

Katherine Perez

10-6-6

## Biography

**Katherine Aguilar Perez**  
**Executive Director, ULI Los Angeles**

Katherine Aguilar Perez is the Executive Director of the Urban Land Institute, Los Angeles District Council. With her diverse background in private real estate development, transportation policy and urban planning, she has emerged as one of the most articulate and credible advocates promoting the responsible use of land and transportation.

In October 2009, Ms. Perez was honored by Hispanic Business Magazine as one of the "Top 100 Influential Hispanics" in the United States. Listed in the category of Green Business, she was noted for her commitment to healthy and livable communities. Also, Ms. Perez was recognized in 2009 as a "Women of Influence" by Real Estate Southern California Magazine.

Previously, Ms. Perez was the Vice President of Development for Forest City Development where she focused on transit oriented development and mixed use projects in emerging markets.

Prior to joining Forest City, Ms. Perez was the co-founder and Executive Director of the Transportation and Land Use Collaborative (TLUC) of Southern California, a nationally recognized non-profit that promotes greater civic involvement in planning and development. Previously, she worked for Pasadena Mayor William Bogaard as the Deputy to the Mayor where she worked on transportation, planning and Latino constituent issues.

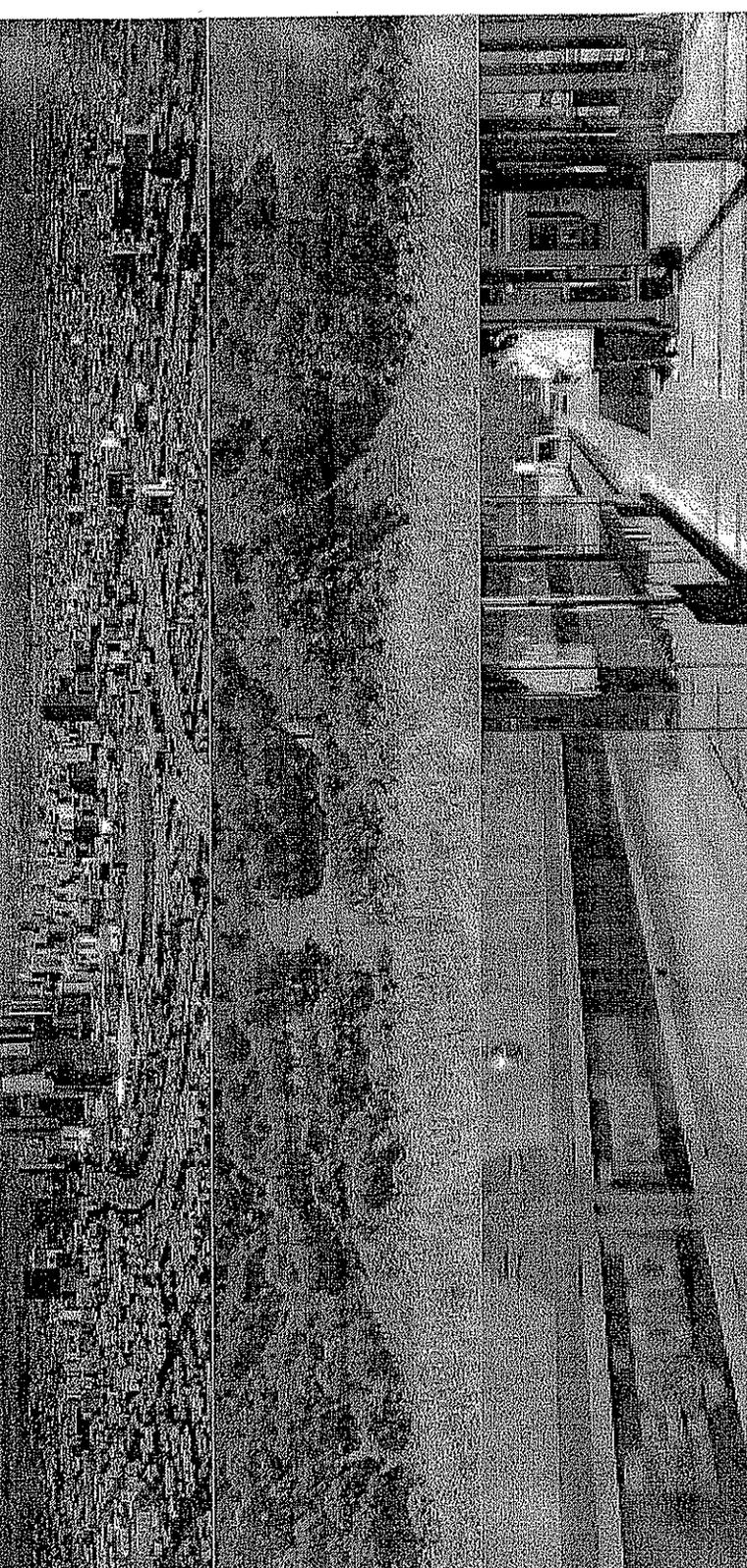
In August 2009, Ms. Perez was appointed to the California Public Infrastructure Advisory Commission by Secretary of Business, Transportation & Housing Dale Bonner. The Commission will assist the California Department of Transportation (Caltrans) and regional transportation agencies in developing public-private financing agreements for high-priority infrastructure projects throughout the state.

In July 2009, Ms. Perez was asked to join the Advisory Board of the US High Speed Rail Association, the only organization in the United States focused entirely on advancing a state of the art national high speed rail network across the country.

Ms. Perez is an Adjunct Professor at the USC School of Planning and Development, teaching the graduate course "Participatory Methods in Planning and Development," a new course designed to focus on the technical skills of public participation. Ms. Perez served as an Adjunct Professor at the UCLA School of Policy teaching a course on transit oriented development.

Ms. Perez is honored to be recognized as a 2009-2010 Senior Fellow of the UCLA School of Public Affairs. Senior Fellows are distinguished civic leaders who volunteer their time to leadership growth in the School.

She received her Masters Degree in Urban Planning and Transportation from UCLA and her Bachelors Degree in Political Science from CalState Northridge. Ms. Perez is most proud of her three children, Diego, Lucia and Antonia, which give her the drive and passion to contribute toward the building and creation of healthy, livable communities for future generations.



ULI provides  
leadership in the  
responsible use of  
land and in creating  
and sustaining  
thriving  
communities  
worldwide

# SB 375

## IMPACT ANALYSIS REPORT

JUNE 2010

# With SB375, ULI convened an Advisory Panel

## Co-Chairs

Dan Kingsley  
Managing Partner  
SKS Investments  
San Francisco

Michael Woo  
Dean, Environmental  
Design  
Cal State Pomona

# Panel Members

Joe Brown  
Chief Exec  
AECOM

Bob Burke  
General Manager  
Shea Properties

Christopher Cabaldon  
Mayor  
West Sacramento

Bruce Griesenbeck  
Principal  
Transportation  
Analyst

Rick Holiday  
President  
Holiday  
Development

Curt Johansen  
EVP  
Triad  
Development

Meea Kang  
President  
Domus  
Development

SACOG

Patrick Kennedy  
Owner  
Panoramie Interests

Jennifer LeSar  
President and CEO  
LeSar Development  
Consultants

Kevin Mathy  
Transportation  
Manager  
Google

Mike McLaughlin  
Former chief planner  
SANDAG

Mitch Menzer  
Partner  
Paul Hastings LLP

Will Schroeer  
Policy Director  
Smart Growth  
America

Renata Simini  
SVP  
Forest City  
Development

DEVELOPER



Urban  
Institute

# The Process

- Briefing book existing literature
- Panel met May 10-11, 2010
- Interviewed key informants
  - Homebuilders
  - Cities/redevelopment experts
  - Environmentalists
- Reached consensus
- Final report issued June 4, 2010

# SB 375 Debate – Impacts on Global Warming & Communities

Pro	Con
<p>-Short-term GHG decrease small but long-term impact significant</p>	<p>-Small impact</p>
<p>-Addresses major contributor to behavior and corresponding consumption of natural resources</p>	<p>-Prescribes solution rather than using pricing mechanisms</p>
<p>-Creates regional incentives to link land use and transportation</p>	<p>-Punishes transit rich communities by incentivizing more development</p>
<p>-Has positive co-benefits of conserving open space and agriculture</p>	<p>-Increases barriers to greenfield development</p>

# SB 375 Debate – Affordable Housing and Development

Pro	Con
<ul style="list-style-type: none"> <li>- Will reduce overall fixed household costs with lower transportation costs (i.e. Americans: 20% of income, Europeans: 7% of income)</li> </ul>	<ul style="list-style-type: none"> <li>- Makes housing less affordable, longer entitlement process, more complex, more expensive construction, ultimately creating more economic barriers</li> </ul>
<ul style="list-style-type: none"> <li>- Meets housing needs as demographic shifts towards less family households with children</li> </ul>	<ul style="list-style-type: none"> <li>- Builds housing that people don't want</li> </ul>
<ul style="list-style-type: none"> <li>- Reduces CEQA barriers for infill development</li> </ul>	<ul style="list-style-type: none"> <li>- SB 375 - Doesn't go far enough</li> <li>- SB 375 - Goes too far</li> </ul>

# SB 375 Debate – Infrastructure & Planning

<b>Pro</b>	<b>Con</b>
<ul style="list-style-type: none"><li>- Improves link between regional transportation planning and land use</li></ul>	<ul style="list-style-type: none"><li>- Weakens local land use control</li></ul>
<ul style="list-style-type: none"><li>- More equitable allocation of transportation funding</li></ul>	<ul style="list-style-type: none"><li>- Favors transit over prevailing transportation mode while generating local auto congestion</li></ul>
<ul style="list-style-type: none"><li>- Saves cities and counties in capital and municipal service costs</li></ul>	<ul style="list-style-type: none"><li>- Savings are overstated and expanding existing infrastructure is more difficult to finance</li></ul>

# SB 375 Debate – Implementation

Pro	Con
<p>- Prop 84 &amp; HUD Sustainable Communities Planning Funds</p>	<p>- Unfunded mandate</p>
<p>- Extends term of Housing Element</p>	<p>- Places pressure on Cities and Counties to conform to SCS</p>
<p>- Development forecasts must be “reasonable”</p>	<p>- Once numbers are allocated, there is very little flexibility</p>
<p>- Will increase fare revenue for transit agencies</p>	<p>- Transit funds are being taken away by the state</p>
<p>- Provides transportation funds to cities and counties that cooperate</p>	<p>- No guarantee that cities and counties will cooperate</p>

# Panel Consensus

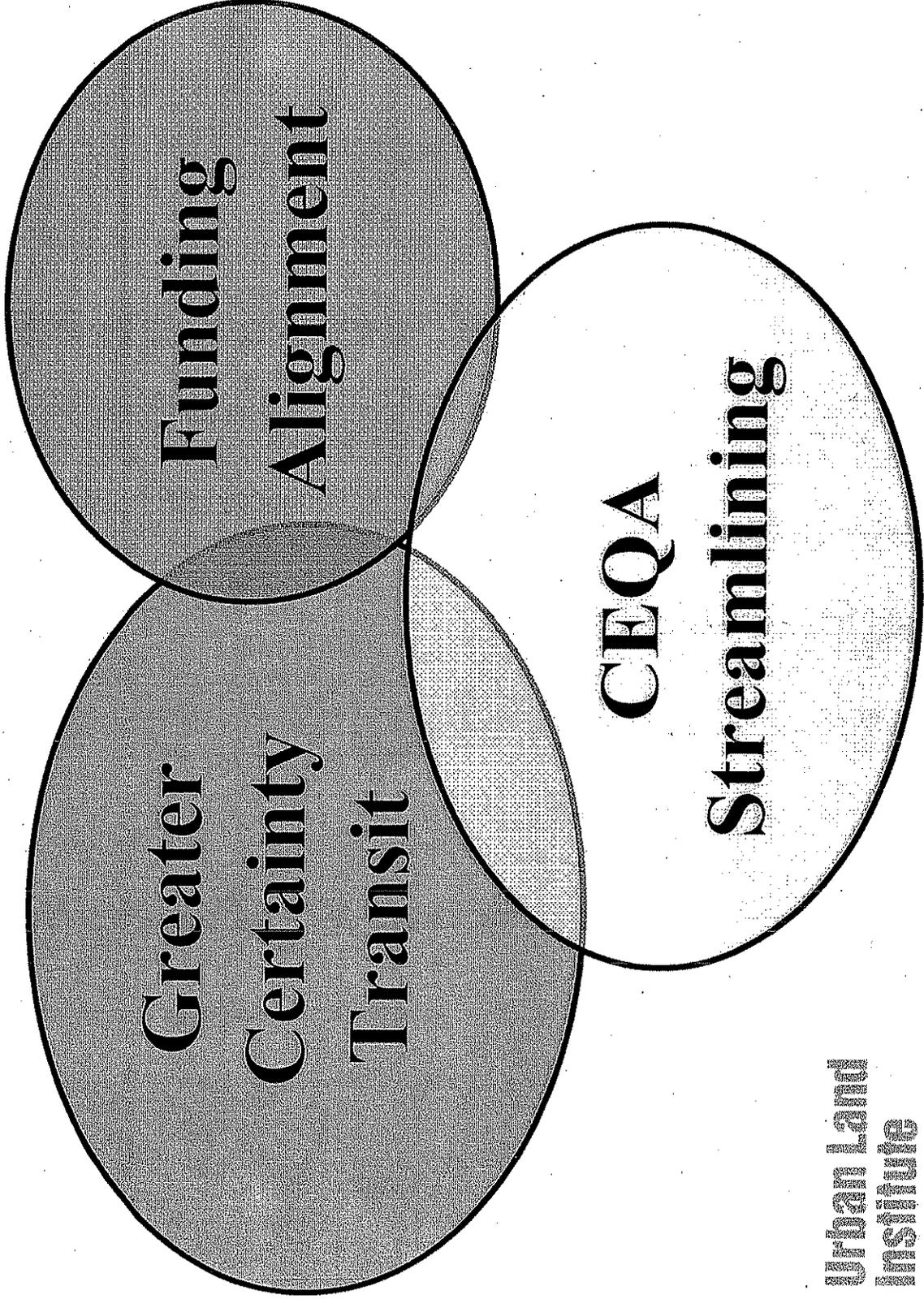
The cohesive regional  
approach of SB375

Creates

Economic benefits for:

- regions
- cities
- households

Value of SB 375 realized only with:



# Align policy and funding allocation





# Bottom line

- The Great Recession is no excuse for making bad investments in the way California communities grow
- SB375 creates value by shaping land use to enhance investment that responds to the market
- To fully capture the value of SB375, California needs to enhance transit funding certainty, align policies to direct funding, and fix CEQA
- ULI Next Steps: Discuss with media, meet with decision-makers, engage the SCS process on a regional scale