

# Bay Area Public Officials Leadership Forum

Co-Sponsored by

The San Francisco District Council of the Urban Land Institute

and

The Institute of Urban and Regional Development

University of California at Berkeley

## Agenda

Thursday, June 9, 2005

5:00 p.m. **Reception and Dinner, Seaborg Room, The UCB Faculty Club**

Featured speaker: **Kevin Starr**, Professor of History, University of Southern California; author, *California on the Edge*

Friday, June 10, 2005: All-Day Forum, Heyns Room, The UCB Faculty Club

8:30 a.m. Continental breakfast

9:00 a.m. Introductions and Overview of the Day

9:30 a.m. The Future of Bay Area Real Estate Markets: What sectors of the Bay Area economy are most likely to grow over the next ten years? How will projected housing and job growth affect Bay Area cities and counties, creating both opportunities and problems? What is the future of retail development? International real estate guru and UC Berkeley professor **Ken Rosen** (Fisher Center for Real Estate and Urban Economics) will review the macro and development trends likely to shape the Bay Area.

10:15 a.m. Coffee Break

10:30 a.m. Development Economics: How do local plans and zoning ordinances shape development patterns? What determines the value of a site? When is inclusionary housing justified? How should impact fees be set? When and where does transit-oriented development make sense? UC Berkeley planning professor **John Landis** will introduce you to the economics of urban development and how they affect the use of land.

Noon Lunch

1:00 p.m. Creative Approaches to Infrastructure Finance: Where will the money come from to renovate today's public facilities and invest in tomorrow's infrastructure? How can we fund the additional facilities needed to accommodate more intensive "smart growth" development? How do we adapt to a world where the voter is king when it comes to approving most new revenue sources? In this session **Robert Spencer**,

an economist and advisor to a number of local governments, will answer the above questions and talk about strategies for capital facility and infrastructure financing as tool for economic development.

- 2:00 p.m. Communication Skills for Leaders: Credibility, Likeability, and Hostile Audience Management. Real estate leaders face off against tough communication audiences: politicians, planners, NIMBY neighbors, and investors. In this session, community relations expert and author **Debra Stein** will show you how you can reduce communications resistance by boosting your "likeability," enhancing your credibility, and avoiding and managing insults, personal attacks, and hostile audience situations.
- 3:15 p.m. Break
- 3:30 p.m. Development Policy and Development Politics: No one runs for office promising to implement an existing plan. Local officials want and need discretion to address the problems associated with bad projects at the same time that they want to promote certainty and better development forms. UC Berkeley professor of public policy **John Ellwood** will explain how to locate individual policy and project decisions within a larger framework of promoting good while insuring citizen access.
- 4:15 p.m. Summary and Next Steps
- 4:30 p.m. Certificates of Achievement; Adjourn