Hello,

The **2018 California Environmental Assembly** has been scheduled at McGeorge School of Law on February 24th, 2018 and we are preparing for our panelists and speakers to yet again supply an exciting and rewarding event. Last year was the first time we hosted it at McGeorge and their facility, staff, and hospitality made it a pleasure to be there. We received positive 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 theme **New Strategies for Chaotic Times** builds not only on recent events but also seeks to address a couple significant suggestions that came from last year’s assembly, one of which was how to include more youth in all of our advocacy efforts and how all the organizations and stakeholders that have shared values can work better together. We have started working on the shared value interests in our policy and legislative work this year, but feel there is much more to be done on that front that could benefit all of us. Regarding youth and younger millennials in our advocacy work, we all need to work on that.

We plan on keeping much of our participatory workshop orientation that we included last year as many attendees commented on how much more interactive and engaging the workshops were. We plan on convening and strategizing on how we can all benefit from each other and work well together in our policy, advocacy, and organizational goals. Our goal is to have these tracks drive some specific next steps for participants to take back home to their communities as well as identify regional and statewide strategies for PCL and our allies to implement.

I am asking for your financial support in sponsoring our 2018 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 in the years to come. But we cannot sustain this work on our own. This multi-year process will involve extensive ongoing research, outreach, organizing, education, and policy work. Currently, PCL is reaching out to a series of organizations to co-sponsor and co-host the February 18th Assembly and partner with us these next years on this important effort. We need your sponsorship support to be successful.

You are also greatly encouraged to join us on February 24th and to participate in the Assembly workshops and then in the follow-up work. For more information on the Assembly please see the attached 2018 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 2018 California Environmental Assembly

New Strategies for Chaotic Times

Sponsorship Packet

February 24, 2018 • McGeorge School of Law, Sacramento

Each year PCL focuses on policy topics that are relevant and current in the California legislative process. We are planning to do so again this year with several important policy sessions as well as legal environmental issues and current court cases to watch.

Given the strong interest from last year’s assembly on diversity and the shared values we all work so hard to protect and promote across California, we will be adding a topic track devoted entirely to the intersectionality of our shared values and organizational collaboration and co-advocacy strategies and plan to carry over this workshop theme to all our activities throughout the day.

Additionally, to reach out to the next generation of advocates we will add an environmental career fair. We will post open internships and jobs from the 100+ organizations in attendance that day to encourage youth to build a career in the field and develop the job skills to do so. Empowering the younger generations to continue the work ahead is critical to all of us.

Join the Planning and Conservation League on February 24, 2018 at McGeorge School of Law for our Annual Environmental Legislative Assembly.
# 2018 California Environmental Assembly

*New Strategies for Chaotic Times*

**What:** The 2018 California Environmental Assembly  
**When:** Saturday, February 24, 2018  
**Where:** McGeorge School 3200 5th Ave, Sacramento, CA 95817  
**Who:** Leading local and state elected officials, agency representatives, nonprofit and community leaders, attorneys, planners, and business representatives  
**Weblink:** [www.pcl.org/assembly](http://www.pcl.org/assembly)

## Speakers & Special Guests

**Invited – Speakers**  
US Senator Kamala Harris  
California Attorney General Xavier Becerra  
Former Mayor Antonio Villaraigosa  
Mr. Tom Steyer

## Tentative Schedule

For an updated schedule please visit: [www.pcl.org/assembly](http://www.pcl.org/assembly)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30-8:30 AM</td>
<td>Registration &amp; Continental Breakfast - Lecture Hall</td>
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<tr>
<td>8:30-10:00 AM</td>
<td>Welcome &amp; Opening Plenary Session - What Matters: Cross-Interest Challenges in 2017 - Main Hall</td>
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<td>10:00-10:15 AM</td>
<td>Break</td>
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<td>10:15-11:45 AM</td>
<td>Shared Values Tract</td>
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<td>10:15-11:45 AM</td>
<td>Land Use &amp; Transportation Tract</td>
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<td>10:15-11:45 AM</td>
<td>Legal Tract</td>
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<tr>
<td>10:15-11:45 AM</td>
<td>What Now?: Opportunities for Cross-Interest Collaboration in 2018</td>
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<tr>
<td>11:45-12:00 PM</td>
<td>Break</td>
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<tr>
<td>12:30-1:15 PM</td>
<td>Lunch &amp; Keynote - Main Hall</td>
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<tr>
<td>1:15-1:30 PM</td>
<td>Break</td>
</tr>
<tr>
<td>1:30-3:00 PM</td>
<td>Working Better Together: How Our Partnerships Need to Evolve to Win</td>
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<tr>
<td>1:30-3:00 PM</td>
<td>Closing the Gap: Strategies to Achieve Our Goals for Environment and Equity</td>
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<tr>
<td>1:30-3:00 PM</td>
<td>The People v. California: Setting the State Straight</td>
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<tr>
<td>3:00-3:15 PM</td>
<td>Break</td>
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<tr>
<td>3:15-4:00 PM</td>
<td>Closing Plenary Session - Specific Actions for 2018 - Main Hall</td>
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<tr>
<td>4:00 - 6:00 PM</td>
<td>Reception - Lecture Hall</td>
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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.

Let's organize to defend 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.
2018 California Environmental Assembly

New Strategies for Chaotic Times

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 or PCL Foundation (PCLF checks are tax deductible)

For inclusion in event materials, please return this form by Thursday, February 1, 2018. For questions contact PCL staff at: events@pcl.org (916) 822-5636.