
THIRD READING

Bill No: SCR 189
Author: Rubio (D), et al.
Introduced: 6/17/26
Vote: 21

SUBJECT: I ♥ SGV Day

SOURCE: Author

DIGEST: This resolution designates June 26, 2026, as I ♥ SGV Day and encourages all Californians to join in celebrating I ♥ SGV Day.

ANALYSIS: This resolution makes the following legislative findings:

- 1) The San Gabriel Valley (SGV) is one of California’s most vibrant and diverse regions, encompassing 31 cities and unincorporated communities across more than 374 square miles in Los Angeles County and serving nearly two million residents.
- 2) The San Gabriel Valley Council of Governments (SGVCOG), established in 1994, serves as the largest and most diverse subregional council of governments in Los Angeles County, representing 31 cities and unincorporated communities to advance regional collaboration and initiatives that improve the quality of life for residents throughout the San Gabriel Valley.
- 3) June 26, represented numerically as “6/26,” reflects the iconic 626 area code that has become synonymous with the San Gabriel Valley and serves as a source of pride and identity for residents throughout the region.
- 4) The SGVCOG launched the “I ♥ SGV Day” campaign as a positive and community-driven initiative to celebrate pride in the San Gabriel Valley, foster a shared regional identity, and highlight the people, places, cultures, businesses, and institutions that make the region a unique and cherished part of California.

This resolution designates June 26, 2026, as I ♥ SGV Day and encourages all Californians to join in celebrating I ♥ SGV Day.

FISCAL EFFECT: Appropriation: No Fiscal Com.: No Local: No

SUPPORT: (Verified 6/22/26)

None received

OPPOSITION: (Verified 6/22/26)

None received

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6/22/26 14:47:29

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