

Date of Hearing: July 2, 2026

ASSEMBLY COMMITTEE ON RULES
Blanca Pacheco, Chair
SCR 189 (Rubio) – As Introduced June 17, 2026

SENATE VOTE: 36-0

SUBJECT: I ♥ SGV Day.

SUMMARY: Designates June 26, 2026, as I ♥ SGV Day; and, encourages all Californians to join in celebrating the San Gabriel Valley and recognizing its enduring contributions to the economic vitality, cultural richness, and civic life of the Golden State. Specifically, **this resolution** makes the following legislative findings:

- 1) The San Gabriel Valley 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 is home to communities with rich cultural, ethnic, and linguistic diversity that collectively contribute to the economic, social, and cultural strength of the State of California. It has played a significant role in California’s history, innovation, education, transportation, arts, culture, and economic development, serving as home to world-renowned institutions, thriving business districts, and generations of residents who have helped shape the region and the state.
- 3) 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.
- 4) The SGVCOG works collaboratively with local, regional, state, and federal partners to address issues of regional significance, including transportation and mobility, affordable housing and homelessness, and environmental sustainability.
- 5) 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.
- 6) 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.
- 7) The designation of June 26 as “I ♥ SGV Day” provides a unique and meaningful opportunity to recognize and celebrate the San Gabriel Valley and the communities, cultures, and individuals that make the region extraordinary.

FISCAL EFFECT: This resolution is keyed non-fiscal by Legislative Counsel.

REGISTERED SUPPORT / OPPOSITION:

Support

None on file

Opposition

None on file

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