

# DENNY ZANE

Executive Director, Move LA, Los Angeles, California

## Framing Livability: Communicating Effective Strategies

### EUGENE

Monday, February 15, 2016  
7:00 p.m.  
206 Lawrence Hall, 1190 Franklin Blvd.

### PORTLAND

Wednesday, February 17, 2016  
5:00 p.m.  
Shirley Papé Forum, Suite 3R  
White Stag Block, 70 NW Couch St.

Denny Zane will be sharing his extensive communication skills and experiences in connecting public needs for alternative transportation methods and sustainable development in the LA region with the process that is required to successfully achieve those actions. Zane will be building on the University of Oregon Sustainable Cities Initiative's current research theme, "Framing Livability." The work of his firm seeks to answer how sustainability-focused community development efforts can be communicated in the most effective way to garner public support. By defining livability and establishing clear, concise metrics to explore new ways of communicating sustainable principles, their public health and financial benefits, in addition to environmental considerations, can be emphasized.

Denny Zane has an extensive political background within California, serving as a city council member for 12 years in addition to a term as mayor of Santa Monica. Zane also served as the executive director of the Coalition for Clean Air, where he initiated the Los Angeles Metropolitan Transportation Authority's transition from diesel to a cleaner natural gas-fueled bus fleet. He is currently the executive director of Move LA, an organization working to unite labor, business, community, and students in the effort to provide adequate funding sources to develop a clean, efficient, and robust transit system for Los Angeles County. Move LA began in 2007 as a result of the lack of funding to enhance transportation capacity in Los Angeles County. The organization facilitated the campaign for the Measure R one-half-cent sales tax for transportation on the 2008 ballot and ensured its success. The future holds expansion of Measure R with Measure R2, which will include additional alternative transportation investments such as bus rapid transit, car-sharing programs, and pedestrian cyclist designated lanes.

The lectures are free and open to the public.