

Program

UCLA Conference Center at Lake Arrowhead
The Transportation—Land Use—Environment Connection
October 18 – 20, 2009

Overview

This is an unprecedented time. The depth of the economic downturn is historic, and its effects on cities, regions, land markets, and transportation systems are profound. Record foreclosures threaten the social and fiscal stability of cities, while those responsible for transportation systems face both deep budget cuts and expectations that increased transportation/infrastructure spending can help to stimulate the economy. Further, the specter of climate change has shifted debates over land use – transportation relationships and their role in a new, greener economy. New state legislation seeks to incorporate greenhouse gas emissions into planning practice, and some form of federal legislation is on the horizon. Amidst these economic and environmental challenges, however, are opportunities to effect fundamental changes to public policies and planning practice. Accordingly, this year's UCLA *Lake Arrowhead Symposium* explores these challenges and the opportunities they present for reforming the transportation – land use – environmental connection.

Over two and one-half days the participants in this symposium will explore the roots of the current economic crisis, its global scale and its local implications for both transportation systems and local government finance. We will examine the crisis in transportation finance, why a sustainable finance system has proven elusive, and what opportunities are presented by the current economic crisis for reforming how we pay for transportation. We will also address the challenges to building consensus for action amidst potentially competing economic and environmental imperatives, and consider opportunities to better measure and evaluate the performance of urban and transportation systems across a wide array of objectives. Finally, we will turn to debates over efforts to fundamentally alter systems of governance and public policymaking in California in order to increase the stability, accountability, and performance of government at all levels in the Golden State. Fundamental change, whether it is to the structure of state governance or to the roles of local planners, most often occurs during times of stress. As such, the symposium will close with a sharing of ideas – large and small – for positive change in response to economic crises.

This symposium is intended for decision makers and analysts at all levels of the public and private sectors whose work concerns land and transportation systems and their environmental consequences.

Symposium Co-Organizers:

Catherine Showalter, Director, UCLA Extension Public Policy Program; Director, Osher Lifelong Learning Institute at UCLA

Brian D. Taylor, Professor and Chair of Urban Planning; Director, Institute of Transportation Studies, UCLA

Allison Yoh, Associate Director, Ralph & Goldy Lewis Center for Regional Policy Studies; Associate Director, Institute of Transportation Studies, UCLA

Sunday, October 18, 2009

1:00 pm Registration, Check-In & Refreshments

1:30 Welcome

Karim Cherif, Associate Dean of Academic Affairs, UCLA Extension

Catherine Showalter, Director, UCLA Extension Public Policy Program; Director,
Osher Lifelong Learning Institute at UCLA

1:45-2:15 Symposium Overview

Speaker:

Brian D. Taylor, Professor and Chair of Urban Planning; Director, Institute of
Transportation Studies, UCLA

2:15-3:30

**THE ECONOMIC CRISIS: PUBLIC FINANCE AND LINKS TO
TRANSPORTATION**

This opening session lays the groundwork for the sessions to follow by examining the relationship between transportation, public finance, and global economies. Given the sustained economic downturn, what are the implications for local revenues and transportation investments, and how is/will the federal stimulus funding affect California? How do transportation investments affect economic output? Do they grow economies, or mostly shift activity from place to place, and what are the implications for public policy?

Moderator:

Catherine Showalter

- **Global economy, local effects: The economic downturn and its effects on investment, employment, and revenues in California**

Speaker:

Jon Haveman, Principal, Beacon Economics

- **Just how do transportation systems affect the economy: Stimulus, or something more?**

Speaker:

Marlon Boarnet, Professor, Planning, Policy, Design & Economics, UC Irvine

- **The Federal Stimulus: What have been the effects on transportation, the economy?**

Speaker:

Earl Seaberg, Caltrans Recovery Program Deputy Manager for the American Recovery and Reinvestment Act (ARRA) of 2009

Discussion

3:30-3:45

Break

3:45-5:30

WAXING NEEDS, WANING REVENUES: ONGOING EFFORTS TO DEVELOP A SUSTAINABLE SYSTEM OF TRANSPORTATION FINANCE

This session highlights the evolution of transportation finance over the past century from one based on borrowing and general revenues, to one based almost entirely on user/beneficiary fees and taxes, to the largely *ad hoc* and unreliable system today. We examine the current sources and levels of revenues, and will consider likely options for the future, ranging from minor tinkering with the existing system to a major overhaul of who pays for transportation and how they pay.

Moderator:

Brian D. Taylor

- **Crisis and response: Lessons for today from a century-long struggle to develop a stable system of transportation finance**

Speaker:

Martin Wachs, Director of the Transportation, Space and Technology Program, RAND Corporation

- **Waxing needs, waning revenues: Trends and prospects in federal, state, regional, and local surface transportation finance**

Speaker:

Therese Watkins McMillan, Deputy Administrator, Federal Transit Administration; Former Deputy Executive Director, Policy, Metropolitan Transportation Commission

- **Two major commissions, no major policy changes (yet): The prospects for fundamental changes to transportation finance in the Obama Administration**

Speaker:

Steve Heminger, Executive Director, Metropolitan Transportation Commission

Discussion

5:30-6:30

Check-in and Reception

6:30-8:00

Dinner

8:00-9:30

JOBS VERSUS THE ENVIRONMENT, OR JOBS AND THE ENVIRONMENT? A ROUNDTABLE ON PLANNING FOR GREEN JOBS IN THE NEW MILLENNIUM

Panelists in this session will debate and deliberate on the challenges and opportunities for expanding green jobs in the coming year, particularly from a business perspective. What is the role of the private sector in responding to public environmental mandates, how are firms responding to the increasing market demand for green practices and industries, and are green jobs feasible as a business strategy during this time of economic distress?

Moderator:

J.R. DeShazo, Associate Professor and Director of the Ralph & Goldy Lewis Center for Regional Policy Studies, UCLA

Panelists:

David Raney, Senior Manager, Environmental and Energy Affairs, American Honda Motor Company, Inc.

Dr. Mike Walter, Commissioner, Port of Long Beach

Daniel M. Cashdan, Senior Managing Director, HFF Securities, L.P.

TBA, Southern California Edison

Discussion

9:30-11:00

Informal reception

Monday, October 19, 2009

8:30-10:15 am

COLLISION OR COHESION? THE CHALLENGE OF INTEGRATING ECONOMIC AND ENVIRONMENTAL MANDATES

If a more sustainable economy is a more productive economy, how should planners and policy-makers best unite economic and environmental objectives through policy? Speakers in this session discuss the opportunities and challenges of integrating California's climate action mandates, such as SB 375, at the state, regional, and local levels of government. Given the difficulty that institutions inevitably face in working beyond their organizational boundaries, what can be done to enhance inter-agency cohesion and avoid inter-jurisdictional collisions?

Moderator:

Catherine Showalter

- **California's climate action mandates: Opportunities and challenges to fundamentally integrate land use and transportation planning**

Speakers:

Mary Nichols, Chairperson, California Air Resources Board

Barry Wallerstein, Executive Officer, South Coast Air Quality Management District

Gail Goldberg, Director of Planning, City of Los Angeles

Discussant:

Jim Wunderman, President and Chief Executive Officer, Bay Area Council

10:15–10:30 Break

10:30-12:00 pm **DEFINING, MEASURING, AND EVALUATING PERFORMANCE**

Some say “you cannot achieve what you can’t measure.” If so, how can we better measure what we aim to achieve? In implementing policies to integrate transportation, land use, and the environment objectives, how can and should we go about measuring performance and evaluating success? Given the strong role of forecasts in planning, what can we do to improve them? Better data and measures, better models, better use of technology, better application in practice? How can we develop more integrated sets of measures that incorporate broader goals of the environment, economics, equity, and sustainability into policy and practice?

Moderator:

Allison Yoh, Associate Director, Ralph & Goldy Lewis Center for Regional Policy Studies; Associate Director, Institute of Transportation Studies, UCLA

■ **You can’t achieve what you can’t measure: Developing clear measures of transportation objectives**

Speaker:

JayEtta Z. Hecker, Director of Transportation Advocacy, Bipartisan Policy Center

■ **Incorporating environment and equity into evaluations of land use/transportation systems**

Speaker:

Kara M. Kockelman, Professor and William J. Murray Jr. Fellow, Department of Civil, Architectural & Environmental Engineering, University of Texas at Austin

■ **Efforts to develop a comprehensive transportation performance measurement system: Regional blueprint and cross-sector performance metrics**

Speaker:

Trish Kelly, Program Consultant, California Center for Regional Leadership (CCRL)

Discussion

12:00-1:30 Lunch

1:30-3:15

THE ROCKY ROAD TO INFRASTRUCTURE FINANCE REFORM: PITFALLS AND PROSPECTS

What are our options for achieving a sustainable system of transportation finance that incorporates performance measures and accountability in the years ahead? This session focuses on the political realities and constraints on alternative methods of finance, and how we might build the political consensus necessary for reform. What will it take to move forward, and what should be the next steps?

Moderator:

Stephen Finnegan, Manager, Government Relations, Automobile Club of Southern California

- **The starting point for reform: Bribes, subsidies, or personal accountability for the costs we inflict?**

Speaker:

Norm King, Founding Director, Consultant, Leonard Transportation Center, California State University, San Bernardino

- **Taxes, Pricing, Borrowing, or PPPs: Evaluating the options for financing future needs in transportation**

Speaker:

Emil H. Frankel, Director of Transportation Policy, BiPartisan Policy Center

- **Attitudes toward alternative (including “green”) methods of transportation finance: What do voters think?**

Speaker:

Jennifer Dill, Director, Oregon Transportation Research & Education Consortium, Associate Professor, Nohad A. Toulon School of Urban Studies & Planning, Portland State University

- **Politically effective approaches to pricing transportation: Seizing opportunities to both raise revenues and increase efficiency**

Speaker:

Donald Shoup, Professor, School of Public Affairs / Urban Planning, UCLA

Discussion

3:15-5:30

Free Time

5:30-6:30

Reception

6:30-8:00

Dinner

8:00-9:30

THE ELEPHANT IN THE ROOM: REFORMING GOVERNANCE IN CALIFORNIA

Successfully integrating transportation, land use, and environmental goals into policy and practice amidst economic prosperity requires a stable, enduring, and adaptive system of governance. Yet a growing chorus of voices from across the political spectrum argues that California is becoming ungovernable. In this session, speakers present evidence about voter attitudes toward governance, and efforts to reform California government and local public finance. Is fundamental change on the horizon and, if so, what might that be?

Moderator:

Allison Yoh

- **Do voters really mean what they say? Attitudes toward institutional reform in California**

Speaker:

David Metz, Senior Vice President, Fairbank, Maslin, Maullin & Associates

- **Reforming California government**

Speaker:

James P. Mayer, Executive Director, California Forward

- **Reforming public finance in California**

Speaker:

Richard G. Little, Director, Keston Institute for Public Finance and Infrastructure Policy, University of Southern California

Discussant:

Mike Feuer, Assemblymember, California 42nd Assembly District

Discussion

9:30-11:00

Informal Reception

Tuesday, October 20, 2009

8:45-10:15 am

TURNING CRISIS AND MANDATES INTO OPPORTUNITIES FOR ACTION

This session presents cases of efforts to integrate economic development into planning practice. How have these efforts fared? How have they turned crises and mandates into opportunities and success? If so, at what cost? What are the lessons learned when results did not achieve the stated planning goals but took an unanticipated change of direction for better or for worse? What lessons can we take from these efforts to effect fundamental change to policy and practice?

Moderator:

Fran Inman, Senior Vice President, Majestic Realty

■ **Environmental streamlining – Balancing procedural efficiency with environmental protection**

Speaker:

Lynn Terry, Deputy Executive Officer, California Air Resources Board

■ **Efforts to mainstream regional planning among local governments: Moving from scenario planning into action and implementation**

Speaker:

Harrison Rue, Principal, ICF International

10:15-10:30

Break

10:30-12:00 pm

WALKING THE TALK: THE MOST IMPORTANT NEXT STEPS

During this closing session, we ask thoughtful, relatively high level researchers and practitioners to reflect on what we have learned in the symposium and what they see as the most important next steps. These comments will be followed by a moderated closing discussion among all participants. The symposium comes to an end with a sharing of ideas – large and small – for positive change in response to economic crises.

Moderator:

Brian D. Taylor

Martin Wachs, Director of the Transportation, Space and Technology Program, RAND Corporation

José Luis Moscovich, Executive Director, San Francisco County Transportation Authority

Closing Discussion

12:00-1:30

Concluding Lunch