



California Association of Councils of Governments

We're About Partnership.

Who we are.

The California Association of Councils of Governments (CALCOG) is an association made up of the **49 regional agencies** that plan, program, and invest in California's transportation and mobility. A roster of our members is on the next page.

Our members.

Regional agencies make their communities mobile, sustainable and prosperous in a way that reflects the unique needs of their regions. Most develop long range transportation plans and secure funding to implement those plans.

Our mission.

We aim to help our members achieve their objectives, whether it's programming a key transportation investment, planning for a future with fewer cars, or developing new resilience strategies. We do this by sharing information, storytelling, identifying best practices, building consensus, and when necessary, advocating for policy change. **CALCOG is a trusted voice and resource for our members.**

Join Us.

Our flagship event.

Every year we convene decision-makers and executives at our Regional Leadership Forum. We draw more than 200 leaders of regional project and program implementation from across the state.

Our ongoing activities.

Throughout the year we host events, conduct trainings, provide briefings, share information, and- through our California Academy for Regional Leaders- train the next generation of regional executives.

Our partnership opportunities.

Each event we host creates a new forum to build brand awareness, collaborate with colleagues, nurture professional relationships, and expand your network. **If you are a company that seeks to improve brand awareness with our membership, consider partnering with us!** Our current partners are generally engaged in transportation project delivery, data and transportation planning, mobility, housing, finance, public agency support services, and policy development.

Our promise to partners.

A partnership is an investment for both parties. We commit to creating a lasting partnership that builds brand value for you. If you are not completely happy, give us a chance to make it up to you; if you are still not satisfied, we will issue you a refund.

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Our Members

by the numbers

18 of 18

Metropolitan Planning Organizations

40

regional transportation planning agencies*

15

general-purpose COGs

20 of 24

Self Help Counties

8

agencies with toll facilities

8

agencies that operate transit

ALL KEY transportation planning agencies in Southern California, Bay Area, Central Valley, Central Coast, and throughout the North State.

**represents 98% of the state's population!*

Member Agencies

- Alameda County Transportation Commission
- Association of Bay Area Governments
- Association of Monterey Bay Area Governments
- Butte County Association of Governments
- Calaveras Council of Governments
- City/County Association Governments of San Mateo County
- Coachella Valley Association of Governments
- Contra Costa Transportation Authority
- El Dorado County Transportation Commission
- Fresno Council of Governments
- Humboldt County Association of Governments
- Imperial County Transportation Commission
- Kern Council of Government
- Kings County Association of Governments
- Lake Area Planning Council
- Los Angeles County Metropolitan Transportation Authority
- Madera County Transportation Commission
- Mendocino Council of Governments
- Merced County Association of Governments
- Metropolitan Transportation Commission
- Napa County Transportation Authority
- Orange County Council of Governments
- Orange County Transportation Authority
- Placer County Transportation Planning Agency
- Riverside County Transportation Commission
- Sacramento Area Council of Governments
- San Benito Council of Governments
- San Bernardino County Transportation Authority
- San Diego Association of Governments
- San Gabriel Valley Association of Governments
- San Joaquin Council of Governments
- San Luis Obispo Council of Governments
- Santa Barbara Association of Governments
- Santa Clara Valley Transportation Authority
- Santa Cruz County Regional Transportation Commission
- Shasta Regional Transportation Agency
- Solano Transportation Authority
- South Bay Cities Council of Governments
- Sonoma County Transportation Authority
- Southern California Association of Governments
- Stanislaus Council of Governments
- Tahoe Regional Planning Agency
- Tahoe Transportation District
- Transportation Agency of Marin
- Transportation Agency for Monterey County
- Tulare County Association of Governments
- Tuolumne County Transportation Council
- Ventura County Transportation Commission
- Western Riverside Council of Governments

ALSO REPRESENTED ON THE BOARD:

- California State Association of Counties
- League of California Cities





Partnership Options

We know you have unique needs. Our four basic packages are designed to meet all desired partnership levels.

BENEFITS OF PARTNERSHIP	INNOVATOR \$10,000	LEADER \$5,000	CONTRIBUTOR \$3,000	EXPERT \$1,500
Conference Program Manual. Partner messages are mixed within the main program information to increase exposure. Partner supplies art.	Full page	Half page	Quarter page	Listed
Other Conference Materials. Name on all flyers, website, banners, emails, intermission slides, etc.	Headliner (Large Logo)	Prominent (Med. Logo)	Standard (Small Logo)	Listed
Exhibition Table. Located in main conference lobby (with draping and chairs).	Prominent Location	Premium Location	Table Provided	Shared Handout Table
Complimentary Registrations. Additional registrations at membership rates.	3	2	1	1
Social Media. Mentions and Shares	10	5	3	3
Banner Ads on CALCOG Website. You supply art and the link (no political ads).	Frequent	Common	Selected	-
Ongoing Recognition. For the whole year, recognition in board packets, reports, announcements, website, webinars, and anywhere else we can think of!	Headliner (Large Logo)	Prominent (Med. Logo)	Notable (Small Logo)	Listed
Featured Branding Opportunity. <i>Negotiable.</i> One or more ways to build your brand awareness in a way that is unique and more meaningful.	2 from list	1 from list	-	-

Featured Branding List

Top tier sponsors can select items from the list below that best meet their needs. Some items available on a first come basis.

AT THE CONFERENCE

- On stage at conference, either introducing a speaker or serving as a moderator **
- Primary Reception Host (at the Monterey Bay Aquarium) **
- Keynote Speaker Introduction in plenary session **
- Luncheon Sponsor (we do a good lunch!)
- Lanyard or Wifi provider
- California & Transportation Trivia Contest Oversight Official
- Specific Trivia Question (association with a specific, topical question)
- Coffee Break or Snack Recognition

OR CHOOSE SOMETHING LATER IN THE YEAR

- Story Tile feature on website with social media boost (see page 3)
- After conference, partner to produce a webinar on a topic of interest to CALCOG members
- Sponsored Report or Policy Brief publication (on an agreed upon issue and content)
- Member Survey (we survey our members on a mutually agreeable issue or practice)
- Have a suggestion? Let us hear about it!

** Innovator level only, limit of one starred item per sponsor



2024 Regional Leadership Forum

Monterey, CA | February 8-9, 2024

Relevant and cutting edge.

Our conference program is known for its excellence. The content is always relevant and innovative. We structure the program to encourage information sharing, problem solving, and constructive dialogue about important issues.

Timely and well attended.

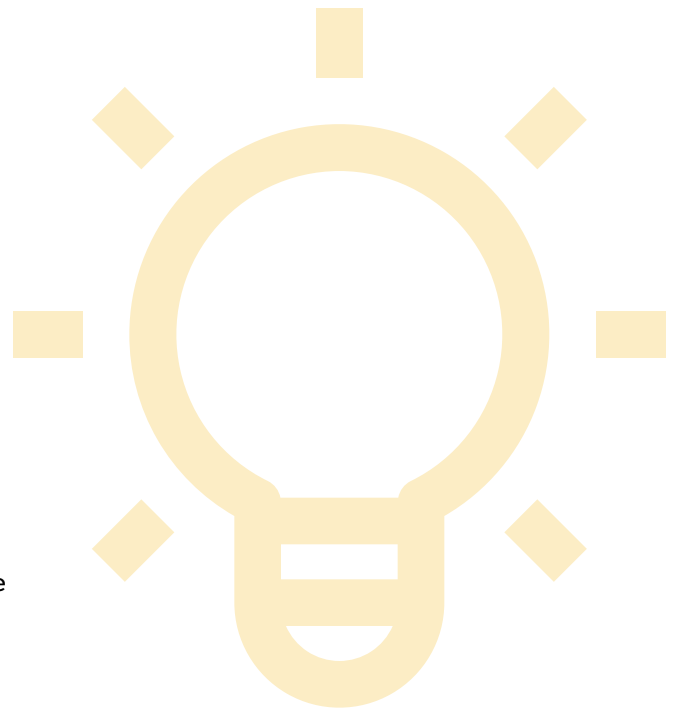
We get the right people in the room at the right time by offering deep discounts to executive and deputy directors, planning directors, and program managers of regional transportation planning agencies (RTPAs), county transportation commissions (CTCs) and metropolitan planning organizations (MPOs). Elected officials also attend along with a significant number of staff from Caltrans, California Transportation Commission, and Strategic Growth Council.

Unique and fun.

This year's evening networking event is in a private area of the Monterey Bay Aquarium where you can create memorable interactions (those jellyfish!) with CALCOG leaders that provide a great basis to continue the conversation later.

Intimate and thoughtful.

This year's venue - the Monterey Conference Center - is modern and comfortable. Our sponsor tables are positioned for high visibility. To keep this event intimate, attendance will be focused on our members.



"[The event had] everyone I wanted to talk to, without all the other people I usually have to deal with."



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How We Give our Top Tier a Boost: Story Tiles!

Using our website’s story tile feature, we help our top-level sponsors build brand awareness with our members. CALCOG uses great storytelling to highlight member successes and your company helps CALCOG’s members deliver their projects. Here is how it works.

COLLABORATE.

We work together with our sponsors to find a project that highlights how their company helped one of our members be successful.

WRITE.

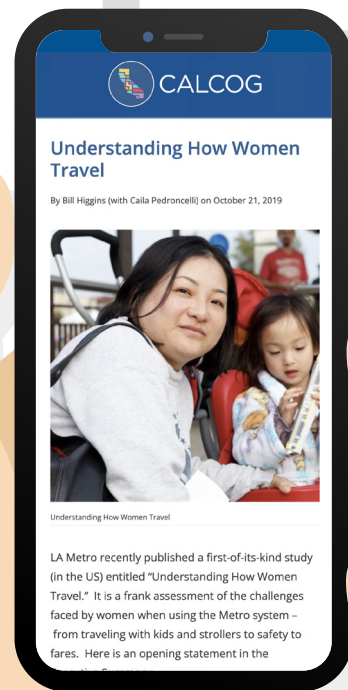
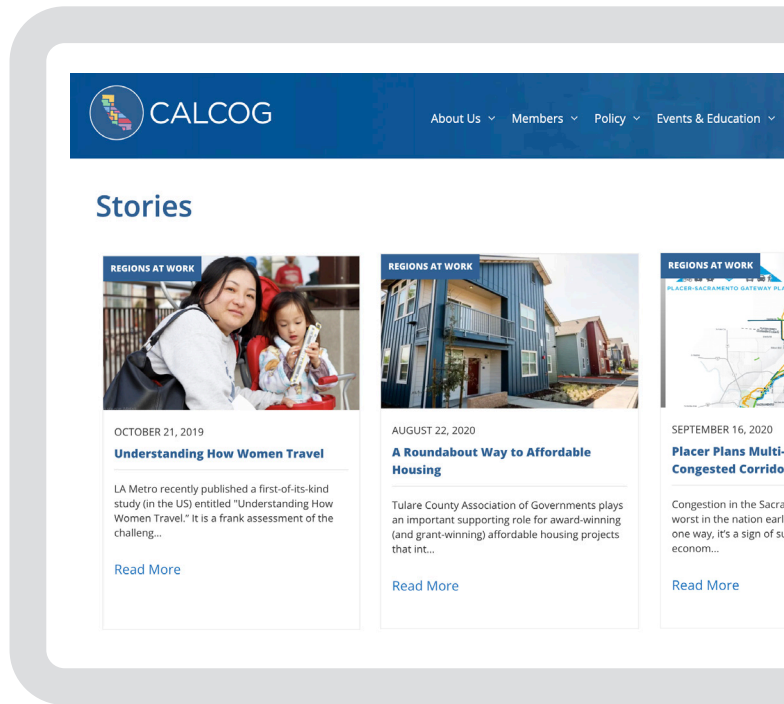
You provide draft content that explains how your company delivered for one of our members. We edit your draft and you approve final copy.

PUBLISH & POST.

Next we’ll post the story on our website and push it out through our social media channels. CALCOG will “boost” the story on LinkedIn, Facebook, and Twitter using paid advertising.

REACH & TARGET.

If you want our post to have broader reach, just let us know. We can increase our social media advertising to your target markets. We will bill you the difference from our standard package —no extra fees or charges.



Story tiles can feature a specific project- like the analysis Fehr & Peers did on how women travel differently than men on LA Metro’s system.