



Meeting of the Minds

Final Report

October 9-11, 2012
San Francisco, California



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Welcome

Dear friends,

Welcome! We're excited you're here in San Francisco and that you and more than 300 others are joining us for Meeting of the Minds 2012.

For the past six years, we have gathered in different cities with a single purpose: to identify tested and untested solutions that can help us build connected and sustainable cities and regions, and to share those solutions with each other.

Since our last Meeting in September 2011 in Boulder, the need for radical innovation has grown more intense, in part because of economic hardship, extreme weather, and the hunger we all have for a dramatic shift in the way our human systems perform and interact with natural systems.

There is some good news to report. At the same time as systemic stresses are becoming more severe, significant technological advances are expanding opportunities for radical change. In our humble opinion, we can't wait any longer to put into practice the best innovations, to apply them in new ways and achieve outcomes that foster a more creative, sustainable and resurgent economy.

Every year our Meeting reveals a few innovations with breakthrough potential, showcases some outstanding public policies that offer real hope and spotlights strategies that can move us closer to connectivity and sustainability goals.

With this in mind, we've designed Meeting 2012 as a place where you can do more than share key lessons drawn from 'what works today.' You will also have time to focus on 'what could work,' presented by

innovators who are hard at work putting their innovations through real world stress tests in cities. They are coming together here, in the spirit of 'open source,' to share results. That means we'll get time together to adjust our tactics, making it possible to bring home the very best of what's being done by each and every innovator joining us.

A key component of Meeting 2012 is enabling innovation. We try to do that through various means. One of these sounds simple: linking the private, nonprofit and public sectors to identify and share solutions. In its best moments, Meeting 2012 will connect you, the innovators, with two sometimes missing ingredients: living labs ready to become early adopters and partners willing to step up with vitally needed support.

If you've been wondering how and where we can move the needle, you're in the right place.

We're looking forward to building partnerships with all of you and we stand ready to start creating powerful solutions together.

Best wishes,

Gordon Feller
Convenor and Co-Founder

Jessie Feller
Managing Director,
Meeting of the Minds

Summary & Statistics

October 9-11, 2012

San Francisco
California

3

Days

344

Attendees

63

Speakers

27

Sessions

Media

28 press in attendance

685 webcast viewers

<http://cityminded.org/motm2012-ustream-4179>

Video

<http://vimeo.com/meetingoftheminds>

400+ Photos

<http://www.flickr.com/photos/meetingoftheminds>

**A New
Website
Launched**

cityminded.org

Twitter

@meetoftheminds

481 followers

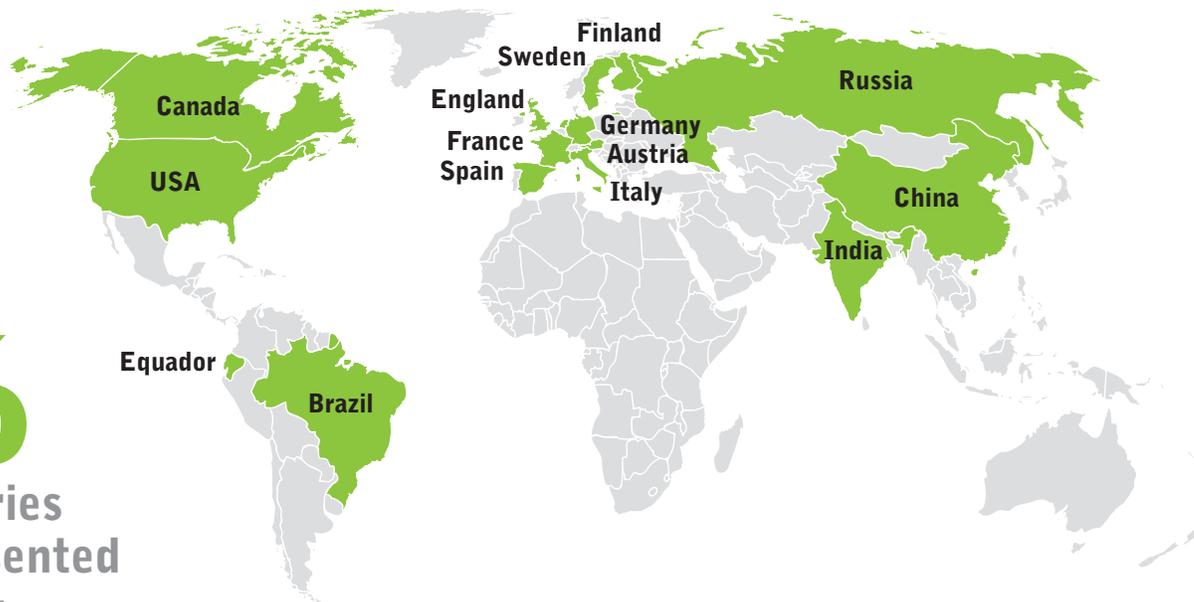
Hashtag

#motm2012

1000 Total Mentions

16

Countries
Represented
Among
Attendees



Media/Press Coverage

For a full list of media coverage with links, photos and video, please visit our website at <http://cityminded.org/c/media-coverage>

Top articles and blog posts covering Meeting of the Minds:

SmartPlanet's Rachel King continued her excellent coverage of Meeting of the Minds 2012 with two articles focused on Colin Harrison and Vancouver Mayor Greg Robertson.

FastCompany published **an interesting article** on the challenges and benefits of including electric vehicles in car sharing fleets – something City CarShare has done successfully in the San Francisco area, and something the CEO, Rick Hutchinson, spoke about at Meeting of the Minds 2012.

Do citizens really need apps? Or should city leaders keep their focus on paved roads and zoning rules? The question is raised in **John King's coverage** of Meeting of the Minds 2012 in the San Francisco Chronicle: **'Meeting of the Minds' on cities' future.**

As a result of Meeting of the Minds, Fast Company's Ariel Schwartz reported on a new project from City24x7 to retrofit old phone booths in New York City with 32-inch touch screens that display hyper-local transportation, event and business info.

CleanFleetReport.com recently published a list of the **top 10 car sharing programs in America**, with special attention paid to programs that feature the new electric vehicles from Nissan, Chevrolet, Ford, Toyota, Honda, Smart, BMW and other automakers.

Speaking at **Meeting of the Minds in San Francisco**, Qualcomm CTO Matt Grob laid out a plan to improve Qualcomm's network capacity over the next ten years by working smarter, not harder. ZDnet.com covered the presentation in their article, **Qualcomm CTO talks meeting growing network capacity needs in cities.**

Two of the sponsors of Meeting of the Minds – **Toyota** and **Cisco** – were featured in the ABC News today. Toyota's **Bill Reinert** and Cisco's **Gordon Feller** discussed how the car and the network are working together to provide new mobility solutions in cities. <http://cityminded.org/abc-news-covers-meeting-of-the-minds-2012-3922#!prettyPhoto>

Neal Pierce wrote a column on his blog citiwire.net discussing the sharing economy that is emerging among today's urban, younger generations entitled **"Sharing – Not Ownership?"**

Several Cisco executives wrote on the Cisco blog about the conference including:

- **May the Force Be With You**
Canada by Nitin Kawale
- **Sustainable Cities & Technology: Insights & Final Thoughts from Meeting of the Minds 2012** by Kathy English

Gerald McSwiggan from Business Civic Leadership Center wrote an **article** discussing his reflections and takeaways from the Meeting, including this comment: many of the presentations over the two days, I was also struck by the importance of public-private partnerships. Many of the successful innovations hinged on the ability of the business community to work with local government."

Website

Meeting of the Minds launched a new website at the conference: cityminded.org

Visitor Stats

(Leading up to the conference: Jan 1, 2012 – Oct 12, 2012)

- 12,605 unique visitors
- A total of 20,450 visits
- 45,518 total page views
- An average of 2.23 pages per visit
- 61.6% were new visitors



Stats for @motm2012

- We currently have 481 followers
- We are following 461 accounts
- Reached almost 1,000 total #MOTM2012 mentions during course of event

We created a hashtag for Meeting of the Minds 2012:

#motm2012



mark gilbreath
@markgilbreath

Data is the oil of the 21st century.
#motm2012 @MeetoftheMinds



Story Bellows
@storybellows

On bottoms-up civic innovation:
"Great cities are created by great
people" @Jay_Nath #motm2012



Urban Prototyping
@urbanproto

"Permits are the new API for
making change in our urban
environment" – @Jay_Nath
sharing #UPSF / @urbanproto
at #motm2012 #cities #gov20



Victor d'Allant
@dallant

We need to switch from
globalization of competition
to globalization of solidarity ~
quoting friend @mkusumawijaya
on #MotM2012 panel



Qualcomm
@Qualcomm

Our CTO, Matt Grob, discusses
plans to make #wireless
networks 1,000x better over
the next 10 years zd.net/VZINX8 #motm2012



Andreas Gyllenhammar
@AndreasGyl

#motm2012 the Mayor of
San Francisco: 'Technology

has to be combined with a
spirit of collaboration'. True.



Lincoln Institute
@landpolicy

Innovation without inclusion
is meaningless: Leila Janah
of @Samasource ow.ly/enLgP
The Just City at Meeting of
the Minds #MOTM2012



mikel
@mikel

IBM smart cities is such a
seductive vision. But "data
exhaust" is disempowering.
What is the place of citizens &
communities? #motm2012



Rogier van der Heide
@rogiervdheide

"what we need is a user interface
between the city and the
citizen. A flow of information"
Colin Harisson #motm2012
@LivableCities @cisco



Cynthia E. Smith
@designother90

Barcelona CIO mantra: want
to be a city of productive
neighborhoods, people live &
work in same place #motm2012

Video & Photography

Global Webcast Audience

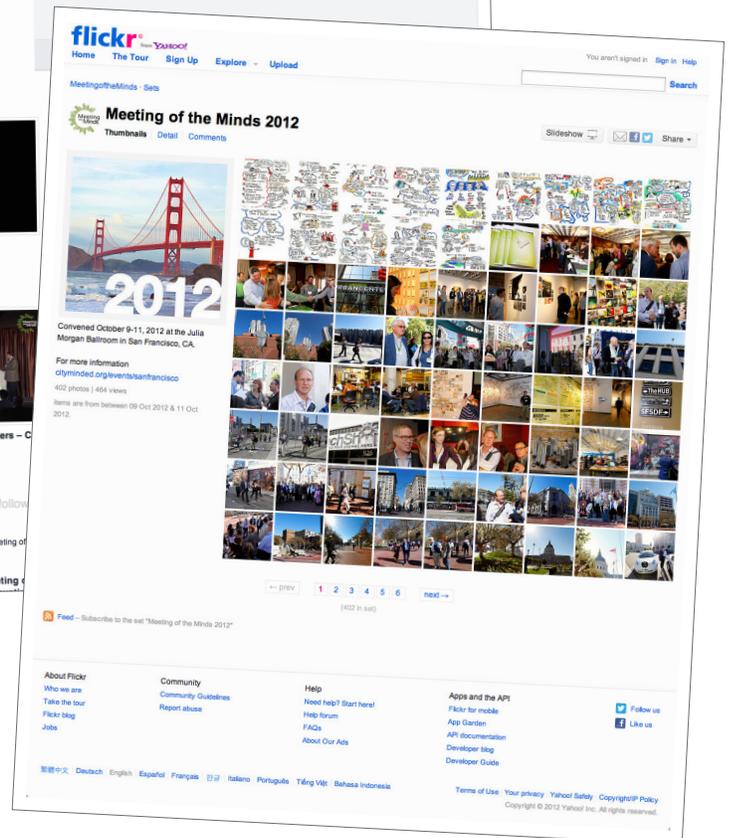
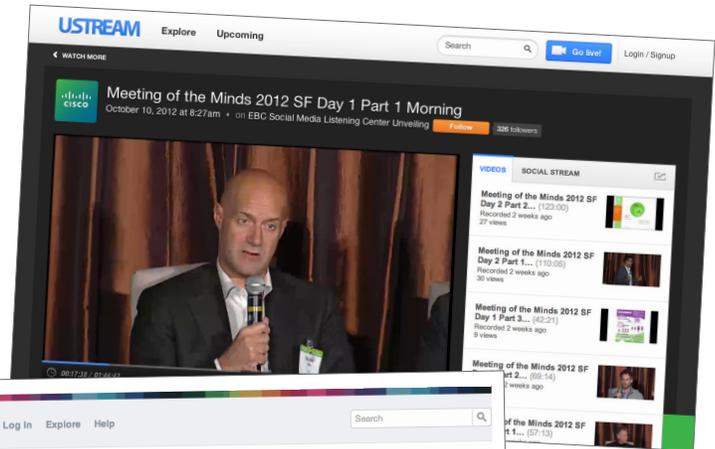
The Meeting was webcast live to the public and 685 viewers came to watch the conference in real-time from our uStream Channel.

Video

Video footage from the conference is posted on the vimeo channel: <http://vimeo.com/meetingoftheminds>

Photos

Over 400 photos from the event are posted here on the flickr site at: <http://www.flickr.com/photos/meetingoftheminds/sets/72157631743276106/>



Survey

	Poor		Excellent				
	1	2	3	4	5		
Tours	0	0	4	4	2	Tour 1: Arts, Innovation and Sustainability Tour of Central San Francisco	
	0	0	1	0	1	Tour 3: Affordable Housing & the Future of the Heart of the City	
	0	0	2	2	2	Tour 4: San Francisco's Downtown: Past, Present & Future	
Panels	0	0	6	10	11	From Industrial Zones to Innovation Zones - How Europe is Leading the Way Moderator: Nicola Villa; Manel Sanromà, Carolien Gehrels, Chris Vein	
	1	3	4	9	11	Where Is the Urban Mobility Revolution Headed? Moderator: Bill Reinert; Susan Zielinski, Susan Shaheen, Scott Samuelsen, Eric Cahill	
Next Big Innovation	0	1	4	11	12	1: The Mobile Internet Transformation - Meeting Network Capacity Needs of Cities Matt Grob	
	0	3	7	10	8	2: Future Cities Made Real - Efficient, Sustainable, Liveable James Anderson	
	0	1	6	11	11	3: Next Big Innovation: Smarter Cities Dr. Colin Harrison	
	0	1	4	13	12	4: San Francisco's Tech Innovation Journey: What's Next? Jon Walton	
	1	0	6	14	6	5: Worldwide Networks of Smart Workers - Connected and Collaborating Through Smart Work Centers Bas Boorsma, Gordon Feller	
	0	0	3	15	8	6: City Breakthroughs and Lessons Learned - The Vancouver Experience Gregor Robertson	
	0	2	10	6	6	7: The New Dutch Model for Economic Innovation Policy Bart van Bolhuis	
	0	0	3	14	10	8: San Francisco's Innovation Zone Jay Nath	
	0	1	5	8	14	9: The City Protocol - Building the Internet of Cities Vicente Guallart	
	0	2	5	12	7	10: What's on the Minds of the Leaders of the World's Top Mass Transit Agencies? Juliette Michaelson	
	1	1	11	10	4	11: Planning Tools for Civic Engagement: Is There an App for That? Armando Carbonell	
	0	1	9	7	8	12: From the Empire State Building to the Bay: The Energy Costs and Environmental Impacts of Smart Lighting Suzanne Seitinger	
	1	5	9	6	4	13: What's Next in Real Estate? New Data Measuring Building Performance - The Greenprint Performance Index Charles B. Leitner III, Uwe S. Brandes	
	0	3	6	11	6	14: The Impact of Energy Supplies on Global Urban Environments Dr. Peter Wells	
	0	1	9	9	7	15: Resilience and Communities - Adapting to Disruptive Change Charles Rutheiser	
	Breakout Sessions	2	4	3	9	7	16: Public Lighting and the Internet of Things: Examples from Amsterdam Christoph Herzig, James Crowther
		0	2	4	9	11	17: San Francisco's Secret Sauce - Innovation Drives Livability and Sustainability Edwin Lee
0		2	2	7	4	A: The Successes and Failures of Car Sharing - What's Next? Moderator: Bill Reinert; Paul Hedtke, Rick Hutchinson, Robin Chase, Mark Nomra	
0		0	2	3	4	B: Environmental Initiatives as Levers for Change: Comparing the Initiatives of Seattle and San Francisco Moderator: Nils Moe; Melanie Nutter, Jill Simmons	
0		0	2	2	5	C: The Work-Life Revolution Moderator: Peter Miscovich; Alexa Arena, Egon Terplan, Mark Gilbreath	
0		4	2	6	1	D: Smarter Cities of Tomorrow - Integrated Operations across Service Areas to Meet the Needs of Citizens Moderator: Chris Clauss; Niels van Duinen, Jeff Frazier, Story K. Bellows	
0		0	3	6	2	G: New Tools for Social Engagement - How to Better Engage the Public on Policy and Planning Issues Moderator: Tom Wright; Ron Dembo; Art Chang; Jennifer Pahlka	
0		1	1	3	1	H: Building the Smart, Sustainable City - New Strategies for Law and Policy Moderator: William Shutkin; Nestor Davidson; Karen Chapple; Hope Cohen	
0		2	1	0	3	I: The Just City Moderator: George McCarthy; Leila Janah; Mikel Maron; Victor d'Allant, Tim Campbell	
0		0	2	3	3	J: Clean Energy and Water in the Smart Cities of the Future Moderator: Jo Danko; Paul Reiter, Dylan Hixon, Hari Sankaran, Ellen Lou	
Overall Impressions		0	0	3	13	16	Overall experience at the event
		0	1	2	12	17	Timeliness of the topics
		0	1	6	15	10	Overall quality of the speakers
		0	0	1	9	22	Level of service received
		0	1	2	9	18	Opportunity for networking with peers
		0	1	1	9	20	Overall Cisco Telepresence Experience
		0	0	7	14	8	Efforts to produce an environmentally responsible event
0	2	2	15	12	Overall quality of the venue		

We received 32 responses to the online survey. The survey was referred to in the program, from the podium, and highlighted in the powerpoint show during breaks.

The survey is available online at: <http://cityminded.org/events/sanfrancisco/survey>

Comments & Suggestions

- “I could not attend in person but greatly appreciated the live-stream / webcast availability. The quality of video and audio was much better than prior events that have attempted to do this.

The main suggestions / question I have is regarding slides. Will they be made available? When watching via webcast the video would switch between the presenter and the slide and I did not get the same amount of “visual soak time” that I would have had if I were present in the room. If I would have had the slides (PDF, etc) avail as the presenters came up, I could watch both as if I were in the room.

Thanks again for providing such a high-quality event!

- I think you did a good job and once again Ger Baron and I are honoured to facilitate and support you in organising Meeting of the Minds in Amsterdam in 2013. Again many thanks! Frans-Anton

- “I found that the content was too narrowly focused this year. Last year, there was a greater breadth of topics and more examples that expanded thinking. I also enjoy hearing from researchers and scientists and did not find much of that this year.

- Thank you so very much personally and on the planet’s behalf. It gets better every year and it already started off great. You are doing a great great thing

- More intentional networking and connection of attendees together during socialization periods”

- 1. Stronger “thematic” cohesion between presentations
- 2. More variety of presentational formats.
- 3. More challenging of presenters, more controversy and debate. Less politeness.
- 4. More Asian presence.
- 5. Better breakfast, better snacks at coffee breaks. Lunch was very good.
- 6. Overall, very good!”

- One of the best conferences I have been to. Very timely for my current work in the world. Excellent people as well as content. Only nit pick would be a few more spaces for hallway type conversations and the one big breakout room was a little difficult to hear in. Meeting of the Minds was overall excellence! Thank you.

- “Breakout sessions were great. They could have been expanded a bit more, although the overall balance was very good. Maybe some more round table discussion type session so that the power of all “minds” could be tapped into a little bit more. Also, to some extent be even more creative with the form. Maybe to do a group sketch around a hot topic or discuss a case.

The digital forum after the meeting could be organized around the different program points in order to get a deepened discussion around that particular subject. All the “minds” could create an online profile linked to the discussions so we could form groups around certain questions that could live on between the meetings. Well, just a few ideas. I think the meeting was great!”

- “I liked the “pop up” style of many short presentations but would like to have added structured time for discussions on the topics. In general, I think panels are not as detailed or interesting so would be interested in new ways to present information. There was incredible value for me in the discussions with other attendees, I would love to see break out sessions for discussions, or lunch tables that are topic focused.

In one sessions, the acoustics was poor and the panel needed microphones.”

- Thank you!!!

- “More presentations from sustainable cities, less from vendors.

Excellent meeting.”

- “Suggest consideration be given to an end of the the reporter to summarize nuggets from presentations in a 10 minute summary. Massive amounts of information are flying around and this can often be helpful.

- The sessions were almost universally good to very good. The weakest session was the noon one on Thursday – it felt too much like an advertisement.”

- Excellent event. I made a lot of high quality new friends!

- Great job by everyone involved in organizing the event.

- “I cannot say enough positive things about the event!

Well’s presentation was too long, albeit important . . . but I know you all knew that . . . and otherwise the time management was extraordinary! Thanks for an BIG personal and professional impact event!”

- Other than tours, it almost didn’t matter that the event was in central SF. While the Julia Morgan Ballroom was lovely, for a conference like this, participants should engage more with the host city itself.

- “I found many of the discussions to be superficial and at about 50,000 ft – so nobody could be pinned down to anything. Of course big corporations are there to brag – but it was over the top in some cases since so little real information was shared. So many of the sessions were about technology with little or no focus on people – how and why they adopt or adapt to new technology or political realities (really – who needs a smart light standard?). The whole issue of diversity and equity was given short-shrift; so many presenters were genuinely clue-less and gave answers to such questions that would have been embarrassing ten years ago let alone today. But in fact a lot of the claims of helping poor or inner city residents were just part of the relentless promotion without explanations or even clear definitions. The politicians were at least honest about what they were up to – and besides who believes politicians anyway?

One thing that stood out from all the others as particularly poorly conceptualized was the emphasis on car sharing. Toyota was there and instead of talking about the truly stunning pace of technology affecting the car industry we heard about the sad old business of car-sharing. There are hardly any ZIPCar or other applications which aren’t relentlessly subsidized by somebody (less the public sector but still...). No one outside the sad panel you put together thinks we’re going to get much more penetration in existing markets – because the very same things that make car-sharing possible (like high density and limited or expensive long term parking) also support all its competitors – from the long-term car rental companies to public transit and walking. And in rural areas or one-way? Give me a break. I have nothing against it but I was so looking forward

to hearing about genuine break throughs and innovation in transportation.”

- I would like to congratulate you and Jessie for an excellent MOTM a couple weeks back. I can honestly say it was one of the best conferences I’ve been to over the past 5 years – great content, energy and connectivity among participants.

- I was pleased that there some were speakers who argued for making the well-researched case for the economic attractiveness of environmental protection and its fundamental role in sustainability. I am thinking of talks relating to efficiency and savings in transportation, lighting, and buildings as well as energy and water systems. I would like to see even more attention to these connections and their ROI in dollar terms but also in quality of life terms, even if difficult to express. A Welfare Economist might be programmed in the future to provide a primer on the valuation of non-traded goods and services.

I am confident that I speak for many when I say how great it was to hear from Chief Innovations Officers whose very job it is to think big thoughts and explore new paths. Tomorrow can be and in many ways should be different from today. I had an interesting chat with Chris Vein from the White House relative to changed ways of doing many kinds of business, including the way we do diplomacy. Let me add that I think that Nicola Villa made an extremely important point in the first session when he observed that the internet is an overlay to old systems. I am sure from my personal experience that (with his Italian background) he had in mind not just earlier infrastructure and information systems but also venerable historical and cultural ways that are to be built upon but not callously swept away.

- Picking up on the point about flexibility for making future decisions under changing circumstances, a couple of MotM speakers talked about uncertainty in our lives and arrangements and the even greater uncertainty that is upon us with climate change. They pointed to the greater flexibility and resilience of decentralized systems that take into consideration many kinds and sources of inputs, and invite innovation so as to adjust constantly to new realities. Perhaps a future MotM could feature

a systems scientist to supply a more sophisticated understanding of decentralized networks, the ways in which they are frequently preferable, and perhaps also limiting factors.

I particularly appreciated the longer time frame and more intense discussion in the workshops. I would suggest making greater use of that format. It looked to me like you made a concerted effort to de-conflict them so that closely related topics were not the subject of simultaneous sessions. I was caught however in wanting to attend both “The Just City” and “Clean Energy and Water in the Smart Cities of the Future.” I chose the latter and was particularly struck by the “game changing” breakthroughs in water technologies (Paul Reiter, International Water Association) and ways to finance different sorts of projects and systems (Dylan Hixon, Arden Road Investments). “The Just City” workshop looked at the opportunities presented by rapid urbanization around the world. Seizing the opportunities in new realities rather than lamenting the changing tides was the altered perspective that I pushed for while representing the US to UN Habitat and the UN Environmental Program in Nairobi.

- Like many others, I was pleased that the Just City session (and others) were available on the web for later viewing, in the very nature of MotM. For me, locating the videos could have been easier, but I might well have missed something in this regard.

Connecting with people in other US cities and abroad via Telepresence worked wonderfully on several levels. It showed off a powerful tool for enriching the discussion by bringing in valuable observations and comments from afar. Might I suggest, however, looking for ways to enliven the visual atmosphere in the other locations. As an additional note, I pushed hard on the UN in Nairobi to substitute video conferencing for expensive air travel. Raising the budget implications to Ambassadors from other donor countries brought attention to the suggestion and led to sharply increased remote meetings, including a number in which I took part.

To your further credit, the diversity of the presenters was living proof that

dynamic thinking and innovation are geographically and gender neutral. I would look forward to more testimony from more points of the compass, and given my background, especially from some of those “holes on the map.”

- Congratulations for the huge success of MotM. A number of my colleagues in the Integral City community and myself followed it via Ustream and felt very inspired by some of the presentation and the work of your talented graphic facilitator.
- Great first day of Minds. Will be rejoining you soon. Participating via the Internet is almost like being there. Almost. Miss the networking.
- Meeting of the Minds was fantastic. It gets better each year as the formula becomes stronger and more creative – which is quite a feat! You convened the best speakers yet, and even more important was the extraordinary caliber of the attendees. I saw lots of old friends, but also made wonderful new ones. I don’t think there’s a better convening anywhere, ever.
- I wanted to again commend you on the quality and execution of this year’s Meeting of the Minds event. The program and interactive collaboration were stellar.
- A first class event – excellent speakers, timely topics, fascinating attendees, and great conversations all around!

Sponsors

Conference Co-Organizers

Urban Age Institute

URBAN AGE INSTITUTE

Urban Age Institute is an international non-profit organization with a special focus on linking urban leaders and innovators with one another and with key partners: smart businesses, concerned foundations, effective national government agencies, and multilateral institutions. Organizing and managing this conference is one of several channels through which Urban Age offers leading ideas and innovations on sustainable city development. *Urban Age Magazine* was founded inside the World Bank in 1992, and became an independent non-profit organization 2000. Some of Urban Age's pioneering research was sponsored by the Gordon and Betty Moore Foundation. Contracts and others grants have been received from Rockefeller Borthor Fund, Teijin Ltd. (Tokyo), CityNet, World Health Organization, UN-Habitat, the Government of Canada, the German Government's GTZ, Mercedes and many others. www.urbanage.org

Regional Plan Association



Regional Plan Association is America's oldest and most distinguished independent urban research and advocacy organization. RPA works to improve the economic competitiveness, infrastructure, sustainability and quality of life of the New York-New Jersey-Connecticut metropolitan region. A cornerstone of our work is the development of long-range plans and policies to guide the growth of the region. Through the America 2050 program, RPA also provides leadership in the Northeast and across the U.S. on a broad range of transportation and economic-development issues. RPA's newest program, energy policy, is focused on transitioning the tri-state region to a clean-energy economy. RPA, a not-for-profit organization, enjoys broad support from the business, philanthropic, civic and planning communities. www.rpa.org

Presented by

Toyota



TOYOTA

Toyota presents Meeting of the Minds each year. As the world's largest automaker, Toyota operates under a global earth charter that promotes environmental responsibility throughout the entire company, and recognizes the need for comprehensive approaches to the effective use of resources and to the reduction of pollution and global warming. For more than a decade, Toyota has pursued development of an "ultimate eco-car" that satisfies the needs of a mobile society and is friendly to both people and the earth. Toyota is the recognized leader in hybrid technology, having pioneered the world's first mass-produced gas/electric hybrid car, the Prius, which launched in Japan in 1997 a full two years before any other manufacturer. While hybrids remain at the forefront of Toyota's "ultimate eco-car" development, the company is researching and developing many alternative fuel and vehicle powertrains, such as fuel cell hybrid and plug-in hybrid vehicles. Beyond the vehicles themselves, Toyota's environmental commitment extends to every stage of producing and selling vehicles. For example, many of Toyota's manufacturing plants have achieved zero landfill, their Sales and Marketing headquarters campus in California has one of the largest commercial Gold LEED certified buildings, and their Vehicle Distribution Center in Oregon is not only Gold LEED certified, but has also received a "Salmon Safe" certification. www.toyota.com/esg

Global Sponsors

Cisco



Cisco's Internet Business Solutions Group (IBSG), the company's global consultancy, helps leaders from the world's largest public and private-sector organizations solve their most pressing challenges. By combining strategy, process, technology, and innovation, Cisco IBSG industry experts work with

customers to take their visionary ideas from concept to reality. We achieve this by designing innovative solutions and then integrating them with advanced technologies to develop strategic roadmaps that optimize results and increase efficiency. We draw on a unique combination of extensive industry experience, business acumen, and technical knowledge to advise many of the world's leading organizations on how to achieve their strategic objectives. IBSG comprises more than 200 industry experts and business strategists who have deep experience in 10 global industry sectors. Cisco believes that cities must stay in step with dynamic global changes to improve quality of life for its citizens – for example, providing them with seamless access to public services and information or enabling them to reduce their carbon footprints. Public-private partnerships can forge blueprints, policies, and practices that help create connected, attractive, and sustainable 21st-century cities. IBSG is helping leaders and organizations understand how these new realities – destined to be among the most positive and strategically significant trends in the next 5-10 years – will forever change the way we work, live, play, and learn in urban communities. www.cisco.com

Schneider Electric



As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in Utilities & Infrastructures, Industries & Machine manufacturers, Non-residential buildings, Data centers & Networks, and in Residential. Focused on making energy safe, reliable, efficient, productive and green, the Group's 110,000 plus employees achieved sales of 20 billion euros in 2010, through an active commitment to help individuals and organizations make the most of their energy. <http://schneider-electric.com/company>

Gold Sponsors

IBM



IBM is a globally integrated enterprise operating in over 170 countries. IBM is bringing innovative solutions to a diverse client base to help solve some of their toughest business challenges. In addition to being the world's largest IT and consulting services company, IBM is a global business and technology leader, innovating in research and development to shape the future of society at large. IBM's prized research, development and technical talent around the world partners with governments, corporations, thinkers and doers on ground breaking real world problems to help make the world work better and build a smarter planet. www.ibm.com

Philips Lighting

PHILIPS

Philips is the leading provider of lighting solutions and applications both for professional and consumer markets, dedicated to simply enhancing life with light. With LED technology gaining ground and transforming the lighting industry, Philips sees new opportunities to create innovative lighting solutions and value in all market segments. As society focuses more on the need to combat climate change and sustainability in general, energy efficient lighting solutions are increasingly in demand, and often enforced by legislation. Other trends such as urbanization and globalization, strong economic development and growth in emerging markets as well as consumer empowerment also positively contribute to the growth of the global lighting market. Philips combines technology leadership, design and application knowledge and deep customer insights to create innovative lighting solutions that improve people's lives.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs approximately

122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.

Qualcomm Incorporated



Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere. Website: www.qualcomm.com Corporate Blog: www.qualcomm.com/blog Twitter: www.twitter.com/qualcomm Facebook: www.facebook.com/qualcomm

Bronze Sponsors

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Headquartered near Denver, Colorado, USA, employee-owned CH2M HILL is a global leader in full-service consulting, design, design-build, operations, and program management for public and private clients. With US\$6.4 billion in revenue and nearly 30,000 employees worldwide, CH2M HILL delivers innovative, practical, sustainable solutions – helping clients develop and manage infrastructure and facilities that improve efficiency, safety, and quality of life. The firm has long been recognized as a most-admired company and leading employer. CH2M HILL is an industry-leading program management, construction management, and design firm as ranked by *Engineering News-Record* (2011). Visit us at www.ch2mhill.com, twitter.com/ch2mhill and facebook.com/ch2mhill.

Humanitas



HUMANITAS

Humanitas is a unique winery with a very compelling story. Simply, we make wine, sell it and give the profits to charity. Specifically, the profits go to fund solutions to three very primary issues – housing, hunger and education. We've chosen Habitat for Humanity and the Food Bank network of Feeding America as the specific charities. However, we try to support whatever charity addresses these issues community by community.

You see, we don't give the funds to the national headquarters of these charities. Rather, we give back to the regional chapters in the areas where the wine was purchased. In this way, by enjoying Humanitas, you are giving back to your own community.

But Humanitas is first and foremost about the wine. We are serious wine people – pure & simple. Our goal is to make outstanding wines. We also want to 'do something good for the world' – we married the two passions and Humanitas was born. Humanitas – really delightful wine passionately crafted by a band of folks having a great time doing a good thing. We hope to change the world one sip at a time. Please join us and drink charitably. www.humanitaswines.com

Jones Lang LaSalle



Jones Lang LaSalle is a financial and professional services firm specializing in real estate services and investment management. More than 30,000 employees in 750 locations in 60 countries serve the local, regional and global real estate needs of those clients, growing our company in the process. In response to changing client expectations and market conditions, Jones Lang LaSalle assembles teams of experts who deliver integrated services built on market insight and foresight, sound research and relevant market knowledge. We attract, develop and reward the best, and most diverse, people in our industry, challenging them to develop enduring client relationships built on quality service, collaboration and trust. www.us.am.joneslanglasalle.com

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SOM

SOM

Skidmore, Owings & Merrill LLP (SOM) is one of the leading architecture, interior design, engineering, and urban-planning firms in the world, with a reputation for design excellence and a portfolio that includes some of the most important architectural accomplishments of the 20th and 21st centuries. Since its inception, SOM has been a leader in the research and development of specialized technologies, new processes and innovative ideas, many of which have had a palpable and lasting impact on the design profession and the physical environment.

Since SOM's beginnings, the firm's work has ranged from the architectural design and engineering of individual buildings of all typologies to the master planning and design of entire communities. The resulting portfolio includes more than 15,000 projects located in 50 countries around the world. Architect Magazine named SOM the number one architecture firm in the United States, calling the firm "for 75 years the bluest chip in the American design portfolio." SOM is the first firm ever to be awarded the Gold Medal in Architecture from the National Arts Club.

SOM has received more than 1500 design awards including the first Firm of the Year Award, awarded in 1961 by the American Institute of Architects for design excellence. Honored again in 1996, SOM is the only firm to have won this prestigious award twice. www.som.com

The Annie E. Casey Foundation

The Annie E. Casey Foundation

The Annie E. Casey Foundation is one of the largest private foundations in the nation, with total assets (fair market value) at the end of 2010 at more than \$2.7 billion. The Foundation provides about \$122 million in grants each year and is ranked among the top philanthropies for charitable giving. The Foundation's primary mission is to foster public policies, human services, and community supports that more effectively meet the needs of vulnerable children and families. Headquartered in Baltimore, Maryland, the Annie E. Casey Foundation has been working to promote the well-being of our nation's most vulnerable children for more than 60 years. Established in 1948 by UPS co-founder Jim Casey and his siblings in honor of their mother, the Foundation's first grants supported a camp for disadvantaged children near the Casey family home in Seattle. Later, Jim Casey steered the Foundation's efforts toward finding more stable, permanent homes for children—reflecting his belief that the future chances of kids depend largely on what their parents and families are able to provide emotionally and financially. In pursuit of that goal, Jim Casey established programs throughout New England that later became Casey Family Services. Operating today as the Foundation's direct services agency, Casey Family Services works directly with families and child welfare professionals to ensure that every child has a safe, nurturing, and permanent family. The agency has divisions in Connecticut, Maine, Maryland, Massachusetts, New Hampshire, Rhode Island, and Vermont. The Casey Foundation supports a diverse range of efforts designed to build better futures for millions of children at risk of poor

educational, economic, social, and health outcomes. These investment areas include:

- designing and delivering services to secure and sustain lifelong family connections for children and youth;
- advocating for reforms in public human service systems to ensure that they operate effectively and efficiently to strengthen families;
- expanding social and economic security for families in poor communities;
- gathering and promoting the use of data as a tool for change; and
- transforming tough and isolated communities into family-supporting environments.

The Annie E. Casey Foundation makes grants that help states, cities, and neighborhoods create more innovative, cost-effective responses to these needs. Grant making is limited to initiatives in the United States that have significant potential to demonstrate innovative policy, service delivery, and community supports – especially investments that encourage long-term strategies and partnerships to strengthen families and communities. www.aecf.org

WSP Group

WSP • FLACK+KURTZ

WSP is a global design engineering and management consultancy specialising in Property, Transport & Infrastructure, Industry and Environment projects. We work with clients worldwide to create built and natural environments for the future.

Established in the UK in the '70s and listed on the London Stock Exchange since 1987, the company has grown through strategic development into one of the largest international consultancy groups in the world employing around 9,000 staff worldwide.

WSP operates as a specialist in the property, transportation and infrastructure, environment and energy and management and industrial sectors providing a full range of services from planning through to design, implementation and maintenance.

Thanks to its multi-disciplinary capability, WSP can offer fully-integrated delivery teams to local and global clients. We have a strong commitment to local business development and sustainability in all of the countries where we operate.

With a proven track record of major project delivery for our clients, WSP has established a world-class client base and enjoys a high level of repeat business.

Clients include government departments and agencies, leading private and public

sector organisations and major multi and bilateral international financial institutions.

WSP Group has extensive international experience in America, UK, Europe, Africa, Asia, India, Asia Pacific and the Middle East gained through working all over the world. We currently have around 200 offices in 30 countries.

Working in partnership with our clients, we are able to bring knowledge, expertise, innovation and enthusiasm to any project. www.wspgroup.com

Consul General of the Netherlands



Kingdom of the Netherlands

Consul General Bart van Bolhuis

Bart van Bolhuis was appointed as representative for the Kingdom of the Netherlands in the 13 westernmost United States in August 2009. He and his team, based in San Francisco and Los Angeles, focus on mutual investments in innovation: water and energy, food and nutrition, life science and health, and creative industries.

From 2003 to 2009, Bart van Bolhuis was Director for Foreign Trade and Investment at the Ministry of Economic Affairs and Secretary of the Dutch Trade Board. Bart has been and continues to be an advocate for private-public cooperation designed to increase Dutch competitiveness in globalizing markets. In this regard, he took the initiative for the creation of the Dutch Design Fashion and Architecture cooperation.

Bart began his career in the UN Department at the Netherlands Ministry of Foreign Affairs. Afterwards, at the Ministry of Economic Affairs, he was involved in the creation of the European Market and the Economic and Monetary Union. In 1992, with the agency of the Ministry of Economic Affairs, he established the PSO Programme, which assisted new European Union members to adapt to EU requirements and helped to position Dutch business in developing markets in Eastern Europe.

From 1998 to 2002, Bart van Bolhuis led the 'Euroteam' at the Ministry of Finance, which was responsible for the successful introduction of the Euro currency in the Netherlands.

Bart van Bolhuis holds a Master's Degree in International Law from the University of Amsterdam.

Key Partners

San Francisco Mayor's Office of Civic Innovation



Mayor's Office of Civic Innovation

The Mayor's Office of Civic Innovation works to solve emerging or long-standing challenges through new approaches and ideas. Their 2012 Innovation Portfolio can be found at: <http://innovation.sfgov.org>

Lincoln Institute of Land Policy



The Lincoln Institute of Land Policy is a leading resource for key issues concerning the use, regulation, and taxation of land. Providing high-quality education and research, the Institute strives to improve public dialogue and decisions about land policy. As a private operating foundation whose origins date to 1946, the Institute seeks to inform decision making through education, research, policy evaluation, demonstration projects, and the dissemination of information, policy analysis, and data through our publications, Web site, and other media. By bringing together scholars, practitioners, public officials, policy makers, journalists, and involved citizens, the Lincoln Institute integrates theory and practice and provides a nonpartisan forum for multidisciplinary perspectives on public policy concerning land, both in the U.S. and internationally. www.lincolinst.edu

Presidio Graduate School



PRESIDIO GRADUATE SCHOOL

Presidio Graduate School educates and inspires a new generation of skilled, visionary and enterprising leaders to transform business and public policy and create a more just, prosperous and sustainable world. Through innovative MBA, MPA, Dual Degree and Executive Certificate programs in Sustainable Management, Presidio activates students and professionals across a range of disciplines, industries and sectors to bridge the gap between commerce and the common good.

Driven by our mission, Presidio has become a top-ranked graduate school transforming the way students and graduates think about, and apply solutions

to, the world's most pressing sustainability challenges. Through our affiliation with Alliant International University, Presidio is accredited by the Western Association of Schools and Colleges.

In 2003, Presidio pioneered the field of sustainable management education with 22 students, a handful of faculty and an educational philosophy grounded in pragmatic concepts that integrate systems thinking and sustainability throughout all our programs. Today, Presidio has an accomplished team of over 45 faculty and staff, an outstanding board of directors, 250 students, over 500 alumni at the forefront of the sustainability field and a global reputation.

During the next decade, we seek nothing short of becoming the world's premier training ground, research center and convener for sustainable management, located in the heart of the field, the San Francisco Bay Area, and in a remarkable place, Presidio National Park, which gives shape and meaning to so much of what we believe in – the union of business and policy, of community and ecology.

As the key developer of the next generation of leaders, we believe higher education has the responsibility to provide graduates with the tools and knowledge to create a more just, prosperous and sustainable world. Over time, Presidio will leverage its core asset – our unique educational model – to help guide academic and educational institutions worldwide to adopt our approach. Our vision is that every graduate program will integrate sustainability in content and delivery, and that Presidio, already looked to as a leader in sustainability education, will guide this evolution. www.presidioedu.org

The Ford Foundation – Metropolitan Opportunity Program



FORD FOUNDATION

The Ford Foundation is an independent, nonprofit grant-making organization. For 75 years it has worked with courageous people on the frontlines of social change worldwide, guided by its mission to strengthen democratic values, reduce poverty and injustice, promote international cooperation, and advance human achievement. With headquarters in New York, the foundation has offices in Latin America, Africa, the Middle East, and Asia. www.fordfoundation.org/issues/metropolitan-opportunity



Through research, education and advocacy, SPUR promotes good planning and good government in the San Francisco Bay Area.

SPUR's history dates back to 1910, when a group of young city leaders came together to improve the quality of housing after the 1906 earthquake and fire. That group, the San Francisco Housing Association, authored a hard-hitting report which led to the State Tenement House Act of 1911.

In the 1930s, SFHA continued to advocate for housing concerns. In the 1940s, SFHA merged with Telesis, a group of graduates from UC Berkeley's city planning program, to become the San Francisco Planning and Housing Association in 1942. In the same year, the Association landed another major success with the creation of San Francisco's Department of City Planning.

In the 1950s, SFPHA pushed for the revitalization of San Francisco as the Bay Area's central city, in an effort to curb suburban sprawl and channel growth back into the urban core. In 1959, the San Francisco Planning and Housing Association was reorganized into the San Francisco Planning and Urban Renewal Association – and later, the San Francisco Planning and Urban Research Association – to be the citizens' voice for good planning.

Over the next five decades, SPUR built support for land use, transportation and investment strategies to support center-oriented growth and urban economic vitality. Since then, SPUR has been involved with virtually every major planning decision in the city.

In May 2009, the opening of the 14,500 square-foot SPUR Urban Center opened a major new chapter in the life of the organization and in civic planning in San Francisco. Located in the heart of the Yerba Buena cultural district, the Urban Center provides a common ground for citizens to come together in fruitful, forward-thinking conversation.

In a city dominated by single-interest politics, SPUR plays the crucial role of uniting citizens to jointly craft solutions to our common problems.

SPUR is a member-supported, nonprofit organization. www.spur.org

Friends of Meeting of the Minds

International Water Association



**International
Water Association**

The International Water Association (IWA) is the global network of 10,000 water professionals spanning the continuum between research and practice and covering all facets of the water cycle.

The IWA network is structured to promote multi-level collaboration among its diverse membership groups to create innovative, pragmatic and sustainable solutions to challenging global water needs. www.iwahq.org

Greenprint Foundation



**GREENPRINT
FOUNDATION**

Greenprint Foundation is a worldwide alliance of real estate owners, investors, financial institutions and other industry stakeholders committed to reducing carbon emissions across the global property industry. Greenprint Foundation is a catalyst for change, taking meaningful, immediate and measurable actions to generate solutions that improve the environment through energy efficiency while demonstrating the correlation with increased property values. Greenprint focuses on reducing the carbon footprint of the built environment, which currently represents one third of all carbon emissions. Greenprint works to achieve its carbon reduction goals through education and action.

The Greenprint Foundation has recently become the ULI Greenprint Center for Building Performance, a dedicated center of research and programming at the Urban Land Institute. www.greenprintfoundation.org

USGBC Northern California



**USGBC
NORTHERN CALIFORNIA**

The U.S. Green Building Council – Northern California Chapter (USGBC-NCC) is a 501(c)(3) California public benefit corporation that educates, inspires, and provides resources for industry transformation to build and maintain sustainable communities.

USGBC-NCC is part of a network of approximately 65 USGBC Chapters throughout the United States which represent USGBC in their respective regions. Located in a region which is equivalent to the 10th largest economy of the world*, NCC is one of the largest USGBC Chapters in the country, a recipient of several USGBC Excellence Awards, and the leading green building organization in Northern California. The Chapter is headquartered in San Francisco, and has branches in the Mount Diablo region of the East Bay, Monterey Bay, Sacramento, San Francisco Bay Area, and Silicon Valley.

The leadership team consists of the Board of Directors who oversee chapter policy, an executive director who manages operations and staff, and several volunteer committees that contribute to the development and operation of the chapter's activities. www.usgbc-ncc.org

Bay Area Council Economic Institute



The Bay Area Council Economic Institute is a partnership of business with labor, government, higher education, and philanthropy, that works to support the economic vitality and competitiveness of the Bay Area and California. Its work builds on the twenty-year record of fact-based economic analysis and policy leadership of the Bay Area Economic Forum, which merged with the Bay Area Council in January 2008. www.bayareaeconomy.org

CEOs for Cities

**CEOs
FOR CITIES**

CEOs for Cities is a global learning community and partnership network that connects urban leaders to each other and to smart ideas and practices for making cities successful. We connect across sectors, borders, levels and generations in more than 40 North American cities. Participation in CEOs for Cities is an investment in making cities smarter and our nation successful. www.ceosforcities.org

Urban Land Institute



Urban Land Institute's mission is to provide leadership in the responsible use of land, and in creating and sustaining thriving

communities worldwide. In ULI's New York District Council, the Sustainable Building Council, comprised of a select group of large New York City landlords, investors, managers and sustainable development consultants, has as its primary purpose the "greening" of New York's existing building inventory. The Council's focus is to share sustainable best practices, explore ways to reduce our carbon footprint and engage industry and governmental groups with the goal of creating useful and practical sustainable programs and goals. www.uli.org



Sessions

Panel: From Industrial Zones to Innovation Zones

Moderator

Nicola Villa, *Managing Director – Global Public Sector, Internet Business Solutions Group, Cisco Systems*

Panelists

Manel Sanromà, *CIO of Barcelona, Barcelona City Government*

Carolien Gehrels, *Deputy Mayor of Amsterdam (via TelePresence from Amsterdam)*

Chris Vein, *Deputy U.S. Chief Technology Officer, Executive Office of the President*

Amsterdam, Barcelona and the U.S. federal government are experimenting with new governance and economic models to create sustainable urban neighborhood developments, bringing together partners focused on reusing and transforming older industrial zones, and creating smarter technologies that improve municipal service delivery. Innovators leading these bold initiatives in three countries will reveal some of the tools that are proving to be crucial when launching, implementing and sustaining such projects.

Panel: Where Is the Urban Mobility Revolution Headed?

Moderator

Bill Reinert, *National Manager, Toyota's Advanced Technology Group*

Panelists

Susan Zielinski, *Director, SMART at the University of Michigan Ann Arbor*

Susan Shaheen, *Director – Transportation Sustainability Research Center, University of California, Berkeley*

Scott Samuelsen, *Director – Professor and Director, National Fuel Cell Research Center; and Director, Advanced Power and Energy Program, University of California, Irvine*

Eric Cahill, *Managing Director, Adaptiv LLC*

Where is the city mobility revolution headed? And what's the future of the car (at a moment when some are predicting its extinction)? What new technology innovations will change the way cities are planned while altering the many ways city dwellers travel within and between cities? How close are we to realizing 'personal mobility' visions that have been imagined for decades? What shifts in regulation, investment and policy



need to occur in order to mainstream the next generation of advanced technology?

Next Big Innovation: The Mobile Internet Transformation – Meeting Network Capacity Needs of Cities

Matt Grob, *Chief Technology Officer, Qualcomm*

Wireless connectivity is revolutionizing the way people live and interact with each other. Advances in wireless technologies such as 3G, 4G and WiFi have enabled the proliferation of connected devices at affordable price points. People now expect Internet connectivity anywhere they go. The result is that mobile data traffic continues to grow at an astounding rate every year. How can wireless providers continue to increase network capacity in urban cities? This presentation will look at innovative ways of deploying wireless capacity using a dense network of very small cells, reducing energy consumption and urban space requirements for cell sites and antennas.

Next Big Innovation: Future Cities Made Real – Efficient, Sustainable, Liveable

James Anderson, *Vice President, Schneider Electric Infrastructure Business – U.S., Schneider Electric*

Our future lies in cities that are efficient, sustainable and liveable. It is not only a challenge of relentless innovation in technology and business models – it is also a need for broad collaboration at a scale unprecedented in human history. How can we make future cities a reality? By balancing long-term sustainability vision and planning with short-term economics. In this presentation, we will share our experience and the lessons learned as we make cities across the world smarter.

Next Big Innovation: Smarter Cities

Dr. Colin Harrison, *Distinguished Engineer and inventor of IBM's Smarter Cities architecture*

For more than 100 years, IBM has been working to make the world a better place by enabling information to flow more easily and more rapidly. Twenty years ago the world began to build a global platform for sharing information. Today IBM is delivering an urban platform – the Intelligent Operations Center – to make cities safer, cleaner, less congested, less wasteful, and far more interactive and flexible. IBM Smarter Cities solutions demonstrate the power of information – the power to transform the industrial methods of centralized, siloed management and control into integrated, distributed and adaptive methods. Learn about the transformation in motion in both large and small cities around the world.

IBM's Intelligent Operations Center in Rio Video: <http://youtu.be/vuBBGYFonXM>

Next Big Innovation: San Francisco's Tech Innovation Journey: What's Next?

Jon Walton, *Chief Information Officer, City and County of San Francisco*

A few cities are moving fast to open up their buried troves of data, enabling higher levels of citizen engagement, embracing app development, and encouraging start-ups. San Francisco's tech pioneer will fill in the details on how his city has built a fiber network to link people and city agencies to each other. Jon will disclose how, through the city's open data policy, San Francisco made it possible to attract entrepreneurial talent to become one of the world's leading tech hubs.

San Francisco is expanding its reach beyond its borders by collaborating with other large U.S. cities in a new city-to-city tech network called the G7. The new network brings together CIOs from other large U.S. cities such as Los Angeles, Seattle, Chicago, New York and Boston. Jon will share lessons learned through the G7 and how this new city-to-city peer learning exchange is leveraging the best ideas and innovations on a national scale for the first time.

Next Big Innovation: Worldwide Networks of Smart Workers – Connected and Collaborating Through Smart Work Centers

Bas Boersma, *Global Lead, Cisco's Work-Life Innovations Program (Geneva via TelePresence)*

Gordon Feller, *Director of Urban Innovation, Cisco*

Work is changing. It is less a location and increasingly something we do, free from the Industrial Revolution-era silos that had work fixed at one location, governed by central control, performed within fixed time slots by fixed group of peers called colleagues. As people increasingly work networked, distributed, time and location independent, a new culture of work is emerging, one that reflects the network that enables it. A culture that allows for a seamless way of forming peer networks, sourcing and collaborating – locally, regionally and globally. High end, video-enabled public-work environments called Smart Work Centers typically help facilitate such a way of working. As a result, the next Steve Jobs is probably not operating from a garage. He or she is probably building his or her business in a Smart Work Center. Whether you are an independent worker, a small business, an employer or a community leader, what will a Smart Work strategy mean for you?

Breakout Sessions A: The Successes and Failures of Car Sharing – What's Next?

Moderator

Bill Reinert, *National Manager of Advanced Technology for Toyota Motor Sales, USA*

Resource Team

Paul Hedtke, *Senior Director, Business Development, Qualcomm*

Rick Hutchinson, *CEO, City CarShare*

Robin Chase, *Founder and CEO, Buzzcar (via Paris TelePresence)*

Mark Norman, *President, Zipcar*

What exactly do the practitioners – working on the front lines – think about the role of new technology, telematics, market demands, shifting consumer preferences, and the viability of new options for car sharing? Is the traditional rental model of car sharing the future or is peer-to-peer the next frontier? Does the EV revolution really fit into the car-sharing model? What challenges remain as the core obstacles to car sharing as a solution to urban congestion and localized air pollution? This workshop will delve into the potential for car sharing to transform the mobility and pedestrian experience of cities as well as their carbon footprint.

Breakout Session B: Environmental Initiatives as Levers for Change: Comparing the Initiatives of Seattle and San Francisco

Moderator

Nils Moe, *City of Berkeley, Mayor's Office*

Resource Team

Melanie Nutter, *Director of San Francisco Department of Environment*

Jill Simmons, *Director of Seattle Department of Environment*

San Francisco is now ranked first in the Economist Intelligence Unit's widely read '2011 U.S. Green City Index' and Seattle is now ranked fourth. The directors from the department of environment from both cities will compare their policies and systems that have enabled their city to rise to the top five in the U.S. Which initiatives get the biggest bang for the buck, providing the most impact for the least funding? Which strategies are unique to each city? Which of these strategies can be replicated and transferred to other cities, whether in the U.S. or abroad?

Breakout Session C: The Work-Life Revolution

Moderator

Peter Miscovich, *Managing Director, Corporate Solutions, Jones Lang LaSalle*

Resource Team

Alexa Arena, *Senior Vice President, Forest City*

Egon Terplan, *Regional Planning Director, SPUR*

Mark Gilbreath, *Founder and CEO of Liquid-Space*

Smart work enabled by emerging technologies is changing the way we work and live. Companies of all shapes and sizes are increasingly moving away from the traditional five-day office work week model; public sector agencies are also making some room for the shift. The big embrace of mobile work behaviors is already boosting productivity, shrinking office space, and reducing harmful environmental effects. But what happens once traditional work spaces begin to fade away? New kinds of mobile and digital workspaces are emerging that offer more agile, flexible, collaborative and entrepreneurial work environments. This session will present some of these examples – and then ask the larger question: How will smart work change our cities?

Breakout Session D: Smarter Cities of Tomorrow – Integrated Operations across Service Areas to Meet the Needs of Citizens

Moderator

Chris Clauss, *Director of Architecture, Strategy and Partners, IBM Smarter Cities Software*



Resource Team

Niels van Duinen, *Director, Outdoor Lighting Applications, Philips Lighting*

Jeff Frazier, *Senior Director, Global Public Sector Internet Business Solutions Group, Cisco*

Story K. Bellows, *Co-Director of the Mayor's Office of New Urban Mechanics, City of Philadelphia*

The infusion of digital intelligence into the world's systems is changing the way people, organizations and entire industries approach everything that they do – how they interact, organize and create value. Nowhere is the potential for transformation greater or more important than in our cities. Join IBM Smarter Cities leaders and esteemed colleagues and partners as we engage in critical thinking and consider the opportunity for transformation. Hear of lessons learned from actual implementations in cities of varying size. How have IBM and its customers and partners used systems that are Instrumented, Interconnected, and Intelligent to improve the lives of citizens? How are leaders turning existing data into coordinated and actionable information across departments? How are they developing road-maps that align to specific priorities? How are cities integrating across service areas to drive sustainable economic growth while enhancing quality of life for citizens and visitors?

Breakout Session G: New Tools for Social Engagement – How to Better Engage the Public on Policy and Planning Issues

Moderator

Tom Wright, *Executive Director, Regional Plan Association*

Resource Team

Ron Dembo, *Founder and Chairman, Zerofootprint Inc.*

Art Chang, *CEO, Tipping Point Partners*

Jennifer Pahlka, *Founder and Executive Director, Code for America*

As Regional Plan Association considers the scope, scale and ambition of a Fourth Regional Plan, it is exploring the potential of social media, crowd sourcing, gaming and other new communication techniques to reach the public in new ways. This workshop will serve to source ideas to inform RPA and other organizations by hearing from workshop innovators, implementers and participants on how best to engage the public in future planning and policy advocacy. Media allows more outlets for distribution, but is the digital divide a hindrance to expanded reach? When and under what circumstances does it make sense to conduct traditional



charrettes or public meetings? How do we best engage the public to shape key decisions about large-scale metropolitan change?

Breakout Session H: Building the Smart, Sustainable City – New Strategies for Law and Policy

Moderator

William Shutkin, *President and CEO; Richard M. Gray Fellow in Sustainability Practice, Presidio Graduate School*

Resource Team

Nestor Davidson, *Professor of Law, Fordham University*

Karen Chapple, *Associate Professor of City & Regional Planning; Faculty Director, Center for Community Innovation; Acting Director, Institute for Research on Labor & Employment; Associate Director, Institute for Urban and Regional Development, UC Berkeley*

Hope Cohen, *Associate Director of the Center for Urban Innovation, Regional Plan Association*

Smart, sustainable urban development is about more than green buildings, electric vehicles, smart grids and other technological innovations, as important as they are. It's also about legal and policy strategies that guide our development decisions and scale sustainable solutions. What are the innovations in law and governance supporting smart, sustainable development? What is the role of smart codes, green building standards and other models in this evolution? What are the practical institutional and legal barriers impeding smart development? What cities, in the U.S. and abroad, are successfully adopting and implementing sustainable urban development laws and policies?

Breakout Session I: The Just City

Moderator

George McCarthy, *Director, Metropolitan Opportunity Program, The Ford Foundation*

Resource Team:

Leila Janah, *Founder and CEO of SamaSource*

Mikel Maron, *Founder of Map Kibera*

Victor d'Allant, *Dallant Networks, Leading Networks for Global Impact*

Tim Campbell, *Chairman, Urban Age Institute; Author; Consultant; former Head of Urban Programs, World Bank Institute*

As we add some two billion new residents to cities over the next generation, all nations are confronting the challenge of keeping old development models from delaying the transition to modernity. How can we deliver on the promise of cities to promote social advancement? Can cities be prosperous and competitive if increasing proportions of inhabitants are locked into informal settlement, informal employment, and persistent poverty? While some worry about rapid urbanization, the growth of cities is an opportunity to extend economic possibilities, enable access to jobs, gain social inclusion and protect the environment. In this session, we will talk about how we work together to make our cities more just and prosperous – by building pathways from poverty and exclusion to the economic mainstream; connecting urban populations to all of the opportunities for advancement and offering New Cities ways to deploy all productive resources. Just cities are a key to a more sustainable future of the planet and to pathway to better lives for hundreds of millions of people.

This workshop, designed in partnership with the Ford Foundation, will explore issues the ways that collaboration across sectors (civic,

private, and public) is working to make cities more just, prosperous, equitable and sustainable. Civic leaders, urban designers and entrepreneurs will explore how fairness, opportunity and equity can serve as the defining features of a new era of urbanization. The workshop will look at real-world examples and the ability of new advances in technology, creative design, and practice can transform cities into safe, equitable and prosperous communities. The session will be run in a modified “fishbowl” – a conversational format with no prepared speeches. In addition to our four invited speakers, audience members can ask to join the conversation on stage by alerting one of the moderators.

Session J: Clean Energy and Water in the Smart Cities of the Future

Moderator

Jo Danko, *Managing Director of Urban Programs, CH2M HILL*

Resource Team

Paul Reiter, *Executive Director, International Water Association*

Dylan Hixon, *President, Arden Road Investments*

Hari Sankaran, *Vice Chairman, Infrastructure Leasing & Financial Services Limited*

Ellen Lou, *Director of Urban Design and Planning, San Francisco, SOM*

Clean energy and water are increasingly conjoining as a driving force for sustainability for municipalities, companies and the urban environment. The nexus is now seen as a business driver for urban communities and industry that can enable cost savings, resource conservation and global competitiveness. International corporate filing requirements as well as access to capital are creating new public and private-sector partnerships that were previously nonexistent. Moving to a smart city model that enables core job creation, sustainable use of resources and inclusion of all community members requires a new and complex system of stakeholders and policy alignment. U.S. and international leaders working on these issues will share their lessons learned in a group discussion aimed at providing a new platform of understanding around water and energy resources and the smart city of the future.

Next Big Innovation: City Breakthroughs and Lessons Learned – The Vancouver Experience

Gregor Robertson, *Mayor of Vancouver, British Columbia-Canada*

Vancouver’s leaders pioneered the development of a smart and connected city. With

a compelling vision and a practical program, this port city successfully engaged neighborhood-based community groups, universities, private enterprises and public agencies. Within fiscal constraints, the city government has delivered significant change, greater livability, and enhanced urban sustainability. What are the key lessons that others can take away from Vancouver’s experience?

Next Big Innovation: The New Dutch Model for Economic Innovation Policy

Bart van Bolhuis, *Consul General of the Netherlands*

The Netherlands government is partnering in new ways with Dutch private enterprises and knowledge institutes, working collaboratively through a series of unique initiatives in support of international economic development. Although the primary focus is on developing opportunities in the U.S., the partnerships will also identify, launch and develop Dutch and European opportunities for U.S. partners. Targeting the fields of sustainability, health care, and e-mobility, the “Golden Triangle” approach supports the development of a range of projects, including eco-districts, clean power, technological innovations, and infrastructure improvements. Consul General Bart van Bolhuis will discuss this new public-private approach and share examples of projects in development in the western U.S.

Next Big Innovation: San Francisco’s Innovation Zone

Jay Nath, *Chief Innovation Officer of San Francisco, Mayor’s Office*

The Mayor’s Office of Civic Innovation is looking at activating parts of San Francisco in ways that are similar to efforts aimed at

digitally hacking the city. These zones, for a specified amount of time, would be designated for piloting technologies, architecture, design, art, partnerships and business models in a real environment. One of the most significant lessons learned from open data is that when a government asset is open, then applications are built, products are made, and businesses are started. While programmers were hacking with open data, architects, artists, foodies, and gardeners were in the streets hacking the infrastructure to create parklets, urban gardens, and popups. These types of urban infrastructure hacks have created new types of public space, business markets, community participation, and socio-cultural development. Simultaneous to these two movements, San Francisco has continued to invest in large-scale infrastructure projects without having an opportunity to test or compare the technology of competing vendors before investing and scaling across the city.

Next Big Innovation: The City Protocol – Building the Internet of Cities

Vicente Guallart, *Chief Architect and Director of Urban Habitat at the Barcelona City Council*

Can we all agree on criteria for the creation of the “City Protocol,” a certification system for smart cities? Can that “City Protocol” be put into practice by any city in the world? During the summer of 2012 more than 30 cities plus organizations and universities took part in an international meeting organized by Barcelona’s City Council, GDF SUEZ and Cisco to launch an organized effort to build a City Protocol. It aims to define a global, cooperative framework among cities, industries and institutions with the goal to address urban challenges in a systemic way – and to do so in areas that range from sustainability, self-sufficiency,



quality of life, competitiveness to citizen participation.

Next Big Innovation: What's on the Minds of the Leaders of the World's Top Mass Transit Agencies?

Juliette Michaelson, *Director of Strategic Initiatives, Regional Plan Association*

In 2012, Regional Plan Association brought together the chief executives of public-transportation agencies from New York, Los Angeles, São Paulo, London, Hong Kong and seven other world cities for a candid, off-the-record dialogue. What strategies and technologies are transit executives adopting to improve their systems? What obstacles do they face?

Next Big Innovation: Planning Tools for Civic Engagement: Is There an App for That?

Armando Carbonell, *Chairman of the Department of Planning and Urban Form, Lincoln Institute of Land Policy*

Developers of planning software are increasingly turning to a collaborative ecosystem to enhance the capabilities, and foster the use, of tools that can help communities plan for an uncertain future. An emerging network of tool developers and city and regional planners has developed an action agenda to advance scenario planning concepts as they apply to contemporary challenges like climate change – and to shift these tools, as much as possible, to an open-source format. Armando Carbonell, senior fellow at the Lincoln Institute of Land Policy, which has nurtured the field of planning support systems in general and visualization and scenario planning tools in particular, will address evolving approaches to engage the broadest possible community in the planning process, including groups that often have been left out or have chosen not to participate in the past. The presentation is based on the report and initiative “Opening Access to Scenario Planning Tools” launched in April 2012 and available here: http://www.lincolnst.edu/pubs/2027_Opening-Access-to-Scenario-Planning-Tools.

Next Big Innovation: From the Empire State Building to the Bay: The Energy Costs and Environmental Impacts of Smart Lighting

Suzanne Seitinger, *Director of City Innovation, Philips Lighting*

From the most recognized symbol of New York City, to the streets of Boston and San Francisco, find out how cities are building a sense of community, while lowering their

energy costs and environmental impact through smart LED lighting technologies. Philips Lighting Director of City Innovation Suzanne Seitinger will talk about the digital revolution in lighting and how it is helping cities to redefine themselves with practical examples from Boston, New York and San Francisco.

Next Big Innovation: What's Next in Real Estate? New Data Measuring Building Performance – The Greenprint Performance Index

Charles B. Leitner III, *Chairman, SVP Real Estate; Chairman, ULI Greenprint Center for Building Performance (via TelePresence in DC)*

Uwe S. Brandes, *Senior Vice President, Initiatives, Urban Land Institute*

Leading commercial real estate stakeholders have long staked out a leadership role in exploring sustainable design and development practices which voluntarily exceed minimum legal requirements. But how can real estate investors and owners measure ongoing progress toward long-term sustainability goals while taking short-term and incremental actions to achieve them? How can the globalized commercial real estate industry benchmark ongoing progress across international geographies, markets and property types?

The Greenprint Performance Report™ gauges relative progress in reducing greenhouse gas emissions associated with buildings. In only three years, the international scope and size of the report have established it as one of the real estate industry's largest, most verifiable, transparent and comprehensive energy benchmarking tools. It provides an open standard for real estate owners to measure and track energy usage and carbon emissions on a building and portfolio basis across international property markets.

Next Big Innovation: The Impact of Energy Supplies on Global Urban Environments

Dr. Peter Wells, *Chairman, Neflex Petroleum Consultants*

In urban areas, automotive emissions are responsible for at least 50% of air pollution. Vehicles that run on cleaner-burning fuels derived from natural gas, and hybrid and all-electric vehicles, have the potential to reduce these emissions. But the relative abundance and low cost of conventional gasoline means that alternative fuels are unlikely to be adopted more widely in the U.S. without sweeping regulatory and tax policy changes. Peter Wells, Chairman, Neflex Petroleum Consultants, explains the hurdles toward

moving toward a cleaner-burning fuel environment.

Next Big Innovation: Resilience and Communities – Adapting to Disruptive Change

Charles Rutheiser, *Center for Community and Economic Opportunity, Annie E. Casey Foundation*

Can we truly improve the ability of our human systems to adapt to disruptive change? Attention is now focused on defining, fostering, and measuring ‘resilience.’ Yet a widely shared understanding of the meaning of ‘resilience’ may be lacking. And it may be especially so for the concept of ‘community.’ Failure to come to grips with the multi-layered, cross-cutting, contested, and ambiguous natures of community raises serious challenges to promoting and achieving the improved ability of human systems to adapt to disruptive change.

Next Big Innovation: Public Lighting and the Internet of Things: Examples from Amsterdam

Christoph Herzig, *Senior Marketing Director Outdoor Lighting, Philips*

James Crowther, *Customer Solutions Manager, Cisco's Internet Business Solutions Group*

Digital LED lighting systems are revolutionizing the lighting industry. These systems, which combine energy-saving light-emitting diode bulbs with wireless technology, enable new ways of integrating lighting into public spaces and neighborhoods. Lighting networks can be connected to other urban-systems applications as well, creating new efficiencies for increasingly intelligent cities. The session will provide valuable background knowledge on information and communications technology as well as LED. In addition, participants will take away practical ideas on how to integrate these elements into public spaces.

Next Big Innovation: San Francisco's Secret Sauce – Innovation Drives Livability and Sustainability

Edwin Lee, *Mayor – City and County of San Francisco*

Mayor Lee discusses the city's initiatives and the drive to ramp up San Francisco's competitiveness through urban innovation. With the help of the city's new innovation office, Mayor Lee has built a special team working to break down city government silos, partner more effectively with both social entrepreneurs and the private sector, and create innovation zones and living labs – all in an era of fiscal constraint.

Speakers

<http://www.meetingminds2011.org/speakers/>



James P. Anderson
Vice President, Schneider Electric Infrastructure Business – U.S.

Jim is currently the Vice President, Infrastructure Business for Schneider Electric located in Nashville, TN. He is responsible for developing solutions for Grid Automation and Demand Response in the Smart Grid space focused on the Electric Utility Segment. In addition he is leading the Smart Cities initiative in the U.S. to bring efficiency and sustainability solutions to cities.

Jim has over 33 years of experience in the Electrical Industry spending the last 20 years with Schneider Electric. Prior to his current role, Jim held an assignment in Grenoble France where he was Director for Low Voltage Power Devices and was responsible for global strategy and product developments. Jim graduated from the University of Iowa with a Bachelor of Science degree in Industrial Engineering.



Alexa Arena
Senior Vice President, Forest City

Alexa Arena leads Forest City's Northern California Team as head of the San Francisco office. She was the developer on the recently completed Presidio Landmark, and is presently working on the redevelopment of approximately four-acres in downtown SF in partnership with Hearst Corporation. Referred to as the 5M Project, the Project is a pioneering model for both conceptualizing and fostering communities that serve our innovation economy. Ms. Arena is also leading the Pier 70 project, a 50+ acre waterfront revitalization at the edge of the dogpatch neighborhood that is a public-private partnership with the Port of San Francisco. Ms. Arena has a graduate degree from Harvard Business School and the Public Policy School, and is a SPUR Board Member.



Story Bellows
Co-Director of the Mayor's Office of New Urban Mechanics, City of Philadelphia

Story Bellows joined the City of Philadelphia in April of 2012 as Co-Director of the Mayor's Office of New Urban Mechanics. The new office is a civic idea and innovation incubator, which develops innovative approaches and processes to solving complex problems in the public arena. Prior to coming to Philadelphia, Story served as Director of the Mayors' Institute on City Design, a leadership initiative of the National Endowment for the Arts in partnership with the American Architectural Foundation and the US Conference of Mayors. An urban designer by training, Story spent four years in a private

design practice Chicago, where she founded a research group and worked with leaders in the public, private and non-profit sectors on urban, education, healthcare and environmental design projects and initiatives. She holds an undergraduate degree from Colgate University and a Masters degree in City Design and Social Science from the London School of Economics and Political Science.



Bas Boorsma
Global Lead, Cisco's Work-Life Innovations Program (Amsterdam)

Bas Boorsma currently serves as an urban innovations specialist and director of the Internet Business Solutions Group, Cisco's strategic global consultancy arm. Mr. Boorsma has coordinated and overseen the implementation of Urban Innovations projects and programs that address the ways we work, live, consume, play, learn and deliver within an urban context – and how it can be changed for communities to become more resilient – environmentally, socially and economically. Typical urban innovations delivered include Smart Work Centers, Community Services Platforms, Ecomap and the Personal Travel Assistant. Bas is the global team lead of Cisco's WorkLife Innovations program, member of Cisco's Urban Innovation team and a member of the board of Amsterdam's Double U Smartwork Foundation.



Uwe Brandes
Senior Vice President, Initiatives at the Urban Land Institute (ULI)

Uwe Brandes is Senior Vice President of Initiatives at the Urban Land Institute (ULI) in Washington, D.C. He leads ULI's initiatives on Climate Change, Land Use and Energy (CLUE) and The City in 2050, and most recently co-authored ULI's publication entitled What's Next? Real Estate in the New Economy. Prior to ULI, Mr. Brandes was Vice President of Capital Projects at the Anacostia Waterfront Corporation in Washington D.C and Associate Director of the D.C. Office of Planning where he managed the award winning Anacostia Waterfront Initiative. He was a Fulbright Scholar at the Technical University Dortmund and a Paul Sun Fellow at Tsinghua University in Beijing. He serves on the boards of the Landscape Architecture Foundation and Bioregional North America.



Eric Cahill
Founder and Managing Director, Adaptiv Consulting

Eric Cahill is founder and managing director of Adaptiv Consulting, an independent consultancy engaged in bringing cutting edge personal mobility solutions to market.

Prior to founding Adaptiv, Mr. Cahill led the engineering team responsible for developing the electric drivetrain technology for the Fisker Karma plug-in hybrid luxury sedan. He went on to direct the Automotive X PRIZE, a global competition that awarded \$10 million to teams fielding the top production-capable cars achieving at least 100 MPGe (miles per gallon equivalent). Mr. Cahill holds graduate degrees in Engineering & Management and in Technology & Policy from MIT's Sloan School of Management and Engineering Systems Division, respectively. He is currently pursuing his PhD at the Institute of Transportation Studies at UC Davis where he is exploring differences in the capability of firms to introduce dramatically new technologies and business models that could significantly advance clean vehicle markets.



Tim Campbell
Chairman, Urban Age Institute; Author; Consultant; former Head of Urban Programs, World Bank Institute

Tim Campbell retired from the World Bank in 2005 after more than 17 years working in various capacities in the urban sector. His most recent positions include head of the World Bank Institute urban team (from 2001) and head of the Urban Partnership. Prior to his time at the World Bank, Dr. Campbell worked for more than 13 years as a private consultant and university professor at Stanford University and the University of California at Berkeley. He has authored several books, the most recent being Beyond Smart Cities (Earthscan, 2012). He holds a B.A. in Political Science from U.C. Berkeley, a Masters in City and Regional Planning from U.C. Berkeley, and a Ph.D. in Urban Studies and Planning from M.I.T.



Armando Carbonell
Chair, Department of Planning and Urban Form, Lincoln Institute of Land Policy

Armando Carbonell chairs the Department of Planning and Urban Form at the Lincoln Institute of Land Policy, a think tank in Cambridge, Massachusetts. He is the policy and practice editor of the British journal Town Planning Review and an honorary member of the Royal Town Planning Institute. Prior to the Lincoln Institute, Mr. Carbonell had been founding Executive Director of the Cape Cod Commission, a regional planning and land-use regulatory agency in Massachusetts. He was a lecturer and design critic in urban planning and design at Harvard University, taught planning studios at the University of Pennsylvania, and held a 1992-1993 Loeb Fellowship in the Graduate School

of Design at Harvard University as well as chaired the National Academy of Sciences panel on groundwater vulnerability from 1991-1992.



Art Chang
CEO, Tipping Point Partners

Art Chang is a New York tech startup veteran and is CEO of Tipping Point Partners a technology investment company that believes that great software, applied intelligently, can result in positive social and economic change. He currently serves as the CEO of two of Tipping Point's portfolio companies, AppOrchard and Cookstr. Mr. Chang has been a serial entrepreneur, investor and advisor to many NYC tech startups. He is an appointee of Mayor Michael Bloomberg to the New York City Campaign Finance Board, and currently serves as Chair of the NYC Voter Assistance Advisory Committee. Mr. Chang is also a co-creator, along with CUNY and NYC Council Speak Christine Quinn, of a software apprenticeship program based at CUNY schools.



Karen Chapple
Associate Professor of City & Regional Planning, University of California, Berkeley; Associate Director, Institute for Urban & Regional Development

Karen Chapple, Ph.D., is an Associate Professor of City and Regional Planning at the University of California, Berkeley, and serves also as Associate Director of the Institute for Urban & Regional Development. Chapple specializes in housing, community and economic development, as well as regional sustainability planning. She has most recently published on regional economic resilience (in the *Cambridge Journal of Regions, Economy, and Society*), innovation in the green economy (in *Economic Development Quarterly*), and the failure of poverty dispersal policies (in *Housing Policy Debate*). Most recently, she has led a national contest sponsored by the Annie E. Casey Foundation to generate ideas for local and state job creation targeting disadvantaged communities. Chapple holds a B.A. in Urban Studies from Columbia University, an M.S.C.R.P from the Pratt Institute, and a Ph.D. from UC Berkeley.



Robin Chase
Founder & CEO, Buzzcar

Robin Chase is founder and CEO of Buzzcar, a service that brings together car owners and drivers in a carsharing marketplace. Buzzcar.com empowers individuals to take control of their mobility, without looking to governments or big businesses for solutions. Robin is also founder and former CEO of Zipcar, the largest carsharing company in the world, and GoLoco, an online ridesharing community.

Robin lectures widely, has been frequently featured in the major media, and has received many awards in the areas of innovation, design, and environment, including Time 100 Most Influential People, Fast Company Fast 50 Innovators, and BusinessWeek Top 10 Designers. Robin graduated from Wellesley College and MIT's Sloan School of Management, and was a Harvard University Loeb Fellow.



Christian Claus
Director of Architecture, Strategy, and Partners – IBM Smarter Cities Software

Christian Claus has collaborated with customers, partners, and IBMers to create the Intelligent Operations Center software and related products to enable Smarter Cities. The IOC solutions enable cities to utilize IBM's Instrumented, Integrated, and Intelligent approach to convert sensor and related data into key performance indicators and coordinated action. Mr. Claus has dedicated the past decade of his career to dealing with the issues of Sensor Information Management at massive scale. He led the creation of IBM's Radio Frequency Identification and Supply Chain Traceability software products and related global standards. Prior to joining IBM, Mr. Claus held Sales and Technical roles at Sun Microsystems, Apple Computer, and General Electric.



Hope Cohen
Associate Director, Center for Urban Innovation, Regional Plan Association

Hope Cohen is director of RPA's New York Program and associate director of RPA's Center for Urban Innovation. Before coming to RPA, Cohen was deputy director of the Manhattan Institute's Center for Rethinking Development, where she focused principally on issues of urban environment and infrastructure, publishing *Rethinking Environmental Review* and *The Neighborly Substation*. Cohen worked many years in New York City's public sector, in areas ranging from urban planning to capital budgeting to strategic information technology. She was at MTA New York City Transit for more than a decade, concentrating on bringing the technology used for the city's subway and bus systems into the twenty-first century. Cohen holds a BA from Harvard and an MA from the University of Chicago.



James Crowther
Customer Solutions Manager, Cisco's Internet Business Solutions Group

James Crowther is responsible for The Netherlands region within Cisco's IBSG. James is responsible for driving strategic engagements with multinational service provider and enterprise accounts primarily in The Netherlands and

Northern Regions within Cisco's European Markets. Crowther joined Cisco in 2000, leading the global transformation of Cisco's customer service function, building one of the world's first global IP Contact Centers/support models. Presently, James is leading Cisco's support of Philips Lighting's transformation. Formerly a consultant at Cap Gemini Ernst & Young in Holland, Crowther has industry experience applying new technology to marketing, advertising, and media. James is an Honours graduate of The University of Leicester and has a Masters from The University of Cambridge and MBA from The University of East Anglia.



Victor d'Allant
CEO of dallant.networks

Victor d'Allant is CEO of dallant.networks, a communications group building and managing online networks for global impact. Some of his clients include the World Bank and the Gates, Ford and Skoll foundations. Mr. d'Allant previously served as CEO & Managing Director in both the private and non-profit sectors, and has consulted for the World Health Organization, the World Bank, and Bloomberg among others. Previous to dallant.networks, he pursued a career in photojournalism and has had his work exhibited at the Museum of Modern Art, Paris. Mr. d'Allant holds an MA in social anthropology from the Sorbonne and an MBA from UC Berkeley's Haas School of Business.



Joseph Danko
Managing Director of Urban Programs, CH2M HILL

Joseph Danko is CH2M HILL's Managing Director of Urban Programs and brings more than 25 years of experience to his role. He oversees urban development programs and strategic master planning for cities and communities around the world. He has participated in sustainable projects from master planning and financing through design, construction, and operations, including development of environmental management systems, sustainable communities and agriculture, renewable energy applications, climate change assessment, and waste-to-energy systems. Mr. Danko's extensive experience includes creating a Nondestructive Evaluation/Nondestructive Testing company with Bristol Bay Native Corporation in Alaska; providing senior leadership for our total water management business in Alberta, Canada; Project Director of an \$800 million infrastructure utilities project and leading an industrial "zero waste" initiative.



Nestor Davidson
Professor of Law at
Fordham University (NY)

Nestor Davidson's work as a teacher and scholar has focused on land use, local government law, affordable housing law and policy, and sustainability. Davidson served as Deputy General Counsel at the U.S. Department of Housing and Urban Development, and practiced in the real estate and finance department at the firm of Latham & Watkins. Davidson earned his A.B. from Harvard College and his J.D. from Columbia Law School. After law school, he clerked for Judge David S. Tatel of the United States Court of Appeals for the District of Columbia Circuit and Justice David H. Souter of the Supreme Court of the United States.



Ron Dembo
Founder and CEO,
Zerofootprint

Ron Dembo is the Founder and CEO of Zerofootprint, a cleantech software and services company that makes environmental impact measurable, visible and manageable for businesses, governments, institutions and individuals. Dr. Dembo is also the Founder and former CEO of Algorithmics Incorporated, growing it from a start-up to the world's largest enterprise risk-management software company. In May 2007, Dr. Dembo was made a lifetime Fields Institute Fellow, a fellowship which honors individuals who have made outstanding contributions to the Fields Institute, its programs, and to the Canadian mathematical community. Currently, he sits on a number of boards and is a member of the Climate Change Adaptation Advisory Committee Canada and UN HABITAT World Urban Campaign Steering Committee.



Gordon Feller
Convenor, Meeting of the
Minds + Director of Urban
Innovation, Public Sector
Practice, Internet Business
Solutions Group, Cisco

Gordon Feller is the Director of Urban Innovation at Cisco's Internet Business Solutions Group's Urban Innovations team within the Public Sector Practice. He works with corporate and city leaders worldwide supporting Cisco's numerous China initiatives while simultaneously leading Cisco's new City Leader Program for Chinese mayors and city-based party secretaries. Prior to joining Cisco IBSG, Feller was CEO of the Urban Age Institute, an international research organization. For nearly 30 years, Mr. Feller has advised on urban development issues with leaders of multinational companies, cities, NGOs, and national governments. His clients have included World Bank, United Nations, The Rockefeller Foundation, and IBM among others. He is the Co-Founder and Master of Ceremonies & Convenor of Meeting of the Minds. Mr. Feller

received his Bachelor's in political science and a Master's in international affairs from Columbia University.



Jeff C. Frazier
Senior Director, Global
Public Sector, Internet
Business Solutions Group,
Cisco Systems, Inc.

Jeff Frazier is a Senior Director of the Global Public Sector for Cisco's Internet Business Solutions Group's (IBSG), Cisco's strategic consulting arm. He is a technology executive with 20+ years in the international business community with a background in international business, global public policy and innovation focus on the public markets. He is a six-time speaker at the Public Services Summit at Nobel, and holds positions on the Boards of Director for the International Affairs Council (IAC) and Communities in Schools, North Carolina (CISNC), as a Councilmember to the NC Governor's Innovation Council and NC Governor's China Advisory Council. He is an appointed member of the United Nations International Police Advisory Council (UN-IPAC) and a National Governors Association (NGA) Fellow.



**Deputy Mayor Carolien
Gehrels**
Deputy Mayor, City
of Amsterdam

Carolien Gehrels was sworn in a second term as deputy mayor of the city of Amsterdam on May 27th 2010. After serving a first term (April 2006 – March 2010), she took the lead in forming a new Amsterdam administration after the 2010 municipal elections. She is responsible for Economic Affairs, Art & Culture, Water Management, Monuments, Local Media and Public Companies. She also supports Art & Culture and is hosting Amsterdam's celebrations of 400-year canals, the re-opening of the Van Gogh and Rijksmuseum, and the international Waterweek in 2013. Prior to working for the Amsterdam administration, deputy mayor Gehrels was Managing Director at Berenschot Citymarketing & Communications, an independent organizational consulting firm with 500 employees in the Benelux.



Mark Gilbreath
Founder and CEO,
LiquidSpace

Mark Gilbreath is the Founder and CEO of LiquidSpace, the dominant realtime workspace and meeting space network. LiquidSpace supports corporations of all sizes, seeking to improve the productivity of their mobile workforce, increase the efficiency of their real estate portfolio, and bring measurability to their sustainability initiatives. He is an experienced serial entrepreneur and

one of the new voices in real estate technology, supporting a vision of sustainable, mobile business practices.

Mark has spent 25+ years in the technology industry with Wyle Electronics, Trinity Technologies, Altera, Toolwire in roles ranging from design engineer to startup CEO. For the past 6 years Mark has been focused on the massive opportunity facing the commercial real estate industry and the planet as a whole – the consumerization of real estate.



Matt Grob
Executive Vice President
and Chief Technology
Officer, Qualcomm
Incorporated

Matt Grob is the executive vice president and chief technology officer for Qualcomm Incorporated. He is responsible for the oversight of Qualcomm's technical path, the coordination of R&D activities across the company and the development of next-generation wireless technologies. Mr. Grob also leads Corporate R&D and provides oversight to Qualcomm Corporate Engineering Services. Since joining Qualcomm in 1991, his contributions have included: system design, standardization, and project leadership for programs including the early CDMA data services; the Globalstar satellite based mobile voice and data system; and the 1x EV-DO high-speed wireless Internet access technology. He holds a number of patents in the area of wireless data services and technology, and holds a BSEE from Bradley University, Peoria, Illinois as well as an MSEE from Stanford University.



Vicente Guallart
Chief Architect & Director
of Urban Habitat,
Barcelona City Council

Vicente Guallart is Chief Architect and Director of Urban Habitat at the Barcelona City Council. He is responsible for bringing together the areas of Urbanism, Environment, Infrastructure and ICT. Current projects include the development and promotion of a 'city protocol' to enable cities to become Smart Cities. Its aim is to define the standards which cities need for the 21st Century and promote the alliance between cities to move towards a self-sufficient and connected model. He developed the vision for the City Council and Barcelona urban areas: "Many slow cities inside a Smart City." His aim is the re-naturalization of the city, the definition and promotion of self-sufficient blocks, and guaranteeing the city's urban connectivity. Altogether, this includes more than 60 concrete projects.



Dr. Colin Harrison
Distinguished Engineer
and inventor of IBM's
Smarter Cities architecture

Dr. Colin Harrison is a Distinguished Engineer and inventor of IBM's Smarter Cities architecture. He was previously Director of Strategic Innovation in IBM Europe and Director of Global Services Research, and currently holds the title of Master Inventor and Member of the IBM Academy of Technology. Prior to working at IBM Smarter Cities, he held a leadership development position at CERN as well as at the EMI Central Research Laboratories. He earned a PhD in Materials Science studied from the Imperial College and University of Munich, and is a Fellow of the Institution of Engineering & Technology, Senior Member of the Institution of Electronic & Electrical Engineers, and Founder Member of the Society for Magnetic Resonance in Medicine. He is Expert Advisor to the Swiss Academy of Technical Sciences and has been a Visiting Scientist at MIT, Harvard Medical School, and Lawrence Berkeley Laboratory.



Paul Hedtke
Senior Director,
Business Development,
Qualcomm Inc.

Paul Hedtke spent 17 years in the aerospace industry in various positions in engineering, project & product management, and business development prior to joining Qualcomm in 1998. At Qualcomm Mr. Hedtke has served as project leader on numerous product and business development projects including establishing Qualcomm's first business operations in Europe providing fleet management services to the transportation industry, the development and deployment of the first application of Qualcomm's wireless technology in the healthcare industry, and numerous projects that have helped to establish the Company's business within the automobile industry where Qualcomm is now the leading supplier of wireless modem chipsets for telematics and connected car services. He is currently leading Qualcomm's QCT Division business development activities in the automotive sector.



Christoph Herzig
Global Marketing Manager,
Systems & Services
in Business Group,
Professional Lighting
Solutions, Philips Lighting

Christoph Herzig is Global Marketing Manager Systems and Services in Business Group Professional Lighting Solutions at Philips Lighting. Mr. Herzig is responsible for the global development and marketing of innovative service and solution offerings for outdoor lighting, addressing advanced needs of cities, municipalities and dedicated service providers in the public space. Before joining Philips

Lighting in 2010, Mr. Herzig spent 12 years at Philips Healthcare holding various managerial positions, in the field of Professional Services, IT and "Connected Business" strategies. He was responsible for global processes and service automation, post-merger integration and the development and implementation of a service enablement platform for emerging business. He holds an engineering degree in Applied Physics/Medical Engineering from the University of Applied Sciences in Berlin.



Dylan Hixon
President, Arden
Road Investments

Dylan Hixon manages a diversified portfolio of public and private investments at Arden Road and serves as a Director of Hixon Properties Inc., a real estate development firm in San Antonio, Texas, and sits on the Boards of several other private companies in industries ranging from Technology to Agriculture. Previously, he worked as a mechanical engineer in areas including applied research on combustion systems and motion picture visual effects technology. Mr. Hixon serves on the advisory boards of Caltech's Resnick Institute for energy research, and the Yale School of Forestry & Environmental Studies. He is a Trustee of Harvey Mudd College in Claremont, California, and the Calhoun School in New York City. He holds a Bachelor's Degree from Yale University, and a Master's Degree in Mechanical Engineering from the California Institute of Technology.



Rick Hutchinson
Chief Executive Officer,
City CarShare

As the Chief Executive Officer of City CarShare, a Bay Area nonprofit, Rick Hutchinson brings over thirty years of leadership experience to the sustainable transportation marketplace. Emphasizing the development of market-directed and purpose-based organizations, he has led three companies and consulted in a range of industries and specialties. Currently, Rick is responsible for all aspects of the City CarShare organization, including strategic direction, operational functions and organizational development. Under Rick's direction, City CarShare has enhanced operations and expanded the range and scope of the organization, achieving operational sustainability and solidifying its position as the largest nonprofit carsharing organization in North America. He attended the University of California at Berkeley receiving degrees in economics and journalism, and received his MBA from Columbia University with an emphasis in marketing and finance.



Leila Chirayath Janah
Founder, Samasource

Leila Chirayath Janah is the founder of Samasource, an award-winning social business that connects people living in poverty to microwork, or small, computer-based tasks that build skills and generate life-changing income. She serves on the boards of OneLeap and TechSoup Globaland as an advisor to mobile shopping app RevelTouch. Prior to Samasource, Ms. Janah was a Visiting Scholar with the Stanford Program on Global Justice and Australian National University's Center for Applied Philosophy and Public Ethics. She was a founding Director of Incentives for Global Health, has worked at the World Bank, and has been a travel writer for Let's GO in Mozambique, Brazil, and Borneo. Ms. Janah's work has been profiled by CBS, CNN, NPR, the BBC, The New York Times, and The New Scientist.



Mayor Edwin Lee
Mayor, City and County
of San Francisco

Edwin M. Lee is the 43rd Mayor of the City and County of San Francisco and the first Asian-American mayor in San Francisco history. Mayor Lee first began working for the City and County of San Francisco in 1989 as the Investigator for the City's first Whistle Blower Ordinance and has since served as the Executive Director of the Human Rights Commission, Director of City Purchasing, and Director of the Department of Public Works before he was first appointed as City Administrator in 2005. Prior to his employment with the City and County of San Francisco, Mayor Lee was the Managing Attorney for the San Francisco Asian Law Caucus. He graduated Summa Cum Laude from Bowdoin College and from Boalt Hall School of Law, University of California, Berkeley.



Charles B. Leitner III
Chairman, SVP Real
Estate and Chairman, ULI
Greenprint Center for
Building Performance

Mr. Charles B. Leitner III is Chief Executive Officer for the Greenprint Foundation, a non-profit organization created by a global alliance of leading real estate investors to spearhead the industry's drive to reduce greenhouse gas emissions while creating value in property portfolios. In addition, Mr. Leitner is Chairman of RREEF and a member of Deutsche Asset Management's Global Operating Committee. He is a Trustee of the Urban Land Institute, on the Board of Directors of the Pension Real Estate Association, a member of the National Association of Industrial and Office Parks, and a member of the Real Estate Roundtable.



Ellen Lou
Director of Urban
Design and Planning,
SOM San Francisco

Ellen Lou heads the Urban Design and Planning team in Skidmore Owings and Merrill (SOM) San Francisco office, one of the largest architectural and engineering practices in the world. Among the firm's numerous accolades is the Burj Khalifa in Dubai, which is currently the world's tallest building. Ever since joining SOM, Lou has directed many recognized urban design projects in the U.S. and areas in the Pacific Rim nations. Her expertise lies in the urban domain – including master planning new communities and town layouts – and brown field reuse for the public benefit. Ms. Lou has also served as a board member for the San Francisco Urban Planning and Research, and has lectured at a series of universities which include Stanford and Berkeley.



Mikel Maron
Co-Founder of Ground
Truth Initiative and the
Map Kibera Project

Mikel Maron is a programmer and geographer working for impactful community and humanitarian uses of open source and open data. He is co-founder of Ground Truth Initiative, and of the Map Kibera project. He is also on the Board of the OpenStreetMap Foundation and holds the position of President of the Humanitarian OpenStreetMap Team. He has travelled widely and has organized projects in India, Palestine, Egypt, Swaziland, and elsewhere. Prior to his role at Ground Truth Initiative and Map Kibera, he co-founded Mapufacture and worked on collaborative platforms, geoweb standards, and various applications with a wide spectrum of organizations from UN and government agencies to anarchist hacker collectives.



George McCarthy
Director, Metropolitan
Opportunity Program,
The Ford Foundation

George ("Mac") McCarthy directs the Ford Foundation's Metropolitan Opportunity work. His team focuses on providing low-income people better access to jobs and opportunities. In 2008, Mac administered a program that focused on using homeownership to build assets for low-income families and their communities. Prior to joining the Ford Foundation in 2000, he was a senior research associate at the Center for Urban and Regional Studies at the University of North Carolina at Chapel Hill. He has worked as professor, scholar, and research associate at many other Academic Institutions throughout the world. Mac earned a Ph.D. in economics from the University of North Carolina at Chapel Hill, a master's degree in economics from Duke University and a bachelor's degree in economics.



Juliette Michaelson
Director of Strategic
Initiatives, Regional
Plan Association

Juliette is the Director of Strategic Initiatives and is currently focused on a large-scale effort to build an active network of transit agency chief executives from around the world. Juliette is the author of a landmark RPA report that quantified how much home values near train stations benefit from improved transit service. She worked on RPA's advocacy efforts on the Far West Side of Manhattan.

Prior to joining RPA, Juliette was a Project Manager at Project for Public Spaces. She managed outreach, education and training programs to help municipalities and state DOTs make concordant land use and transportation decisions. Juliette received a Bachelor of Arts in Political Science from Princeton University and a Master in Urban Planning from Columbia University.



Peter Miscovich
Managing Director,
Jones Lang LaSalle

Peter Miscovich is Managing Director at Jones Lang LaSalle which develops integrated corporate solutions focusing upon Emerging Technologies, Workplace Innovation and Sustainable Urbanization. A management consultant with more than 20 years of experience, he has developed, executed, and managed comprehensive workforce and workplace solutions for global Fortune 500 companies involving corporate real estate, human resources, finance, technology, operations, sourcing and strategic planning functions. Peter Miscovich has been a partner at PricewaterhouseCoopers and is recognized as an industry thought leader by The Conference Board, CORENET Global, the Urban Land Institute and WORKTECH technology consortium. He has Executive management credentials from the M.I.T. Executive Leadership Development and Transformational Change Programs and a Bachelor of Science Degree in Civil Engineering from the University of Arizona.



Nils Moe
Mayor's Sustainability
Advisor, City of Berkeley

Nils Moe currently serves as the Mayor's Sustainability Advisor for the City of Berkeley. In this role, he is helping to implement Berkeley's Climate Action Plan and working with the city staff and the community to reduce their GHG emissions. During the last ten years he has been working as a professor of Organizational Psychology at San Francisco State University and a faculty member of the MPA and MBA in Sustainable Management programs at the Presidio Graduate School.



Jay Nath
Chief Innovation Officer,
City of San Francisco,
Mayor's Office

As the City's first Chief Innovation Officer, Jay Nath is focused on bringing new ideas and approaches to solving long-standing government challenges. Recognizing the potential of San Francisco's innovation community, Mr. Nath is harnessing their passion, creativity and intelligence to help solve civic problems. With the Mayor, he announced the 2012 Innovation Portfolio which establishes three strategic focus areas: economic development, citizen engagement, and government efficiency.



Mark Norman
President, Zipcar

Mark is our "car guy." From Vancouver to Chicago to London, Mark Norman is responsible for the worldwide operations of Zipcar. Mark joined Zipcar following its merger with Flexcar in the fall of 2007. He came to Zipcar with more than 20 years of executive experience in the automotive industry, including roles as CEO of Flexcar, and Chairman, President and CEO of DaimlerChrysler, Canada. At Zipcar, Mark works with the executive leadership team to ensure optimal member experiences in every Zipcar market. His career has been defined by leveraging operational best practices to ensure customer satisfaction and revenue growth. Mark holds an undergraduate degree in Economics from Rice University in Texas as well as a Masters in Business Administration from Harvard Business School.



Melanie Nutter
Director, Department of
the Environment City
of San Francisco

Melanie Nutter serves as the director for the San Francisco Government's Department of the Environment. She joined SFE after working as the deputy district director for Congresswoman Nancy Pelosi, Speaker of the House. Prior to this position, she was the executive director of the San Francisco Democratic Party and was the principal of Nutter Consulting, a San Francisco based consulting firm that helps nonprofits and political organizations to raise funds, organize events, manage campaigns and recruit new supporters. Ms. Nutter has over 16 years' experience in nonprofit fundraising, events management, grassroots organizing and media relations. She was a grassroots political organizer with Greenbelt Alliance, the Public Interest Research Groups (PIRG) and Green Corps. She holds a B.S. degree in communications and environmental studies from Northwestern University.



Manuel Oomen
Senior Director Innovation
Alliances, Philips Lighting

Manuel Oomen has been with Philips more than 20 years, of which more than 15 years in Philips Lighting. He held various technical and management positions in Philips and has been working and living in the Netherlands, Germany and the U.S. Recently he became responsible for Innovation Alliances at Philips Lighting. In this role he is defining and managing partnerships with other companies and institutes with the objective to learn about and deliver innovative integrated solutions to customers. Partnering with others is one important instrument for Philips Lighting to become a full lighting solutions provider. Dr. Oomen holds a PhD in Chemistry and Physics from the State University of Utrecht, the Netherlands.



Jennifer Pahlka
Founder and Executive
Director, Code for America

Jennifer Pahlka is the founder and executive director of Code for America which works with talented web professionals and cities around the country to promote public service and reboot government. Government Technology named her one of 2011's Doers, Dreamers and Drivers in Public Sector Innovation, and the Huffington Post named her the top Game Changer in Business and Technology. She is known for her TED Talk, "Coding a Better Government", and is a frequent speaker at a wide range of events. She spent 8-years at CMP Media where she ran the Game Developers Conference, Game Developer magazine Gamasutra.com and the Independent Games Festival. Jennifer's early career was spent in the non-profit sector. She is a graduate of Yale University.



Bill Reinert
National Manager of
Advanced Technology for
Toyota Motor Sales, USA

Bill Reinert is National Manager of Advanced Technology for Toyota Motor Sales, USA. His primary function is to coordinate Toyota's various development and marketing activities related to alternative-fueled vehicles and emerging technologies. He is currently working on several advanced hybrid electric products, direct hydrogen fuel cell vehicles, reformed fuel approaches for hydrogen, full-featured electric vehicles, plug-in hybrid concepts, advanced biofuels and sustainable transportation systems. Mr. Reinert has testified before the U.S. House of Representatives Subcommittee on Energy & Air Quality, The National Science Foundation, and is currently the Chair for the Electricity sub-group of the National Petroleum Council's Future Transportation Fuels study for the Department of Energy. Mr. Reinert

has a Masters of Energy Engineering from the University of Colorado, Boulder, and is a Distinguished Engineering Alumni.



Paul Reiter
Executive Director,
International Water
Association (Netherlands)

Paul Reiter is the Executive Director of the International Water Association, an organization that serves as the global network for water professional with approximately 10,000 members in 120 countries. He is a leading figure in international and regional water issues with nearly 30 years of experience in utility project innovation and utility management in the areas of water, electricity and solid waste. Through this period he has worked as a utility leader, private consultant and as an association director. Mr. Reiter's experience in water has focused on sustainable urban water management including water resources optimization for human and environmental needs, water efficiency and reuse, urban drainage, and water-sensitive urban design. He has co-authored two books and speaks globally on the leading challenges facing the water sector.



Mayor Gregor Robertson
Mayor, Vancouver,
British Columbia

Gregor Robertson was elected Mayor of Vancouver in November 2008 and was re-elected in 2011 to continue his campaign to end street homelessness, address housing affordability, improve public transit, and make Vancouver the greenest city in the world. Mayor Robertson is a national advocate for urban issues as Chair of the Federation of Canadian Municipalities' Big City Mayors' Caucus. He spearheaded the creation of the city's first comprehensive Economic Action Strategy and has established Vancouver internationally as the Green Capital – a City where going green is good for business. He has also overseen the award-winning Greenest City 2020 Action Plan. Prior to entering politics, Mayor Robertson co-founded Happy Planet, a Vancouver-based socially responsible company that produces organic juices and promotes health and nutrition.



Charles Rutheiser
Senior Associate, Center
for Community and
Economic Opportunity,
Annie E. Casey Foundation

Charles Rutheiser is currently a Senior Associate in the Center for Community & Economic Opportunity at the Annie E. Casey Foundation in Baltimore, Maryland. He is also an active member of the Urban Land Institute Inner City Council and the Anchor Institution Task Force. Prior to working with the Casey Foundation, he directed the Graduate Program in Applied Anthropology at Georgia State University

and taught Cultural Anthropology and Urban Studies at the Johns Hopkins University, Bryn Mawr College, and Western Michigan University. He is the author of *Imagining Atlanta: the politics of place in the city of dreams* (Verso, 1996). A former Fulbright and Inter-American Foundation Fellow, Mr. Rutheiser received a M.A. and Ph.D. in Cultural Anthropology from the Johns Hopkins University, and a B.A. in Anthropology from New College of Florida.



Scott Samuelsen
Professor and Director,
National Fuel Cell
Research Center; Director,
Advanced Power and
Energy Program, University
of California, Irvine

Professor Scott Samuelsen is Director of the National Fuel Cell Research Center (NFCRC) on behalf of the U.S. Department of Energy and the California Energy Commission, and co-Chairs the California Stationary Fuel Cell Collaborative with the Chair of the California Air Resources Board. He directs the Advanced Power and Energy Program (APEP) at the University of California, Irvine, is a Professor of Mechanical, Aerospace, and Environmental Engineering, and a Henry Samueli Endowed Chair. Some of his research focuses include building integration and utilization of distributed generation, renewable production of electricity and transportation fuels, shared-use transportation systems, gas turbine combustion systems for propulsion and power generation, and fuel cell systems for stationary applications. He is a graduate of the University of California, Berkeley.



Hari Sankaran
Vice Chairman,
Infrastructure Leasing &
Financial Services Limited
(IL&FS), Mumbai, India

Mr. Hari Sankaran is the Vice Chairman of Infrastructure Leasing & Financial Services Limited (IL&FS) in Mumbai, India. Prior to this position, Mr. Sankaran held a number of positions within the organization including Chief Economist, Head for the Northern Region and Executive Director for Infrastructure. Mr. Sankaran has been closely associated with initiatives that have established IL&FS as India's leading Infrastructure and Financing Institution. The Institution has spearheaded the concept of Public Private Partnerships across a range of sectors in India including: roads, power, telecom, water, seaports, education, skill training and e-Governance. Upon completing his Masters at the London School of Economics, Mr. Sankaran returned to India to work with ICICI as a Project Finance Specialist prior to joining IL&FS.



Manel Sanromà
Chief Information Officer,
Barcelona City Council

Manel Sanromà is currently the Chief Information Officer of Barcelona City Council

and a Full Professor of Applied Mathematics at the Universitat Rovira i Virgili. He has occupied several positions in research and management in different Catalan Universities and Local and Regional Administrations. He holds a Ph.D. in Physics, a Masters degree in IT and a Bachelors degree in Humanities.



Susanna M. See
Executive Vice President,
Managing Director,
WSP Flack + Kurtz

As the Managing Director of WSP Flack + Kurtz' San

Francisco office, Susanna M. See directs over 100 engineers in designing with interest and flexibility. Elected to the company's Board of Directors in 2009, she plays an integral role in firm management. She is the engineer-of-record on many of WSP Flack + Kurtz's largest and most challenging projects, establishing engineering concepts, selecting systems, and ensuring quality as the projects move through the design and production phases. Some of her recent projects include: 50 U.N. Plaza; 350 Mission Street; Foundry Square Buildings I-IV; University of California, San Francisco Neurosciences Laboratory and Clinical Research Facility; Letterman Digital Arts Center; Walt Disney Family Museum; 560 Mission Street; Westfield San Francisco Centre; and the Millennium Tower.



Suzanne Seitinger
Director of City Innovation,
Philips Lighting

Suzanne Seitinger is responsible for leading the research and strategy

around the impact of programmable LED lighting elements to create safe, inviting and responsive urban environments. Her combined background in architecture, urban planning and human-computer interaction is comprised of research and design projects like the Digital Mile in Zaragoza, Spain and Urban Pixels, wireless LED pixels for ad-hoc media façades. LightBridge, her most recent project in honor of MIT's 150th anniversary in Cambridge, Massachusetts, used new configurations of low-resolution displays and sensor-activated urban screens to showcase the potential of responsive infrastructures in future urban lighting plans. Suzanne received a BA from Princeton University as well as a PhD, MS and MCP from MIT. Her PhD dissertation – Liberated Pixels: Alternative Narratives for Lighting Future Cities – explored the aesthetic and interactive potentials for future lighting and display infrastructures.



Susan A. Shaheen, Ph.D.
Co-Director of the
Institute of Transportation
Studies' Transportation
Sustainability Research
Center, University of
California, Berkeley

Susan Shaheen is a Co-Director of the Institute of Transportation Studies' Transportation Sustainability Research Center (TSRC) at the University of California, Berkeley. She was honored as the first Honda Distinguished Scholar in Transportation at the Institute of Transportation Studies at UC Davis, and served as the Policy and Behavioral Research Program Leader at California Partners for Advanced Transit and Highways and as a special assistant to the Director's Office of the California Department of Transportation. Dr. Shaheen is an internationally recognized leader in shared-use vehicle research and has 17 years of experience on this topic. She has a Ph.D. in ecology focusing on the energy and environmental aspects of transportation from UC Davis, and an M.S. in public policy analysis from the University of Rochester.



William Shutkin
President and CEO,
Presidio Graduate School

William Shutkin is the President and CEO of the Presidio Graduate School

where he is also the Richard M. Gray Fellow in Sustainability Practice. He furthermore holds positions as Director of Aravaipa Ventures and a founding Partner of Urban Sustainability Associates. Prior to his position at Presidio, he was Executive Director of the Rocky Mountain Land Use Institute and led several community development and sustainability organizations including Alternatives for Community & Environment and New Ecology, Inc. among others. He is the author of the award-winning book, *The Land That Could Be: Environmentalism and Democracy in the Twenty-First Century*, and *A Republic of Trees: Field Notes on People, Place, and the Planet*. He received a law degree and master's degree in history from the University of Virginia, and a doctorate from the University of California Berkeley.



Jill Simmons
Director, Seattle
Office of Sustainability
and Environment

Jill Simmons is the Director of the Seattle Office of Sustainability and Environment (OSE). Prior to becoming director, Ms. Simmons served as OSE's climate protection program manager, working to implement the Seattle Climate Protection Initiative and overseeing completion of the City's greenhouse gas inventories. Before coming to OSE, she worked in the City's Finance Department as a fiscal and policy analyst. She has also worked on community development and sustainability initiatives as an

associate program officer at the Northwest Area Foundation. Ms. Simmons holds a Law Degree and Master's Degree in Public Administration from the University of Washington.



Egon Terplan
Regional Planning
Director, SPUR

Egon Terplan is SPUR's regional planning director.

A regional planner and economic development specialist with more than 14 year of experience, he has authored or co-authored numerous reports and policy studies, including the first-ever report on the Northern California megaregion and a 2011 report on land use planning and high-speed rail in California. Prior to joining SPUR, Egon spent more than five years with ICF International advising cities and regions throughout the world on economic development and competitiveness. His work included managing and writing collaborative regional strategies throughout the United States and Canada. His international work included designing and implementing competitiveness programs. Egon earned a Master's degree in city and regional planning from UC Berkeley's College of Environmental Design.



Bart van Bolhuis
Consul General of
the Netherlands

Bart van Bolhuis is the Consul General for the Kingdom of the Netherlands

and is based in San Francisco and Los Angeles. His focus is on mutual investments in innovation, water & energy, food & nutrition, life science & health, and creative industries. Prior to his position as Consul General, he was Director for Foreign Trade and Investment at the Ministry of Economic Affairs and Secretary of the Dutch Trade Board. He is at the forefront of private-public cooperation designed to increase Dutch competitiveness in globalizing markets. In this regard, he took the initiative for the creation of the Dutch Design Fashion and Architectural cooperation. Bart van Bolhuis holds a Master's Degree in International Law from the University of Amsterdam.



Niels Van Duinen
Global Marketing Director,
Professional Outdoor
Lighting, Philips Lighting

Niels Van Duinen is currently the Global Marketing

Director of Professional Outdoor Lighting, Philips Lighting. Prior to this position, he was Post-Merger Integration Marketing Manager and focused on connecting and enabling a multi-cultural and interregional marketing network while realizing post-merger business objectives. Now as chairman of Philips' Global (LED) Portfolio Team, he drives the LED technology transition within an international network of Philips Professional Luminaires companies. Before his assignments in the

U.S., he held the position of Philips' National Director of Marketing Professional Lighting in Paris, France where he implemented a customer value driven marketing process around business segments and customer clusters.



Chris Vein
Deputy U.S. Chief
Technology Officer,
Executive Office of
the President

Recently described by FedInsider as “innovating innovation itself,” Chris Vein is the Deputy U.S. Chief Technology Officer for Government Innovation in the White House Office of Science and Technology Policy. In this role, Chris is focused on making government more open, entrepreneurial, and lean; creating new and innovative opportunities for delivering government products, services and processes; and incubating innovation capacity in the civic, technology and civic society arenas. Over the past two award-winning decades, Chris has had the honor of serving four Presidents of the United States, thousands of professional association practitioners around the world, for-profit consulting organizations, and local government organizations. Chris is a sought-after commentator and speaker, quoted in a wide range of news sources from the Economist to Inc. Magazine.



Nicola Villa
Managing Director –
Global Public Sector,
Internet Business Solutions
Group, Cisco Systems

Nicola Villa is IBSG's Managing Director who leads a worldwide team focused on innovative strategies and solutions for public sector. Prior to taking on this role, Nicola managed Cisco's urban innovation team and developed the Connected Urban Development program. CUD was part of the commitment Cisco provided to the Clinton Global Initiative, and it aimed at developing innovative ICT & Broadband solutions in large metropolitan areas. Mr. Villa is an Italian national who has been living in the UK and in the Netherlands for several years. He studied Business Economics at the Università Cattolica in Milan and at the Brighton University in the UK. He wrote his thesis on Industrial Economics, analyzing the effects of Technical standardization policies on the Internet and on the GSM telephony markets.



Jon Walton
Chief Information Officer,
City of San Francisco

Jon Walton is the Chief Information Officer (CIO) for the City & County of San Francisco and Chairman of the Committee on Information Technology (COIT). As CIO, Mr. Walton oversees the delivery of technology services to the citizens of San Francisco and internal support to 23,000 City employees. As Chairman of COIT, Mr. Walton is responsible

for citywide Information and Communications Technology strategy plan, multi-year fiscal planning, enterprise wide performance oversight, and citywide technology enterprise architecture. Prior to working for the City of San Francisco, he served as the CIO for the City of San Jose and Sr. Practice Manager for Unisys Government Service. He has been a speaker at the Nikkei Internet Awards, VMWorld, Government Technology Conferences, and Forbes Technology Forum.



Dr. Peter Wells
Chairman, Neflex
Petroleum Consultants

Dr. Peter Wells is an international oil and gas expert with over 30 years technical and business experience, including at senior levels with major oil companies such as Shell and BP, in the Middle East, Caspian region and West Africa. He has led negotiations in several major oil and gas deals in the Middle East and Caspian regions, most notably in Azerbaijan in the 1990s for BP and in Iran. Dr. Wells is Chairman of the UK-based geological consulting company Neflex Petroleum Consultants. He is also an advisor to Toyota Motor Company on world oil and gas supply and Middle East affairs.



Tom Wright
Executive Director,
Regional Plan Association

As Executive Director, Tom Wright has directed dozens of projects and manages a staff of 35 urban planners and designers, oversees budgeting and fiscal planning for a \$6 million organization, and coordinates a 60-member Board of Directors. Previously, he was the Deputy Executive Director of the New Jersey Office of State Planning where he coordinated adoption of the New Jersey State Development and Redevelopment Plan (2001). He is a Visiting Lecturer in Public Policy at Princeton University's Woodrow Wilson School of Public and International Affairs and is a member of the Forum for Urban Design and the Board of Directors of the Riverside South Planning Corporation and the Arts Council of Princeton. Tom Wright received a Bachelor of Arts in history and a certificate in American Studies from Princeton University and a Master of Science in Urban Planning as well as a Kinne Fellowship and AICP Award from Columbia University.



Susan Zielinski
Managing Director of
SMART, University
of Michigan

Susan Zielinski is Managing Director of SMART at the University of Michigan in Ann Arbor. SMART is a multi-disciplinary, university-wide initiative of UMTRI and the Taubman College of Architecture and Urban Planning. It takes a systems approach to addressing the emerging

challenges and opportunities of integrated and sustainable transportation in a rapidly urbanizing world, undertaking implementation-focused research, Living Labs in India, South Africa, Europe, Brazil, and the U.S., education, and global learning exchange on a range of issues related to the future of transportation. Before joining SMART, Ms. Zielinski spent a year as a Harvard Loeb Fellow focusing on New Mobility innovation and leadership. She worked for over 15 years in the Planning Department at the City of Toronto, developing and leading transportation and livability policies and initiatives.

Attendees

Steve Adams

Sr. Program Advisor, Climate Adaptation, Institute for Sustainable Communities

John Addison

Publisher, Clean Fleet Report

Bruce Agnew

Director, Cascadia Center for Regional Development

Richard Anderson

President, Integral Assets

James Anderson

Vice President Smart Cities, Schneider Electric

Eric Apfelbach

CEO / President, ZBB Energy Corporation

Alexa Arena

Senior Vice President, Forest City

Allison Arieff

Content Strategist, SPUR

Eva Auchincloss

Vice-Chair Presidio Graduate School, Presidio Graduate School

Kristi Audette

Event Planner, Meeting of the Minds

Lloyd Axworthy

President & Vice-Chancellor, University of Winnipeg

Brian Back

Founding Editor & Publisher, Sustainable Industries

Rajiv Ball

Dean Leadership, THNK, The Amsterdam School for Creative Leadership

Becky Barnes

Marketing Manager, Smarter Cities, IBM

Erin Barnes

co-founder/Executive Director, toby

Judy Barraclough

Head of Strategy, The GPT Group

Nelson Beckford

Program Officer, Cleveland Foundation

Jennifer Belissent

Principal Analyst, Forrester Research

Story Bellows

Co-Director, Mayor's Office of New Urban Mechanics, City of Philadelphia

Beatrice Benne

Consultant, Soma Integral Consulting

Rob Bennett

Executive Director, Portland Sustainability Institute

Bradley Berman

Writer, ReadWriteWeb

Leslie Berrie

Director, wholespace.com

Jesse Berst

Chairman, Smart Cities Council

Marco Bettini

Director, Venis S.p.A.

Hardik Bhatt

Director SCC Business Development, Smart+Connected Communities

Aytac Biber

Product Manager, Qualcomm

Eric Bonabeau

Chairman, Icosystem Corporation

Philipp Bouteiller

CEO, Tegel Projekt GmbH

Nick Bowden

CEO / co-founder, MindMixer

Mark Boyer

Editor, Inhabitat

Mark Boyer

Staff Writer, Inhabitat

Uwe Brandes

Vice President, Urban Land Institute – Climate Community

Aantoni Brey

CEO, Urbiotica

Jared Brick

Founder, TraX Actions

Sergio Brischi

CEO, Venis S.p.A.

Joe Browder

Partner, Dunlap & Browder

Michael Bryant

Bryan Buggey
Director, Business Development, Vancouver Economic Commission

Vera Bunina

Project Leader, Skolkovo Foundation

Bill Burch

Project Manager, Cisco

Arthur Burris

Director of Policy, Living Cities

Eric Cahill

Managing Director, Adaptiv Consulting / ITS-Davis

Michael Cameron

CEO and Managing Director, The GPT Group

Tim Campbell

Chairman, Urban Age Institute

Sean Caragata

Director, Legal Services, Cisco Systems

Armando Carbonell

Chairman, Planning and Urban Form, Lincoln Institute of Land Policy

Maurizio Carlin

Director, Comune di Venezia

Mary Catherine O'Connor

Freelance Correspondent, SmartPlanet

Juan Cepeda

Business Development Manager, Cisco

Art Chang

CEO, Tipping Point Partners

Karen Chapple

Faculty, UC Berkeley

Thomas Cherian

ExComm Manager, Cisco

Jaycie Chitwood

Future Fuels & Environmental Strategy Manager, Toyota Motor Sales, USA, Inc.

Amanda Chiu

Vice President, Fidelity Investments

Terry Chuah

Senior Client Partner, Korn/Ferry International

Edward Church

Executive Director, Institute for Environmental Entrepreneurship

Chris Clauss

Director of Architecture, Strategy and Partners, IBM Smarter Cities Software

Sandro Codato

President, Venis S.p.A.

Hope Cohen

Director, New York Programs, Regional Plan Association

Cameron Collyer

Program Director, Evergreen

Nancy Rutledge Connery

advisor/advocate, next gen civil infrastructure systems

Arturo Corbi

Global Business Development, VP, Telvent

John Coyne

Assoc. Partner and Worldwide Group Director, Goodby

James Crowther

Cisco, Cisco

Victor d'Allant

Founder, Dallant Networks

Nicolas da Silva

Ecological transition consultant, Paris Region Development Agency

Mark Dahm

Manager, Cisco

Jo Danko

Managing Director of Urban Programs, CH2M Hill

Nestor Davidson

Professor, Fordham Law School

Peter De Mare

Americas Energy and Sustainability, Honeywell International

John de Yonge

Director, Ernst & Young Global Cleantech Center

Aaron Deacon

Principal, Curiolab

Mary DeLaMare-Schaefer

Deputy Director, CED, Salt Lake City Corp.

Greg Delaune

Strategy Director, Urban Innovation Exchange

Ron Dembo

Founder & CEO, Zerofootprint

Lorna DenDaas

Director, Cisco Industry Sales & Bus. Development, IBM

Amie Devero

President, Solutions 4 Cities

Karine Dognin Sauze

Vice President, Grand Lyon

Cassie J. Doyle

Consul General, Canada

Stephanie Duong

Marketing Specialist, Wistron NeWeb Corp

Mark Durham

Editor in Chief, URB.IM | CTO, Dallant Networks

Kelly Dwight

Consultant, Innovation Pavilion / Orkistr8

John C. Eddy

Principal Infrastructure, Arup

Wim Elfrink

EVP and Chief Globalization Officer, Cisco

Jason Ellis

Business Development, Qualcomm

Kathy English

Sr. Director Public Sector Marketing, Cisco

Nick Epple

Director, Active Neighboring

Laura Erickson

Associate Director, swissnex San Francisco

Jarmo Eskelinen

CEO, Forum Virium Helsinki

Christian Ettinger

sustainability strategist, Educational Foundation of America

David Everitt

Mayor's Chief of Staff, Salt Lake City Corp.

Gordon Falconer

Director, cityProtocol

Gordon Feller

Convenor and Co-Founder, Meeting of the Minds

Jessie Feller

Managing Director, Meeting of the Minds

Robert Ferguson
Chairman, The GPT Group

Jeff Ferzoco
Creative and Technology
Director, Regional
Plan Association

Diane Filippi
Urban Center Director, SPUR

Jill Finlayson
VP Strategy and Planning,
Dallant Networks

Lee Fisher
President & CEO,
CEOs for Cities

Anthony Flint
Fellow & Director of
Public Affairs, Lincoln
Institute of Land Policy

Alex Flores
Cisco

Alex Flores
Manager, Advanced Services,
Cisco Systems, Inc.

Mark Fookes
Chief Financial Officer,
The GPT Group

Linda Fowells
Executive Vice President,
Community Partners

Jeff Frazier
Senior Director, Cisco

Jeff Frazier
Senior Director, Cisco IBSG

Matt Frey
CEO, Optimum Energy

Roberta Gamble
Director, Frost & Sullivan

Mario Gandelsonas
Professor, Princeton University

Rajmani Ganesh
Sr. Director, Business
Development, Qualcomm, Inc.

Josie Garthwaite
Freelance Correspondent, NY
Times/National Geographic

Carolien Gehrels
Deputy Mayor, City of
Amsterdam, City of Amsterdam

Dan Geiger
Executive Director, USGBC-
Northern California Chapter

Brenda Germundson
Market Manager, Cisco

Brenda Germundson
Global Government Marketing
Manager, Cisco Systems, Inc.

Mark Gilbreath
CEO/founder/skipper,
LiquidSpace

Francesc Giralt
Director of R&D+i,
Universitat Rovira i Virgili

Patricia Glasow
Principal, Auerbach
Glasow French

Anthony Golsby-Smith
CEO, Second Road

Johanne Greenwood
Director PMO Smart Cities,
Schneider Electric

Bert Gregory
Chairman and CEO, MITHUN

Cedric Grignard
Director Business Development,
Invest in Lyon, France

Logan Grizzel
Alternative Technologies
Planner, Toyota Motor Sales

Matt Grob
CTO, Qualcomm

Tracey Grose
Research Director,
Institute for the Future

Vicente Guallart
Chief Architect of
the city of Barcelona,
Barcelona City Council

Michael Gurin
CTO, QueView

Andreas Gyllenhammar
Chief Sustainability
Officer, Sweco

Anthony Ha
Writer, TechCrunch

Erin Hafkenschiel
Foundation Director, Bay Area
Council Economic Institute

Dave Hahn
Director of Communications,
Meeting of the Minds 2013

Brian Hahn
Student, UT Austin iSchool

Feng Han
senior architect,
Urban DATA Inc.

Meredith Hannon
Communications, IBM

John Hanson
National Manager
Environmental, Safety & Quality,
Toyota Motor Sales, USA, Inc.

James Hanusa
Founder, Urban
Innovation Exchange

Colin Harrison
Distinguished Engineer,
IBM Corporation

Jonathan Hart
SVP Corporate & Solution
Marketing, Schneider Electric

Youssef Hashash
Professor, University of Illinois
at Urbana-Champaign

Paul Hedtke
Sr. Director, Business
Development, Qualcomm, Inc.

Daniel Hernandez Hernandez
Managing Director, Jonathan
Rose Companies

Christoph Herzig
Sr. Director, Philips Lighting

Dylan Hixon
President, Arden Road
Investments

Deborah Howe
Professor, Temple University

Neil Hrushowy
Senior Urban Designer, San
Francisco Planning Department

Aidan Hughes
Principal, Arup

Rick Hutchinson
CEO, City CarShare

Mrinalini Ingram
Sr. Dir, S+CC Strategy &
BD, Cisco Systems, Inc.

Arun Jain
Urban Designer, Urban
Strategist, Board Member,
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Leila Janah
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US, New Cities Foundation

Thor Ketzback
Partner, Bryan Cave LLP

John King
Correspondent, SF Chronicle

Rachel King
Staff Writer, ZDNet

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Lyle Wray

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Executive Director, Regional
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Workshop Summary Notes

Session A: The Successes and Failures of Car Sharing: What's Next?

Webcast recording available here: <http://cityminded.org/portfolio/the-successes-and-failures-of-car-sharing-what-is-next/gallery/sessions/>

Moderator

Bill Reinert, National Manager of Advanced Technology, Toyota Motor Sales USA

Resource Team:

Paul Hedtke, Senior Director-Business Development, Qualcomm

Rick Hutchinson, CEO, City CarShare

Mark Norman, President, Zipcar

Susan Shaheen, Director-Transportation Sustainability Research Center, Univ. of California, Berkeley

Guidelines for the discussion

What exactly do the practitioners – working on the front lines – think about the role of new technology, telematics, market demands, shifting consumer preferences, and the viability of new options for car sharing? Is the traditional rental model of car sharing the future or is peer-to-peer the next frontier? Does the EV revolution really fit into the car-sharing model? What challenges remain as the core obstacles to car sharing as a solution to urban congestion and localized air pollution? This workshop will delve into the potential for car sharing to transform the mobility and pedestrian experience of cities as well as their carbon footprint.

Summary of the discussion

Reinert: What do the new technologies of connectivity mean for car sharing?

Hedtke: Connectivity is less pervasive than we think. For example, this model year, less than 10% of cars will have connectivity. Car companies (“OEMs”) consider connectivity services as a way to establish and maintain a continuing relationship with customer throughout the ownership life of the vehicle – and they use the technology to learn how the customer is using the vehicle.

Reinert: In light of their very different lifecycle timeframes (development 3 years, lifetime 10-15 years) and obsolescence strategies: how can the automobile and technology industries even talk

with one another? A car lifetime is 10-15 years, technology is far less.

Hedtke: Typically, a chipset lifetime is 3-4 years, but Qualcomm has extended the development cycle for automotive applications to 7 years.

Reinert: Is there a role for electric vehicles (EVs) in car sharing?

Hutchinson: Of course! The purpose of car sharing is environmental. Having EVs in a car-share fleet allows many more drivers to get to try an EV. City CarShare now has 20 EVs in its fleet and 1000 customers who have used them. The company is using that knowledge base to document EV best practices.

Reinert: Any difference in customer profile for users of EVs?

Hutchinson: Car-share superusers have clear preferences and go out of their way to reserve/drive their favorite vehicles, but this is not specific to electric.

Reinert: From a policy perspective, what's needed to start up and maintain a car sharing service?

Norman: Actually, the barriers to entry are low – but the barriers to scale up are high. Key policy issues include on-street parking permits and tax issues. A recent **DePaul University study** on tax policy showed that the effective tax rate on car sharing (based on taxing rental cars) is higher than the rates on tobacco or alcohol.

Reinert: What's the future for peer-to-peer car sharing vs. the traditional rental model?

Shaheen: I think there's room for both. They really are complementary models. Peer-to-peer may be better suited for suburban car share. Of course, we need to overcome the fear of sharing, as well as insurance considerations. I believe we should be able to find different models suitable for college, post-college, etc.. Why shouldn't sharing follow us through the lifecycle/lifestyle phases of life?

Reinert: Can car companies compete successfully in the car-share marketplace?

Norman: Car companies are traditionally not good at service. With car share, we really are building something disruptive – and something that is about service and fundamentally is a service.

Reinert: What would make a perfect car-share car?

Hedtke: It needs to be made of durable materials that can be kept clean. Connectivity is key for care share.

Hutchinson: Car-share cars experience much more intensive use than conventional cars. Constant use over short distances requires durability, strengthened parts that suffer special stresses (e.g., gas caps), and much more information needed.

Norman: The car needs to be adaptable to working in multiple locations. Durability, color (to hide dirt), and parkability are key considerations.

Shaheen: Connectivity to parking information as well as traffic information.

Reinert: Will planning and land-use patterns change to enable car sharing?

Shaheen: [Cited a variety of survey results on the reduction of car ownership and postponement of purchase.]

Reinert: What kinds of shifts in regulation, policy, and financing need to happen to enable this?

Hutchinson: San Francisco requires provision for car sharing in new developments bigger than a certain threshold size. Moreover, car sharing is included in the current federal transportation bill, which will start a definitional process.

Audience Question #1
(Orson Watson, Garfield Foundation):

Question: What about equity? Anything in the car-sharing business plan about targeting low-income people drawn to car-sharing as a financial necessity (that is, not just a as lifestyle choice)?

Answer (multiple panelists): Yes, cost is a major theme, making access to a vehicle possible for tens or hundreds of thousands of people who otherwise could not afford a car.

Audience Question #2
(Neal Peirce, Washington Post Writers Group):

Question: How fast is car sharing really growing?

Answer (multiple panelists): Market gaps are starting to be filled in different ways by different startups. On the policy front, we need to grapple with parking, taxation, insurance, awareness, and mindset.

Audience Question #3:
(Rasheq Zarif, Mercedes-Benz):

Question: How do we get to that hybrid solution of both traditional car share and peer-to-peer? How do we educate state legislators about the law and policy adjustments needed?

Answer (Norman): New apps and technology arise all the time. For example, a new crowd-sourcing app enables sharing of car-share rides.

Answer (Hutchinson): There are new approaches available every day. Lift is a peer-to-peer taxi app – allows driver and would-be rider headed in the same direction to find one another – but what are the policy implications of Lift enabling the driver to request a donation (safety of unlicensed cab, health minimums etc.)? Uber is essentially a taxi dispatch system disruptive to traditional approaches to regulating safety and health. Even if something doesn't work, the innovation culture is important.

Session B: Environmental Initiatives as Levers for Change: Comparing the Initiatives of Seattle and San Francisco

Moderator

William Shutkin, *President and CEO; Richard M. Gray Fellow in Sustainability Practice, Presidio Graduate School*

Resource Team

Nils Moe, *City of Berkeley, Mayor's Office Resource Team*

Melanie Nutter, *Director, San Francisco Department of Environment*

Jill Simmons, *Director, Seattle Department of Environment*

Guidelines for the discussion

San Francisco is now ranked first in the Economist Intelligence Unit's widely read '2011 U.S. Green City Index', and Seattle is now ranked fourth. The directors from the department of environment from both cities will compare their policies and systems that have enabled their city to rise to the top five in the U.S. Which initiatives get the biggest bang for the buck, providing the most impact for the least funding? Which strategies are unique to each city? Which of these strategies can be replicated and transferred to other cities, whether in the U.S. or abroad?

Summary of the discussion

Shutkin: This session was originally conceived as a competition between Bainbridge Graduate School, located in Seattle and the Presidio graduate school here in San Francisco. These two schools are in the forefront of sustainability training. We decided instead to make this a competition between two cities: Seattle and San Francisco.

Moe: We are looking at innovations in cities, what works and what doesn't, challenges and opportunities, cities are the research centers conducting experiments of what works. We are looking for innovative policies that are scalable.

Simmons: We don't see ourselves in a dueling competition. We share best practices, like banning phone books. These are the proving grounds for policy, cutting edge green building innovation. With our power provider, Seattle city light we have an energy efficient building model set on a pay for performance service agreement. Building owners are paid for savings, but we need more incentives because power in Seattle is so cheap. Our plan will bring in energy savings on day one.

Nutter: There is no competition between cities. We have collaborative partnerships. In our city waste reduction is our banner program, also transparency. With any 10,000 foot building we are requiring them to report usage and conduct an audit every five years. Pace incentives amortize upgrades on the property tax bill. We also have an objective of zero waste by 2020, nothing to the landfill. For 3 years we have had mandatory composting. Also with construction and demolition we have diverted 65 percent from landfill. We also have a pay as throw program. The more you send to landfill the more you pay for your garbage pick up.

We love our private sector solid waste partner, Recology. We've made a big investment in outreach education, sending people out to monitor garbage carts and leaving notes telling people how to sort their trash. We have reached the 80 percent milestone of trash diverted.

The themes of our program include partnerships, public private partnerships, transparency, outreach and behavior change.

Eventually we would like to convert the environmental department to a broader sustainability model that includes social equity, to broaden the vision and dispel the myth of jobs vs environment

Simmons: We are highlighting the 2030 district, a high performing district in regards to water, waste, transportation and energy. Other districts are popping around the city

in the university district and a sustainable community in the capitol hill district. In these districts, property owners agreed to set high standards in sustainability.

Nutter: In San Francisco we have been using a food waste compost as an agricultural product giveaways. We also have been exploring whether this is the highest use and whether food waste could provide energy before turning it into compost. We are also planning eco districts at the transbay terminal and the central corridor.

San Francisco has had trouble getting property owners to take advantage of financing for energy efficient retrofits through a program called PACE. There is a need to streamline this effort in order to increase participation.

In Seattle they don't have PACE but they do have the Better Buildings program but financing has not been attractive for some reason. People are worried about debt. Energy in Seattle is so cheap, it is difficult to provide incentives.

Asked whether sustainable policies have staying power, Simmons said there have been three attempts to eliminate her office, but she is not concerned because sustainability is so ingrained in Seattle culture. Our public demands these policies.

Nutter: San Franciscans expect San Francisco to be the greenest city in the US and the political leadership must respond to this, but I want the principals of sustainability to be ingrained in other departments beyond the dept of the environment. With Mayor Ed Lee focused on jobs and innovation, it is important to understand elected officials priorities. Cleantech is a means to improve the environment and bring jobs – at the same time.

Simmons: Cleantech has fueled a flourishing economy linked to the green ethic. Sustainability drives economic growth

Nutter: Regarding biodiversity, San Francisco is adding it to its strategic plan. The focus on biodiversity is just getting started. Nature is part of the urban environment.

Simmons: Seattle plans to focus on green roofs, restoring creeks and planting more trees. We need canopy cover. We need to restore forested parklands. The blackberries are killing the trees.

Session C: The Work/ Life Revolution

Moderator _____

Peter Miscovich, *Managing Director, Corporate Solutions, Jones Lang LaSalle*

Resource Team _____

Alexa Arena, *Senior Vice President, Forest City*
Egon Terplan, *Regional Planning Director, SPUR*
Mark Gilbreath, *Founder and CEO of Liquid-Space*

Guidelines for the discussion _____

Smart work enabled by emerging technologies is changing the way we work and live. Companies of all shapes and sizes are increasingly moving away from the traditional five-day office work week model; public sector agencies are also making some room for the shift. The big embrace of mobile work behaviors is already boosting productivity, shrinking office space, and reducing harmful environmental effects. But what happens once traditional work spaces begin to fade away? New kinds of mobile and digital work-spaces are emerging that offer more agile, flexible, collaborative and entrepreneurial work environments. This session will present some of these examples – and then ask the larger question: How will smart work change our cities?

Summary of the discussion _____

- Convergence around technology
- win – win – win, corporations win, employees win, etc.
- scaling down of workplace
- notion of consumerization of workplace
- It has become a personal choice
- Putting underutilized spaces to work
- priority shift – work is wherever I happen to be / where I am working at the moment
- let's not look at this physically, we are trying to host networks
- how do we host this culture hub?

Mark

- build a marketplace, you can tap into by the minute
- using variable real estate, 100% ROI for Accenture
- this means there is a torrent of conventional employees that are being unleashed in the urban landscape
- inventory of liquid space is increasingly 10% a month

Egon

- exciting trend happening in densification
- there's an implication from public policy – we use developers to contribute to infrastructure development
- implications for investment in transportation with decline of new buildings
- Facebook – has stayed with in rough geography of Facebook and Menlo Park – doubling number of people there were in building before.
- putting attributes of city in the campus – painting graffiti, bar, dry cleaners
- declining square footage per person
- 90% of Google employees that live in San Francisco take shuttle to work
- able to then redevelop their parking lots into new developments

Alexa

- where is our growth going to be?
- #1 priority should be about getting productivity out of talent
- #1 cost is talent
- #2 cost is facilities

Egon

- lost wage opportunity with earthquake with rebuilding hospitals – think of all the Kaiser facilities on top of transit
- Sales force – cafeteria also open to the public, open to the plaza
- we are going to see good examples of suburbs, urbanize and density

Mark

- the majority of workplace will be transactional – the new inventory/where we put new buildings will come from data of how people are making choices

Egon

- 30 years from now in this region – where are they going to locate and how are they going to locate
- I would challenge that work/life revolution is inherently positive

Session D: Smarter Cities of Tomorrow – Integrated Operations Across Service Areas to Meet the Needs of Citizens

Moderator _____

Chris Claus, *Director of Architecture, Strategy and Partners, IBM Smarter Cities Software*

Resource Team _____

Niels van Duinen, *Director, Outdoor Lighting Applications, Philips Lighting*
Jeff Frazier, *Senior Director, Global Public Sector Internet Business Solutions Group, Cisco*
Story K. Bellows, *Co-Director of the Mayor's Office of New Urban Mechanics, City of Philadelphia*

Guidelines for the discussion _____

The infusion of digital intelligence into the world's systems is changing the way people, organizations and entire industries approach everything that they do – how they interact, organize and create value. Nowhere is the potential for transformation greater or more important than in our cities. Join IBM Smarter Cities leaders and esteemed colleagues and partners as we engage in critical thinking and consider the opportunity for transformation. Hear of lessons learned from actual implementations in cities of varying size. How have IBM and its customers and partners used systems that are Instrumented, Interconnected, and Intelligent to improve the lives of citizens? How are leaders turning existing data into coordinated and actionable information across departments? How are they developing road-maps that align to specific priorities? How are cities integrating across service areas to drive sustainable economic growth while enhancing quality of life for citizens and visitors?

Guidelines for the discussion _____

Claus: Need to break down silos, work collaboratively. Risks from crises are magnified when departments don't work together. Open data access is essential, not only via 3rd party assistance, but between departments (such as a water-main break, which also affects traffic flow).

On sharing data

Bellows: Mayor of Philadelphia at forefront on transparency and open data. Implemented with executive order; appointed a chief data officer. Identified touchpoints shared by departments and important to outside stakeholders.

On use of lighting

Van Duinen: With data, lighting can be made adaptive and subject to decision-making. Rapid transition to LED. Lighting is part of smart city ecosystem.

On predicting the future

Frazier: Data and applications can inform policy design, such as promoting the sharing economy, defining strategy and understanding urban flow.

On deploying and coordinating resources

Frazier: sharing data helps us understand neighborhoods and how to use existing assets. Enables hyperlocal ads to mobilize and motivate people.

Van Duinen: Upgrades of light poles can incorporate multiple uses – tower for telecom and other services.

Bellows: Philadelphia works with partners such as CFA (Code for America) – “Peace Corps for Geeks” – to create apps to solve urban challenges.

On crowdsourcing as tool for efficiency

Clauss: We can engage citizens as sensors (provide feedback and information on trouble spots). By opening up challenges to crowdsourcing and innovation, we’re moving away from the old RFP model that posits a solution in the RFP (which then gets bogged down in lengthy process).

Van Duinen: Enable idea generation. Can use gaming. Example: interactive lighting design.

On physical vs. virtual engagement

Bellows: Still need live interaction with constituents to build effective engagement.

On aggregating all the data

Frazier: All of Korea has converted to smart phones. Therefore an integrated source of data for those users is essential.

On reaching marginalized communities

Bellows: We still have 40% of populace without broadband access. So focus on lightweight solutions accessible to all, like text messages.

Van Duinen: Remember that technology is the tool, not the objective – strive for simplicity.

On analytics

Clauss: Opportunity to look at data on multiple fronts, from households to police services.

On ensuring participation / harmonizing actions

Clauss: Bring IT together with sociologists to consider how people really work together.

Encourage collaboration by offering incentives. Example: greenpoints that offer a reward based on green behavior.

Van Duinen: Take small steps and show progress.

Frazier: Need to collaborate on multiple dimensions: big and small, government and individual, using open data.

Session G: New Tools for Social Engagement – How to Better Engage the Public on Policy and Planning Issues

Moderator _____

Tom Wright, Executive Director, Regional Plan Association

Resource Team: _____

Ron Dembo, Founder and Chairman, Zerofootprint Inc.

Art Chang, CEO, Tipping Point Partners

Jennifer Pahlka, Founder and Executive Director, Code for America

Guidelines for the discussion _____

As Regional Plan Association considers the scope, scale and ambition of a Fourth Regional Plan, it is exploring the potential of social media, crowd-sourcing, gaming and other new communication techniques to reach the public in new ways. This workshop will serve to source ideas to inform RPA and other organizations by hearing from workshop innovators, implementors and participants on how best to engage the public in future planning and policy advocacy. Media allows more outlets for distribution, but is the digital divide a hindrance to expanded reach? When and under what circumstances does it make sense to conduct traditional charrettes or public meetings? How do we best engage the public to shape key decisions about large-scale metropolitan change?

Brief introductions were offered by moderator and each panelist. This was followed by open discussion/debate about the pros/cons and future of social engagement tools, with participation from the everyone in the session.

Summary of the discussion _____

Wright

- Summarized long history of RPA in NYC, thesis of slideshow + presentation = RPA has been involved in planning for a long time (since 1922) and has used planning tools such as: reports, public

meetings, and public outreach; these tools of planning have not changed, but technology has amped up the access and potential for meaningful input in all steps of this process.

- RPA has created 3 Regional Plans thus far. The recommendations are usually followed by NYC, if not decades later. As RPA prepares to create the 4th Regional Plan (a once-a-generation event) RPA leaders are interested in using tech innovations in their process. (Note: the last Regional Plan was released in 1996, before the emergence of social media).
- RPA has worked in regional planning for NY /NJ for a century. Gearing up for next planning cycle.

Dembo

- Describes zerofootprint as engagement to provide a frame of reference “norm” and promote behavioral change and to show behavioral change
- Gauge metric was chosen to keep people engaged and to keep the information politically neutral, “you don’t get sick of looking at your speedometer.” One criticism voiced by a session participant: “speedometers aren’t necessarily effective at altering behavior”
- Effectiveness = Information + Behavior. Zerofootprint focused on ensuring the latter is addressed. Example: information display on energy expenditure to encourage more efficient use.

Pahlka

- describes Code for America model: a peace corps for geeks
- Opens sessions using CfA project Textizen to get audience members to text in (from any phone) whether they’d like to see a zero footprint gauge in their buildings w/ some follow up background questions
- Fellows Model: build locally, apply nationally – all projects are open sourced, all fellows are paid for by contracts with the city
- Code for America using fellowships to enlist programmers for application development on urban challenges. Objectives: transparency, effectiveness, simplicity, ease of use – and beautiful. Examples: textizen (get immediate votes on a question), adopt a fire hydrant (city map with citizens taking responsibility for snow removal).
- Instead of User Experience – Citizen Experience

- Showcases several CfA fellow projects (Boston teachers, Santa Cruz Open Data, Adopt a Hydrant, etc) Story speaks from the audience about work done in Philly; see here: <http://codeforamerica.org/projects>

Chang

- Tells story of our lives + how we get likes and comments as our social media selves and engaged feedback from our online purchases and wants to translate this to our civic lives
- Compares feedback from government w/ the necessary feedback you provide your newborns
- Tipping Point Partners is an incubator for internet startups. Tipping Point Partners currently working on apps to help process all of the data. Also, it's important to ensure that apps provide affirmation: letting respondents know they have been heard.

Panel ended with a showing of audience responses from the Textizen question. This was a demonstration of social engagement at a panel about social engagement.

Participation from the Audience _____

Issue: Getting the right people involved

Scott Patterson: suggests putting posters up where the civic issue is taking place to promote online social engagement; situating the interaction where the issue is meaningful!

Issue: Social engagement as something more than a complain box

Allison from SPUR/NYTimes: cites recent Parks and Rec episode where citizens text problems in, but then nothing gets fixed until the city official goes out and fixes the pothole, this comedic device showcases a key complaint of current social engagement tools where they are just complaint boxes that are not linked to results

Jen responds with CfA's "Adopt a Hydrant" program and a shout out to Nick from Mindmixer in the audience. She says "the best platforms go beyond a complaint box," but reminds everyone that a complaint box which is actively heard isn't without value. The city responding with "we have heard you" is significant too (even if problem isn't fixed) because it provides the complainant with more power and context. It shifts the conversation "from me to we" – and helps the citizen understand that potholes around the city are a problem for everyone (eg, 400 complaints) and that the one a child fell in must get fixed first.

Issue: Social engagement is expensive and the citizen might not know best

Lyle brings the town planner perspective: Sometimes officials don't want more input, sometimes setting up a vehicle for input sets up false expectations, a city is often aware of a problem, but don't have the \$ to fix the problem.

Two reasons cities don't want to utilize social engagement: no cash + technocratic top down mindset

Issue: Social engagement as a petition

Another audience member: "when you have to demonstrate the problem (to funders/politicians/higher ups) what better thing to have than x-thousand number of texts showing that very complaint from citizens"

Cities are often soliciting \$ from higher entities and need this data to back their cause – helpful for that, could be manipulated.

Issue: Matching engagement at the right time and with proportionate level of importance

Lloyd A: matching short term and long term goals; 2 issues, temporality and relevance

Art Chang: cites event #nycvote event that changed online voter registration (w/ occupy, Brian Lehrer)

NY State was 47th out of 50 in voter participation; online registration was a major impediment, now online voting is possible, change at the right time and scale is very doable. Cited this: http://www.huffingtonpost.com/art-chang/ny-election-reform_b_1068274.html

Also cited NYC council's Kickstarter project.

Jen and Story add that Philly uses kickstarter too. An important Mike Flowers talk was praised by the two of them: <http://www.youtube.com/watch?v=OFD3VN9nZU0>

Last word: on complex data analytics ensuring engagement is both real and helpful.

Brainstorming (all session participants):

- Remember to go for the "minimum viable product" when producing apps/solutions, then iterate.
- Expectation management: Not all problems may be solved, so indicate what's possible.
- Texts = evidence. Helps document problem spots by being data points. But, data requires analysis and interpretation – raw results may not illustrate where the real problems are.
- Define response process based on priority and magnitude of problem.

- With app, you can get their ideas, then show them numbers (how much support their opinion garnered).
- Duration matching: consider the timeframe required for implementing responses.
- Use gamification to increase participation.
- Ensure you ask the right questions and structure the dialog to lead to a meaningful outcome.
- "bad questions in, bad answers out"
- Need to strike a balance between large and small issues –both can be important to constituents.
- Engaging on economic development – innovation first requires open data.
- Need for facilitation on open forums to help get to consensus and collate related concerns.
- Access to data is an incentive for citizen participation.
- Voting on funding: allowing citizens to weigh in on budgets.
- Or seek out supplemental funds on platforms like Kickstarter.
- Does constant presence of message eventually lose attention and limit effect on behavior?
- Need to keep display updated/dynamic.

Session H: Building the Smart, Sustainable City

Moderator _____

William Shutkin, *President and CEO; Richard M. Gray Fellow in Sustainability Practice, Presidio Graduate School*

Resource Team _____

Nestor Davidson, *Professor of Law, Fordham University*

Karen Chapple, *Associate Professor of City & Regional Planning; Faculty Director, Center for Community Innovation; Acting Director, Institute for Research on Labor & Employment; Associate Director, Institute for Urban and Regional Development, UC Berkeley*

Hope Cohen, *Director, New York Programs, Regional Plan Association*

Guidelines for the discussion _____

Smart, sustainable urban development is about more than green buildings, electric vehicles, smart grids and other technological

innovations, as important as they are. It's also about legal and policy strategies that guide our development decisions and scale sustainable solutions. What are the innovations in law and governance supporting smart, sustainable development? What is the role of smart codes, green building standards and other models in this evolution? What are the practical institutional and legal barriers impeding smart development? What cities, in the U.S. and abroad, are successfully adopting and implementing sustainable urban development laws and policies?

Summary of the discussion

William Shutkin Introduction: How do law and policy currently inhibit and enabling the development and evolution of smart cities. How can law be retooled to serve as a kind of technology for innovating?

Nestor Davidson: Extensive fragmentation – vertical (local, state, federal) and horizontal (neighboring/overlapping jurisdictions) – interferes with true regional planning and integration. For example, here in Bay Area, I found 101 cities and 113 overlapping agency listings in the phone book. Need legal and policy tools that enable communities to feel comfortable giving up their some local control for better efficiency and results. Moreover, smart cities should be successful examples of public-private partnership. Need to balance risks, control, etc.

Karen Chapple: Too few examples of tools for economic development on a regional scale. Too much ED is still about competing incentive package to attract and/or keep businesses and jobs.

- “Economap” – analysis
- Trend toward “distributed density”

Regulations don't keep up with innovations. Existing regulatory structures inapplicable to rise of mobile workforce, so issues are forced underground. Other examples of new business models that challenge current regulatory structures: pop-up vending, food trucks, home-based work in residential areas.

Hope Cohen: RPA now looking at HUD/FHA regulations that restrict commercial space and income in projects seeking federal mortgage insurance. Excellent example of well-intended regulations (i.e., subsidize housing, not business) with unintended consequences, in this case interfering with mixed-use, TOD, walkable development. Another example is traditional zoning, with prescriptive use regulations. Need to evolve to more flexible regulatory structure, as performance-based zoning to allow new economies and technologies.

Panelist discussion

- incumbent law as barrier
- barriers to scaling at regional level

Solutions

- when fiscal pressures (financial pain) get bad enough, perhaps agencies/jurisdictions will learn to share
- join action: non-profit for profit
- law from ground up
- new economy model must be 90% sociology

Open Forum

- Can tech
 - improve the interface between law/policy and sustainability?
 - democratize info

Session I: The Just City

Webcast recording available here:

<http://cityminded.org/portfolio/the-just-city/gallery/sessions/>

Moderator

George McCarthy, Director, Metropolitan Opportunity Program, The Ford Foundation

Resource Team

Leila Janah, Founder and CEO of SamaSource

Mikel Maron, Founder of Map Kibera

Victor d'Allant, Dallant Networks, Leading Networks for Global Impact

Tim Campbell, Chairman, Urban Age Institute; Author; Consultant; former Head of Urban Programs, World Bank Institute

Guidelines for the discussion

As we add some two billion new residents to cities over the next generation, all nations are confronting the challenge of keeping old development models from delaying the transition to modernity. How can we deliver on the promise of cities to promote social advancement? Can cities be prosperous and competitive if increasing proportions of inhabitants are locked into informal settlement, informal employment, and persistent poverty? While some worry about rapid urbanization, the growth of cities is an opportunity to extend economic possibilities, enable access to jobs, gain social inclusion and protect the environment. In this session, we will talk about how we work together to make our cities more just and prosperous – by building pathways from poverty and exclusion to the

economic mainstream; connecting urban populations to all of the opportunities for advancement and offering New Cities ways to deploy all productive resources. Just cities are a key to a more sustainable future of the planet and to pathway to better lives for hundreds of millions of people.

Summary of the discussion

Laila – Samasource

- microwork
- under 30
- 95% of people in Kenya can read and write
- use microwork as a method of bridge employment
- \$5.3 million partnership with mastercard foundation
- online work is growing at a rate of 103%
- What work really means to people like Jacqueline – work is everything, or wage is everything

Mikel

- Kibera – 250,000 people
- Kibera was a blank spot on the map

Additional Notes

- Social justice is not a luxury. It's a necessity.
- Of the 3 billion people in the world who work, fully 1 billion people earn less than \$2 a day for full time work.
- Online work is growing at a rate of 103% a year.
- To a young woman in East Africa who has always been told that her brain is not useful or productive, a wage is everything.
- We need to switch from the globalization of competition to the globalization of collaboration.
- In the developing world, there is not enough information. In the US there is too much: here there is a need for the RIGHT information.
- Pretty much all population growth on the planet is taking place in cities.

Session J: Clean Water and Energy in the Smart Cities of the Future

Moderator

Jo Danko, Managing Director of Urban Programs, CH2M HILL

Paul Reiter, Executive Director, International Water Association

Dylan Hixon, President, Arden Road Investments

Hari Sankaran, Vice Chairman, Infrastructure Leasing & Financial Services Limited

Ellen Lou, Director of Urban Design and Planning, San Francisco, SOM

Guidelines for the discussion

Clean energy and water are increasingly conjoining as a driving force for sustainability for municipalities, companies and the urban environment. The nexus is now seen as a business driver for urban communities and industry that can enable cost savings, resource conservation and global competitiveness. International corporate filing requirements as well as access to capital are creating new public and private-sector partnerships that were previously nonexistent. Moving to a smart city model that enables core job creation, sustainable use of resources and inclusion of all community members requires a new and complex system of stakeholders and policy alignment. U.S. and international leaders working on these issues will share their lessons learned in a group discussion aimed at providing a new platform of understanding around water and energy resources and the smart city of the future.

Summary of the discussion

Moderator: Jo Danko

We have issues of water scarcity and we need energy because of global trends in urbanization. Cities account for two thirds greenhouse gas emissions. We want to look at the energy/water/carbon nexus, for example we can desalinate water using solar energy, yet solar requires a lot of water for cooling. These are complex issues. We can no longer afford to waste water. Water is used for cooling, solar can use recycled water. With permeable asphalt we eliminate the need for water to go through the water treatment system.

We need to connect people with community involve community with data using a dynamic social networking data portal highlighting energy and water use. These challenges are complex. We need to use innovation and the power of networks.

Ellen Lou

in China we are learning how to preserve eco-system while allowing economic growth. We have 400 million moving to cities and so we need smart design. We are working on projects that optimize transit, respect nature and account for growth. In Gang

Zou, we have the issue of regular flooding into low lying areas. We need to raise development above low lying areas and other sustainable innovations. We can save millions using less power and water treatment.

In China we have one third the food production of the United States and five times the population. We need to reform farm land to put underutilized capacity into production using clustered, concentrated farms employing recycled water for irrigation. In Ho Chin Min city, recycled water was controversial, but now they see recycled water is a safe water source that gold fish can thrive in.

Paul Reiter

Water is vital. 70 percent of water is food then energy. Half the planet does not have access to clean drinking water. Projections show population growth to be 90 percent in urban areas and 90 percent in developing countries. The Reality is not pretty. We are on the verge of a revolution. The gamechanger is cities of the future. Some of the innovations include membrane technology, which will enable water to be used over and over and therefore access local sources. We will have as much water as we want. With desalination, we could have unlimited access to water.

With membrane technology, we scale down the technology to the size of a washing machine to be used in local communities. With nanotechnology, we can make the membrane solution happen.

Water engineers need to take risks and work with the private sector to find solutions.

Dylan Hixon

We have no shortage of water. We just don't have it where we need it. Climate change will worsen water scarcity causing increased drought and downpours. For example in California we have two thirds of water in the north and two thirds of people in the south. This is an energy intensive mode of transport. It takes water to make energy. It takes energy to transport water.

We need smart infrastructure for our cities and private sector investment. One example of this is the recycle bank, which pays its members for acting green with discounts and deals. We need public private partnerships to invest in infrastructure. For example, you could build a bridge for free and pay for it with the future tolls. Cities don't have sources for capital and this is where public/private partnerships make sense. But some types of infrastructure require public investment like high speed rail. Government Investment floats all boats. In China, they spend 9 percent of gdp annually on infrastructure, huge investments.

We need a market mechanism but we can't do everything cheap. The free market does not solve all the problems. We need to stop our aversion to investing in infrastructure.

Hari Sankaran

We will have 500 million people moving to Indian cities in the coming decades and a 6 trillion economy in 20 years. The private sector needs to lead the way in developing urban infrastructure. We can do a lot more in the private sector for much cheaper.

Instead of making improvements to existing cities, I am proposing building an entirely new city on a 800 acre plot built completely around jobs. It would generate 1,000,000 new jobs in services and a 7,000 acre city that would generate 200,000 manufacturing jobs. These new cities, by using smart city technology, would become net exporters of water and energy offering a sustainable model for other cities using innovations like desalination, water recycling and onsite solar and wind farms. I just need a 10 million investment from the government to jumpstart this project.



Jessie Feller
Managing Director,
Meeting of the Minds

Jessie has been the Director of Meeting of the Minds since 2010. She is also a Senior Planner at Regional Plan Association where she launched the regional energy policy program in 2010. She specializes in urban-regional policy and planning, with a particular focus on sustainability and clean energy. She has written numerous articles which have been featured in RPA's Spotlight on the Region, The Hartford Courant, Urban Age Magazine, The Record, NPR, among others.

Previous to RPA, she worked as a cluster specialist at Economic Competitiveness Group, as a Sustainability Fellow at the Portland Development Commission, and started her career at SMWM (now Perkins + Will).

Jessie holds a BA from Vassar College in Urban Studies and Hispanic Studies (Phi Beta Kappa) and a Masters in Environment and Development Studies (honors) from the London School of Economics and Political Science.



Dave Hahn
Director of Communications
and Content, Meeting
of the Minds

Dave Hahn is the Director of Communications and Content for Meeting of the Minds. He leads the organization's digital communications strategy, social media presence, and serves as the editor of the new Meeting of the Minds website – CityMinded.org.

Prior to joining Meeting of the Minds, Hahn enjoyed a successful career as a Broadway conductor in New York City. He served as the Associate Conductor for both Priscilla Queen of the Desert and On a Clear Day You Can See Forever (starring Harry Connick, Jr.). Hahn co-founded MusicianWages.com – the largest website for working musicians – where he oversaw the curation of articles, the optimization of content and the acquisition of advertising.

Dave studied jazz piano in Chicago, marine biology in the South Pacific, and earned his BA in Germanic Studies from Indiana University.

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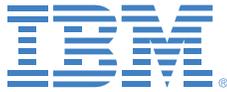


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