

**Workshop Agenda**  
**Effective Local Approaches for Promoting Smart Growth**  
August 22, 2003  
MetroCenter Auditorium

8:30 a.m.        **COFFEE AND CONTINENTAL BREAKFAST**

9:00 a.m.        **WELCOME AND INTRODUCTIONS**

*Dianne Filippi, Chair, San Francisco District Council, ULI  
Supervisor Millie Greenberg, Contra Costa County and Chair,  
ABAG's Regional Planning Committee*

9:10 a.m.        **KEYS TO PROMOTING SMARTER GROWTH-  
WHAT ARE THE FINDINGS?**

Highlights of ULI research into effective local techniques and where they have worked. This will include time for a facilitated discussion about opportunities for successful implementation.

*Gary Binger, Director, ULI's California Smart Growth Initiative.  
Facilitator: Jake Mackenzie, Councilmember, Rohnert Park*

10:00 a.m.       **GAINING COMMUNITY SUPPORT-  
WHAT WORKS/WHAT DOESN'T?**

Input from a panel of professionals with expertise in helping communities come together to resolve critical planning and development challenges. Their collective experience includes working with tools such as charrettes, preference surveys, visioning exercises, and design guidelines that have been effective at both the community and district/neighborhood scale.

*Catherine Smith, Co-President, CityWorks  
Melani Smith, Director of Government Services, The Planning Center  
Rick Williams, Partner, Van Meter Williams Pollack LLP  
Facilitator: Jake Mackenzie, Councilmember, Rohnert Park*

11:30 a.m.       **BREAK**

11:45 a.m.       **ORGANIZATIONS AND GROUPS WILLING TO ENDORSE  
SMART GROWTH PLANS AND PROJECTS-  
WHAT ARE THEY LOOKING FOR, AND WHAT IS THEIR  
TRACK RECORD IN BUILDING COMMUNITY SUPPORT?**

There are a number of organizations and groups throughout the Bay Area willing and interested in endorsing smart growth plans and projects. Leaders of some of these groups will offer insights on what they are looking for, their methods of providing endorsements, and their track record in gaining community support.

*Shiloh Ballard, Silicon Valley Manufacturing Group  
Janet Stone, Livable Communities Program Director, Greenbelt Alliance  
Sally Probst, League of Women Voters of Palo Alto  
Facilitator: Jake Mackenzie, Councilmember, Rohnert Park*

12:30 p.m.       **ADJOURN**

## Speaker Biographies

### Gary Binger

For the past three years he has served as Director of the Urban Land Institute's California Smart Growth Initiative. This program is examining growth and development trends in California, identifying smart growth barriers, and proposing specific incentives and regulatory reforms that would promote smart growth throughout the state.

Mr. Binger recently served as coordinator of a virtual symposium for the Public Entity Risk Institute dealing with the relationship between land use and public risk. He has also advised the James Irvine Foundation in the development and implementation of an in-depth planning commissioner training curriculum in San Diego and Sacramento, and participated as a team member on two Mineta Transportation Institute research projects. He teaches in the Urban Studies Program at San Francisco State University, and at UC Berkeley's College of Environmental Design.

He managed the Association of Bay Area Governments regional planning program from 1987 through 2000. Responsibilities included guiding research and recommendations on regional trends and challenges, including ways of strengthening the linkage between land use and transportation. He has also been a local community development director and planning director for the cities of Del Mar and Walnut Creek in California. He has received the Distinguished Leadership Award from the California Chapter of the American Planning Association.

### Catherine Smith

As President of Collaborative Services and Co-President of CityWorks, Ms. Smith designs and implements stakeholder involvement programs for public entities.

Recently, she led the community involvement services in the transit-oriented development study conducted by the City of Oceanside's Planning Department for their seven new transit stations. For the City of National City's Community Development Corporation, she led a 16-month involvement process to build agreement among businesses, rail enthusiasts, residents and industrial users about the opportunities and constraints of their district and define a common plan for its redevelopment. She is also responsible for a multi-jurisdictional approach for Phases I and II of the C Street Corridor Revitalization Plan in downtown San Diego. Through this project, she developed agreement among key jurisdictions about how to proceed with this transit corridor's revitalization. Agencies involved include the Metropolitan Transit Development Board, City of San Diego, County of San Diego, Center City Development Corporation, San Diego Convention and Visitors Bureau, and the Port of San Diego. Ms. Smith recently finished working with the City of San Mateo's Public Works and Economic Development Department to create Downtown Works! to involve the downtown San Mateo community in short term and long-term revitalization efforts. In San Diego, she is currently working with the Water Resources Management Department of the City of San Diego to engage over 30 community-based and professional organizations representing over 10,000 local decision makers who impact water conservation and is working on a variety of stakeholder involvement process involving infrastructure planning and construction.

Ms. Smith is also on San Diego County's Approved List of Mediators to mediate land use, environmental, business and employment related matters. Prior to establishing Collaborative Services, she was a mediation specialist with the San Diego Mediation Center.

### Melani Smith

Melani Smith serves as The Planning Center's Director of Governmental Services. In addition to managing and directing the work of her team, which specializes in planning projects for public sector clients, she manages visioning, planning, and public outreach efforts for a wide range of public sector clients. She recently co-designed the program for the Regional Growth Visioning effort that the Southern California Association of Governments is currently undertaking. In addition, she is on the cutting edge of smart growth planning being created in the Riverside County Integrated Plan. This involves preparing seven of the 19 Area Plans that are incorporated into the General Plan update, and writing the Multipurpose Open Space Element of the General Plan. She was the primary liaison between The Planning Center and the General Plan Advisory Committee, incorporating 23 different stakeholder groups.

Her career path is unusual as she brings to her work in planning a "previous life" as a marketing director in architecture and engineering firms. She holds a Master of Urban and Regional Planning from UC Irvine, and a B.A. in History from UCLA.

### Rick Williams

Mr. Williams' work has been on the forefront of mixed-use pedestrian and transit-oriented planning and urban design. The scale of projects range from residential developments, mixed-use neighborhoods and urban infill to community plans and new town proposals. As a partner in Van Meter Williams Pollack LLP, he brings his diverse background and extensive experience to focus on planning and urban design projects involving mixed use, pedestrian and transit oriented developments as well as oversight of affordable housing developments. Much of his previous urban design efforts have been published extensively in leading design and planning journals as well as in books on subjects of contemporary urban design practices and theories.

His recent projects include: the Mountain View Downtown Plan update, the Palo Alto form-based zoning code, Santa Clara's Downtown Plan and as well as the SSF BART Transit Village Plan, El Camino Real Mixed Use Design Guidelines and the Arvada TOD and Sereno Transit Village Plan, West Rivertown Neighborhood Plan, Concord BART Urban Design Plan and Plaza, Prescott / Acorn Neighborhood Transportation Plan, Fremont Small Lot Residential Design Guidelines, and the Chicago Transit Supportive Development Guideline.

Recent Housing Developments include: West Rivertown affordable housing, Antioch, "the Heart of Cupertino" for Cupertino Community Services, Baypoint Neighborhood Homes, Contra Costa County, Irvington Homes, Fremont Oak Gardens affordable senior deaf housing in Fremont, Eastmont Court special needs housing, Oakland and Piedmont Avenue Lofts in Oakland.

Mr. Williams has taught urban design and design development studios at UC Berkeley's College of Environmental Design, and he lectures throughout the Bay Area on issues of contemporary urban planning for a variety of organizations. His urban design project experiences have been published extensively throughout the United States.

### Shiloh Ballard

Shiloh Ballard works for the Silicon Valley Manufacturing Group as Associate Director of Land Use and Transportation and staffs the Housing Leadership Council (HLC) as well as the Housing Action Coalition (HAC), two unique coalitions founded by the Manufacturing Group. As staff to the HAC, a diverse coalition of environmentalists, businesses, labor and housing advocates, she works at the grassroots level to organize support for “smart growth” home development proposals. Most recently, her work with the Coalition mobilized over 25 supporters to testify at a San Jose city council hearing in support of a proposal for four residential towers at a light rail station. The council unanimously approved the development, despite community opposition. This past year, she coordinated HAC’s effort’s to involve coalition members in the update of five city housing elements and won inclusion of several important policy changes.

Shiloh graduated from UCSC in environmental policy and has worked for the Silicon Valley Toxics Coalition and State Senator Byron Sher. She serves on the Board of Directors for the Community Technology Alliance, an organization advocating technology solutions to homelessness, the Santa Clara County Chapter of the League of Conservation Voters and the Executive Committee of the Loma Prieta Sierra Club.

### Janet Stone

Janet Stone is the Livable Communities Program Director for Greenbelt Alliance. Prior to joining the staff of Greenbelt Alliance, she spent nine years working with Mid-Peninsula Housing Coalition, an affordable housing developer, including five years as project manager. As Livable Communities Director, her focus is on building coalitions and networks to support smart growth and affordable housing, particularly infill development throughout the Bay Area region.

She has a bachelor's degree from the University of California Berkeley, a Masters of Public Health Education and a Certificate in Urban Planning from San Jose State University.

### Sally Probst

Sally Probst is presently County Council chair, Leagues of Women Voters of Santa Clara County, and Housing chair, League of Women Voters of Palo Alto. She has also been president of the Palo Alto League and the Northbrook, Illinois League, and has been a director of the LWV of the Bay Area, the LWV of Cook County, Illinois, and the League of Women Voters of Illinois. She graduated from the University of Michigan with a degree in Literature, Science and the Arts and a teaching certificate. Her work experience includes teaching -- Mt. Clemens, Michigan High School and Detroit, Michigan Adult Education; business – twenty years in a major corporate law firm in Chicago, Illinois and a short time with a small but well-known criminal defense firm in Palo Alto; civic -- Family Service Association Board, Citizens’ Oversight Committee for Cook County Juvenile Court; and committee member, Illinois Commission on Children; political – member of Planning Commission, Northbrook, Illinois, and elected official (eight years) as Village Trustee, Northbrook. In Palo Alto she continues to serve on a number of city committees on housing and transportation issues.

As Housing director for the LWV of the Bay Area, she encouraged the 21 member Leagues to work for progressive housing element upgrades in their communities. During her term as Palo Alto LWV president, the organization successfully opposed a no-growth local initiative and supported a controversial Stanford University proposal that included substantial housing with a 25% affordable units component. Currently the League is working to pass a referendum to approve a smart-growth mixed-use development near its downtown transit hub.