



**Al Savay, AICP**

Al is the Community and Economic Development Director for the City of San Carlos in San Mateo County, California. There he oversees the Planning, Economic Development, Housing, Building and Code Enforcement Divisions. Prior to joining San Carlos, Al was the Zoning Administrator for the City of Mountain View and project manager for the Downtown Precise Plan Update and Mountain View Rowhouse Guidelines, a California APA award winner. Prior to Mountain View, Al was the Planning Manager with the Daly City Economic and Community Development Department. Al has a B.S. in City and Regional Planning from California Polytechnic State University, San Luis Obispo. He is the Chair of the Bay Area Planning Directors Association and a member of the Association of Bay Area Governments Regional Planning Committee. He has been a featured speaker for the League of California Cities Planners Institute and San Jose State University's Perspectives in Planning Speaker Series. He lectures on Comprehensive Planning and Management for the Northern California AICP exam preparation class.

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**Amy Nicholson**

Amy joined the City of Santa Rosa in 2014. She has held positions in both advance (long-range) and current planning, culminating in her current role as Supervising Planner for the Current Planning section. Amy was a key team member in the development and adoption of the City's Downtown Station Area Specific Plan. She has a particular interest in urban and landscape design and is proud of her work as the liaison to the City's Design Review Board. Amy holds a Bachelor of Arts in Environmental Studies and Planning from Sonoma State University.

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**Brian Hannagan**

With over twenty-five years of experience in landscape architecture focused on streetscape design, Brian Hannagan offers an expansive view of urban design. Inspired by the needs of the client and the diverse talent of his team, Brian's excitement for creative collaboration transcends into each of his projects. From streetscape to multimodal transportation, he brings an all-encompassing approach to compelling urban design. Through collaborative participation, multidisciplinary engagement and innovative design solutions, Brian is committed to creating accessible spaces that enhance the quality of life for the individual and the community.

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**Debbie Lagomarcino Rudd**

Debbie delivers over thirty years of experience with RRM Design Group, advancing projects from the early visioning and policy stages through construction. She undertakes urban design plans and policy documents with a realistic approach that brings about implementation. As a principal of the firm, Debbie leads with a cultivated knowledge of planning and design and a passion for downtowns. With experience in urban design, public space design, downtowns, and planning principles, Debbie offers creative solutions that get built. Excelling in public outreach, she translates the community's goals and concerns into cutting-edge workable designs and policy documents easily understood by the public and implemented by the city.

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**Hazel Wetherford**

Hazel Wetherford is currently the Economic Development Director for the City of Dublin. As the Director, she manages the Office of Economic Development working to attract, expand and retain businesses to the Dublin community. In this role, she oversees all aspects of the City's economic development activities including the Downtown Dublin Preferred Vision and the Fallon Road Economic Development Zone.

Mrs. Wetherford has been with the city since 2011. Prior to Dublin, she previously spent time at the California State Legislature and the City of Brentwood. Ms. Wetherford also enjoys giving back to the local government profession, having served as President of Municipal Management Association of Northern California, and currently volunteers with several organizations such as the Local Government Hispanic Network, Urban Land Institute's Technical Assistance Panel, California Association for Local Economic Development, and Cal-ICMA.

Mrs. Wetherford holds a Masters in Public Administration from the University of San Francisco, is an Accredited California Economic Developer, and has more than 19 years of experience in local government administration.

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**Jason Moody**

Jason Moody is a real estate economist and Managing Principal at Economic & Planning Systems (EPS), a California based urban economics consulting firm. He has over 25 years of consulting experience with public and private sector clients throughout California and beyond, focusing on real estate development, public finance, and economic growth trends and strategies. Working out of the EPS Oakland office, Jason has gained a deep understanding of the San Francisco Bay Area economy and the housing and commercial real estate markets therein. He is a frequent presenter on downtown, corridor, and transit-oriented development trends and has provided analysis to support State housing legislation.

Prior to joining EPS, Jason worked as a journalist in Washington, D.C. covering national legislative issues as well as an analyst for the Port Authority of New York/New Jersey and later for the San Francisco Budget Office. He received a Master of Public Policy (MPP) degree from the University of California's Goldman School in 1995 and BA in economics from UC Santa Cruz in 1988.

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**Jessica Jones**

Jessica graduated from Sonoma State University in 2000 with a BA in Environmental Studies and Planning. After working for several local jurisdictions in the Bay Area between 2000 and 2006, Jessica joined the City of Santa Rosa in 2006. Between 2006 and 2019, Jessica worked in both the development review and advance (long-range) planning sections of Santa Rosa's Planning Division, and currently holds the position of Deputy Director of Planning, overseeing both sections. In her time at Santa Rosa, Jessica has worked on a number of policy and regulatory initiatives related to downtown and housing development, including implementation of the original Downtown Station Area Specific Plan, adopted in 2007.

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**Mike Ghielmetti**

Michael Ghielmetti is the founder and President of Signature Development Group, a private real estate development company based in Oakland, California that specializes in residential and mixed-use projects in Northern California. He oversees all aspects of the developments from acquisition to build-out. Prior to founding SDG, Mr. Ghielmetti was a principal at Signature Properties, Inc. one of Northern California's largest private land development and homebuilding firms. Mr. Ghielmetti has developed and invested in over 50 residential, commercial and mixed-use real estate projects valued at over \$3.0 billion.

Mr. Ghielmetti is actively involved in industry and business groups. He has served on the Board of Directors of the California Building Industry Association, the Building Industry Association of the Bay Area, including the position of Chairman, and Co-Chair of the Pacific Coast Builders Conference. Mr. Ghielmetti also served as Chair of the Jobs and Housing Coalition, an Oakland based business advocacy group. Since 2015, he has also been on the Board of Directors of the Bay Area Council, the regional business group for the San Francisco Bay Area.

He has given generously of his time and resources on behalf of community and charitable groups, including UCSF Benioff Children's Hospital Oakland, Cypress Mandela Training Center, Covenant House and UC Berkeley's Cal Performances.

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**Sofie Kvist**

Sofie Kvist was trained in Urban Design at Aarhus School of Architecture, in Denmark. With +15 years of experience working across the globe, — from Scandinavia and Europe to Asia, Australia, and the Americas — she joins her passion for people-centered design at a variety of scales — from public realm strategies to urban transformation, to public space design. Ms. Kvist strongly believes that user-oriented design at all scales begins with an understanding of what people need, want, and care about: without people and process, there is no project. Currently, she is the Consultant Associate Project Lead for The Master Plan for the Future of Stephen Avenue in Calgary, Redevelopment of North DuSable Lake Shore Drive in Chicago, and Castro Street Mountain View CA, among others. She brings her expertise in active mobility, placemaking, neighborhood transformation, and development to each of her projects. Using a combination of prototyping and engagement, Ms. Kvist is skilled at reaching stakeholder consensus at strategic points throughout the project cycle. Ms. Kvist is from Copenhagen, and currently lives in San Francisco where she works for Gehl Studio.

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**Stefan Pellegrini**

Stefan's passion for revitalizing and reimagining places has roots in a childhood spent in the Rust Belt where he experienced first-hand the impacts of declining industry. He works tirelessly to demonstrate how physical placemaking strategies can provide a means to empower residents, build social capital, and nurture community. Inspired by places of all scales and the work of those that advocate for public life within them, he skillfully brings diverse people, ideas, and opinions together to shepherd successful, productive and beautiful projects.

His work spans more than twenty years and includes mixed-income neighborhoods, downtown urban design plans, community revitalization strategies, and regional plans and codes across the US and abroad, and has been recognized by awards such as the Driehaus Form-Based Code Award, the CNU Charter Award, and the Hawai'i APA Outstanding Planning and Best Practice Award. He is also a devoted educator, teaching in the Urban Design program at the University of California, Berkeley, and frequently speaking on Urban Design, Form-Based Coding, Small Town and Rural Revitalization, and Infill/Missing Middle Housing.

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