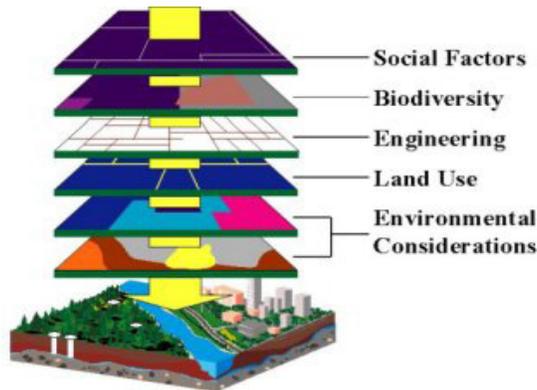


PLAN SAN DIEGO is a monthly series that delves into the critical issues of our region, visualizes the projected trends, explores options, costs and asks:

“How sustainable are we today. . .
and in the coming decades?”

We will be discussing several important subjects so we can define what is sustainable and how do we measure it. Once these have been determined, the next steps are to identify actions to catalyze solutions more quickly.



Geographic Information System (GIS) map layers

San Diego-Tijuana Landsat view



Hosted at the World Resources Simulation Center, we will begin by focusing on ten key issues:

- January- Water Supply
- February- Coastlines
- March- Climate Change and Demographics
- April- Energy Supply
- May- Transportation Options
- June- Economy/Jobs
- July- Geography/Habitat/ Biodiversity
- August- Food/Agriculture
- September- Land Use/ Open Spaces/ Planning
- October- Housing/ Homelessness
- November- Summary

Monthly Process



Each month we will offer different levels of involvement:

Introduction - via our Movies That Make a Difference.
These films are followed by a “lessons learned” discussion. Guests add comments and first- hand knowledge.

Expert Presentation - our Green Scene event.
More academic in nature, Subject Matter Experts present the past trends, current status and projections for our region. The public event enables expanded comprehension, in depth discussion, and a synthesis of the core questions and metrics.

SIM Center Research - our online library
Compiling of all resources such as documents, films, studies, charts and graphs made available in our library for everyone to use. This provides convenient access to all research information in one place.

Summary of the Issue
We will provide a brief report of findings to date, known solutions and issues requiring more study.

Thought Leaders

The Plan San Diego summary event for each issue is a working session of community leaders. Challenges are presented, discussed, detailed, and incorporated into a set of action steps and unresolved issues. We will summarize what's known, what's missing and clarify metrics for decision-makers.

WHAT IS MISSING?

- What don't we know?
- Is what we are doing sustainable? How about in the long-term?
- How do we measure it?

Solutions Development:



Methods

- Reconnect with subject matter experts who provide us with accurate data and information
- Research academic reports with independent analysis and unbiased options

Options and Recommendations

Reviewing expert analysis, academic studies and best practice examples will ultimately give us options and recommendations for what needs to be done.

Build Public Support

- Hold stakeholders forums
- Use media to inform general public
- Develop community consensus

GOAL

- Impact sustainable choices by building political and public support
- Encourage business leaders and policy makers to provide financial and legislative support in a timely manner

WHY DO WE DO THIS?

To make informed choices quicker
—because time is running out.

WHY ARE WE HERE?

To be global information gatherers,
and local problem solvers.



SPONSORSHIP

We seek your support of this year long series that delves into the critical issues of our region, and poses the question:

“How sustainable are we today, and in the decades to come?”

PLATINUM	\$50,000
GOLD	\$25,000
SILVER	\$10,000
BRONZE	\$5,000

All sponsors logos will appear on marketing materials and website and your leadership can join in the Plan San Diego Thought Leaders at the end of each month.

Your company will receive exposure at all Plan San Diego events: including the Green Scene, Movies that Make a Difference, Geodesign San Diego, and Thought Leader summary evenings.

IN 2050, IF CURRENT SAN DIEGO TRENDS CONTINUE...

San Diego’s climate will be hotter and drier

Sea level will be 12-18 inches higher

We will face a severe water shortage

Wildfires will be more frequent and intense

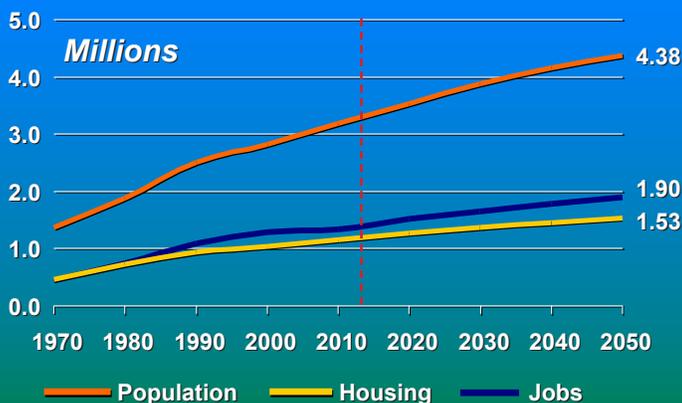
Public health will be at risk, especially among our elderly and children

Native plant and animal species will be lost forever

We will not be able to meet our energy needs

San Diego Foundation:
Changing Climate--a Regional Wake up Call

Regional Results: Population, Jobs, Housing



SANDAG 2050 Regional Growth Forecast

WHY USE THE SIM CENTER?

- We offer immersive visualization of each issue, so you can literally “see” the past trends, future projections and costs simultaneously.
- All issues are interconnected today, so you can see the cause and effect of these relationships.
- Enables collective accelerated understanding i.e. we learn faster together.