

CURRICULUM VITAE

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EDUCATION

Ph.D. in Urban Planning, 1991.

Graduate School of Architecture and Urban Planning, University of California, Los Angeles.

Major field: Urban Transportation Policy.

Dissertation: *Employer Parking Subsidies, Mode Choice, and Public Policy*.

Dissertation Committee: Donald Shoup, Martin Wachs, Kenneth Small, Bryan Ellickson, and Robin Liggett.

Master of Planning, 1983.

School of Urban and Regional Planning.

University of Southern California, Los Angeles, California.

Bachelor of Environmental Studies, Honors Urban and Regional Planning, 1978.

School of Environmental Studies.

University of Waterloo, Waterloo, Ontario, Canada.

ACADEMIC EXPERIENCE

Department of Urban and Regional Planning, California State Polytechnic University, Pomona. Located in the College of Environmental Design, the Department offers accredited graduate and undergraduate planning degrees with a learn by doing educational philosophy.

Professor, 1992 – 2002; 2003 - present

Associate Professor, 1986 - 1992

Granted tenure September 1992. Received Provost Award for Excellence in Research and Creative Activity in 2015. Key accomplishments include:

Teaching and Research Supervision

Teach graduate and undergraduate courses in transportation planning, climate change planning, planning theory, policy analysis, professional practice, planning studio, and negotiation. Use collaborative learning teaching techniques. Recognized by students and peers as an effective teacher. Twice awarded Outstanding Faculty in the College of Environmental Design and inducted as a Fellow of the American Institute of Certified Planners in 2008 in the teaching and mentoring category.

Introduce teaching innovations through on-line teaching, discussion groups, and coordination of faculty efforts. Masters theses chair for topics such as transit station area planning, bicycle use, mid-day travel at suburban activity centers, travel behavior, and the congestion management plan process.

Governance

Chaired committees that drafted department strategic plans, accreditation self-studies, retention, tenure and promotion criteria and reviews, and organized and implemented Dale Prize for Excellence in Urban and Regional Planning events. Chaired faculty search committees. At the campus level, shaped the Cal Poly Pomona Campus Master Plan by writing vision statements (with Art Hacker), organizing workshops, and participating on a technical advisory team. Co-authored Cal Poly Pomona's Climate Action Plan (with Kyle Brown). Chaired the committee that developed a multi-disciplinary minor in Geographic Information Systems. Wrote the Strategic Plan for the College of Environmental Design Partners' Circle support group. Prepared SWOT for 2019 ENV Strategic Plan. Campus access and mobility consultant.

Research

Conduct policy-relevant research in transportation policy, planning theory, professional development, and educational assessment. See publications and conference paper sections for details. Funders include the U.S. Department of Transportation and other granting agencies. Served as Research Associate with the Leonard Transportation Center, California State University, San Bernardino and the Mineta Transportation Institute, San Jose State University.

Mentoring

Secured Cal Poly Pomona participation in the Minority Student Fellow program of the Transportation Research Board of the National Academy of Sciences (TRB). Mentored TRB student research fellows since the program's inception in 2009. Mentored three MURP students who have gone on to receive a Ph.D. Published papers with current students and alumni.

Selected University and College Service

University Committees	Lanterman Advisory Committee (2018 – 2020) Provost Award Selection Committee (2016 – 2018) Transportation Advisory Committee (2016 – 2017) Climate Change Commitment Task Force (2007-2015) Policy Framework and Transportation Subcommittees, Climate Change Commitment Task Force (2007-2015) Academic Senate Budget Committee (2009-2010) Co-author, Cal Poly Pomona Climate Action Plan (2009) University Architecture and Planning Committee (2003-2007, 2010) WASC Capacity and Preparatory Review Subcommittee (2006-2007) University Advising Task Force (2005-2006) Chair, WASC Action Team—Planning Group (2002, member 2002 – 2004) Search Committee, Chief of Police, Cal Poly Pomona (2001-2002) GIS Industry Advisory Committee (1999-2001, 2003) Co-Chair, University Council of Chairs (1997-1999, member 1994-2000) Chair, Geographic Information Systems Curriculum Subcommittee (1999-2000) Geographic Information Systems Task Force (1998) Faculty Affairs Committee of the Academic Senate (1997-1998) Professional Leave Committee (1995-1997) Graduate Council (1989-1993) Comprehensive Exam Subcommittee of the Graduate Council (1991) Faculty Senate Representative on University Parking Committee (1987-1999) Committee on Naming Buildings (1994-1996)
Selected College and Department Committees	Communication Committee (2020 – present) ENV Strategic Planning Advisory Committee (2018 – 2019) Environmental Scan preparer, ENV Strategic Plan (2018 - 2019) Coordinator, Planning Accreditation Board Self Study and visit (2014-2015) Strategic Planner, College of Environmental Design Partners' Circle (2015-2016)

Selected College and Department Committees (cont.)

- Chair, URP Curriculum Review and Outcomes Assessment Committee (2011-2013)
- Facilitator, ENV Review of Interdisciplinary Initiatives (2013 – 2014)
- URP Faculty Search Committee (2010-2011)
- Chair and member, URP Retention, Tenure and Promotion Committee (multiple years)
- ENV New Building Programming Committee (2006-2007)
- Chair, ENV Task Force on Community Engagement (2001)
- College RTP Committee (1993-1994; 1999-2001)
- ENV Committee to Enhance the Campus Master Plan (1998-1999)
- Assessment Committee (1997-1998)
- ENV Executive Council (1994-2000)
- Associate Dean Search Committee (1992) (Co-Chair)
- Research Institute Committee (1987-1990)
- Space Allocation Committee (1988-1989; 1997-1998)

Community Action Research, Community Service, and Service Learning

Undertake community action research projects such as studio classes that assisted the City of Pasadena and the Los Angeles community of Highland Park in developing plans for transit-oriented development. Created linkages between planning students and ESL students in an adult high school (Franklin). Provide pro bono planning services to non-profit organizations such as the Legal Aid Foundation, Meals on Wheels, and the Mount Washington Association.

Advise public agencies on transportation policy. Example agencies include the Federal General Accounting Office, the Southern California Association of Governments, the Los Angeles County Metropolitan Transportation Authority, and the San Francisco Civil Grand Jury. Served as a member of the Policy Committee of the Southern California Association of Government's East Los Angeles/West San Gabriel Valley Area Study (a long range multi-modal transportation study).

Created and advised a Research Associates program at Bay Area Rapid Transit District (2001, 2002, and 2008) that provided internship opportunities for graduate students from Cal Poly Pomona and elsewhere.

Service to the Planning Profession and the Association of Collegiate Schools of Planning

Member of the American Planning Association Academic-Practitioner Task Force (2019-2020) and the Education Task Force (2015-2017). Site reviewer for the Planning Accreditation Board (2009 – present; last review, MCRP program at the University of Texas at Arlington).

Transportation Research Board representative for Cal Poly Pomona (2008 – 2019). Advisor to the Transportation Research Board's Minority Student Fellows program. Vice Chair of the Transportation Division of the American Planning Association (elected position, 2000-2002). Organizer of professional development activities.

Active member of the American Planning Association (APA) and the Fellows of American Institute of Certified Planners (FAICP). Presenter at an Association of Collegiate Schools of Planners (ACSP) Administrator's conference and organizer of workshops on teaching at ACSP conferences. Organized AICP exam preparation workshops at Cal Poly Pomona (1987 - 1990, and 2016-17). Taught Los Angeles area AICP exam preparation workshops (1987 – 2008).

VISITING PROFESSORSHIPS, RESEARCH APPOINTMENTS, OTHER TEACHING

Planetizen. Course designer and instructor for eleven Planetizen video courses:

- The Role of Transportation in Social and Economic Life (2019)
- Transportation and the Environment, Public Health, and Social Justice (2019)
- Working with the Interaction of Land Use and Transportation (2019)
- Travel Behavior: Principles and Modelling Approaches (2019)
- Managing Travel Behavior: Regulations, Pricing, and Programs (2019)
- Strategies for Working with Roadway Capacity (2019)
- Making Transportation Plans: Technical Rationality Meets Politics (2019)
- Principles and Practices of Transportation Finance (2019)
- Early-Career Strategies for Successful Planning Practice (2018)

- Launching/Re-launching Your Planning Career (2018)
- Parking Reform Made Easy (2014)

Institute of Transportation Studies, Technology Transfer Program, University of California Berkeley

Instructor. Developed and taught eight-hour on-line course, “Parking Management for Sustainable Development – TE-55”. 2016, 2019, and 2021.

Urban Planning Program, School of Public Policy, University of California, Los Angeles. Adjunct.

Taught a Ph.D. planning theory seminar, UP 222B *Advanced Planning History and Theory I*. Spring 2017.

William and Barbara Leonard University Transportation Center, California State University San Bernardino.

Developed, coordinated and taught AICP Training Program for Caltrans employees. 2016.

Institute of Transportation Studies, Technology Transfer Program, University of California Berkeley

Lead Instructor. Developed and taught (with Vic Kamhi) two- and three-day versions of “Effective Transportation Planning Practice in California”. Initial course delivered June 2004; course was taught regularly until 2013. Course delivered to both a general transportation planning audience and Caltrans staff. Developed and team taught an on-line version of the course using Web X. Initial on-line course delivered October 2005. 2004 – 2013.

William and Barbara Leonard University Transportation Center, Cal State San Bernardino. Research Associate.

Completed research projects concerning travel behavior of multifamily housing residents and an assessment of 2050 travel demand in light of climate change and energy constraints; participated in planning sessions. 2008 – 2010.

Mineta Transportation Institute, San Jose State University. Research Associate.

Completed research project concerning travel behavior of those living in transit-oriented development along the Pasadena-Los Angeles Gold Line light rail corridor; provide peer review services. 2000 - 2008.

Urban Planning Program, School of Public Policy, University of California, Los Angeles. Visiting Professor.

Half-time appointment. Taught *Transportation and the Environment*. Team-taught *Transportation and Land Use* and *Transportation Economics, Finance and Policy*. Served on client project and thesis committees. Guest lecturer in other transportation planning and land use planning classes. Winter/Spring 1997.

Urban Planning Program, School of Public Policy, University of California, Los Angeles. Visiting Scholar.

Conducted research on suburban parking economics and policy. Spring 1992.

ACADEMIC LEADERSHIP EXPERIENCE

Department of Urban and Regional Planning, California State Polytechnic University, Pomona. Department Chair, 1994 – 2000, 2004 – 2008, 2012 - 2016.

Responsible for instruction, strategic planning, personnel, budget, curriculum, development, program accreditation, and public relations for the department. Oversaw multiple department self-studies and site visits for Planning Accreditation Board review. Strengthened and refined department’s niche, focusing on theory and practice linkages. Created the department’s first endowment and organized the Dale Prize for Excellence in Urban and Regional Planning.

Developed processes that led to a comprehensive redesign of the undergraduate and graduate curricula. Created activities that increased community and collegiality among faculty and students. Instituted assessment activities, including exit interviews of students, alumni focus groups, and alumni surveys. Mentored junior faculty and advanced the capacity of the organization.

Reestablished (with Steve Preston) the URP alumni association and provide ongoing support. Managed the growth of the department to become the largest in North America, as measured by students enrolled in PAB-accredited programs.

College of Environmental Design, California State Polytechnic University, Pomona. *Interim Dean, 2002 - 2003.*

The College of Environmental Design offers accredited degree programs in Departments of Architecture, Art, Landscape Architecture, and Urban and Regional Planning, as well as degree programs in regenerative studies.

Responsible for creating an environment in which the academic programs of the college excel. Headed a leadership team of four department chairs, multiple center directors, an associate dean, and a budget manager. Responsible for fiscal, personnel, and facilities management. Stimulated excellence in teaching, research, and scholarship. Led efforts for faculty and staff recruitment, development, and evaluation. Oversaw planning and management activities, including accreditation, space and enrollment planning, student recruitment and retention, and alumni development. Represented the college in University and external initiatives. Participated in efforts to gain external funding, resulting in gifts exceeding \$1 million in 2002/03.

Initiatives included developing short- and long-term space enhancement strategies and refocusing the ENV's donor group, the Partners' Circle, on ways of providing additional teaching space. Internally, reviewed and realigned responsibilities on the management team, hired six tenure-track faculty and two staff positions, conducted RTP reviews and mentored faculty, and increased communication with faculty and staff. Instituted community building strategies to enhance the sense of community among programs that are physically separated. Placed special emphasis on mentoring and advising new leaders in the College. Initiated new courses involving interdisciplinary collaboration and supported collaborations between ENV and other units in the University. Facilitated accreditation visits for the Departments of Urban and Regional Planning and Art.

Managed a \$7 million budget and the achievement of student enrollment targets. Developed budget analyses and scenarios regarding budget cuts. Developed budget analysis tools that provided transparency in search authorization decisions. Participated in Dean's strategy sessions for budget planning; attracted resources for capital improvements. Taught coursework in negotiation and mediation while serving as Interim Dean. Provided leadership on the University Architecture and Planning Committee and WASC accreditation self-study team. Collaborated with three other deans in advancing Geographic Information Systems education on the campus.

Division of Academic Affairs, California State Polytechnic University, Pomona. *Faculty Associate-Academic Master Planning, Office of the Vice President of Academic Affairs, 2002*

Served for six months as Faculty Associate-Academic Master Planning to support development of a master plan for the Academic Affairs Division (2002). Prepared analysis of participatory workshops, an environmental scan, and designed collaborative planning processes.

Other University Leadership Positions

Advisor to the President Coley, Campus Transportation and Parking (2018 – 2019)

Developed parking management, transit, and alternative transportation strategies for Cal Poly Pomona. Developed position of Executive Director of Transportation and Planning; assisted with recruitment.

Co-Chair (with Glenn Shenker), Transportation Group, Climate Change Committee Task Force. Cal Poly Pomona, (2007 – 2011).

Developed transportation and travel demand management proposals to reduce carbon emissions associated with travel to and from the Cal Poly Pomona campus. (2009 -2010)

Co-Author (with Kyle Brown), Greenhouse Gas Reduction Plan, Climate Change Task Force. Cal Poly Pomona, 2007 – 2009).

Developed a plan for achieving Cal Poly Pomona's greenhouse gas reduction through 2030. Plan builds on greenhouse gas inventory prepared by a class that was team taught with Dr. Kyle Brown.

Curriculum Development Chair, GIS Literate Campus Initiative, Collaboration of the Colleges of Environmental Design, Letters, Arts and Social Science, Engineering, and Science, 2001.

Led an effort that developed an interdisciplinary GIS Minor, approved by Academic Senate and administration in 2001 and currently in implementation.

Co-chair, University Council of Chairs, 1997 - 1999

Led an organization of department chairs at Cal Poly Pomona (with a co-chair). Developed leadership training activities, conferences, and represented the perspectives of department chairs to the University.

Graduate Program Coordinator, Department of Urban and Regional Planning, 1989 – 1993

Provided day-to-day oversight and advising, oversaw the direction of the graduate program, and undertook major review of graduate curriculum.

RESEARCH

The research and scholarly activities described in the following pages address transportation and land use planning, climate change planning, planning theory, and professional development. The transportation and land use research links analytic insight on travel behavior with the broader context for transportation decision-making. It addresses parking policy, transit policy, and integrated land use and transportation planning. Other transportation themes include the transportation planning process, travel demand management, and goods movement issues. Climate change research concerns transportation sources of emissions and university-level greenhouse gas mitigation planning.

The research in planning theory and practice focuses on issues of professional practice, planning process, pedagogy, and leadership. It generates, tests and applies planning theory, particularly communicative action theory, in various forms of planning. The professional development scholarship addresses issues in launching a planning career, mastering the dance between idealism and realism, and reflective planning practice.

The research and scholarly activity is distinguished by the following characteristics:

- **Addressing cutting-edge topics:** First book on parking requirement reform and companion volume on parking management; first publication on climate change planning in the *Journal of the American Planning Association*, first treatment of communicative action theory in transportation planning in the United States.
- **Influencing public policy:** Research shaped California's Parking Cash-Out Law (AB 2109); Bay Area Rapid Transit District's parking pricing reforms and transit-oriented development policy; City of Anaheim multimodal transit station planning, methods for assessing parking demand at transit-oriented development.
- **Collaborating with planning practitioners, linking theory and practice:** Co-authored articles with Payne, Smith, and Menotti (BART), O'Connor (CDM Smith), Hajjiri (City of San Diego), Okashita (City of Glendale).
- **Professional practice and mentoring:** A subject of scholarship and professional outreach. Directly mentored CPP professors Urey, Abdulkarim, and Lund, Transportation Research Board Minority fellows and graduate students and undergraduate students. Activities include a book, an APA blog series, and professional seminars.
- **Collaborating across disciplines:** Reibel (Geography), Cheng (Civil Engineering), and Brown (Landscape Architecture).
- **Linking research to curriculum innovation:** evaluative research concerning on-line discussion and hybrid teaching in graduate courses.

Books

Willson, Richard. 2021. *Reflective Planning Practice: Theory, Cases, and Methods*. New York, NY: Routledge.

Willson, Richard. 2018. *A Guide for the Idealist: Launching and Navigating Your Planning Career*. New York, NY: Routledge.

Willson, Richard. 2015. *Parking Management for Smart Growth*. Washington D.C.: Island Press.

Published by the China Architecture & Building Press, by arrangement with Island Press, in 2018. ISBN 978-7-112-23167-6

Willson, Richard. 2013. *Parking Reform Made Easy*. Washington D.C.: Island Press.

Published by the China Architecture & Building Press, by arrangement with Island Press, in 2018. ISBN 978-7-112-23093-8

Book Chapters

- Willson, Richard, Dennis Burns, and Brett Wood. 2018. "Planning Parking: Functions, Analysis, and Strategies." In *A Guide to Parking*. International Parking Institute, Kim Fernandez, and Rachel Yoka, editors. New York: Routledge.
- Willson, Richard. 2018. "Trends in Parking." In *A Guide to Parking*. International Parking Institute, Kim Fernandez, and Rachel Yoka, editors. New York: Routledge.
- Willson, Richard. 2018. "Parking Reform Made Easy." In *Parking and the City*. D. Shoup, editor. New York: Routledge.
- Willson, Richard. 2018. "Parking Reform for Smart Growth." In *Parking and the City*. D. Shoup, editor. New York: Routledge.
- Peter Gordon and Richard Willson. 1985. "The Determinants of Fixed Rail Transit Demand - An International Cross-Section Comparison." In *International Railway Economics* (pp. 159-176) K. Button and D. Pitfield, editors, Gower Publishing Company Ltd., U.K.

Refereed Journal Articles

- Okashita, Alex and Richard Willson. 2019. "Impact of Market-Rate Residential Parking Permit Fees on Low-Income Households." *Transportation Research Record: Journal of the Transportation Research Board*. DOI: 10.1177/0361198119878381.
- Willson, Richard and Karen Febey. 2018. "Evaluation of the Transportation Research Board Minority Student Fellows Program." *Transportation Research Record: Journal of the Transportation Research Board*. DOI 10.1177/0361198118758057.
- Willson, Richard. 2017. "A Day in the Life of a Parking Space: A New Metric for Parking Studies." *Transportation Research Record: Journal of the Transportation Research Board*, No. 2651. DOI 10.3141/2651-11.
- Willson, Richard and Aiden Irish. 2016. "Dynamic Parking Pricing Evaluation: A Framework for Metrics." *Transportation Research Record: Journal of the Transportation Research Board*, No. 2543. 143-151. DOI 10.3141/2543-17.
- Willson, Richard, Terri O'Connor and Samir Hajjiri. 2012. "Parking at Affordable Housing: Study Results in San Diego, California." *Transportation Research Record: Journal of the Transportation Research Record*, No. 2319 Volume 2319: 13-20.
- Willson, Richard and Michael Roberts. 2011. "Parking Demand and Zoning Requirements for Suburban Multifamily Housing." *Transportation Research Record: Journal of the Transportation Research Board*, No. 2245. Planning 2011, Volume 2: 49-55.
- Willson, Richard. 2011. "Beyond the Inventory: Planning for Campus Greenhouse Gas Reduction." *Planning for Higher Education*. 39: Planning Volume 2: 49-55.
- Willson, Richard. 2008. "In-Class-Online Hybrid Methods of Teaching Planning Theory: Assessing Impacts on Discussion and Learning." *Journal of Planning Education and Research*. 28: 237-246.
- Willson, Richard and Kyle Brown. 2008. "Carbon Neutrality at the Local Level: Achievable Goal or Fantasy?" *Journal of the American Planning Association*. 74: 497-504.
- Willson, Richard and Val Menotti. 2007. "Commuter Parking Versus Transit-Oriented Development: Evaluation Methodology." *Transportation Research Record: Journal of the Transportation Research Board*, No. 2021. (pp. 118-125) Transportation Research Board of the National Academies, Washington, D.C.

- Willson, Richard. 2006. "The Dynamics of Organizational Culture and Academic Planning." *Planning for Higher Education*. April – June 2006, pp. 5-17.
- Hollie Lund, Robert Cervero, and Richard Willson. 2006. "A Re-evaluation of Travel Behavior in California's TODs." *Journal of Architecture and Planning Research*. 23: 247-263.
- Willson, Richard. 2005. "Parking Policy for Transit-Oriented Development: Lessons for Cities, Transit Agencies, and Developers." *Journal of Public Transit*. 8: 79-94.
- Willson, Richard, Marianne Payne and Ellen Smith. 2003. "Does Discussion Enhance Rationality? Communicative Rationality in Transportation Planning." *Journal of the American Planning Association*. 69: 354 - 367.
- Willson, Richard. 2003 "Planning Theory in our own Backyard: Communicative Action in Academic Governance." *Journal of Planning Education and Research*. 22: 297-307.
- Willson, Richard. 2001. "Assessing Communicative Rationality as a Transportation Planning Paradigm." *Transportation*. 28: 1-31.
- Willson, Richard. 2000. "Comparing In-Class and Computer-Mediated Discussion Using a Communicative Action Framework." *Journal of Planning Education and Research*. 19: 409-418.
- Willson, Richard. 2000. "Reading between the Regulations: Parking Requirements, Planners' Perspectives and Transit." *Journal of Public Transportation*: 3: 111-128.
- Willson, Richard. 1998. "Impacts and Responses: Goods Movement after the Northridge Earthquake." *Journal of Transportation and Statistics*. 1, 2: 37-48.
- Willson, Richard. 1997. "Parking Pricing Without Tears: Trip Reduction Programs." *Transportation Quarterly*. 51: 79-90.
- Willson, Richard. 1997. "In the Shadow of Technology: Questions to Ask When Adopting Computer Applications in Planning Education." *Journal of Interdisciplinary Studies*. 10: 35-42.
- Willson, Richard. 1995. "Suburban Parking Requirements: A Tacit Policy for Automobile Use and Sprawl." *Journal of the American Planning Association*. 66: 29-42.
- Willson, Richard. 1992. "Estimating the Travel and Parking Demand Effects of Employer-Paid Parking." *Regional Science and Urban Economics*. 22: 133-145.
- Donald Shoup and Willson, Richard. 1992. "Employer-Paid Parking: The Problem and a Proposed Solution." *Transportation Quarterly*. 46: 169-192.
- Willson, Richard and Donald Shoup. 1990. "Parking Subsidies and Travel Choices: Assessing the Evidence." *Transportation*. 17: 141-157.
- Willson, Richard. 1989. "Zoning and Private Property Rights in the Progressive Era: A Comparison of the United States and Canada." *Cal Poly Scholar*. 2: 109-115.
- Willson, Richard. 1988. "Parking Subsidies and the Drive Alone Commuter: New Evidence and Implications." *Transportation Research Record 1181, Urban Traffic Systems and Parking*. (pp. 50-56).
- Willson, Richard and Patrick Roche. 1986. "Rideshare Requirements in Downtown Los Angeles: Processes for Achieving Private Sector Commitments." *Transportation Research Record 1082, Innovations in Ridesharing*. (pp. 1-6).
- Peter Gordon and Richard Willson. 1983. "The Determinants of Light Rail Transit Demand - An International Cross-Section Comparison." *Transportation Research A*. 18A: 135-140.

Monographs

- Kim, Dohyung and Richard Willson. 2016. "The Foothill Gold Line and Cal Poly Pomona: Travel patterns, millennials' preferences, and transit advocacy. Monrovia, CA: Foothill Gold Line Construction Authority.
- Willson, Richard, Barbara Sirotnik, Shel Bockman, and Christen Ruiz. 2010. "Travel Characteristics of Residents of Multi-Family Housing in the Inland Empire." William and Barbara Leonard University Transportation Center, California State University San Bernardino.
- Willson, Richard. 2010. "Road Prioritization: The Way Forward for Los Angeles." In A. Modarres (Ed.) *Los Angeles 2010: Annual State of the City Report*. (pp. 67-76). California State University Los Angeles: Pat Brown Institute.
- Reibel, Michael, Richard Willson, Kelly Chan, and Cuong Phu Trinh. 2009. "Local Government GIS and Geospatial Capabilities: Suitability for Integrated Transportation and Land Use Planning (California SB 375)." (with) Center for Geographic Information Science Research, California State Polytechnic University, Pomona.
- Willson, Richard. 2008. "California's 2050 Travel Demand: Anticipating an Era of Climate Change and Energy Constraints." Faculty Research Seed Grant Report. William and Barbara Leonard University Transportation Center, California State University San Bernardino.
- Lund, Hollie and Richard Willson. 2005. "The Pasadena Gold Line: Development Strategies, Local Decisions, and Travel Characteristics along a New Rail Line in the Los Angeles Region." San Jose, CA: Mineta Transportation Institute.
- Lund Hollie, Robert Cervero, and Richard Willson. 2004. "Travel Behavior Impacts of Transit-Oriented Development in California." Oakland, CA: Bay Area Rapid Transit District, Metropolitan Transportation Commission, and Caltrans.
- Willson, Richard, Kyle Maetani, Michael R. Kodama and William Francis. 1996. "Using Demand-Based Parking Strategies to Meet Community Goals." Diamond Bar, CA: Mobile Source Air Pollution Reduction Committee under the AB 2766 Program, Los Angeles.
- Willson, Richard. 1995. "Impacts and Responses: Goods Movement after the Northridge Earthquake." Washington D.C., U.S. Department of Transportation.
- Willson, Richard. 1992. "Suburban Parking Economics and Policy." FTA-CA-11-0036-92-1. Washington D.C., U.S. Department of Transportation.

Blog Series

American Planning Association Career Center website. "Launching Your Planning Career: A Guide for Idealists." Write blog posts on a regular basis and engage in discussion on APA's LinkedIn page. The site has over fifty posts written from 2016 to present. During 2018, blog articles had 18,000+ views. <https://www.planning.org/idealistblog/> Also wrote blogs for the Los Angeles Section of the American Planning Association.

Selected Articles in Magazines, Newspapers and Newsletters

Transfers. "Opinion: Mentoring the Next Generation of Transportation Professionals." Fall 2019.

Access. "Parking Management for Smart Growth." Number 49. Fall 2016.

Parking Professional. "Parking Management for Smart Growth." Cover story. June 2015.

Access. "Painting the Present, Imagining the Future." Number 46. Spring 2015.

Access. "Parking Reform Made Easy." Number 43. Fall 2013.

Planning. "Grasping the Science [of climate change]" August/September 2010.

Planning. "L.A.'s West Side Story." January 2000. pp. 18-21.

Oakland Business Review. "BART considers a new model for parking policy." December 1999. pp 12.

ACSP Update "University/Community Collaborations: An Opportunity to Enrich Planning Theory and Pedagogy.", Newsletter of the Association of Collegiate Schools of Planning, April/May 1998, No. 110.

Los Angeles Downtown News. "A People Magnet--Angels Flight and Downtown's Neutral Ground." March 18, 1996.

Newsletters of the Los Angeles, Orange County, and Inland Sections of the American Planning Association. "Planning Education and Practice in the 1990s". Spring 1995.

Articles in Conference Proceedings and Special Reports

"Commuting, Congestion, and Pollution: The Employer-Paid Parking Connection." (1992) (with D. Shoup) In *Congestion Pricing for Southern California*. The Reason Foundation, Los Angeles.

"Employer-Paid Parking: The Influence of Parking Prices on Travel Demand." (1990) (with D. Shoup) In *Proceedings of the Commuter Parking Symposium*. The Association for Commuter Transportation and the Municipality of Metropolitan Seattle.

"Los Angeles Metro Rail Benefit Assessment: Analyzing Impacts on Real Estate Economics." (1986) In *Innovative Financing for Transportation: Practical Solutions and Experiences*, L. Hoel, editor, U.S. Department of Transportation, Washington, D.C. pp. 223-254.

"Light Rail Transit in the West: A New Approach to Forecasting." (1984) In *Current Issues in Planning in the West*, J. Kim, editor, Arizona State University, Tempe, Arizona. pp. 91-105.

Conference Papers (Peer-reviewed)

Willson, Richard. 2021. "What is Gained and What is Lost: Mixed-Methods Assessment of the COVID-19 online Teaching Experience. Association of Collegiate Schools of Planning 61st Annual Conference (Virtual), October 2021. Paper 222, Session 10: Planning Education & Pedagogy.

Willson, Richard. 2020. "Waking Up Case Studies with Reflection on Practical Judgments." Association of Collegiate Schools of Planning Virtual Conference, November 2020. Paper 720, Session 10.3: Pushing the Envelope: Expanding Tools in the Teach

Okashita, Alex and Richard Willson. 2019. "Impact of Market-Rate Residential Parking Permit Fees on Low-Income Households." TRB Paper Number: 19-01435. Transportation Research Board Conference, Washington, D.C.

Willson, Richard and Karen Febey. 2018. "An Evaluation of the TRB Minority Student Fellows Program." TRB Paper Number: 18-00964. Transportation Research Board Conference, Washington, D.C.

Willson, Richard, Robin Scherr and Bobbie Albrecht. 2017. "Teaching Outside the Planning Curriculum: An Assessment of Mentoring Practices." Paper #609. 57th Annual Conference of the Association of Collegiate Schools of Planning, Denver CA.

Willson, Richard. 2017. "A Day in the Life of a Parking Space: A New Metric for Parking Studies." Paper 17-01247. Transportation Research Board Conference, Washington, D.C.

Willson, Richard. 2016. "A Day in the Life of a Parking Space: A New Metric for Parking Studies." Paper: #430. 56th Annual Conference of the Association of Collegiate Schools of Planning, Portland, OR.

- Willson, Richard and Aiden Irish. 2016. "Dynamic Parking Pricing: A Comparison of Evaluation Methods." Paper 16-3069. Transportation Research Board Conference, Washington, D.C.
- Willson, Richard and Aiden Irish. 2015. "Dynamic Parking Pricing: A Comparison of Evaluation Methods." Paper 692/107. 55th Association of Schools of Planning Conference, Houston, TX.
- Willson, Richard and Arianna Allahyar. 2015. "Indirect Uses of Minimum Parking Requirements." Paper 15-3403. Transportation Research Board Conference, Washington, D.C.
- Willson, Richard and Arianna Allahyar. 2014. "Transparency versus Leverage in Development Regulation: Parking Requirements as a Negotiating Ploy." Paper 4418/571. 54th Association of Schools of Planning Conference, Philadelphia, PA.
- Allahyar, Arianna and Richard Willson. 2014. "Attitudes about Parking Requirements: A Survey of Local Officials." Paper 14-2435. Transportation Research Board Conference, Washington, D.C.
- Willson, Richard. 2012. "Precisely Wrong and Policy Blind: The Case of Multifamily Housing Parking Requirements." 53rd Annual Association of Collegiate Schools of Planning Conference, Cincinnati, OH.
- Willson, Richard, Terri O'Conner and Samir Hajjiri. 2012. "Parking Utilization in Affordable Housing: Results for San Diego, California. Paper #12-0694. Transportation Research Board Conference, Washington, D.C.
- Willson, Richard and Kyle Brown. 2007. "When you can't build your way out of the problem: Evaluating greenhouse gas reduction strategies for suburban activity centers." 48th Annual Conference of the Association of Collegiate Schools of Planning. Milwaukee, Wisconsin.
- Willson, Richard and Val Menotti. 2007. "Commuter Parking Versus Transit-Oriented Development: An Access Methodology" Transportation Research Board Session 402, Washington, D.C.
- Willson, Richard. 2005. "In-Class/On-Line Hybrid Classes: Assessing Impacts on Discussion and Learning," 46th Annual Conference of the Association of Collegiate Schools of Planning. Kansas City, Missouri.
- Willson, Richard. 2004. "The Role of Parking Policy in Transit Oriented Development." 45th Annual Conference of the Association of Collegiate Schools of Planning. Portland, Oregon.
- Willson, Richard, Marianne Payne. and Ellen Smith. 2004. "Planning and the Change Process in a Transit Agency." Presenter. 83rd Annual Meeting of the Transportation Research Board. Washington D.C.
- Willson, Richard. 2002. "Negotiating Organizational Culture in the Academic Planning Process." 44th Annual Conference of the Association of Collegiate Schools of Planning. Baltimore, Maryland.
- Willson, Richard, Marianne Payne. and Ellen Smith. 2002. "Does Discussion Enhance Rationality? Communicative Rationality in Transportation Planning." Transportation Research Board 2002 Conference, Washington D.C.
- Willson, Richard, Marianne Payne, and Ellen Smith. 2001. "When Discourse Support Rationality: Communicative Rationality in BART's Access Planning." 43rd Annual Conference of the Association of Collegiate Schools of Planning, Cleveland.
- Willson, Richard. 2000. "Planning Theory in Our Own Backyard: Communicative Action in Academic Governance." 42nd Annual Conference of the Association of Collegiate Schools of Planning, Atlanta.
- Willson, Richard. 1999. "What Can Communicative Rationality Offer Transportation Planning?" 41st Annual Conference of the Association of Collegiate Schools of Planning, Chicago. 1999.
- Willson, Richard. 1999. "Reading between the Regulations: Planners' Perspectives on Parking Requirements." Transportation Research Board Conference. Washington D.C.

- Willson, Richard. 1998. "Bringing Communicative Action to Assessment: Comparing In-Class and Computer-Mediated Discussion." 40th Annual Conference of the Association of Collegiate Schools of Planning, Pasadena.
- Willson, Richard, Spyros Amourgis, and Lydia Kennard. 1996. "Los Angeles International Airport: The Airport and the City." Seminar of the Airport and the City, XIX Congress of the International Union of Architects, Barcelona, Spain.
- Willson, Richard. 1996. "The Implementation Gap: Planning Directors' Perceptions about Parking Requirements." Association of Collegiate Schools of Planning/Association of European Schools of Planning Joint International Congress. Toronto, Canada.
- Willson, Richard. 1995. "Travel Behavior Responses to Employer-Based Parking Pricing Programs." 37th Annual Conference of the Association of Collegiate Schools of Planning, Detroit, Michigan.
- Willson, Richard. 1994. "Suburban Parking Requirements: A Tacit Land Use and Transportation Policy." 36th Annual Conference of the Association of Collegiate Schools of Planning, Tempe, Arizona.
- Willson, Richard and Jeffrey Anderson. 1993. "Planning for Transit-Oriented Development in San Diego and Vancouver, British Columbia." 35th Annual Meeting of the Association of Collegiate Schools of Planning, Philadelphia, Pennsylvania.
- Shoup, Donald and Richard Willson. 1992. "Commuting, Congestion, and Air Pollution: The Employer-Paid Parking Connection." Congestion Pricing Symposium, sponsored by the Federal Highway Administration, Federal Transit Administration and the Reason Foundation, Washington D.C.
- Willson, Richard. 1992. "Employer-Paid Parking: The Problem and a Proposed Solution." 71st Annual Meeting, Transportation Research Board. Washington D.C. 1992.
- Shoup, Donald and Richard Willson. 1991. "Commuting, Congestion, and Air Pollution: The Free Parking Connection." The Transportation/Land Use/ Air Quality Connection Symposium, UCLA Extension Public Policy Program, Lake Arrowhead, California.
- Shoup, Donald and Richard Willson. 1991. "Employer-Paid Parking: The Problem and Proposed Solutions." 33rd Annual Association of Collegiate Schools of Planning Conference, Oxford, England.
- Shoup, Donald and Richard Willson. 1990. "Employer-Paid Parking: The Influence of Parking Prices on Travel Demand." Commuter Parking Symposium, Association for Commuter Transportation, Seattle, Washington. 1990.
- Shoup, Donald and Richard Willson. 1990. "A Costly Intervention: How Employer-Paid Parking Affects Commuter Mode Choice." 32nd Annual Association of Collegiate Schools of Planning Conference, Austin Texas.
- Shoup, Donald and Richard Willson. 1990. "Parking Subsidies and Travel Choices: Assessing the Evidence." 29th Annual Meeting of the Western Regional Science Association, Molokai, Hawaii.
- Willson, Richard. 1988. "Parking Subsidies and the Drive-Alone Commuter: New Evidence and Implications." 67th Annual Meeting of the Transportation Research Board, Washington D.C.
- Willson, Richard. 1987. "Processes for Achieving Private and Public Sector Cooperation in Transportation Management." New Perspectives on Planning in the West Conference, University of Calgary, Calgary, Alberta.
- Willson, Richard. 1987. "Teaching Urban Development to Planners: Course Content and Teaching Ideas." 29th Annual Conference of the Association of Collegiate Schools of Planning, Los Angeles.
- Spalding, John, Frances Banerjee, Richard Willson, and P. Williams. 1986. "Transportation Policies for Preserving Historic City Centers and Achieving Economic Development." (World Congress on Land Use Policy, sponsored by the Urban Land Institute and Lincoln Institute of Land Policy, London, England.

Richard Willson and Patrick Roche. 1986. "Rideshare Requirements in Downtown Los Angeles: Processes for Achieving Private Sector Commitments." 65th Annual Meeting of the Transportation Research Board, Washington D.C.

Richard Willson. 1985. "Los Angeles Metro Rail Benefit Assessment: Analyzing Impacts on Real Estate Economics." Innovative Financing for Transportation Conference, sponsored by the University of Virginia, Fredericksburg, Virginia.

Richard Willson. 1983. "Light-Rail Transit in the West: A New Approach to Forecasting." New Perspectives on Planning in the West Conference, Tempe, Arizona.

Conference, Seminar, Workshop and Webinar Presentations (sorted by transportation/climate change and professional development/theory/pedagogy topics)

Transportation/climate change

"Planning into the Future: Parking and Transportation." Virtual presentation for PLAN SACVALLEY mentoring organization of the Sacramento APA section. 2022

"Reflective Transportation Practice: Tools for Making Practical Judgments." Virtual Workshop for the Transportation Research Board Minority Fellows Program. Transportation Research Board. 2022.

"Reflective Practices to Support Parking Reform." Webinar presentation and discussion. Oregon Department of Land Conservation and Development. 2021.

"Parking Reform Made Easy." Webinar presentation and discussion. Smart Growth Online. 2020.

"Parking Reform: From Theory to Practice." Panelist. Congress for New Urbanism On-Line Conference. 2020.

"Curbside Management Policies and Regulations from the Municipal Perspective." Panelist. LA Metro Curbside Management Symposium. Los Angeles, CA, 2019.

"Parking and the City." Panelist in session organized by D. Shoup. *American Planning Association Conference*. San Francisco, CA, 2019.

"Priced Residential Permits: The Next Frontier in Parking Pricing." In A Decade of Demand Responsive Parking panel organized by K. Wheeler. *American Planning Association Conference*. San Francisco, CA, 2019.

"Parking Reform and Housing Production." Lecture at *San Jose State University Mineta Transportation Institute* "Sips with Scholars" event. San Jose, 2018

"Managing Parking Resources with a Community Perspective." Presentation at the *National Apartment Association Maximize Conference*. San Diego, CA. 2018

"Parking Reform for Housing Production." Webinar for the *Open Architecture Collaborative, American Institute of Architects Housing and Community Development Knowledge Community, and EDI International Webinar Series*. 2018. <https://www.youtube.com/watch?v=9LHXsnaWfhU>

"Parking Reform for Housing Production." Distinguished Visitor Speaker Series. Department of Urban Studies and Planning, Cal State Northridge. 2018.

"Making Change." Presentation at the *Cal Poly Pomona Alternative Transportation Conference*. Pomona, CA. 2016.

"Parking Management for a Sharing Economy." Double session presentation. *California Chapter of the American Planning Association Conference*. Pasadena, CA 2016. (with Rick Williams)

- “The Foothill Gold Line and Cal Poly Pomona: Travel Patterns Millennials’ Preferences, and Transit Advocacy.” Presentation at *State of the Project 2016*. Metro Gold Line Foothill Extension Construction Authority. Claremont, CA. 2016. (With D. Kim)
- “One Space, Many Uses.” Presentation at *Planning Director’s Association of Orange County Planning Official’s Summit*. Yorba Linda, CA. 2016.
- “The Promise of Parking.” Presentation at *Let’s Get Moving 2016! Silicon Valley Transportation Choices and Healthy Communities Summit*, Mountain View, CA. 2016.
- “Your Next Step in Parking Management.” Facilitated discussion sponsored by the Transportation Planning Division. *108th National Planning Conference, American Planning Association*. Session #9000514. Phoenix, AZ 2016. (with David Fields).
- “Parking Management for Smart Growth.” Featured presentation at *Luskin Innovators Speakers Series*, University of California, Los Angeles, Los Angeles, CA 2016.
- “Creating Transit Oriented Communities.” Panelist at the *Eco-Rapid Transit 2015 Transportation Summit*. Artesia, CA 2015.
- “Parking Management for Smart Growth.” Presentation at National Building Museum *Smart Growth Lecture Series*, Washington, D.C., 2015.
- “Parking Management for Smart Growth.” Keynote presentation at *Pacific Intermountain Parking & Transportation Association*, Vancouver, WA, 2015.
- “Parking Management for Smart Growth.” Presentation at *SPUR San Francisco*, San Francisco, CA, 2015.
- “Parking Management for Smart Growth.” Presentation at *SPUR San Jose*, San Jose, CA, 2015.
- “Parking Management for Smart Growth.” Presentation at *Palo Alto Forward*, Palo Alto, CA 2015.
- “Parking Management for Smart Growth.” Presentation at *Silicon Valley Leadership Group*, Palo Alto, CA, 2015.
- “Curb Parking: The Sacred Cow of Complete Streets.” Presentation at *Complete Streets: Competing Priorities Forum*, UCLA Lewis Center for Regional Policy Centers, Los Angeles, CA, 2015.
- “Parking Management for Today’s Economy.” Facilitated Discussion sponsored by the Transportation Planning Division. *107th National Planning Conference, American Planning Association*. Seattle, WA, 2015. (with David Fields).
- “A New Approach to Parking.” Lecture, *Book Author Series*, South Pasadena Public Library, South Pasadena, CA, 2015.
- “A New Approach to Parking.” Presentation to the *Urban Design Committee* of the Silver Lake Neighborhood Association, Los Angeles, CA, 2015.
- “Parking Reform.” Keynote presentation at the *California Public Parking Association Conference*. Los Angeles, CA, 2014.
- “Practical Parking Reform.” Facilitated Discussion sponsored by the Transportation Planning Division. *106th National Planning Conference, American Planning Association*. Atlanta, GA, 2014.
- “Parking Reform Made Easy.” Presentation at the Orange County Section of the American Planning Association Transportation Division, *Professional Development CM Credit Series*, Orange, CA, 2014.
- “Parking Reform Made Easy.” Featured lecture, *Lecture Series*, University Transportation Research Center, The City College of New York, New York, NY, 2013.

- “Parking Reform Made Easy – How to Make Smarter Parking Requirements.” Webinar, *American Planning Association Transportation Division*, 2013.
- “Enough is Enough: A Balanced Approach to Parking.” Panelist, *Railvolution*, Seattle, WA, 2013.
- “Parking Reform Made Easy.” Featured presentation at *SPUR Lunchtime Forums*. San Francisco and San Jose, CA, 2013.
- “Parking Reform Made Easy.” Facilitated Discussion, *Transform*. Oakland and San Jose, CA, 2013.
- “Campus Parking Policies for Sustainability.” Presentation to the *Campus Greening Class*, Occidental College, Los Angeles, CA, 2013.
- “Parking Reform Made Easy.” Presentation to local government planners, *Toolbox Tuesday*, Southern California Association of Governments, Los Angeles, CA, 2013.
- “Parking Reform Made Easy.” Presentation to *Brownbag Series*, Community Development, City of West Hollywood, West Hollywood, CA, 2013.
- “Parking Reform Made Easy.” Invited Presentation, *Transportation Committee of the Southern California Association of Governments*, Los Angeles, CA, 2013.
- “Parking Reform Made Easy.” Invited Presentation to the *Southern California Planning Congress*, Los Angeles, CA, 2013.
- “The Role of Parking in the Reactivated Street.” Keynote Presentation, *Re:street – The new science of streets and the form of the future city*. Bauhaus University Weimar and California State Polytechnic University, Pomona. Los Angeles, CA, 2013.
- “A Methodology for Considering Parking Reductions.” Presentation at *Parking Forum ~ Parking the Future*. Los Angeles County Metropolitan Transportation Authority. Los Angeles, CA, 2013.
- “Planning for Campus Greenhouse Gas Mitigation.” Panel Presentation, *California Climate Action Planning Conference*. Cal Poly San Luis Obispo, San Luis Obispo, CA, 2013.
- “A New Paradigm for Parking.” Staff Presentation, City of San Gabriel lunchtime speaker series, CA, 2012
- “Parking for Affordable Housing: Getting the Requirements Right.” Panel moderator and presenter. *California Chapter of the American Planning Association Conference*. Rancho Mirage, CA, 2012.
- “An Economic View of Parking Structures as Land Uses.” Presenter, *11th Annual New Partners for Smart Growth: Building Safe, Healthy and Livable Communities*. San Diego, CA, 2012.
- “Why Local Parking Reform? Keynote Presenter, *MTC Parking Reform Fundamentals Workshop*, Metropolitan Transportation Commission. San Jose and San Ramon, CA, 2011.
- “Parking on Complete Streets.” Moderator, *Complete Streets for Los Angeles, the Vision and the Challenge*. UCLA Lewis Center, UCLA Luskin Center for Innovation. Los Angeles, CA, 2011.
- “What would it mean to plan for transit-ready communities in the Inland Empire and San Gabriel Valley?” Panelist, *Greener Valleys: Creating Jobs and Sustainable Neighborhoods in the Inland Empire and San Gabriel Valley*, Pomona, CA, 2011.
- “Managing Parking Facilities as Green Infrastructure” Presenter, *UCLA Lake Arrowhead Symposium on the Transportation – Land Use – Environment Connection*. UCLA Institute of Transportation Studies and UCLA Extension. Lake Arrowhead, CA, 2010.
- “Transit-Oriented Development Version 2.0” Presenter, *Board Meeting of the Orangeline Development Authority Board*. Paramount, CA, 2010.

- “Transit-Oriented Development Version 2.0” Invited Transportation Seminar, *Center for Transportation Studies, Portland State University*. Portland, OR, 2010.
- “Transit-Oriented Development: Two Views” Closing Plenary Session Presenter, *2010 NW Transportation Conference*. Corvallis, OR, 2010.
- “Flexible Application of Parking Standards in California: Experiences and Ways Forward” Presenter, *Parking Standards: Turning the Relationship between Parking and Sustainable Transportation on Its Head*. Transportation Research Board 89th Annual Meeting, Washington, D.C., 2010.
- “SB 375 Challenges and Opportunities for the Inland Empire: A Research View.” Presenter, *Greener California: Impacts of Senate Bill 375 and Winning Strategies for Southern California*. Third Annual Leonard Transportation Center Forum. Ontario, CA, 2009.
- “Allies in Local Greenhouse Gas Mitigation: Coalition Opportunities for States, Regions, and Cities.” Presenter, *Green Communities Toolkit (S460)*. *American Planning Association’s 2009 National Planning Conference*. Minneapolis, MN, 2009.
- “When you can’t build your way out of the problem: Evaluating greenhouse gas reduction strategies for suburban activity centers.” Presenter, *Inner City Regeneration, Shrinking Cities, and Greening of Existing Development session*. *American Planning Association Conference*. Las Vegas, NV, 2008. (with Kyle Brown).
- “Parking Policies and Smart Growth.” Presenter, *California Parking Association 2008 Conference*. Los Angeles, CA, 2008.
- “But we’re a Commuter Campus: Addressing Transportation Issues as Barriers for Becoming Sustainable and Reducing Emissions.” Presenter, *Campus Climate Summit, Sponsored by Cal Poly Pomona and the National Wildlife Federation*. Pomona, CA, 2008.
- “When You Can’t Build Your Way Out of the Problem: Evaluating Greenhouse Gas Reduction Strategies for Cal Poly Pomona.” Presenter, *Celebration of Research: Strengthening CSU’s Research Partnerships and Collaborations*. Cal State Fullerton, Fullerton, CA, 2008.
- “Roundtable: Climate Change, Cities, and Urban Planning.” Roundtable Participant, *48th Annual Conference of the Association of Collegiate Schools of Planning*. Milwaukee, WI, 2007.
- “Smart Parking for Smart Communities.” Presenter, *2007 California Chapter of the American Planning Association Conference*, San Jose, CA, 2007.
- “Los Angeles Transportation 2057.” Presenter, *50th Anniversary of the Department of Landscape Architecture, California State Polytechnic University, Pomona*, Pomona, CA, 2007.
- “Transportation Planning: Keys to Effective Practice.” Presenter, *Pre-conference student session, California Chapter American Planning Association Conference*, Garden Grove, CA, 2006.
- “There Is No Free Parking.” Presenter, *18th Annual Housing Conference, Southern California Association of Non-Profit Housing*, Los Angeles, CA, 2006.
- “Transportation Infrastructure Demands and Investments: The Consequences for Economic Growth, Access, and Quality of Life.” Invited Briefing, *2006 Urban Policy Development Enhancement Workshop for Humphrey Fellows, UCLA Extension Public Policy Program*, Los Angeles, CA, 2006.
- “Emerging Demographics: Who is the City?” Presenter, *Rail~volution 2004*, Los Angeles, CA, 2004.
- “Rail Station Development in California.” Presenter, *American Planning Association 2004 National Conference*. Washington D.C., 2004.

- “Solving Goal Conflicts in Transportation Planning.” Presenter and Session Organizer, *American Planning Association 2002 National Conference*. Chicago, IL, 2002.
- “Multimodal Strategies for Livable Corridors.” Presenter and Session Organizer, *American Planning Association 2001 National Conference*. New Orleans, LA, 2001.
- “Parking Pricing.” Presenter, *Technology and Innovation/TDM Forum*. Los Angeles County Metropolitan Transportation Authority. Los Angeles, CA, 2000.
- “Green Construction at Playa Vista.” Presenter, *Designing for Sensitivity, Responsiveness and Vitality: Sustainable Urban Design in Metropolitan Communities*. Provided session overview and acted as moderator. Center for Sustainable Urban Design at Playa Vista. Los Angeles, CA, 2000.
- “Creating Livable Sustainable Communities.” Presenter, *U.S. Department of Transportation Community Building Forum: Transportation and the New Millennium, Creating Livable Communities through Partnership*. U.S. Department of Transportation and Southern California Association of Governments. Los Angeles, CA, 2000.
- “Parking Strategies for Trip Reduction.” Presenter, *International Conference of the Association for Commuter Transportation*, San Francisco, CA, 1998.
- “Demand-Based Parking Requirements.” Presenter and Session Organizer, *National Conference of the American Planning Association*. Boston, MA, 1998.
- “What is Transit Worth?” Presenter, *California Association for Coordinated Transportation Annual Conference*. Los Angeles, CA 1997.
- “Air Transport, Airport Development, and Urban Structure: The Case of LAX.” Lecturer, *Department of Urban Planning and Institute of Transportation Studies Transportation Lecture Series*, University of California, Los Angeles, CA, 1997.
- “Opportunities for Successful Parking Management Strategies.” Presenter, *Mobility and Air Quality Program*, Los Angeles County Metropolitan Transportation Authority. Los Angeles, CA, 1996.
- “Parking Management: A Review of Successful Programs.” Presenter, *TDM Working Group*, Los Angeles County Metropolitan Transportation Authority. Los Angeles, CA, 1996.
- “Impacts on Goods Movement When Transportation Systems Are Disrupted.” Presenter at *Restoring Mobility and Economic Vitality Following Major Earthquakes: Lessons from Two California Earthquakes within Five Years*, UCLA Extension Public Policy Program and the Institute of Transportation Studies. Los Angeles, CA. 1996.
- “Travel Behavior Responses to Employer-Based Parking Pricing Programs.” Trip Reduction Symposium. *UC Berkeley Institute of Transportation Studies and Alameda County Congestion Management Agency*. Berkeley, CA, 1995.
- “Parking Standards, Transportation and Land Use Objectives.” Research Seminar presenter, *Portland State University*. Portland, OR, 1995.
- “Parking Supply and Demand: Techniques to Implement Comprehensive Plan Policies”, Presenter, *Site Demand and Parking session of the Comprehensive Plan Implementation Series*. King County Department of Metropolitan Services, Seattle, WA, 1995.
- “Parking Requirements and Pedestrians.” Presenter, *15th International Pedestrian Conference*, Boulder, CO, 1994.
- “How Parking Requirements and Regulations Affect the Land Use/Transportation/Air Quality Connection.” The Role of Land Strategies for Improving Transportation and Air Quality, part of a Policy and Research Symposium Series entitled The Transportation/Land Use/Air Quality Connection. Public Policy Program, UCLA Extension, Lake Arrowhead, CA, 1993.

- “Suburban Parking: Costs, Pricing, Use and Policy.” Presenter, *72nd Annual Meeting of the Transportation Research Board*, Washington D.C. 1993.
- “Times are Changing.” Panelist, *Suburban Employer Parking, part of Managing Employee Parking in a Changing Market*, Economic Development Council of Seattle and King County, Seattle, WA, 1993.
- “Parking Management: Affects and Approaches.” Presenter, *Association for Commuter Transportation Southern California Chapter Conference*. City of Industry, CA, 1992.
- “Social Impacts of Transportation Demand Management.” Presenter, *American Planning Association National Conference*, Washington D.C., 1992.
- “Managing Your Parking.” Presenter, *Association for Commuter Transportation Southern California Chapter Local Conference*. City of Industry, CA, 1991.
- “Employer-Paid Parking: The Problem and a Proposed Solution.” Presenter, *American Planning Association National Conference*, New Orleans, LA, 1991.
- “Employer-Paid Parking.” Presenter, *Association for Commuter Transportation Southern California Chapter Local Conference*. Los Angeles, CA, 1989.
- Professional Development/Planning Theory/Pedagogy*
- “Equity Ethics from the Inside Out.” Organizer and presenter. American Planning Association NPC22 Conference. 2022.
- “Reflection Reset: Professional Effectiveness in Turbulent Times.” Organizer and presenter. American Planning Association APA Learn Series (online). 2021.
- “APA Planning Student Organization Leadership Symposium.” Presenter and facilitator. American Planning Association (online). 2021
- “Reflection Reset: Professional Effectiveness in a Post-Pandemic, Anti-Racist Era.” Presenter. California Chapter of the American Planning Association Conference (online). 2021.
- “On Creating a Mindful Reflective Planning Practice.” Presenter and organizer, with Dr. Anita Stauffer. NPC21 Career Center On-Demand Content. American Planning Association National Conference (online). 2021.
- “Changing Minds: How Mindfulness and Reflection Make it Possible.” Presenter and organizer, with Dr. Anita Stauffer. NPC21 Career Center On-Demand Content. American Planning Association National Conference (online). 2021.
- “Navigating Idealism and Realism as Transportation Professionals.” Presenter and facilitator. *Metro Emerging Professionals Association*. Los Angeles County Transportation Authority (online). 2021
- “Generating Practitioner/Scholar Collaborations for Critical Reflection on Practice.” Moderator and organizer. Roundtable 13.10. *Association of Collegiate Schools of Planning Virtual Conference*. 2020.
- “Personal Resiliency: A Salon-style Exchange of Experiences.” Student session. *American Planning Association California 2020 Virtual Conference* (online). 2020.
- “Realism, Idealism, and the Planning Profession.” Panelist. When Everything Breaks webinar series, *APA Los Angeles*. (online), CA 2020.
- “Effectively Managing Virtual Teams.” Webinar developer and presenter (with Whit Blanton) for Career Zone Activities of *American Planning Association National Conference, NPC20@Home*. 2020

- “Resilience Starts with Me.” Panelist and role play leader. *California Chapter American Planning Association Conference*. Santa Barbara, CA 2019.
- “How to Use Theory in Practice: Reflecting on the Alchemy of Practice.” Organizer and panelist *American Planning Association Conference*. San Francisco, CA, 2019.
- “Ask Me Anything with the author of A Guide for the Idealist.” Featured Author, interactive question-and-answer session in the Career Center. *American Planning Association National Planning Conference*, San Francisco, CA, 2019.
- “Moving into Management.” Webinar developer and presenter (with Whit Blanton) for the *American Planning Association*. 2019
- “Career Services – Challenges and Solutions for First-Time Managers.” Organizer and panelist, with Whit Blanton. *American Planning Association National Planning Conference*, San Francisco, CA, 2019.
- “A Guide for the Idealist: Launching and Navigating Your Planning Career.” MTI Visiting Scholar Series at *San Jose State University Mineta Transportation Institute*. San Jose, 2018
- “Ask Me Anything with the author of A Guide for the Idealist.” Featured Author, *Interactive question-and-answer session in the Career Center at the 2018 American Planning Association National Planning Conference*, New Orleans, LA, 2018.
- “The Role of Mentoring in the Planning Profession.” Presenter, *Annual Meeting of the AICP College of Fellows*, New Orleans, LA, 2018.
- “Mentoring Tips and Strategies: A Guide for Planning Mentors.” Webinar Developer and Presenter, *American Planning Association Webinar Series*, 2018.
- “Stories that Resumes Tell: How to Make Your Resume Convey Your Strengths.” Panel Member, *Resume Writing: Tricks and Tips on How to Get Hired Session at the California Association of Environmental Professionals Conference*, Rancho Mirage, CA, 2018.
- “Mastering the Dance of Idealism and Realism: Launching and Navigating Your Planning Career.” Distinguished Visiting Speaker, *California State University Northridge Department of Urban Studies and Planning*, Los Angeles, CA, 2018.
- “A Guide for the Idealist Workshop.” Workshop Organizer and Presenter, *Los Angeles County Metropolitan Transportation Authority*, Los Angeles, CA, 2017.
- “A Guide for the Idealist Workshop.” Workshop Organizer and Presenter, *Southern California Association of Governments*, Los Angeles, CA, 2017.
- “How Teaching Can Support a Productive Research Career.” Presenter, *2006 ACSP Doctoral Student Conference*, University of California, Irvine, Irvine, CA, 2006.
- “Participatory Engagement in Lecture/Seminar Classes.” Roundtable Member, *41st Annual Conference of the Association of Collegiate Schools of Planning*. Chicago, IL, 1999.
- “The Transformation to Department Chair and Styles of Leadership.” (with Ira Schoenwald) Presenter, *3rd Annual New Department Chairs Workshop*. California State University, Long Beach, CA 1999.
- “The Daily Life of a Chair: Getting Along with those Above, Below and Next to You.” Panelist, *1999 ACSP Administrator's Conference*. Chicago, IL, 1999.
- “The Transformation to Department Chair and Styles of Leadership.” (with Ira Schoenwald) Presenter, *2nd Annual New Department Chairs Workshop*. California State University, Long Beach, CA, 1998.

- “A Workshop on Alternative Visions for the Campus Master Plan for Cal Poly Pomona.” Visioning Workshop Convener. Pomona, CA, 1998.
- “Planners, Computers and Communities.” Workshop Organizer, *California Chapter of the American Planning Association Conference*. Costa Mesa, CA, 1998.
- “Using Creative Writing to Reflect on Planning Practice.” Workshop organizer, *California Chapter of the American Planning Association Conference*. Costa Mesa, CA, 1998.
- “Cal APA Goes Back to School: Recent Trends in Planning Education in California.” Panelist, *California Chapter of the American Planning Association Conference*. Costa Mesa, CA, 1998.
- “Planning and Pedagogical Theory and Technological Change.” Workshop organizer (with Gwen Urey), *39th Annual Association of Collegiate Schools of Planning Conference*. Fort Lauderdale, FL, 1997.
- “Reflections on Teaching and Learning Using Creative Writing Exercises.” Workshop organizer, *Association of Collegiate Schools of Planning Conference*. Fort Lauderdale, FL, 1997.
- “Innovations in Community Planning: Learning from the Students.” Workshop Organizer, *California Chapter American Planning Association Annual Conference*. Palm Springs, CA, 1996.
- “The Autobiography of a Teacher.” Workshop Organizer, *Association of Collegiate Schools of Planning/Association of European Schools of Planning Joint International Congress*. Toronto, Canada, 1996.
- “The End of Technology in Planning Education.” Workshop Organizer (with Gwen Urey) *Association of Collegiate Schools of Planning/Association of European Schools of Planning Joint International Congress*. Toronto, Canada, 1996.
- “A Workshop on Teaching Innovations in Planning.” Workshop Organizer, *37th Annual Conference of the Association of Collegiate Schools of Planning*, Detroit, MI, 1995.
- “Improving Teaching: Techniques and Strategies.” Seminar Organizer, *School of Urban and Regional Planning, University of Southern California*. Los Angeles, CA, 1995.
- “Planning-Teaching-Learning.” Workshop Organizer, *36th Annual Conference of the Association of Collegiate Schools of Planning*, Tempe, AZ, 1994.
- “How to Read and Understand a Developer's Pro Forma.” Session Organizer. *Southern California Institute for Local Government*, Pomona, CA, 1987.

Selected Conference Organizing

- Mobile workshop, California Chapter of the American Planning Association. Tour of John T. Lyle Center for Regenerative Studies, Cal Poly Pomona and panel discussion concerning dissemination of sustainability research. Garden Grove, CA. 2006, (with Kyle Brown).
- Local Host Committee, Program Committee, 2004 Railvolution National Conference, 2004.
- Developed a conference track for the 2002 American Planning Association National Conference. The *Interrelationships of Transportation and Community* track included 19 conference sessions and five mobile workshops. Wrote proposal, reviewed track proposals, organized a session in the track and made a presentation. Track was proposed on behalf of the Transportation Division, its first ever track at the National Conference.

Selected Conference Summaries

“Symposium Summary--Transportation Demand Management: Policy Implications of Recent Behavioral Research.” (1989) (With E. Shirazi) Policy Symposium held in Lake Arrowhead, California, October 1989, sponsored by the Public Policy Program of UCLA Extension, in cooperation with the UCLA Graduate School of Architecture and Urban Planning.

Selected Exhibitions/Demonstrations

“Evaluating Teaching and Learning Using Hybrid Methods.” Achieving Our Mission: Stories of Successful Learning at Cal Poly Pomona. Pomona, CA, February 2008.

“Evaluating Computer-Mediated Student Discussion.” Tilt ‘97 (Technology in Learning and Teaching), a multi-campus technology demonstration organized by Instructional Technology and Academic Computing, California State Polytechnic University, Pomona. Pomona, CA, October 1997.

Selected Policy and Research Development Roundtables and Workshops

UCLA/Caltrans Review Session on the Draft California Transportation Plan. Pomona, CA, 2001.

PEER Invitational Workshop Defining the Links Between Planning, Policy Analysis, Economics and Earthquake Engineering, Berkeley, CA, 1998.

Greg Harvey Transportation Modeling Symposium. Pacific Grove, CA, 1998.

Roundtable on California Infrastructure Policy held by Lieutenant Governor Gray Davis, Los Angeles, CA, 1997.

Selected Media Appearances

American Planning Association video, “Don’t Ask Your Mentor What to Do – Ask Them How to Think. February 2019. https://youtu.be/50d_tM1gK-s

Interviewed for the KPCC radio story on the 50th Anniversary of Trader Joe’s food stores as an example of new approaches to parking in urban infill. August, 2017

Quoted in “A New Course” article on Millennial planners in *Planning* July 2017.

Featured blog series on the American Planning Association website. *Launching your Planning Career: A Guide for Idealists*. 2016-present. Series has forty-eight posts and is among the top hits on the APA Blog site <https://www.planning.org/careercenter/idealistblog/>

Interviewed live as the lead story by the anchors of *CBS2 News at 6PM* on the reasons for transit ridership decline on the Metro System. January 27, 2016.

Taped interview by the anchor of *KCAL9 News at 9PM* on the reasons for transit ridership decline on the Metro System. January 27, 2016.

Interviewed for KCRW radio program *Which Way LA?* Hosted by Warren Olney, “Is It Time to Reform LA Parking Fines?” June 17, 2014.

Quoted in the *Los Angeles Times* article, “L.A., O.C. among least sprawling areas in U.S.” Tim Logan reporter. April 2, 2014.

Quoted in the *Wall Street Journal* article, “Cities Cut Parking Mandates” Kris Hudson reporter. July 9, 2013.

Interview with Steve Chiotakis, KCRW segment during *All Things Considered*, about the proposed sale of the Los Angeles Dodgers without the parking facilities. February 24, 2012.

Quoted in the San Diego Union-Tribune article on car2go car sharing program, Morgan Lee reporter, November 2011

Panelist, *Forum*, KQED, San Francisco, CA. Panelist on the San Francisco Parking Debate. August, 2007.

Panelist, *Talk of the City*, KPPC, Pasadena, CA. Panelist on program concerning the future of rail transit in Los Angeles. July, 2003.

Journal and Peer Reviewer

Member of the Editorial Advisory Board, *Journal of the American Planning Association* (2001-2006). Chair, *Journal of the American Planning Association* "Best Article" committee, 2004. Reviewer for journals including *Transportation Research*, *Transportation Research Record* and *Journal of Planning Education and Research*. Peer reviewer for the Mineta Transportation Institute, the Institute for Transportation Studies at UC Berkeley, the RAND Corporation, and other entities.

Grants and Research Funding (Principal Investigator Unless Otherwise Noted)

- 2021 Association of Collegiate Schools of Planning/Lincoln Institute of Land Policy**
Case Study Award
\$2,000
- 2016 AICP Training Program for Caltrans Employees**
William and Barbara Leonard University Transportation Center
California State University San Bernardino
\$77,000
- 2012 Incorporation of Greenhouse Gas Emission Reduction, Safety and Congestion Relief Considerations into Transportation Planning**
Principal Investigator Wen Cheng
Cal Poly Pomona Strategic Interdisciplinary Research Grant
\$13,000 total, Willson \$4,000
- 2009 Travel Behavior of Residents of Transit-Oriented Development in the Inland Empire.**
William and Barbara Leonard University Transportation Center
California State University San Bernardino
\$50,000
- 2008 Municipal GIS practices for Transportation Planning in the Inland Empire.**
Principal Investigator: Dr. Michael Reibel
William and Barbara Leonard University Transportation Center
California State University San Bernardino
\$70,000 total, Willson \$4,000
- 2007 California's 2050 Transportation System: A Response to Peak Oil and Global Warming.**
William and Barbara Leonard University Transportation Center
California State University San Bernardino
\$5,000
- 2004 The Pasadena Gold Line: Development Strategies, Location Decisions and Travel**
Characteristics along a New Rail Line in the Los Angeles Region.
Principal Investigator: Hollie Lund
Mineta Transportation Institute, San Jose State University
\$58,000 total, direct contract, Willson \$15,000

- 2002 Travel Characteristics of Transit-Focused Development in California,**
Grant submitted and administered through the Bay Area Rapid Transit District (FTA Section 5313(b))
Principal Investigator Hollie Lund
\$200,000 total, direct contract, Willson portion \$25,000; Willson wrote \$200,000 grant
- 2001 Case Studies of Communicative Rationality in Transportation Planning**
Research Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$7,000
- 1999 Is Transportation Planning Taking a Communicative Turn?**
Research Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$6,000
- 1997 Computers, Planning, Education and Learning: Evaluating Outcomes**
Research, Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$6,000
- 1996 Reforming Local Parking Requirements**
Research, Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$12,000
- 1994 Impacts and Responses: Goods Movement after the Northridge Earthquake**
Bureau of Transportation Statistics
U.S. Department of Transportation, subcontract to UCLA
\$47,300
- 1992 Congestion Management Planning**
Research, Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$4,000
- 1991 The Economics of Suburban Parking**
University Research and Training Grant
Federal Transit Administration, U.S. Department of Transportation
\$57,800
- 1990 Employer Parking Subsidies, Mode Choice, and Public Policy**
Dissertation Award (University of California, Los Angeles, Urban Planning Program)
University of California Transportation Center
\$15,000
- 1990 Effects of Employer-Paid Parking in Downtown Los Angeles**
Southern California Association of Governments (Direct Contract)
(Co-principal Investigator with Donald Shoup)
\$28,000
- 1990 Parking Pricing Research**
Research, Scholarship and Creative Activity Program
California State Polytechnic University, Pomona
\$15,000

1988 University Fellowship
University of California, Los Angeles, Urban Planning Program
\$5,000

Selected Grant Writing for Public Agencies

- 2010 Wrote longitudinal evaluation proposal for Fullerton Transportation Center, as part of the City of Fullerton's application for designation under the California Department of Housing and Community Development's Catalyst Project for the Sustainable Strategies Pilot Program. Fullerton received the "Gold level" designation, the only such city in Southern California. Designation included a \$1.3 million grant to the city.
- 1999 Downtown Los Angeles Parking Management Program. Grant submitted through the Community Redevelopment Agency of the City of Los Angeles for the Los Angeles County Metropolitan Transportation Authority Call for Projects program. Grant funded in 2000. \$500,000

Selected Professional Reports

Parking Supply and Management Options for Dana Point. 2017. City of Dana Point, CA.

Analysis of Variance Requests for the Main and 9th Multifamily Project in the City of Riverside. 2016. Ratkovich Properties, Irvine, CA.

Old Town Elk Grove Parking Study. 2015. With Willdan Associates. City of Elk Grove, CA: Department of Public Works.

Transit-Oriented Development Guidebook for the Eco-Rapid Corridor. 2014. Paramount, CA: Eco-Rapid Development Authority.

Downtown Specific Plan Area & Laguna Canyon Road Parking Management Plan. 2013. With RBF Consulting. City of Laguna Beach, CA.

Comprehensive Downtown Parking Strategic Plan. 2012. With RBF Consulting. City of Temple City, CA.

Parking Supply, Demand, and Management for the Anaheim Regional Transportation Intermodal Center. 2012. City of Anaheim, CA: Department of Public Works.

City of San Diego Affordable Housing Parking Study. 2011. (With Wilbur Smith Associates) City of San Diego, CA.

A Parking In-lieu Fee for Access: Support for Transit Corridors in Los Angeles. 2010. Los Angeles, CA: Green Los Angeles.

Climate Action Plan: Pathway to Climate Neutrality. (with Kyle Brown, Cristina Halstead, Michelle McFadden, and Anne Pandey) 2009. Prepared on behalf of the Presidents Climate Commitment Task Force. California State Polytechnic University, Pomona.

Parking Demand Analysis for the Vista Canyon Ranch Transit-Oriented Development. 2008. Santa Clarita, CA: JSB - Development.

Parking Management Plan for the Irvine Transportation Center. 2006. Irvine, CA: City of Irvine.

Replacement Parking for Joint Development: An Access Policy Methodology. 2005. San Francisco: Bay Area Rapid Transit District.

Opportunities for Maximizing the Benefits of the Mission-Meridian Garage. 2005. Los Angeles, CA: Creative Housing Associates.

- Review Paper: Planning and Implementation of BART's Parking Policy.* 2003. San Francisco, CA: Bay Area Rapid Transit District.
- Environmental Justice and BART.* (Supervising author, with Ria Hutabarat, Lisa Young, and Dali Zheng) 2001. San Francisco, CA: Bay Area Rapid Transit District.
- Five and Ten Year Access Targets in Support of BART's Access and Management and Implementation Policy.* 2000. San Francisco, CA: Bay Area Rapid Transit District.
- Parking Management Toolkit: Strategies for Action in BART Station Areas.* 2000. San Francisco, CA: Bay Area Rapid Transit District.
- A Parking Management Policy for BART: Issues and Opportunities.* 2000. San Francisco, CA: Bay Area Rapid Transit District.
- Technical Report for the Westside Cities Subregion: Parking and Livable Communities.* With Michael Kodama Planning Consultants. 2000. Los Angeles, CA: Westside Cities Subregion. Meyer Mohaddes Associates.
- Parking Policy Issue Paper: BART-SFO Extension.* 1999. San Francisco, CA: Bay Area Rapid Transit District.
- Local Jurisdiction Parking Requirements: A Survey of Policies and Attitudes.* With Michael R. Kodama Planning Consultants. 1996. Diamond Bar, CA: Mobile Source Air Pollution Reduction Committee.
- Evaluation Report: Glendale TMA Parking Management Program.* 1995. With Crain and Associates of Southern California) Los Angeles, CA: Los Angeles County Metropolitan Transportation Authority.
- Category Evaluation Design for Parking Management Projects.* (1993) With Crain and Associates of Southern California) Los Angeles, CA: Los Angeles County Metropolitan Transportation Agency.
- Air Quality Regulations and the Economy: Report of the Special Commission on Air Quality and the Economy.* 1992. Diamond Bar, CA: South Coast Air Quality Management District.
- The Effect of Employer-Paid Parking in Downtown Los Angeles: A Study of Office Workers and Their Employers.* With Donald Shoup. 1990. Los Angeles, CA: Southern California Association of Governments.
- Parking Subsidies and Commuter Mode Choice: Assessing the Evidence.* With Donald Shoup. 1989. Los Angeles, CA: Southern California Association of Governments.
- Issue Paper #1: Access and Circulation Framework.* 1989. Los Angeles, CA: Community Redevelopment Agency of the City of Los Angeles.
- Estimate of Downtown Transportation Mitigation Costs.* 1988. Los Angeles, CA: Community Redevelopment Agency of the City of Los Angeles.
- SCIOLOG Research Report No. 1, Workshop Evaluation: How to Read and Understand a Developer's Pro Forma Financial Statement.* 1987. Claremont, CA: Southern California Institute for Local Government.

CONSULTING

Consultant to public, private, and non-profit organizations on research-based transportation policy. Richard Willson & Associates LLC provided consulting activities provide a linkage to current issues in planning practice and support teaching and research through 2020. The following summarizes selected noteworthy activities:

Chandler Partners, Burbank CA. 2019-2020.

Analyzed shared parking demand for Soledad Apartments, City of Santa Clarita

City of Dana Point, Dana Point CA. 2017-2018.

Facilitated Council, Planning Commission and community discussions on parking supply and management. Development of study session program and review of technical reports. Presentation streaming at <https://youtu.be/HTTejpuQIV8>

Blackwood Development LLC. 2017.

Parking analysis and presentations for a mixed-use, transit-oriented development project at 12540 Crenshaw Boulevard, City of Hawthorne.

Ratkovich Properties, Irvine CA. 2015 -2017.

Analysis of parking variances requested for Imperial Hardware Lofts adaptive reuse project and the Main and 9th mixed-use project in the City of Riverside.

PSOMAS, Los Angeles CA. 2016.

Analysis and review of Martin Expo Town Center transit-oriented development in terms of best practice.

City of Elk Grove, CA. 2014 to 2015. (Subconsultant to Willdan Engineering)

Parking management analysis and program proposal.

Metropolitan Transportation Commission. Oakland, CA. 2014 to 2015. (Subconsultant to CDM Smith)

Developing a methodology for Value Pricing Project Parking Regional Analysis project.

Bay Area Rapid Transit District. Oakland, CA. 2013 to 2014.

Assessed parking policy and supply scenarios for the BART to Livermore Extension EIR.

Orange Line Development Authority, Paramount, CA. 2013 to 2014

Developed a Transit Oriented Development Guidebook for OLDA member cities.

City of Anaheim Department of Public Works, Anaheim, CA. 2008 to 2013.

Prepared parking demand and shared parking analysis for the proposed ARTIC multimodal transportation center to be located next to Angels Stadium. Advise city in design and development process. Peer reviewed opening day parking demand forecast. Led review of consultant products and produced summary report.

City of Laguna Beach, CA. 2012-2013. (Subconsultant to RBF)

Developed parking management plan for downtown Laguna Beach.

City of Temple City, CA. 2011-2012. (Subconsultant to RBF)

Developed parking management plan for downtown Temple City.

City of San Diego, CA 2010-2011. (Subconsultant to Wilbur Smith Associates)

Surveyed parking demand in affordable housing projects, develop a parking model to analyze demand, and made recommendations on parking requirements for future affordable housing.

KOH, LLC and ED LLC, Los Angeles, CA. 2011.

Developed parking management plans and agreements for multi-family dwellings in the RiverPark Specific Plan area, a mixed use development in Oxnard CA.

City of Santa Cruz, CA. 2010-2011. (Subconsultant to Wilbur Smith Associates)

Conducted mixed-use parking demand model based on a field measurement of case studies and developed blended-rate parking requirement options for mixed-use districts.

City of Whittier, CA. 2010. (Subconsultant to PBS&J)

Developed a comprehensive parking management plan for Uptown Whittier, including on-street parking pricing, adopted by Council.

FTC Acquisition LLC, San Diego, CA. 2010

Provided parking demand estimates for the Fullerton Transportation Specific Plan in Fullerton California. Developed researched based reduction factors for the transit-oriented development.

Caltrain, San Carlos, CA. 2009. (Subconsultant to PB Americas)

Advised staff on the development of a Caltrain System-wide Access Policy, including the development of a “what if” model for assess alternative station access scenarios.

City of Denver, Denver, CO. 2008 - 2009. (Subconsultant to Wilbur Smith Associates)

Contributing to the *City of Denver Parking Strategic Plan*, a comprehensive review of the City’s parking policy in terms of smart growth concepts and parking best practices. Develop new parking requirement rates, with adjustment factors for neighborhood characteristics.

Meals on Wheels Los Angeles, Los Angeles, CA. 2008. (pro bono)

Wrote travel survey for employees and volunteers, analyzed survey results, and made recommendations to increase transit, carpool, bicycle, and walk access to the facility.

Liberty Hill Foundation, Los Angeles, CA. 2008 to 2010. (reduced rate non-profit consulting)

Prepared white paper on the concept of a City of Los Angeles parking in-lieu fee that is dedicated to transit improvements. Project is part of the Green LA initiative.

Planned Parenthood, Los Angeles, CA. 2007 to 2008 (reduced rate non-profit consulting)

Analyzed parking demand to support move to a new headquarters location. Developed travel demand management and parking strategies for employees.

JSB – Development, Santa Clarita, CA. 2008-present.

Prepared shared parking analysis for the Vista Canyon Ranch transit-oriented development in the City of Santa Clarita and provided strategic advice on corridor-level land use and transportation planning for the Antelope Valley Metrolink line.

Bay Area Rapid Transit District (BART) and Bay Area Rapid Transit Consultants, Oakland, CA. 1998 to 2008.

Developed methodology to support decision making concerning replacement parking at BART joint development sites. Collaborator on research team on travel characteristics of transit-oriented development. Prepared parking analyses for the BART SFO Extension and the entire BART system. Conducted review of parking policies currently in implementation. Developed modal access targets for BART stations. Developed frameworks for station access plans and station comprehensive plans. Developed a draft sustainability policy for BART. Developed policy proposals, implementation guidance, and a parking management "toolkit" for local communities. Participated in Board education and consensus building activities. Created and supervised a BART Research Associates program over three years (addressing mode choice, environmental justice, and station access). Developed a methodology for determining replacement parking requirements for joint developments and undertook four case study evaluations. Developed a value capture report identifying an agenda for future value capture strategies.

Santa Clara Valley Transportation Authority, San Jose, CA. 2006 to 2009. (Subconsultant to Bottomley and Associates)

Undertook commuter and TOD parking analysis to support 65% design of the BART extension to San Jose, including analysis of parking supply, replacement parking, and parking management techniques. Technical support for station access planning.

Urban Partners, LLC, Los Angeles, CA. 2005 to 2007.

Prepared residential parking demand analysis for the University Gateway student housing project near the USC campus in Los Angeles, CA. Supported EIR team in response to comments and follow-up analyses.

Prepared a shared parking analysis for the Washington/National TOD in Culver City.

Prepared residential and restaurant parking demand analysis for a project in the Howard Hughes Center in Los Angeles, CA.

City of Irvine, Irvine, CA. 2006.

Prepared a parking management plan for the Irvine Transportation Center; the plan supported the development of a new parking structure and other station access strategies.

Metropolitan Transportation Commission, Oakland CA. 2006 to 2007. (Subconsultant to Wilbur Smith Associates)

Contributed to “Reforming Parking Policies to Support Smart Growth” project. Developed sections of the “best practices” report.

City of Pasadena, Pasadena, CA. 2006 to 2007. (Subconsultant to Nelson/Nygaard Consulting)

Contributed research findings and peer review services to the Pasadena Traffic Reduction Strategies study completed for the Pasadena Transportation Commission.

Bay Area Rapid Transit District (BART), Oakland, CA. 2006 to 2007. (Subconsultant to Nelson/Nygaard Consulting)

Refined and developed the Access and Joint Development assessment methodology developed previously for BART as part of the “A Line Access BART” study.

Pasadena Presbyterian Church, Pasadena, CA. 2006 to 2007.

Undertook parking demand analysis to support sale of church property for development.

El Monte/South El Monte Chamber of Commerce, El Monte, CA. 2006 to 2007.

Assessed economic development opportunities in five districts in the City of El Monte, conducted workshops with local stakeholders, and made presentation to the El Monte City Council. Effort funded by the Titan Group, LLC.

University of Southern California, Los Angeles, CA. 2005

Analyzed parking requirement and parking management issues in support of Campus Master Plan and regulatory practices with the City of Los Angeles.

Creative Housing Associates, Los Angeles, CA. 2005.

Analyzed methods for maximizing the public benefit of the Mission Meridian garage, an innovative transit-oriented development in South Pasadena.

Community Redevelopment Agency of the City of Los Angeles, Los Angeles, CA. 1999 (Subconsultant to Michael R. Kodama Planning Consultants), 2001 (Direct contract), and (2004 to 2006) subconsultant to Wilbur Smith Associates.

Prepared successful grant proposal for a \$500,000 downtown parking management study for the Los Angeles County Metropolitan Transportation Authority Call for Projects program. Conducted stakeholder outreach and consensus building. Framed policy issues and refined scope for the project. Serve on consulting team, with primary task of ordinance drafting.

Westside Cities Subregion, Southern California Association of Governments, Los Angeles, CA. 1999 (Subconsultant to Michael R. Kodama Planning Consultants).

Prepared portions of a report on how parking policies can support livable community policies for the cities of West Hollywood, Beverly Hills, Santa Monica and Culver City.

City of Monterey Park, Monterey Park, CA. 1998 to 1999 (Subconsultant to Katz, Okitsu & Associates).

Prepared elements of a parking management plan for the Garvey and Atlantic commercial areas.

Pasadena Waldorf School, Altadena, CA. 1997. (pro bono)

Strategic Planning for Pasadena Waldorf School. Provided a full-day workshop that explored values and alternative visions for the school. Prepared, implemented and analyzed a parent survey concerning retention issues.

Mobile Source Reduction Review Committee, Diamond Bar, CA. 1995 to 1997. (Subconsultant to Michael R. Kodama Planning Consultants).

Surveyed planning directors in Southern California concerning attitudes about parking requirement reform. Participated in consensus building processes on the implementation of parking reform, and co-authored a how-to handbook. Projects include parking management credits for the Los Angeles County Metropolitan Transportation Authority's congestion management program and parking management projects in Los Angeles, Newport Beach, Santa Ana and Pasadena.

South Coast Plaza, Costa Mesa, CA. 1994 to 1996.

Conducted parking utilization surveys during the holiday shopping periods, evaluated shared parking and off-site parking opportunities, and made policy recommendations to the property owner. Studies were conducted during 1994 and 1995 holiday seasons.

Empire Consulting Group, Chino Hills, CA, 1995.

Conducted a parking demand analysis for a mixed-use development that included a day-care center.

Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA. 1993/94. (Subconsultant to Crain and Associates)

Designed and implemented an evaluation methodology for two employer-based parking management projects in downtown Glendale. Developed cost effectiveness and qualitative evaluation measures and produced evaluation report. Project won a CMAQ award based on the evaluation.

South Coast Air Quality Management District, Diamond Bar, CA. 1992.

Consultant to the District's Special Commission on Air Quality and the Economy. Facilitated the commission's process for identifying issues and developing recommendations. Wrote the Commission's final report and presented the findings to the Board.

City of Irvine Transportation Authority, Irvine, CA. 1991 to 1992.

Assisted city officials in setting goals for a comprehensive parking management study. Wrote scope of work for the consulting contract.

Southern California Association of Governments, Los Angeles, CA. 1989 to 1990.

Prepared *The Effect of Employer-Paid Parking in Downtown Los Angeles: A Study of Office Workers and Their Employers* (with D. Shoup). Report evaluated the appropriateness of parking subsidy and pricing strategies as tools to implement the Regional Mobility Plan. Also prepared *Parking Subsidies and Commuter Mode Choice: Assessing the Evidence* (with D. Shoup).

Legal Aid Foundation of Los Angeles, Los Angeles, CA. 1989.

Prepared a critique of the Central City West Transportation/Land Use Specific Plan (an area west of downtown Los Angeles). The Foundation used the report in negotiating specific plan policies on behalf of the low-income residents of the area.

Community Redevelopment Agency of the City of Los Angeles, Los Angeles, CA. Department of Planning and Urban Design, 1987 to 1990.

Prepared issue papers on transportation policy for the Downtown Strategic Plan Advisory Committee, Access and Circulation Committee (1989). Analyzed the financial costs of transportation mitigation requirements (including development of a computer model). (1988-1990) Analyzed transportation conditions and mitigation programs for a five million square feet mixed-use development proposal at the Los Angeles Union Station. Developed transportation demand management (TDM) programs and proposed development conditions for the Union Station project. (1987)

The Southern California Institute for Local Government (SCILOG), Pomona, CA. 1986 to 1987.

Organized a training workshop on development feasibility analysis. Conducted a follow-up mail evaluation of the training session and prepared research report.

PLANNING AGENCY EXPERIENCE

City Planner - Transportation, 1985 - 1986

Transportation Planning Associate, 1983 - 1985

Community Redevelopment Agency of the City of Los Angeles, Los Angeles, CA.
Department of Planning and Urban Design

Managed the development of a peripheral parking program for downtown Los Angeles. Evaluated transportation consequences of a proposed 9.5-acre mixed-use project in downtown Los Angeles. Prepared and negotiated transportation demand management programs for developments in downtown Los Angeles. Evaluated the real estate impact of Metro Rail benefit assessment districts and proposed revisions to the assessment mechanism. Prepared joint development plans at Metro Rail stations.

Senior Consultant, 1983

William C. Lawrence Company, Inc., Los Angeles, CA.

Undertook issue analysis for private sector clients in the areas of population, employment and transportation forecasts, air quality, and regulatory processes.

Planner, 1980 - 1981

Essex County Planning Department, Essex, Ontario, Canada

Prepared Official Plans, Secondary Plans and zoning by-laws for towns and townships in the County. Undertook a retail market feasibility study for the Town of Leamington. Addressed agricultural land preservation and wetland development policy issues. Provided expert witness testimony at an Ontario Municipal Board hearing.

Planner, 1979 - 1980

Jean Montieth and Associates, Inc., London, Ontario, Canada.

Prepared Official Plans, housing studies, and zoning by-laws for public clients. Prepared market feasibility and site analysis studies for private clients.

OTHER CREATIVE ACTIVITY

Landscape Painting

Landscape painter in the plein air style, with a focus on interpretation of urban scenes.

Solo show: *Bottomfeeder: Views from the Arroyos*. Avenue 50 Studio, Los Angeles, CA. Show featured paintings, video, found object assemblage, and written interpretation with the Los Angeles River and Arroyo Seco as subject matter. March/April 2019.

Curated and displayed work in *Positively 4th Street*, a show documenting the encounter of two artists (Roderick Smith and Richard Willson) and a writer (D.J. Waldie) with the iconic downtown Los Angeles bridge. Huntley Gallery, California State Polytechnic University, Pomona, 2018, January 27 through April 12, 2018. Show selected as one of KCRW's "Five design things to do this week" January 22, 2018. Essay and paintings published in the University of California Press *BOOM California*, February 24, 2018, accessed at <https://boomcalifornia.com/2018/02/24/a-traveler-comes-to-a-bridge/> Video of artists' talk can be accessed at <https://vimeo.com/253885010>

“Cottonwood” painting featured on the cover of *Environs*, the magazine of the College of Environmental Design at California State Polytechnic University, Pomona. Fall, 2017 issue.

Curated and displayed work in *Paved and Painted*, a group show of urban Los Angeles in Los Angeles, CA 2014 and *Traffic*, a group show of artists’ interpretations of the visual environment of freeways, shown in South Pasadena, CA in 2010 and.

Solo shows include *Alchemy | Pomona* (2014) and *Concrete Steel and Trees* (2011) at the Metro Gallery, Pomona, CA. Numerous group shows, including the Brid Dog Arts (Tejon), Southwest Museum (Los Angeles), Brenart (Pasadena), Space Studio (South Pasadena), Avenue 50 Gallery, the Arroyo Arts Collective Discovery Tour, Nature’s Brew, and others. The work is displayed at <https://richard-willson.pixels.com>

Poetry

Creator of the *Rick Willson Poetry and Painting* Facebook site, <https://www.facebook.com/rwwpaintingandpoems/>

Selected to read a poem at the Lummis Day Event at the Southwest Museum, 2015.

Newsletters

Co-Editor (with Thom Sharp) of *Compost*, a newsletter about technology and society. 1996-97.

Design Competitions and Charrettes

Faculty advisor for a College of Environmental Design Charrette for the Mission San Luis Rey de Francia in Oceanside. (1998) (With Spiros Amourgis).

Design Competition for the Todos Santos Plaza, Concord California. (1988) (With R. Scherr, R. Thomsornpanich, and S. Surongsain)

Community Organizations

Co-Founder, Mount Washington Plein Air Painting Group (2000-present).

TESTIMONY, PROFESSIONAL COMMITTEES, JURIES, ADVISORY PANELS AND SELECTION PANELS

Southern California Association of Governments SCAG Sustainability Award Program, Juror. 2020-present.

American Planning Association/Association of Collegiate Schools of Planning Academic/Practitioner Task Force. 2018-2019.

City of Los Angeles Transportation Demand Management Technical Advisory Committee. 2017 – 2019.

Los Angeles Metropolitan Transportation Authority Office of Extraordinary Innovation Advisory Board. 2016 – 2021.

Re:code LA Zoning Advisory Committee, City of Los Angeles. 2013-2019.

Advisory Committee Member, UCLA Lake Arrowhead Educational Symposium: The Land Use/Transportation/Environment Connection, 2008 – 2021.

University Representative for Cal Poly Pomona, Transportation Research Board of the National Academy of Sciences, 2008 – 2019.

Council of Infill Developers, Transit-Oriented Parking Policy Option for Los Angeles, Advisory Committee. 2016 – 2017.

American Planning Association Education Task Force. 2015-2017.

Re:code LA Zoning Transportation Choice Subcommittee (chair), City of Los Angeles. 2014-2015.

Presentation to California Select Committee on Regional Transportation Solutions, “TOD Version 2.0 – Regional Implementation.” San Dimas, CA November 4, 2013.

Presentation to the Orangeline Development Authority, “TOD Version 2.0.” Paramount, CA. October 13, 2010.

Member, University Advisory Group, Southern California Association of Governments, 2010 – 2012.

Member, Planning Accreditation Board Site Visitor Pool, 2009 – present.

Keynote address, “TOD as a Tool for Urban Economic Revitalization”. Senate Select Committee on Urban Economies, State of California, El Monte CA, October 25, 2007.

Peer Reviewer, Expert Research Panel for Proposition 1C Transit-Oriented Development (TOD) Program, State of California Department of Housing and Community Development, August 20, 2007, Oakland, California

Local Host Committee, Program Committee member, Railvolution 2004 Conference.

Advisory committee on developing a transportation planning course, Institute of Transportation Studies, University of California, Berkeley. 2003.

Mobility 21 Committee, Los Angeles Chamber of Commerce. 2003-2008.

Best Article Award Committee, Journal of the American Planning Association. 2002-2005 (Committee Chair 2003/04).

Editorial Board, Journal of the American Planning Association. 2001-2006.

Vice Chair, Transportation Division of the American Planning Association. Led professional education efforts of the Division. Elected Position. 2000-2002.

Member of the Technical Committee of the Center for Sustainable Development at Playa Vista, a research center overseeing research on the implementation of sustainable development concepts. 1999-2001.

Sustainability Task Force, American Planning Association. Contributed to development of a Sustainability Policy Guide. 1998.

Review Committee for Transportation Demand Management Planning for Playa Vista Development, Organized by Kaku Associates, Inc. 1998.

Academic/Environmental Focus Group for the Long Range Transportation Plan, Los Angeles County Metropolitan Transportation Authority. 1996/97.

Selection Panel for Northeast Community Linkage Study, Los Angeles Metropolitan Transportation Authority. 1996.

Selection Panel for Analysis of Travel Characteristics and Travel Reduction Measures at Regional Shopping Centers, South Coast Air Quality Management District. 1995.

Award Jury, Los Angeles Section of the American Planning Association. 1994.

SELECTED PROFESSIONAL TRAINING

University Leadership Academy, California State Polytechnic University, Pomona. Pomona, CA, April–August 2003.

Development for Deans, Case Conference. San Francisco, CA, February, 2003.

HONORS AND AWARDS

Award of Honor, Planners Emeritus Network of the California Chapter American Planning Association, 2017.

Planning Communication Award for the *Launching your Planning Career: A Guide for Idealists* blog on the American Planning Association website. Inland Empire Section of the American Planning Association. Riverside, CA 2017.

Provost Award for Excellence in Research and Creative Activity, California State Polytechnic University, Pomona. Pomona, CA 2015.

Cal Poly Pomona nominee in the research category for the Wang Family Excellence Award, California State University System. Pomona, CA. 2014.

Dean's Outstanding Faculty Award, College of Environmental Design, California State Polytechnic University, Pomona, CA. 2011.

ENV Council Advisor of the Year for the Department of Urban and Regional Planning. College of Environmental Design, California State Polytechnic University, Pomona, CA. 2010.

Best All Around Professor, Graduate Planning Student Association, Department of Urban and Regional Planning, California State Polytechnic University, Pomona, CA. 2009.

Inducted as a Fellow of the American Institute of Certified Planners at the National Conference of the American Planning Association. Las Vegas, NV, 2008.

Commitment to Excellence Award, American Planning Student Association, Department of Urban and Regional Planning, California State Polytechnic University, Pomona. Pomona, CA. 2008.

Hagman Conference Scholar, UCLA Extension 22nd Annual Land Use Law and Planning Conference. Los Angeles, CA. 2008.

California Chapter APA Outstanding Planning Award for Leadership and Service/Academic. Award given based on the URP 431/432 class, "Transit Oriented Development along the Gold Line Corridor". Yosemite, CA. 2005.

Academic Award, Los Angeles Section of the American Planning Association (with the students of URP 431/432) for the "Transit Oriented Development along the Gold Line Corridor" project. Los Angeles, CA. 2005.

Certificate of Appreciation for service as Vice Chair of the American Planning Association Transportation Division, Washington, D.C. 2002.

College of Environmental Design nominee for the Wang Family Excellence Award, California State University System. Pomona, CA. 2001 and 2002.

Alumni Achievement Award (Inaugural Award), Faculty of Environmental Design, University of Waterloo. Waterloo, Ontario Canada, 2000.

Dean's Outstanding Faculty Award, College of Environmental Design. California State Polytechnic University, Pomona, Pomona, CA. 1999.

Certificate of Tribute, Council member Jackie Goldberg, City of Los Angeles, for contribution to community betterment. Los Angeles, CA. 1995 (with Robin Scherr).

Academic Award, American Planning Association, Inland Section. 1995.

Meritorious Performance and Professional Promise Award, California State Polytechnic University, Pomona. Pomona, CA. 1988 and 1990.

American Institute of Certified Planners Student Award, University of Southern California. Los Angeles, CA. 1983.
California Planner's Foundation Student Award, California Chapter of the American Planning Association. Los Angeles, CA. 1982.

PROFESSIONAL AFFILIATIONS

Fellow, American Institute of Certified Planners. 2008 - present.

Member, American Institute of Certified Planners. 1987 - 2008.

Member, American Planning Association. 1983 – present.

Editorial Advisory Board, *Journal of the American Planning Association*. 2001 - 2006

Vice Chair, Transportation Division of the American Planning Association. 2000 - 2002

Past Full Member, Canadian Institute of Planning

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