



Planning Directors & Public Health Officers Convening

Speaker Bios

Phil Serna, Supervisor, Sacramento County

Supervisor Phil Serna was elected to the Sacramento County Board of Supervisors in 2010 and re-elected in 2014. A native Sacramentan, he attended California State University Sacramento before receiving his Masters in City and Regional Planning from Cal Poly, San Luis Obispo. In addition to his service on the Board of Supervisors, Supervisor Serna participates on a number of other boards and commissions including chairing the First 5 Sacramento Commission and serving on the boards of the Sacramento Regional Transit District, Sacramento Area Flood Control District, Sacramento Area Council of Governments, Sacramento Metropolitan Air Quality Management District, Sacramento Solid Waste Authority, just to name a few. Supervisor Serna is passionate about sustainable transportation and land use planning, public health, social services, public safety and environmental protection. In 2013, California Governor Edmund G. Brown, Jr. appointed him as the first ever Sacramento area representative to the California Air Resources Board.

Mike McKeever, CEO, SACOG

Mike McKeever has served as the Sacramento Area Council of Governments' Chief Executive Officer for 12 years. Prior to the CEO position, he was the Project Manager for the Sacramento Region Blueprint for SACOG. McKeever has dedicated his nearly 40-year career to promoting collaborative action between communities and organizations, promoting economic and environmental sustainability, and helping to develop and apply innovative planning software that allows professional planners and thousands of residents access to high quality information to help understand how neighborhoods, cities and regions function. McKeever was a key player, working with then California Senate President Pro Tem Darrell Steinberg, in writing Senate Bill 375, a groundbreaking bill linking regional transportation, land use, housing and climate change planning. After Governor Schwarzenegger signed the bill into law in 2008, the California Air Resources Board appointed McKeever to chair a statewide advisory panel to advise the Board how best to proceed with implementation of the law.

Paul Zykofsky, Associate Director, Local Government Commission

Paul Zykofsky directs the Local Government Commission's programs related to land use and transportation planning, community design, and health and the built environment. In the past 20 years he has worked with over 300 communities to improve conditions for infill development, walking, bicycling and transit. During the last 12 years he helped facilitate participatory design workshops and charrettes in over 60 communities. Zykofsky provides technical assistance to communities throughout the nation on issues related to smart growth, infill development, transit-oriented development, street and sidewalk design, health and the built environment, and public participation in the planning process. Zykofsky is a frequent presenter at local, regional and national conferences. He is a member of the American Institute of Certified Planners and an Associate Member of the American Institute of Architects.





Dr. David Erickson, Director of Community Development, San Francisco Federal Reserve Bank

Dr. David J. Erickson is the Director of Community Development at the Federal Reserve Bank of San Francisco and edits the Federal Reserve journal Community Development Investment Review. His research areas include community development finance, affordable housing, economic development, and institutional changes that benefit low-income communities. He has also been a leader in the collaboration between the Federal Reserve and the Robert Wood Johnson Foundation on bringing health together with community development. To date, this collaboration has resulted in over a dozen conferences around the country and numerous publications, including a cluster of articles in Health Affairs in November, 2011. Dr. Erickson's book on the history of community development, *The Housing Policy Revolution: Networks and Neighborhoods*, was published in 2009 by the Urban Institute Press. He also co-edited *Investing in What Works for America's Communities: Essays on People, Place, and Purpose* (2012).

Dr. Elizabeth Baca, Senior Health Advisor, Governor's Office of Planning and Research

Dr. Elizabeth Baca currently serves as the Senior Health Advisor in the Governor's Office of Planning and Research (OPR). She is engaged in innovation in the public sector to foster health through multiple projects including healthy planning, big data, and public-private partnerships. For healthy planning she works across sectors to foster collaboration, elevate the connection between health and the built environment, and leads the effort to incorporate health considerations into the planning process to build healthy, resilient communities. Dr. Baca is the lead staff for the California General Plan Guideline update, which includes an optional Healthy Communities Element and imbeds health and climate resilience into several required Elements. A significant part of her work is aligning win-wins for projects that offer co-benefits, particularly with respect to climate mitigation and adaptation efforts. Dr. Baca is also serving on an Institute of Medicine Committee for Community Based Solutions to Promote Health Equity.

