

## **L. Katharine White**

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### **EXPERIENCE**

#### **Executive Director, August 2005 – present**

**Urban Land Institute – San Francisco District Council, San Francisco, CA**

**[www.ulisf.org](http://www.ulisf.org)**

First Executive Director of 2,400-member organization committed to fostering leadership in the responsible use of land and to creating and sustaining thriving communities.

- Developing operational, financial, and management systems necessary for building a fast-growing organization.
- In first two years on the job:
  - Grew membership by over 700 to 2,400 total.
  - Increased annual sponsorship revenue by 70% to a total of \$400,000.
  - Grew annual budget from \$450,000 to \$700,000.
  - Grew educational programs from 30 to 55 events with a corresponding 70% increase in attendance.
  - Published first-ever annual reports.
  - Edited and published quarterly newsletter.
  - Created “About Us” and “Get Involved” promotional brochures.
  - Secured first-ever news coverage for the district council.
  - Hired first-ever District Council Programs Manager and Administrative Assistant, and managed UrbanPlan Director and various other contractors. Instituted internship program.
  - Created first-ever Executive Committee and working committees’ goals and responsibilities descriptions, totaling 150 active ULI volunteers.
  - Managed UrbanPlan curriculum in public schools to reach 800 students with 200 volunteers.
  - Launched new Young Leaders programs including “Learn from the Best” mentoring series and “Peer-to-Peer” workshops.
  - Established partnerships with the two leading Bay Area regional agencies (Metropolitan Transportation Commission and Association of Bay Area Governments) to launch “TOD MarketPlace” reaching 12 cities with development experts on their transit-oriented development plans. Recruited and managed 60 ULI volunteers on technical assistance teams. Secured multi-year Community Foundation grant to support project.
  - Launched [www.urbanmap.org](http://www.urbanmap.org), a comprehensive, Bay Area development-opportunities website. Secured \$25,000 foundation grant for site.
- Facilitated and managed organizational assessment and Board creation of 3-year Strategic Plan.

**Executive Director, January 2003 – August 2005**  
**Founding Board member, December 1998 – December 2002**  
**San Francisco Housing Action Coalition, San Francisco, CA**  
**[www.sfhac.org](http://www.sfhac.org)**

Founding Executive Director of non-profit advocating for well-designed, appropriately located housing that meets the needs of present and future residents of San Francisco, today a 70-organizational member coalition.

- Developed operational, financial, and management systems necessary for building a new organization.
- Recruited 50 organizational members, representing approximately 50,000 San Franciscans. Recruited new organizational members, including non-profit and for-profit developers, as well as business, environmental, neighborhood, and labor groups.
- Recruited, coordinated and staffed Steering Committee and four working committees, totaling 80 active volunteers.
- Researched funding sources, wrote foundation grants and established relationships with grant makers to raise annual budget.
- Crafted San Francisco housing policy and strategy. Successes include creation of the Planning Department's "Better Neighborhoods Program" and passage of the City's Inclusionary Zoning Ordinance. Advocacy projects included "Housing Over Retail" incentive legislation, transit-oriented-development legislation, in-law units legislation, and strategies for affordable housing financing.
- Organized support at the Planning Commission and at the Board of Supervisors to secure approval of new housing (over 3,000 new units approved).
- Was appointed to and served on Mayor Newsom's Housing Task Force, charged with identifying solutions to City's affordable housing crisis.
- Coordinated and facilitated housing roundtables, tours, and special events.
- Represented organization in the press; secured press coverage.
- Established, organized annual "San Francisco Housing Hero Award."
- Wrote and distributed bi-monthly e-newsletter.
- Established partnerships with sister organizations in the region.
- Hired and managed Project Coordinator, managed interns.

**Co-Executive Director, October 2000 – December 2002**  
**Founding Board Member, September 1998 – June 2006**  
**City CarShare, San Francisco, CA**  
**[www.citycarshare.org](http://www.citycarshare.org)**

Founding Board Member and Co-Director of a neighborhood-based, high-tech, automated, non-profit car-sharing service, today serving 10,000 members with 300 cars and 20 employees.

- Developed operational, financial, and management systems necessary for building a new non-profit business.
- Researched funding sources, wrote foundation and government grants, and established relationships with grant makers (raised \$8 million).
- Managed staff of six.
- Recruited board, staff, and volunteers.
- Served as the first finance and first operations manager.
- Helped develop media campaigns associated with the launch of City CarShare, securing dozens of press stories.
- Established inter-operability partnerships with car-sharing organizations in other cities.

- Established relationships with developers to provide parking in new developments.
- Spoke frequently in public to promote car-sharing as part of the livable cities movement.
- Grew City CarShare from zero to 6,000 members.

**Sustainable Cities Program Director, August 1997 – October 2000**

**Urban Ecology, Oakland, CA**

**[www.urbanecology.org](http://www.urbanecology.org)**

Director of land use advocacy campaigns to promote ecologically healthy and socially just cities.

- Authored Urban Ecology's "10K platform" on Oakland Mayor Jerry Brown's call for 10,000 new units downtown.
- Appointed and served on Oakland Councilmember Jane Brunner's Housing Task Force.
- Initiated "Fair Share Housing Campaign" to ensure the implementation of the Association of Bay Area Government's (ABAG) housing directives in targeted cities.
- Served on Steering Committee for the update of "Blueprint for Bay Area Housing," an ABAG publication assisting cities to shape their general plan's housing element updates.
- Co-founded and organized the City of Fremont's People for a Livable Accessible Community Environment (PLACE) to educate the public and influence the city's downtown plan, aiming to transform it from a strip mall to an urban village. Organized walking tours, public forums, commentary at council meetings, and secured 10 pieces of news coverage.
- Strengthened the City of Napa's Housing Coalition to ensure the allowance of higher density and affordable housing in Napa's General Plan.
- Founded the Progressive Development Network, coordinated special events, published "Urban Infill Developers Portfolio" and established Urban Ecology as a resource for community groups and local governments looking for progressive developers to build their projects.
- Researched, wrote, and published a set of six Bay Area sustainable development case studies.
- Organized a 150-person Urban Infill Symposium June 1999 in Oakland with Mayor Jerry Brown as keynote.
- Authored, fundraised for, and managed role-play-based transit curriculum in the Oakland public high schools.
- Coordinated outreach for Urban Ecology's major publication, *Blueprint for a Sustainable Bay Area*. Secured: 9 awards, 19 pieces of news coverage, 11 national book reviews, 10 local newsletter mentions, and 125 public presentations.
- Coordinated and oversaw 1999 reprint of the *Blueprint*.

**National Field Organizer June 1996 – January 1997**

**National Low Income Housing Coalition, San Francisco, CA** (central office in Washington, DC)

Director of western states congressional lobbying campaign to fund HUD, campaign successfully secured \$375 million in federal funds for low-income housing for the LIHPRA program.

- Oversaw organizers in 20 western states.
- Facilitated tenant meetings in California, Montana, and Arizona.
- Recruited volunteers.
- Generated press coverage.

- Created public policy information mailings.
- Lobbied Congress from western states, and in Washington, DC.
- Raised funds.

**Project Manager/Tenant Coordinator November 1993 – November 1995  
Carmen Marine Tenants Association, Chicago, IL**

Organized transition to cooperative ownership and rehabilitation of 300-family, mixed-income high-rise housing development.

- Served as liaison among architects, developers, management, consultants, construction company, tenants, tenant Board of Directors and the public.
- Conducted strategic planning with Board of Directors.
- Facilitated community input on architectural designs.
- Chaired Tenant Outreach Committee.
- Organized membership drive.
- Implemented leadership training.
- Produced newsletter.
- Coordinated community events.
- Served as liaison to city-wide tenant coalition and representative to National Association of HUD Tenants' annual meeting in Washington, D.C.

## EDUCATION

MA, Public Administration. Urban Emphasis. San Francisco State University, 2008

BA, Political Science. Minor in Religion. Oberlin College, 1993

## PUBLICATIONS

*TOD MarketPlace: Lessons Learned from Connecting Cities and Developers to Transit-Oriented Development*, (Editor), December 2007, ULI San Francisco

*Housing Over Retail: Creating Incentives for the Replacement of Single-story Retail Sites With Mixed-Use Projects*, May 2004, San Francisco Planning and Urban Research Association journal

*Community Vision/Regional Action: The San Francisco Housing Action Coalition*, March 2003, San Francisco Planning and Urban Research Association journal

*Specific Area Plans: Building Consensus for Infill Housing*, August 1999, SPUR Newsletter

Urban Ecology case studies, 1998, entitled: *Making Residential Density Work, Encouraging Mixed Uses, Designing Out Parking Spaces, Reconciling the Separation Between Home and Work, Building More Intensively, Promoting Second Units*