

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS



## SB 375 REGIONAL WORKSHOP

*Doing Our Part for a Sustainable California –  
Are We On Target?*

### Event Program

Wednesday, November 18, 2009  
Ontario Convention Center



# Program Agenda

Wednesday, November 18, 2009

**8:00 a.m. Registration/Continental Breakfast**

**9:00 a.m. Welcome/Introductions**

**Hon. Jon Edney**

*President, Southern California Association of Governments  
Councilmember, City of El Centro*

**Hasan Ikhata**

*Executive Director, Southern California Association of Governments*

**Hon. Paul Leon**

*Mayor, City of Ontario*

**9:15 a.m. Morning Keynote Speaker**

**Hon. Ron Loveridge**

*California Air Resources Board Member  
Mayor, City of Riverside*

**9:40 a.m. Conversation with Regional Targets Advisory Committee Members**

**Steve PonTell (Moderator)**

*President & Co-Founder, La Jolla Institute*

**Panelists:**

- » **Greg Devereaux**, *City Manager, City of Ontario*
- » **Amanda Eaken**, *Land Use Policy Analyst, Natural Resources Defense Council*
- » **Gary Gallegos**, *Executive Director, San Diego Association of Governments*
- » **Hon. Linda Parks**, *Supervisor, County of Ventura*
- » **Dr. Barry Wallerstein**, *Executive Officer, South Coast Air Quality Management District*
- » **Jerry Walters**, *Principal, Fehr and Peers Transportation Consultants*
- » **Michael Woo**, *Planning Commissioner, City of Los Angeles  
Dean, College of Environmental Design, Cal Poly Pomona University*

**11:00 a.m. Break/Exhibits**

**11:30 a.m. Lunch**

# Program Agenda

*Wednesday, November 18, 2009*

**12:00 p.m. Luncheon Keynote Speaker**

**Rick Cole**

*City Manager, City of Ventura*

**12:30 p.m. Conversation with Local and Regional Leadership**

**Hon. Sharon Quirk-Silva (Moderator)**

*Councilmember, City of Fullerton*

**Panelists:**

- » **Hon. Carolyn Cavecche**, *Mayor, City of Orange*  
*Board Member, Orange County Transportation Authority*
- » **Lucy Dunn**, *CEO/President, Orange County Business Council*
- » **Hon. Bill Fulton**, *Deputy Mayor, City of Ventura*
- » **Hon. Ron Loveridge**, *Mayor, City of Riverside*
- » **Hon. Ara Najarian**, *Councilmember, City of Glendale*  
*Chair, Los Angeles County Metropolitan Transportation Authority Board of Directors*
- » **Larry Rubio**, *Chief Executive Officer, Riverside Transit Agency*

**1:45 p.m. Wrap Up and Closing Remarks**

**Hasan Ikhata**

*Executive Director, Southern California Association of Governments*

## Welcome/Introductions



**Hon. Jon Edney**

**President, Southern California Association of Governments  
Councilmember, City of El Centro**

President Edney was first elected to the El Centro City Council in 2003 and has been active in the El Centro community for many years. He currently serves as the President of SCAG and has represented the Imperial County cities for a number of years as a SCAG Regional Councilmember for District 1.

During his tenure with SCAG, Edney has chaired the Community, Economic, and Human Development Policy Committee, the Southern California Regional Housing Needs Assessment sub-committee, and has served as Vice Chair of the Administration Committee and 2nd Vice President for the Regional Council.



**Hasan Ikhata**

**Executive Director, Southern California Association of Governments**

Hasan Ikhata has served as the Executive Director of the Southern California Association of Governments (SCAG) since January 2008. His responsibilities include implementing the policies of an 83-member Regional Council and directing day-to-day operations of the nation's largest Metropolitan Planning Organization. Mr. Ikhata has over 25 years of public and private sector experience in Transportation Planning in the Southern California region.

Mr. Ikhata holds a Bachelor's and a Master's degree in Civil and Industrial Engineering from Zaporozhye University in the former Soviet Union; a Masters degree in Civil Engineering from UCLA, and a PhD Candidacy in Urban Planning and Transportation from USC.



**Hon. Paul S. Leon**

**Mayor, City of Ontario**

Mayor Leon was first appointed to the Ontario City Council in 1999. He was later elected to the City Council in 2000 and re-elected in 2004. He served as Mayor Pro Tem from December 2002 until January 2005.

Over the years Mayor Leon has represented Ontario on regional boards with Southern California Association of Governments (SCAG), San Bernardino Associated Governments (SANBAG), and Omnitrans, and has served as the City Council liaison to the Los Angeles World Airports Board of Airport Commissioners.

Mayor Leon is a graduate of the U.S. Army Security Agency Training Center & School at Ft. Devens, Massachusetts, and attended the Cleveland Institute of Electronics. In addition to his military career, his professional life has included; Outreach Coordinator for the Focus West county wide collaboration; Accounts Manager for several trucking and delivery companies and Owner of PSL Delivery Service.

## Speakers

### Morning Keynote Speaker



**Hon. Ron Loveridge**  
**California Air Resources Board Member**  
**Mayor, City of Riverside**

Mayor Loveridge is currently serving his fourth term as Mayor of Riverside. His commitment to clean air issues is evidenced through his longtime board membership on the South Coast Air Quality Management District, and Governor Schwarzenegger appointed Mayor Loveridge to the California Air Resources Board in 2004. A longstanding member of the League of California Cities Board, Mayor Loveridge also serves on the Board of Directors of the National League of Cities as its 1st Vice President and will become its President in 2010.

A political science professor at the University of California, Riverside since 1965, with a PhD. from Stanford, Mayor Loveridge was elected to public office in 1979 as a City Councilmember for Riverside's 1st Ward and elected as Mayor in 1994.

### Conversation with Regional Targets Advisory Committee Members



**Steve PonTell (Moderator)**  
**President & Co-Founder, La Jolla Institute**

As President and Co-Founder of the La Jolla Institute, a non-profit strategic planning organization in Rancho Cucamonga, Mr. PonTell has gained vast experience in economic and community development. He frequently assists in consulting private business entities in their efforts to create "win-win" solutions when working with governmental agencies and their communities.

Mr. PonTell has also served as Coordinator for the Four Corners Transportation Coalition, Facilitator for the Southern California Leadership Council, Chair and Member of the SCAG Regional Advisory Council, and Board Member for The Planning Center. He has a Bachelor of Science degree in City Regional Planning from Cal Poly San Luis Obispo and a Master's degree in Business Administration from The Drucker School - Claremont Graduate University.



**Greg Devereaux**  
**City Manager, City of Ontario**

Mr. Devereaux became City Manager for the City of Ontario in September 1997. Working closely with the Mayor and City Council, the City embarked on an aggressive program to grow the City's economy and restructure the City's staff to better serve its residents and the business community. Each of the past 10 years resulted in substantial surpluses allowing the City to build reserves, fund unfunded liabilities and undertake the most aggressive investment in community facilities in the City's history.

He is a current board member and Past President of the California Redevelopment Association and is active in the League of California Cities.

**SB 375 REGIONAL WORKSHOP**  
*Doing Our Part for a Sustainable California — Are We On Target?*

## Speakers



**Amanda Eaken**

**Land Use Policy Analyst, Natural Resources Defense Council**

Ms. Eaken's primary focus is reducing transportation sector greenhouse gas emissions through improved land use and transportation planning and policy. Her recent work focuses on implementing California's landmark Global Warming Solutions Act through research, analysis, and advocacy. Aiming to create a model for state involvement in land use planning, Ms. Eaken was actively involved in the passage of Senate Bill 375. Prior to joining NRDC, Ms. Eaken managed the construction of affordable housing projects with a non-profit developer in San Francisco. Ms. Eaken received her Master's degree in Transportation and Land Use Planning from UC Berkeley's College of Environmental Design, and her Bachelor of Arts in Environmental and Evolutionary Biology from Dartmouth College.



**Gary Gallegos**

**Executive Director, San Diego Association of Governments**

Mr. Gallegos leads a staff of nearly 200 professionals who collaborate to develop public policy initiatives for elected officials on numerous issues encompassing population growth, transportation, environmental management, economic development, municipal finance, bi-national coordination, and public safety. Under his direction, the agency crafted an innovative \$42 billion Regional Transportation Plan to address transportation needs.

Mr. Gallegos also served as the catalyst for SANDAG to create and implement, through its member governments, the first-ever Regional Comprehensive Plan — a regional planning blueprint that balances population, housing, and employment growth with habitat preservation, agriculture, open space, and infrastructure needs.



**Hon. Linda Parks**

**Supervisor, County of Ventura**

Supervisor Parks serves on the Ventura County Board of Supervisors where she champions quality of life issues. She also sets policy on the Ventura County Fire Control District and Watershed Protection District as well as sitting on the boards of the Santa Monica Mountains Conservancy, LAFCo, the Air Pollution Control District, Ventura Council of Governments, Southern California Association of Governments, California State University at Channel Islands Site Authority, the Triunfo Santiation District, the County Mental Health Board, and the Ventura County Transportation Commission.

Supervisor Parks received her Master's degree in Urban Planning from the University of Washington and her undergraduate degree from Cal Poly San Luis Obispo. She has been honored with the Carla Bard "Environmental Integrity in Public Service Award" the "Walk the Talk Award" from Heal the Bay, and the "Edward L. Masry Integrity in Community Service Award." She previously served as a Planning Commissioner, City Council member, and Mayor for the City of Thousand Oaks.

**SB 375 REGIONAL WORKSHOP**  
*Doing Our Part for a Sustainable California — Are We On Target?*

## Speakers



**Dr. Barry Wallerstein, D. Env.**  
**Executive Officer, South Coast Air Quality Management District**

As Executive Officer for AQMD since August 1997, Dr. Wallerstein serves as chief of staff to implement environmental protection policies, as approved by the agency's 13-member Governing Board, working proactively with state and federal regulatory officials, local governments, regulated businesses, and community stakeholders.

Dr. Wallerstein is a longtime Southern California resident who holds a Doctorate in Environmental Science and Engineering from UCLA, School of Public Health, and Master of Science and Bachelor of Science degrees in Biological Science from USC. He has more than two decades of experience in urban planning and environmental studies, with an emphasis in air pollution control and public policy development.



**Jerry Walters, PE**  
**Principal, Fehr & Peers Transportation Consultants**

Mr. Walters has over 30 years of experience in transportation planning and engineering, and has participated on several committees responsible for defining best practices for integrated land use, transportation and climate change methods for the California Transportation Commission (CTC), California Department of Housing and Community Development, Caltrans, and the American Public Transit Association. Mr. Walters is also a co-author of the 2008 book *Growing Cooler – the Evidence on Urban Development and Climate Change* published by the Urban Land Institute. He also developed project evaluation methods and metrics for the US EPA Smart Growth INDEX and is project manager for the ongoing US EPA study “*Mixed-use Development and Vehicle Trips: Improving the Standard Estimation Methodology.*” He also served on the California CTC travel modeling guidelines working group for Regional Transportation Plans under AB32.



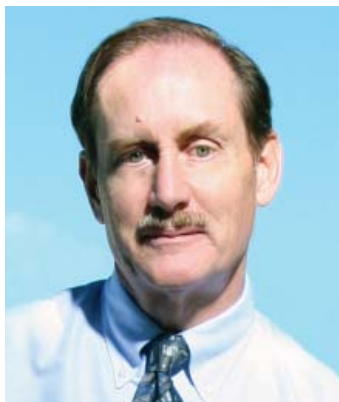
**Michael Woo**  
**Planning Commissioner, City of Los Angeles**  
**Dean, College of Environmental Design, Cal Poly Pomona University**

Michael Woo is Dean of the College of Environmental Design at Cal Poly Pomona. He became involved in climate issues initially as a consultant to ClimatePlan, a statewide coalition advocating land use changes to reduce greenhouse gas emissions, and later as an appointee to the Regional Targets Advisory Committee.

A former L.A. city councilman and current City Planning Commissioner, Mr. Woo had been a key figure in major planning efforts throughout Southern California, authoring the Hollywood Redevelopment Plan and helping plan the route of the MetroRail Red Line. He is also the chairman of the national board of Smart Growth America and the nonprofit group which runs the Hollywood Farmers Market.

## Speakers

### Luncheon Keynote Speaker



**Rick Cole**  
**City Manager, City of Ventura**

As City Manager for the City of Ventura since 2004, Mr. Cole has focused on four key priorities, The ABC's of Government: Accountable government; Balanced budget, Civic Engagement and Smart Growth. Cole was honored by Governing Magazine as one of nine "2006 Public Officials of the Year," the only City Manager in the nation to earn that distinction. Prior to becoming City Manager, Cole served as the Southern California Director of the Local Government Commission, Mayor of Pasadena, Executive Director of the West Hollywood Marketing Corporation and co-founder of the Pasadena Weekly newspaper.

Cole is widely cited as an urban policy expert and is a member of the Congress for New Urbanism, the Urban Land Institute and the International City/County Manager's Association.

### Conversation with Local and Regional Leadership



**Hon. Sharon Quirk-Silva (Moderator)**  
**Councilmember, City of Fullerton**

Councilmember Quirk-Silva was elected to the Fullerton City Council in November 2004. She was named Mayor in December 2007 and served as Mayor Pro Tem in 2006-07.

Prior to joining the Council, Mrs. Quirk-Silva served two years on the Fullerton Community Services Commission. Mrs. Quirk-Silva is the City of Fullerton representative to the Southern California Association of Governments.

Mrs. Quirk-Silva earned an Associate of Arts degree from Fullerton College and a Bachelor's degree in Sociology from UCLA. She earned a California Teacher Credential from California State University, Fullerton, and has been a teacher with the Fullerton School District for the past 21 years.



**Hon. Carolyn Cavecche**  
**Mayor, City of Orange**  
**Board Member, Orange County Transportation Authority**

Mayor Cavecche is currently serving her second term as the Mayor of the City of Orange and represents the Third District on the Orange County Transportation Authority Board of Directors. She serves as Chair of the State Route 91 Advisory Committee and the Security Working Group and Chair of the Legislative and Communications Committee.

Mayor Cavecche has a strong interest in infrastructure and public works needs, serving on the executive committee of the Orange County Sanitation District Board of Directors and as a Sanitation District representative to a joint committee with the Orange County Water District, overseeing the Ground Water Replenishment System. She has been honored by the Orange County Building Industry Association as the 2006 Elected Official Ruby Slipper Award Recipient. She received the Orange Chamber of Commerce's 2007 Commerce Award and was named the 2007 Woman of the Year by the Orange County Women in Transportation Seminar.

## Speakers



**Lucy Dunn**  
**CEO/President, Orange County Business Council**

As President and CEO, Lucy Dunn leads a dynamic organization of business members, working with academia and government, to ensure Orange County's economic prosperity and high quality of life.

Before joining the Business Council, Lucy was appointed by Governor Schwarzenegger in 2004 to serve as Director of the California Department of Housing and Community Development. In June 2008, Governor Schwarzenegger appointed her to the California Transportation Commission. She also served as a member of the Green Building Code Advisory Committee of the California Building and Standards Commission developing the nation's first green building standards.

Lucy is an attorney admitted to practice before the California State Bar, the federal bar and the U.S. Supreme Court. She is a director of a number of non-profit organizations including the Lennar Charitable Housing Foundation dedicated to ending homelessness, and founder of the Bolsa Chica Conservancy dedicated to advocating for and restoring 1,000 acres of wetlands in Huntington Beach.



**Hon. Bill Fulton**  
**Deputy Mayor, City of Ventura**

Bill Fulton was elected to the Ventura City Council in 2003, re-elected in 2007 and selected by his colleagues to serve as the City's Deputy Mayor.

In his professional life, Mr. Fulton is a well-known author and urban planning analyst. He is a principal in Design, Community & Environment (DC&E), an urban planning firm. He is also the author of four books, including "*The Reluctant Metropolis: The Politics of Urban Growth in Los Angeles*," which was a Los Angeles Times best-seller, and "*Guide to California Planning*," the standard textbook on urban planning used in college courses throughout the state. He also teaches urban planning at the University of Southern California.

Mr. Fulton grew up in upstate New York and went to St. Bonaventure University, making him (at least as far as he knows) the only graduate of St. Bonaventure who lives in San Buenaventura. He also did graduate work in journalism at The American University in Washington, D.C., and in urban planning at UCLA.



**Hon. Ron Loveridge**  
**Mayor, City of Riverside**

Mayor Loveridge is currently serving his fourth term as Mayor of Riverside. His commitment to clean air issues is evidenced through his longtime board membership on the South Coast Air Quality Management District, and Governor Schwarzenegger appointed Mayor Loveridge to the California Air Resources Board in 2004. A longstanding member of the League of California Cities Board, Mayor Loveridge also serves on the Board of Directors of the National League of Cities as its 1st Vice President and will become its President in 2010.

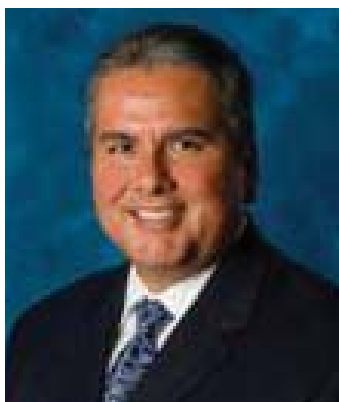
A political science professor at the University of California, Riverside since 1965, with a PhD. from Stanford, Mayor Loveridge was elected to public office in 1979 as a City Councilmember for Riverside's 1st Ward and elected as Mayor in 1994.

## Speakers



**Hon. Ara Najarian**  
**Councilmember, City of Glendale**  
**Chair, Los Angeles County Metropolitan Transportation Authority**  
**Board of Directors**

MTA Board Chairman Najarian was elected to the Glendale City Council in April of 2005. Before being elected to the city council, he was an elected member of the Glendale Community College Board of Trustees. He served seven years on the Glendale Transportation and Parking Commission and served two of those years as Chairman. Mr. Najarian is currently Vice Chair of the Glendale Redevelopment Agency and is the Past Chair of the Glendale Housing Authority. Mr. Najarian has been an attorney in private practice for 20 years. He attended Occidental College where he received a Bachelor of Arts degree in Economics and later earned his Juris Doctorate from USC School of Law.



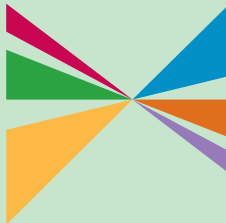
**Larry Rubio**  
**CEO, Riverside Transit Agency**

Mr. Rubio has over 30 years of transit management experience that began in 1978 with the Orange County Transit District. In 1988, he came to the Riverside Transit Agency where he has held the positions of Superintendent of Maintenance, Purchasing Director, Human Resources Director, Information Technologies Director, Deputy General Manager, General Manager, and since 2001 has served as Chief Executive Officer.

Mr. Rubio also serves on the CalTIP Board of Directors and is a member of the Society of Automotive Engineers.

Mr. Rubio graduated from the University of Redlands, where he earned a Bachelor of Science degree in Business Administration & Management. He also earned certifications in Executive Business Management and Advanced Business Management from the University of California, Riverside and a certification in Bus Fleet Management Techniques from Indiana University.

SOUTHERN CALIFORNIA



**ASSOCIATION of  
GOVERNMENTS**

**MAIN OFFICE**

818 W. Seventh Street, 12<sup>th</sup> Floor  
Los Angeles, CA 90017  
Telephone: (213) 236-1800  
Fax: (213) 236-1961  
[www.scag.ca.gov](http://www.scag.ca.gov)

**COUNTY REGIONAL OFFICES**

Imperial • Los Angeles • Orange • Riverside • San Bernardino • Ventura



Printed on recycled paper

#2271