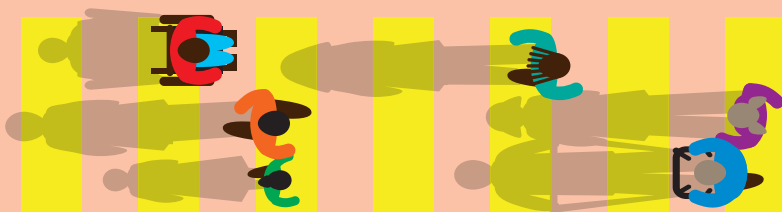


ROOTED IN HISTORY

*New Horizons of Technology, Culture,
and the Future of Mobility in California*



PedsCount! 2018

5TH BIENNIAL PEDESTRIAN SUMMIT

OCTOBER 18 + 19, 2018

SAN JOSE, CA

San José State University
1 Washington Sq, San José, CA 95192
Student Union



Follow the Summit at #PedsCount18 @CaliforniaWalks @Walk_SanJose







Table of Contents

08

About
San José

10

Welcome
to the Summit

16

Summit
Awards

18

Program-
at-a-Glance

22

Thursday
Schedule

38

Friday
Schedule

46

Plenary
Bios

52

Summit
Floor Plans

58

Summit
Sponsors

60

Special
Thanks



Presented By



Summit Partners



About

San José—also known as “The Valley of Heart’s Delight”—is one of the oldest cities in California and is the state’s third largest city, behind Los Angeles and San Diego. For thousands of years, the land now known as San José was home to the Thámien Ohlone people. In more recent times, this land has been occupied by Spain, Mexico, and most recently, the United States. San José served as the first capital of California, and over the subsequent 170 years, it has shifted from a primarily agricultural region to the heart of “Silicon Valley”—one of the global centers of technology and innovation. San José is one of the most diverse cities in the United States—home to one of the largest Vietnamese populations outside of Vietnam and thriving Latinx communities. Despite these positive assets, San José currently suffers some of the worst disparities in income inequality in the US and is currently the epicenter of a crushing housing crisis. At the same time, it has recently seen a tremendous investment in its downtown core, leading to a renaissance of public art and walkable spaces and plazas. In recent years, San José has adopted multiple urban village plans, an ambitious climate action plan, and in 2015 became one of the first cities in the US to formally designate itself as a Vision Zero city committed to ending traffic fatalities.



Welcome to the

Welcome to the 5th Biennial PedestriansCount! Summit and welcome to San José!

We are thrilled to partner with the Mineta Transportation Institute and the Knight Foundation to once again host PedsCount!, this time with a new twist. Just over one year ago, we approached the Knight Foundation with an ambitious proposal to launch a new Walk San José program. For the previous four years, California Walks had served as the de facto pedestrian advocacy group in San José. As the largest city California without a dedicated walk advocacy organization, we knew it was time to take a leap and build upon residents' earlier efforts to start a "Walk San José" volunteer group by hiring a paid staff member to manage the program as a project of Cal Walks. We also knew we wanted to invite you all to join us to not only celebrate the launch of Walk San José but also to spend a couple of days with us in the Valley of Heart's Delight, where we can show you around the city, join forces to lift up our collective successes, and confront the increasing challenges we face while walking, particularly in our low-income communities and communities of color.

Building upon our previous Summits' holistic discussions on how to create more just and equitable communities, this year's Planning Committee set out to also dive into how new and emerging transportation technologies are quickly changing the language and landscape of our work. We recognize the complex and interlocking challenges our communities face, and this year's plenaries and sessions will touch upon a number of them, including the housing crisis in all corners of the state, gentrification and anti-displacement, climate change, and aging in place. No matter which sessions you attend, we hope you walk away with tools, research, and strategies for empowerment and successful community-driven change.

We would like to personally thank all of our sponsors, presenters, and California Walks' Board and our outstanding staff for making this year's Summit a reality. Lastly, thank you for joining us! Please take a moment to chat with us throughout the Summit, and if you're local, please let us know how you'd like to be involved as Walk San José grows in the coming year and beyond.

Walk on!

Tony Dang, Executive Director + Jaime Fearer, Deputy Director
California Walks



Summit

Dear friends and colleagues,

On behalf of my recently adopted city of San José, I'd like to welcome you all to PedsCount! 2018. I have only been a California resident for a short time, but I can't imagine a better way to immerse myself in the Golden State than having the honor of putting together such an ambitious event.

In the course of planning for PedsCount!, I've had the opportunity to meet experts from all over the state in diverse fields ranging from the ethnohistory of the Muwekma Ohlone people to the threats and opportunities that self-driving cars present to our transportation system. The constant throughout these conversations has been a shared sense of urgency. The current political landscape, especially at the federal level, is threatening the movement for safe, healthy, and just communities from many directions—from bureaucratic interference with funding for transit and active transportation, to environmental and financial deregulation, to targeting our vulnerable populations. There is little doubt that the rights of people of all ages, identities and abilities to access work, school, worship, healthy food, civic engagement, and public space is under siege.

But I also believe that we, as a movement, are building capacity to meet this challenge like never before. At PedsCount! this year, we aim to strengthen our collective capacity for social change by deliberately considering the past, present, and future of mobility in California: the forces that have shaped us, the people and coalitions who are coming together now to address complex, interconnected challenges; the ideas, technology, and cultural forces that are shaping the next generation of mobility leaders; and the road (and sidewalk) ahead.



Thanks for joining us,
Chris J. Johnson
Walk San José Program Manager
PedsCount! 2018 Conference Coordinator



Continuing Education Credits

PedsCount! 2018 is an AICP Certified Maintenance (CM) provider for the American Planning Association's AICP CM Program.

All conference events that are accredited are reflected using this notation: AICP CM 1.0

What to do in Downtown San José

As your local host, Walk San José wants you to enjoy your visit. Here are a few things to do in town that you might enjoy during your stay.

WALKING IN DOWNTOWN

Downtown San José has a compact footprint and wide sidewalks on most streets. We're also one of the safest large cities in the US! Look for Walk San José's self-guided walking tour cards at the registration desk and use them to explore the cool cultural, historical, and commercial sites in and around #DTSJ!

BIKESHARE IN SAN JOSE

PedsCount! attendees can take advantage of the promo code **FREERIDE** to receive a single free ride on a Ford Go Bike. Download the Go Bike app to sign up, redeem your promo code, and find the nearest dock.

TRANSIT IN SAN JOSE AND THE BAY AREA

The Santa Clara Valley Transportation Authority (**VTA**) serves as San José's main transit provider. In downtown, bus and light rail service are reliable and regular. If you have time for a trip up the peninsula (through the Silicon Valley cities and San Francisco), consider using Caltrain, which runs a regular commuter train route between San José and San Francisco with frequent stops. You can catch Caltrain at **Diridon Station**—San José's largest transit hub—which is also in the early design and visioning stages of a massive overhaul that will eventually bring Bay Area Rapid Transit (BART) into DTSJ!

Electric scooters are a convenient way to navigate downtown San José, just make sure you follow the rules and stay off the sidewalk! Bird Scooter is offering a \$5 credit to PedsCount! attendees. Download the Bird app and use promo code **TakeFlight** to redeem your one-time credit.





San Pedro Square Market is a bustling, vibrant downtown food market with a wide variety of locally-owned food stalls and a pleasant, off street open-air square for enjoying them. The heart and soul of the project is the historic Peralta Adobe, the oldest building in San José!

The SoFA District is DTSJ's vibrant downtown arts and culture district with galleries, music and event venues, great murals and street art, and lots of great options for dining or grabbing a cocktail or coffee.

Located at the south end of the SoFA District, the **MACLA (Movimiento de Arte y Cultura Latino Americana)** is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art in order to engage people in civic dialogue and community transformation

No visit to Silicon Valley is complete without a trip to the **Tech Museum of Innovation**, which tells the story of the region's evolution from the "Valley of the Heart's Delight" to the "Silicon Valley."



Paseo de San Antonio is a wide pedestrian plaza and pathway that extends from the San Jose State University campus to the beautiful and historic Plaza de César Chávez.

San Jose's historic **Japantown** is a short walk, roll, or transit ride from DTSJ. Japantown is known for its unpretentious dining scene with restaurants serving regional Japanese fare, as well as Chinese, Hawaiian, Mexican, and fast-food cuisine. Contemporary clothing and gift shops mix with art galleries, a karaoke bar, and salons. The Japanese American Museum

highlights stories of immigration and the internment of Japanese American citizens during WWII. Japantown also features the San Jose Buddhist Church Betsuin hondo (main chapel) and Wesley Methodist Church sanctuary where you can find a peaceful respite from the daily hustle.



Summit Award Recipients



**LIFETIME ACHIEVEMENT AWARD FOR
PEDESTRIAN SAFETY ADVOCACY:
WENDY ALFSEN, FORMER EXECUTIVE
DIRECTOR, CALIFORNIA WALKS**

In 2006, Wendy Alfsen was hired as the first paid Executive Director of California Walks after years of serving as a volunteer for the organization. Under her leadership, California Walks grew remarkably from a one-woman shop to a professionalized and staffed organization, quickly establishing itself as a statewide resource and expert on transportation policies and plans. Wendy played a critical role in the development of California’s Active Transportation Program, the first Caltrans Complete Streets Implementation Plan, Strategic Highway Safety Plan, the Smart Mobility Framework, and revisions of the Highway Design Manual—fighting tirelessly to ensure that walking is recognized as the fundamental keystone to a healthy, sustainable, and equitable transportation system.

Wendy also embedded the importance of meaningful and intentional community engagement and capacity building into California Walks’ work—expanding the organization’s efforts to include trainings and education to community residents, youth, and professionals. In particular, Wendy professionally and personally dedicated herself to a decade of collaboration with community-based partners and local government agencies in South Kern County where she was a steadfast ally in residents’ fight for safe and healthy parks, streets, improved air quality, and a community garden that thrives to this day.



**LEADERSHIP IN CHILD
PEDESTRIAN SAFETY ADVOCACY:
JORGE QUIROZ, ELIZABETH CHAVEZ
& FAMILY FOR AILEENQ**

In 2013, while walking in a crosswalk with her aunt and sister, five-year-old Aileen Quiroz was struck and killed by a driver who failed to stop. To honor Aileen’s memory, her family established AileenQ (AileenQ.org) to advocate for traffic safety for all road users. AileenQ has grown to support and empower families in the Bay Area and beyond who have also lost loved ones in crashes, and they

are members of San Francisco Bay Area Families for Safe Streets (SFBA FSS). The Quiroz family and AileenQ have been instrumental in moving legislation for automated speed enforcement closer to a reality in the state of California, and they have devoted immeasurable time and resources to organizing educational rallies and walks, as well as co-coordinating San José's World Day Of Remembrance events.



WALK ADVOCACY LEADERSHIP IN SOUTHERN CALIFORNIA: GREENFIELD WALKING GROUP YOUTH LEADERS

The lack of basic health-promoting infrastructure and investment in sidewalks, lighting, sewer systems, green space, and access to healthy foods has contributed to grave health disparities in California's San Joaquin Valley, particularly in Kern County. However, in South Kern, youth are leading an unstoppable movement that is improving the conditions that have resulted due to the historical lack of investment in infrastructure and resources.

Barbara Perez, Jaime Flores, and Jacelyn Gomez are accepting this award on behalf of the Greenfield Walking Group Youth Leaders. Together, this band of youth have leveraged digital storytelling tools through PhotoVoice and VideoVoice and old-fashioned community mobilization to make meaningful changes in their unincorporated community—including making quality of life improvements to their local park (Stiern Park), converting a dumpster lot to a now thriving community garden, and securing nearly \$6 million of state grant funding to address widespread sidewalk and crossing deficiencies in their Rexland Acres community.

The Youth Leaders have participated tirelessly in numerous planning processes over the years, such as the Kern Council of Governments (KernCOG) Regional Transportation Plan, Kern County General Plan update, and the Kern Regional Active Transportation Plan, to ensure that their priorities and perspectives shape the region's investments for decades to come. Lastly, the Youth Leaders have traveled to statewide and national conferences and other communities to share their experiences and successes to inspire other residents and youth—most recently, the Youth Leaders traveled with California Walks to the Eastern Coachella Valley to lead a Spanish-language VideoVoice training with the residents of the unincorporated communities of Thermal and Oasis.

Additional awards will be presented for Leadership in Sustainable Transportation, Walk Advocacy Leadership in Northern California, and Regional Leadership in Sustainable Transportation

Program-at-a-Glance

Thursday, October 18, 2018

9:00 AM

Summit Welcome

**Student
Union
Theater**

9:30 AM

Opening Plenary
Our Past: History of
California Cities

**Student
Union
Theater**

11:00 AM

Whose Sidewalks? Our
Sidewalks! How to Make
Sure Emerging Tech Serves—
Rather Than Hinders—All
People Who Walk

**Student
Union
Theater**

11:00 AM

What Does it Take to Create
Age-Friendly Communities?

**Room
2A**

11:00 AM

Confronting the Complete
Streets Pushback Paradigm

**Room
2B**

1:30 PM

Awards + Keynote
Justice, Holla If You Hear Me!

**Student
Union
Theater**

3:00 PM

Developing Leadership for
Mobility Justice

**Student
Union
Theater**

3:00 PM

Aligning Mobility, Housing
and Equity Coalitions in a
Housing Crisis

**Room
2A**

3:00 PM

Strategies for Cultivating
Safe Routes to School
Champions

**Room
2B**

4:30 PM

To Scoot or Not to Scoot?
A Town Hall on Micro-mobility
and Pedestrian Safety

**Student
Union
Theater**

4:30 PM

Integrating Equity and Youth
Perspectives in Safe Routes
to School Efforts

**Room
2A**

4:30 PM

Emerging Trends and
Innovations for Safer Streets

**Room
2B**

6:00 PM

Fjällräven presents
Downtown San José Art
Walk and Dinner

**Registration
Table**

Program-at-a-Glance

Friday, October 19, 2018

8:00 AM

Welcome and
Awards

**Student
Union
Theater**

8:30 AM

Morning Plenary
Present: Building Thoughtful
Interdisciplinary Coalitions
for Justice, Mobility,
and Housing

**Student
Union
Theater**

9:45 AM

Case Study + Walking Tour
of MOMENT SJ

**Registration
Table**

9:45 AM

Reclaiming Our Time:
How Two Grassroots
Organizing Campaigns
Strengthened Pedestrian
Rights in California

**Student
Union
Theater**



9:45 AM

**Prioritizing Travel on
Two Feet at All Levels of
Government**

**Room
1B**

9:45 AM

Place It! Workshop

**Room
4B**

11:15 AM

Lunch

**Student
Union
Theater
Courtyard**

12:00 PM

**Closing Plenary
FutureProof : Mobility,
Technology, and Justice**

**Student
Union
Theater**



8:00 AM -
9:00 AM

9:00 AM -
9:30 AM

9:30 AM -
10:30 AM

10:30 AM -
11:00 AM

11:00 AM -
12:00 PM

10.18 Thursday

Schedule-at-a-Glance



**Check-in and
Registration**

**12:00 PM -
1:30 PM**

Lunch

**Continental
Breakfast**

available until 11:45AM

**1:30 PM -
3:00 PM**

Awards + Keynote

Summit Welcome

**3:00 PM -
4:00 PM**

**Concurrent
Breakout Sessions**

Opening Plenary

**4:00 PM -
4:30 PM**

**Late Afternoon
Networking Break**
coffee + refreshments

**Morning
Networking Break**

coffee + refreshments

**4:30 PM -
5:30 PM**

**Concurrent
Breakout Sessions**

**Concurrent
Breakout Sessions**

**6:00 PM -
9:00 PM**

**Fjällräven
Downtown Art
Walk and Pecha
Kucha night**

*see pgs. 36 - 37
for more info*

10.18 THU

9:00 AM - 9:30 AM

Summit Welcome

Student Union Theater

Summit Welcome

TONY DANG

Executive Director

California Walks

Welcome Address

ELISE ROY

Elise Roy & Associates

THE POWER OF INCLUSIVE TRANSPORTATION: HOW DESIGNING FOR DIFFERENT ABILITIES BENEFITS EVERYONE

What are the challenges that people with differing abilities encounter in transportation? As someone who lost her hearing at the age of 10, Elise has spent most of her life navigating a world not designed for her. In this talk, Elise discusses how her deafness has hindered (and sometimes helped) her ability to traverse our transportation and city planning. Yet, designing for disability is often seen as an annoying legal hurdle. However, if it is used right, it can be a force for innovation that benefits of everyone.



10.18 THU

9:30 AM – 10:30 AM

Opening Plenary

Student Union Theater

Moderator

**CHANELL
FLETCHER**

ClimatePlan

Panelists

MONICA V. ARELLANO

*Muwekma Ohlone Tribe of
the San Francisco Bay Area*

**PROF. CHARLES
BROWN**

Rutgers University

ALAN LEVENTHAL

Ethnohistorian

Muwekma Ohlone Tribe

DR. ADONIA LUGO

People for Mobility Justice

AICP CM 1.0

OUR PAST: HISTORY OF CALIFORNIA CITIES

Planners and advocates make many assumptions in their understanding of the clockwork rules for creating inclusive, sustainable cities from scratch—however, we never start from scratch. Every generation inherits the conflicts, vulnerabilities, and resiliencies of the last. Without understanding that history—from colonialism to redlining, to suburbanization and urban renewal, what chance do we have to create processes and solutions that include the needs and voices of everyone?

Our first panel conversation features varied perspectives on the forces that have shaped the history of our cities. Over the course of this panel, you'll get a sense of how frequently innovation has been invoked to advance displacement, how commonly progress is a code for erasure, and the role that our transportation priorities play in these struggles.

10.18 THU

11:00 AM – 12:00 PM

Concurrent Breakout Sessions

Student Union Theater

Moderator

DANNY GONZALEZ

California Walks

Panelists

SCOTT BLANKS

*Lighthouse for the Blind
and Visually Impaired,
San Francisco*

CARLOS BOCANEGRA

*Mission Neighborhood
Centers*

EMILIA CROTTY

Los Angeles Walks

CATHY DELUCA

Walk San Francisco

AICP CM 1.0

WHOSE SIDEWALKS? OUR SIDEWALKS! HOW TO MAKE SURE EMERGING TECH SERVES—RATHER THAN HINDERS—ALL PEOPLE WHO WALK

Discussions about technology are often associated with progress, embracing the future, and youth, while the concerns of seniors and people with disabilities around accessible and safe sidewalks and public spaces are often misinterpreted as cranky old people complaining, or about the needs of a very small group with special needs. Having a discussion about emerging transportation technologies that includes the perspective of seniors and people with disabilities will add a new facet to the very loud conversations our state and our nation have been forced to confront.

In this session, our panelists will lift up the voices of the disabled and older adult populations and outline the well-founded concerns of these communities in the emerging technologies space.

10.18 THU

11:00 AM – 12:00 PM

Concurrent Breakout Sessions

Room 2A

Moderator

JAIME FEARER

California Walks

Panelists

FRED BUZO

AARP California

TRACY MCMILLAN

UC Berkeley Safe

Transportation Research

and Education Centers

(SafeTREC)

DIANA MILBURN &

MADELEINE CORBEIL

Chula Vista Walks

DIANA MILLER

Santa Clara County

Department of Aging and

Adult Services

AICP CM 1.0

WHAT DOES IT TAKE TO CREATE AGE-FRIENDLY COMMUNITIES?

With a growing older adult population in California, it is imperative that our communities reinvent themselves to be age-friendly in all aspects. But how can we tailor our collective approaches to resonate with this population?

In this session, our panelists will explore the policy approaches, community design strategies, and encouragement programs that are critical not only for promoting walking among our elders but also to create healthy and safe communities for our residents to age in place with dignity. Join us to learn more about senior-focused community charrettes, the latest research on older adult mobility, peer-led walking programs and the role that academia, government, and businesses can play in supporting your efforts to create age-friendly communities.

10.18 THU

11:00 AM – 12:00 PM

Concurrent Breakout Sessions

Room 2B

Moderator

KAITLIN SCOTT

Alta Planning + Design

Panelists

PETER BENNETT

*San José Department of
Transportation*

ANNE THOMAS

Shasta Living Streets

DR. DESTINY

THOMAS

*Los Angeles
Department of
Transportation*

AICP CM 1.0

CONFRONTING THE COMPLETE STREETS PUSHBACK PARADIGM

Throughout California and the US, we've seen many complete streets projects threatened, derailed, or entirely undone by backlash from a vocal minority of residents. Backlash can take many forms, from business owners, to residents' concerns with increased traffic and parking challenges, to concerns about preserving a neighborhood's character. The question on everyone's mind is how do we develop projects collaboratively with communities not only to minimize backlash but also to meet the diverse needs and concerns of residents.

In this session, panelists will share their experiences with community pushback on road diet and bikeway projects, as well as their strategies for integrating robust community engagement at the outset to make the case for these projects.

10.18 THU

1:30 PM - 3:00 PM

Keynote

Student Union Theater

Keynote Address

**PROF. CHARLES
BROWN**

Rutgers University

AICP CM 1.0

JUSTICE, HOLLA IF YOU HEAR ME!

This presentation will highlight the importance of justice in the building and sustainability of safe and walkable communities for ALL. With an optimistic yet realistic outlook on the future of walkability and walkable communities, this thought-provoking presentation will include candid discussions on the impact of historical and contemporary inequities on low-income and minority communities.

With discussions ranging from voter suppression to redlining to segregation to banking to housing to police harassment, crime and gentrification, this presentation will challenge advocates to ponder and consider strategies to move ALL communities forward together.



10.18 THU

3:00 PM - 4:00 PM

Concurrent Breakout Sessions

Student Union Theater

Moderator

JESSIE GOUCK

*California Department
of Public Health*

Panelists

DR. ADONIA

LUGO

*People for
Mobility Justice*

ERIKA RINCÓN

*Senior Associate,
PolicyLink*

ESTHER RIVERA

California Walks

DEVELOPING LEADERSHIP FOR MOBILITY JUSTICE

Join this panel to learn more about efforts to identify and implement new methods to create more inclusive decision-making processes for low-income communities of color to engage in transportation planning, project prioritization, and policy. Our panelists will share their current partnership to bring mobility justice to the forefront of local and state transportation priorities, as well as provide an overview of People for Mobility Justice's new leadership development technique, called the Hood Planners Apprenticeship, designed to increase the economic inclusion of non-professional community members (especially elders and youth) in mobility planning processes.

AICP CM 1.0



10.18 THU

3:00 PM - 4:00 PM

Concurrent Breakout Sessions

Room 2A

Moderator

CHRIS LEPE

TransForm

Panelists

DAVID MEYER

Silicon Valley @ Home

EMMA SHLAES

Silicon Valley

Bicycle Coalition

MATHEW QUEVEDO

Silicon Valley

Leadership Group

DAVID WOO

South of Market

Community Action

Network (SOMCAN)

KIYOMI HONDA

YAMAMOTO

Greenbelt Alliance

AICP CM 1.0

ALIGNING MOBILITY, HOUSING AND EQUITY COALITIONS IN A HOUSING CRISIS

This session provides three distinct case studies of successful and ongoing efforts to build coalitions to tackle big picture issues. While diverse in composition and goals, these campaigns share a respect for the need for connected broad coalitions that are thoughtful about the complex relationships and challenges in building healthy, sustainable, inclusive cities and regions.

SV@Home and the Greenbelt Alliance will share their ongoing coalition to advance El Camino Real's Specific Plan, an effort to balance and advance affordable housing, complete streets, and sustainable development

Matthew Quevedo of the Silicon Valley Leadership Group will discuss the complex coalition work involved in the campaign for Regional Measure 3 (Bay Area Bridge Toll), which mobilized a massive coalition of environmental, transportation, housing, justice, and labor groups.

San Francisco's South of Market Community Action Network (SOMCAN) will share their work to organize immigrant and low-income SoMA residents to fight for improvements to their quality of life by engaging in the decision making process that affects their neighborhood and greater San Francisco.

10.18 THU

3:00 PM - 4:00 PM

Concurrent Breakout Sessions

Room 2B

Moderator

DEMI ESPINOZA

*Safe Routes to School
National Partnership*

Panelists

JULIA LIPPE-KLEIN

*Southern California
Association of
Governments*

ROSA AND ANGELA

LOERA

*Resident Parent &
Student of Vermont
Parents in Action Group*

MAHA RIZVI

*Office of
Assemblymember
Eloise Gómez Reyes*

AICP CM 1.0

STRATEGIES FOR CULTIVATING SAFE ROUTES TO SCHOOL CHAMPIONS

Volunteers and community champions are what can make or break Safe Routes to School programs and determine whether these programs will be sustainable over the long haul. Cultivating these Safe Routes to School champions is already hard enough, but how do we do so in disadvantaged communities that have suffered from decades of disinvestment in transportation and civic infrastructure?

This session brings together local residents, community-based organizations, elected officials and planning agencies to discuss how a diverse stakeholder group was organized to tackle Safe Routes to School barriers in the rural disadvantaged unincorporated community of Muscoy in San Bernardino County. Our panelists will share their community organizing successes with Soar IE (a community-led student group) and Muscoy Sidewalks for Safety, including conducting a temporary demonstration project, as well as discuss what intentional support from elected officials and regional planning organizations should look like.

10.18 THU

4:30 PM - 5:30 PM

Concurrent Breakout Sessions

Student Union Theater

Moderator

DR. MOJGAN

(MO) SAMI

UC Irvine

Panelists

JOHN BRAZIL

San José Department of

Transportation

CHRISTOPHER J.

JOHNSON

Walk San José

MARLO SANDLER

Bird Scooter

RYAN SMITH

San José Department of

Transportation

AICP CM 1.0

TO SCOOT OR NOT TO SCOOT? A TOWN HALL ON MICRO-MOBILITY AND PEDESTRIAN SAFETY

When app-based e-scooter share systems were deployed suddenly and with little warning in large cities around California earlier this year, they inspired frenzied debate among urbanists, mobility groups, and advocates for vulnerable users. At the same time, local policymakers and state legislators scrambled to introduce a framework for regulating this new transportation technology. This cast into stark relief long-standing debates about tech “disruptors,” the role and responsibility of government in encouraging mode shift, and the role of scooters and scooter operators as both allies and threats to promoting active transportation.

Join us for a lively “town hall” style session where you can hear perspectives on this rapidly changing landscape from the industry, local government, and advocates. Please come prepared with questions for our panelists!

10.18 THU

4:30 PM - 5:30 PM

Concurrent Breakout Sessions

Room 2A

Moderator

WENDY ORTIZ

California Walks

Panelists

HEATHER ARATA

*San Mateo County
Health System*

BARBARA PEREZ,

JAIME FLORES

*Greenfield Walking
Group Youth Leaders*

MIMI TAM

San Francisco

*Department of Public
Health*

THERESA

VALLEZ-KELLY

*San Mateo County
Office of Education*

AICP CM 1.0

INTEGRATING EQUITY AND YOUTH PERSPECTIVES IN SAFE ROUTES TO SCHOOL EFFORTS

The most successful Safe Routes to School programs engage a wide variety of stakeholders and champions across agencies and throughout the community. As the our field increasingly recognizes the need to redress decades of disinvestment in some communities, how can local agencies best collaborate with residents to get to the most meaningful mobility and safety outcomes for our youth. Moreover, professionals and advocates working on Safe Routes to School programs oftentimes forget to engage the very population they are trying to serve; the youth!

In this session, come learn from the experiences of three communities in forging multi-sectoral agency and community partnerships in Safe Routes to School efforts to advance equitable health and safety outcomes. The San Mateo County Health System and the San Mateo County Office of Education will discuss their efforts to promote equity in countywide active transportation policies, while the San Francisco Department of Public Health will discuss their partnerships with other city agencies and the Boys and Girls Club to implement a temporary demonstration project and a youth-led PhotoVoice project in the Tenderloin neighborhood to engage residents in shaping a \$20 million streetscape project. Lastly, hear directly from youth working with the Greenfield Walking Group and California Walks to improve their school commutes in partnership with Kern County and the City of Bakersfield.

10.18 THU

4:30 PM - 5:30 PM

Concurrent Breakout Sessions

Room 2B

Moderator

VICTORIA CUSTODIO

*California Department of
Public Health*

Panelists

SALVADOR ALVAREZ

*San José Office of
Economic Development*

KATE BECK

*UC Berkeley Safe
Transportation
Research and
Education Center
(SafeTREC)*

NATASHA OPFELL

Walk San Francisco

DR. DESTINY

THOMAS

*Los Angeles
Department of
Transportation*

AICP CM 1.0

EMERGING TRENDS AND INNOVATIONS FOR SAFER STREETS

Transportation innovation is about more than just apps, new fuel sources, and robots. Sometimes it's about making storytelling and wayfinding more accessible and inclusive. Join the Los Angeles Department of Transportation, UC Berkeley SafeTREC, the City of San Jose, and Walk San Francisco to learn more about emerging trends and innovations to promote walkability and safe streets.

Kate Beck of SafeTREC will share "Street Story: How can we create inclusive community engagement technologies?" which considers how technology may be a hurdle for some underserved communities, and how to overcome that barrier.

Salvador Alvarez of the City of San Jose will share how San Jose is collaborating with regional partners to develop accessible, consistent pedestrian wayfinding that is geographically and culturally sensitive and specific.

Dr. Destiny Thomas of the Los Angeles Department of Transportation will share their new Safe Routes for Seniors (SR4S) methodology which prioritizes the observed and expressed desired routes of aging adults.

Walk San Francisco will share the results of recent efforts to bring non-traditional partners together to discuss innovative solutions to meet all street users' needs.

10.18 THU

6:00 PM - 9:00 PM

Meet at Registration Table

DOWNTOWN SAN JOSE ART WALK AND DINNER

Evening Schedule

5:00 PM

*SJMA is free for
attendees after 5PM*

6:00 PM - 7:00 PM

*Art Walk Tour
Meet at Registration Table*

7:00 PM - 9:00 PM

*Dinner
Dinner Ticket must be
preurchased*

6:00 PM - 9:00 PM

Pecha Kucha Night



PECHA KUCHA NIGHT AT SJMA

SJMA and Pecha Kucha San Jose present an evening of fast-paced presentations on a variety of topics related to the future of mobility in San José. Speakers include partners from *New Terrains: Mobility and Migration*, a cross-disciplinary exploration of the ways bodies move in social and political spaces presented by organizations throughout Silicon Valley in 2018–2019.

Funding is provided by the John S. and James L. Knight Foundation as part of Speak Up San José.

Featured Presentations:

PedsCount in Miniature: Yesterday, Today, and Tomorrow

Chris J. Johnson, *Walk San José*

Salt Stained

Carolyn Lê, *Chopsticks Alley*

A Seat at the Table

Heidi Lubin, *Children's Discovery Museum*

How to Survive Being a Working Parent

Nicole Kim, *College of Adaptive Arts*

America is a Mosaic - Not a Melting Pot

Usha Srinivasan, *Sangam Arts*

Give Love, Get Love

J.T. Service, *Soul Focus Sports*



10.19 Friday

Schedule-at-a-Glance

**7:30 AM -
8:00 AM**

**Check-in and
Registration**

**Continental
Breakfast**

Available until 11:00 AM

**8:00 AM -
8:30 AM**

**Welcome
and Awards**

**8:30 AM -
9:30 AM**

Morning Plenary

**9:30 AM -
9:45 AM**

**Friday Morning
Networking Break**

coffee + refreshments

**9:45 AM -
11:15 AM**

**Concurrent
Breakout Sessions**

**11:15 AM -
12:00 PM**

Lunch

**12:00 PM -
1:00 PM**

Closing Plenary

10.19 FRI

8:30 AM - 9:30 AM

Morning Plenary

Student Union Theater

Moderator

ELLA WISE

ClimatePlan

Panelists

PONCHO GUEVARA

Sacred Heart

Community Services

SAHRA SULAIMAN

Streetsblog LA

ABOUBACAR

"ASN" NDIAYE

Working

Partnerships USA

AICP CM 1.0

OUR PRESENT: BUILDING THOUGHTFUL INTERDISCIPLINARY COALITIONS FOR JUSTICE, MOBILITY, AND HOUSING

Is “NIMBY vs YIMBY” a useful lens for advancing equity in the built environment? How can advocates for walking & rolling, social justice, and sustainable development align our goals and strategies more effectively? Are there inherent conflicts to planning for short term stability and long term sustainability, and how should that conflict inform our approach?

In our current era of transportation, housing, and climate crises, change leaders can struggle to balance competing priorities, emerging threats, and myopic funder mandates. But our housing, growth, social justice, and transportation challenges don't exist in a vacuum. They have complex links and policies and actions can have reverberant unintended consequences.

In this session, our panelists will consider how interdisciplinary coalitions can best advance a just, inclusive transportation movement.

10.19 FRI

9:45 AM - 11:15 AM

Concurrent Breakout Sessions

Meet at Registration Table

Guide

JASON SU

San José Downtown
Association

CASE STUDY + WALKING TOUR OF MOMENT SJ

Join the San José Downtown Association to learn more about and explore MOMENT SJ, a transformative project in Downtown San José that converted spaces in a large downtown parking garage into street facing retail stalls showcasing local businesses run by women of color. The story of MOMENT SJ, its importance in transforming Downtown San José, and the lessons learned along the way are valuable for advocates and planners working to reinvigorate their communities with equity at the forefront.

This session involves a 2.2 mile round trip walk. Please wear comfortable walking shoes!



10.19 FRI

9:45 AM - 11:15 AM

Concurrent Breakout Sessions

Student Union Theater

Moderator

STEVE GERHARDT

Walk Long Beach

Panelists

SAMUEL CHU

Los Angeles Walks

EMILIA CROTTY

Los Angeles Walks

JESSICA LEHMAN

Senior Disability Action

PI RA

Senior Disability Action

AICP CM 1.5

RECLAIMING OUR TIME: HOW TWO GRASSROOTS ORGANIZING CAMPAIGNS STRENGTHENED PEDESTRIAN RIGHTS IN CALIFORNIA

Crossing the street is a fundamental activity that we all engage in every single day, and yet, our street designs routinely leave our elders, neighbors with disabilities, and children stranded (quite literally!) in the middle of the street. While small wins on a case-by-case basis can make a world of difference to those directly impacted by a particular street, how can we as a movement set our sights higher?

Join Los Angeles Walks and Senior and Disability Action to hear about their recent winning campaigns in increasing crossing times citywide in San Francisco and protecting the right to cross statewide. Our panelists will outline the grassroots organizing strategies and tactics that helped these organizations select and frame their issues, conduct research, recruit people impacted by the issue, clearly define their "ask," and then demonstrate power. Speakers will explain how to collaborate with allies inside and outside institutions of power, how to hold decision-makers accountable, and how to generate press attention. Speakers will also address how to mobilize a base for the long haul.

10.19 FRI

9:45 AM - 11:15 AM

Concurrent Breakout Sessions

Room 1B

Moderator

JEANIE WARD-WALLER

Caltrans

Panelists

GREGORY CURREY

Caltrans

PETER EUN

Federal Highway

Administration (FHWA)

MALAHAT OWRANG

Santa Clara Valley

Transportation

Authority (VTA)

AICP CM 1.5

PRIORITIZING TRAVEL ON TWO FEET AT ALL LEVELS OF GOVERNMENT

Join the FHWA, Caltrans, and VTA for a rundown of some current efforts to promote pedestrian safety at various levels of government. Bring your questions and suggestions!

At the national level, FHWA's Safe Transportation for Every Pedestrian (STEP) program offers several tools and resources for state and local agencies and non-traditional safety partners to identify treatments to improve pedestrian crossings.

In the Golden State, Caltrans has a number of planning efforts and safety projects underway for people on foot, including the Pedestrian Safety Monitoring (Pilot) Program; the first-ever statewide bicycle and pedestrian plan (Toward an Active California) and its GoActiveCA! Implementation initiative; and the development of District Active Transportation Plans by 2023.

More locally in Santa Clara County, VTA has developed a Countywide Pedestrian Access to Transit Plan to identify and prioritize 156 capital projects within 12 focus areas. Like most government agencies, it lacks the funding to complete all of the projects. Since the County is experiencing significant land use changes and new developments, VTA is exploring public-private partnerships to help implement the plan.

10.19 FRI

9:45 AM - 11:15 AM

Concurrent Breakout Sessions

Room 4B

Panelist

JAMES ROJAS

Place It

AICP CM 1.5

PLACE IT! WORKSHOP

The Place It! Workshop is an inclusive visioning tool that helps residents take ownership of the street through creative problem-solving. The workshop breaks down barriers by humanizing the planning process through storytelling, objects, art-making, and play. Through this process participants tap their on-the-ground knowledge, attachment to place, memories, and imaginations to generate innovated solutions for self-determination.

In this session, participants will use their visual and spatial knowledge of neighborhoods to communicate, and collaborate, and in the process, learn how to adapt this method to work in their own communities. This Place It! process raises people's awareness of the built environment and how it impacts their experience of place and others. The Place It! Workshop allows participants to reflect, listen, learn, bond, and collaborate.



10.19 FRI

12:00 PM - 1:00 PM

Closing Plenary

Student Union Theater

Moderator

KAREN PHILBRICK

*Mineta Transportation
Institute*

Panelists

HANA CREGER

Greenlining Institute

JILL NORTH

*San José Department of
Transportation*

MELISSA RUHL

Arup

DEBS SCHRIMMER

Lyft

AICP CM 1.0

FUTUREPROOF: MOBILITY, TECHNOLOGY, AND JUSTICE

New and emerging technologies—from autonomous vehicles (AVs) to on-demand ride-hail services and electric-assist bikes and scooters—are changing the way we move and plan for movement at a breakneck pace and transforming neighborhoods in the process. As we close PedsCount, we'll assemble a panel of experts to look towards the horizon. Over the course of the Summit, we've tackled how injustice has often used the language of progress; so going forward, what does this all mean for the future of transportation?

Instead of asking whether any given technology is good or bad, our closing panel will ask: what mobility challenges and solutions are we prioritizing? And how can communities, cities, and innovators work towards a tech culture that puts health, equity, safety, and inclusion first?

PLENARY PRESENTER BIOS



Charles T. Brown, MPA is a self-proclaimed “street level researcher” working at the intersection of health, equity, and transportation. Mr. Brown has spent his entire career committed to the fight for more equitable, inclusive, and livable neighborhoods in the US and abroad. Always one to speak out on behalf of the voiceless and those who are most vulnerable, Mr. Brown currently serves as a senior researcher with the Alan M. Voorhees Transportation Center (VTC) and adjunct professor at the Edward J. Bloustein School of Planning and Public Policy, both at Rutgers University.

Mr. Brown is a member of the Board of Directors of America Walks and the creator of their new webinar series, Walking Toward Justice. Additionally, Mr. Brown is a member of the Transportation Research Board (TRB) Pedestrian Safety Committee, TRB Bicycle Transportation Committee, Urban League of Essex County, and the Region II Healthy Equity Council. Often invited to speak at many international and national conferences, Mr. Brown’s work has been published in several international journals as well as featured by or quoted in the New York Times, Streetsblog, CityLab, and various other national and local media outlets.



As Greenlining Institute's Environmental Equity Program Manager, **Hana Creger** works on the development and implementation of policies leading to clean transportation and mobility investments that will benefit low-income communities of color in California. She was the lead author of the Mobility Equity Framework, a tool that can be used to maximize equity outcomes and community engagement in transportation planning and decision-making. Hana is currently working on a report that outlines equity-focused policy recommendations around the adoption of autonomous vehicles, to ensure that we maximize their benefits and minimize their harms on marginalized communities.



Poncho Guevara is the Executive Director of Sacred Heart Community Service. Poncho’s professional career has been geared toward the advancement of economically disadvantaged communities—from providing direct services targeting low-income union members to serving in executive management roles in nonprofit housing development corporations. His experience has reinforced his dedication to creating systemic approaches to eliminating poverty through a combination of investments in human services and advocacy for wider public policy solutions. By cultivating and creating bridges between diverse constituencies, he has helped spearhead responses to critical issues in workforce development, children’s health care, homelessness, and affordable housing. He has helped build respected nonprofit organizations from the ground floor—including Working Partnerships USA, the Interfaith Council, and the Housing Trust of Santa Clara County—in addition to strengthening established community institutions, such as Emergency Housing Consortium and South County Housing Corporation. Poncho has also served in leadership roles for regional collaboratives and commissions, such as the Santa Clara County Collaborative on Affordable Housing and Homeless Issues and the NOVA Workforce Board. A graduate of the University of California, San Diego, the Coro Foundation Public Affairs Fellowship, and American Leadership Forum, Poncho Guevara lives in San José with his two beautiful daughters.



Cultural anthropologist **Dr. Adonia E. Lugo** started learning about “human infrastructure” (the need for diverse social networks to promote sustainable cultural norms) through studying bicycle advocacy. Today, she looks for ways to bring her racial justice expertise into equitable and sustainable mobility at-large. Adonia is currently collaborating with partners around the country to define “mobility justice,” a concept that highlights the complex difficulties that people of color and other marginalized groups face both when traveling through public spaces and in urban planning and development processes. Adonia teaches in the Urban Sustainability MA program at Antioch University Los Angeles, supports People for Mobility Justice as an advisory board co-chair, and produces peer learning for The Untokening through Pueblo. Her book, *Bicycle/Race: Transportation, Culture, & Resistance*, was published this year.

PLENARY PRESENTER BIOS



Aboubacar "Asn" Ndiaye joined Working Partnerships USA in April 2017 as a Research and Policy Associate, where he works on housing, workforce, and transportation equity issues. Prior to joining Working Partnerships USA, he worked as Strategic Researcher for SEIU Local 1, responsible for planning and developing organizing campaigns for building services workers in the Midwest and as

an Employment Specialist for Goodwill Industries of Houston, where he assisted individuals with barriers to employment find gainful and sustainable work. He has also worked or volunteered in a variety of roles on electoral campaigns in Texas, Michigan, and Illinois. He is a proud immigrant and a graduate of the University of Texas at Austin, where he earned a Bachelor's Degree in Government. His interests include making cities more equitable, labor history, and traveling.



Jill North is the Innovation Program Manager for the Department of Transportation in the City of San José. Prior to her current position, Jill worked as a program manager for Street View Google Maps for five years where she has grown an expertise in how emerging technologies can change transportation experiences in cities like San José. Jill earned a Bachelor of Business Administration from Illinois

University and has been awarded the National CEO Award of Excellence for her work collaborating with Parks Canada. She is now working on making the city of San José an innovative hub for transportation technology.



Elise Roy is a deaf, inclusive design strategist who helps companies analyze products, services, and programs from the vantage point of people with disabilities. She believes that the unique experiences of people with disabilities help us uncover hidden needs, wherein lie the most profound solutions for everyone. Roy draws on her 15+ years of working with the disability

community, and her diverse career path as a lawyer who worked on the United Nations Disability Convention, a marketing manager who worked on the 2008 election campaign ads, and a product designer to shape solutions for her clients. An internationally recognized speaker, Roy has given talks at Microsoft, SXSW, AIGA, NASA, Target, and the World Bank. Her TEDx talk, “When We Design for Disability, We All Benefit,” has over 1.2 million views. Her company, Elise Roy & Associates was founded in 2016 and even though it is still in its infancy, it has attracted clients that include Fortune 500 Companies such as Google and Marriott, as well as, organizations such as USAID and the OECD.



Melissa Ruhl is a transportation planner for Arup in San Francisco where she manages projects on transportation innovation. She has published a number of articles on future mobility and recently co-authored Autonomous Vehicles: A Horizon Initiative Perspective Paper on behalf of the San Francisco Metropolitan Transportation Commission. She regularly speaks in both California and nationally on autonomous vehicles

and the future of cities. In June 2018, the Northern California American Planning Association granted her the Special Recognition Award – Emerging Planner.

PLENARY PRESENTER BIOS



Alan Leventhal is a trained archaeologist/ethnohistorian who has been teaching and involved in Indian Affairs over the past 32 years at San José State University. Presently Alan works as an administrative staff/IT in the Office of the Dean, College of Social Sciences and is a volunteer lecturer in Anthropology Department. Alan's research interest centers around the San Francisco

Bay "shellmounds", evolution of complex non-agricultural hunting-gathering societies, evidence of social stratification, stone tool technologies, experimental archaeology, skeletal biology, ancient DNA and stable isotope studies, contemporary Native American issues, and Federal Recognition of California Indian Tribes. Mr. Leventhal presently teaches sections of Anthropology 195/280 "Anthropology Practicum," which is offers a hands-on class in analysis of Bay Area archaeological sites and theoretical trends in California prehistory.



Debs Schrimmer is a Senior Transportation Policy Manager at Lyft, where she develops cutting-edge partnerships with public agencies around the country and helps oversee Lyft's transportation policy initiatives around sustainability, infrastructure, public transportation, and the environment. Prior to Lyft, she worked as a digital policy strategist at Code for America and as a transportation planner at

the Sacramento Area Council of Governments. Debs received her B.S. from the University of California, Davis in Community and Regional Development, is an honoree of the Women's Transportation Seminar, and serves on the Board of the California Transportation Foundation.



Sahra Sulaiman is Communities Editor for Streetsblog L.A., covering the intersection of mobility with race, class, history, representation, policing, housing, health, culture, community, and access to the public space in Boyle Heights and South Central Los Angeles.



Summit Floor Plans



Martin Luther
King Jr Library

S4TH STREET



STAIRS



ELEVATOR



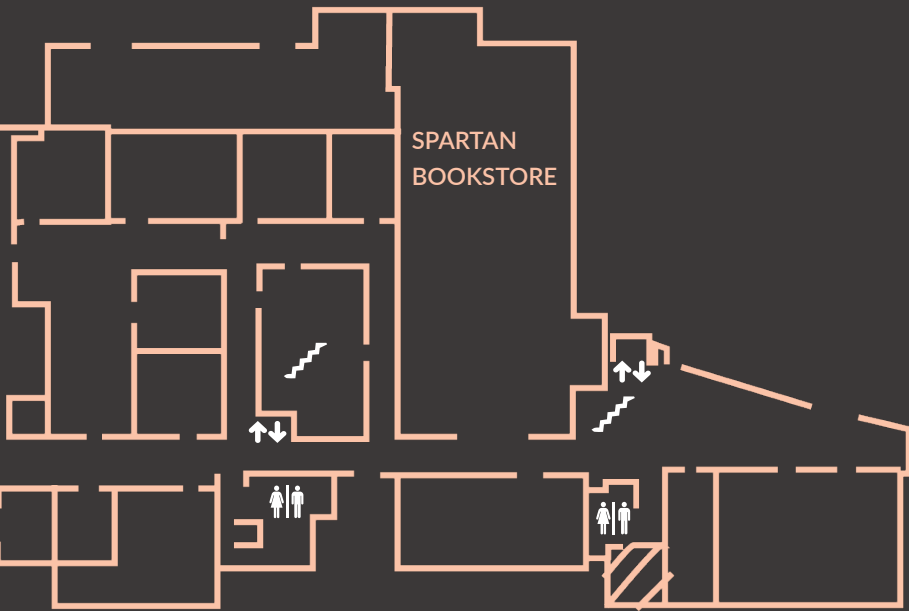
RESTROOMS

E SAN FERNANDO ST



10th Street
Parking Garage

S 10TH STREET



GROUND LEVEL

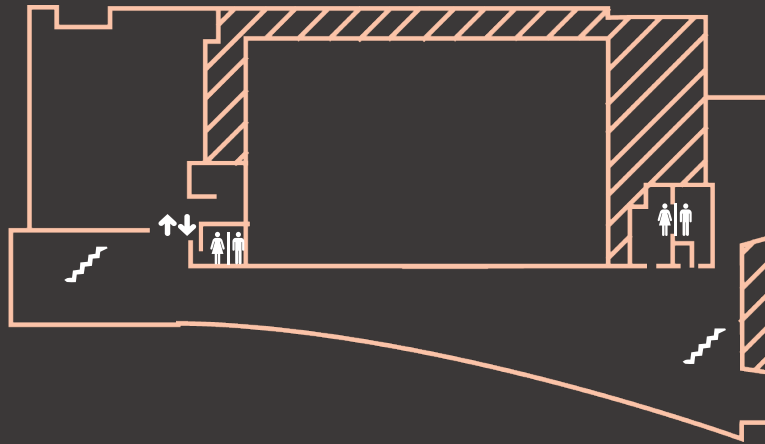
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Summit Floor Plans



Martin Luther
King Jr Library

S 4TH STREET



STAIRS



ELEVATOR



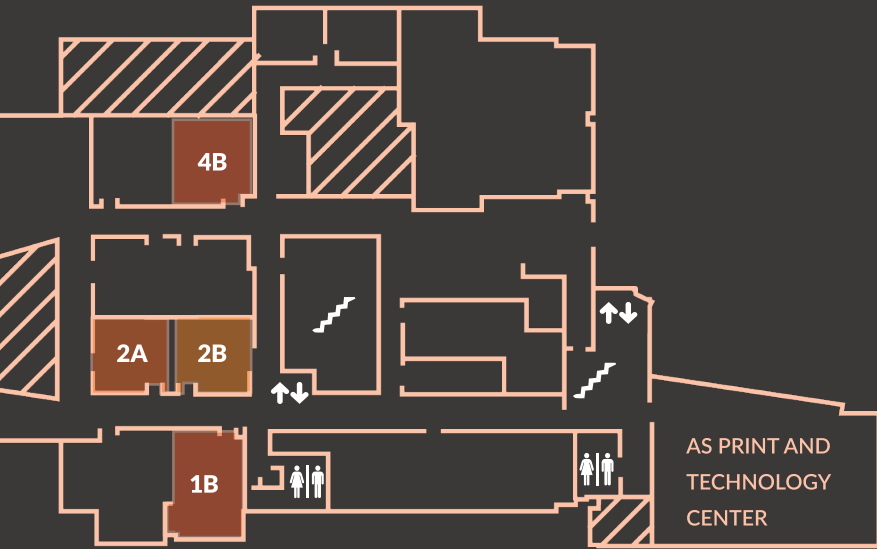
RESTROOMS

E SAN FERNANDO ST



10th Street
Parking Garage

S 10TH STREET



UPPER LEVEL

CONCURRENT BREAKOUT SESSIONS

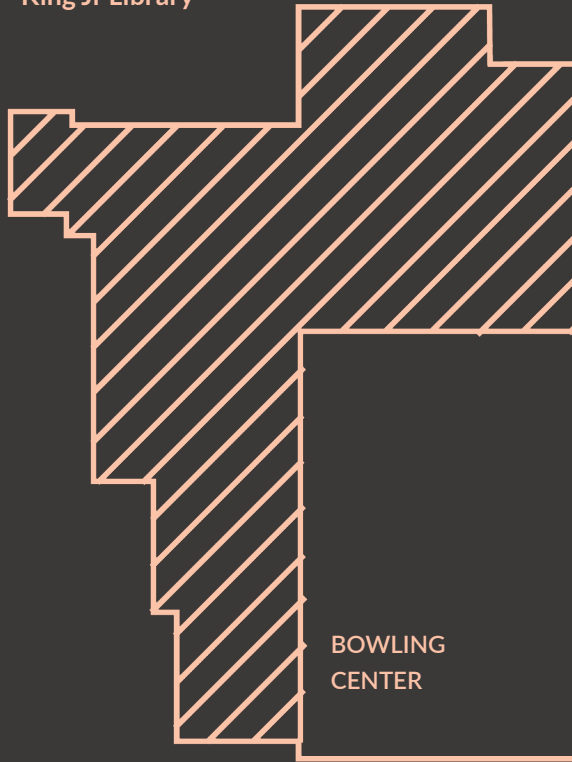
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Summit Floor Plans

S 4TH STREET



Martin Luther
King Jr Library



BOWLING
CENTER



STAIRS



COFFEE



ELEVATOR



LUNCH



RESTROOMS

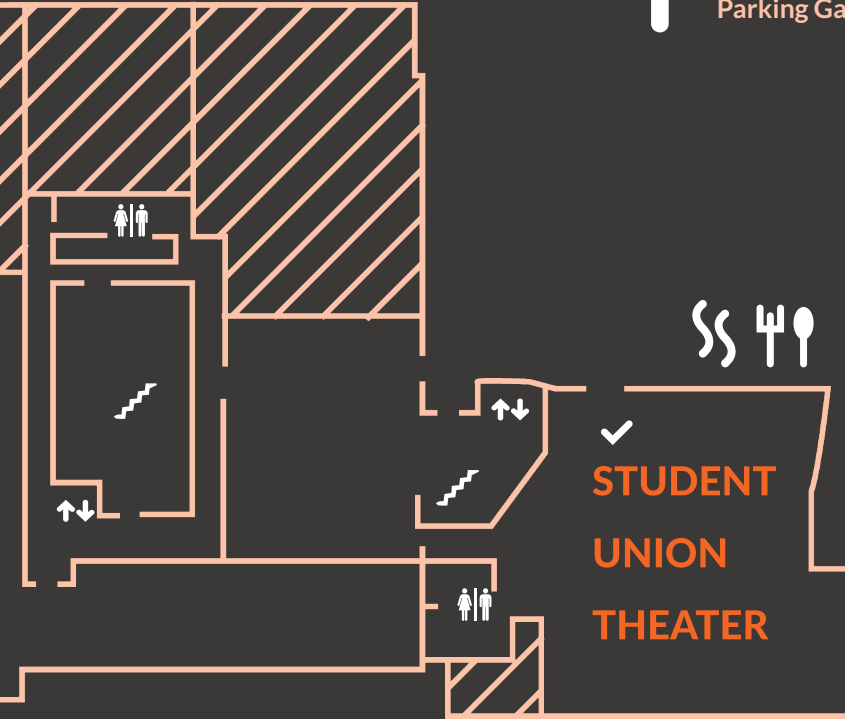


REGISTRATION

E SAN FERNANDO ST



10th Street
Parking Garage



S 10TH STREET

BASEMENT LEVEL

REGISTRATION + KEYNOTE + PLENARIES

TION

E SAN SALVADOR ST

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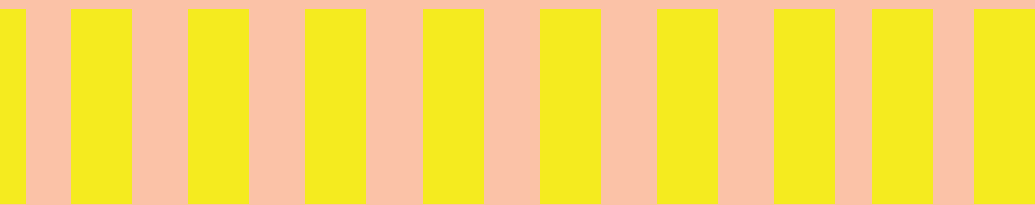
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