



OCTOBER 17, 2008

**Finley Community Center, Santa Rosa, California
7:00-11:30am**

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|---------------|---|
| 7:00-7:30am | Registration & Continental Breakfast |
| 7:30-7:40am | Welcome & Introduction
Mike Kerns, Sonoma County Supervisor |
| 7:40-8:25am | OPENING KEYNOTE SPEECH
Anthony R. Eggert, Science and Technology
Advisor, California Air Resources Board |
| 8:25-8:55am | Overview of the 2009 Comprehensive Transportation
Plan for Sonoma County
Suzanne Smith, Executive Director, Sonoma
County Transportation Authority |
| 8:55-9:15am | Break |
| 9:15-10:15am | PANEL: VMT Reduction Strategies and Best Practices
MODERATOR: Suzanne Smith

Addressing the Challenges of AB 32—California-style
Dr. Susan Handy, Director, UC Davis
Sustainable Transportation Center

On the Ground Strategies—A New Built Environment
Will Fleissig, President, Communitas Development Inc.

Solano-Napa Commuter Information—Getting From
There to There
Daryl Halls, Executive Director, Solano
Transportation Authority |
| 10:15-11:00am | Facilitated discussion with panel on how public, private
and community based organizations can work together
to implement the climate-related strategic imperatives of
the CTP Update
MODERATOR: Matt Stevens |
| 11:00-11:30am | CLOSING KEYNOTE SPEECH
Bruce Riordan, Principal, Elmwood Consulting |
| 11:30am | CONFERENCE CONCLUDES |



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WILLIAM KOHN FLEISSIG
PRESIDENT, COMMUNITAS DEVELOPMENT INC.

Will Fleissig is a developer who has devoted his career to creating vibrant, mixed-use communities. He is President of Communitas Development Inc, a San Francisco based company focused on three niche markets: mixed use development served by transit; university town projects; and intergenerational housing. The firm is currently advising Madison Marquette on new acquisitions and redevelopment of older shopping mall sites, and JLB Partners on mixed-use university development.

Through an affiliate company Urban Villages Inc, Mr. Fleissig is a partner of West Village Community Partnership, the master developer of the 130 acre West Village campus at the University of California, Davis. The first phase program includes 343 faculty and staff homes, 2000 beds of student apartments, and a 50,000 sf mixed-use village square. WVCP is collaborating with UC Davis and Chevron Energy to integrate carbon neutral energy systems for the West Village campus. From 1997-2005, Mr. Fleissig was a co-founder of Continuum Partners LLC in Denver CO, where he oversaw the planning and development of 16 Market Square, a 380,000 sq. ft. mixed-use building in Denver's LODO district; Bradburn, a 120-acre new village with four neighborhoods in Westminster, CO; and Belmar, a new twenty-three block, downtown district in Lakewood, CO, which received the 2006 ULI Award for Excellence.

Will has also served in the public sector as the Director of Community Design, Planning and Development for the City of Boulder and as the Director of Downtown Planning and Development for Mayor Federico Pena in Denver.

DARYL HALLS
EXECUTIVE DIRECTOR,
SOLANO TRANSPORTATION AUTHORITY

Daryl Halls has served as the Executive Director for the Solano Transportation Authority (STA) since June of 1999.

The STA is one of nine Congestion Management Agencies in the Bay Area and provides transportation planning for arterials, highways, freeways, ferry service, transit, rail, bicycle and pedestrians for Solano County. As Executive Director of the STA, he reports to an eight-member board and manages a staff of 18.

The STA contracts for Countywide Paratransit service and three Solano Express intercity transit routes; allocates air quality funds, federal, state and regional transportation funds, and works with Caltrans on delivery of priority projects. The STA operates the Solano/Napa Commuter Information Program, the ride-share agency servicing Solano and Napa counties, Sacramento and the Bay Area. In addition, STA coordinates the Solano Safe Routes to Schools Program, which works with all seven schools districts, the county board education, Solano's seven cities and the County, to improve safety, promote improved health and better environment for Solano County's school age children.

Currently, Daryl represents STA on the board of directors and executive committee for the Solano Economic Development Corporation (EDC), serves as one of three staff coordinators for Solano's City County Coordinating Council and for the past two years has served as moderator for the Bay Area Congestion Management Agencies' Directors Group.

DR. SUSAN HANDY
DIRECTOR, UC DAVIS SUSTAINABLE
TRANSPORTATION CENTER

Dr. Susan Handy is a Professor in the Department of Environmental Science and Policy and the Director of the University Transportation Center at the University of California Davis. Her research interests focus on the relationships between transportation and land use, particularly the impact of land development patterns on travel behavior. She is a member of the Committee on Women's Issues in Transportation of the Transportation Research Board and served on the National Advisory



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Committee of the Active Living by Design program for several years.

ANTHONY R. EGGERT
SCIENCE AND TECHNOLOGY ADVISOR,
CALIFORNIA AIR RESOURCES BOARD

Anthony R. Eggert was appointed by Governor Arnold Schwarzenegger as the Science and Technology Policy Advisor of the California Air Resources Board.

Previously, he was the Energy Policy Advisor to the University of California - Federal Government Relations, Office of the President in Washington DC where he advised policy makers on energy and environmental policy. Prior to that, Anthony was the Associate Research Director of the UC-Davis Institute of Transportation Studies Hydrogen Pathways interdisciplinary research program. Prior to Pathways, Anthony was Ford's Manager of the California Fuel Cell Partnership where he had responsibility for vehicle/facility safety, education/outreach, and infrastructure planning and vehicle deployment.

Anthony has authored and presented papers at more than 50 national and international conferences, testified before congress, and is the recipient of multiple awards and recognition from the Department of Energy, Department of Transportation, National Science Foundation, and the National Academies of Science. Anthony has a degree in Mechanical Engineering from University of Wisconsin Madison and a Master's in Transportation Technology and Policy from UC-Davis.

BRUCE RIORDAN
EXECUTIVE DIRECTOR,
BAY AREA CLIMATE SOLUTIONS

For over ten years, Bruce Riordan has consulted with Bay Area public agencies, the private sector and community organizations on regional transportation and climate protection strategies. Recent clients include the Metropolitan Transportation Commission, the Bay Area Air Quality Management District, Next 10, the Marin Community Foundation and the Regional Joint Policy Committee. In

2008, Bruce Riordan launched Bay Area Climate Solutions, a new organization that serves as a catalyst for accelerated action on bold regional climate approaches. In 2007, Mr. Riordan was trained on global warming issues and solutions by Al Gore and The Climate Project.

SUZANNE SMITH
EXECUTIVE DIRECTOR, SONOMA COUNTY
TRANSPORTATION AUTHORITY

Suzanne Smith joined the Sonoma County Transportation Authority (SCTA) in October 1997 as the Executive Director. The SCTA is the countywide transportation agency responsible for coordinating regional, state and federal funding and administering Measure M, the local 4 cent transportation sales tax. SCTA also is responsible for monitoring Caltrans projects within the County; developing long range transportation plans; staffing the Countywide Bicycle Advisory Committee and the Paratransit Coordinating Committee; and maintaining a countywide land use database and traffic model.

Prior to joining the SCTA, Suzanne was the District Director for then State Assembly Member Valerie Brown. In that capacity, Suzanne focused on such policy issues as transportation, education, and local government.



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