



School of  
Management and Law

# Governance of Metropolitan Areas – Learning from Europe and the US

Tuesday, October 23<sup>rd</sup> 2018  
2.15 pm – 5.00 pm, Berkeley, CA



Building Competence. Crossing Borders.

BERKELEY



INSTITUTE *of*  
GOVERNMENTAL STUDIES

# Governance of Metropolitan Areas – Learning from Europe and the US

**Tuesday, October 23<sup>rd</sup> 2018, 2.15 pm – 5.00 pm**

The event brings together a panel of experts who will exchange ideas on the challenges that are facing our metropolitan areas.

## DESCRIPTION

This half-day workshop and panel discussion will focus on the strategic management and governance of large metropolitan areas, including the economic, environmental, social and demographic challenges they face. The role of local government in responding to these challenges and promoting and leading the economic and community development within their 'administrative area' will be a central theme of the discussion. With panel experts from Switzerland and the United States – academics from urban planning, management, non-profit urban planning organizations, and a regional planning agency – the discussion will allow a comparison to be made between the approaches taken towards metropolitan governance from a North American and a European perspective, with a focus on the San Francisco and Zürich regional areas.

The workshop will run from 2.15 pm to 4 pm, followed by a networking event until 5 pm.

## Zürich meets San Francisco – A Festival of Two Cities

An initiative of the City of Zurich, the Canton of Zurich and Zurich Tourism to foster and celebrate the exchange between two of the most inspirational cities in the world. The week-long festival will take place from 20–26 October 2018 in different venues across San Francisco.

#ZurichMeetsSF

>>> [www.zurichmeetssanfrancisco.org](http://www.zurichmeetssanfrancisco.org)

Zürich  
meets

San Francisco

A Festival of  
Two Cities  
OCT 20-26, 2018



## SPEAKERS

High profile speakers for the event include:

- **Carmen Walker Späh**, Government Councillor, Head of Department for Economic Affairs Canton of Zurich, Switzerland
- **Dr. Karen Chapple**, Professor of City and Regional Planning at the University of California, Berkeley, USA
- **Dr. Reto Steiner**, Professor and Dean, ZHAW School of Management and Law, Switzerland
- **Michael Künzle**, Mayor of Winterthur, Switzerland
- **Steve Heminger**, Executive Director, Metropolitan Transportation Commission San Francisco, USA
- **Egon Terplan**, Regional Planning Director, SPUR, USA
- **Guglielmo Brentel**, President of Zurich Tourism, Switzerland

## REGISTRATION

Please register online till Friday, October 19<sup>th</sup>.

>>> [Eventbrite](#)

## VENUE

University of California, Berkeley  
Institute of Governmental Studies  
Library, 109 Moses Hall  
Berkeley, CA 94720-2370

## ZHAW SCHOOL OF MANAGEMENT AND LAW

The ZHAW School of Management and Law (SML) is one of Switzerland's leading business schools. The SML offers internationally acclaimed BSc, MSc, and cooperative PhD programs, as well as a range of continuing education programs. The SML is AACSB accredited.

>>> [www.zhaw.ch/sml](http://www.zhaw.ch/sml)

## UC BERKELEY, INSTITUTE OF GOVERNMENTAL STUDIES

IGS promotes research, educational activities, and public service in the areas of American and California politics and broad domains of public policy.

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# Speaker Profiles

## **DR. KAREN CHAPPLE**

### **Professor of City and Regional Planning University of California, Berkeley, USA**

Karen Chapple Ph.D., is a Professor of City and Regional Planning at the University of California, Berkeley. Prof. Chapple, who holds the Carmel P. Friesen Chair in Urban Studies, studies the governance, planning, and development of regions in the U.S. and Latin America, with a focus on housing and economic development.

As a faculty affiliate of the Institute of Governmental Studies and the Institute for Research on Labor & Employment, Prof. Chapple is engaged in research projects related to sustainability planning, specifically, on residential and commercial/industrial displacement. Since 2006, she has served as faculty director of the UC Berkeley Center for Community Innovation, which has provided over \$1.5m in technical assistance to community-based organizations and government agencies.

In her courses, which are on community and economic development, regional planning, and planning and economic analysis methods, Prof. Chapple brings planning practice into the classroom, and focuses on critical, balanced evaluation of ideologies and outcomes.

## **DR. RETO STEINER**

### **Professor and Dean ZHAW School of Management and Law, Switzerland**

Dr. Reto Steiner is professor and dean at the School of Management and Law at ZHAW, Switzerland. His main areas of research and teaching include organizational design and change, local and regional governance, public corporate governance, governmental communication, and public management.

From 2002 to 2016, Prof. Steiner was professor and member of the Management Board at the Center of Competence for Public Management, University of Bern. From 2016 to 2017, he worked as managing director at the Swiss Institute for Public Management.

Prof. Steiner has several years of experience in consulting for public institutions. His clients have included the Swiss Federal Council, the Swiss Agency for Development and Cooperation, the Federal Chancellery, and various Swiss state and local governments.

Prof. Steiner is a member of the Council of Administration of the International Institute of Administrative Sciences (IIAS) in Brussels and member of the Executive Committee of the Swiss Association of Administrative Sciences.

## **MICHAEL KÜNZLE**

### **Mayor of Winterthur, Switzerland**

Michael Künzle is Mayor of Winterthur, the second largest city in the Greater Zurich region. Mr Künzle studied law at the University of Zurich, and has worked in the district attorney's office and the district court in Winterthur, and as district attorney in Dielsdorf and as prosecutor in Winterthur.

From 1999 to 2005, Mr Künzle was a member of the Grand Council of Winterthur, serving from 2001 to 2005 as group leader. He was also a member of the Planning Commission, the Urban Development Commission and the Commission for Public Transport Winterthur. Mr Künzle was Head of the Department of Security and Environment from 2005 to 2012. Since October 2012, he has been President of the City of Winterthur and Head of the Department of Cultural Affairs and Services.

Mr Künzle is president of the Zurich Metropolitan Association, member of the board of the Swiss Cities Association, member of the steering committee of the Canton Zurich Municipal President, member of the board of the community president Winterthur, and a member of the steering committee e-Government Switzerland. He also holds a number of advisory, board and membership positions for arts, sports, tourism and public service organizations in the Winterthur and Greater Zurich area.

## **STEVE HEMINGER**

### **Executive Director, Metropolitan Transportation Commission**

Steve Heminger is Executive Director of MTC and responsible for the administration of more than \$2 billion per year in funding for the operation, maintenance and expansion of the Bay Area's surface transportation network. Under contract with the Association of Bay Area Governments, Mr. Heminger and his team also provide staffing and support services to that organization.

As chairman of the Toll Bridge Program Oversight Committee, Mr. Heminger oversaw construction of the new East Span of the San Francisco-Oakland Bay Bridge — the largest transportation project in California history.

Mr. Heminger was appointed by House Democratic Leader Nancy Pelosi to serve on the "National Surface Transportation Policy and Revenue Study Commission," which helped chart the future course for the federal transportation program. In addition, he is a member of the Executive Committee for the Transportation Research Board, and a senior fellow at the Institute for Transportation Studies at UC Berkeley.

## **EGON TERPLAN**

### **Regional Planning, Director, San Francisco Bay Area Planning and Urban Research Association**

Mr Egon Terplan is SPUR's regional planning director. He is a specialist in economic development, land use, transportation, government reform and regional policy. He has authored or co-authored dozens of reports and policy studies, including the first-ever report on the Northern California megaregion, a report on land use planning and high speed rail, a strategy for improving economic opportunity and upward mobility in the Bay Area, and strategies for the future of downtown Oakland, San Jose and San Francisco. Mr Terplan is a frequent speaker and lecturer and also teaches in the Urban Affairs graduate program at the University of San Francisco. Prior to joining SPUR, Mr Terplan spent more than five years with ICF International advising cities and regions throughout the world on economic development and competitiveness. His work included managing and writing collaborative regional strategies throughout California and in Alberta, British Columbia, Connecticut, Louisiana, Ohio, Ontario and South Carolina. His international work included designing and implementing competitiveness programs in Argentina, Bosnia & Herzegovina, the Dominican Republic, Jamaica and Nigeria. Prior to ICF, Mr Terplan worked with several labor unions, including SEIU and UNITE.

## **GUGLIELMO BRENTEL**

### **President, Zurich Tourism, Switzerland**

Mr Guglielmo Brentel is President of Zurich Tourism, the destination marketing organization for the Zurich region.

Mr Brentel is Founder and Owner of H&G Hotel Gast AG and serves as its Managing Director. He serves as a consultant to the hotel and tourism industry, and has held various positions in advisory services for the hotel and tourism sector. He is a member of the University Council of HTW. Since April 2014, Mr Brentel has been a Member of the Board at Flughafen Zürich AG (Zurich Airport).

Zurich University  
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