



Portland, Oregon
September 30-
October 2, 2009

TRANSATLANTIC ACTIVE TRANSPORTATION WORKSHOP: Lessons on Regional Mobility from Europe

*A workshop convened by
The German Marshall Fund of the United States
and Metro*

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The German Marshall Fund of the United States is a non-partisan American public policy and grantmaking institution dedicated to promoting greater cooperation and understanding between the United States and Europe. GMF does this by supporting individuals and institutions working on transatlantic issues, by convening leaders to discuss the most pressing transatlantic themes, and by examining ways in which transatlantic cooperation can address a variety of global policy challenges. In addition, GMF supports a number of initiatives to strengthen democracies. Founded in 1972 through a gift from Germany as a permanent memorial to Marshall Plan assistance, GMF maintains a strong presence on both sides of the Atlantic. In addition to its headquarters in Washington, DC, GMF has seven offices in Europe: Berlin, Bratislava, Paris, Brussels, Belgrade, Ankara, and Bucharest.

The Comparative Domestic Policy Program works to facilitate the transatlantic exchange of innovative approaches to challenges affecting cities and regions, including urban economic development, sustainable development and energy, and changing demographics and social policy. Most of these policy areas are dealt with at the local and regional, rather than national government levels, yet there are very few opportunities for civic leaders to meet, to observe new approaches to persistent challenges, and to exchange best practices in addressing these challenges effectively. In order to address this gap, the Comparative Domestic Policy Program works to build and nurture a **Transatlantic Cities Network** of civic leaders, experts and practitioners from twenty-five core cities in the United States and Europe. In addition to the Transatlantic Cities Network, the Comparative Domestic Policy Program works to create meaningful exchanges between civic leaders, experts, and practitioners through highly focused study tour, research fellowships, and seminars and policy briefings.

Metro is the directly elected regional government in Clackamas, Multnomah and Washington counties, and the 25 cities in the Portland, Oregon, metropolitan area, serving 1.5 million residents. It is the only directly-elected metropolitan planning organization in the United States. Metro is governed by the Metro Council, which is comprised of a council president elected region-wide and six councilors elected by district. Metro also has an auditor who is elected region-wide. Metro's responsibilities have expanded from management of the urban growth boundary, transportation planning, waste disposal planning and management, and operating the zoo to include solid waste management and recycling, preservation of natural areas, long-range planning, habitat restoration, and venues for conventions, exhibits, and performing arts. Today Metro is increasingly viewed as a regional resource, problem solver, and leader.



Transatlantic Active Transportation Workshop Agenda Portland, OR | September 30-October 2, 2009

Wednesday, September 30, 2009

Clackamas County Business Leaders Luncheon

Oswego Lake Country Club

20 Iron Mountain Road

Lake Oswego, OR

12:00 – 12:15: Welcome, Overview and Introductions

Mayor Jack Hoffman, Lake Oswego

Chair Lynn Peterson, Clackamas County Board of Commissioners

Jonathan Nicholas, Chair Executive Council for Active Transportation

12:15 – 12:35: Presentation: The Case for Active Transportation in Brussels

Adelheid Byttebier, Brussels Regional Parliament

12:40 – 1:00: Presentation: The Case for Active Transportation in Amsterdam

Geert-Pieter Wagenmakers, Amsterdam Chamber of Commerce

1:00 – 1:30: Question and Answer Period

Clackamas County Panel Discussions

West End Building, 4101 Kruse Way

Lake Oswego, OR

2:00 – 2:10: Welcome, Overview and Introductions

Councilor Carlotta Colette, Metro Council

2:10 – 3:05: Presentation and Discussion: Active Transportation for Employment Centers

Hans Voerknecht, Fietsberaad

3:05 – 4:00: Presentation and Discussion: Connecting Active Transportation and Public Transportation

Gilles Vesco, Grand Lyon



Thursday, October 1, 2009

Washington County Business Leaders Luncheon

Beaverton City Hall
4755 SW Griffith Dr
Beaverton, OR

12:00 – 12:20: Welcome, Overview and Introductions

Don Mazziotti, City of Beaverton

Jonathan Nicholas, Chair Executive Council for Active Transportation

12:20 – 12:40: Presentation: The Case for Active Transportation in Brussels

Adelheid Byttebier, Brussels Regional Parliament

12:40 – 1:00: Presentation: The Case for Active Transportation in Amsterdam

Geert-Pieter Wagenmakers, Amsterdam Chamber of Commerce

1:00 – 1:30: Question and Answer Period

Washington County Panel Discussions

Beaverton City Hall
4755 SW Griffith Dr
Beaverton, OR

2:00 – 2:10: Welcome, Overview and Introductions

Commissioner Dick Schouten, Washington County Board of Commissioners

2:10 – 3:05: Presentation and Discussion: Serving Suburban Communities with Active Transportation

Gilles Vesco, Grand Lyon

Don Odermott, Chief Engineer, City of Hillsboro

3:05 – 4:00: Presentation and Discussion: Active Transportation's High Return on Investment

Niels Jensen, City of Copenhagen



Friday, October 2, 2009

Portland State University Transportation Seminar

Portland State University
Urban Building Room 204
506 SW Mill St, Portland, OR

12:00 – 1:00: Presentation: Designing Active Transportation for a Wide Range of Users

Niels Jensen, City of Copenhagen

Portland Region Business Leaders Reception: Taking the Portland Region to the Next Level

Group Mackenzie Headquarters
RiverEast Center
1515 SE Water Ave, 3rd floor
Portland OR 97293

Master of Ceremonies: *Jonathan Nicholas, Chair, Executive Council for Active Transportation*

5:00 – 6:00: Light appetizers, drinks, socializing

6:00-6:05: Welcome

Mark Clemons, Principal, Group Mackenzie

6:05-6:10: Trails, bike lanes and connections to transit: Connecting the Region with Active Transport

Councilor Rex Burkholder, Metro Council

6:10-6:15 Reflections on the Workshop

Commissioner Dick Schouten, Washington County Board of Commissioners

6:15-6:30 Taking the Portland Region to the Next Level

Roger Geller, Bicycle Coordinator, City of Portland & Scott Bricker Executive Director, Bicycle Transportation Alliance

6:30-6:50: Lessons Learned

Gilles Vesco, Grand Lyon

European Delegate Biographies

Adelheid Byttebier

Adelheid Byttebier was an elected member of the Brussels regional parliament from 1999 until 2009, representing the Green party Groen!. Ms. Byttebier was also Minister of Social Affairs, Health and Equal Opportunities in the Flemish government (2003-2004). Before starting her political career in 1993, she worked at the European level in environmental and social organizations for 10 years; amongst others as chairperson of YEE (Youth and Environment Europe) and general coordinator of CC-EYE (Coordination Committee of European Youth Exchanges), where she organized training for intercultural learning.

Ms. Byttebier obtained a Masters in Sociology from the Brussels University VUB and has worked as a social worker. She also has a special interest in environmental issues, nature preservation and issues related to traffic and pollution. As a result of her political work, local authorities received financial incentives to open one way roads for cyclists. Her last act in the Brussels Parliament was to encourage the regional governments of Flanders and Brussels to develop cyclist highways. As a politician, Ms. Byttebier focuses particularly on the development of economically depressed areas, which, despite their assets (many young people, shops, a lively atmosphere), face entrenched challenges like poverty, unemployment and a lack of development. She believes these neighborhoods are the key to a vibrant and prosperous Brussels.

Niels Jensen

Niels Jensen is a senior traffic planner working with cycling policy, strategies and planning in the Traffic Department of Copenhagen. He is educated as a landscape architect, starting his career in The Danish Cyclist Federation in the late 1970's. Has worked with cycling research projects at The Danish Technical University, has contributed to national Danish cycle planning and has been involved in European Union projects on zero and low emission vehicles as well as cycling benchmarking. He has been the coordinator of a Car Free Cities conference and a Velo City Conference in Copenhagen.

Gilles Vesco

Gilles Vesco is the Vice-President of the Greater Lyon Urban Community and Member of the City Board of Lyon in charge of Urban Mobility. He attended business school in Paris and also holds a master's degree in philosophy from the Sorbonne University in Paris. He began his professional career at the "Medecins Sans Frontières" headquarters in Paris, where he was in charge of the fundraising; later he worked as field officer in east Africa. He joined the private sector as an executive officer. Mr. Vesco later joined the public sector as chief of staff of the President of the General Council of Rhône, a French Senator now a minister in the French government.

**Hans Voerknecht**

Hans Voerknecht is the International Coordinator for Fietsberaad, a subsidiary of the Dutch Knowledge Center on Traffic and Transport (KpVV), which is a knowledge center for expertise on cycling and related subjects. Fietsberaad runs the website www.bicyclecouncil.org and has a group of enthusiastic international cycling ambassadors to spread the word on Dutch bicycle policy abroad.

Prior to joining Fietsberaad, Mr. Voerknecht worked in the province of South Holland in the field of environment before switching to mobility management. He was the project leader of a €10 million European project (OPTIMUM-2) with partners in the UK and the Netherlands which sought to limit the use of cars for commuting, business and social and recreational activities by providing motorists attractive alternatives. He later was the project manager of a working group that created legislation for compulsory mobility management for businesses in the Netherlands.

Mr. Voerknecht completed high school in Zwolle and graduated from the University of Groningen with a degree in Economics in 1986. He has three sons and enjoys skiing, skating, cycling (of course), sailing and mountain climbing. He is a tutor of mountaineering for boys ages 13-19 every autumn.

Geert-Pieter Wagenmakers

Geert-Pieter Wagenmakers is supervisor and senior adviser of the traffic and transport division at the Chamber of Commerce Amsterdam. The Chamber is partners with businesses and public authorities to develop a robust and economically healthy region. The Amsterdam region is one of the most dynamic business concentrations in Europe, boasting revitalized traditional sectors such as financial and business services, construction, food processing, a main transport and logistics hub in Europe, while also supporting vibrant 'new economy' communities of information and communications technologies, design and media. With more than 200,000 companies in the Trade Register, the Chamber of Commerce Amsterdam comprises roughly 20% of the Dutch economy.

Mr. Wagenmakers studied law at the University of Amsterdam where he focused on Air and Sea Transport Contracts. He worked for a private port industries association and a port consultant company before moving to the Chamber of Commerce. Mr. Wagenmakers supervises a team of professionals in the field of airport and port industries, barge-, rail- and road-transport and all modes of passenger traffic and public transport systems. The Chamber of Commerce Amsterdam is known in the Netherlands for its innovative approach to connectivity and mobility. Mr. Wagenmakers is strong in establishing unique partnerships to create ground-breaking solutions. For instance he started a taskforce for mobility management for employers and their employees to reduce the car traffic between home and work by 10%. The goal is to optimize the chain by using all modes of transport including cycling and to organize work smarter by using ICT technique in cars and at home. Leading companies and groups of small businesses are working together on this goal.



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Portland Presenter Biographies

Scott Bricker

Scott Bricker is the Executive Director of the Bicycle Transportation Alliance (BTA). Joining the BTA staff in 1998, Scott developed the organization's Safe Routes to School program, including the BTA's award winning Bicycle Safety Education curriculum. Scott went on to then serve as the Policy Director and Lobbyist from 2002-2007, where he helped pass state, regional, and local legislation promoting increased and safer cycling. Scott authored the BTA's *Blueprint for Better Bicycling* and presents regularly on bicycle planning, non-profit management, and politics. Scott stepped-up in July, 2007 to become the BTA's Executive Director with the expressed goal of partnering and growing the bicycle movement across all sectors. Scott holds a Masters degree in Urban and Regional Planning from Portland State University, and Bachelor's of Political Science from the University of Albany, New York. A firm believer in stylish and practical cycling, Scott is a proponent of wool clothes and leather saddles.

Rex Burkholder

Rex Burkholder has been a Metro councilor since 2001. Currently, Councilor Burkholder represents the Metro Council on the Joint Policy Advisory Committee on Transportation (having previously chaired this committee for four years). He is spearheading the update of Metro's Regional Transportation Plan, focusing on how we can better use our transportation investments to increase job opportunities as well as improving health, safety and the environment. He is also co-chair of the Bi State Coordinating Committee, working closely with leaders of southwest Washington on economic development and transportation issues. On a national level, he is a board member of the Association of Metropolitan Planning Organizations.

Burkholder helped found the Bicycle Transportation Alliance and worked as the policy director for the nonprofit organization, helping to make it one of Oregon's most active grassroots organizations. He also has taught high school science and served as faculty at Portland State University Office of Student Development.

As a community activist for the past 20 years, he was a founding trustee of the nationally recognized Coalition for a Livable Future, which unites more than 50 citizen groups on the issue of sustainability. As a parent-volunteer, Burkholder helped establish the Northeast Community School, an innovative, diverse charter school in Portland. He has been honored as the 1998 Most Effective Citizen Advocate in the metro region by 1000 Friends of Oregon and as a 1999 founder of a New Northwest by Sustainable Northwest.

Carlotta Collette

Carlotta Collette is a Metro councilor. She brings more than 30 years experience addressing complex infrastructure, livability and natural resource issues. Before her appointment to the Metro Council, Collette served as a member of the Milwaukie City Council where she helped guide revitalization efforts including Light Rail planning and downtown redevelopment. She also co-chaired the Clackamas County Coordinating Committee (C4). At C4, she worked across jurisdictional boundaries to build cooperation on transportation and land-use priorities while promoting economic, social and environmental sustainability.



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Collette also is Chair of the Clackamas Community College Board of Education and represents that board on the County's Blue Ribbon Health Care Committee.

For 14 years, Collette was a public involvement strategist with the four-state Northwest Power Planning Council (now called the Northwest Power and Conservation Council). The Power Council's mandate is to protect Columbia River Basin fish and wildlife, while also providing adequate water for power generation, irrigation and navigation across an area roughly the size of France. Following her work at the Power Council, Collette formed her own consulting firm developing public involvement and marketing strategies for government agencies and non-profit organizations. Her areas of focus included energy policy, energy efficiency, renewable resources, fish and wildlife recovery, transportation planning and neighborhood involvement.

Collette has a Bachelor of Arts in Humanities from Marylhurst College. She lives in Milwaukie with her husband, David Mayfield, two dogs and two cats. She also is a published photographer and writer, and her gardens have been featured in numerous tours.

Done Odermott

Don Odermott is a Transportation Planning Engineer for the City of Hillsboro.

Roger Geller

Roger Geller has been with the City of Portland's Office of Transportation since July, 1994. Roger is the Bicycle Coordinator in the Office of the Director Planning Division. He currently works on Bikeway Network Signing, Technical design for bikeways, Bicycle parking, and an update to the Bicycle Master Plan.

Jonathan Nicholas

Jonathan Nicholas is an avid cyclist and currently serves as the vice president of branding and corporate communications for ODS. Born in Wales, Nicholas attended the University of Bristol, receiving honors in political science and sociology. He then spent several years in the Himalayas working on a series of international aid projects before moving to Oregon. In 1982, he joined *The Oregonian* where he spent 26 years as a columnist. In 1988, Nicholas invited readers to join him on a bicycle ride across Oregon. Each September, thousands of cyclists from all over the world now join him on the annual tour, Cycle Oregon. He currently serves as the chair of the Executive Council for Active Transportation.

Lynn Peterson

Clackamas County Chair Peterson was elected to the Board of County Commissioner in November of 2006. Lynn has served the County in a myriad of other ways including Lake Oswego City Councilor and representative for the Cities of Clackamas County on the regional transportation decision making body (JPACT). Her transportation background in highway design and construction, as well as transportation planning, will serve the County well in implementing the County's top priorities: Sunrise System, Portland-Milwaukie Light Rail, I-205 Improvements, Highway 26 improvements near Government Camp and rural safety needs. Commissioner Peterson's vision is building safe and healthy communities and empowering citizens. Lynn and her husband, Mark, have been married 16 years and reside in Lake Oswego.



Dick Schouten

Washington County Commissioner Dick Schouten has represented the Aloha, Beaverton and Cooper Mountain area since June of 2000. Mr. Schouten's family migrated from the Netherlands to California when he was four. Following a childhood spent in Fresno, he completed his undergraduate work at Santa Clara University and earned his law degree from UCLA. After serving as legal counsel for California cities, Dick, his wife and two daughters moved to Washington County in 1992.

Mr. Schouten represented The Make Our Park Whole Committee, which helped obtain a 22-acre addition to the Tualatin Hills Nature Park. In 2003 he was awarded Oregon Parks Providers' "Legislator of the Year."

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