
Media Advisory

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Future of Southern California in the spotlight as hundreds gather in Palm Desert for SCAG's 2022 Regional Conference & General Assembly

More than 700 local leaders from throughout Southern California will gather in Palm Desert this week for a two-day conference on topics such as bridging the digital divide, the housing crisis and how local governments can work together to address challenges and solutions facing the region. The Southern California Association of Governments' (SCAG) 2022 Regional Conference & General Assembly returns to the desert after a two-year absence due to the COVID-19 pandemic.

WHEN: Thursday-Friday, May 5-6, 2022 **WHERE:** JW Marriott Desert Springs Resort & Spa
74-855 Country Club Drive, Palm Desert, CA 92260

PLENTY OF PHOTO, VIDEO, INTERVIEW OPPORTUNITIES

STORYLINES

Bridging the Digital Divide: Experts will discuss ways the public and private sectors are working together to move toward universal broadband. As many as 650,000 households across Southern California do not have access to adequate internet speeds or have no internet access whatsoever. These households are disproportionately located in low-income or rural areas, where the population is predominantly Black, Latino or over 65 years old – a problem that, left untended, will perpetuate racial, social and economy disparities for generations to come.

The Housing Crisis: SCAG has played a leadership role in address a historic housing shortage that has sent home prices and rents skyward, and directly impacts Southern California's ability to attract businesses and jobs, create healthy and prosperous communities, and address equity gaps. Conference topics will include non-traditional ways to plan, fund and build more housing across the six-county region.

Connect SoCal: A Bold Vision for 2050: A look at how local governments can work together to face our shared challenges, access resources and enable innovation for a vibrant region.

Keynote Speaker: ABC News Correspondent and Creator and Host of "What Would You Do?" **John Quiñones** delivers a powerful message of believing in oneself, never giving up and always, always doing the right thing.

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About SCAG

SCAG is the nation's largest metropolitan planning organization, representing six counties, 191 cities and more than 19 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG's regional efforts, please visit www.scag.ca.gov.