CALIFORNIA Transportation Choices Summit

2015

A Year of Action

April 27, 2015
Embassy Suites, 100 Capitol Mall, Sacramento

Coordinated By

TransForm

In Partnership With:
Monday, April 27, 2015

8 to 10 am  Early Bird Networking Breakfast
Early arrivals can enjoy a “no host” breakfast buffet with other Summit attendees. Location: Embassy Suites, 100 Capitol Mall, bistro downstairs.

10:00 am  Registration, Coffee, and Morning Snack

10:30 am  Welcome: Stuart Cohen, Executive Director, TransForm

10:35 am  Opening Speech: Mayor Christopher Cabaldon, West Sacramento

10:50 am  Opening Panel: Richard Devylder, Susan Frank, Wade Crowfoot, Meea Kang
This year, the State will invest hundreds of millions of dollars from the Greenhouse Gas Reduction Fund – the culmination of years of work for many advocates and decision makers. In this plenary, panelists will discuss their efforts to enact and strengthen our climate policies in ways that benefit all Californians, as well as some of the challenges and controversies that remain (see presenters titles/bios on page 5).

12:00 pm  Networking Session: Getting to Know You

12:30 pm  Lunch: Seating in lobby and upstairs at Embassy Suites

1:30 pm  Keynote Address: Dr. Manuel Pastor
Dr. Manuel Pastor is Professor of Sociology and American Studies & Ethnicity at the University of Southern California, where he directs the Program for Environmental and Regional Equity and co-directs the Center for the Study of Immigrant Integration. He has recently been appointed by the State Senate President pro tem to the Strategic Growth Council.

Dr. Pastor’s research focuses on the economic, environmental and social conditions of low-income urban communities and the social movements seeking to change those realities. His most recent book, Just Growth: Inclusion and Prosperity in America’s Metropolitan Regions, co-authored with Chris Benner (Routledge 2012), argues that growth and equity can and should be linked, offering a new path for a U.S. economy seeking to recover from economic crisis and distributional distress.

2:15 pm  1st Breakout Sessions

**Strengthening California’s Greenhouse Gas Reduction Goals and Investing in Our Communities and Green Economy**
BreAnda Northcutt, Senior Vice President of Cater Communications
Ryan Wiggins, State Cap-and-Trade Campaign Manager for TransForm
Alvaro Sanchez, Environmental Equity Program Manager for Greenlining Institute

Advocates from three campaigns underway in California will share their successes and challenges in their work to strengthen California’s commitment to act on climate change. This information will be helpful for those attending advocacy day and not used to talking climatese.

**Creating Accessible Communities through Transportation**
Richard Devylder, Director of the Office for Access and Functional Needs at the Governor's Office of Emergency Services
Dolores Tejada, Community Organizer at Community Resources for Independent Living, Hayward
Cindy Calderon, Systems Change Advocate at Tri-County Independent Living
Mark Romoser, Community Advocate at Silicon Valley Center for Independent Living

This interactive panel hosted by the Disability Organizing Network (DOnetwork) will explore the challenges to equitable and accessible transportation for people with disabilities, with a focus on transportation in relation to accessible and affordable housing and disaster preparedness.
Active Transportation – Building the movement to grow funding for healthy, connected communities

Martin Martinez, Bay Area Regional Policy Manager for the Safe Routes to Schools National Partnership
Erika Rincón Whitcomb, Senior Associate for PolicyLink
Wendy Alfsen, Executive Director of California Walks
Michele Hasson, Regional Director of Leadership Counsel in the Coachella Valley for the Leadership Counsel for Justice and Accountability
Laura Cohen, Director for Western Region for the Rails-to-Trails Conservancy

2015 is a critical year to increase funding for walking and bicycling! Members of the Coalition for Active Transportation Leadership will lead a discussion about the campaign to fund the Active Transportation Program and how to ensure equitable investment across the state. Panelists will highlight opportunities to integrate with transit, affordable housing, and green infrastructure projects.

The Sharing Economy

Amanda Eaken, Deputy Director of Urban Solutions at Natural Resources Defense Council
Joel Espino, Environmental Equity Fellow at the Greenlining Institute
Clarrissa Cabansagan, Community Planner at TransForm
Emily Castor, Director of Community Relations at Lyft

Opportunities and challenges abound as new systems emerge around sharing resources, especially in the transportation realm. Join advocates and practitioners as they share their own experiences and examples, such as TransForm’s upcoming pilot a program to ensure low-income communities in Oakland benefit from the powerful potential of car sharing. The panel will also consider the proper role for state government and oversight in the sharing economy.

3:30 pm  2nd Breakout Sessions

High Speed Rail: Update and Interactive Session

Suzanne Hague, Senior Advisor for Community Development and Planning with the California Strategic Growth Council
Katherine Perez-Estolano, Co-Founder ELP Advisors, member of the High Speed Rail Authority

Over the past year California’s high speed rail system gained an ongoing source of funding from the State’s cap-and-trade program and broke ground in the Central Valley. While pending lawsuits may slow or derail the project, there is now a real chance the state may build some or all of it. Is it time for advocates to reengage in this mammoth project? Hear the latest on the project, ask questions and see how you can plug in.

Communicating the Benefits of California’s Climate Program

Shannon Tracey, Communications Director for TransForm
BreAnda Northcutt, Senior Vice President of Cater Communications

California is beginning to invest funds from our cutting-edge climate program into the solutions our communities need: clean transportation, affordable housing, safer walking and biking, and more. But just as we get rolling, the opposition is gearing up to weaken and even shut down this critical effort. Learn strategies to explain the benefits of climate investments, with a special focus on opportunities for disadvantaged communities.

Local and Regional Efforts to Improve Active Transportation

Natalie Gaerlan, Project Manager at The Trust for Public Land
Tyler Frisbee, Policy Director at the San Francisco Bicycle Coalition
Alexis Lantz, Policy Analyst (PLACE Program) at the LA County Dept. of Public Health
Malcolm Harris, Director of Programs & Organizing with T.R.U.S.T., South LA
Nicole Ferrara, Executive Director of Walk San Francisco

Advocates from Los Angeles and San Francisco will discuss the successes and challenges of their work to dramatically improve bicycle and pedestrian infrastructure. LA leaders are pursuing designs with green alleys, street closures, and creative bikeways. San Francisco has embarked on a Vision Zero policy for zero traffic deaths and serious injuries by 2024.

Continued on next page
Advocacy 101: Speaking to Decision Makers

Rebecca Saltzman, Government Affairs Manager for the California League of Conservation Voters
Josh Stark, State Policy Director of Transform

If you are interested in learning tips and techniques for advocating before elected officials, commissions, or other decision makers, this is your place. Learn how to get your message across and get commitments. Also practice your "elevator pitch" and story-telling techniques with other advocates.

4:45 pm Closing Keynote: Toni G. Atkins, Speaker of the California State Assembly
5:30 pm Reception - Embassy Suites Patio
Summit attendees, legislators and their staff are invited for appetizers and drinks.

Tuesday, April 28, 2015
Advocacy Day

8:30 am Registration
UC Center Sacramento, 1130 K Street, Suite LL22, Sacramento
9:00 am Bill Review
10:30 am Visits with Legislators and Staff
State Capitol Building Sacramento
12:30 -1 pm No Host Lunch — come by and trade tips with fellow advocates
Cafeteria, 6th Floor, Capitol Building
4:00 pm Optional Debriefing Meeting
TransForm office: 717 K Street, Suite 330, Sacramento

Our office will be open from 11 am – 6 pm. Light refreshments served.

Need more materials? Lost team members? Find the TransForm table in the 6th floor cafeteria of the Capitol, we will be happy to help you!

The Transportation Choices Summit would not be possible without our fabulous Steering Committee:

Bonnie Holmes-Gen, American Lung Association In California
Chione Flegal, Policylink
Dave Snyder, California Bicycle Coalition
Denny Zane, Move LA
Katelyn Roedner, Catholic Charities of Stockton
Kathleen Ferrier, Circulate San Diego
Margie Donovan, California Council of the Blind
Martin Martinez, Safe Routes to School National Partnership
Ella Wise, Natural Resources Defense Council

Rebecca Saltzman, California League of Conservation Voters
Richard Raya, ClimatePlan
Ruben Cantu, California Pan Ethnic Health Network
Ted Jackson, California Foundation for Independent Living Centers
Tracy Delaney, Public Health Alliance of S. California
Rick Theis, Transform Board Member
Will Barrett, American Lung Association in California
Ryan Wiggins, TransForm
Keynote Speaker
1:30 to 2:15 pm
Manuel Pastor

Manuel Pastor is an expert on sustainable development and issues of social justice in urban areas.

He is currently Professor of Sociology and American Studies and Ethnicity at the University of Southern California (USC).

He directs USC’s Program for Environmental and Regional Equity (PERE), as well as co-directs USC’s Center for the Study of Immigrant Integration (CSII).

Plenary Panel

Wade Crowfoot: Deputy Cabinet Secretary & Senior Advisor in the Office of the Governor. Wade joined the Brown administration in May 2011. Wade’s portfolio in the Brown Administration includes energy, climate, transportation, infrastructure, emergency management, military and veterans issues. Across these policy areas, he works to strengthen California’s environmental and economic sustainability.

Richard Devylder: Appointed by Governor Jerry Brown in 2013 as Director of the Office for Access and Functional Needs at the Governor’s Office of Emergency Services. Devylder was Senior Advisor of Accessible Transportation at the U.S. Department of Transportation from 2010-2013. He was Special Advisor to the Secretary of the California Emergency Management Agency from 2008 to 2010, deputy director of Independent Living and External Affairs at the California Department of Rehabilitation from 2003 to 2008. He served as Executive Director of the Dayle McIntosh Center for the Disabled from 2000 to 2003.

Susan Frank: President & COO of The Better World Group (BWG), a policy and communications consulting firm with three offices statewide. She is known for her expertise in strategic communications, public policy development, coalition management, and lobbying/advocacy. She has served as a CEO and in several senior-level roles over the last 25 years.

Meea Kang: An award winning leader in creating and preserving affordable housing and innovative infill development, Ms. Kang is President of Domus Development, LLC. Ms. Kang revitalizes underutilized properties, improving infrastructure and involving communities.

Presenters

Wendy Alfsen is the Executive Director of California Walks. She is a prominent member of the pedestrian safety community on local, state and national levels. She serves on statewide and national committees, including the California Transportation Plan 2040 Advisory Committee, CTC ATP Working Group, State Highway Safety Plan (SHSP) CA8 Making Walking Safer, Caltrans Active Transportation Livable Communities Advisory Group, and the California Pedestrian Advisory Committee.

Clarrissa Cabansagan is a Community Planner at TransForm. She advocates for equity and innovation in region’s Sustainable Communities Strategy and the future express lanes network. She also manages the region’s Safe Routes to Transit Grant program and leads TransForm’s efforts of shared-use mobility in disadvantaged communities. She received her Master’s in Urban Planning at UCLA.
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Closing Keynote
Assembly Speaker Toni Atkins

Assembly Speaker Toni G. Atkins has served in the California State Assembly since 2010, and was elevated to the top leadership post in 2014. Speaker Atkins proudly represents the people of coastal San Diego in California’s 78th District.

Speaker Atkins is a coalition builder who believes government policies can improve people’s lives. She is a leading voice for affordable housing, a powerful advocate for women, and a champion for veterans and homeless people.

Laura Cohen has more than 20 years’ experience working at the intersection of recreation, active transportation, active living and sustainable communities. As Director of the Western Region for the Rails-to-Trails Conservancy, Laura is responsible for creating networks of trails and connecting corridors. Laura has successfully helped win hundreds of millions of dollars in bicycle, pedestrian and trail funding in California. She co-founded the Caltrans Active Transportation and Livable Communities Advisory Group.

Cindy Calderon was born and raised in Humboldt County, where she still resides. She has been a Systems Change Advocate at Tri-County Independent Living since 2004, concentrating on In Home Supportive Services and Accessible Transit. They have successfully expanded the Dial-A-Ride boundaries, and worked with the Unmet Transit Needs Hearings over the past few years to bring two new routes to the Eastern and Southern parts of Humboldt. Currently the Tri-County group is working with the local transit systems on their External Annunciators and other mandated ADA policies.

Emily Castor is Director of Community Relations at Lyft. A member of the Lyft team since its launch, Emily manages transportation planning and environmental policy initiatives for Lyft. She also serves as the Chair of the Sharing Economy Advisory Network for the National League of Cities. Emily started her career as a transportation policy aide for San Diego Congresswoman Susan Davis, and later served as a municipal financial advisor. She holds an MPA from the University of Pennsylvania and a BA from the University of California, San Diego. She has been recognized by SAP as a “Top 40 Influencer on the Networked Economy.”

Melissa Elefante DuMond, AICP is the Director of Planning and Integration at the California High-Speed Rail Authority. She is responsible for advancing the Authority’s implementation of the high speed rail program. Prior to joining the Authority, she worked in the private sector as a planning professional and environmental practitioner, and as Southwest Regional Manager for the U.S. Department of Transportation’s Federal Railroad Administration, where she supported the development of California’s high speed rail system. Ms. DuMond has a bachelor’s degree in Environmental Studies from the University of North Carolina, Wilmington, and master’s degrees in Natural Resources Policy and Public Administration, both from North Carolina State University.

Amanda Eaken is the Deputy Director of Urban Solutions with the Natural Resources Defense Council. Her primary focus is reducing transportation sector greenhouse gas emissions through improved land use and transportation planning and policy. She was actively involved in the passage of SB 375, which integrates transportation, land use and housing to achieve greenhouse gas emission reductions and more livable communities.
Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America’s leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 9 million members in nine states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: kp.org/newscenter.

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Stuart Cohen

In 1997, Stuart co-founded TransForm and has directed it since. TransForm has shaped Bay Area campaigns for funding that have brought over $8 billion for public transportation, bicycle, and pedestrian infrastructure. Stuart has built coalitions in the Bay Area and throughout the State, including co-founding ClimatePlan, a statewide network promoting smart land use as a critical climate strategy. Before TransForm, Stuart worked with ICLEI—Local Government for Sustainability as a researcher on the climate impacts of alternative transportation polices and fuels. He received his masters in Public Policy from the Goldman School of Public Policy at U.C. Berkeley. Stuart was recently awarded a sabbatical grant by the new 02 Initiative, and is looking forward to three months of hiking and biking this summer.

Presenters (cont.)

Joel Espino graduated from UC Hastings College of the Law where he received the San Francisco La Raza Lawyers Association Public Interest Law Fellowship. He has worked at the California Appellate Project, the Office of Staff Attorneys at the U.S. Court of Appeals for the Ninth Circuit, and the Federal Trade Commission. As the Environmental Equity fellow at the Greenlining Institute, Joel works to solve poverty and pollution by advocating for clean transportation choices and green economic opportunities for underserved Californians. Joel is the lead author of “Electric Carsharing in Underserved Communities: Considerations for Program Success”.

Katherine Perez-Estolano is an expert in urban planning, transportation, and stakeholder engagement. As co-founder of ELP Advisors, she has managed numerous transportation planning and community engagement projects, crafting strategies to create healthy, vibrant communities with strong economic development and transportation policies. She was appointed to the High Speed Rail Authority by Governor Brown.

Nicole Ferrara is the Executive Director of Walk San Francisco. Nicole leads Walk SF’s policy and programmatic work, strategic communications, administration and operations. As a consultant, Nicole helped develop climate change adaptation plans for the San Francisco Department of Public Health’s Program on Health, Equity and Sustainability, and provided bicycle and pedestrian planning services to the Alameda County Transportation Commission.

Tyler Frisbee is the Policy Director at the San Francisco Bicycle Coalition, where she manages the community organizing team and citywide policy and strategy decisions, including decisions around funding, Vision Zero implementation, and bikeshare expansion. She has six years experience in D.C., which included staffing the Congressman on the MAP-21 Conference Committee, giving her a strong background in the intersection of transportation and land use policy.

Natalia Gaerlan is a landscape architect and urban planner with projects throughout California. She received a Bachelor of Science in Landscape Architecture from the University of California, Davis and a Master in Urban Planning from Harvard. Passionate about alternative modes of transportation, she has worked on design and policy programs that support the expansion of pedestrian and bike routes. Natalia is a project manager for The Trust for Public Land, managing the planning, design, and construction of green alley networks in Los Angeles.
Suzanne Hague, AICP is an urban planner who is passionate about community revitalization. She provides interagency coordination and policy guidance to the California Strategic Growth Council on land use and infill development issues. She also supports communities throughout California in planning for and implementing more prosperous, sustainable, and equitable growth, with a focus on leveraging the California High Speed Rail project to advance economic and sustainability goals.

Malcolm Harris is Director of Programs & Organizing with T.R.U.S.T., South LA. Malcolm believes organizing strategies in poor and working class Black and Brown communities can only be built through solidarity. He achieves this through recognition and understanding of community (and their sometimes competing issues and needs), and strategic planning that involves the community itself as the primary leader.

Michele Hasson is the Regional Director of Leadership Counsel in the Coachella Valley for the Leadership Counsel for Justice and Accountability. Born and raised in Mexico City to expat parents, she is bilingual and bicultural, and holds citizenship in both the United States and Mexico. She earned her B.A. at the University of San Francisco and obtained her master’s degree in International Cooperation and Development (M.P.P.), with honorable mention, from the Instituto Mora in Mexico City. She has over 9 years of accumulated experience working in global social justice and women’s rights organizations.

Alexis Lantz, MA is a policy analyst with the PLACE Program at the Los Angeles County Department of Public Health. Her work is focused on active transportation planning and policy. Previously, she was the Planning & Policy Director at the Los Angeles County Bicycle Coalition (LACBC). During her tenure at LACBC she conducted the first ever citywide bicycle and pedestrian count for the City of Los Angeles and had a hand in shaping policies in the city and county of Los Angeles to increase infrastructure for bicycling.

Marty Martinez, MPP serves as the Bay Area Regional Policy Manager for the Safe Routes to School National Partnership. He has worked to advance policy issues related to active transportation, complete streets, public health, language access, data collection, equity, and creating healthy communities.

BreAnda Northcutt joined Cater Communications as Senior Vice President in 2009. She leads the work on California’s clean energy policies. Ms. Northcutt spearheaded the Schwarzenegger Administration’s media campaign for AB 32 and the state’s battle to win a waiver from the U.S. EPA that enabled the state to enforce its vehicle greenhouse gas standards.

Erika Rincón Whitcomb is Senior Associate for PolicyLink, supporting state policy advocacy and research to address infrastructure, environmental, and health inequities facing low-income communities of color and disadvantaged unincorporated communities in California.

Mark Romoser was diagnosed with autism at the age of 4 by the renowned Dr. Leo Kanner. After attending eight different schools and two colleges, he became a cum laude graduate of Yale in 1985. Most recently, Mark has been employed at Silicon Valley Center for Independent Living as a community advocate.

Rebecca Saltzman is the Government Affairs Manager for the California League of Conservation Voters. She coordinates Green California, a network of more than 100 environmental, public health, and social justice organizations that work together to influence the state legislature and other regulatory bodies on decisions that protect our air, water, and environment. Saltzman also serves as an elected member of the BART Board of Directors, representing District 3 in the East Bay.
Christopher Cabaldon became the first mayor directly elected by West Sacramento voters in November 2004. He is currently serving his fourth elected term as mayor.

Mayor Cabaldon’s work on transportation, land use, air quality, climate change, housing, and economic development is regarded as a model for effective collaborative action. The Sacramento Bee says that “under his leadership, the City has become one of the municipal stars of the region.”

Mayor Cabaldon served as chair of the Sacramento Area Council of Governments’ Blueprint for the Future project. He chaired the region’s Partnership for Prosperity, and has served on a variety of transportation and air quality agency boards. He worked for more than a decade as a member of the state’s Delta Protection Commission, as well as the Regional Water Quality Control Board.

Alvaro S. Sanchez is an urban planner with extensive experience crafting, implementing, and evaluating strategies that leverage private and public investments to deliver community benefits to impacted communities. Alvaro leads Greenlining’s work on SB 535 (de León) which directs at least one quarter of California’s Greenhouse Gas Reduction Fund to disadvantaged communities. He also leads Greenlining’s neighborhood-scale sustainability initiative, a comprehensive and scalable approach to greenhouse gas reduction that leverages private and public investment while improving underserved communities throughout California.

Josh Stark is State Policy Director at TransForm. He advocates for TransForm’s statewide goals at the Capitol and through coalition building. Before coming to TransForm, Joshua represented a number of nonprofit and environmental justice organizations at the state and federal levels, including the National Parks Conservation Association. He helped build diverse alliances at the state level and in the Central Valley, and represented organizations through Spanish-language media. Before taking on policy work, Joshua worked in agriculture, education, park management, and outdoor guiding.

Dolores Tejada is the Community Organizer at Community Resources for Independent Living in Hayward. At CRIL, she organizes four advocacy groups under the program Disability Action Network (DAN), focused on empowering people with disabilities to be change agents in their communities.

Shannon Tracey is Communications Director for TransForm, where she helps the advocacy, program, and development teams maximize their impact through the strategic use of words, images, and actions. She oversees online and print communications and supports campaigns with media and advocacy efforts. Prior to serving as Communications Director, she led the Transportation For America coalition’s efforts in California to reform federal transportation policy and spending, and held positions in advocacy and fundraising with environmental and social justice organizations in the Bay Area and California.

Jeanie Ward-Waller leads the state policy work for the California Bicycle Coalition and is based in Sacramento, where her bicycle provides her main mode of transportation. Jeanie comes from a previous career in structural engineering, with bachelors (Brown University) and masters degrees (MIT and University of Cambridge) in civil engineering and sustainable development. She changed her career to focus on bicycle and pedestrian advocacy on a bike trip across America to promote Safe Routes to School and bike-friendly communities.

Ryan Wiggins is the State Cap-and-Trade Campaign Manager for TransForm, coordinating a statewide movement to ensure revenues from California’s landmark Global Warming Solutions Act are reinvested in world-class transit systems and livable communities that improve the health and prosperity of all Californians. He previously worked with Transportation For America, coordinating a statewide coalition to shape the federal transportation bill.
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