



Summer 2016 Meeting
Thursday, August 25 – Saturday, August 27
Berkeley, California

Thursday, August 25

- 2:00 – 5:00pm **Steering Committee Meeting – Members only**
*Redwood Room, 6th Floor, City Hall at Martin Luther King Jr. Civic Center
2180 Milvia Street*
- 5:30 – 7:00pm **Welcome Reception**
Berkeley Art Museum – Pacific Film Archive, 2155 Center Street
- 7:00pm **Dinner**
Alborz Restaurant, 2142 Center Street
Note: Dinner is at capacity. If you did not pre-register, we most likely cannot accommodate additional attendees.

Friday, August 26

All sessions and meals will take place in the Crystal Ballroom at the Hotel Shattuck Plaza, 2086 Allston Way, unless otherwise noted below.

- 8:00 – 9:00am **Registration & Breakfast**
- 8:00 – 9:00am **New Mayors Breakfast**
In your first term as mayor? Join other new mayors and members of our Steering Committee to discuss your specific challenges and celebrate successes.
Hotel Courtyard
- 9:00 – 9:30am **Welcome & Introductions**
Joel Rogers, COWS
Mayor Tom Bates, Berkeley CA
- 9:30 – 11:20am **Combating Childhood Obesity**
Seventeen percent of children in the U.S. are obese. Cities across the country are using a variety of tools to combat this trend, including land use planning, parks, pedestrian infrastructure, taxation, education and more. This panel will feature Berkeley's cutting edge work on sugar sweetened drinks.

Ian McLaughlin, ChangeLab Solutions
Mayor Acquanetta Warren, Fontana CA
Martha Okafor, New Haven CT
Councilmember Laurie Capitelli, Berkeley CA
Moderator: Mayor Miro Weinberger, Burlington VT
- 11:20 – 11:30am **Break**

- 11:30 – 12:00pm **Sustainable Urban Design Framework**
 This session will present a sustainability framework for urban design projects that can help clarify key issues and how they are related, and can serve as a guide for project teams and stakeholder conversations.
 Nico Larco, Sustainable Cities Initiative
 Moderator: Satya Rhodes-Conway, Mayors Innovation Project
- 12:00 – 12:30pm **Testing Behavioral Science in Cities**
 The Harvard Behavioral Insights Group is looking for cities that want to use behavioral science to increase civic engagement (from paying taxes to voting to using services) and trust in government. Is your city interested in collaborating?
 Michael Norton, Harvard Behavioral Insights Group
 Moderator: James Irwin, Mayors Innovation Project
- 12:30 – 1:10pm **Lunch**
- 1:10 – 3:00pm **Getting to Zero Waste**
 Is zero waste possible? What does that really mean? Berkeley and other innovators have been applying zero waste principles to solid waste management. We'll learn about strategies to increase resource recovery, and lay the groundwork for a zero waste system.
 Mayor Suzanne Jones, Boulder CO
 Amber Weaver, Asheville NC
 Martin Bourque, Berkeley Ecology Center
 Moderator: Mayor Marjorie Sloan, Golden CO
- 3:00 – 3:15pm **Break**
- 3:15 – 5:15pm **Tours of Berkeley**
Please dress comfortably for the weather and walking. Tours will leave promptly at 3:15 from the Crystal Ballroom, Hotel Shattuck Plaza. Pick from 1 of the following 3 tours:
1. **Arts as Economic Development:** This walking tour will visit key locations in Berkeley's downtown arts district, showcasing the institutions that anchor it. Approximately 1.2 miles. Led by Michael Caplan with the City of Berkeley.
 2. **Zero Waste:** This van tour will highlight Berkeley's zero waste principles in action by visiting the waste transfer station. Led by Martin Bourque with the Berkeley Ecology Center.
 3. **Playability:** This walking tour will focus on how the built environment invites play and physical activity, especially by young people. Approximately 1.5 miles. Led by Priya Madrecki from KaBoom!
- 6:00 – 7:00pm **Reception**
Hotel Courtyard
- 7:00 – 9:00pm **Dinner and Keynote: Robert Reich**
 Professor of Public Policy at the University of California at Berkeley and Senior Fellow at the Blum Center for Developing Economies
 Introduction: Mayor Tom Bates, Berkeley CA
 Moderator: Joel Rogers, COWS

Saturday, August 27

All sessions and meals will take place in the Crystal Ballroom at the Hotel Shattuck Plaza, 2086 Allston Way.

8:00 – 8:30am **Breakfast**

8:30 – 10:30am **Parking Policies for a Thriving City**

Parking has a disproportionate impact on transportation and land use. Cities are looking to new and innovative parking policies, strategies, and technologies to address urban issues related to parking like congestion, poor air quality, safety, equity and access to jobs and shopping. Our panelists will discuss approaches they've found effective, and what it takes to implement them.

Lauren Mattern, Nelson/Nygaard Consulting Associates

Mayor Stephen Gawron, Muskegon MI

Gordon Hansen, Berkeley CA

Moderator: Martha Pellegrino, Portland OR

10:30 – 10:45am **Break**

10:45 – 11:45am **Integrating Racial Equity into Government**

Cities across the country are using a range of tools to focus on racial equity. This session is a collaboration with the Government Alliance on Race and Equity.

Dwayne Marsh, Government Alliance on Race and Equity

Mayor Rosalynn Bliss, Grand Rapids MI

Wilhelmina Parker-Bentum, Berkeley CA

Moderator: Councilmember Mike Kasperzak, Mountain View CA

11:45 – 12:15pm **Lunch**

12:15 – 1:00pm **Innovation Showcase**

Moderator: Former Mayor Pegeen Hanrahan, Gainesville FL

1:00 – 3:00pm **Arts as Economic Development**

A thriving arts scene brings tremendous and durable economic benefits to a city. We'll explore various strategies for attracting and retaining artists, developing the infrastructure necessary for sustained growth, and highlight innovative strategies that work for cities of all sizes.

Jamie Bennett, ArtPlace America

Michael Caplan, Berkeley CA

Mayor Marilyn Strickland, Tacoma WA

Mayor Mark Stodola, Little Rock AR

Moderator: Mayor Steve Skadron, Aspen CO

3:00pm **Adjourn**

Dinner on your own

We encourage you to stay the weekend and enjoy everything Berkeley has to offer!

Sunday, August 28

8:00 – 10:00am Steering Committee Meeting – Members only
*Mayor's office, City Hall at Martin Luther King Jr. Civic Center
2180 Milvia Street*

