AGENDA

Registration/Breakfast – 9:00 a.m. – 10:00 a.m. Campus Center, Conf. Rooms A & B

Music by the John Clarke Trio

Welcome and Plenary – 10:00 a.m. – 11:15 a.m. Conference Rooms A & B

Chris Lepe, Senior Community Planner, TransForm
Hon. Rod Sinks, Mayor, City of Cupertino
Daniel Peddycord, Public Health Director, Santa Clara County Public Health Department

Plenary - Inequality and the Intersection between Land Use, Housing and Transportation Policy

Victor Rubin, Vice President for Research, Policy Link
Dereka Mehrens, Executive Director, Working Partnerships USA
Wayne Chen, Acting Division Manager, City of San Jose Department of Housing
Shireen Malekafzali, Senior Manager for Policy, Planning and Equity, SMC Health System

Sessions: 11:30 a.m. – 12:50 p.m.

1) Riding into the Future Campus Center, Conference Rooms A & B
2) Millennials in Motion Media Learning Center (MLC) 108
3) Housing in 2014: Wins, Losses, and Next Steps MLC 109
4) Moving Towards Seamless Bay Area Transportation MLC 110
5) Transit Riders United and BUSRIDER MLC 111
6) You CAN Get There from Here MLC 112

Lunch and Networking: 1:00 p.m. – 1:50 p.m. Conference Rooms A & B

Music by DJ Beno Fficial, and performances by Yiann Chou and Mc Tate Stroman

Sessions: 2:00 p.m. – 3:20 p.m.

1) A Revolution in Environmental Planning in California Conference Rooms A & B
2) Reimagining our Communities through Play Media Learning Center (MLC) 108
3) Health, Displacement and the East Palo Alto General Plan MLC 109
4) Raising the Bar for Growth and Mobility in Silicon Valley MLC 110
5) Grand Boulevard Initiative: Success Stories MLC 111
6) Walking Workshop: How to Organize Community Walk Audits MLC 112

Closing remarks: 3:30 p.m. – 4:00 p.m. Conference Rooms A & B

Hon. Ash Kalra, Councilmember, City of San Jose

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Let's Get Moving! Silicon Valley Transportation Choices and Healthy Communities Summit
March 7, 2015, De Anza College, Cupertino, CA

ORGANIZERS AND SPONSORS
CO-SPONSOR & VOLUNTEER CONTRIBUTIONS

TransForm would like to thank all of the co-sponsors and partners of this year’s Let’s Get Moving Summit. The planning and production of the Summit is a collaborative effort made possible by the contributions of the diverse organizations, companies, and agencies listed in the previous page. In particular, TransForm would like to acknowledge the following sponsors that played a major role in making the Summit a reality:

- The Silicon Valley Community Foundation (SVCF)
- Microsoft
- De Anza College, Institute for Community and Civic Engagement (ICCE)
- Santa Clara County Public Health Department
- San Jose State University, Urban and Regional Planning Department
- Working Partnerships USA (WPUSA)
- Mineta Transportation Institute (MTI)
- Urban Habitat

We’d also like to thank the organizers of the plenary and twelve diverse sessions as well as those participating in the summit organizing committee, especially Susan Stuart (Santa Clara County Public Health Department), Donna Maurillo (MTI), Vu-Bang Nguyen (SVCF), Cynthia Kaufman (De Anza College, ICCE), and Charisse Lebron (WPUSA).

Finally, this event is made possible thanks to dozens of committed volunteers and interns including Karla Navarro (volunteer coordination), Eric Wong (flyer design), Henry Pan (transportation coordination and research), and Nicholas Halper (research).
PLENARY BIOGRAPHIES

**Victor Rubin** is Vice President for Research at PolicyLink, a national nonprofit institute dedicated to advancing social and economic equity. He has been an urban planning researcher, teacher, and consultant for 35 years. He has written several reports in recent years documenting the evolution of efforts across California to improve community health through a focus on the built environment, including health impact assessments, health elements in general plans, and coordination between planners and public health leaders. Other current activities include developing and assessing policies and strategies for economic inclusion in Detroit, Baltimore and other cities. He has recently served as a national planning committee member for the New Partners for Smart Growth conference, a capacity-builder for the HUD Sustainable Communities program, and a guest editor of the *Journal of the Community Development Society*. Victor joined PolicyLink in 2000 after serving as Director of the HUD Office of University Partnerships. Rubin served as Director of the University-Oakland Metropolitan Forum, a partnership for community revitalization based at the University of California, Berkeley. He is a member of the California Planning Roundtable and was formerly Adjunct Associate Professor in the Department of City and Regional Planning at UC Berkeley, the department where he earned his MCP (1975) and PhD. (1986).

**Derecka Mehrens** was named Executive Director of Working Partnerships USA in August 2013 and is responsible for building organizational alliances and maintaining key partnerships with organizations throughout California. As Working Partnerships' organizing director beginning in 2008, Derecka was instrumental in developing organizing and campaign strategies to win policies that improved the lives of workers and their families, including the recent minimum wage increase in the City of San Jose. She led the organization's civic engagement programs to engage low-income communities of color in Silicon Valley and statewide in critical public policy issues. She also led community organizing work to improve worker health and safety and increase economic opportunity. Prior to joining Working Partnerships, Derecka was a director with the California chapter of the Association of Community Organizations for Reform Now (ACORN), where she set statewide legislative priorities and managed organizing campaigns throughout the state. She is currently a board member for the Clergy and Laity United for Economic Justice and California Calls. She graduated from the University of Oregon with a bachelor’s degree in Sociology, History and International Studies.
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**Wayne Chen** is a Division Manager with the City of San Jose Department of Housing, where he oversees the Policy, Planning, and Neighborhood Investment group and works on legislation, policy analyses, the development of local and regional housing and land use plans, and creating great places. He has also taught housing policy and urban growth management courses at San Jose State University’s Department of Urban & Regional Planning, and is currently a housing co-chair of the HUD-funded Bay Area Regional Prosperity Plan to develop tools for sustainable, prosperous, and equitable communities. Wayne has a Bachelor of Arts in Modern Intellectual History from UC San Diego, a Master in Public Policy from UC Berkeley, and a Master in Urban Planning from Harvard University. He recently joined Transform as a Boardmember, and serves on the Finance and Innovative Cities committees.

**Shireen Malekafzali** is Senior Manager for Policy, Planning and Equity at the San Mateo County Health System leading the Health Policy and Planning Program (HPP) and the Get Healthy Initiative. HPP focuses on building healthy, equitable communities by supporting the conditions that make the healthy choice, the easy choice for all. HPP’s work includes an emphasis on transportation, equitable development, healthy food access, and school wellness. Shireen has over 15 years of experience advancing health and equity through community partnerships, policy, research, advocacy, grantmaking and technical assistance. Prior to her current position, she was an associate director at PolicyLink, a national policy and research institute advancing economic and social equity. She has a master’s degree in public health, an undergraduate degree in environmental science and a passion for a just democracy.
SESSION DESCRIPTIONS

Sessions I: 11:30a.m. - 12:50p.m.

1. **Riding into the Future: How Funding for Transit Benefits All**
   Location: Conference Rooms A & B
   Join this session and advise regional transportation leaders in developing the critically needed 2016 transportation tax measure.

   Dr. Terry Christensen, Professor Emeritus, San Jose State University
   Hon. Dave Cortese, Santa Clara County Supervisor and Chair of the Metropolitan Transportation Commission
   Hon. Cindy Chavez, Santa Clara County Supervisor and Vice Chairperson of the VTA Board of Directors
   Bob Brownstein, Director of Policy and Research, Working Partnerships USA
   Carl Guardino, President and CEO, Silicon Valley Leadership Group

2. **Millenials in Motion. Transportation Demand Management Strategies to Reduce Congestion and Emissions at Local Universities and Colleges**
   Location: Media Learning Center (MLC) 108
   Research indicates that millennials are more likely to ditch the car than previous generations. These changing preferences have contributed to the success of University TDM programs across Silicon Valley. This session will discuss the factors affecting the mobility patterns of millennials and how Universities are managing to move more people with fewer cars, including the use of technology and mapping tools.

   Giovanni Circella, Researcher, National Center for Sustainable Transportation and Institute of Transportation Studies, UC Davis
   Ramses Madou, Senior Transportation Planner and Program Developer, Stanford University
   Eric Skultety, Campus Rideshare Coordinator, University of California, San Francisco
   Patricia Tolar, Transportation Coordinator, San Francisco State University
   Joanna Huitt, Commute Coordinator, San Jose State University

3. **Housing in 2014: Wins, Losses, and Next Steps**
   Location: MLC 109
   Transit-accessible affordable housing is an indispensable component of equitable, sustainable and complete communities; without it we fail to achieve our environmental, health, and equity goals on a grand scale. The past year was a busy one for affordable housing advocates in the region with a number of wins that came to bear through collaborative work between advocates, housing service providers, legal service providers, regional non-profits, local housing staff and key elected officials. This session will provide an overview of housing preservation and housing production wins in 2014 and what’s on the horizon for affordable housing policy in 2015.

   Pilar Lorenzana-Campo, Deputy Policy Director; Non Profit Housing Association of N. California
   Joshua Hugg, Program Manager, Housing Leadership Council of San Mateo County

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4. Moving Towards Seamless Bay Area Transportation

The Bay Area is famously fragmented, with many transit agencies, cities, and layers of government. What are the opportunities to tie the pieces together into a seamless service to get riders where we are going, integrated fares, schedules, and service patterns. How have these problems been solved successfully in other complex metropolitan areas? What are the barriers to Bay Area coordination? How can transit supporters drive regional coordination?

Ratna Amin, Transportation Policy Director, SPUR
Eric Eidlin, Urban and Regional Policy Fellow of the German Marshall Fund of the United States
Sara Barz and Eleanor Leshner, Department of Urban Planning, UC Berkeley
Adina Levin, Executive Director of Friends of Caltrain, Around the Bay Coalition

5. Transit Riders United and BUSRIDER: Fighting for the Rights of Low-Income Transit Riders in San Jose

Bus riders in the Bay Area are generally low-income people of color who rely on transit to access jobs, schools, and services, but they are often excluded from critical decision-making processes around transit planning and funding. This session will provide a forum for attendees to learn about regional and local transit equity campaigns and how transit rider organizing is being used to empower low income people of color in transportation planning, funding and policy-making.

Vu-Bang Nguyen, Program Officer, Silicon Valley Community Foundation
Maria Noel Fernandez, Director of Organizing and Civic Engagement, Working Partnerships USA
Bob Allen, Director of Policy and Advocacy Campaigns, Urban Habitat
Lisa Castellanos, Policy and Organizing Director, Sacred Heart

6. You CAN Get There from Here: How to Use the Development Approval Process to Improve Transportation Options

This session will share strategies to more effectively advocate for pedestrian and bicycle improvements, reduce the need for parking, and limit automobile trips as part of new residential and mixed use developments. Participants will gain a basic understanding of how private development projects get approved, and how to influence the development process to improve the walking and biking environment and provide better transportation options using VTA’s new guidelines for Transportation Impact Analysis and TransForm’s new GreenTRIP Parking Database.

Rob Cunningham, Transportation Planner, Santa Clara Valley Transportation Authority
Rob Swierk, AICP, Senior Transportation Planner, Santa Clara Valley Transportation Authority
Jennifer West, GreenTRIP Policy Analyst, TransForm
Session II: 2:00 p.m. – 3:20 p.m.

1. A Revolution in Environmental Planning in California – Making Transportation Analysis About More than Just Cars
   Location: Conference Rooms A & B
   In the coming year, California cities large and small will need to change the way they measure how developments and transportation projects affect the environment. Hear from a range of experts on the topic – including those who directly shaped the new CEQA guidelines – to help your city prepare to implement the changes.

   Jeffrey Tumlin, Principal, Nelson\Nygaard
   Chris Ganson, Senior Planner, California Office of Planning and Research
   Erik Ruehr, Chair, Institute of Transportation Engineers Western District’s SB 743 task force.
   Director, Traffic Engineering, VRPA Technologies

2. Reimagining our Communities Through Play
   Location: MLC 108
   Artist and planner, James Rojas will introduce a tool to increase community participation in planning in underserved communities that simplifies urban planning to it’s fundamental visual and spatial elements so everyone can participate in the planning process and image, investigate, construct, and reflect through building solutions with objects. Participants in this session will learn about the "Place It" tool and reimagine two of the Valley’s most important transit corridors, El Camino Real and Stevens Creek Blvd.

   James Rojas, urban planner and artist

3. Health, Displacement and the East Palo Alto General Plan
   Location: MLC 109
   Walkable, bikeable, mixed use, transit-rich communities are great for health, but can these important investments lead to displacement of long-term residents? Like many Bay Area cities, East Palo Alto residents face displacement as a result of investment and speculation. East Palo Alto is updating its General Plan and Development Codes to tackle this crucial issue and build a more resilient community. By prioritizing extensive community engagement, the City is creating a plan that puts residents’ health, wellness and ability to stay in their communities at the center of the planning process. This panel will help participants think broadly about health and provide tools for residents, policy makers, advocates and staff to build health and anti-displacement measures into planning processes.

   Maeve Johnston, Community Health Planner, San Mateo County Health System
   Brent Butler, Planning Manager, City of East Palo Alto
   Tameeka Bennett, Program Director, Youth United for Community Action
   Brad Jacobson, Epidemiologist, San Mateo County Health System
4. Raising the Bar for Growth and Mobility in Silicon Valley - Mountain View's North Bayshore Plan

Already home to Google, LinkedIn, Microsoft, and dozens of leading tech companies, employment in Mountain View is projected to increase by more than 40% by 2030. The City is faced with the challenge of managing employment growth in a sustainable manner, and nowhere are these pressures more evident than in the North Bayshore area. Join city and consultant staff to hear how Mountain View is taking the lead in designing and building world class transit, bicycle, and pedestrian facilities and promoting greater transportation options for workers and the community.

Phil Olmstead, Senior Associate, Nelson\Nygaard Consulting Associates
Jim Lightbody, Senior Consulting Manager, AECOM and Project Manager, City of Mountain View

5. Grand Boulevard Initiative: Success Stories for Healthy Communities Along El Camino Real

The Grand Boulevard Initiative champions projects that make El Camino Real friendlier to the people who live and work there. Building a healthy community takes the collaboration of cities, residents, and advocates creating a positive dialogue that is forward-looking and solution-oriented. The City of San Mateo Sustainable Streets Plan and the City of Mountain View El Camino Precise Plan provide clear examples of successful community outreach processes. Attendees can expect to leave the session with a better understanding of successful community outreach tactics as well as an appreciation of the challenges and solutions that are experienced during the community outreach and planning processes.

Ken Chin, Public Works Project Manager, City of San Mateo
Uri Pachter, Project Manager, Greenbelt Alliance
Eric Anderson, AICP, Associate Planner, City of Mountain View
Emma Shlaes, Policy Manager, Silicon Valley Bicycle Coalition

6. Walking Workshop: How to Organize Community Walk Audits for Healthy and Safe Neighborhoods

Walking clubs provide participants with low-cost, engaging opportunities to explore and improve their communities. The workshop facilitators have experience in establishing walking clubs, conducting neighborhood walkability audits, collaborating with decision-makers on needed pedestrian improvements, and working with vulnerable/at-risk communities to empower them to advance healthy, safe, and walkable neighborhoods. We will provide a guided experience of a planned walking route and walk audit, along with other ideas and outcomes for walking clubs. Participants will also learn about VTA's in-progress Pedestrian Access to Transit Plan and receive tools and opportunities for providing input into that plan.

Jaime Fearer, Planning & Policy Manager, California Walks
Vanessa Merlano, Health Education Specialist, Santa Clara County Public Health Department
Diana Miller, Project Manager, Santa Clara County Department of Aging and Adult Services
Lauren Ledbetter, Senior Transportation Planner, Bicycle and Pedestrian Program, VTA

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