

# Bay Planning Coalition

Celebrating 25 Years of Leadership



## San Francisco Bay Annual Decisionmakers Conference **Champions of Yes: 1983-2008 and Beyond**

**April 17, 2008:** 25th Anniversary Reception, 6:00 - 8:00 p.m.

**April 18, 2008:** Conference, 8:00 a.m. - 5:00 p.m.

Oakland Marriott City Center - 1001 Broadway, Oakland, CA 94607

**Details & Registration:** [www.bayplanningcoalition.org](http://www.bayplanningcoalition.org)

## Conference Program

*as of April 2, 2008*



8:00 a.m.

**Welcome:** Jerry Serventi, President, Bay Planning Coalition;  
Director of Engineering, Port of Oakland

8:05 a.m.

**Champions of Yes Address:** John Briscoe  
Principal, Briscoe Ivester & Bazel LLP;  
BPC founder and former President



### 25<sup>th</sup> Anniversary Video

8:25 a.m.

#### Keynote Address

TBA, California Air Resources Board  
*Collaborating on Clean Air as a Shared Asset*



9:00–10:30 a.m.

### Panel 1: *Sustaining Local Industry: A Legacy for a Quality of Life*

**Moderator:** Ellen Joslin Johnck

Executive Director, Bay Planning Coalition

The San Francisco Bay–Delta region’s waterways and contiguous shoreline reflect a unique and special blend of local industry and business. The region’s ports, terminals, marinas, builders, manufacturers, laborers—are an interconnected and interdependent constellation of enterprise that succeed primarily because they are geographically positioned together in this stellar location replete with resources. This panel will present ideas about what it takes to sustain this unique economic engine now and into the future to support the region’s economic and environmental well being.

#### Speakers

- o Doug Henton, President and Co-Founder, Collaborative Economics
- o Bill Dutra, President, The Dutra Group
- o Sharon Cornu, Secretary–Treasurer, Alameda County AFL–CIO
- o Phillip Lebednik, Principal Scientist, LFR, Inc.



10:30–10:50 a.m.

**Break**

10:50–12:15 p.m.

**Panel 2: *Public–Private Partnerships (PPP) at Seaports***

**Moderator: Dr. Sotiris Pagdadis**

Managing Director, New York & Washington, DC, McKenna Long and Aldridge, LLP

The global market has brought the shippers, operators, carriers, and seaport authorities from across the globe into a closer, more tightly knit environment than ever before. Operators and carriers from around the world like to experience similar operational efficiency as they move their cargo from one place to another. They recognize that their “time to market” provides considerable cost savings, and ultimately a market advantage. This has encouraged operators to seek partnership relationships with the seaport authorities in an effort to obtain more of the operational control of their facilities. This session explores the varying types of PPP relationships needed to achieve this operational efficiency in today’s competitive market.

**Speakers**

- o Jeffrey D. Holt, Vice President, Public Sector/Infrastructure Banking, Goldman Sachs & Co.  
*Expanding Opportunities for the Maritime Industry*
- o Clint Eisenhauer, Vice President, Government Relations, Maersk, Inc.  
*Lessons Learned in Virginia for California*
- o Omar Benjamin, Executive Director, Port of Oakland  
*The New Vision for the Region’s Bulkhead Port*

12:15–1:30 p.m.

**Luncheon Program**

**Presentation of the Frank C. Boerger Award**

**Luncheon Keynote Speaker: Sean Connaughton**

Administrator, The Maritime Administration, US Dept. of Transportation

*A Vision for the 21<sup>st</sup> Century*

1:30–3:00 p.m.

**Panel 3: *A Case Study on Marinas and Waterfronts –***

***Perspectives on Revitalizing these Prime Local Economic and Environmental Assets***

**Moderator: John Cruger-Hansen**

Harbor Master, City of Antioch Municipal Marina

San Francisco Bay is acclaimed as a prized recreation and tourist destination due to its scenic waterfronts and marinas providing public access for a myriad of activities. Yet if you travel around the shoreline, some of these harbor areas, representing a huge economic investment during the 20<sup>th</sup> century, are in disrepair and are on the brink of sinking into the depths of history. Why? The panel will discuss what it takes to keep these vital hubs of commercial and recreational activity alive. This is a case study illustrating how BPC works as the “go to” organization providing the forum for problem-solving and linking people and business to achieve a successful partnership supporting Bay commerce, recreation and the natural environment.

## Panel 3 Speakers

- o Leonard Hoops, Executive VP of Sales, S.F. Convention and Visitors Bureau
- o Harold Flood, Supervisor, Planning, Finance and Contract Administration,  
Boating Facilities Division, California Department of Boating & Waterways
- o Steve Hollister, Assistant City Manager, City of San Leandro
- o Peter Callander, Founder and Senior Principal, Callander Associates

3:00–3:20 p.m.

**Break**

3:20–4:55 p.m.

**Panel 4: *Air Quality—Emissions and Global Warming: A New Frontier*****Moderator: Amy Zimpfer, Deputy Director, U.S. EPA, Region IX**

Air quality regulation over stationary sources of air pollution is not new. In fact, the nation's oldest regional air pollution control agency (now known as the Bay Area Air Quality Management District) was established in the Bay Area in 1955. But what is new is expanding state and local regulations over mobile sources due to the public concerns first raised over the adverse health impact of diesel engine emissions in and around ports, marine terminals, and other goods movement facilities. With the adoption of the landmark California Global Warming Solutions Act of 2006 (commonly referred to as AB 32), additional concerns have been raised over emissions of greenhouse gases from these sources and the effects of such emissions on global warming. This panel will provide an overview of the issues related to diesel particulate and greenhouse gas emissions in the region and suggest approaches for measurement, planning and action for emission reduction.

## Speakers

- o Douglas Daugherty, Principal, ENVIRON and
- o Richard Rhoads, Vice President, Moffatt & Nichol  
*A Review of Emission Inventory and Planning Methodologies:  
Port of Oakland's Maritime Air Quality Improvement Plan (MAQIP), the Bay Area  
Seaport Emissions Inventory, Regional Planning and other Studies*
- o Will Travis, Executive Director, S. F. BCDC  
*A Climate Change Strategy for the Bay Area*

4:55 p.m. **Closing Summary: Ellen Joslin Johnck, Executive Director, BPC**5:00 p.m. **Adjourn**