**digital cities
smarter transportation**

The 7th Annual UCLA Downtown Los Angeles Forum on
Transportation, Land Use, and the Environment
THURSDAY, MARCH 20, 2014 . 8:00AM TO 7:30PM
JAPANESE AMERICAN NATIONAL MUSEUM
Convened by the UCLA Lewis Center and the UCLA Institute of Transportation Studies

SPEAKER BIOGRAPHIES

Carol Brown is Chief of Staff to the California Public Utilities Commission President, Michael Peevey.

As a member of the Lyft team since Day 1, **Emily Castor** built Lyft's passionate community of drivers and passengers from the ground up. In her role as Director of Community Relations, she now works to build the Lyft movement, empowering local supporters around the country to advocate for ridesharing in their cities. Emily holds an MPA from the University of Pennsylvania and made her way to tech after forays on Capitol Hill, political campaigns, and in municipal finance. She believes in the power of the sharing economy to bring cities closer together and create a more sustainable world by making better use of the resources we already have.

Alex Demisch is a Senior Analyst for the SF*park* program at the San Francisco Municipal Transportation Agency. He has spent the last four years implementing, operating, and evaluating the SF*park* program. His focus is on data and policy analysis. He has managed the installation and operation of parking sensors, including a trial of next generation technologies. He also implemented the first pilot of on-street car sharing parking spaces in San Francisco. He is currently working on methods to expand demand-responsive pricing without parking sensors. He earned his Master's degree in Urban Planning from UCLA, and his Bachelor's degree in Geography from UC Berkeley.

Gordon Feller is a Director at Cisco Systems headquarters in Silicon Valley, reporting to Wim Elfrink, the company's EVP-Industry Solutions and Chief Globalization Officer. Feller is also Co-founder/Convenor of Meeting of the Minds. Prior to joining Cisco, Feller was CEO of Urban Age Institute, an international non-profit research/training organization which began as a magazine inside the World Bank and was spun off ten years later in 2001. For 30 years, Feller's advised on economic and technology issues with leaders of multinational companies, cities, NGOs / foundations, and national governments. His clients included World Bank, United Nations, German and Canadian national governments, The Rockefeller Foundation, IBM, Reuters, Metropolis, and United Cities & Local Governments. Feller advises leaders on how advanced technologies are enabling them to solve complex problems — with a special focus on

developing practical and forward-looking solutions where economics, technology, and sustainability intersect. His work is the basis of documentaries and other multimedia projects. Feller's published hundreds of articles in newspapers, scholarly journals, and magazines, including CFO Magazine, Urban Land Magazine, TIME Magazine, Financial Times. He was formerly executive editor of Urban Age Magazine and Planet Earth Magazine. Feller's a keynote speaker at key leadership events. Columbia University awarded him a Bachelor's in political science, cum laude, and a Master's in International Affairs. At Columbia he served as a Lehman Fellow, a Wallach Fellow and a Dean's Fellow.

Todd Gauthier [FORUM CO-ORGANIZER] is Manager of Communications and Events at the Ralph & Goldy Lewis Center for Regional Policy Studies and the UCLA Institute of Transportation Studies. His duties include program management and assisting with the development of Lewis Center lectures, events, and symposia; communications strategy; and management of Center operations. Prior to joining the Lewis Center, he was Manager of the Public Policy Program at UCLA Extension, where he managed professional training seminars and conferences in the areas of environmental law, land use, transportation, and urban planning. Mr. Gauthier has also served as a Legislative Aide to two members of the Michigan House of Representatives, where he worked on transportation, natural resources, and agriculture issues. Originally from Michigan's Upper Peninsula, Todd holds a Bachelor's Degree in Political Science from Northern Michigan University.

Franklin D. Gilliam, Jr. is the Dean of the UCLA Luskin School of Public Affairs and Professor of Public Policy and Political Science. He most recently served as the first ever Associate Vice Chancellor, Community Partnerships in the University of California system (2002–2008). Dr. Gilliam was the Founding Director of the Center for Communications and Community at the University of California, Los Angeles. He has taught at the University of Wisconsin-Madison, Grinnell College, and the University of Dar Es Salaam, Tanzania. In addition, he taught with former Vice President Al Gore at Columbia University, Fisk University, and Middle Tennessee State University. He is a Senior Fellow at the FrameWorks Institute and was a Visiting Scholar at Brandeis University. He serves on several local and national boards including Sempra Energy LA, the United Way of Greater Los Angeles, the National Center for Child Traumatic Stress, and the Institute for Community Peace. He has consulted on a wide range of projects for national foundations (e.g., Kellogg, Gates, the California Endowment, Annie E. Casey, Rockefeller, the Suzuki Foundation) and organizations (e.g., Prevent Child Abuse America; National Scientific Council on the Developing Child, National Governor's Association) makes frequent public on national and international news programs (e.g., CNN, NBC *Nightly News*, BBC) and has been quoted widely in the press (e.g. *New York Times, Washington Post, Los Angeles Times, Newsweek, Black Enterprise*).He received his B.A. from Drake University and his Ph.D. from the University of Iowa.

Hasan Ikhrata is the Executive Director of the Southern California Association of Governments (SCAG), the largest metropolitan planning organization in the United States. Appointed in January 2008, Mr. Ikhrata has over 25 years of public and private sector experience in Transportation Planning in the Southern California Region. At SCAG Mr. Ikhrata implements the

policies of an 86-member Regional Council and directs day-to-day operations of the agency. He is credited with being a transformational and unifying leader who has enhanced SCAG's value to member agencies and fostered unprecedented levels of public input and participation in the development of regional transportation plans. Prior to joining SCAG in 1994, Mr. Ikhrata worked for the Los Angeles County Metropolitan Transportation Authority (MTA), the South Coast Air Quality Management District (SCAQMD); and Mr. Ikhrata also worked abroad for the USSR government, Moscow Metro Corporation. Mr. Ikhrata has received numerous awards and honors from various organizations and agencies. Mr. Ikhrata holds a Masters Degree in Civil and Industrial Engineering from Zaporozhye University in the former Soviet Union; a Masters degree in Civil Engineering from UCLA and a PhD Candidacy in Urban Planning and Transportation from the University of Southern California in Los Angeles.

Brandeis H. Marshall received her PhD and Master's Degree in Computer Science from Rensselaer Polytechnic Institute, 2007 and 2003, respectively. She received her B.S. in Computer Science from University of Rochester in 2000. Dr. Brandeis Marshall joined the Purdue's College of Technology in August 2008 as an Assistant Professor of Computer and Information Technology in the Data Management area. Her teaching objectives include the development and delivery of data management related courses and research methods in computing. Dr. Marshall's research lies in the areas of information retrieval, knowledge management, data mining and social media. Her research mission is aimed at effective assessment and summarization of data in order to create valuable knowledge. In particular, her work can be applied to business intelligence in the areas of labelled data analysis, unlabeled data analysis and fixed-length data analysis. Dr. Marshall currently serves as PI of the Broadening Participation in Data Mining Program (NSF IIS #1232397, http://www.dataminingshop.com) and coPI of the Information Security Research and Education Collaborative (NSF DUE #1344369).

Peter Marx is the City of Los Angeles' first Chief Innovation Technology Officer. Mr. Marx will oversee the implementation of new tools and technologies across L.A. city government, better solve problems for residents, and make City Hall work more efficiently and effectively. In addition, he will partner with L.A.'s growing tech industry to deploy innovative technology and promote local job creation. Before joining the Mayor's Office, Marx served as the Vice President of Business Development at Qualcomm Labs, Inc., commercializing a variety of emerging technologies. Previously, Marx was the Vice President of the Technology and Digital Studio at Mattel, Inc. where the company received a Webby award, the highest award for excellence in online content. Marx has also managed Analog Protocol, a media-technology consultancy; served as the Chief Technology Officer for Vivendi-Universal Games and Vice President of Emerging Technologies for Universal Studios; and held engineering and producer positions at Electronic Arts. Early in his career, he served as an engineer on a variety of telemedicine, digital video, radiological imaging, and biomedicine applications for UCLA and 3M Company.

Juan Matute [FORUM CO-ORGANIZER] is Associate Director of both UCLA's Lewis Center for Regional Policy Studies and its Institute of Transportation Studies. There, Mr. Matute studies a number of areas relating to the future of urban mobility and accessibility, including sustainable

transportation and land use, transit, SB 375 implementation, transportation as a service, and local government climate planning. He recently worked with Stephanie Pincetl on a study of California policies indirectly linked to petroleum use. That study, *Unraveling Ties to Petroleum*, was recently published by Next10. His work with JR DeShazo on frontiers in local greenhouse gas emissions measurement and management was published in the *Oxford Handbook of Urban Planning*. Mr. Matute recently worked with Caltrans to develop a *Statewide Transit Strategic Plan*, and he manages an implementation measure of that plan, *TransitWiki.org*. His work related to transportation and climate change includes research California Energy Commission to introduce life-cycle assessment of energy and emissions into transportation decision-making and service as co-chair of the Transportation Technical Advisory Committee for *ICLEI's U.S. Community Greenhouse Gas Accounting and Reporting Protocol*. With an MBA and Master's in Urban Planning from UCLA, Mr. Matute brings an interdisciplinary market-oriented perspective to land use and transportation policy.

Ryan Morrison has a Bachelor of Science in Mathematics, a Masters of Science in Statistics, and over 12 years of insurance and analytics experience including positions with Towers Watson, Safeco Insurance, FICO, and ISO Innovative Analytics. Ryan currently serves as CEO at True Mileage, the only company offering insurers a complete usage-based insurance (UBI) solution from a single source including vehicle devices, data transfer and analytics. Ryan was instrumental in developing True Mileage's low cost and privacy sensitive UBI devices and ground breaking analytics.

Timothy Papandreou is Deputy Director, Strategic Planning & Policy at San Francisco Municipal Transportation Agency . Previously, he served as Transportation Planning Manager at Los Angeles County Metropolitan Transportation Authority.

Dr. **Steven Shladover** has been researching road vehicle automation systems for forty years, beginning with his masters and doctoral theses at M.I.T. He is the Program Manager, Mobility at the California PATH Program of the Institute of Transportation Studies of the University of California at Berkeley. He led PATH's pioneering research on automated highway systems, including its participation in the National Automated Highway Systems Consortium from 1994-98, and has continued research on fully and partially automated vehicle systems since then. This work has included definition of operating concepts, modeling of automated system operations and benefits, and design, development and testing of full-scale prototype vehicle systems. His target applications have included cooperative adaptive cruise control, automated truck platoons, automated buses and fully-automated vehicles in an automated highway system. Dr. Shladover joined the PATH Program in 1989, after eleven years at Systems Control, Inc. and Systems Control Technology, Inc., where he led the company's efforts in transportation systems engineering and computer-aided control engineering software products. He chaired the Transportation Research Board Committee on Intelligent Transportation Systems from 2004-2010, and currently chairs the TRB Committee on Vehicle-Highway Automation. He was the chairman of the Advanced Vehicle Control and Safety Systems Committee of the Intelligent Transportation Society of America from its founding in 1991 until 1997. Dr. Shladover leads the

U.S. delegation to ISO/TC204/WG14, which is developing international standards for "vehicle-roadway warning and control systems".

Brian Taylor 's [FORUM CO-ORGANIZER] research centers on transportation policy and planning – most of it conducted in close collaboration with his many exceptional students. His students have won dozens of local and national awards for their work, and today hold positions at the highest levels of planning analysis and practice. More of his students have won awards from the Council of University Transportation Centers for the best capstone project, thesis, or dissertation in transportation policy and planning than have the students of any other faculty member in North America. Professor Taylor explores how society pays for transportation systems and how these systems in turn serve the needs of people who – because of low income, disability, location, or age – have lower levels of mobility. Topically, his research examines travel behavior, transportation finance, and politics & planning. Prior to joining the UCLA faculty in 1994, Professor Taylor taught planning at the University of North Carolina at Chapel Hill, and before that he was a planner with Metropolitan Transportation Commission in the San Francisco Bay Area. Professor Taylor is currently an Associate Director of the University of California Transportation Center, Chair of the Transportation Research Board of the National Academies Federal Transit Administration Transit Economic Requirements Model review committee, and a Fellow in the American Institute of Certified Planners.

Stephen Tu is Manager of Operations and Service Delivery at the Los Angeles County Metropolitan Transportation Authority

Ginette Wessel is a Lecturer in the Department of Urban and Regional Planning at San Jose State University and a Doctorial Candidate in the Department of Architecture at the University of California, Berkeley. Her research interests include ethnographic investigations of information technology in urban environments as well as spatial cognition as a computational basis for urban visualization. Her recent work analyzes the interplay between urban mobility, social media, and the reconfiguration of urban space through contemporary food vending practices in San Francisco, Los Angeles, and Portland. She teaches courses in urban design and urban theory with a particular focus on the adaptation of information technology by municipal institutions and its integration into everyday urban life. She holds a Master of Architecture and a Master of Arts in Geography from the University of North Carolina at Charlotte as well as a Bachelor of Architecture from Southern Illinois University at Carbondale.