

# CALREGIONS

Vol. I, Issue 1 – July 2000

Dear Friend,

Welcome to the first issue of the electronic newsletter of the California Center for Regional Leadership. CCRL's mission is to support California leaders and organizations that are using innovative regional strategies to address the state's most important challenges and opportunities.

The purpose of the newsletter is to provide, in digested form, useful information to people and organizations interested in the "new regionalist" leaders, organizations, networks, and activities in California. We will focus on:

- the work of the eighteen Collaborative Regional Initiatives in California--with a special emphasis on presenting lessons learned and best practices.
- the work of allied nonprofit and other civic organizations in California, and nationally, who themselves incorporate a regionalist approach to their work; organizations working on economic development, environmental, social equity, governance reform, and civic engagement issues and activities.
- the work of policymakers and government agencies at all levels that use or support new regional approaches.
- the work of the California Center for Regional Leadership.

**CalRegions** initially will be issued on a monthly basis, then more or less frequently as readers help us determine the best periodicity. We will report as truthfully and accurately as we can. We will try to be non-duplicative of other information sources. We will try to write clearly and cogently. We will try to be timely ("just-in-time" civics), and we hope never to waste your time. The newsletter, like CCRL, is value-based and vision-driven, but to the extent possible, we hope not to let our opinions intrude on the facts; we'll tell you when we offer a perspective or opinion. Mostly, we hope to be useful.

We welcome your submission of material for the newsletter, indeed we could hardly do this without substantial help from you. As much as we try to keep our eyes and ears open, the newsletter can only be effective and useful if it is a collaborative communications vehicle. Please help us to help you.

As soon as our new website is up, we will archive the newsletter so you will be able to download any or all past issues by date or word search. We will not copyright the material and we encourage you to forward to or duplicate for other interested parties. We believe in information

abundance and access.

We also want your candid feedback on what works and what doesn't work for you. We will try to address a wide variety of audiences and, while we know that we can't satisfy everyone all the time, we hope that all readers will find useful information in every issue.

Finally, we have selected from among our long list of colleagues a group of about 800 that we think might find the newsletter useful. If there are others that you think should receive it, please let us know. And, if you would like your name removed from the listserv, please let us know by contacting Renee Hild at [rhild@ccrl.org](mailto:rhild@ccrl.org). And with that, welcome to the evolving world of California regional leadership.

Nick Bollman, President  
California Center for Regional Leadership  
[nbollman@ccrl.org](mailto:nbollman@ccrl.org)  
[www.ccrl.org](http://www.ccrl.org)

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## NEWS ABOUT CALIFORNIA'S REGIONS

**Showcase: Economic Alliance of the San Fernando Valley: Summit 2000  
by Bruce Ackerman, EASFV President**

Billed as the "Information Event of the Century," the Economic Alliance of the San Fernando Valley presented its "SUMMIT 2000" on Thursday, February 10, 2000 from 7:30 a.m. to 2 p.m. at the Universal Hilton & Towers in Universal City.

With the theme of *Harnessing the Power of Information*, SUMMIT 2000 featured keynote speakers and panel presentations by renowned economic experts and research specialists. Attendees received the first-ever presentations on these following breakthrough information projects:

- San Fernando Valley Almanac
- Valley Community Indicators Report
- San Fernando Valley Economic Forecast
- Valley-wide Business Enhancement Survey
- San Fernando Valley Public Opinion Survey

Two of the unprecedented reports - the Valley Almanac and the Valley Community Indicators Report - were funded through a grant from The James Irvine Foundation. These presentations were both hailed as “watershed events” by the media and by attendees at the Conference.

Jack Kyser, chief economist for the Los Angeles County Economic Development Corporation, was one of the featured speakers and presented the first-ever Economic Forecast & Overview for the San Fernando Valley.

Joel Kotkin, noted author and columnist, discussed his soon to be released book dealing with the emergence of the San Fernando Valley as the new “midopolis” of the Los Angeles region.

Other presenters included Dr. Alan Heslop of the Rose Institute at Claremont McKenna College, who discussed the results of the first Annual San Fernando Valley Public Opinion Survey, and Robert Scott of Civic Center, who reviewed the Valley Almanac Project and the Community Indicators Project.

The President and CEO of the Economic Alliance, Bruce Ackerman, summarized the SUMMIT as follows: “We were very pleased to see the accurate correlation of findings, data, and information that came out of these reports and surveys. And the added value to the Alliance was in reviewing the outcomes of these documents - all done in different mediums and by totally unrelated sources --and realizing how accurate and ‘on target’ our own programs and projects have been in serving the businesses and residents of the Valley.”

Ackerman’s final observation was, “The SUMMIT was not the end product, but rather the beginning of a thorough strategic implementation process. Each of the reports and surveys is being reviewed and policy issues are being generated from the findings and conclusions. This is really the beginning of our next set of strategies and initiatives”.

**Showcase: Valley Vision/RAP: Sacramento Region Quality of Life Index  
by Kevin Eckery, VV/RAP President**

This Spring, Valley Vision/RAP rolled-out its Sacramento Region Quality of Life Index identifying 32 economic, social, and environmental indicators tracking the quality of life in El Dorado, Placer, Sacramento, Sutter, Yolo, and Yuba Counties.

The report was developed over the course of a year through the efforts of volunteers on the Indicators Action Team and support from Collaborative Economics.

VV/RAP has succeeded in getting and keeping a high degree of media and community interest in the report. The day the report was released to the media, the four local TV stations gave the report more than eight minutes of air time, including a nearly four minute story on ABC affiliate KGTV-10, and front page coverage in the Sacramento Bee. And, coverage has continued with front-page stories following weeks later in regional newspapers and TV keyed to presentations made to city councils, boards of supervisors and, civic organizations. VV/RAP Chairman Larry Welch of Hewlett-Packard and others have made more than 30 presentations to organizations in all six counties. Some of the key steps taken to get this kind of coverage include:

- Design of the Report--Sugarman Design of Sacramento created an open and visually appealing design that is user friendly and highlights graphically key points in the report.
- Media pre-placement--Background briefings were offered to print reporters up to 3 days before the report was presented at a news conference. The result was a front-page story on the day of the news conference, and a reminder to broadcast news directors to come out and cover the event later in the day.
- Clear and accessible materials--Two days before the news conference, alerts went out to local print and broadcast media. At the day of the news conference, news releases, fact sheets and other background materials distributed, but only to reporters who covered the news conference.
- Mailings to elected and public officials--More than 350 copies of the report and fact sheets were mailed to every elected and senior appointed official in the region to raise awareness of the organization and the report's findings.
- Presentations to Civic organizations--Rotary clubs, League of Women Voters Chapters, and others were asked to help schedule and promote speakers surround the report. A PowerPoint slide presentation was developed, as well, to take advantage of the graphics developed for the print report.

## News and Views in Brief

[NB: further information on most CRIs, including internet links, can be found at [www.civiconavigator.com](http://www.civiconavigator.com), which is currently being redesigned and updated]

**Bay Area Alliance for Sustainable Development:** has put its draft "Compact for Sustainability" on a community feedback website and, will be presenting it in community workshops over the next several weeks to public officials for endorsement; continuing to implement the Bay Area Livability Footprint and the Community Capital Investment Initiative.

**Gateway Cities Partnership:** finishing up assessments of 20 brownfields sites in 10 cities (clean-up and reuse are key to the economic future of the region); planning Conference on Sustainability for October 14.

**Joint Venture: Silicon Valley Network:** received a \$900,000 grant over two years from the Packard Foundation to implement its grassroots organizing project, the Silicon Valley Community Action Network; committed to a major new equity initiative: *Bridging Our Digital Divide*.

**Metropolitan Forum Project:** hosted statewide conference for "New Schools/Better Neighborhoods," advancing the idea that school facility planning, siting, design, and operation, should follow the principle of "schools as centers of communities;" and promoting the recommendations of the Speaker's Commission on State and Local Finance [NB: the report identified new regional collaboration as the "next" topic for study, and this has led to planning for a new Speaker's Commission on Regions.]

**Orange County Business Council:** committed to Workforce Development as its major, multi-pronged program priority; partner in the Orange County Affordable Homeownership Alliance; launched a new monthly e-newsletter.

**San Gabriel Valley Economic Partnership:** hired new President and CEO, Frank Marquez. Welcome, Frank!

**San Diego Dialogue:** in partnership with pollster Daniel Yankelovich, Mark Baldassare of the PPIC California Survey, and the California 2000 Dialogue Project (and with support from the Hewlett Foundation), starting a new "Choice-Work Dialogue" project to test the proposition that providing high-quality, objective information to local residents changes their attitudes and opinions on fundamental governance reform issues.

**Sierra Business Council:** President Lucy Blake was one of 25 recipients of the prestigious MacArthur Fellows award (sometimes called the "genius" award). Congratulations to Lucy and to all her friends and colleagues at SBC, with whom, knowing Lucy, she no doubt shares the credit!

**Tri-Valley Business Council:** in an attempt to foster sustainable development in the region, Tri-Valley prepared and has placed on the November ballot a "Smart Growth" measure, endorsed by environmentalists and business leaders.

## NEWS ABOUT ALLIED ORGANIZATIONS

**California Futures Network:** outstanding "Smart Growth Policy Briefing" in Sacramento on May 9, with an appearance by Senate President Pro Tem John Burton and the Legislative Smart Growth Caucus, which used the occasion to present its "package" of legislative proposals to CFN and the press. ([www.calfutures.org](http://www.calfutures.org))

**California 2000 Dialogue:** superb training session C2K community partners on March 29; working with 8 CRIs to implement C2K civic engagement grants; continues to publish C2K Newswire, an information source on fundamental land use, fiscal, and governance reform; undergoing re-organization, with the departure of Debbie Drake to the Audubon Society (Tenaya Hart is staying on, part-time). Good luck, Debbie, and thanks! ([www.c2kproject.org](http://www.c2kproject.org))

**California Center for Land Recycling:** released "Revitalizing Communities Through Land Recycling," an important new study of five of CCLR's demonstration sites, and lessons learned ([www.cclr.org](http://www.cclr.org))

**Environmental Careers Organization/Sustainable Communities Leadership Fellows,** Summer 2000: seven fellows are placed with CRIs this summer, and many more in allied organizations and partner public agencies and offices. ([www.eco.org/sclp/partners/sites](http://www.eco.org/sclp/partners/sites))

**Great Valley Center:** another superb GVC conference, May 10 and 11, "A Central Valley Mosaic;" among GVC's many other excellent programs, New Valley Connexions works on the technology future of the San Joaquin Valley, and recently released "The Economic Future of the San Joaquin Valley." ([www.greatvalley.org](http://www.greatvalley.org))

**Policy Link and the Funder's Network for Smart Growth and Livable Communities:** the Learning Action Network, a national dialogue to build linkages between the smart growth and social equity movements, has drawn to a close, and produced a landmark document for the new community-based regionalism movement: "Opportunities for Smarter Growth: Social Equity and the Smart Growth Movement." ([www.fundersnetwork.org](http://www.fundersnetwork.org) and [www.policylink.org--under construction](http://www.policylink.org--under-construction))

**Public Policy Institute of California:** Mark Baldassare's New Book, "California in the New Millennium" based on Baldassare's opinion surveys and keen insight into governance and government reform issues in the state, this book identifies regionalism as one of the major forces affecting California's economic, social, and environmental development early in the 21st century. A reference text for the California movement. ([www.ppic.org](http://www.ppic.org))

**Alliance for Regional Stewardship:** patterned in part after the CRI network in California, this new national network was launched on May 4 and 5 at a national meeting of 50 leaders from several national affiliate organizations and 18 regions, including four California CRIs and CCRL; ARS will be an important learning resource for the California network. ([www.civiconavigator.com](http://www.civiconavigator.com))

**Partnership for Regional Livability:** working through four regional demonstration sites (including the Bay Area Alliance for Sustainable development) and one national information technologies project, PRL hopes to learn how federal agencies can more effectively align with and support the work of regional collaboratives; welcome to the new Executive Director, Elizabeth Patterson, who's right here in California! ([elopato@pacbell.net](mailto:elopato@pacbell.net))

## NEWS ABOUT GOVERNMENT AND PUBLIC POLICY

**Governor's Commission on Building for the 21st Century:** heading for a final report by December 2000, this "Infrastructure Commission has expressed interest in working with CCRL and CRIs to analyze the regional approach to state infrastructure planning and investment.

**State Treasurer Phil Angelides:** *The Double Bottom Line:* continuing his extraordinary leadership on sustainable development and inner-city reinvestment, the Treasurer recently released another landmark report calling for \$8 billion of investment in California's "emerging markets," its inner-city and older suburban communities.

**Speaker's Commission on Regions:** the new Assembly Speaker Robert Hertzberg has announced that he will form a new Speaker's Commission on Regions. Stay tuned for further details.

**Legislative Smart Growth Caucus:** the first-ever California legislative caucus on smart growth, it has put forth a variety of innovative proposals for helping California grow smarter. Caucus staffer is Dan Flynn ([Dan.Flynn@asm.ca.gov](mailto:Dan.Flynn@asm.ca.gov))

**Senator John Vasconcellos:** Senate Bill 1815: a long-time leader in California's regionalism movement, Senator Vasconcellos has introduced a bill that would require the state to initiate planning, explicitly in cooperation with the Collaborative Regional Initiatives Network, and begin to measure progress toward established state strategic economic and quality of life goals. Major state budget initiatives in transportation and housing : Watch for further details in the next "CalRegions."

## NEWS ABOUT CCRL

**Start-up:** now in temporary quarters near Jack London Square Oakland, CCRL will be moving into the building owned and renovated by the East Bay Community Foundation in downtown Oakland in a few weeks; still staffing up, but blessed to have Diane Bone, Director of Operations, and Renee Hild, Administrative Assistant; and as and blessed with excellent consultant support from Collaborative Economics (Doug Henton, Kim Walesh, and John Melville), and from Trish Kelly.

**Collaborative Regional Initiative Training,** technical assistance, consultation: look for a full rundown of CCRL services to CRIs in the next newsletter.

**Civic Entrepreneur Summit 2000:** now scheduled for September 17-19 in Huntington Beach, this year's Summit features a focus on regions and the media, infrastructure and other state policy reforms, and practical program learning exchange among the 18 regional teams and about 40 resource people in attendance.

**California Smart Growth Dialogue:** a follow up to Trish Kelly's excellent Scan of smart growth policy an public education activities by a wide variety of leading California organizations, the dialogue will help build a broader consensus across sectors and interest for a sustainable smart growth approach, at the state level, and across California's communities.

**21st Century Fund:** in collaboration with the State Treasurer's office, this project will design and develop a statewide real estate investment fund to promote urban reinvestment without displacement in California's low-income communities.

**CARIT** (California Alliance for Regional Information Technologies): we have just finished a feasibility study for establishing CARIT as a brokering and support service to enable California's civic and public sector leaders to use the new information technologies for civic purposes, from community outreach and engagement to better long-term community planning.

**Community Foundations' Regional Advisory Service:** following our presentation at the Board Chair and CEO Retreat of the League of California Community Foundations, we have established this information and consultation service to assist our state's community foundations to engage effectively with regional organizations, issues, and activities.

**Websites:** [civcnavigator.com](http://civcnavigator.com) and [ccrl.org](http://ccrl.org): the former is under re-design as we write, and the latter, our new site, should be up and running by September.

***THANKS FOR VISITING CALREGIONS!***

Nick, Diane, and Renee; Doug, Kim, and John; and Trish