate about their communities. Some potential key features will include a nationally known keynote speaker, interactive and real-time communication and engagement, and independent lead up activities led by community leaders and partners.

While many details are forthcoming, we are working to host the event at the Sacramento Convention Center in September or October. The planning team has secured event consultation support from Unseen Heroes, a local event planning firm. Initial planning meetings with Valley Vision, SACOG, and Unseen Heroes have occurred, and updates on the planning process will be provided to this committee.

Potential themes that have come out of planning meetings include: reinvigorating passion and support for regional collaborative action; celebration and education on the Sacramento Region Blueprint, its deep roots based on resident input, and the future-forward thinking embedded in it; highlighting the region's physical, environmental, and human assets; building on lessons learned and successes of previous large-scale outreach and engagement events; and using both traditional and new forms of outreach, communication, and technology leading up to and throughout the event.

Most immediately, staff will be working on scheduling the date, securing the venue, and developing a sponsorship package.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:ts
Attachments

Key Staff: Erik Johnson, Manager of Policy and Administration, (916) 340-6247
Monica Hernández, Public Information Officer (916) 340-6237