



**ANNUAL
BOARD OF DIRECTORS RETREAT**

2016 STRATEGIC PLANNING

March 9 - 11, 2016

**Barona Resort
Golf Events Center
1932 Wildcat Canyon Road
Lakeside, CA 92040
(619) 443-2300**

(Retreat atmosphere and dress are casual)

AGENDA

*Session times listed on the agenda are approximate.
Some sessions may start and end slightly earlier or later than listed.*



Members of the public may address the SANDAG Board of Directors on any issue not related to Retreat agenda items during Public Comments/Communications. Members of the public wishing to speak to the Board on an agenda item 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. Public speakers are limited to three minutes or less per person. Public comments regarding the Retreat agenda can be sent to SANDAG via comment@sandag.org. Please include the agenda item, your name, and your organization. Email comments should be received no later than 12 noon, two working days prior to the start of the Board of Directors Retreat.

Any handouts, presentations, or other materials from the public intended for distribution at the Board of Directors Retreat should be received by the Clerk of the Board no later than 12 noon, two working days prior to the start of the Board of Directors Retreat. In order to keep the public informed in an efficient manner and facilitate public participation, SANDAG also provides access to agenda and meeting materials online at sandag.org/meetings. Additionally, interested persons can sign up for agenda posting e-notifications by visiting sandag.org or sending a request to webmaster@sandag.org.

In compliance with Government Code §54952.3, the compensation for legislative body members attending the following simultaneous or serial meetings is: SANDAG Executive Committee \$100 and SANDAG Board of Directors \$150. Compensation rates for these meetings are set pursuant to the SANDAG Bylaws, which can be viewed at sandag.org/legal.

SANDAG operates its programs without regard to race, color, and national origin in compliance with Title VI of the Civil Rights Act. SANDAG has developed procedures for investigating and tracking Title VI complaints and the procedures for filing a complaint are available to the public upon request. Questions concerning SANDAG nondiscrimination obligations or complaint procedures should be directed to SANDAG General Counsel, John Kirk, at (619) 699-1997 or john.kirk@sandag.org. Any person who believes himself or herself or any specific class of persons to be subjected to discrimination prohibited by Title VI also may file a written complaint with the Federal Transit Administration.

In compliance with the Americans with Disabilities Act (ADA), SANDAG will accommodate persons who require assistance in order to participate in the SANDAG Board of Directors Retreat. If such assistance is required, please contact SANDAG at (619) 699-1900 at least 72 hours in advance of the meeting.

To request the Retreat agenda in an alternative format, please call (619) 699-1900, (619) 699-1904 (TTY), or fax (619) 699-1905.

This agenda also can be made available in alternative languages. To make a request, call (619) 699-1900 at least 72 hours in advance of the meeting.

Los materiales de la agenda de SANDAG están disponibles en otros idiomas. Para hacer una solicitud, llame al (619) 699-1900 al menos 72 horas antes de la reunión.

如有需要, 我们可以把SANDAG议程材料翻译成其他语言.

请在会议前至少 72 小时打电话 (619) 699-1900 提出请求.

WEDNESDAY, MARCH 9

3 p.m.

WELCOME

(Creek Ballroom)

Hon. Clifford LaChappa, Chairman, Barona Band of Mission Indians

3:10 – 3:30 p.m.

FREIGHT IS ABOUT TO GET MOVING

(Creek Ballroom)

Victoria Stackwick, Principal Legislative Analyst, SANDAG

Christina Casgar, Goods Movement Policy Manager, SANDAG

The passage of the latest federal transportation legislation – Fixing America’s Surface Transportation (FAST) Act – significantly expanded funding for freight and goods movement. The subject also is top of mind in Sacramento, where there is a strong push to make freight more sustainable. This session will cover what funds are on the table, how the region can secure them, and what projects they could finance.

3:30 – 4:30 p.m.

OUR ENERGY FUTURE

(Creek Ballroom)

Scott Drury, Chief Energy Supply Officer, SDG&E

Byron Washom, Director of Strategic Energy Initiatives, UC San Diego

How will regulatory, economic, and societal changes drive and define how communities will meet their energy needs in the future? This session will explore emerging technologies, with perspectives from SDG&E and UC San Diego. Scott Drury, SDG&E, will discuss how the utility is incorporating more renewable energy into the grid and supporting the deployment of electric vehicle charging stations. Byron Washom, UC San Diego, will describe the new, innovative energy technologies being explored on campus.

4:30 – 4:35 p.m.

PUBLIC COMMENTS/COMMUNICATIONS

6 p.m.

DINNER

(Italian Cucina)

THURSDAY, MARCH 10

8 a.m. **BUFFET BREAKFAST**

(Fairway Foyer)

8:30 – 8:45 a.m. **THE *TransNet* STORY AND PUBLIC OUTREACH RESULTS**

(Oak I Ballroom)

Colleen Windsor, Director of Communications, SANDAG

Elizabeth Cox, Marketing Communications Manager, SANDAG

Extensive public outreach has been conducted, including telephone town hall meetings, and online and printed surveys to gain understanding of infrastructure priorities from residents in the region. In this session you will hear the results of the outreach conducted to date that helped in the development of an expenditure plan. One of the tools used to educate the public was an interactive story map detailing how over the past 25 years, *TransNet* funds have helped leverage more than \$10 billion to complete more than 650 projects and programs. We will walk you through the story map that shows the great *TransNet* successes.

8:45 – 10 a.m. **WHAT ARE YOUR PRIORITIES? - STAKEHOLDER PERSPECTIVES**

(Oak I Ballroom)

Michael Beck, San Diego Director, Endangered Habitats League

Mark Cafferty, President and CEO, San Diego Regional Economic Development Corporation

Nicole Capretz, Executive Director of Climate Action Campaign representing the Quality of Life Coalition

Valentine R. Macedo, Business Manager/Secretary Treasurer, LiUNA Laborers Local 89

Jim Ryan, Former CEO, Consultant to the Associated General Contractors

10 a.m. – 12 p.m. **POTENTIAL NOVEMBER 2016 BALLOT INITIATIVE**

(Oak I Ballroom)

Kim Kawada, Chief Deputy Executive Director, SANDAG

Ray Major, Chief Economist, SANDAG

The Board of Directors has considered information related to a potential new regional funding source from two public information surveys conducted in 2015, substantial public outreach/education activities, including the launch of a landing page with an online survey, and four hosted telephone town hall meetings and multiple draft expenditure plan options. This exploration process has been conducted in order to develop a refined draft expenditure plan that can be used as the basis for a possible third public information survey. In this session, the Board of Directors is asked to discuss and provide feedback on the latest draft expenditure plan for the development of a possible November 2016 ballot measure.

THURSDAY, MARCH 10

12 – 1:30 p.m.

LUNCH

(Lake Terrace Patio)

Denny Zane, Executive Director, Move LA

Denny Zane has successfully helped to pass a number of transportation funding measures in the Los Angeles area that supported major expansions to the regional transit system. You will hear an insider's perspective on how to best approach successfully advocating for and receiving transit funds.

1:45 – 2:45 p.m.

REGIONAL PLAN PROJECTS

(Oak I Ballroom)

Muggs Stoll, Director of Land Use and Transportation Planning, SANDAG

San Diego Forward: The Regional Plan, adopted by the SANDAG Board of Directors in October 2015, assumed a new funding source in order to implement the long-range plan. In this session, the discussion will surround what Regional Plan projects might be in jeopardy without a future funding measure.

2:45 – 4:15 p.m.

NOW AND LATER: PEOPLE, PROFITS, AND THE PLANET

(Oak I Ballroom)

Ken Gronbach, Demographer, Futurist, and Author

Ken Gronbach makes clear how America's Baby Boomers, Generation X, Generation Y, and other countries' age curves interact to create the opportunities and challenges of the world we live in today, and what the future will bring for people, profits, and the planet.

4:15 - 4:20 p.m.

PUBLIC COMMENTS/COMMUNICATIONS

6 p.m.

DINNER

(Fairway Foyer)

FRIDAY, MARCH 11

8 a.m. **BUFFET BREAKFAST**

(Fairway Foyer)

8:35 – 9:35 a.m. **SANDAG EXECUTIVE COMMITTEE MEETING**

(Creek Ballroom)

The agenda for the SANDAG Executive Committee meeting will be posted separately in accordance to SANDAG policy and Brown Act requirements.

9:40 a.m. **PUBLIC COMMENTS/COMMUNICATIONS**

(Oak I Ballroom)

9:45 – 10:45 a.m. **BALLOT MEASURES IN THE RUNNING**

(Oak I Ballroom)

Mike Madrid, Principal, GrassrootsLab

As our region assesses the possibility of a new infrastructure funding measure, it is important to understand what other ideas and concepts voters will be asked to consider on the November 2016 ballot. Will the ballot be “crowded” or not? What opportunities and challenges might the other potential issues on the ballot present in achieving successful passage of a regional funding measure? This session will include a review and discussion of potential state and local measures that could be on the November 2016 ballot.

10:45 – 11:45 a.m. **LEADERSHIP SECRETS OF AN UNDERCOVER BOSS**

(Oak I Ballroom)

Richard Andersen, Principal, Lighthouse Management and Training Group

Richard provides a behind-the-scenes look at what it was like to be the central character on the TV show, “Undercover Boss.” He will focus on four key learnings he took away that every leader must embrace to be successful.

11:45 a.m. **RETREAT CONCLUDES**
