

## PM 3: The Human Equation in Transportation Innovation

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### MODERATOR



**Jon Switalski**

*Executive Director, Rebuild SoCal Partnership and Treasurer, Mobility 21*

Jon Switalski serves as the Executive Director of the Rebuild SoCal Partnership (RSCP). RSCP is comprised of 2,750 construction firms that employ more than 90,000 union workers in the 12 counties of Southern California. RSCP's mission is to engage elected officials and educate the public on the need for continued infrastructure funding creating thousands of career construction jobs in our communities.

Prior to joining Rebuild SoCal Partnership, Jon served as the head of Spring Street Consulting, a strategic public affairs and communications firm. Since February 2019, Jon has held the title of Executive Director of Californians for Balanced Energy Solutions. His specialties include campaign tactics and communication, energy and environmental policy, open space revitalization, and equitable community engagement.

Previously, Jon also held the position of Director of External Affairs, while working at River LA. Jon held this role for 2 years (November 2016 – January 2019). Before this, Jon held the position of Vice President of Government Relations, Business Development, at Ebus Inc. from May 2015 – August 2016.

Jon was elected to the position of Michigan State Representative from January 2009 – December 2014. Prior to that, Jon was elected to the Macomb County Commission; Jon held this role for 4 years (January 2005 – December 2008).

Jon holds a Bachelor of Science degree from Grand Valley State in Michigan. In his spare time, he enjoys playing golf, hiking, and of course spending as much time at the beach as possible. Jon also is an avid traveler.

### PANELISTS



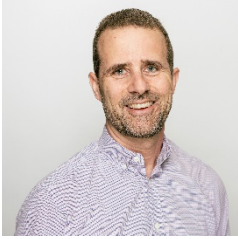
**David Azevedo**

*Associate State Director, AARP California*

As an Associate Director for AARP California, David advances AARP's advocacy agenda in the State Capitol. He directly manages AARP's Livable Communities advocacy priorities, delivering policy wins for older adults and their communities in areas including housing reform, energy affordability, extreme weather resiliency. Transportation advocacy has long been a favorite policy area for David, having started his career with Los Angeles Metro. Since then, he has represented AARP members at the local, regional, and state level on issues ranging from Vision Zero, traffic safety, transportation funding, and autonomous vehicles. A native Californian, with roots in the Central Valley and a decade of career experience in Southern California, David is an avid swimmer, lazy cyclist, and adventurous pedestrian.

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**Dr. Richard Bernard**  
*Partner, FM3 Research*

Dr. Bernard leads FM3's Southern California transportation practice and is a leading expert in the development and analysis of opinion research throughout California and nationally on topics including transportation and public policy.

Dr. Bernard's transportation-related research has focused disproportionately on testing the viability of counties successfully passing new (or renewing) sales tax measures to maintain and upgrade freeways/highways and local streets infrastructure and public transportation services. He has led such successful efforts for Los Angeles County Metropolitan Transportation Authority – Measure R (2008) and M (2016); and Santa Barbara County Association of Governments – Measure A (2008). He co-led successful efforts for the Imperial County Transportation Commission's Measure D (2008) and Washington State's Central Puget Sound Regional Transit Authority's Proposition 1 in 2008. He has also worked with Fresno County Transportation Authority, Nevada County Transportation Commission, the Riverside County Transportation Commission, San Bernardino County Transportation Authority, and the Ventura County Transportation Commission on related feasibility research.

Further, he has extensive experience providing transportation-related research on long range transportation plans, agency branding, non-vehicular modes of transportation, and policy issues and user experience for the Bay Area Rapid Transit District, C40, the California Transit Association, the City of Los Angeles Department of Transportation, Culver City Downtown Business Association, Fixing Angelenos Stuck in Traffic (FAST), North Natomas Jibe, Orange County's Transportation Corridor Agencies, Riverside Transit Authority, Southern California Regional Rail Authority, and the Southern California Association of Governments, among others.

Dr. Bernard is a former City of West Hollywood transportation commissioner (2015-2017). He received an Honors B.A. at York University, a M.A. at McGill University, and a Ph.D. at UCLA in Sociology.



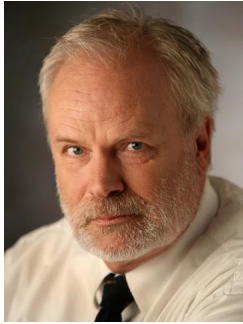
**Sarah Jepson**  
*Planning Director, Southern California Association of Governments*

Sarah Jepson is the Chief Planning Officer at Southern California Association of Governments (SCAG), the nation's largest Metropolitan Planning Organization. Her responsibilities include the development and implementation of the Regional Transportation Plan/Sustainable Communities Strategy, a long-range visioning plan that balances future mobility and housing needs with economic and environmental goals. Sarah also oversees the Regional Housing Needs Assessment, Federal Transportation Improvement Program, local funding programs and a comprehensive environmental analysis and compliance program. Prior to this role, she managed the agency's Active Transportation Department leading the development of regional plans, funding programs and the Go Human Campaign. Sarah also served as the Sustainability Policy Manager for the Los Angeles County Metropolitan Transportation Authority (Metro) and worked on growth management planning for the King County Executive in Seattle, Washington. She started her career as a Peace Corps volunteer in St. Vincent & the Grenadines.

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Sarah received a BA in English from Miami University; and a Master's degree in Public Policy from the Gerald R. Ford School of Public Policy at the University of Michigan.



#### **Dr. Manfred Keil**

*Professor of Economics, Claremont McKenna College and Chief Economist, Inland Empire Economic Partnership*

Dr. Manfred Keil is the Chief Economist for the Inland Empire Economic Partnership and the Associate Director for the Lowe Institute at the Robert Day School of Economics and Finance, Claremont McKenna College. He received his Ph.D. from the London School of Economics and moved to Claremont in 1995 after initial academic appointments in England, Canada, and Boston. His primary interest is in the relative economic performance of geographic areas (countries, states, regions, cities) and he teaches primarily in statistics and macroeconomics



#### **Doane Liu**

*Chief Tourism Officer, City of Los Angeles*

In March 2017, Doane Liu was appointed by Mayor Eric Garcetti as the Executive Director of the City Tourism Department (CTD), with the goal to further enhance and increase Los Angeles' prominence and attraction as a world class tourist and convention destination. Doane was also designated as Chief Tourism Officer for the City of Los Angeles in the Mayor's Executive Directive on Tourism.

Doane joined CTD after serving as Deputy Executive Director and Chief of Staff at the Port of Los Angeles, where he was the second in command at the busiest container port in North America and head of the Port's External Affairs Bureau.

Before the Port, Doane was Deputy Mayor for the City of Los Angeles. He managed the Mayor's Office of City Services and helped the Mayor oversee 15 City Departments, including the Los Angeles Department Water and Power, Public Works, Transportation, Recreation and Parks, Public Library, and LA Zoo. He also established the Great Streets Studio and LA RiverWorks in the Mayor's Office. A second-generation Korean-American, Doane also was a liaison in the Mayor's Office to the Korean-American community in Los Angeles.

Doane was previously Chief of Staff for Councilman Joe Buscaino and served as Chief of Staff for Councilwoman Janice Hahn, Deputy Mayor for Mayor James K. Hahn, Director of Community Affairs for City Attorney James K. Hahn and District Director for Congresswoman Jane Harman. He was also Senior Vice President of Government Banking at JP Morgan Chase and Vice President in the Real Estate Industries Group at Security Pacific National Bank.

Doane currently serves on the boards of AltaSea at the Port of Los Angeles, the Los Angeles Fleet Week Foundation, and Sister Cities of Los Angeles. He has previously served on the boards of LA24 Olympic Bid Committee, Los Angeles County Business Federation, Harbor Interfaith Shelter, Palos Verdes Peninsula Land Conservancy, Los Angeles Neighborhood Initiative, Los Angeles Regional Food Bank, Mary Star of the Sea High School, and Holy Trinity School.

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Doane graduated from the Wharton School at University of Pennsylvania and received an MBA from University of Southern California. He and his wife have four adult children and have lived in San Pedro for over 35 years.