



Government Relations & Public Affairs Committee

July 31, 2015

Region Rising Conference and Sacramento Region Blueprint Outreach

Issue: SACOG will host a regional-scale event in partnerships with Valley Vision and staff is launching a long term outreach campaign on the Sacramento Region Blueprint.

Recommendation: None, this is for information only.

Discussion: As part of the celebration of the 10-year anniversary of the Sacramento Region Blueprint, SACOG, in partnership with Valley Vision, will host a regional convening on Friday, November 20, at the Sacramento Convention Center.

The event will include a high level overview of Blueprint, the unveiling of Valley Vision's Livability Index, discussions on planning topics affecting the future of our region, and opportunities for participant interaction on the topics. Staff from both organizations are targeting participation from regional elected officials, public sector staff, private sector economic development and civic tech, non-profit staff, and the general public.

To ensure that our regional elected officials, local government staff, and residents have a deeper understanding of the foundation, goals, and implementation successes of the Sacramento Region Blueprint, staff will launch an outreach campaign in the fall. Key components of the campaign include jurisdiction presentations to highlight local Blueprint implementation successes, and discuss challenges ahead. The first action in developing the outreach campaign is information gathering from each jurisdiction. Staff will be reaching out to planning and public works staff to develop Blueprint implementation profiles. Staff will also inquire about the challenges our members have experienced or anticipate in implementing the Blueprint to explore how SACOG can support our members through technical assistance or other resources.

Updates on both the Region Rising Conference and the Sacramento Region Blueprint outreach campaign will be provided to all committees.

Approved by:

Mike McKeever
Chief Executive Officer

MM:MH:ds

Key Staff: Erik Johnson, Manager of Policy and Administration, (916) 340-6247
Monica Hernández, Public Information Officer, (916) 340-6237
Sabrina Bradbury, Public Information Coordinator, (916) 340-6211