

ROBERT L. SCOTT

Curriculum Vitae

Robert Scott serves as a public policy resource, managing, advising and educating businesses, non-profits, cities and communities in strategic planning, organization and outreach. He has over 30 years of experience in legal and legislative matters, developing special projects, managing initiatives, and conducting research. His authoritative works emphasize actionable and effective implementation strategies. He is deeply involved in public policy issues, appearing frequently in the media and lecturing at various forums and symposia. Scott is executive director of the Mulholland Institute.



Experience and Affiliations

Mulholland Institute – Executive Director/Principal, Since 1990 – established from predecessor organizations. The institute continues to work in collaboration with The Valley Economic Alliance, cities, SFV COG, Metro, SCAG, other regional agencies, and not-for-profit organizations.

City of Los Angeles, Planning Commission – President, and commissioner 1993-2003 – presided over the development of the current City of Los Angeles General Plan, 35+ community plans, specific plans, community overlays, and numerous planning cases

Community Foundation of the Valleys – President and CEO – re-established the organization in 2012-2015 to serve the philanthropic needs of county Service Planning Area 2, Santa Clarita and San Fernando Valleys

San Fernando Valley Council of Governments (a Joint Powers Authority) – Founder and executive director, 2010 through 2013 – serving the cities of Burbank, Glendale, Los Angeles, San Fernando, Santa Clarita, and the County of Los Angeles

Established a Southern California Association of Governments (SCAG) planning subregion

Established a Los Angeles County Metropolitan Transportation Authority (METRO) subregion that resulted in a substantial increase in the allocation of transportation dollars within the San Fernando and Santa Clarita Valley's council of governments subregion under 2016's Measure M

Mobility Matrices – Created a program within METRO and the County of Los Angeles that analyzed the transportation needs of individual council of governments subregions. These analyses enhanced the allocation of services and funding to optimize the use of \$120 billion in new Measure M transportation dollars.

San Fernando Valley Statistical District – Founded the multi-jurisdictional statistical area in 2005, within the City of Los Angeles and County of Los Angeles, by ordinance/resolution; and within the State of California, per Government Code Section 11093, as a result of AB2207 (Levine 2004)

San Fernando Valley Census County Division (CCD) – Established by petition to the United States Census Bureau, mandates annual updates for the specified geography through the American Community Survey

The Valley Economic Alliance – Founder and chairman emeritus – The alliance is a regional stewardship organization with a mission of guiding economic development and enhancing the quality of life in the greater San Fernando Valley subregion of Los Angeles.

Santa Clarita Valley Economic Development Corporation – Aside from working in early stages of the incorporation of the City of Santa Clarita, Scott provided organizational guidance in the creation of an economic development organization based upon The Valley Economic Alliance that he founded in 1994.

Workforce San Gabriel Valley – Strategic convening, planning and implementation to develop the intellectual capital and educational systems within the San Gabriel Valley. The initiative involved bringing together regional colleges and universities, workforce investment boards, employers and businesses within the San Gabriel Valley.

Valley Industry & Commerce Association (VICA) – Chairman 2006-2007 – VICA is an influential advocacy organization, representing large organizations, involved in the economic vitality of Southern California

United Chambers of Commerce of the San Fernando Valley (UCC) – Chairman 1991-1993 – UCC is an influential advocacy group comprised of the chairs, presidents and delegates from 24 local chambers of commerce, representing local businesses in the greater San Fernando Valley region.

Valley Economic Development Center (VEDC) Chairman 1978-1979 – Assisted in founding multiple economic development initiatives including SBA and local lending resources for business capital; training in management, including hosting the California Small Business Development Center (SBDC) regional office

Los Angeles Area Chamber of Commerce – Member, Board of Directors

Mobility Summits 2011 and 2012 – As founder and executive director of the San Fernando Valley Council of governments, worked closely with Southern California Association of Governments, Los Angeles Metropolitan Transportation Authority (METRO), Los Angeles Department of Transportation, U.S. Department of Transportation, Caltrans, Amtrak, Metrolink, Union Pacific, BNSF, UPS, California High-Speed Rail Authority, and Xpress West HS Rail. Additional partners included the cities of Burbank, Glendale, San Fernando, Santa Clarita, Los Angeles, the County of Los Angeles, the Los Angeles Department of Water & Power, and the University of Southern California (USC). This joint effort resulted in the creation, promotion and staging of two major events, in Van Nuys and in Santa Clarita California. Each event was attended by over 300 transit and transportation executives. These events ultimately lead to the development of mobility matrices, and in 2016, to a more equitable distribution of Measure M's \$120 billion investment in transit funding over the next forty years.

Scott & Associates – Law Firm 1980 to present – Entrepreneurial and business entities law and litigation

Bar Associations – include: State of California, US Federal District Court and US Supreme Court Served as judge pro tem for the Los Angeles Superior Court

Attorney AV Preeminent Rating by Martindale-Hubbell – “AV Preeminent® (4.5-5.0) - AV Preeminent is a significant rating accomplishment and testament to the fact that a lawyer's peers rank him or her at the highest level of professional excellence.”

Cal State University Northridge – Instructor, business applications for microcomputers, early stage involvement in advocating for, and lecturing in, the role of computers in a business setting

Tri-City Shopping Center – Redlands, California, Property Manager

Activities and Projects

Caltech/MIT Enterprise Forum – Participant, 1994-1996, during the early evolution of the Internet and related technologies, funding and venture capital demonstrations and presentations. Also worked with PacBell and the City of Los Angeles Mayor's office organizing events, supplying computers and launching multiple websites for non-profits

California Center for Regional Leadership (CCRL) – Board Member, sponsored by the James Irvine Foundation, statewide coalition of two dozen regional stewardship and economic development organizations, focused on environment, economy, equity and engagement

Local Bond Measures Truth and Accountability – Authored Senate Bill 165 (Alarcon 2000) added Government Code Sections 53410-53412 to the California codes, requiring accuracy, accountability and oversight of local bond measures and expenditures

Charter Reform, City of Los Angeles – Key architect, having authored the original plan for a system of Neighborhood Councils and Area Planning Commissions. This successful initiative resulted in a complete re-write of the city charter, reorganization of city government, creation of nearly 100 neighborhood councils, seven area planning commissions, and an increase from five to nine members on the citywide planning commission.

Los Angeles City Task Force for Permit Streamlining – Chairman 1993-1994 – commissioned by the Los Angeles City Council to improve planning and zoning regulations and processes. The final report was adopted by the city council as part of Mayor Richard Riordan's Development Reform Commission.

SCAG's Compass Blueprint Committee – Charter member, as part of the 2004 Regional Transportation Plan

development process. Compass sought to accommodate growth while maintaining mobility, livability, prosperity and sustainability goals for all residents of the six-county, 191-city SCAG region.

SCAG's Global Land Use & Economy Council (GLUE) – Since 2012, Council Member – A subset of the Southern California Leadership Council (SCLC) that includes present and past State Governors and leaders; developing sound public policies for the SCAG Metropolitan Planning Organization region

SCAG's Subregional Coordinators Committee – 2010-2015 – Coordinating group of leaders representing the SCAG planning subregions and councils of governments

Legal Aspects of Decennial Census – 1990-1992 Provided amicus briefing, mapping development, and advocacy for legislative redistricting and reform activities, promoting a balanced process for public participation

Selected Recognition

45th Annual Fernando Award – 2003 recipient – Founded in 1959, “the Fernando Award is the highest award for volunteerism and philanthropy in the San Fernando Valley. It is supported by the valley chambers of commerce, civic and philanthropic organizations, entrepreneurs and corporations.”

Stanley Lintz Award – 1999 recipient – The San Fernando Valley Bar Association’s recognition for “service to the community and to the legal profession”

Harmon G. Ballin Award – 2002 recipient – the Valley Industry & Commerce Association award “for leadership and community service”

SurveyLA Historic Resources Committee – Committee Member – With support from the J. Paul Getty Trust, and a mission to identify, catalog and protect historic resources in the Los Angeles area

State of California Small Business Advisory Commission – Commissioner 2000-2004

State of California 51st Agricultural District – Board Member 2006-2008 – The district is involved in staging the agricultural activities and fairs. Responsible for three-million dollar relocation efforts

Walter Mendenhall Man of the Year – (Daily News) award to cite “that man or woman who gave most unselfishly to make the town a better place in which to work and live” 1975

Community Leadership Award, Southland Regional Association of Realtors, 2002

American Institute of Architects – National Award Winner, Panorama City Concept Plan, AIA Component Award – Government Affairs Overall Program – in conjunction with the valley AIA chapter, AIA, 2005

National Merit – U.S. Dept. of Housing and Urban Development – Vitalize Van Nuys (Valley Economic Development Center), 1984

200 Most Influential Business Leaders in the San Fernando, Santa Clarita, Coñejo and Antelope valleys, San Fernando Valley Business Journal, 2001

25 Most Influential Business Leaders in the San Fernando Valley, San Fernando Valley Business Journal, 2016 Four decades of recognition at federal, state and local levels by elected officials, cities and other jurisdictions, available on request

Professional Education

LaSalle University, Certification - California, Fourth Year Postgraduate Law - 1976 - 1978

LaSalle University, Bachelor of Laws, LLB Degree - California Law - 1974 - 1976

LaSalle University, Certification, Business Law - 1973 - 1974

Additional and Previous Affiliations (partial list)

San Fernando Valley Transportation Strike Force, Valley International Trade Association, Valley Leadership

Institute, Valley Green Team, Valley Green Building Task Force, Valley Green Agenda

Scott Printing & Advertising – President/CEO 1968-1981 – Commercial printing, lithography and advertising

Commerce Productions – President/CEO 1975-1981 – City and regional publications, statistics, information and mapping projects, for cities throughout the United States

Valencia Paper Company – President/CEO 1976-1981 – US Postal Service mail processing logistics and supplies

Audience Magazine – Editor-in-Chief, 1981-1982 – launch of entertainment magazine and guide, covering the emerging cable television industry of the 1980s; creating the now-standard bar guide for program listings

Suite 16 Post Production – Corporate Counsel 1998-2000, digital post-production facility serving the entertainment and multi-media industry

D.S. Honda Construction Co., Van Nuys, CA, Vice President/General Counsel

Onsite Information Systems/MCI Mail – CEO/Corporate Counsel 1990-1995, pioneers in the early development of electronic mail (email)

Silent Stars/Celebrity Classics – Marketing/Corporate Counsel 1985-1987; product placement, promotion and specialized entertainment celebrity events

Par Excellence, Inc. – Lecturer 1976-1980, time management systems and seminars

Greater Van Nuys Area Chamber of Commerce – President 1978-1981

Santa Clarita Valley Chamber of Commerce – Vice President 1977-1980

Van Nuys Jaycees Junior Chamber of Commerce – President 1974-1976

California Air National Guard – Sergeant 1969-1975

Real Estate – Commercial projects and limited partnerships

Additional Areas of Involvement and Experience

Public Policy – Project support, facilitation, analysis and strategies

Economic Development – Industry clusters and community development, plans, methods and tactics

Government Relations – Networking, advocacy and public affairs participation

Organizational Development – Volunteer networks, management, fundraising and investor relations

Strategic Planning – Facilitation for organizations and community visioning

Business Plans and Strategies – Strategies, forecasting, feasibility and financial analyses **Special Events** – Collaborative activities, outreach, summits, roundtables and fundraisers **Research and Development** – Analysis of policies, demographics, data and other Information **Lecture and Instruction** – Business, marketing, public policy, land use and applied technologies **Construction and Real Estate**

Facilitation, Outreach and Legal Support – Vaughn Next Century Learning Center, pioneering charter school in the Los Angeles Unified School District, along with support for Fenton Avenue Charter School, sponsored by Mulholland Institute and Robert L. Scott

Van Nuys Air Show – Annual event, 20,000+ attendees, raised funds for Valley children's charities