



PEER EXCHANGE

Wednesday, August 20, 2014

12:00 - 5:00 p.m.

Fresno COG Sequoia Room

Webinar and phone conference:

USA Toll-Free: 1-888-636-3807

Participant Code: 322383

Meeting Web-address:

<https://www3.gotomeeting.com/join/183865814>

Purpose: Information-gathering from peers throughout the state who have implemented programs or policies similar to three proposals Fresno COG was directed to address as a result of the 2014 Regional Transportation Plan process. The three community-based proposals are as follows:

- (1) Development of a Transportation Needs Assessment to help inform transportation investment decisions.
- (2) Development of a Sustainable Planning and Infrastructure Grant Program to help jurisdictions implement the region's Sustainable Communities Strategy goals.
- (3) Development of Natural and Working Lands Conservation Policies applicable to transportation projects.

Event Agenda

12:00 - 1:00 p.m. **Registration, Refreshments and Networking.** Please help yourself to appetizers, beverages and dessert throughout the event.

1:00 p.m. **Welcome:**



Lynne Ashbeck, Mayor, City of Clovis, Fresno COG Policy Board member

Lynne is currently the Mayor of the City of Clovis. Lynne is the Regional Vice President for the Hospital Council of Northern and Central California. In her role, Lynne works with hospitals from Bakersfield to Madera and on the Central Coast on projects driven by the shared interests of all hospitals, such as nursing education, workforce development, emergency medical services, disaster planning, community benefits and other local and regional issues. She is actively engaged in community health issues including mental health, medical respite for homeless patients, pre-hospital cardiac care, and health information technology.

Lynne teaches in the newly launched Health Care Administration degree program at Fresno Pacific University and is a Senior Mediator/Facilitator with the Center for Collaborative Policy, California State University, Sacramento, working on issues such as land use/transportation, water quality/supply in the Valley's rural communities and higher education issues within the CSU system.

Lynne's community and regional organization involvement includes the Board of Trustees, Fresno Pacific University; the California Partnership for the San Joaquin Valley; co-founder of the United Way Women's Initiative; the Maddy Institute at Fresno State; and was the Honorary Co-Chair of the Clovis Unified School District's 'Citizens for the Future of Clovis Schools' bond measure campaign. Lynne has also served as the Co-Chair of the Regional Jobs Initiative and Co-Chair of the Measure C Reauthorization Committee in Fresno County.

Lynne completed both her Bachelor's Degree (1976) and Master's Degree in Home Economics/Nutrition (1977) at Fresno State and is a Registered Dietitian. She completed a Master's degree in Conflict Resolution and Peacemaking from Fresno Pacific University in May 2012.

Contact Lynne at: City of Clovis, (559) 284-9731
1033 Fifth St., Clovis, CA 93612, lynnea@cityofclovis.com



Mike Bitner, Deputy Director, Fresno COG

Mike has been with Fresno COG for 27 years. Mike supervises all planning staff and planning activities at Fresno COG. He serves as the lead for valley modeling improvements and is the project manager for the valley Model Improvement Plan and other valley wide modeling activities. Prior to becoming Deputy Director Mike served as Principal Regional Planner and as Transportation Planner in charge of the Technical and Modeling section at Fresno COG.

Prior to joining Fresno COG Mike worked for the City of Fresno as a Traffic Engineer. He is a Life Member of the Institute of Transportation Engineers and recipient of the Institutes District Individual Achievement Award.

Contact Mike at: Fresno COG, (559) 233-4148 ext. 216,
2035 Tulare Street, Fresno CA 93721
mbitner@fresnocog.org, Website: www.fresnocog.org



Brenda Veenendaal, Senior Regional Planner, Public Information Officer, Fresno COG

Brenda has been with Fresno COG for the last 20 years. She serves as the Public Information Officer for Fresno COG and she supervises the rideshare programs staff. She is responsible for all agency public outreach, media relations and website management. Brenda was responsible for planning and implementing regional and Valleywide outreach programs during the development of the 2014 Regional Transportation Plan and Sustainable Communities Strategy.

Brenda's previous positions at Fresno COG included Rideshare Program Assistant, Rideshare Program Coordinator, and Regional Transportation Planner. She holds a Bachelor of Arts degree from CSU Fresno in Commercial Art, Advertising Design and completed her undergraduate studies in Journalism Public Relations. Prior to her tenure at COG Brenda worked for the American Lung Association as the Fresno Region's Public Relations and Special Events Coordinator.

Contact Brenda at: Fresno COG, (559) 233-4148 ext. 219
2035 Tulare Street, Fresno CA 93721
brendav@fresnocog.org, Websites: www.fresnocog.org, www.valleyrides.com

1:10 p.m.

Plenary Speakers:



Supervisor Robert Weygandt, Placer County Board of Supervisors, District 2 “Placer Legacy Program”

Robert Weygandt has been a member of the Placer County Board of Supervisors for the last 19 years and lives on the same foothills ranch in rural Lincoln where he grew up. He represents the western portion of the county, including Lincoln, Sheridan, most of Rocklin and part of western Roseville. He has lived in Placer County for over 45 years.

After graduating from Lincoln High School, he earned bachelor’s and master’s degrees in finance and management from the University of Southern California. He was vice president, chief financial officer and part owner of WECO Aerospace Systems, an aircraft repair facility based in Lincoln. His other past experience includes service as a county planning commissioner, member of the county economic development board and community college instructor. Today, he is avidly involved in Placer Legacy—a program to protect land, water and open space within the county.

Placer Legacy Program: <http://www.placer.ca.gov/Departments/CommunityDevelopment/Planning/PlacerLegacy>

Contact Robert at: Placer County Board of Supervisors, (530) 889-4010
JMerino@placer.ca.gov



Steve Frisch, President, Sierra Business Council “Placer Legacy’s Public Process”

Steven Frisch is the President and Chief Executive Officer of the Sierra Business Council (SBC), a regional business based non-governmental organization. SBC fosters thriving communities in the Sierra Nevada region through “on-the-ground” projects that promote, develop and amplify the benefit of the region’s social, environmental and economic capital. In recent years SBC has focused on re-framing the debate around climate change adaptation and mitigation in economic terms to broaden the coalition working to mitigate risk in the region. The Sierra Business Council Network includes more than 4,000 community champions linked through social media and communications dedicated to the future of the region.

Steve is a former small business owner and former hospitality industry executive. Steve has served as an advisor to the California Legacy Project, and the board of directors of the Sierra Cascade Land Trust Council. Steve is currently serving on the board of the California Stewardship Network, the Large Landscape Practitioners Network, the Sierra Nevada Forest and Community Initiative, the National Geographic Geotourism Council, Capital Public Radio’s Energy and Environment reporting initiative, and the board of Leadership For Jobs and a New Economy. Steve is also a Fulbright Exchange Program Fellow, sharing information and knowledge gained in the Sierra Nevada, in China and Mongolia. Steve is a graduate of San Francisco State University with a B.A. in Political Science, and the California Culinary Academy. He has continued his education with leadership and non-profit management courses at the Stanford Graduate School of Business Center for Social Innovation and the Sierra Leadership Institute.

Contact Steve at: (530) 582-4800 ext. 15, sfrisch@sierrabusiness.org
Organization website: www.sierrabusiness.org

1:30 - 3:30 p.m.

Panel Presentations:

This overview from peers who have or are currently conducting similar programs elsewhere around the state will provide practical information about other successful activities and programs by providing the history of the program, its format, lessons learned (whether good or bad), deliverables, and how the public was actively engaged.

1:30 p.m.

Transportation Needs Assessment Panelists:



**Dr. Ken Bird, MD, MPH, Deputy Health Officer/TB Controller
Fresno County Department of Public Health**

Dr. Bird will brief us on the status of health in Fresno County, particularly with regard to those chronic illnesses associated with lack of physical activity and to a lesser extent air quality.

Ken Bird trained initially as a pediatrician and has been in general medical practice for 34 years. He practiced aerospace medicine in the U.S. Navy for five years and has been a public health physician with the Fresno County Department of Public Health since 1986. Ken was medical director of the Fresno County Department of Public Health's Jail Medical Services for fourteen years, and served as interim Health Officer for Fresno County from January to August of 2003. He has been tuberculosis controller, communicable disease controller, and deputy health officer since May 2005. He is active in the California Tuberculosis Controllers Association (CTCA) and is a past president. Ken received his Master of Public Health degree from the University of Massachusetts at Amherst in 2008. He has been Interim Health Officer for FCDPH since January 6th of this year.

Contact Ken at: 559) 600-3200, 1221 Fulton Mall, Fresno CA 93721
kbird@co.fresno.ca.us



**Dr. Jared Rutledge, PhD, Epidemiologist--Communicable Diseases, Fresno County
Department of Public Health**

Jared Rutledge is an epidemiologist for the Fresno County Public Health Department. He has his PhD in Public Health with emphasis in Epidemiology. While Jared Rutledge was trained in multiple sub-disciplines in epidemiology he favors communicable diseases. His current research has focused on Hepatitis C in incarcerated populations and HIV/AIDS in Fresno County. Jared is currently engaging in population based research with Gilead Pharmaceuticals as well as various academic and private institutions. Jared specializes in analysis of secondary data and building of predictive epidemiological models.

Contact Jared at: jrutledge@co.fresno.ca.us
Office: 559-600-3474, Cell: 559-816-9000, Fax: 559-600-7603



**Alan Thompson, Senior Planner, Southern California Association of Governments
(SCAG)**

Alan Thompson is an Active Transportation Coordinator for the Southern California Association of Governments (SCAG). SCAG is the metropolitan planning organization for the LA Metro region which includes 6 counties and 38,000 square miles. SCAG is tasked, among other things, with developing long range transportation plans for

the region. As part of this effort, Alan develops regional goals, strategies and policies for active transportation and transportation safety programs.

In 2012 SCAG adopted the Active Transportation Plan for Southern California which, once implemented will increase the existing bikeway network from 4,000 miles to over 10,000 miles and develop a regional bikeway network modeled after the U.S. Bicycle Route System.

Alan Thompson brings over 17 years planning experience in all modes of transportation, from airport planning to active transportation. Past efforts include development of the Aviation System Plans, assisting in the Southern California Regional Aviation System Plan, the Southern California Catastrophic Earthquake Preparedness Plan, updating the Regional Intelligent Transportation Systems Architecture, and developing the Active Transportation Plan for Southern California and the Congestion Management Plan for the Los Angeles Metro Region. Alan earned a Bachelor of Science degree in aviation management from Southern Illinois University. He holds a Master of Arts in Public Administration, also from SIU. He is a dedicated bicycle commuter and occasional bicycle tourist.

Contact Alan at: Southern California Association of Governments, (213) 236-1940
818 West 7th Street, 12th Floor, Los Angeles, CA 90017
thompson@scag.ca.gov, www.scag.ca.gov



Jonathan London, Director, Center for Regional Change, UC Davis
Integrating Social Equity into Regional Planning: Lessons from SB 375

Jonathan will present three brief case studies of the Center for Regional Change's work to integrate social equity into regional planning in the Sacramento and San Joaquin Valley regions, addressing a range of factors that can promote and challenge this integration.

Jonathan K. London is the director of the Center for Regional Change and an Assistant Professor in the Department of Human and Community Development. Jonathan conducts research on rural community development and environmental justice. He has extensive leadership experience in non-profit management, participatory research, and community engagement. He holds a Masters of City and Regional Planning and a Ph.D. in Environmental Science, Policy and Management from UC Berkeley.

Contact Jonathan at: (530) 752-3007, vchiappone@ucdavis.edu
<http://regionalchange.ucdavis.edu/>

2:10 p.m.

Grant Program Panelists:

Craig Goldblatt, STP/CMAQ Regional Program Manager
Metropolitan Transportation Commission
"One Bay Area Grant Program"

Craig has worked at the Metropolitan Transportation Commission for over 20 years both on the planning and funding sides of the agency. He currently develops and manages federally funded programs, including new innovative funding approaches. They include the country's first Safe Routes to School Program funded by a Metropolitan Planning Organization, the Priority Conservation Area Program, and the OneBayArea Grant Program, which incentivizes transportation funding decisions based on local

land-use policies supporting sustainable growth. Craig graduated from University of California at Berkeley with master degrees in city and regional planning; and transportation engineering.

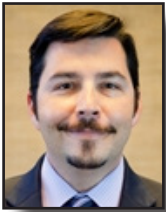
Web link to the OneBayArea Grant Program:

<http://www.mtc.ca.gov/funding/onebayarea/>

Other important related web links:

1. Plan Bay Area - http://www.mtc.ca.gov/planning/plan_bay_area/
2. Focus Program - <http://www.bayareavision.org/initiatives/index.html>

Contact Craig at: Metropolitan Transportation Commission, (510)-817-5837
101 8th Street, Oakland, CA 94607, cgoldblatt@mtc.ca.gov



Marco Anderson, Senior Regional Planner & Deputy Lead for the Sustainability Planning Grant Program, Southern California Association of Governments (SCAG) “Sustainability Planning Grant Program”

Marco Anderson is a senior regional planner with the Southern California Association of Governments (SCAG) and was appointed coordinator of the Southern California Clean Cities Coalition in May, 2014. He currently works in the Sustainability Department focusing on integrating land use and transportation policy. Anderson is the project manager for the SCAG Electric Vehicle Readiness Program and is the deputy lead for the Sustainability Planning Grant Program which provides funding for local land use plans and studies. These efforts foster and implement the Sustainable Communities Strategy (SCS) principles of mobility, livability, prosperity, and sustainability. Mr. Anderson was also the SCAG project manager on a two year Caltrans Planning Grant led by UCLA, studying the impact of high speed rail stations on local communities.

Before working at SCAG, Anderson was a transportation planner at a multi-disciplinary planning-engineering-architecture firm in Orange County and worked on a variety of transportation plans ranging from local access transit plans and traffic impact studies, to major sub-regional corridor plans.

Anderson is a founding member of Civic Projects Foundation, a non-profit think-tank that specializes in producing innovative planning products that address mobility, health, policy, and technology issues by intelligently combining planning, and design methods. Anderson earned his Masters in Urban and Regional Planning from the University of California, Irvine. He earned his Bachelor of Arts degree in Film History from the University of California, Berkeley.

Web link to the Sustainability Planning Grant Program: www.compassblueprint.org

Other important related web links: <http://rtpscs.scag.ca.gov/Pages/default.aspx>

Contact Marco at: Southern California Association of Governments, (213) 236-1800
Los Angeles Office, 818 West Seventh Street, 12th Floor, Los Angeles, CA 90017
anderson@scag.ca.gov



**Colleen Clementson, Principal Regional Planner,
San Diego Association of Governments, “Smart Growth Incentive Program”**

Coleen Clementson has more than 20 years of experience in public sector land use and transportation planning in the San Diego region. She has extensive experience in public involvement through preparation and implementation of several large-scale long range planning and policy documents and smaller-scale neighborhood revitalization plans.

Currently, Ms. Clementson is Principal Regional Planner with the San Diego Association of Governments (SANDAG) focusing on better connecting local land use plans with regional transportation investments. Her work includes oversight and implementation of the Regional Comprehensive Plan, the Blueprint plan for the San Diego region which is based upon smart growth and sustainable development principles. In this role she oversees a number of programs including the SANDAG Active Transportation Planning and the \$280 million Smart Growth Incentive Program. Ms. Clementson led efforts to complete the Sustainable Communities Strategy, in accordance with California’s new climate change legislation, Senate Bill 375, for the SANDAG 2050 Regional Transportation Plan, adopted by the SANDAG Board of Directors in October 2011. She is currently leading efforts to prepare the update to the 2050 RTP/SCS which is scheduled for SANDAG Board consideration in the summer of 2015. Ms. Clementson is a member of the California Planning Roundtable.

SANDAG TransNet Smart Growth Incentive Program:

<http://www.sandag.org/index.asp?classid=12&projectid=340&fuseaction=projects.detail>

Other important related web links:

SANDAG TransNet Active Transportation Program:

<http://www.sandag.org/index.asp?classid=13&subclassid=98&projectid=418&fuseaction=projects.detail>

SANDAG TransNet Environmental Mitigation Program:

<http://www.sandag.org/index.asp?classid=30&projectid=263&fuseaction=projects.detail>

SANDAG Healthy Works Healthy Communities Campaign

<http://www.sandag.org/index.asp?projectid=405&fuseaction=projects.detail>

SANDAG Grants to Community Based Organizations

<http://www.sdforward.com/environment-communities/communities-concern>

Contact Colleen at: San Diego Association of Governments, (619) 699-1944
401 B Street, Suite 800, San Diego, CA 92101, ccl@sandag.org

2:50 p.m.

Conservation/Mitigation Policy Panelists:



**Loren Clark, Assistant Director, Community Development Resource Agency
“Conservation Planning in Placer County”**

Loren Clark holds a Bachelor of Science degree in Natural Resources Planning and Interpretation from California State University, Humboldt. He’s been employed with the Planning Department and Community Development Resource Agency (CDRA) for nearly 28 years. Loren has assisted with the development and management of advance planning programs including the development and implementation of: 1) the Placer Legacy Open

Space and Agricultural Conservation Program, 2) the Placer County General Plan and 3) the Placer County Conservation Plan or PCCP. His presentation will focus on conservation planning efforts within Placer County, discussing how their experiences with policy and program development, engaging the public in the process, and measuring progress can serve as an example for other agencies and groups working in similar manners.

He currently assists with the management of the Community Development Resource Agency's land development activities, including environmental review, discretionary project review, design/site plan review and project implementation.

Contact Loren at: Placer County Planning Department, (530) 745-3016
3091 County Center Dr., Ste 140, Auburn, CA 95603, lclark@placer.ca.gov,



Robert Puro, Co-founder and CEO, Seedstock
“Analyzing Grow Riverside”

Robert Puro is Co-founder and Managing Partner of Seedstock, LLC, a Los Angeles-based social venture that fosters the development of robust and sustainable local food systems through consulting services and the use of a variety of tools, including the sustainable agriculture news and information resource site Seedstock (www.Seedstock.com), and live events. To educate and engage future entrepreneurs and encourage the growth of a local and sustainable agriculture marketplace, Puro established the Sustainable Ag Innovation Conference, which is now in its third year. Puro and Seedstock also provide senior consultancy services surrounding local food systems to industry and government bodies including the Nevada Governor's Office of Economic Development and the City of Riverside, CA. Robert's presentation will focus on the efforts of Grow Riverside, a partnership with the City and Community of Riverside that seeks to cultivate community prosperity through sustainable agriculture, serving as an example of establishing creative community-collaborative solutions to agricultural challenges within a community.

Prior to working at Seedstock, Puro ran an independent consulting firm that assisted startup companies across various industry verticals develop business plans and go to market strategies. He also has held positions in business development and marketing at such companies as Yahoo!, Warner Music Group, and Motricity, Inc. Puro is a graduate of Columbia University and the UCLA Anderson School of Management.

Contact Robert Puro at: (310) 849-1962, robert@seedstock.com



Robert Tse, USDA CA Rural Development
“Utilizing Technology to Enhance and Preserve our Agricultural Lands and Resources”

Robert Tse creates and implements innovative strategies to benefit California's regional and rural economies. He integrates policies, resources and initiatives through federal, state, local government and public-private partnerships. He is the USDA lead for the Strong Cities – Strong Communities, (SC2) White House pilot initiative in Fresno. He is driving strategies for urban-rural broadband infrastructure and development of regional agriculture technology economic clusters in areas such as Fresno and Sacramento. His broad strategic reach also includes goods movement, international trade, health-food-agriculture systems, veterans and farming, water, and energy. He is the State Broadband Coordinator for USDA CA Rural Development.

He is an advisor to the San Joaquin Valley Partnership Board, Sacramento Regional Technology Alliance (SARTA) Ag Start, Sacramento Capital Region Metropolitan Export Plan, and Los Angeles Food Policy Council board member. Robert's presentation will focus on technologies that can be employed to better identify, enhance and support agricultural lands and production - allowing for better informed decisions regarding conservation of such lands.

Robert Tse holds a Doctor of Jurisprudence degree from Boston College Law School, a Master of Science degree in Agricultural Economics from Purdue University, and Bachelor of Arts degree in American History from Brown University.

Contact Robert at: USDA CA Rural Development, (530) 792-5800
430 G. Street, Davis CA 95616, Robert.Tse@ca.usda.gov

3:30 p.m.

Break-out sessions:

Three break-outs sessions will be held for each of the three proposal topic areas. These are designed for attendees to ask specific questions of panelists, get more detailed information from them, and share ideas with the group on ways Fresno could move forward with their own proposed activities.

Panel 1: Fresno COG Sequoia Conference Room

Development of a Transportation Needs Assessment to help inform transportation investment decisions.

Panel 2: Fresno COG Ash Conference Room

Development of a Sustainable Planning and Infrastructure Grant Program to help jurisdictions implement the region's Sustainable Communities Strategy goals.

Panel 3 Break-out: Fresno COG staff lounge

Development of Natural and Working Lands Conservation Policies applicable to transportation projects.

4:30 p.m. Summary group discussion, Sequoia Conference Room

5:00 p.m. Adjourn