



# EISEN | LETUNIC

TRANSPORTATION, ENVIRONMENTAL AND URBAN PLANNING

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## EXPERIENCE

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### **EISEN | LETUNIC, 2005-PRESENT**

Co-founded firm and serve as one of two principals. Projects include:

- EPA Smart Growth Implementation Assistance Program, providing on-site technical assistance in smart growth-related topics to communities nationwide (client: U.S. EPA)
- Study to develop thresholds of environmental significance for transportation impacts based on automobile trips generated (client: San Francisco County Transportation Authority)
- First-ever pedestrian and streetscape master plans for the City and County of San Francisco (clients: San Francisco Municipal Transportation Agency and Planning Department respectively)
- Transit-oriented development strategy for downtown San Leandro (client: City of San Leandro)
- “Filling in the Gaps,” report on infill housing development in San Mateo County (client: San Mateo County Department of Housing)
- Update of the “Regional Bicycle Plan for the San Francisco Bay Area” (client: Metropolitan Transportation Commission)

### **CITY OF OAKLAND, 2001-05**

- Served as lead planner for Measure DD, a successful 2002 local ballot measure that authorized nearly \$200 million in bonds for dozens of public-access and open-space projects
- Oversaw the planning process for the Lake Merritt Park master plan and a feasibility study for a waterfront promenade along the entire length of the Oakland Estuary
- Updated the safety and noise elements of the Oakland general plan

### **ASSOCIATION OF BAY AREA GOVERNMENTS (OAKLAND), 1998-2001**

- As trails planner for the San Francisco Bay Trail Project, assisted local governments in planning, designing, funding, and implementing trail segments and related facilities
- Conducted public-outreach activities for the Bay Trail Project and developed promotional and public-relations materials, including newsletters, fact sheets, and press releases

### **BAY AREA AIR QUALITY MANAGEMENT DISTRICT (SAN FRANCISCO), 1996-97**

On assignment from the US Environmental Protection Agency (see below)

- Developed an innovative program for the district to officially endorse air quality-beneficial projects
- Provided technical assistance to developers and local jurisdictions on transportation demand management strategies to mitigate the air quality impacts of proposed projects

### **US ENVIRONMENTAL PROTECTION AGENCY, REGION IX (SAN FRANCISCO), 1993-98**

- Helped develop drinking-water systems in low-income areas along the US–Mexico border
- Served as historic preservation coordinator for the activities of the regional office

## EDUCATION

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- University of California, Berkeley; master of business administration (2005)
- University of Texas at Austin; master of science in architectural studies (1991)
- Tufts University (Medford, Mass.); bachelor of arts (1987) and junior year abroad in Paris, France

## RECENT PUBLICATIONS

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- “Beyond Plain English: Ten best practices for creating citizen-friendly planning documents;” *Planning* (magazine of the American Planning Association [APA]), October 2007
- “Analyzing Impacts Related to Global Climate Change under CEQA” (co-author); *California Planner* (newsletter of the California chapter of APA), September/October 2007
- “Taking a Walk in Alameda County” (co-author); *Northern News* (newsletter of the Northern California section of APA), August 2007
- “How Should General Plans Deal with Global Warming;” *California Planner*, July/August 2007
- “CEQA Thresholds of Significance: A Do-It-Yourself Guide for Public Agencies” (co-author); *California Planner*, March/April 2007

## AWARDS

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- Award in “focused issue” category from the Northern California section of APA, for the *Alameda Countywide Strategic Pedestrian Plan* (2007)
- Award of merit from the California chapter of APA, for *Protect Oakland*, the updated safety element of the City of Oakland’s general plan (2005)

## RECENT PRESENTATIONS

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- “Measuring Up: Four key transportation reforms for improved livability;” CCAPA (California chapter of APA) conference; San Jose, October 2007
- “Breaking a Planning Taboo: CEQA review without automobile LOS analysis;” CCAPA conference; San Jose, October 2007
- “Lessons learned in transforming San Francisco’s streets for bicycling;” Walk/Bike California conference; Davis, September 2007
- “Best practices in pedestrian planning;” Institute of Transportation Engineers, District 6 (San Francisco Bay Area section); San Francisco, May 2007

## OTHER

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- Member of the American Planning Association, the Association of Environmental Professionals, and the Urban Land Institute
- Graduate of the “Leadership San Francisco” program of the S.F. Chamber of Commerce (2001)
- Member of the citizens advisory committee of the San Francisco County Transportation Authority (1999-2001)
- Raised in Ecuador and Colombia; speak, read, and write Spanish fluently