

US EPA ARCHIVE DOCUMENT

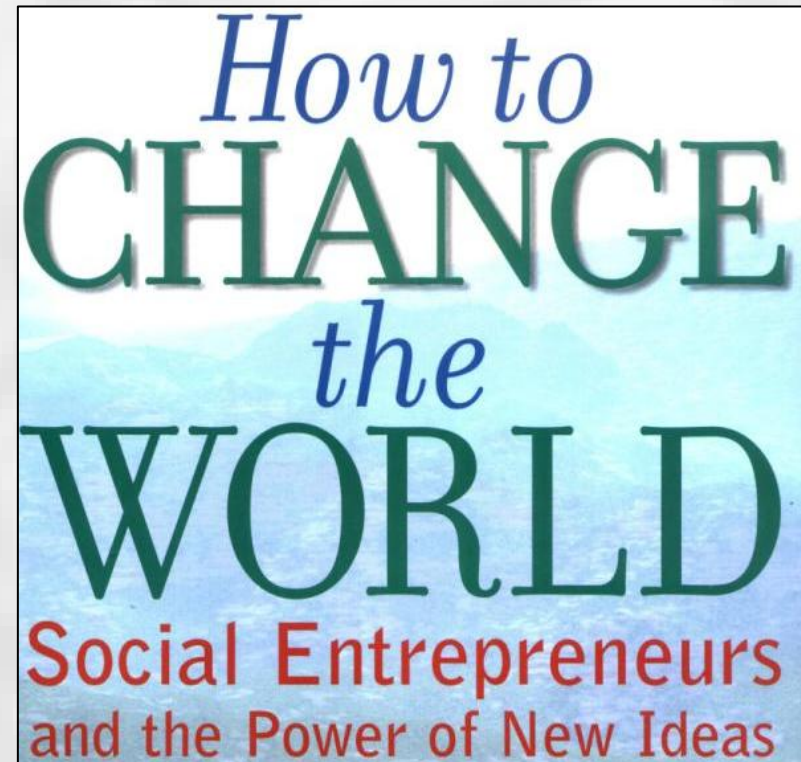
Quantum Innovation / Public Policy (Burke)

- Innovations produce winners & losers
- Political subsystems favor incremental change
 - ag, defense, energy, transit, healthcare, edu, etc.
 - “analysis is politics by other means”
 - Auto/highway subsystem trumps transit
- Public sector: huge penalty for failure
- Media stifles innovation, accentuates conflict
- Macropolitical system can impose quantum change – earmarks, etc
 - '79+: mature democracy, entrenched interests
- Billionaires & tech foundations: quantum
 - Dubai too.



Social Entrepreneurism

- micro-credit, India street kids, AIDs education
 - Problem for Americans: heal thyself for credibility
- Act local (small \$), strive for widespread impact
 - Fix 1 suburb → world is saved (viral spread, mutation)
- Government is not the solution
 - resistant, but good follower
- S. E. characteristics:
 - Boring at dinner parties
 - Driven, stamina, undeterred
 - “Ends” oriented
 - Will change/refine tactics
 - Listener (behavioral)
 - Cross-disciplinary, practical.



By David Bornstein

Cities21 Transforming Office Parks grant

- Bootstrapping
- 200 page masters thesis: Palo Alto office park
 - Berkeley's Cervero advised. 300 meetings in Bay Area
 - 2-year schmooze for 65 surveys at Roche Bioscience
 - Better data → credibility
 - Published papers → differentiation from crazy "foamers"
 - Very enthusiastic EPA BWC endorsement
- James Paxson
 - Pleasanton Hacienda Business Park Owners Association
 - EPA BWC & other awards
 - Active in professional organizations & committees
 - Participates in multiple transp. / smart growth studies
 - Extremely high social IQ
- Topic: extreme smart growth (don't want to miss out).

Grant, continued

- Paxson quote:
 - A unique location for early adoption of PRT
 - If EPA-backed study makes a compelling case for a system => strong likelihood of public/private partnership to bring system to reality
- Partners
 - Metropolitan Transportation Commission: MPO
 - Cambridge Systematics (#1 transp. consultant, contributed to the Palo Alto methodology, HBP corridor study, nice quote)
 - PeopleSoft (Oracle) – 225 invasive employee interviews
 - Free lunches! Oracle needs to reassure Pleasanton
 - Billionaire Larry Ellison
 - Congestion Mgmt Agency
 - Local bus transit agency
 - East Bay Community Foundation
 - CCLR (brownfields recycling)
 - \$56K in-kind partner contribution
- Partners led to more partners: BART, Bay Area Council.

Given grant, use EPA clout

- Company town housing & social justice
 - Convene policy discussions at EPA SF and DC
 - No problem attracting thought-leaders..