



**SILICON VALLEY
LEADERSHIP GROUP
MEDIA TOOLKIT**



History

In the summer of 1977, renowned Hewlett-Packard co-founder David Packard hosted a luncheon for 32 Valley visionaries. The conversation covered a lot of topics, including the ongoing energy crisis, education, and workforce development. The attendees realized that all of their businesses are facing similar issues, and decided to form a proactive employer organization to advocate for economic vitality and quality of life priorities in the region.

The organization, initially called the Santa Clara County Manufacturing Group, was formed that day. Now known as the Silicon Valley Leadership Group (SVLG), or simply the Leadership Group, the organization has spent nearly 50 years working towards the goals of major employers in the region.

The Leadership Group's charter members focused on three timely and important topics: easing traffic congestion, improving housing opportunities, and promoting energy policy. These three issues remain at the heart of our expanded policy initiatives, which has evolved to include Climate & Energy, Tech & Innovation, Racial Justice & Equity, Housing, Health & Transportation, Economic Development and Workforce.

Through the years, we have worked with legislators, community partners, corporate partners and other business groups to help forge a better path for the Bay Area, California and the nation. Under the long-term guidance of our three previous CEOs, Peter Giles, Gary Burke, and Carl Guardino, the association has grown and prospered. Our membership has grown from three dozen to over three hundred leading businesses.



Accomplishments

- **INCREASING CALTRAIN CAPACITY**

- In 2019, the Leadership Group put plans in place to co-lead a 2020 regional transit measure that will include funding to double Caltrain capacity. In 2018, the Leadership Group co-led Regional Measure 3, which included \$350M in funds to improve Diridon Station – a key Caltrain juncture. In 2017, the Leadership Group worked with Senator Feinstein to re-claim \$760M in federal funds that had been secured for Caltrain improvements and then pulled back by the US Department of Transportation.

- **BRINGING BART TO SILICON VALLEY**

- The Leadership Group led the successful ballot measure campaigns in 2000, 2008 and 2016 that will allow for the 16.1-mile extension of BART to Silicon Valley. Phase 1 of the BART extension from Fremont to San Jose is now under construction, and is scheduled to open in north San Jose in 2020.

- **STATEWIDE LEADERSHIP ON HOUSING**

- The Leadership Group co-led the successful campaigns to pass Propositions 1 and 2 in 2018, which together will direct \$6B for housing veterans, the elderly, and other vulnerable populations across California.

- **SILICON VALLEY PATENT OFFICE**

- The Leadership Group, together with San José Mayor Reed and the Valley's Congressional delegation, led the successful 2012 effort to have one of just four regional patent offices established in Silicon Valley.

- **INCREASING FLIGHT OFFERINGS AT SJC**

- The Leadership Group galvanized business support that has led to direct flights from San Jose to Tokyo, Beijing, London and Frankfurt.

- **REAL PROGRESS ON THE HOUSING CRUNCH**

- The Leadership Group established the Housing Trust of Silicon Valley, an organization that has subsequently been replicated in communities across the country and has raised more than \$110 million in voluntary contributions and leveraged more than \$2.5B in private development to help more than 25,000 individuals and families.





- **SAVING CHRISTMAS IN THE PARK**

- Saved the San Jose's Christmas in the Park by inaugurating the Google Silicon Valley Santa Run. More than 2,700 runners and walkers together helped raise \$91,000 to preserve Christmas in the Park, which attracts more than 500,000 visitors annually to downtown San Jose.

- **PROTECTING SAFE, RELIABLE WATER SUPPLY**

- The Leadership Group supported the successful 2012 Santa Clara County water measure to guarantee continued access to clean, safe water. It also helped defeat Proposition F in San Francisco, which would have cost billions in taxpayer dollars and threatened a major source of reliable Bay Area drinking water. Recently in 2020, SVLG supported Measure S, which continued critical funding to protect the supply of safe, clean water in Santa Clara County, without raising taxes.

- **KEEPING THE BAY HEALTHY**

- The Leadership Group co-led the 9-county effort to preserve and protect San Francisco Bay via the passage of Measure AA in 2016.

- **RAISING ALMOST \$9M FOR COVID RELIEF**

- The Leadership Group, working from home as of March 17th, 2020, immediately made a pivot to our 2020-2022 Workplan, serving our members and our communities in many ways. Our members raised \$8,535,000 for frontline workers in four months. The Leadership Group has hosted many informational Zoom Town Halls since March 17, 2020. Our members have collected and shared their best practices for getting back to work for solar installers, construction, manufacturing and tech office spaces.
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New Initiatives

- **Pledge 25x25**

- 25X25 is a movement leading Silicon Valley companies to catalyze change for diversity, equity, and inclusion. Member companies continue to make strides with diversity policies and the opportunity for maximum impact exists in collective effort throughout the Valley and our country. 25x25 is the collective action to operationalize change while also recognizing the business imperative for diversity + inclusion that will address a critical void in the national discourse. Learn more about Pledge 25x25 at pledge25x25.org

- **100 Startups**

- We are looking to identify 100 high potential startups to join SVLG. The goal is that at least 25% are founders from underrepresented backgrounds. We're looking for venture-backed or startups with high potential, so this is a selective group. Membership dues for participants in the program will be discounted. It's about engaging, supporting, and building an ecosystem of exceptional founders.

- **Launch Circuit**

- We created Launch Circuit to connect our board members and CEOs with high potential entrepreneurs participating in the 100 Startups Initiative. We plan to put a roster of guest speakers together and build an ecosystem around networking and opportunities for deals/funding. Launch Circuit would initially aim for meetings/networking sessions on a quarterly basis to cover relevant business topics and/or creative policy solutions to support innovation.



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- **Legal support:** We have identified a selected group of law firms for SVLG membership that are active in the innovation economy: DLA Piper & Greenberg Traurig have agreed to provide pro bono legal services
 - **Venture support:** We have engaged venture capitalists such as Kleiner Perkins & HSBC for SVLG membership. The venture capitalists provide pro bono support to SVLG startups, in addition to guidance on the Pitch Competition. Quarterly
 - **Corporate Demo Day:** Showcase startups to corporate & enterprise clients

- **Pitch Award Competition**

- We are working to develop the largest pitch competition for women and underrepresented entrepreneurs in California. Invited venture capitalists, institutional investors, and executives would sit on the judging panel and all participants would be featured online. We are aiming for a Q4 2021 "shark tank" style award competition with entertainment value but also a serious charitable purpose of matching founders with \$1M of funding.

Curious to learn more or
get involved in our
exciting new initiatives?
Please contact us at
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