



A HOME IN CALIFORNIA

ARE OUR COMMUNITIES
SUSTAINABLE?

March 26, 2019

Wilburn Auditorium, Pepperdine University

KEYNOTE ADDRESSES

KEYNOTE ADDRESS: Stating the Problem



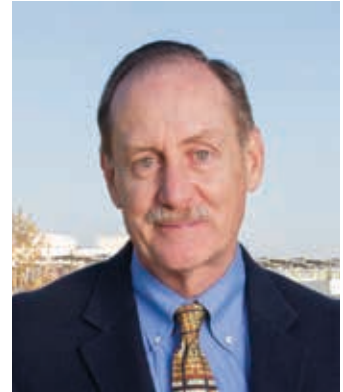
Chuck Marohn
Founder and President

**STRONG
TOWNS**

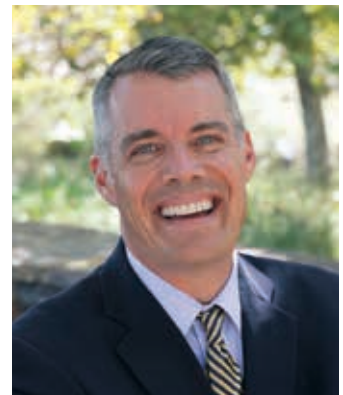
Charles Marohn—known as Chuck to friends and colleagues—is a Minnesota-licensed professional engineer (PE), a member of the American Institute of Certified Planners, and the founder and president of Strong Towns. Marohn is the lead author of *Thoughts on Building Strong Towns: Vols. I-III*, and the author of *A World-Class Transportation System*. He hosts the *Strong Towns Podcast* and is a primary writer of Strong Towns' web content. He has presented Strong

Towns concepts in hundreds of cities and towns across North America and in 2017 was named one of the 10 Most Influential Urbanists of all time by Planetizen. Marohn is a long-time commentator on KAXE Northern Community Radio, and he currently cohosts KAXE's *Dig Deep* program, a monthly examination of public policy issues affecting Minnesotans. Marohn has a bachelor's degree in civil engineering from the University of Minnesota's Institute of Technology and a master of urban and regional planning degree from the University of Minnesota's Humphrey Institute.

LUNCH AND KEYNOTE ADDRESS: How Do We Keep a Sense of Place As We Grow?



Rick Cole
*City Manager
City of Santa Monica*



Pete Peterson
*Dean, Pepperdine University
School of Public Policy*



This event made possible through the generous support of Fieldstead and Company.

TUESDAY, MARCH 26

9-9:30 AM

Conference Check-In

9:40-10 AM

Welcome and
Introductions

Howard F. Ahmanson

Pete Peterson
Dean, Pepperdine University
School of Public Policy

10-11 AM

KEYNOTE ADDRESS:
Stating the Problem

SPEAKER

Chuck Marohn
Founder and President
Strong Towns

11 AM-NOON

Sustainable Solutions
to Housing
Affordability

MODERATOR

Liam Dillon
Staff Writer, State Capital Bureau
Los Angeles Times

PANELISTS

Leslie Appleton-Young
Senior Vice President and
Chief Economist
California Association of Realtors

Peter Blanchard
Associate Partner, Housing Practice
McKinsey & Company

Jennifer Hernandez
Partner, Holland & Knight LLP

Greg Morrow
Executive Director, Real Estate
Development + Design
University of California, Berkeley
College of Environmental Design

12:15-1:15 PM

LUNCH and
KEYNOTE ADDRESS:
How Do We Keep a Sense
of Place As We Grow?

SPEAKERS

Rick Cole
City Manager
City of Santa Monica

Pete Peterson
Dean, Pepperdine University
School of Public Policy

1:15-2:30 PM

YIMBYism:
A New Public
Voice for Change?

MODERATOR

Matthew Yglesias
Senior Correspondent
Vox.com

PANELISTS

Laura Foote
Executive Director
YIMBY Action

Brent Gaisford
Board Chair
Abundant Housing LA

Carrie Hawkins
Founding Board Member
Century Housing Corporation

Adam Hengels
Founder
The Center for Market Urbanism

Elyse Lowe
Director, Development Series
Department, City of San Diego

2:30-3:45 PM

How Can Cities Be
Planned to Strengthen
Economic Opportunity?

MODERATOR

Michael Shires
Associate Dean for Strategy
and Special Projects
Pepperdine University
School of Public Policy

PANELISTS

James Brasuell
Managing Editor, Planetizen

Amanda Daflos
Innovation Director
Los Angeles Mayor's Office

Michael Lewyn
Director of the Institute on Land Use
and Sustainable Development Law
Touro Law Center

Alicia Matricardi
General Counsel and Director of Real
Estate, New Economics for Women

Nestor E. Valencia
Council Member, City of Bell

3:45-5 PM

At What Level Should
These Decisions Be Made?

MODERATOR

Jim Mayer
President and Chief Executive Officer
California Forward

PANELISTS

Rick Bishop
Executive Director
Western Riverside Council of
Governments

Richard Bruckner
Former Director
Department of Regional Planning
Los Angeles County

Greg Greenway
Board Member
Redwood City-San Mateo County
Chamber of Commerce

Jennifer LeSar
Founding Chief Executive Officer
LeSar Development Consultants

Lydia Romero
City Manager, City of Lemon Grove

5-7 PM

RECEPTION: Casa Escobar

Appetizers and nonalcoholic
beverages provided. Cash bar
available.

22969 Pacific Coast Highway
Malibu, California 90265

The School of Public Policy (SPP) is built on a distinctive philosophy of preparing public leaders to use tools of analysis combined with their moral sense to affect successful implementation and real change. Through a curriculum grounded in understanding policy's inherent philosophical and historical dimensions, SPP prepares cross-sector graduates for careers that strengthen the institutions of the private, nonprofit, and government sectors.

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publicpolicy.pepperdine.edu/sustainable-housing