

## ABOUT THE UCLA SCHOOL OF PUBLIC AFFAIRS

Founded in 1994, the UCLA School of Public Affairs incorporates best practices in scholarship, research, and teaching in the fields of Social Welfare, Urban Planning, and Public Policy. The unique intersection of these disciplines within one School allows for academic cross-collaboration and a graduate education that values perspectives at the macro- and micro-organizational levels. Graduates of the master's degree and doctoral programs are well prepared to take leadership roles and effect change as practitioners, researchers, and policymakers in the public, private, and non-governmental sectors. Faculty of the School of Public Affairs are actively engaged in research that address pressing national and regional issues including immigration, drug policy, prison reform, health care financing, transportation and the environment, national security, economic development, and an aging U.S. and world population.

### **UCLA** School of Public Affairs

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**UCLA** SCHOOL OF PUBLIC AFFAIRS

## THE ROSENFIELD FORUMS



### Changing Lanes: Bold Ideas to Solve L.A.'s Traffic Problems

MARCH 19, 2010

Japanese American National Museum  
369 East First Street  
Los Angeles, California

## PROGRAM: MARCH 19, 2010

*This event marks the second gathering of The Rosenfield Forums, a convening of UCLA scholars and national thought leaders as they introduce innovative approaches to the most formidable policy challenges facing the nation today.*

### 8:00 a.m. Registration and Continental Breakfast

**8:30 a.m. Welcome Remarks** by Franklin D. Gilliam, Jr.  
Dean, UCLA School of Public Affairs

**The Honorable Richard Katz**, Member, Metro Board of Directors, Former California Assemblymember

### 9:30 a.m. Panel 1 – Tackling Traffic Congestion in Los Angeles

**Brian Taylor**, Professor and Chair of Urban Planning, UCLA School of Public Affairs; Director, UCLA Institute of Transportation Studies

**Art Leahy**, Chief Executive Officer, Los Angeles County Metropolitan Transportation Authority

### 10:35 a.m. Panel 2 – Global and Local Views: How We Get Around

**Randall Crane**, Professor and Vice Chair of Urban Planning, UCLA School of Public Affairs; Associate Director, UCLA Transportation Institute

**Robert Cervero**, Professor of City and Regional Planning; Director, University of California Transportation Center, UC Berkeley

### 11:40 a.m. Panel 3 – Using Prices to Reduce Congestion

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

**Robert Poole**, Searle Freedom Trust Transportation Fellow; Director of Transportation Policy, Reason Foundation

### 12:45 p.m. Keynote Remarks

**The Honorable Antonio Villaraigosa**, Mayor of Los Angeles  
Introduction by **The Honorable Michael Dukakis**, Former Governor of Massachusetts, Professor of Public Policy, UCLA

### 1:00 p.m. Lunch

*This program is made possible by the Ann C. Rosenfield Fund at the UCLA Foundation under the auspices of its director, David A. Leveton.*

*This program will be recorded.*

## SPEAKER BIOGRAPHIES



### Robert B. Cervero

Professor of City and Regional Planning; Director, University of California Transportation Center; Interim Director, Institute of Urban and Regional Development  
University of California, Berkeley

Robert Cervero works in the area of sustainable transportation policy and planning, focusing on the nexus between urban transportation and land-use systems. Besides his academic and directorship appointments at Berkeley, Professor Cervero is also a faculty affiliate of the Energy and Resources Group, the Institute of Transportation Studies, the Center for a Sustainable California, the Berkeley Center for Future Urban Transport, and the Global Metropolitan Studies Center. His current research is on the intersection between infrastructure, place-making, and economic development as well as urban transformations and their impacts on travel behavior. He is a frequent advisor and consultant on transport projects, both in the U.S. and abroad. In 2004, Professor Cervero was the first-ever recipient of the Dale Prize for Excellence in Urban Planning Research.

Presently, he is Chairman of the International Association of Urban Environments and the National Advisory Board of the Active Living Research Program of the Robert Wood Johnson Foundation. Professor Cervero currently serves on the editorial boards of *Urban Studies*, *Journal of the American Planning Association*, *Journal of Planning Literature*, and *Journal of Public Transportation*. Over the past year, he has conducted professional training workshops in Indonesia through the World Bank Institute as well as for the Ministry of Transportation in Argentina, the West Australia Department of Planning, and the American Planning Association. Professor Cervero is frequently invited to give lectures abroad, having recently key-noted at international conferences in Colombia, Australia, Taiwan, Indonesia, Korea, and China.



### Randall Crane

Professor and Vice Chair of Urban Planning; Associate Director, UCLA Institute of Transportation Studies; Associate Editor, *Journal of American Planning Association (JAPA)*  
UCLA School of Public Affairs

Randall Crane studies the housing, transportation, and economic development challenges of cities, such as rushed urbanization, urban design/behavior linkages, urban environmental problems, public finances, housing and transportation demographics, and the measure, meaning and governance of sprawl. This work is mostly domestic but his international project experience includes China, Colombia, Guyana, Indonesia, Kenya, Thailand, and Yemen, and a Fulbright professorship at the Colegio de México in Mexico City. Crane has served on the National Research Council committee producing the report, *Does the Built Environment Influence Physical Activity?*, National Academies Press, 2005. Crane's book, *Travel by Design: The Influence of Urban Form on Travel*, (with Marlon Boarnet) is positioned

With thanks to



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as the reference monograph on the topic. Two books in progress include *The Death and Life of Smart Growth* (with Daniel Chatman). Another on Chinese urbanization is in the planning stages. In the meantime, Rachel Weber and Randall Crane are editing the forthcoming Oxford Handbook of Urban Planning.



### **Michael Dukakis**

*Professor of Public Policy*  
UCLA School of Public Affairs

Michael Dukakis became Governor of Massachusetts in 1974. He inherited a record deficit and record high unemployment and is generally credited with digging Massachusetts out of one of its worst financial and economic crises in history. But the effort took its toll, and Dukakis was defeated in the Democratic primary in 1978 by Edward King. Dukakis came back to defeat King in 1982 and was reelected to an unprecedented third, four-year term in 1986 by one of the largest margins in history. In 1986, his colleagues in the National Governors' Association voted him the most effective governor in the nation.

Dukakis won the Democratic nomination for the presidency of the United States in 1988 but was defeated by George Bush. Soon thereafter, he announced that he would not be a candidate for reelection as governor. After leaving office in January 1991, Dukakis and his wife, Kitty, spent three months at the University of Hawaii where Dukakis was a visiting professor in the Department of Political Science and the School of Public Health. While at the University of Hawaii, he taught courses in political leadership and health policy and led a series of public forums on the reform of the nation's health care system. There has been increasing public interest in Hawaii's first-in-the-nation universal health insurance system and the lessons that can be learned from it as the nation debates the future of health care in America.

Since June 1991, Dukakis has been a Distinguished Professor of Political Science at Northeastern University and visiting professor at the School of Public Affairs at UCLA. His research has focused on national health care policy reform and the lessons that national policy makers can learn from state reform efforts. He and the late former U.S. Senator Paul Simon authored the book titled *How to Get Into Politics – and Why*, which is designed to encourage young people to think seriously about politics and public service as a career. Dukakis was nominated by President Clinton for a five-year term as a member of the new Board of Directors of Amtrak, The National Railroad Passenger Corporation on May 21, 1998 and served as vice-chairman on the Amtrak Board.

## SPEAKER BIOGRAPHIES



### **Franklin D. Gilliam, Jr.**

*Dean and Professor of Public Policy and Political Science*  
UCLA School of Public Affairs

Frank Gilliam is the dean of the UCLA School of Public Affairs and Professor of Public Policy and Political Science. He most recently served as the first ever associate vice chancellor of community partnerships in the University of California system (2002–2008). He 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 received his B.A. from Drake University and his Ph.D. from the University of Iowa.

His research focuses on strategic communications, public policy; electoral politics, and racial and ethnic politics. He is the author of the *Farther to Go: Reading and Cases in African-American Politics* (Harcourt Brace). Dr. Gilliam has also published in the *American Political Science Review*, *American Journal of Political Science*, *Social Policy Report*, *Urban Affairs Review*, *Journal of Politics*, *Nieman Reports*, *Harvard International Journal of Press/Politics*, *Social Science Quarterly*, *Public Opinion*, *Legislative Studies Quarterly*, *Government and Policy*, *Sociological Inquiry*, *Public Opinion Quarterly*, *Political Psychology*, *Ethiopian Review* and *The Source*. Dr. Gilliam has served on the editorial boards of the *American Journal of Political Science* and *Political Research Quarterly*. In addition, the National Science Foundation appointed him to the Committee of Visitors. The Ford Foundation awarded Dr. Gilliam a post-doctoral fellowship and he has been twice nominated for UCLA's prestigious Luckman Distinguished Teaching Award. He has also been awarded the University of Iowa's Distinguished Alumni Award, the Mark O. Hatfield National Scholar award, and the Drake University Double D Award.

He serves on several local and national boards including Sempra Energy LA, 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 including CNN, NBC Nightly News, and the BBC, and has been quoted widely in major media outlets including *The New York Times*, *Washington Post*, *Los Angeles Times*, *Newsweek*, and *Black Enterprise*.

## SPEAKER BIOGRAPHIES



### **Richard Katz**

Richard Katz Consulting, Inc.

Richard Katz was first elected to the California State Assembly in 1980 and served continuously for 16 years. As Democratic Leader in 1995, Katz led the Party back to majority status by winning 43 seats in the 1996 elections. California's term limits law prohibited Katz from seeking re-election.

For 10 years, Richard Katz served as Chair of the powerful Assembly Transportation Committee authoring Proposition 111, a 10 year Transportation Blueprint which raised more money for mass transit and highways than any other effort in the history of California. He created the Congestion Management Plan, requiring cities and counties to measure and mitigate impacts of land use decisions on their streets, highways and transit systems.

Shortly after his election in June of 2005, Los Angeles Mayor Antonio Villaraigosa appointed Katz to serve with him on the Governing Board of the Metropolitan Transportation Authority.

Richard Katz is the owner of a successful public policy and government relations firm, Richard Katz Consulting (RKC), Inc, based in Los Angeles. He serves on the Executive Committee and Board of the Economic Alliance of the San Fernando Valley and the Boards of: Heal the Bay, Valley Presbyterian Hospital, The Children's Community School, Queens-Care Charitable Division, Encino Tarzana Hospital Foundation and Citizens for Reliable and Safe Highways (CRASH).

A native of Los Angeles, Richard Katz lives in Sherman Oaks with Wendy Mitchell, their two year-old son Mitchell Robert, and their two dogs.



### **Art Leahy**

*Chief Executive Officer*

Los Angeles County Metropolitan Transportation Authority (Metro)

Metro is the lead transportation planning and programming agency for the county and funds construction of numerous street, highway and transit improvements running the gamut from bike and pedestrian improvements to new busways and rail lines to freeway carpool lanes and sound walls. He has served in the position since April 2009.

Prior to Metro, Leahy headed the Orange County Transportation Authority (OCTA) from 2001 to 2009 where he oversaw the planning, financing and coordination for Orange County's freeway, street and transit development as well as managed the 12th busiest bus system in the country along with commuter rail, and paratransit services for the disabled, among other transportation programs.

## SPEAKER BIOGRAPHIES

Leahy spearheaded such major highway projects as the \$550 million widening of the Garden Grove Freeway (SR-22) and the current construction of the Santa Ana Freeway (I-5) in Buena Park. He also directed OCTA's purchase and operations of the 91 Express Lanes toll road and aggressive work to widen the Riverside Freeway (SR-91), Southern California's most-congested highway.



### **Alan Lowenthal**

*California State Senator, 27th District*

*Rosenfield Dinner Speaker, March 18, 2010*

Senator Alan Lowenthal is strongly committed to ensure that the interests of the 27th Senate District are represented in Sacramento, including education, public safety, economic development and environmental protection.

Among his many accomplishments Senator Lowenthal has had legislation signed into law to reduce diesel emissions at the ports by limiting idling time for trucks conducting transactions at the ports, established a grant program to provide financial incentives for purchasing or leasing electric vehicles, and a bill to protect highway workers from assault. His legislation limiting the liability for organizations donating firefighting equipment was hailed as a major accomplishment by the California State Firefighters Association, which named him their "Legislator of the Year."

In addition, Senator Lowenthal has authored laws which help protect seniors from elder abuse, require the ports to cover open petroleum coke piles and removed the toll from the Vincent Thomas Bridge. His strong advocacy on behalf of local governments led to him being named "Legislator of the Year" by the League of California Cities. He has been an effective leader in the drive to clean the L.A. River; securing state funding for that purpose in several budgets. His efforts led to him being one of the first recipients of the "Rivie" award by the Friends of the Los Angeles River. He has also exhibited strong leadership in the cleaning the air surrounding the Ports of L.A. and Long Beach, resulting in his being honored by the California League of Conservation Voters (CLCV), the Sierra Club and the South Coast Air Quality District.

Senator Lowenthal serves as Chair of the Senate Committee on Transportation and Housing as well as its Subcommittee on California Ports and is recognized as a national leader on issues related to goods movement.

A resident of Long Beach, Senator Lowenthal is married to Dr. Debbie Malumed, a family practice physician. He has two adult sons, Joshua and Daniel and one grandson, Avinash. He graduated with a B.A. from Hobart College and earned a Ph.D. from the Ohio State University. Alan Lowenthal was re-elected to his second term representing the 27th District of the California State Senate in November of 2008.

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Prior to his election to the Senate, Lowenthal served six years in the State Assembly and six years on the Long Beach City Council. Senator Lowenthal is a retired professor of community psychology from California State University, Long Beach, where he taught since 1969.



### Robert Poole

*Director of Transportation Policy and Searle Freedom Trust Transportation Fellow Reason Foundation*

Robert Poole founded the Reason Foundation in 1978, and served as its president and CEO from then until the end of 2000. He was a member of the Bush-Cheney transition team in 2000. Over the years, he has advised the Reagan, George H.W. Bush, Clinton, and George W. Bush administrations on privatization and transportation policy.

Poole is credited as the first person to use the term "privatization" to refer to the contracting-out of public services and is the author of the first-ever book on privatization, *Cutting Back City Hall*, published by Universe Books in 1980. He is also editor of the books *Instead of Regulation: Alternatives to Federal Regulatory Agencies*, *Defending a Free Society*, and *Unnatural Monopolies*. He also coedited the book *Free Minds & Free Markets: 25 Years of Reason*.

Poole has written hundreds of articles, papers, and policy studies on privatization and transportation issues. His popular writings have appeared in national newspapers, including *The New York Times*, *The Wall Street Journal*, *USA Today*, *Forbes*, and numerous other publications. He has also been a guest on network television programs such as *Good Morning America*, *NBC's Nightly News*, *ABC's World News Tonight*, and the *CBS Evening News*. Poole writes a monthly column on transportation issues for Public Works Financing.

Poole earned his B.S. and M.S. in mechanical engineering at Massachusetts Institute of Technology and did graduate work in operations research at New York University.



### Donald Shoup

*Professor of Urban Planning  
UCLA School of Public Affairs*

Donald Shoup has extensively studied parking as a key link between transportation and land use, with important consequences for cities, the economy, and the environment. His influential book, *The High Cost of Free Parking*, is leading a growing number of cities to charge fair market prices for curb parking, dedicate the resulting revenue to finance public services in the metered districts, and reduce or remove off-street parking requirements. His research on employer-paid parking led to passage of California's parking cash-out law, and to changes in the Internal Revenue Code to encourage parking cash out.

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Professor Shoup is a Fellow of the American Institute of Certified Planners. He has been a visiting scholar at Cambridge University and the World Bank, and has served as Director of the Institute of Transportation Studies and Chair of the Department of Urban Planning at UCLA.



### Brian Taylor

*Professor and Chair of Urban Planning; Director, Institute of Transportation Studies; Associate Director, Lewis Center for Regional Policy Studies  
UCLA School of Public Affairs*

Brian Taylor's research centers on transportation policy and planning - most of it conducted in close collaboration with his terrific students. His work 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. Typically, his research examines travel behavior, transportation finance, and politics and planning.

Taylor's research on travel behavior has examined the effect of travel experience on cognitive mapping, how travel patterns vary by race/ethnicity, sex, age, and income, the social, economic, and spatial factors explaining public transit use, the role of walking, waiting, and transferring on travel choices, the potential of bus rapid transit to cost-effectively increase transit use, and alternative ways to evaluate the effects of traffic congestion on people and firms.

A principal focus of his research is the politics of transportation finance, including the history of freeway planning and finance, emerging trends in pricing road use, the equity of alternative forms of finance, linking of subsidies to public transit performance, and measuring equity in public transit finance. Related work has also examined the effect of political drivers on planning outcomes; such as how concerns over civil rights law, traffic congestion, terrorism, and climate change affect transportation policy and planning.



### Antonio Villaraigosa

*Mayor  
City of Los Angeles*

Antonio Villaraigosa was born in East Los Angeles to a Mexican immigrant father and a California-born mother of Mexican descent. At age fifteen, Villaraigosa volunteered for his first grape boycott led by civil rights and labor leader Cesar Chavez. In 1990, Villaraigosa was appointed to the Los Angeles Metropolitan Transportation Board and served there until 1994. At that time, Villaraigosa was elected to the California State Assembly and, within his first term, was selected to serve as Democratic Assembly Whip and Assembly Majority Leader. In 1998, just four years after entering the As-

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sembly, Villaraigosa was chosen by his colleagues to be the first Speaker of the Assembly from Los Angeles in twenty-five years. Villaraigosa left the Assembly in 2000 due to term limits and, in 2001, entered the fray to replace outgoing Los Angeles Mayor. In that position, Villaraigosa earned praise for building broad, bipartisan coalitions to make progress on important issues, including the state's landmark legislation to modernize public schools; the toughest assault weapons ban in the country; the largest urban neighborhood parks initiative in America; and the "Healthy Families" program that provides health care for more than 600,000 California children. As a labor leader, civic leader and elected official, Villaraigosa's platform focused on leading the fight to improve schools, protect the rights of working-class individuals.

After running for mayor of Los Angeles in 2001, Villaraigosa became a senior fellow at UCLA School of Public Affairs and a distinguished fellow at USC. In 2003, he was elected to the Los Angeles City Council, representing the eastside and northeast L.A. communities where he has lived most of his life. He was elected mayor in May 2005 and sworn-in July 1, 2005. In 2003, Villaraigosa again was elected to public office to represent the 14th District seat on the Los Angeles City Council. He also served as national cochairman of Democrat John Kerry's 2004 presidential campaign. In 2005, Villaraigosa again returned to campaign for mayor against Hahn and won the position. Villaraigosa took office on July 1, 2005, as the 41st Mayor of the City of Los Angeles and the city's first Latino mayor since 1872.