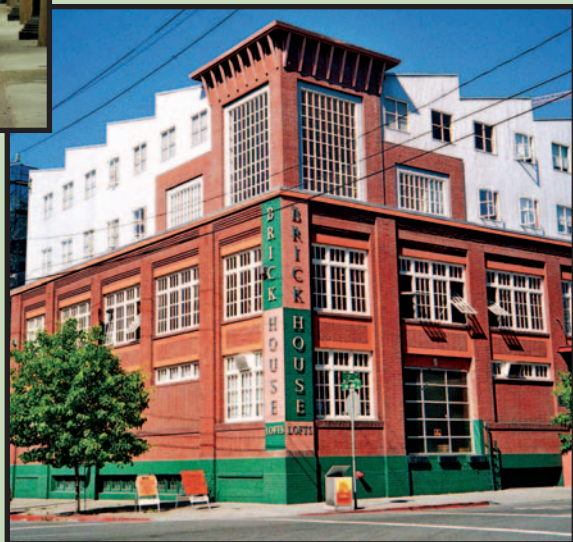


# TOD MARKETPLACE

CONNECTING CITIES AND DEVELOPERS TO  
TRANSIT-ORIENTED DEVELOPMENT

Thursday, September 24, 2009

Hilton San Jose  
300 Almaden Blvd.  
San Jose, CA 95110



Sponsored by:



ABAG



THE NON-PROFIT HOUSING  
ASSOCIATION OF  
NORTHERN CALIFORNIA



[www.TODMarketPlace.org](http://www.TODMarketPlace.org)

8:00 – 9:00	Registration, breakfast
9:00 – 9:05 (Almaden Ballroom)	<b>Welcome</b> <ul style="list-style-type: none"> <li>• <b>Dena Belzer</b>, TOD MarketPlace Co-Chair</li> <li>• <b>Vice Mayor Judy Chirco</b>, City of San Jose</li> </ul>
9:05 – 10:05 (Almaden Ballroom)	<b>Keynote:</b> <b>Walkable Urban Development - The Driver of Economic Recovery</b> <ul style="list-style-type: none"> <li>• <b>Christopher B. Leinberger</b>, The Brookings Institution</li> </ul>
10:15 – 11:15	<b>How-To TOD: Best Practice Case Study Breakouts</b> Learn the nuts & bolts of creating a fabulous and feasible station area plan and developments. Choose the city most relevant for your jurisdiction.
(Almaden Ballroom)	<b>Milpitas: Transit Area</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Doug Johnson</b>, Metropolitan Transportation Commission</li> <li>• Speakers: <b>James Lindsay</b>, City of Milpitas; <b>Charles McKeag</b>, Citation Homes; <b>Leslie Gould</b>, Dyett &amp; Bhatia; <b>Walter Kieser</b>, Economic &amp; Planning Systems</li> </ul>
(Winchester Room)	<b>Pleasant Hill BART Station: Contra Costa Centre Transit Village</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Sailaja Kurella</b>, Association of Bay Area Governments</li> <li>• Speakers: <b>James Kennedy</b>, Contra Costa County; <b>Mark Farrar</b>, Vanmark Group; <b>John Rennels</b>, Bay Area Rapid Transit District</li> </ul>
(Santa Clara Room)	<b>Union City Station District</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Justin Fried</b>, Association of Bay Area Governments</li> <li>• Speakers: <b>Joan Malloy</b>, Union City; <b>Meg Spriggs</b>, Avalon Bay; <b>Dave Gibbons</b>, Barry Swenson Builders; <b>Juan de Leon</b>, Mid-Peninsula Housing; <b>Val Menotti</b>, Bay Area Rapid Transit District</li> </ul>
11:30 – 12:45	<b>TOD Feedback Panels</b> Cities present on their TOD Plans to date and opportunity sites, developers provide recommendations.
(Winchester Room 1)	<b>Antioch: Hillcrest Station Area Plan (eBART)</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Sailaja Kurella</b>, Association of Bay Area Governments</li> <li>• Panelists: <b>Chair: Robert Burke</b>, Shea Properties; <b>Alexander Quinn</b>, EDAW; <b>Kamala Subbarayan</b>, Perkins+Will; <b>Lisa Motoyma</b>, Resources for Community Development</li> </ul>
(Winchester Room 2)	<b>Cloverdale: SMART</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Jackie Guzman</b>, Association of Bay Area Governments</li> <li>• Panelists: <b>Chair: Calvin Platt</b>, SWA Group; <b>Jon Knorpp</b>, WMS Partners; <b>Nadine Fogarty</b>, Strategic Economics; <b>Jennifer Paisley</b>, Petaluma Ecumenical Properties</li> </ul>
(Santa Clara Room 1)	<b>Menlo Park: Downtown and the Grand Boulevard</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Marisa Cravens</b>, Association of Bay Area Governments</li> <li>• Panelists: <b>Chair: Drew Hudacek</b>, Sares-Regis; <b>Dan Deibel</b>, Urban Housing Group; <b>Jim Musbach</b>, Economic &amp; Planning Systems; <b>Michael Fotheringham</b>, MD Fotheringham, Landscape Architects; <b>Charles Long</b>, Charles A. Long Properties; <b>Ann Silverberg</b>, BRIDGE Housing</li> </ul>

11:30 – 12:45	<b>TOD Feedback Panels</b> (Continued)
(Almaden Ballroom)	<b>Oakland: Upper Broadway/Valdez District Specific Plan</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Gillian Adams</b>, Association of Bay Area Governments</li> <li>• Panelists: <b>Chair: Darin Smith</b>, Economic &amp; Planning Systems; <b>Denise Pinkston</b>, TMG Partners; <b>David Hobstetter</b>, KMD Architects; <b>Daniel Sawislak</b>, Resources for Community Development</li> </ul>
(Santa Clara Room 2)	<b>San Jose: Diridon Station Area</b> <ul style="list-style-type: none"> <li>• Moderator: <b>Justin Fried</b>, Association of Bay Area Governments</li> <li>• Panelists: <b>Chair: Alan Talansky</b>, EBL&amp;S Development; <b>Simon Alejandrino</b>, BAE; <b>Lauri Moffet-Fehlberg</b>, Dahlin Group Architecture Planning; <b>Mary Mutragh</b>, EAH; <b>Jeremy Nelson</b>, Nelson/Nygaard</li> </ul>
12:45 – 2:00 (Santa Clara Foyer)	<b>TOD OPPORTUNITY SITE GALLERY &amp; NETWORKING LUNCH</b>
2:00 – 3:00	<b>TOD Workshops: Finance and Policy</b>
(Winchester Room)	<b>TOD Financing: Public and Private Tools</b> <ul style="list-style-type: none"> <li>• Speaker: <b>Dena Belzer</b>, Strategic Economics</li> <li>• Description: The Bay Area will spend over \$10 billion on transit investments over the next decade. Learn about the latest public and private financing tools for TOD.</li> </ul>
(Almaden Ballroom)	<b>TOD Policy: Update from Washington, D.C.</b> <ul style="list-style-type: none"> <li>• Speaker: <b>Christopher B. Leinberger</b>, The Brookings Institution</li> <li>• Description: Both Federal and State legislatures are poised to promote compact development around transit. Learn what incentives for TOD are being discussed as part of both the Federal Transportation and Climate Change bills -- and learn about model local TOD implementation strategies from around the country.</li> </ul>
3:00 – 4:30	<b>Walking Tour of Downtown San Jose</b> (City of San Jose) Tour San Jose's Transit Mall which features Light Rail and TOD projects in the downtown area (88, Axis, City Heights). One to two tour groups moving in opposite directions will be lead by the City of San Jose.

ULI San Francisco thanks our TOD MarketPlace partner organizations: Association of Bay Area Governments (ABAG), Metropolitan Transportation Commission (MTC), Non-Profit Housing (NPH), Greenbelt Alliance, TransForm, Reconnecting America, San Francisco Foundation, Silicon Valley Community Foundation, NorCal American Planning Association (APA), Bay Area Council, ROSS Program in Real Estate, Home Builders Association (HBA), Women in Transportation (WTS), and Local Government Commission (LGC).

The TOD MarketPlace is approved for American Institute of Certified Planners (AICP) credit. Earn up to 5 CM credits. To take advantage, inquire at the registration table.

For additional information, please visit [www.TODMarketPlace.org](http://www.TODMarketPlace.org)