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