

Bio for Marnie Tenden
2008 California Transportation Planning Conference
“Effective Visualization Techniques for Transportation Planners” Session
10:45 am to 12:15 pm
Thursday, February 7, 2008

Marnie Tenden, Strategic Communications Officer
Southern California Association of Governments

As the chief communications executive for SCAG, the largest of over 700 Regional Planning Agencies in the United States, Marnie is responsible for the framing and delivery of messages regarding issues affecting the future quality of life for 18 million Southern Californians. A distinguished career in advertising and marketing made her uniquely suited to advancing the challenging objectives of this, the 15th largest economy in the world. Over her eight years with SCAG she has revolutionized the way the organization communicates — to its members; to stakeholders; to the public; and to lawmakers in Sacramento and Washington. She takes pride in translating “plannerese” into language that anyone can understand, and is widely recognized for creating presentations that sell solutions via creative concepts - not bullet points.

Ms. Tenden is the author of two books: “A Community of Angels” and “A Community of Angels 2002.” These books chronicled consecutive year public art projects in the City of Los Angeles. The first book was on the Los Angeles Times’ Best Seller list for three weeks.