



Education

Master of City Planning
University of California, Berkeley

Bachelor of Arts, Psychology
Pitzer College

Professional Experience

Principal, Bay Area Economics
(1987-1998)

Associate Planner, Sedway
Cooke Associates
(1983-1987)

Selected Publications

Transit and Regional Economic Developm

TOD and Employment, 2011

CDFI's and TOD, 2010

Contact

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Dena Belzer is the founder and President of Strategic Economics. Ms. Belzer has over 30 years of experience working on urban economic issues ranging in scale from regional growth management strategies to individual development projects. Ms. Belzer's specializations include transit-oriented development, economic development, infrastructure funding and financing, and project implementation. Ms. Belzer was a founding member of the Center for Transit Oriented Development and is a nationally recognized thought leader in the urban economics field, having served as an advisor and/or key speaker at activities sponsored by various groups including the Urban Land Institute, the American Planning Association, the U. S. Environmental Protection Agency, The U.S. Department of Housing and Urban Development, and the Mayors Institute for City Design. Ms. Belzer currently holds the Cornish Chair for Regional Planning at the University of California, Berkely.

Selected Projects

Regional and Corridor Planning

High Road Infrastructure Financing; a National Study; 2015-ongoing

Ms. Belzer is part of a national team of experts studying ways to fund and finance infrastructure to ensure that these investments will deliver more than just core functions, like energy delivery, but will also provide a range of social, environmental, and resiliency benefits. Key opportunities for high road investments include transit and TOD projects. This work is being led by the Natural Resources Defense Council and funded by the Ford Foundation.

SANDAG Regional TOD Strategy, San Diego County, CA; 2015

Strategic Economics contributed to this effort, led by AECOM, by preparing an economic context report that illustrated what uses and development types would likely be developable in various transit-oriented locations around the region representing a range of market contexts. This analysis also demonstrated what building types could work in stronger or weaker market settings, and what impact reduced parking requirements combined with increased densities would have on project feasibility. Ms. Belzer also participated in the project as a national TOD thought leader and was instrumental in helping to illustrate how TOD can work in different settings and the impact that certain policy adjustment can have to accelerating financial feasibility for TOD projects. Ms. Belzer served as SE's Principal in charge for this assignment.

Northwest Indiana, Proposed West Lake Commuter Rail Corridor, Indiana; 2017

The Northwest Regional Development Authority retained a consultant team to prepare TOD concept plans and implementation strategies for four proposed station areas along the proposed West Lake commuter rail corridor. Strategic Economics prepared a real estate market analysis for all four station areas that demonstrated how demand for housing would change significantly with the new transit accessibility offered by the commuter rail line and the ways in which connecting the four new stations with each other would also help strengthen each area's market conditions. Strategic Economics also prepared an implementation/market accelerator strategy for each station area; and test the financial feasibility for six TOD project types.

Dena Belzer

Principal

TOD Corridor Market Readiness Assessment, *Birmingham Alabama; 2017*

As part of the Federal Transit Administration's Ladders of Opportunity TOD Technical Assistance Program, Strategic Economics prepared a Corridor-wide TOD market readiness assessment for a proposed bus rapid transit line in Birmingham Alabama. Because Birmingham has no high frequency transit, this assessment focused on characterizing the real estate market benefits that would result from tying together the 19 proposed station areas. This assessment evaluated existing market conditions at east station location, identified major opportunity sites, and proposed initial TOD strategies to focus public investments, organize various kinds of public/private partnerships, and leverage existing market momentum to catalyze future private investment.

Assessing the Potential Development Impacts of BART Silicon Valley Phase II, *City of San Jose; 2016*

The City of San Jose hired Strategic Economics to prepare an assessment of development potential at the City's three proposed BART Phase II station locations. This assessment including identifying potential development sites in each station area, including all publicly owned property, existing real estate market conditions, and demographic and employment trends. Ms. Belzer was the advising Principal on this assignment.

EPA Smart Growth Technical Assistance - Infrastructure Financing Options for TOD, *National; 2012*

Strategic Economics was the technical lead on this project and Ms. Belzer as Principal-in-Charge, led her team in preparing an overview of existing and emerging tools for funding and financing TOD infrastructure and; demonstrated how some of these tools could be assembled into financing models. Ms. Belzer also provided technical assistance on TOD infrastructure implementation to four communities: Cobb County and the Cumberland Community Improvement District, Georgia; South Suburban Mayors and Managers Association (Chicago area), Illinois; Utah Transit Authority, Salt Lake City, and Sandy City, Utah; and City of Wheat Ridge, Colorado.

EPA Sustainable Communities Building Blocks Technical Assistance, *National; 2011 and 2013*

Ms. Belzer led Strategic Economics in developing toolkits for communities to assess existing conditions and develop strategies related to equitable economic development and economic and fiscal sustainability. She facilitated workshops and provided technical assistance in recipient communities including Deerfield Beach, FL; Omaha, NE; and Fargo, ND.

Area Planning and Equitable Development

U. S. Environmental Protection Agency Equitable Development Tool, *a National Resource; 2012-2013*

Strategic Economics led a consultant team in working with the U.S. EPA to design a tool that communities could use to identify strategies that would enable existing businesses and residents to benefit from new development in their neighborhood. Ms. Belzer led this work effort including conducting workshops in Tulsa, Oklahoma and Buffalo, New York.

West Oakland Equitable Economic Development Plan, *Oakland, CA; 2012-2013*

Ms. Belzer led a study to for business and workforce development in West Oakland. The final Equitable Economic Development plan aimed to empower existing residents and businesses to participate in and benefit from the new development and economic activity planned for West Oakland, and included strategies to promote community-based economic development, better connect employees to job training opportunities, and leverage future real estate development for community benefit.

Martinez General Plan Update Support, *Martinez, CA; 2012*

Strategic Economics provided analysis and strategic advice to the City of Martinez regarding the link between the city's economy, demographic trends, land use patterns, and the resulting impact on the city's fiscal health. The team analyses informed their recommended strategies for how the city could ensure that future property values achieve their maximum potential and thereby improve the city's long-term fiscal health. Ms. Belzer was the Principal in Charge.

Economic Base Analysis, Market Analysis, and Economic Development Element for the General Plan, Redwood City, California; 2008

Strategic Economics conducted an economic base analysis for Redwood City, which included a profile of current and historic employment trends and a market analysis of housing, commercial, and industrial land uses. Strategic Economics researched trends in the composition and size of businesses in the City, identified the future economic opportunities and challenges, made policy recommendations for fostering a diverse and resilient local economy, and drafted the General Plan Economic Development Element.

West Hollywood General Plan, West Hollywood, CA; 2010

As part of a team of consultants, Strategic Economics was hired by the City of West Hollywood to conduct an economic analysis in support of its comprehensive General Plan update. Analysis for this project was tailored to address key areas of concern identified by City staff, including maintaining a competitive advantage over neighboring commercial districts and ensuring long-term fiscal diversity and sustainability. Major findings were synthesized into a technical background report to inform the City's land use alternatives and economic development strategy. Ms. Belzer was Principal-in-Charge.

Bergamot Area Plan, Santa Monica, California; 2013

As part of a consultant team, Strategic Economics conducted market and financial analysis for the City of Santa Monica in support of the Bergamot Area Plan. One of the strongest "creative" office markets in the region, the Bergamot study area also includes more than 40 commercial galleries at the Bergamot Art Center, as well as the future Bergamot station on the Exposition light rail line. Strategic Economics conducted a detailed market study and financial feasibility analysis to assist the City and consultant team in identifying the land uses and building types which were both economically feasible and fit the goals of local business owners, residents and stakeholders, as well as citywide and regional objectives. The Santa Monica City Council adopted the plan in September 2013. Ms. Belzer was the Principal-in-Charge of this project and helped the City develop a Financing Strategy for the area.

Envision San Jose General Plan Update, San Jose, CA; 2015

Strategic Economics prepared an analysis of San Jose's employment and industrial lands to inform potential revisions to the City's General Plan. The work considered future trends in land use for various employment uses, and measured the demand for space relative to the supply of vacant lands in the City. This analysis also informed policy options for converting industrial land to other uses including housing. Ms. Belzer served as the Advising Principal for this assignment.