

IISTPS

Norman Y. Mineta International Institute for Surface Transportation Policy Studies

Created by Congress in 1991

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Honorable ROD DIRIDON
Biographical Summary

Rod Diridon, the son of an Italian immigrant railroad brakeman, is the "father" of modern transit service in Silicon Valley (Santa Clara County). His political career began in 1972 as the youngest person ever elected to the Saratoga City Council. He recently retired, because of term limits, after completing six terms as Chairperson of both the Santa Clara County Board of Supervisors and Transit Board. He is the only person to have chaired the San Francisco Bay Area's (nine counties and 104 cities) three regional government agencies: the Metropolitan Transportation Commission, the Bay Area Air Quality Management District, and the Association of Bay Area Governments.

Rod has chaired over one hundred international, national, state and local community service programs and projects, most related to transit and the environment. He served, in 1994, as the Chairperson of the American Public Transit Association and is the North American Vice President and on the Executive Committee of the Union Internationale Des Transports Publics (International Transit Association). He has been an advisor to the Federal Transit Administration and a member of the National Research Council's Transit Oversight and Project Selection Committee which he was elected to chair in 1995.

Promoting international understanding and commerce, Supervisor Diridon founded, and has been the principal liaison for, the Santa Clara County Sister County Commissions with the Province of Florence, Italy and the Region of Moscow in Russia. He has given speeches promoting mass transportation and environmental protection in over 25 US cities and a dozen foreign countries in the past five years.

Rod is on the Corporate Boards of Directors of the San Jose National Bank and the Empire Broadcasting Company. From 1969 to 1976, he founded and served as President of the Decision Research Institute, where he developed a "shared survey" research procedure subsequently adopted by the UNICEF of the United Nations. Rod earned both BS in Accounting and MS in Business Administration from San Jose State University and was a Naval Officer with two Vietnam combat tours. He was chosen one of the Ten Outstanding Young Men of America in 1972, listed in Who's Who in America since 1974 and among the ten most influential Silicon Valley leaders since 1980.

He is married to Mary Ann with adult son Rod, Jr. and daughter Mary. Rod is currently the Executive Director of the Norman Y. Mineta International Institute for Surface Transportation Policy Studies created by Congress in 1991.

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David L. Turney
Edward Wytkind

ROD DIRIDON
BIOGRAPHICAL SUMMARY

1939-57: Born in Dunsmuir, California the son of an immigrant Italian railroad brakeman. Active in athletics and leadership programs while working through public schools.

1956-63: Worked as a trainman for the Southern Pacific Railroad while completing a BS in Accounting and Finance and MS in Business Administration from San Jose State University.

1963-67: Served two combat tours as a U.S. Navy officer in Vietnam.

1967-69: Completed the two-year Lockheed Missiles and Space Company's executive development program as a management systems analyst.

1969-75: Founded the Diridon Research Corporation, renamed Decision Research Institute in 1972 and sold in 1976. DRI conducted market research, needs assessment surveys and legislative consulting throughout the United States.

1972-75: The youngest person ever elected to the Saratoga City Council.

1972-73: Named one of the Five Outstanding Young Men of California and one of the Ten Outstanding Young Men of America in the Times magazine.

1973-95: Lead the development of Santa Clara County Transportation Agency and the Caltrain Peninsula Corridor Joint Powers Board; chaired the Peninsular Transportation Alternatives Project, Guadalupe, Tasman, Fremont/South Bay and Vasona Rail Corridor Boards, the San Jose Station Reconstruction Board, the successful 1976 and 1992 Measure "A" Sales Tax Campaigns and the 1980, 84, 88 and 92 transportation master plan elections.

February 19, 1996

1975-95: The youngest person elected to, and the only person to chair, both the County Board of Supervisors and the Transit District Board six times. Presided over 16,000 employees operating from over 300 separate locations with a $1.9 Billion annual budget serving a population of 1.6 million people in the rapidly expanding Silicon Valley.

1975-95: Only person to chair all three of the Bay Area's Regional Agencies: Association of Bay Area Governments, Bay Area Air Quality Management District and Metropolitan Transportation Commission.

1978-79: Presided over the development of the Nation's first Integrated Environmental Management Plan and Regional Transportation Master Plan.

1980-95: Listed for the past two decades as one of the ten most influential leaders in Silicon Valley and in Who's Who in America since 1975.

1970-Present: Chaired over 100 organization and activities at the national, state, regional and local levels; most involved with transportation, the environment, arts and human rights fund-raising and advocacy.

1994-Present: Is currently a Past Chair of the American Public Transit Association (APTA), on the Management Committee (Board of Directors) of the Union International de Transport Public (International Transit Association) and as Chair of that organization's North American Committee and as the Chair of the National Research Council's Transit Cooperative Research Project Policy Committee.

1964-Present: Married to Mary Ann (Fudge) Diridon (July 4, 1964) with adult son Rod, Jr. (born September 10, 1969) and daughter Mary Margaret (born September 14, 1971).

1993-Present: Employed as the Executive Director of the Congressionally-created Norman Y. Mineta International Institute for Surface Transportation Policy Studies located at San Jose State University. Also serves on the Executive Committee of the Board of Directors of the Empire Broadcasting Company, on the Board of Directors of the San Jose National Bank and as President of the non-profit California Trolley and Railroad Corporations.

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