

Conference

# Meeting the Urbanization Challenge – Smart City Solutions from Austria and California

Date: **October 11, 2013, 9:00am-5:00pm**

Location: **Tom Bradley Tower, Los Angeles City Hall, 200 North Spring St., Los Angeles, CA 90012**



The conference is a cooperation between



**Office of Science & Technology**  
at the Embassy of Austria in Washington DC



**City of Vienna**  
*Vienna is special.*



## About the conference

For the first time, the [U.S. Department of Energy Solar Decathlon](#), an award-winning program that challenges collegiate teams to design, build, and operate solar-powered houses that are cost-effective, energy-efficient, and attractive, will be held in California. Alongside 20 teams from all over the world, four teams from California (Santa Clara University, Southern California Institute of Architecture and California Institute of Technology, Stanford University and the University from Southern California) and one [Team from Austria](#) representing the Vienna University of Technology will participate in this competition.

We would like to take this opportunity and invite you to the conference ***“Meeting the Urbanization Challenge – Smart City Solutions from Austria and California”*** to discuss models of smart growth from Europe and the US, and also to explore and look at areas of common interest for collaboration.

The world is undergoing the largest wave of urban growth in history. While less than one-third of the world's population lived in cities in 1950, already half of the world's population lived in cities in 2008. By 2030, about two thirds of the world's population, or 5 billion people, is expected to live in urban areas.

Cities have always been at the center of economic growth and technological advances. Our challenge during the next decade is to prepare for the possibilities this rapid urbanization offers. To provide an attractive economy and high quality of life, cities have to meet a variety of challenges in infrastructure, energy generation, distribution and consumption, mobility, reduction of GHG-emissions, demographic change, and other social aspects.

In Austria, several urban demonstration projects have been initiated, and have quickly become international best-practice examples of a “smart city” of the future. Most prominently, the City of Vienna has been ranked in international surveys for several years now as #1 because of the outstanding quality of living it provides to inhabitants and visitors alike.

This one-day conference in Los Angeles will discuss the chances and challenges of urbanization. City planning experts of the City of Los Angeles and the City of Vienna, together with policy makers, architects, building professionals and researchers from academia from Austria and California will share their experiences and ideas on how to create an urban habitat that caters to the diverse needs of its dwellers while being resource-efficient and protective of the environment.

**Participation is free, but registration is required.** Please visit <http://events.constantcontact.com/register/event?oeidk=a07e7t9tc8bce29e530> for further information and to register.



## Preliminary Conference Program

<b>08:30am</b>	Registration
<b>09:00am</b>	<b>Welcome Remarks</b> <ul style="list-style-type: none"><li>• H.E. <b>Hans Peter Manz</b>, Austrian Ambassador to the United States</li><li>• <b>Matt Petersen</b>, Chief Sustainability Officer of the City of Los Angeles</li><li>• <b>Bill Roschen</b>, former Planning Commissioner of the City of Los Angeles, Roschen Van Cleve Architects (Master of Ceremony)</li></ul>
<b>09:30am</b>	<b>Session 1 – Innovative Policies for Smart Cities</b> <ul style="list-style-type: none"><li>• Los Angeles and California Policies for Urbanization and Smart Cities <b>Alan Bell</b>, Deputy Director of the Policy Planning and Historic Resources Bureau, Department of City Planning, City of Los Angeles</li><li>• Austrian and European Policies and Strategies for Smart Cities <b>Ingolf Schaedler</b>, Deputy Director General, Austrian Federal Ministry of Transport, Innovation and Technology</li><li>• Mission-oriented R&amp;D Programs for Smart Cities <b>Theresia Vogel</b>, Managing Director, Austrian Climate and Energy Fund</li><li>• <b>Johannes Bockstefl</b>, Program Manager “Smart Cities Demo”, Austrian Research Promotion Agency (Moderator)</li></ul>
<b>10:45am</b>	Coffee and networking break
<b>11:15am</b>	<b>Session 2 – Implementing Innovative Policies for Smart Cities</b> <ul style="list-style-type: none"><li>• <b>Michael LoGrande</b>, Director of Planning Department, City of Los Angeles (Presenter &amp; Moderator)</li><li>• <b>Thomas Madreiter</b>, Head of Urban Planning Department, City of Vienna</li><li>• <b>Enrique C. Zaldivar</b>, Director, LA Sanitation</li></ul>
<b>12:15pm</b>	Lunch break

**01:30pm** **Session 3 – Smart Infrastructure**

- Smart Cities – the European Approach  
**Brigitte Bach**, Head of Energy Department, Austrian Institute of Technology
- Concepts for Urban Environments in California  
**Scott Johnson**, Architect, Johnson Fain, Los Angeles
- **Johannes Bockstefl**, Austrian Research Promotion Agency (Moderator)

**02:30pm** Coffee and networking break

**03:00pm** **Session 4 – Sustainable Buildings**

- Sustainable Architecture in California  
**Kyle Konis**, Assistant Professor, School of Architecture, University of Southern California
- Innovative Concepts for New Buildings and Weatherization  
**Karin Stieldorf**, Head of Austrian Solar Decathlon Team 2013, Vienna University of Technology
- Lifecycle Tower – A Prefabricated Large-scale Project Made in Austria with Ties to California  
**Nabih Tahan**, Architect, VP of Business Development, Cree Buildings
- **Bill Roschen**, former Planning Commissioner of the City of Los Angeles, Roschen Van Cleve Architects (Moderator)

**Discussion & Conference Summary**

- 04:15pm**
- **Michael LoGrande**, Director of Planning Department, City of Los Angeles
  - **Bill Roschen**, former Planning Commissioner of the City of Los Angeles, Roschen Van Cleve Architects (Moderator)
  - **Ingolf Schaedler**, Deputy Director General, Austrian Federal Ministry of Transport, Innovation and Technology

**05:00pm** End of conference

**07:00pm** Networking Reception at the Residence of the Austrian Consul General, 408 S. Burlingame Ave., Los Angeles, CA 90049

## About the Speakers



### **Brigitte Bach**

#### **Head of the Energy Department, AIT Austrian Institute of Technology**

In the AIT's Energy Department, Brigitte is responsible for strategic development, personnel and finances. Research at the Department focuses on "Electric Energy Infrastructure" and "Energy for the Built Environment". The Department follows a holistic, interdisciplinary approach to develop comprehensive solutions for sustainable power supply, heating and air conditioning of the buildings and cities of the future. Brigitte Bach is actively involved in national and international bodies, such as the University Council of Graz University of Technology and the FP7 Advisory Group on Energy of the European Commission. She is a member of the EERA Executive Committee and coordinator of the Joint Program on Smart Cities.

See also <http://www.ait.ac.at/departments/energy/?L=1>



### **Alan Bell**

#### **Deputy Director, Policy Planning and Historic Resources Bureau, Department of City Planning, Los Angeles**

Alan Bell is currently the Deputy Director of the Policy Planning and Historic Resources Bureau with the Los Angeles Department of City Planning. In this capacity, he supervises citywide planning, community and neighborhood planning, amendments to the zoning code, and the Office of Historic Resources. A 20-year veteran of the Planning Department, Alan was Project Manager for the Adaptive Reuse Ordinance, which was adopted in 1999 and led to Downtown Los Angeles's renaissance by facilitating the development of thousands of new lofts in underutilized historic buildings. Other code amendments he has authored provide incentives for historic preservation and residential construction along commercial corridors. He was a staff planner on the Los Angeles General Plan Framework, a citywide strategy for managing the city's long-range growth in population, housing and jobs. The Framework provides policy direction for the City's 35 community plans and such citywide elements as Air Quality, Housing, and Transportation. Alan Bell has a master's degree in urban planning from UCLA and is a member of the American Institute of Certified Planners.



### **Johannes Bockstefl**

#### **Program Manager, Austrian Research Promotion Agency (FFG)**

Johannes studied Land Use Planning and Regional Policy at the Vienna University of Technology. Since 2010, he is working as program manager at the Austrian Research Promotion Agency (FFG). He is FFG's head of program of the Austrian "Smart Cities Demo" initiative and also working in other Austrian research and technology programs in the field of energy, buildings and sustainability (e.g. "Building of Tomorrow", "City of Tomorrow"). Johannes Bockstefl is Deputy Team Leader Energy and Sustainability and authorized Chartered Engineering Consultant in Land Use Planning and Regional Policy.



**Scott Johnson**

**Architect, Design Partner, Johnson Fain**

Educated at Stanford University, the University of California at Berkeley and the Harvard Graduate School of Design, Johnson is one of the most highly regarded architects in California. He is the co-founder and Design Partner of Johnson Fain, an international architecture, planning and interior design firm located in Los Angeles. Scott is the author of several books, has lectured widely on architectural topics and has taught at the Southern California Institute of Architecture (SCI-Arc), the University of California, Los Angeles (UCLA), and the University of Southern California (USC) where he was, from 2003 to 2006, the Director of the Master of Architecture Programs.

<http://www.johnsonfain.com/firm/scott-johnson>



**Kyle Konis**

**Assistant Professor of Architecture, University of Southern California**

As Assistant Professor of Architecture at USC, Kyle's courses focus on techniques and measurable methods for integrating sustainable design principles into architectural practice and urban planning. Kyle's research interests are centered on improving the feedback loop between architectural design and the performance outcomes of buildings in use, with an emphasis on the experience of building occupants. In 2011, Kyle received a PhD in Architecture with an emphasis in Building Science from U.C. Berkeley. His PhD dissertation extends into the realms of engineering, physical computing, product design and social science, with the goal of leveraging rich and granular occupant feedback data as a critical instrument for evaluating and improving the design and performance of low-energy commercial buildings.

See also <http://arch.usc.edu/faculty/kkonis>



**Michael LoGrande**

**Director of Planning, City of Los Angeles, Department of City Planning**

Michael is the Director of Planning for the City of Los Angeles, Department of City Planning. As the Director of Planning for the second largest city in the U.S., Mr. LoGrande has re-engineered the planning and zoning processes of the City to eliminate bottlenecks and cut red tape. Mr. LoGrande is a native to California and holds degrees in Political Science and Public Administration from California State University Long Beach. He is the past Chairman of the Board of Directors for the Long Beach Housing Development Company. Mr. LoGrande is a member of the American Planning Association, and is involved in many community base-planning groups.



**Thomas Madreiter**

**Director of Urban Planning, City of Vienna**

Thomas studied urban and regional planning. Since 1995 he has worked in different departments of the City of Vienna (finance, economic policy, subsidies, city planning, etc) and became in January 2013 the new group leader of Vienna's urban planning department.

See also <http://www.wien.gv.at/english/transportation-urbanplanning/interview-madreiter.html> , <http://smartcities.at/smart-cities-2/projects-of-1st-call/smart-city-wien> and <http://www.wien.gv.at/english/politics/international/strategy/international-comparison.html>

**Hans-Peter Manz**

**Austrian Ambassador to the United States**

Ambassador Hans-Peter Manz has been representing Austria in the United States since December 2011. He arrived in Washington, DC, after having served as Austrian ambassador to Switzerland for more than four years. Ambassador Manz is a career diplomat who joined the Austrian Foreign Service in 1979. Between 1981 and 1987, he served at the Austrian Embassies in Berne and Tehran. After a spell on the Eastern European desk in Vienna, and another tour in Berne, he became deputy chief of mission at the Permanent Mission of Austria to the United Nations in New York in 1994. In 1999, Hans-Peter Manz moved back to the Foreign Ministry in Vienna where, from 2000 to 2007, he was the diplomatic advisor to the Austrian federal chancellor. Manz was born in Canberra on October 7, 1955. After high school in Vienna, he received his doctorate of law at the University of Vienna in 1977.



**Matt Petersen**

**Chief Sustainability Officer of the City of Los Angeles**

As LA's Chief Sustainability Officer, Matt is responsible for developing environmental initiatives across all city departments to create healthier neighborhoods with cleaner air and water. He will also play a key role in achieving Mayor Garcetti's goal of creating 20,000 new green jobs in L.A. and reducing energy use and related costs in city government.

Matt Petersen served as President and CEO of Global Green USA from 1994 until 2013, building Global Green into one of the country's leading environmental organizations. As a well-known authority on renewable energy, sustainability and social innovation, Petersen's leadership has helped bring critical attention to the impacts of climate change while focusing on greening affordable housing, schools and cities as key solutions.





**Bill Roschen**

**Principal, Roschen Van Cleve Architects**

Bill holds an advanced professional degree – Master of Architecture – from Columbia University and Arizona State (with an emphasis on energy efficient design). Mr Roschen and his partner were recognized with the LA Business Journal's 2005 Real Estate Award as "Architects of the Year". Bill has served on the AIA National Housing Committee, and is currently on the AIA Communities by Design Committee, a national leadership group focusing on policy. Mr. Roschen served for 15 years as an appointed advisor to the CRA in Hollywood, and has served as a Governor's appointee as a California State Commissioner. Bill was formerly the president of the Los Angeles City Planning Commission.



**Ingolf Schaedler**

**Deputy Director General for Innovation, Austrian Ministry for Transport, Innovation and Technology**

In this function Ingolf is responsible for the development and implementation of the Ministry's technology policy, its strategic technology programs and the related R&D infrastructure. On the level of the European Union Ingolf Schaedler is representing Austria in various high level committees related to Research and Technology Policy, Satellite Navigation and Space Policy. In December 2010 Ingolf Schaedler has been elected as chairman of the governing board of the EU-Joint Programming Initiative "Urban Europe". <http://www.jpi-urbaneurope.eu/>



**Karin Stieldorf**

**Architect and Assistant Professor, Vienna University of Technology**

In the Sustainable Building and Design Group at the Department for Architecture and Design, Karin's main teaching and research areas are basics of building physics and ecology, solar architecture, climate-appropriate design, sustainable building concepts, renewable energy resources, „passive-house“ building concepts, ecological declaration of buildings.

Karin Stieldorf leads the Austrian project within the US competition „Solar Decathlon 2013“

<http://www.solardecathlon.at/team/teampictures/>



**Nabih Tahan**

**Architect, VP of Business Development, Cree Buildings**

Nabih is an architect who has gained experience in design, construction and real estate development in California, Austria and Ireland. Currently, he is based back in Berkeley, introducing Austrian strategies to developing buildings that have a minimum impact on the environment. As a team member of Cree USA, Nabih has the opportunity to demonstrate this approach of design and construction and has the necessary support to assist potential partners in realizing their projects in the USA. See also <http://www.nabihtahanarchitect.com/> and <http://www.creebuildings.com/us/>





**Theresia Vogel**

**Managing Director, Austrian Climate and Energy Fund** <http://www.klimafonds.gv.at/>

Theresia is the Managing Director of the Austrian Climate and Energy Fund, which is a trend-setting funding organization in the Austrian innovation system. It supports mission-oriented programs that reduce carbon emissions, increase energy efficiency, foster R&D in renewables and energy technology. Together with the Federal Ministry of Transport, Innovation and Technology the Climate and Energy Fund initiated the smart cities program „smart energy demo,“ see <http://www.smartcities.at/home-en-GB>



**Enrique C. Zaldivar, P.E.**

**Director, LA Sanitation**

Enrique was appointed Director of the Bureau of Sanitation in 2007 by the Mayor and unanimously confirmed by the City Council. Sanitation oversees the City of Los Angeles Clean Water, Solid Resources and Watershed Protection programs, which combined have a revenue value of over \$1.1 billion, with a staff of nearly 3000 employees.

Enrique is active in several professional and trade organizations; has coached little league baseball and other sports. He and his wife Brenda, have three children, sons Enrique and Alonzo, and daughter Carina.

