PUBLIC WORKS OFFICERS

INSTITUTE & EXPO

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APRIL 3 - 5, 2019
PARADISE POINT SAN DIEGO

LEAGUE OF CALIFORNIA CITIES

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The Thomas Fire: Whole Community Response
This session will explore whole community emergency management, leadership and organizational response and recovery efforts applied during the Thomas Fire with an emphasis on the role that public works agencies played. A diverse range of public works perspectives will be shared including: preparedness, planning, response, and recovery activities. Topics to be discussed will touch upon community engagement, public relations, multi-jurisdictional collaboration and coordination, and decision making within the context of the National Incident Management System and the State’s Standardized Emergency Management System.

MODERATOR AND SPEAKER: Jeff Pratt, Director, Public Works Agency, Ventura County Public Works Agency

SPEAKERS: David Fleisch, Director, Transportation Department, Ventura County Public Works Agency
Kevin McGowan, Director, Ventura County Sheriff’s Office of Emergency Services
Bill Nash, Public Information Officer, County of Ventura
Glenn Shephard, Director of Watershed Protection District, Ventura County Public Works Agency
CONCURRENT SESSIONS
3:00 - 4:15 p.m.

Transforming Stormwater From a Pollutant to a Resource
Mission Bay Room
Hear about two successful projects and their stormwater management plans.

First, listen to a presentation about the cities of Pacific Grove and Monterey. In this project, they are capturing stormwater runoff from the 85th percentile storm and protecting the Monterey Bay from first flush pollutants while providing an alternative water supply source to an over drafted basin. Using partnerships, creative funding mechanisms, plus technical and political steps, understand how these cities have made a success out of their venture.

Then, learn how the city of Eureka, the Humboldt Community Services District, and Humboldt County worked with GHD to develop a stormwater resource plan to protect regional water resources and improve stormwater systems. Unlike many areas in California, the Eureka area watershed has an abundance of surface water resources and a relatively high average annual rainfall. However, the multi-criteria analysis they used has broad application for the deployment of a multi-benefit approach for site selection of integrated stormwater management projects.

MODERATOR: Jay Spurgin, Public Works Director, Thousand Oaks
SPEAKERS: Julia Clark, Spatial Consultant, GHD
Milas Smith, Environmental Programs Manager, Pacific Grove Public Works
Kari Wagner, Director of Water Resources, Wallace Group
Jesse Willor, City Engineer, Eureka

CPUC’s “Rail Academy” for Public Works Directors and Staff
Dockside Room
Every three hours, a person or vehicle is hit by a train in this country. Come to the CPUC’s “Rail Academy” to learn how to reduce the risk of rail incidents in your community through low-cost public works project ideas, public education, and budgeting for grade crossing maintenance and upgrades. You will also learn a little about the history of rail in California, what CPUC inspectors do to safeguard tracks, rail cars, and bridges in the state, and how the CPUC’s Office of Rail Safety can help you establish a good communication bridge with railroads operating in your community.

MODERATOR: Timm Borden, Interim City Manager, Cupertino
SPEAKERS: Roger Clugston, Deputy Director, CPUC, Office of Rail Safety

“We’ve Always Done It That Way” Is Over: What’s Next?
Bay View Room
During these times of unprecedented and disruptive change, leaders at all levels of government must improve their ability to manage a perplexing paradox - how to stay focused on today’s business while building business for tomorrow. Leaders must be vigilant and disrupt the fossilized mental model of “we’ve always done it that way” and replace it with a progressive approach to continuous improvement. In this session, seven actions are shared that organizational leaders can implement to translate the headwinds of change into a tailwind and create the recipe required for future success.

MODERATOR: Roubik Golanian, Assistant City Manager, Glendale
SPEAKERS: Patrick Ibarra, Co-Founder and Partner, The Mejorando Group
Wednesday

CONCURRENT SESSIONS
4:30 - 5:45 p.m.

Legal Update for Public Works Officers
Dockside Room
Each year the legislature makes changes to public contracting, prevailing wage and related construction law. Learn about new mandatory contract clauses, expansion of prevailing wage requirements and best practices to help your city run more effectively. Please join us for an update on these new changes.

**MODERATOR:** Randy Breault, Public Works Director, Brisbane

**SPEAKER:** Deborah Wilder, President, Contractor Compliance and Monitoring Inc.

Race Against Time: Strategies to Maintain California’s Locally Owned Bridges
Mission Bay Room
This session, presented by the Local Highway Bridge Program Committee, will focus on the urgency of addressing the deteriorating condition and lack of funding for local bridges and take a deeper dive into committee initiatives working to define local bridge needs and encourage bridge asset management. The session will also focus on how bridge preventative maintenance projects can impact bridge needs and extend the life of the local bridge inventory. Panel members will facilitate discussion on these topics as well as the new local Highway Bridge Program, funding shortfalls and delivery policies.

**MODERATOR AND SPEAKER:** Matt Randall, Local Highway Bridge Advisory Committee Northern County Representative, Placer County / CEAC

**SPEAKERS:**
- Robert Newman, Public Works Director, Santa Clarita
- Chris Sneddon, Public Works Deputy Director, Transportation, Santa Barbara County
Is The Sun Setting on Local Government Solar Projects?
Bay View Room
In their most recent rate cases before the California Public Utilities Commission, the major electric utilities in both Southern and Northern California have proposed significant shifts in time-of-use electric rates. Shifting the highest peak rates to early evening instead of mid-day significantly affects the economics of solar projects. What impact does this have on existing solar projects owned by local governments, and what can we expect the value of solar to be in the future?

MODERATOR: Jim Stone, Deputy Director of Public Works, Operations, San Joaquin County
SPEAKERS: Richard McCann, Partner, M.Cubed
Tom Williard, Principal/CEO, Sage Renewable Energy Consulting, Inc.

Networking Reception & Expo
5:45 - 7:15 p.m.  |  Sunset Ballroom & Deck
Meet more than 30 exhibitors who specialize in transportation, planning, traffic engineering, water quality, asset management, emergency preparedness, performance measurement, and more. Enjoy light hors d’oeuvres and refreshments while networking with your colleagues and learning about services to improve your city.
**Registration Open**  
8:00 a.m. - 4:00 p.m. | Bay View/Sunset Foyer

**Networking Breakfast**  
8:00 - 9:00 a.m. | Sunset Terrace  
Join your fellow city and county conference attendees for breakfast.

**General Session**  
9:15 - 10:30 a.m. | Sunset Pavilion  
**What Public Works Professionals Need to Know About Financing Today**  
Learn the latest hot topics in municipal public works’ financing in California. Hear the latest on state and local transportation funding. Geared towards public works professionals, you’ll learn the rules and trends in taxes, fees and other revenues; the relationship with the state budget, and problems and prospects for reform. Explore tools and new ideas for funding infrastructure, operations and maintenance, and get answers to the most pressing fiscal issues facing public works.  
**SPEAKER:** Michael Coleman, League Fiscal Policy Advisor, CaliforniaCityFinance.com

**Concurrent Sessions**  
10:45 a.m. - 12:00 p.m.  
**Dockless Scooters & Bikes: Future, Fad, or Nuisance?**  
Mission Bay Room  
Dockless scooters and bikes are the latest rage in mobility. In heavy tourist destinations, these dockless electric options for pedestrians have popped up under various circumstances, some with agreement with the given city or county, some without, and then a gray area between the two. Scooters/bikes can be a green, fun, active alternative to traditional transportation, but can also be dangerous and business models may not always have city or consumer best interests in mind. Come learn from local experts while sharing your city/county story, success, and participate in a brainstorming session to address this revolution in mobility.  
**FACILITATOR:** Jennifer Whiting, Director, Education and Member Services, League of California Cities  
**SPEAKERS:** Elaine Kunitake, Principal Engineer, Los Angeles County Public Works  
Tom Maguire, Director of Sustainable Streets, San Francisco Municipal Transportation Agency  
Brett Schreiber, Attorney, Consumer Attorneys of California
Emergency & Urgent Response: JOC To The Rescue!
Bay View Room
Having a solid JOC in place can expedite infrastructure repairs in urgent or emergency situations where access and/or utility services must be restored quickly. Attend and learn what Job Order Contracting (JOC) is and how it works, when to utilize it over other contracting methods, and when it cannot be used. The important steps taken to set up a JOC program will be covered as well.

**MODERATOR:** Kris Balaji, Director, Department of Public Works, San Joaquin County

**SPEAKERS:**
- Michael Chung, Interim Bridge Division Manager, San Joaquin County Public Works
- Tom Mayo, President, Tom Mayo Construction Inc.
- David Mendoza, Engineering Service Manager, Public Works, San Joaquin County

Use of Streetlight Infrastructure to Deploy Smart City Applications
Dockside Room
The city of Temecula is working with Western Riverside Council of Governments and others in the acquisition of street lighting systems. With the acquisition of 7,500 light poles retrofit with LED fixtures, the city expects $700,000 in annual savings along with providing improved public safety and operational control. Explore the “Smart City” applications for deployment using streetlight infrastructure, including adaptive lighting control technology, surveillance cameras, environmental sensors to measure air quality, and other data collection tools. Panelists will discuss current trends in street light rates, tariffs, and challenges associated with interest by the telecommunications industry in use of street light infrastructure for attachment of small cell antennas.

**MODERATOR:** Patrick Thomas, Director of Public Works/City Engineer, Temecula

**SPEAKERS:**
- Jim Benson, Director of Global Marketing & Strategic Alliances, Intelligent Cities, Current, powered by GE
- Jean Bonander, Executive Director, California Street Light Association
- Tyler Masters, Program Manager, Western Riverside Council of Governments

General Luncheon
12:10 - 1:45 p.m. | Sunset Pavilion
Enjoy networking with your colleagues over lunch followed by the time-honored delivery of California’s Outstanding Local Streets & Roads Project Awards.

Concurrent Sessions
2:00 - 3:15 p.m.

Communicating During A Crisis: Expect the Unexpected
Mission Bay Room
Not all disasters are large-scale. Oftentimes it’s the smaller crises that lead to unexpectedly large responses. Even when things happen that are unexpected (and maybe unplanned for), the public still depends on Public Works to respond and communicate about how they are responding. How can communications and Public Works professionals work together before, during, and after an incident to inspire confidence with your constituents and maintain responsive, transparent and effective communications? Attend and learn about several elements in crisis communications. Understand how to develop a strategic emergency communications plan in advance of a crisis, how to ensure plans and policies are in place, and tools for working with staff so that key information and important messages that resonate with the community are readily available when an emergency strikes.

**MODERATOR:** Robert Newman, Public Works Director, Santa Clarita

**SPEAKERS:**
- Sarah MacDonald, Communications Officer, San Marcos
- Rachel McGuire, President, RMG Communications
- Craddock Stropes, Senior Management Analyst, Carlsbad
HELP: Partnering to Provide Employment Opportunities for Homeless Persons
Dockside Room
In 2018, the city of Stockton partnered with Caltrans and a local non-profit to develop the Homeless Employment Litter Program (HELP), a program to employ homeless persons to provide litter and debris removal services at interchanges and ramps. Attendees will learn the steps involved in setting up the program, including developing the Delegated Maintenance Agreement with Caltrans, preparing the RFP and awarding the contract for retaining a non-profit service provider. The presentation will cover overall objectives of the program, funding, and lessons learned with managing the program.

MODERATOR: Gordon MacKay, Director of Public Works, Stockton
SPEAKERS: Jodi Almassy, Deputy Director - Operations & Maintenance, Stockton
John Oliva, Maintenance Program Manager, Caltrans

Speed Sessions
2:00 - 3:15 p.m. | Bay View Room
Three topics will be presented in a speed session format. First, discover how a regional cooperative approach in the Silicon Valley has changed the conversation about wireless facilities applications and permitting. Then, hear about the first published California decision that addresses whether a public entity is liable in inverse condemnation for damage caused by a falling tree. Finally, learn about hot topics from the waste management sector including the impact of international trade policy on California’s recycling programs, the challenges of waste disposal after major disasters, a look at the major overhaul of organic waste processing in the state, and a breakdown of California’s newest producer responsibility program for medical and sharps waste.

MODERATOR: Jim Porter, Director of Public Works, San Mateo County

Regional Alignment of Wireless Communications (2:05 - 2:25)
SPEAKER: David Witkowski, Executive Director, Wireless Communications Initiative, Joint Venture Silicon Valley

Avoiding Liability for Falling Trees (2:25 - 2:45)
SPEAKER: Robert Ceccon, Shareholder, Richards, Watson & Gershon
Hot Topics in Waste Management  (2:45 - 3:05)
SPEAKER: Tim Goncharoff, Zero Waste Programs Manager, County of Santa Cruz

CONCURRENT SESSIONS  
3:30 - 4:45 p.m.

Word on the Street: Showing People the Value of Public Works Projects
Dockside Room
Unless the water is shut off or roads are closed, people tend to take for granted the significant role public works infrastructure plays in their day to day lives. It’s time for public works directors to start promoting their projects and their profession as the foundation of community safety, wellness and connectivity. This session will provide tools and tips for effectively telling the public works story through the lens of those we serve. Learn how to earn positive media coverage, harness the power of social media and build goodwill with the community by shining a light on the many ways our work makes a difference.
MODERATOR: Meghan McKelvey, Manager of Department and Membership Services, League of California Cities
SPEAKERS: Carmen Kasner, Regional Manager, NV5, City Engineer, Imperial Beach  
Kristina Ray, Communication Manager, Carlsbad

Sand, Gravel, Stone: What Your Agency Needs to Know
Bay View Room
From 1987 to 2016, California consumed an average of about 180 million tons of construction aggregate per year. In this session, the California Geological Survey will share highlights from their Aggregate Sustainability map along with new projections for demand. Demand for this commodity is expected to increase throughout California, both to maintain our existing infrastructure and to provide for new construction. Because aggregate is a low unit-value, high-bulk-weight commodity, it must be obtained from nearby sources to minimize economic and environmental costs. Come learn how San Diego County has utilized this new data and hear insights from an industry producer.
MODERATOR: Sarah Rubin, Outreach and Engagement Coordinator, CA Department of Conservation
SPEAKERS: Fred Gius, Supervising Engineering Geologist, California Geological Survey  
Conor McGee, Land Use Environmental Planner, County of San Diego - Planning & Development Services  
Jeffrey Onsted, Chief Science Adviser, California Department of Conservation  
Ryan Philips, VP/GM, Vulcan Materials Company

Building Leaders from Within: A Formula for the Evolving Workforce
Mission Bay Room
Successful organizations are leveraging the unique talent and passion of the evolving workforce and finding ways to grow leaders from within. Join the team from San Luis Obispo County to learn about real life examples of talent management. Hear the story of creating a culture of integrity, teamwork and communication, discover how to recruit and retain the right people, and how they organically developed programs specifically targeted for the continued growth and mentoring of their passionate workforce. Shift how you think about your employees and take home tools and ideas to implement within your organization.
MODERATOR: Colt Esenwein, Director, County of San Luis Obispo
SPEAKERS: Kate Ballantyne, Deputy Director, Public Works, County of San Luis Obispo  
Carolyn Berg, Administrative Principal Analyst, County of San Luis Obispo  
John Diodati, Deputy Director of Public Works, San Luis Obispo

Evening On Your Own  
4:45 p.m.
Registration Open
8:00 - 10:15 a.m.  |  Bay View/Sunset Foyer

Combined Breakfast for League & CEAC Attendees
8:00 - 9:00 a.m.  |  Sunset Pavilion
Spend the morning with your city and county colleagues before the League resumes its separate closing session.

Closing General Session
League Business & Updates
9:00 – 10:00 a.m.  |  Sunset Pavilion

Workshop: Removing the Cloak of Invisibility: Managing Your Leadership “Brand” To Advance Your Department Goals/Career Path
10:15 - 11:45 a.m.  |  Sunset Pavilion
Public Works Departments across California play a vital role keeping cities functioning, yet often do a mediocre job of promoting their value to their stakeholders -- City council members, community residents, Department heads, colleagues and potential hires. One way to remove this “cloak of invisibility” is to create and manage a personal leadership brand that embodies your value and communicates excellence.

In this interactive, information-packed session, Dr. Lori Baker-Schena, a marketing professional and leadership consultant, will share practical tools on how participants can create a Culture of Excellence in their Department, and develop a personal “leadership brand” that helps bring their accomplishments into the limelight. Raising awareness of excellence can lead to attracting more funding for Department projects, qualified candidates for openings and greater career opportunities.

Topics include:
- Creating a Culture of Excellence In Your Department;
- Distinguishing Yourself in City/County Government as a Key Player;
- Developing and Maintaining Your Leadership Brand; and
- Attracting Qualified Employees to Your Department.

SPEAKER: Dr. Lori Baker-Schena, MBA, EdD

Adjourn
11:45 a.m.
Thank You Sponsors!