



Hello,

The **2019 California Environmental Assembly has been scheduled at McGeorge School of Law on February 23th, 2019** and we are preparing for our panelists and speakers to supply an exciting and rewarding event. Each year we organize a notable list of speakers, panelists, invitees and sponsors to speak, discuss, and examine upcoming legislative policies and environmental strategies. Our annual assembly has been held at various locations over the decades and we are returning to the University of the Pacific McGeorge School of Law for the third year. We received wonderful feedback on the facility and location and look forward to another great event at McGeorge.

PCL has hosted an annual legislative symposium covering topics of interest to our members, sponsors, and allies for decades. Each year we entertain new ideas and topics to include in our event. This year's focus will be on "Confronting a Future at Risk" and addressing legislation on ground water, land use, CEQA, housing and transportation to name a few. This will be an exciting year as we delve into bringing back redevelopment and what that could look like as well as reviewing CEQA updates that could make that statute more efficient and effective.

Additionally, after last's year successes and positive feedback with our youth advocacy panel, we will be expanding our program on young activists and advocates to include more participants, mentors, and scholarship sponsors. We will be working with Civic Spark's youth advocates program again to expand their engagement with our thought leaders, topic sessions, and general assembly sessions. We had an increased level of participation on our scholarship sponsorships last year and will be looking to sponsors such as you to increase your support to include scholarships for more young advocates to participate.

I am asking for your financial support in sponsoring our 2019 Assembly and have attached a packet outlining the daylong event with multiple workshops and sessions.

After 50 years of working on these issues and building diverse coalitions, PCL has the experience and expertise to help drive this essential work forward for the 21<sup>st</sup> century. Your support of the Assembly will help sustain this work for a multi-year process that will involve extensive ongoing research, outreach, organizing, education, and legislative policy work. We have some significant policy goals to discuss at this year's Assembly and we need your sponsorship support to be successful.

You are also greatly encouraged to join us on February 23rd and to participate in the Assembly workshops and then in the follow-up work. For more information on the Assembly please see the attached 2019 Sponsorship Packet and feel free to visit [www.pcl.org/Assembly](http://www.pcl.org/Assembly).

I look forward to speaking with you soon about your interest in sponsorship and your continued involvement in this critically important work.

Very Truly Yours,

Howard Penn  
Executive Director



# PCL's 2019 California Environmental Assembly

*Confronting a Future at Risk*

## Sponsorship Packet

February 23, 2019 • McGeorge School of Law, Sacramento

California  
Legislative Assembly  
Overview

Each year PCL hosts an Environmental Assembly focusing on environmental policies that impact all of us. This year we are looking forward into the 21<sup>st</sup> Century in order to update our housing, transportation, water, infrastructure, and legal policies that are decades old and out-of-date with the pressures of future growth and progress. We need to update our policies to keep a healthy and sustainable California for all.

For decades PCL has focused on policy topics that are relevant and current in the California legislative process. This year we will be addressing new and old policies for future decades. Our sessions this year will be looking at the future of CEQA, redevelopment, and our water plans.

Given the strong positive feedback from last year's youth panel, we will be expanding our youth outreach and program goals to create more mentorship opportunities and involvement across the day's activities. We are also partnering with Civic Spark to engage more youth advocates both during the day and afterwards. These young advocates are the future leaders of our organizations and government. Investing in them now is smart planning.

***Join the Planning and Conservation League on February 23, 2019 at McGeorge School of Law for our Annual California Environmental Assembly.***





# PCL's 2019 California Environmental Assembly

## Confronting a Future at Risk

# California Legislative Assembly Event Facts

**What:** PCL's 2019 California Environmental Assembly

**When:** Saturday, February 23, 2019

**Where:** McGeorge School 3327 5th Ave, Sacramento, CA 95817

**Who:** Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives

**Website:** [www.pcl.org/assembly](http://www.pcl.org/assembly)

**Speakers:** [Mayor of San Jose Sam Liccardo](#) (Invited)

[Attorney General Xavier Becerra](#) (Invited)

[Dr. Kim Stanley Robinson](#) (Confirmed)

## Tentative Schedule

8:00-9:00 AM	Registration & Continental Breakfast - Main Lecture Hall		
9:00-9:45 AM	Welcome & Opening Plenary Session - Looking Forward - City by City  Invited Speaker: Mayor Sam Liccardo		
9:45-10:00 AM	Networking Break		
	<b>Water Track</b>	<b>Policy Track (Legislative)</b>	<b>Legal Track (CEQA)</b>
10:00-11:15 AM	Water Plan 2.0: The Big Drivers for California's Water Future	Redevelopment 2.0: Rebuilding a Good Idea	CEQA 2.0: What are your priorities for Updating CEQA
11:15-11:45 AM	Networking Break		
11:45-12:45 PM	Lunch Session Preserving California's Environmental Values  Invited Speaker: Attorney General Becerra		
12:45-2:00 PM	The Land Use and Water Silos: Bringing Them Together to Face the Challenges	How Will New Technologies Affect Our Transportation and Land Use Planning? Incentivizing the future we want!	CEQA 2.0: Prioritizing the Legislative Initiatives
2:00-2:30 PM	Networking Break		
2:30-3:30 PM	Closing Plenary Session Looking Towards the Future  Invited Speakers: Dr. Kim Stanley Robinson & CivicSpark Fellows		
3:30 - 5:00 PM	Reception - Main Lecture Hall		



# PCL's 2019 California Environmental Assembly

## Confronting a Future at Risk

### Benefits of Support

Sponsorship Level	Co-Host	Gold	Silver	Bronze	Emerging	Contributing
<b>BENEFITS OF SUPPORT</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$250</b>
Recognition in materials: emails, invitations, programs and signs	Logo	Logo	Name	Name	Name	Name
Logo displayed as the "Co-Host" in all print materials	X					
Logo displayed on the front cover of the event program	X					
Podium remarks at event from a company representative	X					
Official sponsor host of VIP Reception	X					
Podium remarks at VIP Reception from a company representative	X					
Company brochure included in event attendee materials	X	X	X			
Advertisement in event program	1/2 Page	1/4 Page				
Inclusion in all press releases to local media outlets	X	X	X			
Opportunity to display company materials on the resource table	X	X	X			
Complimentary tickets to the Symposium	8	6	4	2	1	1
Company listed prominently on PCL Website	Logo	Logo	Name	Name	Name	Name

# California Legislative Assembly History

50 years ago, PCL was formed over concerns with California's way of growing. While the economy was booming, air and water pollution increased dramatically, our precious natural resources were not being protected, and sprawling development was committing future generations to expensive infrastructure investments.

In response, PCL helped create a body of laws that regulated the environmental impacts of future growth. PCL has worked hard over the past decades by raising over \$20 billion to protect wetlands, floodplains, groundwater, wildlife corridors and agricultural lands from encroaching sprawl and to create urban parks and greenbelts. PCL also helped secure nearly \$8 billion for transit developments such as BART, MetroLink and other light rail systems.

Today PCL is focused on legislation and policies that protect our California environment in a way that improves our quality of life, enhances our economic development, and protects our environment while using our tax dollars efficiently.





# PCL's 2019 California Environmental Assembly

## Confronting a Future at Risk

# California Legislative Assembly Remittance Form

Company/Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Yes**, we would like to participate as sponsors of the Planning and Conservation League's California Environmental Assembly.

**Please check a level of support:**

- Co-Host:** \$10,000                       **Gold:** \$5,000                       **Silver:** \$2,500
- Bronze:** \$1,000                       **Emerging:** \$500                       **Contributing:** \$250

We will contact you prior to the event for ad specifications on event materials and the names of your guests.

**Mail Sponsorships to:** The Planning and Conservation League Attn: Assembly Sponsorship, 1107 9th Street, Suite 901, Sacramento, California 95814.

**Please make checks payable to:** PCL Foundation

For inclusion in event materials, please return this form by **Thursday, February 1, 2019**. For questions contact PCL staff at: [events@pcl.org](mailto:events@pcl.org) (916) 822-5631.

**Your sponsorship helps support this educational and strategic event each year. It also supports PCL in our work to create a healthy and sustainable California.**

