



ANNUAL BOARD OF DIRECTORS RETREAT

2013 STRATEGIC PLANNING

February 6-8, 2013

(Retreat atmosphere and dress are casual)

Barona Resort

Golf Events Center

1932 Wildcat Canyon Road

Lakeside, California 92040

(619) 443-2300

AGENDA

Members of the public may address the Board of Directors on any issue not related to agenda items during Public Comments/Communications. Members of the public wishing to speak to the Board on an item on the agenda will be called on at the end of that session. Please complete a speaker's slip and present the slip to a SANDAG staff member.

Wednesday, February 6

3:45 p.m.

WELCOME

(Creek Ballroom)

Hon. Clifford M. LaChappa, Tribal Chairman, *Barona Band of Mission Indians*

Hon. Don Higginson, Mayor, *City of Poway*; SANDAG Second Vice Chair

4 – 4:30 p.m.

SOUTH BAY EXPRESSWAY – IT'S COMING ALONG

(Creek Ballroom)

Hon. Cheryl Cox, Mayor, *City of Chula Vista*

Samuel Johnson, SANDAG, *Director of Operations*

Just over one year ago, the Board of Directors approved the purchase of State Route 125/South Bay Expressway. It was a historical move that, to date, is paying off. During this session, an update will be provided on how the toll road is tracking against the set goals.

4:30 – 5 p.m.

SHOW & TELL - MARKETING SANDAG PROJECTS / PROGRAMS

(Creek Ballroom)

Colleen Windsor, SANDAG, *Director of Communications*

Elizabeth Cox, SANDAG, *Marketing Manager*

To achieve desired results, marketing must be tailored to reach diverse audiences throughout the region. In 2012, the SANDAG marketing team created and implemented plans for various projects and programs in order to increase awareness, and/or to ask for public involvement. Methods included web, email, social media, advertising, events, press releases, and more. This session will touch on what the marketing team is doing to help get the SANDAG message out to the public.

Wednesday, February 6 (continued)

5 p.m. **PUBLIC COMMENTS/COMMUNICATIONS**

6 p.m. **DINNER**

(Fairway Foyer)

Hon. Ron Roberts, Supervisor, *San Diego County Board of Supervisors*

Irwin Jacobs, *Qualcomm Founding Chairman and Chief Executive Officer Emeritus*

Culture, arts, and education in the San Diego region have benefited tremendously from the philanthropy of Joan and Irwin Jacobs. Mr. Jacobs will talk about some of his most high-profile philanthropic endeavors, such as the downtown library project and his vision for remaking Balboa Park. In addition, he will tell the story of how Linkabit, the predecessor to Qualcomm, helped spawn the telecom industry in the San Diego region, and he will share his insight on how this region can encourage the development of high-tech, high-paying jobs.

Thursday, February 7

8 a.m. **BUFFET BREAKFAST**

(Oak I Ballroom)

8:25 a.m. **KICK-OFF**

(Oak I Ballroom)

Hon. Jim Janney, Mayor, *City of Imperial Beach; SANDAG First Vice Chair*

8:30 – 9:30 a.m. **YEAR IN REVIEW**

(Oak I Ballroom)

Video

The past year has been chalk full of completions, acquisitions, beginnings, successes and milestones. During this session, we will take a look back at SANDAG's accomplishments on behalf of the region and its quality of life.

9:30 – 10:30 a.m. **MILITARY: WHAT'S HAPPENING IN THEIR NECK OF THE WOODS**

(Oak I Ballroom)

Hon. Mike Woiwode, Mayor Pro Tem, *City of Coronado*

Rear Admiral Dixon R. Smith, United States Navy,

Commander, Navy Region Southwest

Brigadier General Vincent A. Coglianese, United States Marine Corps,

Commanding General, Marine Corps Installations West -

Commander, Marine Corps Base Camp Pendleton

Commander Christopher J. Conley, United States Coast Guard, *Chief of Response,*

Coast Guard Sector San Diego

The military is part of the fabric of the San Diego region. As board members, we need to know and understand the infrastructure plans of these important neighbors in order to help make educated planning decisions. This session will afford us the opportunity hear from our region's military leaders and ask questions about how to best work collaboratively.

Thursday, February 7 (continued)

- 10:30 – 11:30 a.m. **CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)
WHAT IS IT AND WHAT'S NEXT?**
(Oak I Ballroom)
Hon. Lesa Heebner, Councilmember, *City of Solana Beach*
Margaret Moore Sohagi, Principal, *The Sohagi Law Group*
Momentum has been building to reform the state's landmark environmental law for several years. What are the courts and the legislature saying about CEQA and potential changes to it? Does CEQA result in projects that are more environmentally sensitive? What is next for the law? In this session, we will discuss the latest developments in the efforts to reform CEQA.
- 11:30 a.m. –
12 noon **SOCIAL MEDIA: WHAT'S IN IT FOR YOU?**
(Oak I Ballroom)
Hon. Art Madrid, Mayor, *City of La Mesa*
Artie Ojeda, *Broadcast Journalist, KNSD*
Are you a fan? Can you tweet? Do you have friends? This hands-on, interactive session will provide you an opportunity to learn how to gain fans and friends while tweeting.
- 12 noon –
1:15 p.m. **LUNCH**
(Lake Terrace Patio)
Hon. Ron Morrison, Mayor, *City of National City*
John Lynch, *UT San Diego Vice Chairman and CEO*
The new owners of U-T San Diego and the North County Times have big plans to transform this region's two newspapers into a unified multimedia and multi-platform powerhouse. Mr. Lynch will discuss his media company's major initiatives, such as consolidation of the North County Times under the U-T San Diego brand, U-T TV, expansion into the Spanish market, and plans to buy other major market newspapers.
- 1:30 – 2:30 p.m. **NEW MEDIA - THE INSIDE SCOOP**
(Oak I Ballroom)
Hon. Todd Gloria, Council President, *City of San Diego*
Scott Lewis, Chief Executive Officer, *Voice of San Diego*
Chris Jennewein, Regional Editor, *13 AOL Patch Sites in the County*
Stephen Goforth, New Media Professor, *Point Loma Nazarene University*
Traditional press and electronic media now dedicate huge resources to their online versions. Other news organizations in our region have evolved in recent years only on the internet – posting all their content on the Web, and engaging the community through social media and other viral forms of communication. Bloggers have proliferated. Readers are commenting on stories online, tweeting them to friends, and posting them on Facebook. Who are the region's players in this new media? How does SANDAG and its Board get involved and should they? What's the state of cyber journalism in San Diego, and what does the future have in store? Get some answers from this panel of online journalists and experts and ask your pressing questions.

Thursday, February 7 (continued)

2:30 – 3 p.m.

MIND VS. BODY

(Creek Ballroom – Physical / Oak I Ballroom - Mental)

Christal Rodrigues, *Health Coach and Certified Personal Trainer*

Colleen Windsor, *SANDAG, Director of Communications*

Is that after lunch coma starting to set in? Take the opportunity to get your blood circulating, or if you prefer, get the cobwebs outs. These activities will run simultaneously so you get to choose which direction to take – getting physical or challenging your trivia aptitude.

3 – 4 p.m.

PLANNING FOR A HEALTHY PUBLIC

(Oak I Ballroom)

Hon. Greg Cox, *Chairman, San Diego County Board of Supervisors*

Dr. Dean Sidelinger, *Deputy Public Health Officer, County of San Diego,
Health and Human Services Agency*

Dr. James F. Sallis, *Program Director, Active Living Research*

Douglas R. Hooker, *P.E., Executive Director, Atlanta Regional Commission*

Policymakers are becoming increasingly aware of the importance of public health in land use and transportation decision-making. A growing body of research exists that links the built environment to the safety and health of local communities. Regional and local agencies have begun to examine public health in their land use and transportation plans. Learn more from public health practitioners and researchers about the latest conversations on integrating public health into the planning process. How can regional agencies help promote active living and physical activity through transportation choices? What are important health-related public policies SANDAG should consider in the development of the regional plan?

4 – 5 p.m.

WHO DUN IT? – DISCOVERING WHAT'S BEHIND CJ/ARJIS TRADE TOOLS

(Oak I Ballroom)

Hon. Terry Sinnott, *Mayor, City of Del Mar*

Pam Scanlon, *SANDAG, Director of ARJIS*

Cindy Burke, *SANDAG, Division Director of Applied Research/
Criminal Justice Research*

New technology and data are providing tools to law enforcement to help solve crimes in our region. During this interactive session, you will be introduced to these tools to help you determine who amongst you was involved in a crime spree. Do you know who dun it?

5 p.m.

PUBLIC COMMENTS / COMMUNICATIONS

6 p.m.

DINNER

(Fairway Foyer)

Hon. Judy Ritter, *Mayor, City of Vista*

Barry Edelstein, *Old Globe Artistic Director*

Barry Edelstein, an acclaimed stage director, producer, author, and educator, recently joined The Old Globe as artistic director, pledging to “guide the theater into a new period of excitement and achievement.” Mr. Edelstein will talk about his vision for San Diego’s flagship cultural institution and share insights on how the arts contribute to the cultural and economic vitality of this region. A leading authority on Shakespeare’s works, he has directed many of the Bard’s dramas and is the author of *Bardisms: Shakespeare for all Occasions* and *Thinking Shakespeare*.

Friday, February 8

8 a.m. **BUFFET BREAKFAST**
(Oak I Ballroom)

8:30 a.m. **PUBLIC COMMENTS / COMMUNICATIONS**

8:35 – 9 a.m. **SD SAFE – MOVING FORWARD**
(Oak I Ballroom)

Hon. Sam Abed, Mayor, *City of Escondido*

Samuel Johnson, Director of Operations, SANDAG

With the implementation of Assembly Bill 1572, responsibility and oversight of the San Diego Service Authority for Freeway Emergencies (SAFE) transitioned to SANDAG as of January 1, 2013. This new responsibility of motorist aid provides the Board an opportunity to evaluate future possibilities to the services currently provided, as well as assess our existing Freeway Service Patrol program and 511 system. Best practices of other SAFE programs will be provided as a starting point for discussion.

9 – 9:30 a.m. **TRANSFORMING OUR IDENTITY ONE PLAN AT A TIME**
(Oak I Ballroom)

Hon. Jim Janney, Mayor, *City of Imperial Beach*

Marlee J Ehrenfeld, President and Creative Director, *MJE Marketing Services*

As we branch out into a new area of combining our Regional Transportation Plan and Sustainable Community Strategies with our Regional Comprehensive Plan, we also have set a new bar for conducting public outreach. That outreach effort starts with establishing a brand identity that people can relate to and embrace. During this session, the new regional plan branding will be launched.

9:30 – 10:15 a.m. **THEY ALL BECOME ONE**
(Oak I Ballroom)

Hon. Mary Sessom, Mayor, *City of Lemon Grove*

Muggs Stoll, Director of Land Use and Transportation, SANDAG

The adoption of the 2050 Regional Transportation Plan/Sustainable Communities Strategy (2050 RTP/SCS) in October 2011 represented a major milestone for the San Diego region in planning for its transportation future – and in connecting that future to major land use changes that have been put in place by the jurisdictions since the adoption of the Regional Comprehensive Plan (RCP) in 2004. In recognition of this, in May 2012, the Board of Directors approved merging the RCP update with the next RTP/SCS. Combining these two major planning efforts will give citizens a single, easily accessible document that includes an overall vision for the San Diego region, as well as a concrete implementation program for a large portion of that vision.

In this session, you will hear about how various individual strategies and planning efforts will be woven into the new regional plan.

Friday, February 8 (continued)

- 10:15 – 11:15 a.m. **INSPIRE ME**
(Oak I Ballroom)
Hon. Jack Dale, Councilmember, *City of Santee, SANDAG Chair*
Miles McPherson, *Former San Diego Charger and Pastor, The Rock Church*
- 11:15 – 11:30 a.m. **WRAP-UP**
Hon. Jack Dale, Councilmember, *City of Santee; SANDAG Chair*
- 11:30 a.m. **RETREAT CONCLUDES**

Following the Retreat, please take a moment to give us your feedback by completing a brief survey at sandag.org/2013RetreatSurvey. Thank you.