

FINAL REPORT

Meeting of the Minds 2015

SPOTLIGHTING INNOVATIONS IN
**urban sustainability &
connected technology**



Meeting
of the Minds

An initiative of Urban Age Institute



MEETING OF THE MINDS 2015

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MEETING OF THE MINDS

Meeting of the Minds is a global knowledge sharing platform based in San Francisco, CA.

Since it was founded, Meeting of the Minds has been dedicated to a singular proposition: bring together a carefully chosen set of key urban sustainability and technology stakeholders and gather them around a common platform in ways that help build lasting alliances. We believe that such a platform is a vital ingredient for smart, sustainable and equitable urban (re)development strategies.

Meeting of the Minds focuses on the innovators and initiatives at the intersection of urban sustainability and connected technology. Through our blog, magazine, webinars, monthly meetups, pop-up events, and an annual summit held each fall, we invite international leaders from the public, private, non-profit,

academic and philanthropic sectors to identify innovations that can be scaled, replicated and transferred from city-to-city and across sectors.

Among the thousands of international leaders who participate in the Meeting of the Minds network are innovators scaling- up practical urban solutions in infrastructure, policy, design, equity, technology, energy, mobility, water, finance, and more.

In 2015, our annual summit brought together 375 opinion-shapers, policy-makers, leading thinkers and innovators from 23+ countries for 2+ days of intensive immersion in thought leadership and cross-sector development at the Craneway Pavilion in Richmond, CA.

Meeting of the Minds is an initiative of Urban Age Institute, a 501(c)3 non-profit.

 CityMinded.org

MEETING HISTORY

2015

RICHMOND
October 20-22

2014

DETROIT
September 30-October 2

2013

TORONTO
September 9-11

2012

SAN FRANCISCO
October 9-11

2011

BOULDER
September 21-23

2010

OMAHA
June 16-18

2009

NEW YORK CITY
June 2-3

2008

PORTLAND
July 30-31

2007

OAKLAND
September 13-14

MEETING OF THE MINDS DELEGATES

394
DELEGATES

Including:

69

SPEAKERS

70

SCHOLARSHIP
RECIPIENTS

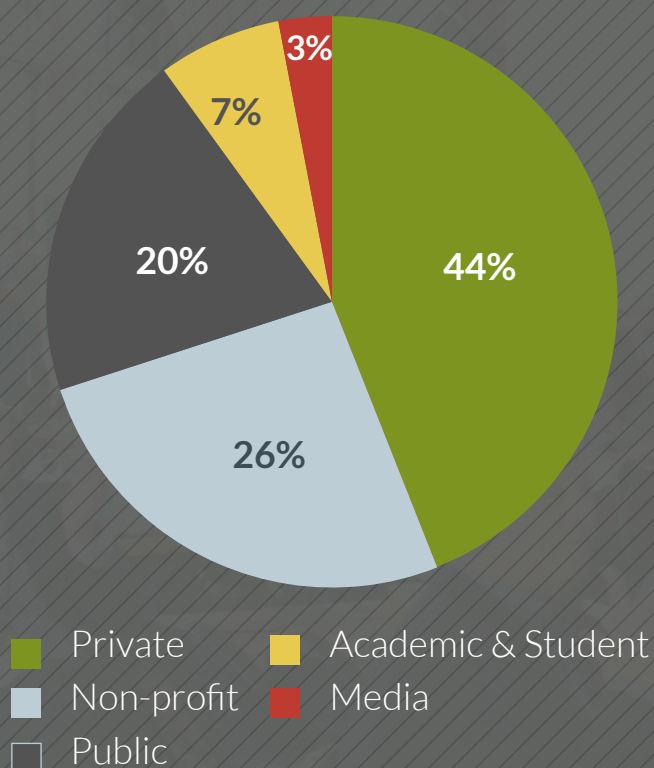
11

MEDIA

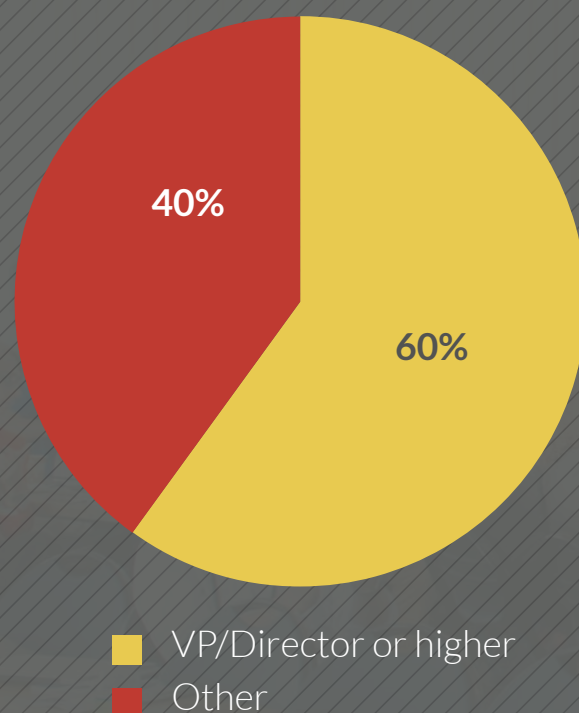
45% FEMALE

55% MALE

SECTOR



SENIORITY



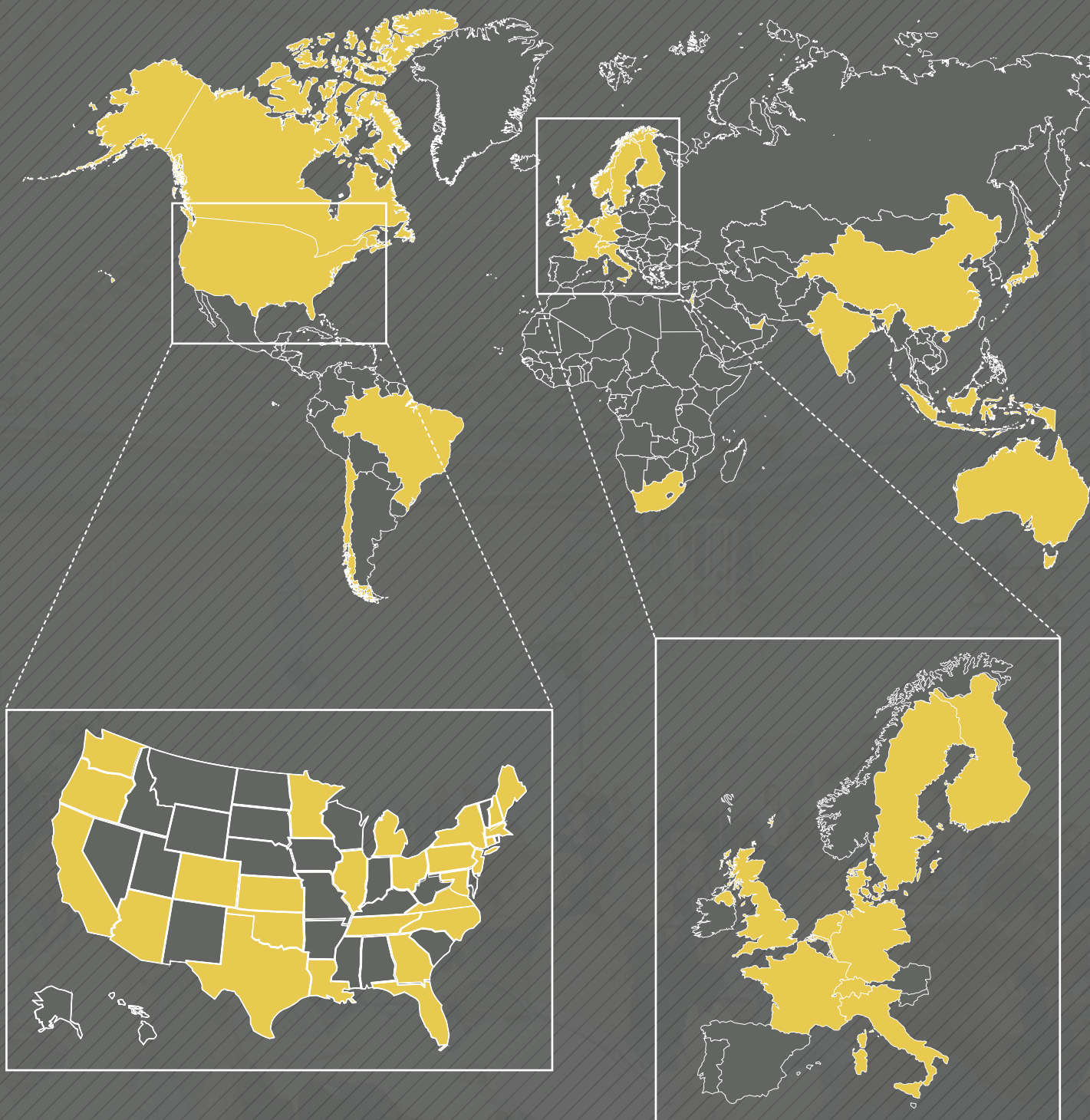
DELEGATE GEOGRAPHY

105
CITIES

6
CONTINENTS

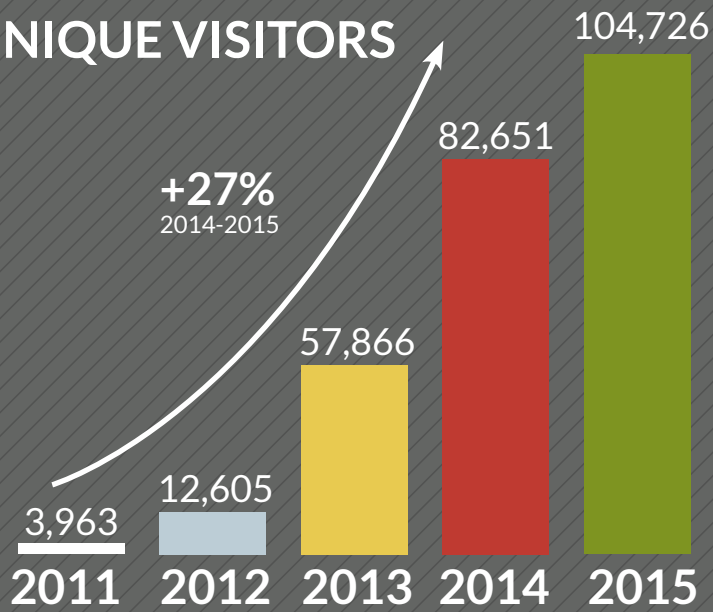
23
COUNTRIES

27
US STATES



WEBSITE TRAFFIC

UNIQUE VISITORS



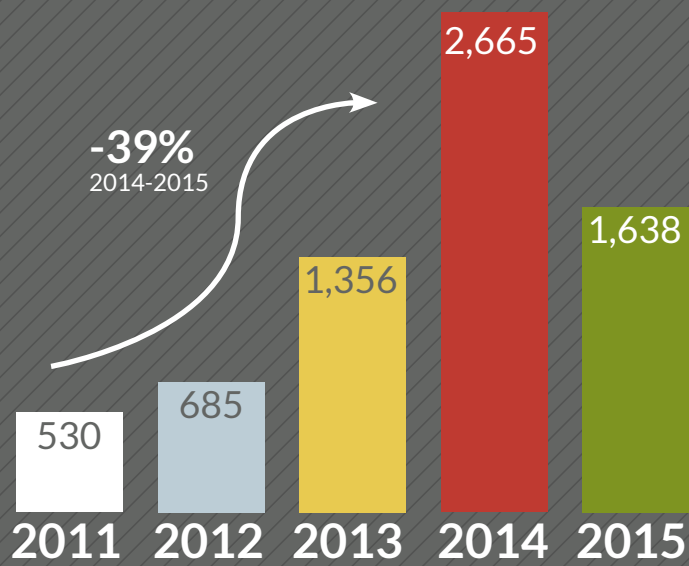
REACH

189 COUNTRIES

8,329 CITIES

72% NEW VISITORS

WEBCAST VIEWERS



51 COUNTRIES



TWITTER

Traction & Interaction

In 2015, we increased our posting frequency on both Twitter and Facebook, promoting the growing library of thought leadership on the CityMinded.org blog. Our international reach via Twitter increased steadily through 2015, and for the first time, the majority of our Twitter followers are now from outside the USA.

GENDER OF FOLLOWERS

37% FEMALE

63% MALE

LOCATION OF FOLLOWERS

43% USA

10% CA

8% UK

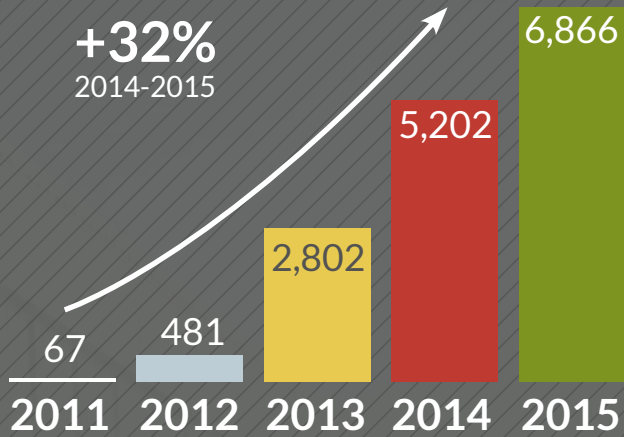
3% NLD
v

28% OTHER

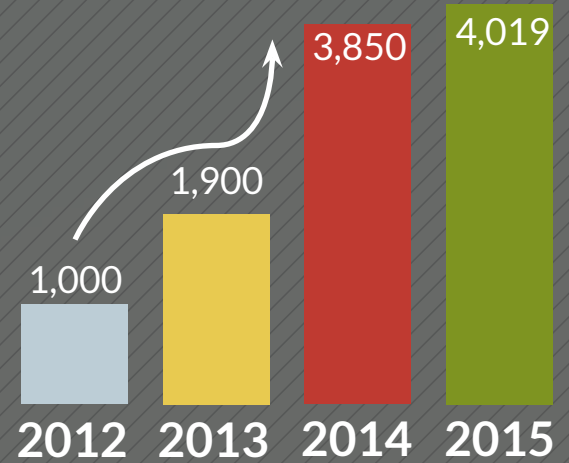


TWITTER

NUMBER OF FOLLOWERS



#HASHTAG USAGE



BLOG

The CityMinded.org blog continued to grow in 2015 and now hosts nearly 500 articles from over 200 contributors. Readership grew 66% in the last 12 months, from 33k unique page views in 2014 to 55k unique page views in 2015.

Some of the most popular articles from the 2015 season include:

[!\[\]\(99f58673407353e96a019fbca558fd72_img.jpg\) **The Shoreline of the Future: Permanently Temporary**](#)
Will Travis

[!\[\]\(0f848bbd71cef6b345273b16f905912a_img.jpg\) **Is “Community” a Verb or a Noun? Provocations From Baltimore and Washington**](#)
Blair A. Ruble

[!\[\]\(339a16584d5da0f0a3ca4e9ec17bf6a1_img.jpg\) **Five Ways Cities Benefit from Migration**](#)
Lisa Reudenbach

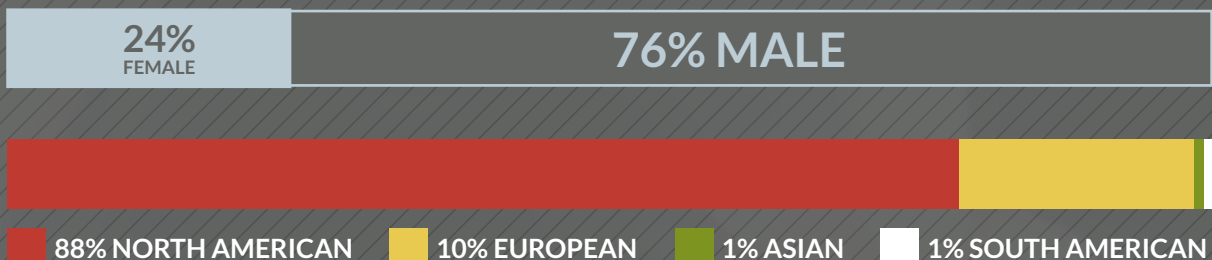
[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b_img.jpg\) **Might Bitcoin and the Blockchain Power Cities and Save Lives?**](#)
Christine Duhaime

[!\[\]\(de95854c7ee024cfadc48187bbb781b2_img.jpg\) **Realizing The Border Dividend: Smart City Pairs Can Transform U.S.-Mexico Border Communities**](#)
Tom Galizia and Jim O’Gara

[!\[\]\(3211b5d1d968fc1665909b34f9f16010_img.jpg\) **The Impacts of Running our Fleet Vehicles on Propane**](#)
Hannah Greinetz

[!\[\]\(6059a5aa8b4ca7bb793408023d6c6e42_img.jpg\) **Seven Factors Behind the Rise of the Smart City Era**](#)
Rick Azer

BLOGGER BREAKDOWN



GROUP BLOGGING EVENT

On October 6, 2015, Meeting of the Minds and Morris Strategy Group invited civic-minded leaders across sectors to participate in a group blogging event focused on the prompt:

The year is 2050. Write a letter to the people of 2015 describing what your city is like, and give them advice on the next 35 years.

Fourty bloggers published their responses on October 6. By the end of the week, nearly 2,500 unique visitors had visited the event page at CityMinded.org, and over 500 tweets included the event hashtag, #dear2015.

EVENT PARTICIPANTS

- Mary Skelton Roberts, *Barr Foundation*
- Rose Grymes, *NASA*
- Anthony Flint, *Lincoln Institute of Land Policy*
- John Addison, *Author*
- Jim Clifton, *Gallup*
- MarySue Barrett, *Metropolitan Planning Council (MPC)*
- Ed Church, *Institute for Environmental Entrepreneurship*
- Richard Mitchell, *City of Richmond, CA*
- Kim Zeuli, *ICIC*
- Boris Karsch, *Cubic Transportation Systems, Inc.*
- Aaron Renn, *Manhattan Institute*
- Lewis Leff, *City of Austin, Texas*
- Shelley Poticha, *Natural Resources Defense Fund*
- Matt Ross, *Energyworx*
- Tiffany Edwards, *A Radiant City*
- Sue Lebeck, *City Protocol Task Force*
- Jason Anderson, *Cleantech San Diego*
- Ryan Croft, *TransitScreen*
- Sharon Chang, *THNK*
- Lev Gonick, *OneCommunity*
- Margie Caust, *Urban Strategist*
- Brandi Clark Burton, *City of Austin*
- Jason Reed, *Frost & Sullivan*
- Daniel Hoornweg, *University of Ontario*
- Gordon Stratford, *HOK*
- Jordan Lambie, *HOK*
- Bryan Jones, *HOK*
- Justin Bibb, *Morris Strategy Group*
- Ian T. Brown, *Morris Strategy Group*
- Adedayo Aderibigbe, *Morris Strategy Group*
- Paul Doherty, *The Digit Group, Inc.*
- Josep Roig, *UCLG*
- Bettina Tratz-Ryan, *Gartner Deutschland GmbH*
- Katherine Woodhouse, *Schneider Electric*
- Kim Chandler McDonald, *Author*
- Jessie F. Hahn, *Meeting of the Minds*
- Anne Schwieger, *Digital Equity Project*
- Serene Chan, *Frost & Sullivan*

WEBINARS

Meeting of the Minds convened regular webinars throughout the 2014-2015 season with key influencers working on urban sustainability initiatives. Short presentations preceded interactive Q&A sessions with each audience. Click the titles to access archive video from each event.

NOVEMBER

[New Urban Indicators for City Services and Quality of Life](#)

Patricia McCarney, *World Council on City Data*

Alvaro Lima, *Boston Redevelopment Authority*

Andrew Collinge, *Greater London Authority*

Mariá Belén Pérez Chada, *City of Buenos Aires*

JANUARY

[New Infrastructure Financing Tools for California: Local Infrastructure Financing Authority](#)

Fred Silva, *California Forward*

Mark Pisano, *USC Sol Price School of Public Policy*

Daniel Golub, *Holland & Knight*

Larry Kosmont, *Kosmont Companies*

FEBRUARY

[Envision Charlotte – Building a Smart City Through Collaboration and Innovation](#)

Russ Vanos, *Itron*

Amy Aussieker, *Envision Charlotte*

MARCH

[BRT in the Americas: New Trends and Opportunities](#)

Juan Carlos Muñoz, *Pontificia Universidad Católica de Chile*

APRIL

[Future Urban Systems: The Convergence of a Smart Integrated Infrastructure](#)

Rick Azer, *Black & Veatch*

Scott Stallard, *Black & Veatch*

WEBINARS

JUNE

🔗 Global Real Estate – The Green Building Adoption Index

David Pogue, CBRE

Nils Kok, GRESB

SEPTEMBER

🔗 Microsoft, Smart Cities, and Civic Tech

Scott Mauvais, Microsoft

OCTOBER

🔗 Dear 2015: Planning for a Sustainable Urban Future

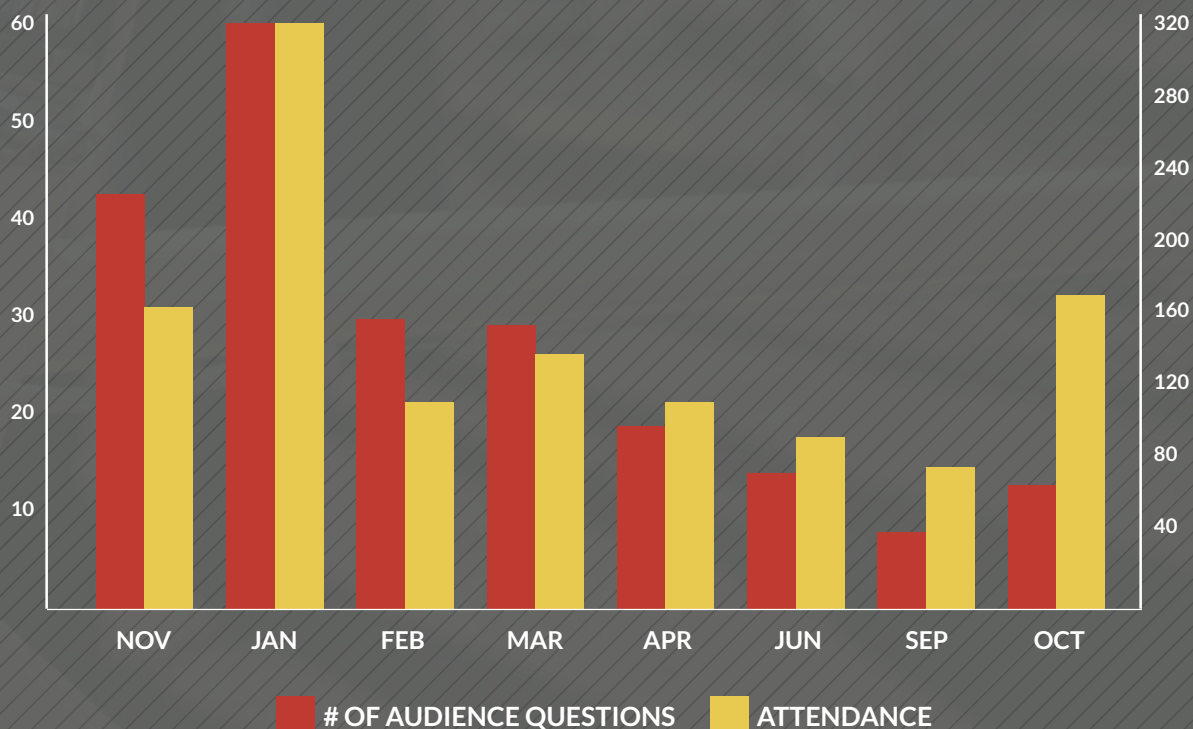
Rosalind Grymes, NASA Ames

Boris Karsch, Cubic Transportation Systems

Mary Skelton Roberts, The Barr Foundation

Justin M. Bibb, Morris Strategy Group

ATTENDANCE & ENGAGEMENT



CIVIC HACKATHON

On October 17th and 18th, the Meeting of the Minds 2015 Civic Hackathon brought together civic-minded designers, developers, and entrepreneurs to build urban sustainability solutions focused on the city of Richmond (CA). Sponsored by Qualcomm and Microsoft, the Hackathon was held at the historic Craneway Pavilion at the southern edge of Richmond. The Civic Hackathon set out to provide urban sustainability solutions to social, environmental, and technology issues facing the city and its residents. Hack kits were provided by OSIsoft, World Programming, and Microsoft. Qualcomm provided Dragon boards and Gimbal provided Bluetooth beacons.

A total of six teams competed in the 2015 Civic Hackathon. The top 3 teams - Stride, Rootid, and Labor2Day - went on to present on stage in the plenary session on October 21st. Team Stride was the first place winner and received the grand prize of \$5,000 cash from Qualcomm. Their app - "Let's Stride" - is a community and health fitness app designed to use the neighborhoods you live in as an obstacle course to get fit. The idea is to leverage the natural surroundings to improve physical fitness and also incentivize activity by involving local businesses and restaurants. This team hailed from The Stride Center in Oakland, CA.

CIVIC HACKATHON TEAMS AND PROJECTS

Team Coup

A smart circuit breaker to control energy consumption.

Team Rootid

Stalk Exchange is a place for neighbors to swap produce, skills and gratitude. The app seeks to help neighbors reduce food waste, increase access to healthy foods, create relationships, and help one another.

Team IOTecoSystem

This team developed an eco-system to help the community to retrieve their lost and stolen property, particularly stolen bikes.

Team Stride

"Let's Stride" is a community and health fitness app designed to use the neighborhoods you live in as an obstacle course to get fit.

Team Labor2Day

Labor2Day connects day laborers to employers in the city of Richmond via text messaging.

Team WHOmentors.com

WOO (Window Of Opportunity) app automates the WCCUSD student work permit process to assist Richmond residents in pursuing higher education and to accelerate securing meaningful employment.

CIVIC HACKATHON JUDGES

- Anthony Di Leva, Senior Business Development Analyst, Qualcomm Technologies, Inc.
- Scott Mauvais, Director, Technology & Civic Innovation, Microsoft
- Commissioner Catherine Sandoval, California Public Utilities Commission
- Clara Brenner, CEO, Tumml
- Adam Lenz, Environmental Manager, City of Richmond

INDUSTRIAL HACKATHON

Meeting of the Minds, in partnership with Qualcomm, developed the Meeting of the Minds 2015 Industrial Hackathon. Four corporate teams participated in the weeks leading up to the summit in which they developed industrial solutions that improved the sustainability, livability and connectedness of Richmond. Each team presented their projects to the judges on October 21st.

The top two teams - Accenture and Similarity - went on to present their solutions on stage in the plenary session. Similarity was the top winner. On behalf of the winning team, AT&T provided RYSE Youth Center in Richmond with a \$5,000 grant to train Richmond youth in coding and digital skills. Meeting of the Minds is now working with RYSE to develop and build the program.

INDUSTRIAL HACKATHON TEAMS AND PROJECTS

Accenture

The Accenture team created a jobs website, similar to LinkedIn, for former inmates returning home.

provided energy benchmarking and savings. As a “pay-per-use” business model, Richmond would be able to test a variety of different applications before rolling out a successful program at scale.

Similarity

Team Similarity gathered live, real-time air quality data by attaching mobile environmental and air quality sensors to their vehicles. Through analysis, they discovered that some of the worst air quality in Richmond was actually in the higher income neighborhoods.

Cypress Envirosystems

This team developed a low-cost retrofit that modified existing commercial buildings and industrial facilities for energy efficiency by providing an auto-demand response system that would improve asset utilization and lower maintenance costs. The solution was designed to match up with three criteria: non-invasive and install in minutes, cost 60-80% less than alternative solutions, with pay back in around 18 months.

Energyworx

Energyworx created an API-driven platform that

INDUSTRIAL HACKATHON JUDGES

- Aidoo Osei, Director, Business Development, Smart Cities/Industrial IOT, Qualcomm
- Gordon Feller, Board Co-President, Meeting of the Minds
- Mark Graham, Director of the Wayback Machine, Internet Archive
- Ruth Yomtoubian, Director, AT&T Foundry
- Corey Marshall, Director, Splunk4Good, Splunk, Inc.



2015 MEDIA COVERAGE

- 🔗 *Will people swallow beer made from recycled water? Bay Area craft brewer thinks so*
Annie Sciacca
Biz Journals
- 🔗 *Blind Taste Tests for Beer from Recycled Water!*
Manon Gustave
Menu Pages
- 🔗 *What NASA Can Teach Urban Planners*
Anthony Flint
CityLab
- 🔗 *Conference highlights innovative approaches for sustainable city*
Maya Craig
Richmond Confidential
- 🔗 *Emerging Air Quality Mapping Tech Shows Promise for Industrial Cities*
Ben Miller
FutureStructure
- 🔗 *Beer made from recycled wastewater passes taste test*
Peter Fimrite
San Francisco Chronicle
- 🔗 *Meeting of the Minds aims to design more livable cities*
Brad Bailey
Richmond Confidential
- 🔗 *Who Is Designing the 21st-Century City*
Tom Dallesio
Next City
- 🔗 *Urban Sustainability looks like a good idea after all*
Chris Tholstrop & Colin Brown
Venturexcel
- 🔗 *Our First Hack-A-Thon: Joys & Lessons Learned*
Valerie Neumark
RootID
- 🔗 *2 concepts for shaping region's future shoreline*
John King
San Francisco Chronicle
- 🔗 *Hackathon takes on 7 smart city issues*
Wojciech Warias
Smart Resilient Cities
- 🔗 *Richmond Meeting of Minds summit takes new approach to tackle city issues*
Karina Ioffee
Daily Democrat
- 🔗 *I Schoolers Named Finalists in Hackathon for Smart & Sustainable Cities*
UC Berkeley
- 🔗 *Urban Age Institute's Meeting of the Minds drawn to Richmond's energy*
Karina Ioffee
Contra Costa Times
- 🔗 *Our Participation at Meeting of the Minds 2015*
Energyworx.org
- 🔗 *Singapore Has No Natural Water Supply, but the Country Isn't Going Thirsty*
Kristine Wong
TakePart
- 🔗 *Similarity Partners with Yamaha Motor USA to Win Industrial Hackathon at Meeting of the Minds Conference*
Similarity

MEDIA PARTNERS

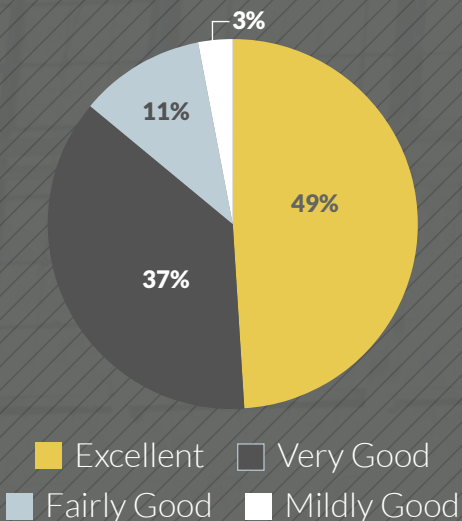
citiscoppe

detroit
URBAN
INNOVATION
EXCHANGE

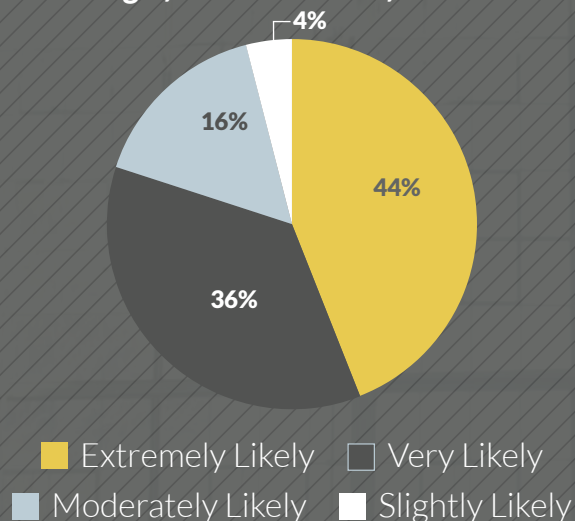
SURVEY RESULTS

Meeting of the Minds delegates were surveyed after the event and we received 97 responses. Results are below.

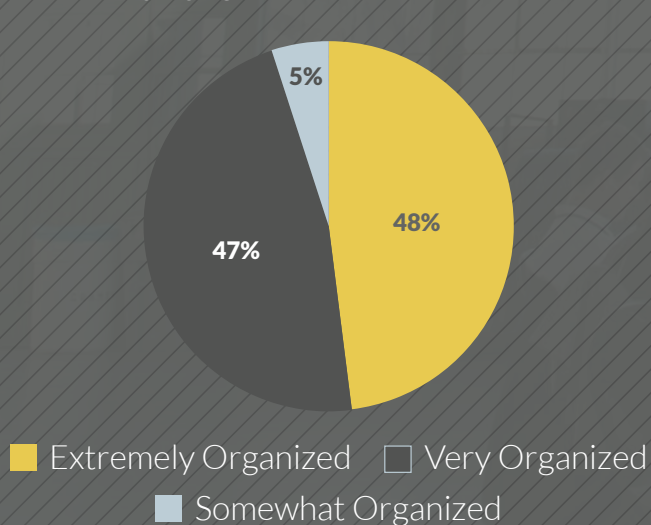
Overall, how would you rate Meeting of the Minds 2015?



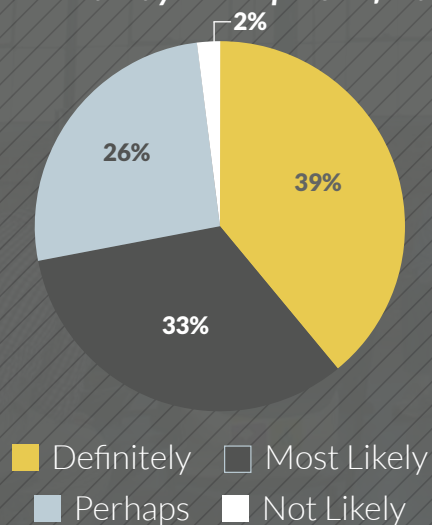
How likely are you to recommend Meeting of the Minds to a friend?



How organized was Meeting of the Minds 2015?

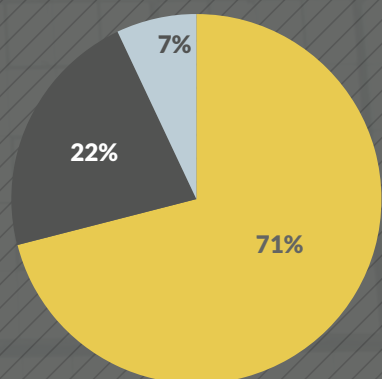


Did you come away from Meeting of the Minds with a new idea or a new approach that you will pursue further?



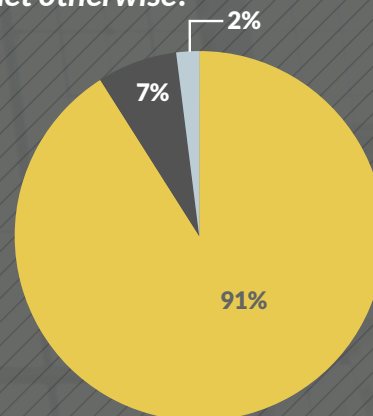
SURVEY RESULTS

Do you feel a renewed sense of urgency or excitement as you return to work?



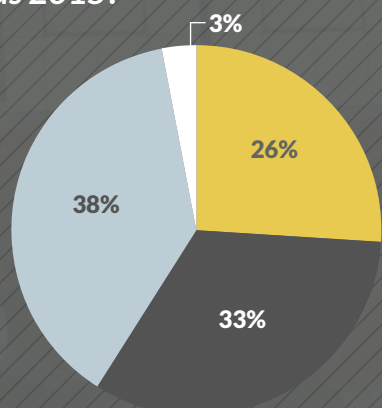
■ Yes ■ Maybe ■ No

Did you meet new friends and allies at Meeting of the Minds that you would not have met otherwise?



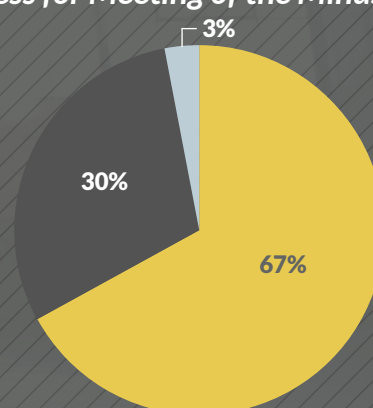
■ Yes ■ Maybe ■ No

How unique was Meeting of the Minds 2015?



■ Extremely Unique ■ Very Unique
■ Fairly Unique ■ Not at all Unique

How easy was the online registration process for Meeting of the Minds 2015?



■ Extremely Easy ■ Quite Easy
■ Moderately Easy

DELEGATE FEEDBACK

” Even with the broad range of topics, the focus is tighter (urban, vs general sustainability & tech) than other events which allows for drilling down deeper into each topic. People who attend MotM are extremely intelligent and focused on working with others to develop solutions. People aren’t there to be seen, or because it’s the cool place to be, but because they’re going to meet amazing people they wouldn’t get a chance to otherwise. And they’ll learn something new that will likely have value to their work.

” What other conference includes speakers and participants from all around the world and from so many urban related sectors? (spoiler: none that I know of).

” I personally had a great time, and felt it was one of the most thought-provoking conferences I’ve attended. Such an interesting and engaging group of people from all over!

” Diversity is really knocked out of the park at MotM! And the link to local projects just adds that much value. It’s not a traveling circus, but a unique story that changes each time, dependent entirely on its place and people.

” MotM feels like a lot of attention went into the curation of both content and people who show up, more than any event I’ve participated in. The schedule is geared toward facilitating thought and discussion, not just promotion.

” Lots of opportunity for people to bridge silos and really connect.

” There’s an open-ness and human-ness to it all that makes it so much more than a “conference”. It all feels like a well organized dinner party. The fact that other attendees have remarked similarly is testament to its uniqueness.



DELEGATE FEEDBACK



The delegates were impressive. The opportunities for networking across disciplines were outstanding.



I liked the well-rounded agenda, receptions, diverse tours, and professionals who were serious about their mission and not there just to network.



Breadth and depth of content. Connecting the dots between Policy, Technology and Funding. Seeing the convergence of discussions around social agendas, but also seeing the commercial potential of the Urban Sustainability movements in real terms. The ideological meets commercial drives = success. Venue was great. Spectacular. Engagement with local community participants was good too.



I appreciated having real place based examples of work. The speakers who were able to give real life experience and expertise were the most compelling, in my opinion.



The caliber of speakers and attendees is always exceptional. The thoughtfulness behind zero-waste, food and transport is top-notch and appreciated. The arc of the content exploration was terrific. And the flow of the event worked beautifully.



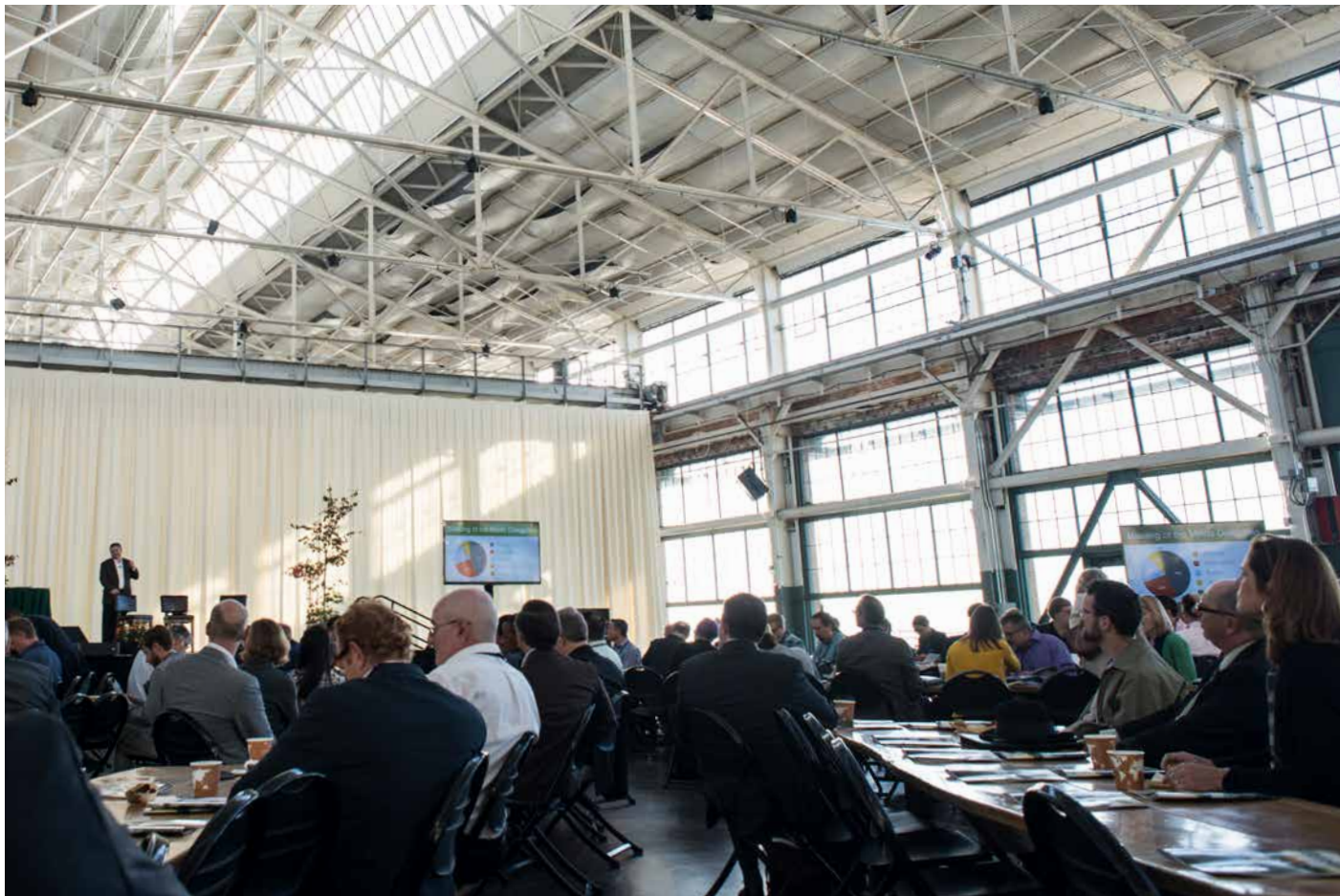
Great outside-the-box thinking and success stories, and outside my area of expertise which was refreshing and interesting.



The convening of relatively like-minded but diverse public/private/ngo/foundation attendees who are smart, engaged, visionary, and open to new ideas ... leaving their egos at the door and digging into tough issues with a broad range inputs from other sectors.

SESSIONS

A photograph of a man in a grey suit and purple tie standing on a stage, gesturing with his right hand towards a small tree with red and green leaves. He is holding a white paper in his left hand. In the foreground, the backs of several audience members are visible, with their hands raised in the air. The background consists of light-colored vertical blinds.



WELCOME TO MEETING OF THE MINDS 2015

Gordon Feller

Director, Cisco & Board Co-President, Meeting of the Minds

[Watch Video](#)

[Download Slides](#)



SETTING THE CONTEXT: RICHMOND'S INNOVATIONS AT WORK

Mayor Tom Butt, *Mayor, City of Richmond*

Doria Robinson, *Executive Director, Urban Tilth*

Allwyn Brown, *Assistant Chief of Police, Richmond Police Department*

Kimberly Aceves, *Executive Director, RYSE*

Richmond is home to dozens of innovative organizations, programs and initiatives that fly under the radar. These ground-breaking approaches are improving the livability and sustainability of the city in numerous ways. Hear from some of Richmond's local leaders regarding only a few of the many revitalization projects taking place here in the City of Richmond.

[Watch Video](#)



MEETING OF THE MINDS HACKATHON

As part of this year's summit, Meeting of the Minds organized both a Civic and an Industrial Hackathon focused on improving the sustainability, livability and connectedness of the city of Richmond, CA.

The City of Richmond staff – including the Mayor's Office, IT Department, Environment Program, and others – were key partners and provided datasets and issue areas for the teams to focus on, such as: adult literacy, food access, climate adaptation strategies, economic development, and energy efficiency.

See page ___ for full details.

Watch Video

Download Slides



LOCAL ANSWERS FOR UNDER-RESOURCED CITIES: THE FUTURE OF PARTNERSHIPS, PRO BONO AND SERVICE-BASED INNOVATION

Moderator: Alexander Shermansong, *CEO, Civic Consulting USA*

Steven Newmark, *Sr. Policy Advisor & Counsel, Office of the Mayor/Deputy Mayor for Health and Human Services, City of New York*

Karina Totah, *Senior Advisor to the Chair at New York City Housing Authority (NYCHA), City of New York*

How do you upgrade and improve millions of square feet of public housing? Can going to the doctor be painless, even at a public hospital? Find out the answers to these questions and how new private sector partnership models and pro bono services enable city government to implement lasting solutions. Many cities from New York to Chicago to Minneapolis-St. Paul to San Jose have successfully adapted the Civic Consulting model and are now working with civic-minded businesses on large-scale civic innovations with meaningful impact.

Watch Video

Download Slides



SHARING THE ROAD: BRT & GLOBAL SOUTH URBAN MOBILITY

Moderator: Mary Skelton Roberts, *Senior Program Officer, Climate, The Barr Foundation (Boston)*
Juan Carlos Muñoz, *Director of the Department of Transport Engineering and Logistics, Pontificia Universidad Católica de Chile (Santiago)*

Roger Behrens, *Director, The African Centre of Excellence for Studies in Public and Non-motorised Transport (Cape Town)*

Heather Thompson, *Interim Chief Executive Officer, Institute for Transportation and Development Policy*

How are Global South cities in Latin America and Africa developing and implementing BRT and solving the interface between people and mobility systems? The reality is BRT is not possible in all cities. What factors are required to make BRT work? What other modes must exist alongside BRT for a complete transit system to successfully serve city dwellers? BRT in certain African cities is being co-developed in conjunction with other bus solutions – formal and informal. Comparing these trends to North American cities, a different kind of global mobility future starts to become more clear.

Watch Video

Download Slides



HEALTH: A CRITICAL MISSING ELEMENT OF ECONOMIC VITALITY

Moderator: John Moon, *District Manager, Federal Reserve Bank of San Francisco*

Nancy Andrews, *President and CEO, Low Income Investment Fund*

Anthony B. Iton, *Senior Vice President for Healthy Communities, The California Endowment*

Sharon Roerty, *Senior Program Officer, Robert Wood Johnson Foundation*

Despite increasing expenditures in health (\$1T annually, 17% GDP), the US is falling in key indicators of health, whereby some measures health outcomes are just above the Czech Republic. Ominously, there is a high correlation between health and income and are now seeing life expectancy differences of up to 20 years based on a person's zip code. Pioneers in the health field are now focused on how to improve health (especially those at the bottom of the health rung) through integration with upstream determinants of health such as education, the built-environment, micro-finance, and community organizing. This session will feature leading national initiatives that are breaking new ground through innovative models of deep multi-sector collaboration.



WORKSHOP TOUR 1: RICHMOND'S WATERFRONT RE-IMAGINED - UC BERKELEY'S NEW GLOBAL CAMPUS

This workshop tour will feature the latest innovation cluster and major waterfront redevelopment plans in Richmond. The UC Berkeley Global Campus will be the largest satellite campus in the UC system and the most promising economic development project in Richmond's recent history. The 134 acre site is the largest undeveloped waterfront property in the Bay Area. It is owned by the Regents of UC, operated by UC Berkeley and will be reimagined into a new academic and research campus with a focus in multiple themes including climate change, energy development and storage, big data, precision medicine, global health and commercialization opportunities with the private sector. In addition, UC Berkeley is partnering with multiple international universities on the project in an effort to create a new kind of international academic and research collaboration. This workshop tour will tour the South Shoreline Development Plan, the Bay Trail, the new Global Campus site, and discuss how this new section of the Bay Area is poised to become the new hot bed of economic development and sustainability. This workshop tour will be on bike. Bikes and helmets will be provided.

- Jen Loy, *Assistant Director, Local Government & Community Relations, UC Berkeley*
- Bill Lindsay, *City Manager, City of Richmond*
- Andrea Traber, *Principal, Integral Group*

- Scott Shackleton, *Assistant Dean of Facilities & Capital Projects, College of Engineering, UC Berkeley*

WORKSHOP TOUR 2: BOTTOM UP INNOVATION AND REGENERATION - NORTH RICHMOND PARKS, GREENWAYS, AND FOOD SYSTEMS

North Richmond is at a turning point in its revitalization path. Starting at the Community Plaza, this workshop tour will explore the new Richmond Greenway. Formerly a derelict rail track, it is being reimagined by a community-led design process and will serve as the anchor for a more livable and safer neighborhood. Hear the plans from community design teams along the Greenway. Then visit the latest and most successful urban, community-led designed park in the Bay Area – Pogo Park – which recently won a Google Impact Challenge Award. The workshop tour will end at Richmond's newly emerging 3-acre urban farm with a commercial kitchen and job training facility. In this workshop, discuss the power of parks, a new model for community-led design using 3-D modeling, the role of businesses as partners, and new models for reclaiming, occupying and transforming neglected neighborhoods. This workshop tour will use bikes along the Craneway.

- Doria Robinson, *Executive Director, Urban Tilth*
- Toody Maher, *Founder & Executive Director, Pogo Park*

WORKSHOP TOUR 3: LAWRENCE BERKELEY NATIONAL LABS' FLEXLAB - THE WORLD'S MOST ADVANCED ENERGY EFFICIENCY TEST BED FOR BUILDINGS

To meet our nation's energy reduction goals by 2050, we need to develop solutions for the demands of an increasingly adverse climate and environment while driving positive economic growth. This US Federal Lawrence Berkeley National Lab and its private sector partners are working to set a new energy efficiency paradigm through market moving energy initiatives and a full-range of economically meaningful outcomes. Come engage in a discussion about building a partnership for dismantling discovery barriers; creating economically viable, nimble solutions that increase productivity and improve workflows, while creating new markets and capital in the buildings value-chain. Delegates will get a behind-the-scenes, exclusive access look at FLEXLAB™, the world's most advanced energy efficiency testbed that evaluates the energy efficiency of major building systems, as an integrated system, under real world conditions. FLEXLAB offers a world class venue to test-drive all energy efficiency systems, identify problems, and eliminate them before breaking ground. Paired with our first-in-class energy innovators, our partners devise large program strategies and innovate on new product ideas for mass market deployment. FLEXLAB is the latest in Berkeley Lab's long line of game-changing energy efficiency innovations.

- Cindy Regnier, *FLEXLAB Executive Manager, Energy Technologies Area, Lawrence Berkeley National Laboratory*
- Rahul Chopra, *Corporate Development for Energy Technologies Area, Lawrence Berkeley National Laboratory*

WORKSHOP TOUR 4: OAKLAND INCUBATORS, MAKERS, REVITALIZATION AND ENTREPRENEURIAL STRATEGIES

This workshop tour will take an insider's peek at key incubators, maker spaces, accelerators, pop up retail and mixed use developments in Oakland's Old Town, Downtown and Uptown Districts. Meet with Oakland entrepreneurs, developers and community leaders who are forging a new path for the city's redevelopment, revitalization and job creation strategies. Highlighted projects include:

- 17th St. corridor: an introduction to the unique mix of retail, pop-ups and tech clusters connecting Oakland's Broadway Corridor with Lake Merritt's side streets
- SfunCube: the country's only incubator/accelerator focused exclusively on solar innovation

- The HIVE: a new block of mixed-use development in Oakland's Uptown district
- Impact Hub: part coworking space, part art gallery and event space and supports a community of entrepreneurs, B-Corps and conscious businesses working at the intersection of art, technology and enterprise. Hear from Oakland entrepreneurs directly on what they are working on.
- 25th Street Collective

This workshop tour will end at Impact HUB Oakland for a sit-down group conversation around multiple questions including a lively discussion around who is benefiting from this new direction and what the challenges are – both seen and unseen.

- Jose Corona, *CEO, Inner City Advisors*
- Sarah Filley, *CEO & Co-Founder of Popuphood and CMO, OppSites*
- Lisa Chacón, *Co-Founder & Co-Director, Impact HUB Oakland*

WORKSHOP TOUR 5: DOWNTOWN BERKELEY - ARTS DISTRICT, TRANSIT, ENTREPRENEURSHIP AND ECONOMIC DEVELOPMENT STRATEGIES

Downtown Berkeley, immediately to the West of the U.C. Berkeley Campus, is currently undergoing a renaissance based on a combination of arts/entertainment, start-up entrepreneurship, new housing development and access to excellent regional transit resources. The City actively partners with the Downtown business community through a property-based business improvement district (BID) to support the area's ongoing revitalization. Explore the area's ongoing revitalization efforts including the Downtown Arts District, iconic restaurants, new co-working spaces, and other cultural venues. Discuss how Berkeley's arts-led placemaking development strategy created a unique vibrant core that was leveraged to attract other urban assets. The tour will also visit the historic U.C. Theatre which will be just finishing an extensive refurbishment after 12 years of vacancy. Tour leaders will show how the City's recently adopted Downtown Plan – which allows for increased density – has stimulated proposals for new large-scale projects, and includes a \$30+ million Streets and Open Space Plan transforming the public realm also. Over 1,800 housing units in 16 projects are currently in the pipeline or under construction in our near the Downtown. The tour will also identify examples of how the City of Berkeley – which never had a Downtown Redevelopment District – has used scrappy public improvement strategies to help transform the Downtown's public realm in a meaningful way. Attendees will see how the City and private sector partners are promoting Downtown's role as a regional center for start-up entrepreneurship. This has led to the establishment of the Berkeley Startup Cluster, an active public/private partnership that creates a supportive business environment for emerging companies, especially 'spin outs' from the University. Attendees will visit

the 'Skydeck', an incubator that hosts top U.C. Berkeley startup teams, and at least one of Downtown's local co-working spaces.

- Michael Caplan, *Economic Development Manager, City of Berkeley*
- John Caner, *CEO, Downtown Berkeley Association*

WORKSHOP TOUR 6: RICHMOND'S HISTORIC DOWNTOWN REVITALIZATION, HOUSING REDEVELOPMENT, BLIGHT ELIMINATION AND SOCIAL JUSTICE

Main Streets and downtowns around the country are struggling to bounce back. This workshop tour will take delegates into the heart of Richmond's Historic downtown revitalization, with a special focus on Main Street. Once a prosperous and vibrant downtown, Richmond's Main Street is employing new strategies in commercial, residential, and mixed-use redevelopment to regain its economic foothold in the Bay Area. What infrastructure improvements are having the most impact? How has BART's transit-oriented development impacted the city's economic resurgence? What remains to be done? Delegates will get an insider's look into how the city's new arts center has spurred redevelopment as well as new senior and affordable housing. What redevelopment strategies and financing strategies are really working? Discuss and debate recent improvements, critical needs and new challenges facing the city and its residents. Three local Richmond leaders will give a behind the scenes perspective on this workshop tour.

- Amanda Elliott, *Executive Director, Richmond Main St. Initiative*
- Janet Johnson, *Economic Development Administrator, City Manager's Office, City of Richmond*
- David Gray, *Director of Projects and Programs, Office of Richmond Mayor Tom Butt*

WORKSHOP TOUR 8: DISTRIBUTED, RENEWABLE AND DEMOCRATIZED CLEAN ENERGY AND WATER

Marin Clean Energy (MCE), in partnership with numerous Bay Area communities, has been reinventing a new model of clean energy procurement and ratepayer advocacy by implementing a community choice model. The first of its kind in California, and touted nationally for its innovative approach, the model started in Marin, expanded to Richmond, and has now spread to multiple counties in the Bay Area. On this workshop tour, hear from MCE and the City of Richmond's leaders on how new projects are being deployed, funded and fast-tracked. Visit some of the largest renewables projects in the Bay Area which would not have been

possible without this new distributed model. Visits will include projects that are successfully deploying clean energy as well as innovative wastewater treatment projects.

- Alex DiGiorgio, *Community Affairs Coordinator, Marin Clean Energy*
- Adam Lenz, *Environmental Manager, City of Richmond*
- Troy Tyler, *Founder & CEO, SMASHSolar*

WORKSHOP TOUR 9: TOYOTA MIRAI RIDE & DRIVE: THE INNER WORKINGS OF THE WORLD'S FIRST MASS-PRODUCED HYDROGEN FUEL CELL ELECTRIC VEHICLE

Be one of the first people in the world to drive the new Mirai – Toyota's new hydrogen fuel cell electric vehicle – before it even hits the dealerships. The hydrogen fuel cell electric vehicle revolution is here and California's public hydrogen refueling station network is underway with 20 new stations built by the end of 2015 and 20 more by the end of 2016, initially targeting the San Francisco Bay area and southern California. Get your questions answered by the Toyota Mirai Team on how it works, how it performs, and assess for yourself the Hydrogen future. Learn why Toyota and other manufacturers believe fuel cell vehicles will change the world.

- John Hanson, *Advanced Technology and Business Communications, Toyota Motor Sales, Inc.*
- Matt McClory, *Manager, Toyota Technical Center, Toyota Motor Engineering & Manufacturing, North America, Inc.*

WORKSHOP TOUR 10: DRONES FOR THE CITY - URBAN APPLICATIONS AT WORK

Detroit Aircraft Co. will deploy Indago, their advanced unmanned aerial vehicle (UAV), on site at the Craneway Pavilion. Participants will see Richmond, in real-time, and learn about the many non-law-enforcement urban applications for drones which include fire, public safety, environmental, utility, agriculture, and more. Monitoring and managing traffic flows is only one of many tough problems being aided, and solved, from the use of drones in cities. The experience of Detroit's Fire Department has been one successful case study, but so too is the timely delivery of emergency supplies into urban centers which would otherwise be difficult or impossible to reach.

- Jon Rimanelli, *Founder/CEO, Detroit Aircraft, LLC*

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FOOD SYSTEM MAPPING AND RESILIENCY PLANNING: WHERE IS YOUR FOOD COMING FROM DURING THE NEXT SUPERSTORM?

Kim Zeuli

Senior Vice President and Director of Research, ICIC

Understanding a city's food system vulnerability in the event of natural disasters and its energy implications are challenges finally getting the attention of many urban centers. The session will highlight urban food mapping and resiliency strategies in three cities—Boston, New York and San Francisco. The City of Boston's Office of Food Initiatives engaged ICIC to study the resilience and preparedness of Greater Boston's food system in the event of a natural disaster. The project aims to understand the points of production, processing, and distribution of Boston's food system and identify areas of vulnerability. As New York City is learning from Hurricane Sandy, the Office of the Food Policy Director is increasingly considering long-term food resiliency. San Francisco has also begun to address food resiliency – more so than many other cities – as decision makers realize that food is a critical part of disaster recovery in the short and long-term.

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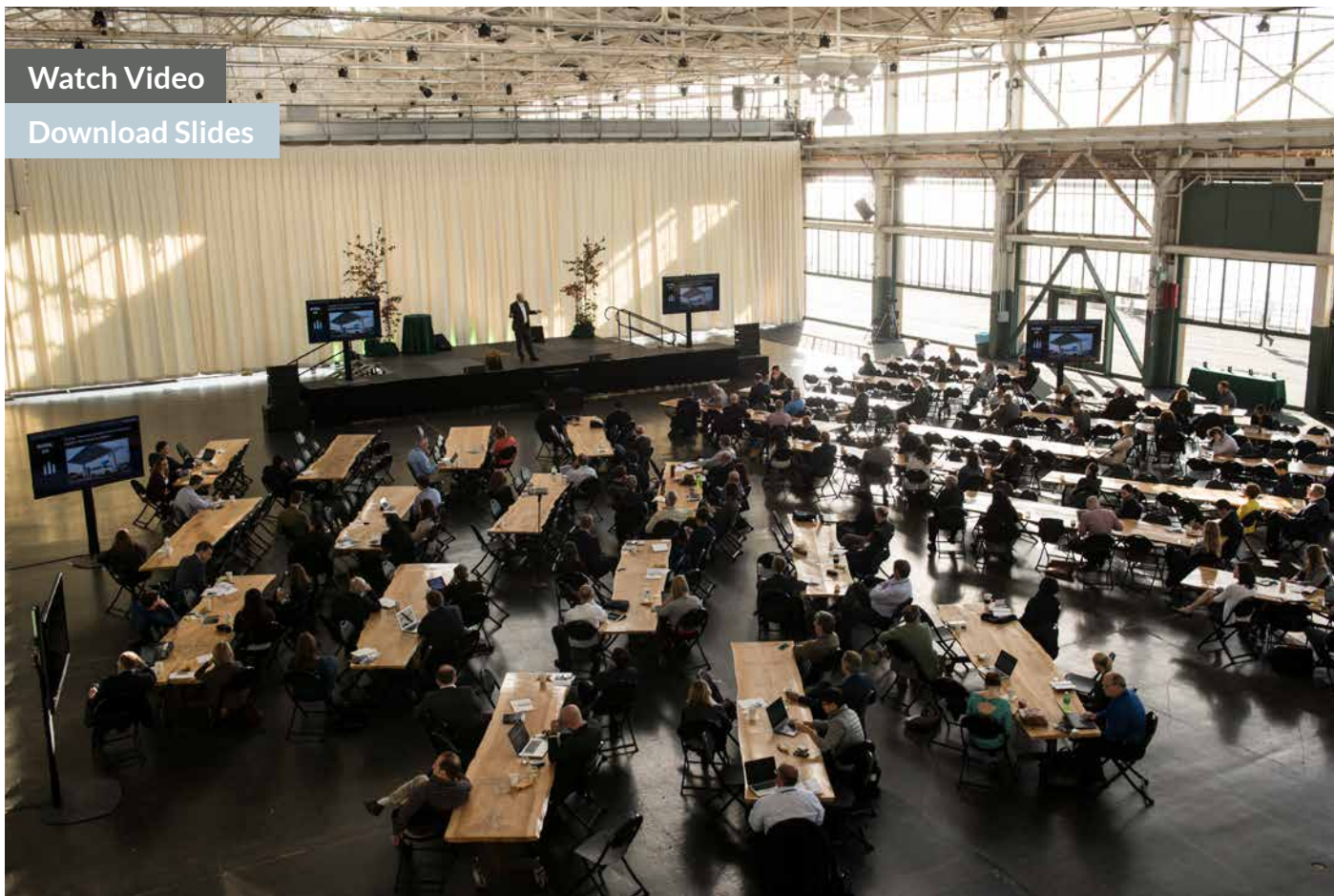


URBAN INNOVATOR SPOTLIGHT

Claire Nelson, *Director, Urban Innovation Exchange*

Sommer Woods, *Vice President of External Relations and Marketing, M-1 Rail*

Issue Media Group and Meeting of the Minds are proud to announce a new initiative, made possible by support from the Kresge Foundation.



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REMIXING THE 21ST CENTURY TRANSPORT RECIPE

Matt McClory

Manager, Toyota Technical Center, Toyota Motor Engineering & Manufacturing, North America, Inc.

As the Toyota Mirai launches this week in California, we might ask ourselves “why should we care about Hydrogen Fuel Cell Electric Vehicles?” The answer has less to do with the car as it does the dawn of a “Hydrogen Society.”

A man in a dark suit and white shirt is shown in profile, gesturing with his hands while speaking. He is standing in front of a large, modern building with a glass facade and a balcony. The background is slightly blurred, emphasizing the speaker.[Watch Video](#)[Download Slides](#)

RICHMOND BAYWAY: PLANNING FOR THE WATERFRONT IN 2100

Tom Leader

Founder, Tom Leader Studio

The San Francisco Bay waterfront poses a climate and seismic challenge. In thinking about the future of urban communities on the water's edge, particularly Richmond, Tom Leader and his studio have developed a series of thought pieces and design concepts that challenge our notions about the viability of where and how we prepare for a changing climate, rising sea levels, shifting seismic activity, environmental impacts, economic livelihoods, industry, energy, and social sustainability.

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ARE WE THERE YET? GETTING FARTHER DOWN THE ROAD TO THE SMART CITY

Moderator: Gordon Feller, *Board Co-President, Meeting of the Minds*

Rick Azer, *Director of Development, Smart Integrated Infrastructure Group, Black & Veatch*

Dave Pogue, *Global Director of Corporate Responsibility, CBRE*

Making smart city visions a reality will require “comprehensive approaches” that begin to transform each and every major corner of the city’s life, especially in urban infrastructure: power supplies, energy grids, broadband networks (wired and wireless), lighting, buildings, mobility, street design, etc. These innovations are reshaping our multi-faceted relationship with the city. This unique session will bring together leaders from different smart city sectors to discuss how a more comprehensive approach can truly be accomplished if we are to successfully upgrade more cities into smart and connected places to live, work and play. What will it take? How far are we from the next level on the path towards a successful smart city revolution? This session will provide a glimpse around the corner, offering a clear-eyed view of alternative, smart urban futures which are already emerging.

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THE WATER AND DROUGHT CRISIS: LEARNING FROM ABROAD

George Madhavan

Director, 3P Network Department, Public Utilities Board, Singapore

When Singapore gained independence in 1965, providing water for its population and economy was a seemingly impossible challenge for the new Government. Today, through sound water management policies and investments in R&D, the city-state boasts of a vibrant and thriving water sector. Singapore's national water agency, PUB has put in place a long-term water supply strategy with four different water sources known as the Four National Taps: water from local catchments, imported water from Malaysia, high-grade reclaimed water (branded NEWater), and desalinated water. NEWater is the jewel of its water diversification strategy, meeting up to 30% of its current water needs, and is set to supply more than half of water demand by 2060. Together with a proactive community engagement programme to motivate the public to conserve and keep our catchments clean, Singapore has become a model of sustainable urban water management for the world.

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BRAZIL'S CITIES: IN CONTENTION, IN TRANSITION

Letícia Osorio

Human Rights Programme Officer, The Ford Foundation, Brazil

Large-scale urban redevelopment in the largest South American economy is being driven by massive socio-economic forces, not least of which is the World Cup and Olympics. Many of these projects — in urban housing and transport (roads, rails, airports, BRT) — are displacing residents and affecting other fundamental rights. Deep impacts are being felt in the very neighborhoods where people live their lives. What is the government's strategy, and how is it playing out in the real world, through both private and public investments? Who is the redevelopment process serving? What will the long-term impacts be? Many projects are hotly contested and have spurred a surge in bottom-up participatory planning, and that in turn is starting to make itself felt in national policies and in municipal government. Simultaneously, grassroots-oriented media outlets are telling the stories in ways that challenge mainstream media narratives. In this session you'll hear about the latest developments from one of the most prominent sponsors of change-oriented organizations working to shift the debate about Brazil's urban futures.



POST-BANKRUPTCY DETROIT: WHERE DO WE GO NOW?

Rip Rapson

President, The Kresge Foundation

Detroit, in its grit and glory, is forging a new dynamism – through connection and cooperation. New players complement the tried and true; new possibilities offer a frank hope. There are new styles of decision-making, too, that are inclusive and distributed. The Kresge Foundation's President Rip Rapson will talk about the extraordinary circumstances associated with the city's bankruptcy, which propelled philanthropy in unexpected directions. These new approaches represent the next generation of philanthropy for Kresge and for the entire sector. It arises from Kresge's aspiration to effect meaningful change in society, shaped and tested by their efforts in Detroit.

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DETROIT TO MEMPHIS: POST-INDUSTRIAL URBAN ECONOMIC DEVELOPMENT AND REVITALIZATION STRATEGIES

Leslie Lynn Smith

President of EPIcenter and Vice President of Memphis Bioworks Foundation

Leslie brings her experience leading Detroit's TechTown to Memphis, where she has taken the helm of an exciting new organization called the EPIcenter. The mission of both groups is similar: to reinvigorate struggling, post-industrial cities by championing residents with bold ideas and tenacity, and empowering them to convert those ideas into solid and sustainable businesses. From its inception in 2007 through 2014, TechTown served over 1,000 small companies and helped them raise \$107MM in capital that created new jobs, vibrancy and an infusion of wealth into the local economy. Leslie is now standing up Memphis' EPIcenter, a "front door" point of contact for entrepreneurs and creators that coordinates local resources around small business training, mentors, investors, networking, and technical assistance programs. From cloud-based services to coffee shops, Leslie fiercely believes that we can redefine cities and neighborhoods by catalyzing innovative ideas, and the audacious founders that develop them into startup companies.

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ANATOMY OF AN EXPANSION: ONE REGION-WIDE CAR SHARING NETWORK IS FILLING BIG GAPS

Michael Uribe

Regional Vice President–West, Zipcar

The sharing economy is now much more than two buzzwords. But how exactly to scale up? We've asked an executive from one of the sharing economy's best success stories to unravel the mystery. How did the Bay Area arrive at its current state of play? Growing from a few hundred members sharing a few dozen cars in San Francisco in 2005, to tens of thousands of members sharing more than 1,000 cars across the city, East Bay, Silicon Valley and San Jose. This measured expansion is the result of a combination of Zipcar's "build from the inside out" approach to car sharing, innovative policies put in place by several local governments and municipalities, and the recognition by leading universities of the benefits of car sharing. Today, the Bay Area stands as one of the most, if not the most, expansive integrated network of car sharing, and a case study for other cities and regions looking to do the same.

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THE NEW CITY HALL

Michael Vole

Director, Young Adult's Department, City of Tel Aviv, Israel

Creating a connected urban community means linking young creatives to each other and to their city – particularly city hall. That is the core idea embedded inside Tel Aviv's Young Adults Department – the first of its kind – created by Michael Vole. Reinventing local government means enabling innovative ways for young citizens to interact with each other and with their government. After testing new approaches, Michael has found some underlying principles that might also work in your city.

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NEXT-GEN COMMERCIAL BUILDINGS: FROM LAB TO MARKETPLACE

Moderator: Ashley Grosh, VP and Environmental Affairs Business Initiatives Manager, Wells Fargo & Company

Richard Adams, Director of the Innovation and Entrepreneurship Center, National Renewable Energy Laboratory

Oren Schetrit, Co-Founder & CEO, Whisker Labs

Beverly Alexander, Co-Director, Cleantech to Market Program, Energy Institute at Haas

Today, 40% of energy is consumed by commercial buildings in the U.S. Additionally, people spend nearly 90% of their time indoors. How can we make buildings more efficient as well as provide a healthier and more productive environment for the individuals who occupy them? The answer is through technology innovation. There is no shortage of good ideas. The U.S. has always been a leader in innovating technologies, but as of late, a significant valley of death exists from getting these ideas out of the labs and into the commercial marketplace. If we are able to speed up the rate of adoption and commercialization path for sustainable building tech entrepreneurs, a domino of economic, social and environmental benefits will follow. Technology adoption will ultimately help our communities be more sustainable, improve the quality of life for occupants and create a wave of economic development as new companies emerge. Learn how Wells Fargo has created a unique program and platform that creates an ecosystem around the problem and opportunity related to commercial building energy use.

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DIGITAL FINANCE, ALTERNATIVE CURRENCIES AND HOUSING IN VANCOUVER

Moderator: Kaz Brecher, *Founder & Chief Catalyst, Curious Catalyst & Faculty, THNK School of Creative Leadership*

Christine Duhaime, *Executive Director, Digital Finance Institute*

Mukhtar Latif, *Chief Housing Officer, City of Vancouver*

According to provocateur and THNK alumni Michell Zappa, “an industry-toppling, government-shifting, sector-disrupting revolution is underway. Think Napster, but bigger.” You have probably felt the undercurrents. Yet as economic waves rock the boat of capitalism, many are unprepared for what’s next. Looking at the future through this lens and using the Vancouver housing market as a petri dish for discovery, THNK School of Creative Leadership has asked “how might alternative and digital currencies increase access to affordable low-carbon housing for those in need?” This is the Challenge that THNK put to its first Vancouver cohort, inviting a diverse ecosystem that includes innovation partners like the City of Vancouver and the Digital Finance Institute to roll up their sleeves with the executive participants. We’ll find out what they’ve discovered about how fintech and alternative financial models are impacting urban landscapes and providing surprising hope for global communities.

A man in a dark suit and glasses, identified as Chris Hamel, is standing on a stage and presenting. He is holding a small black device in his right hand and gesturing with his left hand. To his left is a large, empty screen on a stand. The background is a plain, light-colored wall.[Watch Video](#)[Download Slides](#)

INFRASTRUCTURE FINANCING – EXPANDING THE OPTIONS

Chris Hamel

Managing Director & Head of Municipal Finance, RBC Capital Markets

According to the U.S. Conference of Mayors polling data, 65 percent of respondents endorsed infrastructure spending as an important priority. While Washington policy makers continue to debate funding sources, there is an equally important discussion related to the financing model. Perhaps the way forward is a hybrid involving the most effective aspects of both Public-Private Partnerships (P3) and municipal markets. To that end, it is more likely that the solution to financing the massive backlog of U.S. infrastructure will not come from just the tried and true, but rather a new approach that the municipal industry should have an active voice in guiding.

A man with a beard and grey hair, wearing a dark suit jacket over a light blue shirt, stands at a podium covered with a green cloth. He is holding a small black device in his right hand and gesturing with his left hand. The background is a blurred indoor setting with white columns and a plant with pink flowers on the left.[Watch Video](#)[Download Slides](#)

INNOVATIONS IN FINANCING INFRASTRUCTURE

George “Mac” McCarthy

CEO, Lincoln Institute of Land Policy

American cities have been pushed to the limit in maintaining municipal fiscal health, squeezed by federal mandates coinciding with decreases in state and federal aid, and a continuing backlash against the bedrock source of revenue for local government, the property tax. And all this is just at a moment when investments in infrastructure have never been more necessary for metropolitan regions. George W. “Mac” McCarthy, president and CEO of the Lincoln Institute of Land Policy, will explore the use of the mechanism of value capture to finance urban infrastructure — widely used in Latin America, but just starting to get attention in the U.S.

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CROWDSOURCING AND CROWDFUNDING 2.0: REINVENTING URBAN SYSTEMS

Moderator: Melanie Nutter, *Principal, Nutter Consulting LLC*
Jase Wilson, *CEO, Neighborly*
Rose Broome, *Founder, Handup*

Urban focused start-ups are re-imagining city services, raising capital, and scaling quickly. By disrupting traditional approaches and by some accounts, broken urban systems, they are creatively solving intractable and long-held urban challenges. Hear about some these innovations from the innovators themselves in social services, municipal financing, and the transportation sector. How are these urban systems changing? Where did these ideas come from? How did they evolve? What are the tangible impacts for cities and their residents, now and into the future?

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RETHINKING THE FUTURE URBAN WORKFORCE – NEW EDUCATION, HUMAN CAPITAL AND SKILL BUILDING MODELS

Moderator: Lenny Mendonca, *Director Emeritus, McKinsey & Company*
Jeanne Beliveau-Dunn, *Vice President and General Manager, Cisco Systems*
Martin Scaglione, *President and CEO, Hope Street Group*
Tammy Johns, *Founder & CEO, skills.com*

What does the future urban workforce look like? How do cities support learning for everyone? Some high schools and community colleges are taking a different approach which combines skills — and in some cases going beyond skill-based training. How do we prepare a workforce for economies that change fast, perhaps even every decade? Will formal education models still exist in 15 or 20 years? What are some of the new “advancement models” that don’t follow the classical approach? Hear from leaders in multiple sectors who are creating better methods and building stronger bridges between formal learning organizations, governments, the private sector, and non-profits.



THE COLLEGES WE NEED TO CREATE THE CITIES WE WANT

Van Ton-Quinlivan

Vice Chancellor, California Community College's Chancellor's Office

Community colleges (CCs) sit at the nexus of some of the most powerful forces reshaping our lives. The very best of such schools are positioning themselves as vital contributors to the retooling underway in their cities. CCs will change the ways that the next generation of leaders, makers, citizens get trained for their future roles. A place-based approach to learning requires that entrepreneurs connect with their communities. But changing how CCs link with neighbors, neighborhoods and businesses is easier said than done. As creatives move from holding jobs towards holding 'work', CCs must invest in whatever makes it easier for students to create their work portfolios. Education and work training have been separated from one another. Now, the best skilled-worker has formal training and succeeds when they have already applied it before entering the workforce. The new economy means what for training? How do we prepare someone for active participation in this new emerging economy?

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A NASA VISION FOR OUR URBAN FUTURE

Rosalind Grymes

Deputy Director, NASA Ames Partnerships Directorate

Rose Grymes has been at NASA Ames in Silicon Valley for almost 25 years. With a keen sustainability eye focused on advanced technology solutions, she will share concepts NASA is exploring with intriguing applications for urban landscapes, such as water purification, robotics, 3-D transportation and more. Ponder the concept of cities in space as you wrap up your Meeting of the Minds experience.

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THE UNVEILING OF MAVERICKS, CALIFORNIA'S NEWEST BEER

Introduction: Lenny Mendonca, *Co-owner and Co-founder, Half Moon Brewing Co. & Mavericks Brewing*

Judging Panel:

Jen Biesty, *Executive Chef/Partner, Shakewell*

Gordon Feller, *Director, Cisco & Board Co-President, Meeting of the Minds*

Hugo von Meijenfeldt, *Consul General, Consulate General of the Netherlands, San Francisco*

Ed McCormick, *President, Water Environment Federation*

Mayor Tom Butt, *City of Richmond, CA*

This unique beverage, brewed by Mavericks Brewing, a sister company of the Half Moon Bay Brewing Co., uses high purity recycled California water to create a remarkable taste. In collaboration with Meeting of the Minds, Mavericks is organizing a tasting event this evening. A panel of leaders from government, the food industry, and the water industry will participate in this blind tasting.



DELEGATES

DELEGATE LIST

Kimberly Aceves
Founder & Executive Director
RYSE Center

Deborah Acosta
Chief Innovation Officer
City of San Leandro

Richard Adams
Director, Innovation & Entrepreneurship Center
NREL

John Addison
Writer
Meeting of the Minds

Beverly Alexander
Co-Director
Cleantech to Market, Haas School of Business, UC Berkeley

Charles Alexi
Consultant
Genocities

Kiva Allgood
Sr Director, Business Development
Qualcomm Technologies Inc

Jim Aloisi
Principal
Trimount Consulting

Iyad Alsaka
Partner
Office for Metropolitan Architecture

Jason Anderson
President and CEO
Cleantech San Diego

Nancy Andrews
President & CEO
Low Income Investment Fund

Erika Anthony
Sr. Director of Advocacy, Policy & Research
Cleveland Neighborhood Progress

Jody Applebaum
Director Customer Acquisition and Business Development
Cisco

Diane Aranda
Program Manager
The California Endowment

Ana Marie Argilagos
Senior Advisor
The Ford Foundation

Cynthia Armour
Program Manager
Bike East Bay

Gabino Arredondo
Health and Wellness Coordinator
City of Richmond

Laurent Arribe
Graduate Student
UC Berkeley

Kristi Audette
Event Planner
Meeting of the Minds

Jessica Ayran
Student
CCA

Rick Azer
Director, Development
Black & Veatch

Joe Bacal
Pro Driver
JTGrey Performance Driving

Bradford Bailey
Reporter
Richmond Confidential

Andrea Bailey
Community Engagement Manager
Chevron

Colin Bailey
Executive Director
The Environmental Justice Coalition for Water

Michelle Baran
Global Partner Marketing Manager
Cisco

Will Barkis
Technologist
Orange Silicon Valley

Crystal Barriscale
Regional Director of Urban Design
HKS, Inc.

Guneet Bedi
Director, IoE Asset & Energy Management
Cisco Systems

Roger Behrens
Associate Professor
**Centres for Transport Studies, Department of Civil Engineering,
University of Cape Town**

Rob Bennett
CEO
EcoDistricts

Natalie Berns
Marketing Consultant, Off the Grid
Presidio Graduate School

Erin Bertiglia
*Program Development Administrator, Environmental Energy
Technologies Division*
Lawrence Berkeley National Laboratory

Deborah Bey
Director, Research and Innovation
Delos

Justin Bibb
Managing Principal
Morris Strategy Group

Jen Biesty
Executive Chef & Partner
Shakewell

Mike Blakeley
Managing Director, Enterprise & Industry
Nathan Associates Inc.

Alivia Blount
Student
UC Davis

Ellen Boccuzzi
Acting Director, Governance and Law
The Asia Foundation

Charles Borg
Retired
Envirocern

Francesco Botti
Distinguished visiting scholar
U Rome / IBM

Mustapha Bouhayati
CEO
FDD LUMA/Arles

Jen Boynton
Editor in Chief
TriplePundit

Kaz Brecher
Founder & Chief Catalyst
Curious Catalyst

Clara Brenner
CEO
Tumml

Susan Brice
Partner
Bryan Cave LLP

Jack Broadbent
Executive Officer/APCO
Bay Area Air Quality Management District

Rose Broome
Co-Founder & CEO
HandUp

David Brosky
Planning Intern
City of Richmond

Joshua Brown
*Administrator, Building Technologies and Urban Systems, Energy
Technologies Area*
Lawrence Berkeley National Laboratory

Allwyn Brown
Assistant Chief of Police
Richmond Police Department

Colin Brown
US Market Development
World Programming

Bill Burch
Senior Producer
Cisco Systems, Inc.

Damali Burton
Strategic Initiatives Manager
Making Waves Foundation

Chris Busch
Research Director
Energy Innovation

Sonia Bustamante
Chief of Staff, Supervisor John Gioia
Contra Costa County

Tom Butt
Mayor
City of Richmond

Finnis Caldwell
Student
Stride Center

James Caldwell
Chief Executive Officer
E3 Regenesi Solutions

John Caner
CEO
Downtown Berkeley Association

David Capelli
CEO/Founder
TECH Miami

Michael Caplan
Economic Development Manager
City of Berkeley

Shannon Casey
Director of Communications
Cleantech San Diego

Lisa Chacón
Co-Founder & Co-Director
Impact Hub Oakland

Art Chang
CEO
Tipping Point Partners

Susan Chapelle
City Councillor
District of Squamish

Jean yves Charon
Founder
GalaxyDesserts

Jaycie Chitwood
Advanced Technology Vehicle Manager
Toyota Motors North America

Laura Choi
Senior Research Associate
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