

Innovation + Integration

A summit on the Economic Impact of Linking Jobs, Housing & Transportation Planning

Speaker Bio

Shelley R. Poticha

President and Ceo, Reconnecting American & The Center for Transit-Oriented Development

Shelley Poticha is the President and CEO of Reconnecting America, a national non-profit organization working to integrate transportation systems and the communities they serve, with the goals of generating lasting public and private returns, improving economic and environmental efficiency, and giving consumers greater choice. Reconnecting America has two major projects: The Center for Transit-Oriented Development (CTOD) which assists developers, transit agencies, communities and investors to use transit investments to spur a new wave of development that improves housing affordability and choice, revitalizes downtowns and urban and suburban neighborhoods, and creates lasting value and high quality urbanism; and Reconnecting America's Transportation Networks (RATN) which is working to redefine national policies for intercity travel in order to integrate our separately functioning aviation, passenger rail and intercity bus systems into a more convenient, secure, financially viable and sustainable network.

CTOD has recently completed the national first market assessment of the demand for housing near transit and is working with the Federal Transit Administration and several regions to create incentives to help communities remove barriers to realizing this demand.

Prior to this position, she was the Executive Director of the Congress for the New Urbanism (CNU) from 1997-June 2003. CNU is a nonprofit membership organization made up of professionals, elected officials, and community activists who share a belief that compact, pedestrian-friendly, mixed-use neighborhoods are the best building blocks for vibrant communities. During her tenure, Ms. Poticha guided CNU's growth into a nationwide coalition with a prominent voice in national debates on urban revitalization, growth policy, and sprawl. She also forged alliances with major land development interests, environmental and community organizations, and federal agencies.

As Executive Director of CNU, Ms. Poticha launched a number of key initiatives including resource materials and education programs addressing inner-city revitalization, mixed-income housing, infill development techniques, environmental preservation, alternative transportation policies, and real estate finance reform. She grew the organization from 150 to over 2,500 members; staged annual conferences that drew 1,500 attendees; and oversaw the development and execution of major new programs, including a Regional Partnership Program, an awards program, and a website and media strategy.

Before joining CNU, Ms. Poticha was a planner and consultant for 17 years, working with urban and suburban communities, regional agencies, non-profit groups, community activists, and developers. She served as the San Francisco Bay Area representative for the Surface Transportation Policy Project (STPP), a non-profit organization advocating transportation policies and investments that help protect environmental quality, strengthen the economy, promote social equity, and make communities more livable. For eight years she was a Senior

Associate with Calthorpe Associates, a Berkeley-based consulting firm that provides planning and urban design services to public agencies and developers interested in promoting compact regions, pedestrian- and transit-oriented neighborhoods, and livable communities.

Ms. Poticha has lectured extensively throughout the United States and has served on the faculty of the University of California, University of Oregon, the Seaside Institute, Lincoln Land Institute, and the Mayor's Institute on City Design. She has co-authored three books: *The New Transit Town*, *Charter of the New Urbanism*, and *The Next American Metropolis*, as well as numerous articles and publications on new urbanism, mixed-income housing and transit-oriented development.

She has served as a member of the U.S.-China Residential Building Commission and as an advisor to HRH Prince Charles and The Prince's Foundation, UK.

Ms. Poticha holds a Master of City Planning from the University of California, Berkeley, and a Bachelor of Arts from the University of California, Santa Cruz. She lives in Oakland, California with her husband and twin daughters.