



Dana Perls, MCP

Planner



Dana Perls is a City Planner with a diverse background in both international and local planning. Her professional experience ranges from infrastructure management, green affordable housing financing and policy, community outreach for regional transit plans, to technical water supply analyses. Prior to joining Town-Green, Dana worked with several non-profits, a planning firm, and the City of Oakland on climate change research, green building policy, transit-oriented development education, and water supply assessments. All of the projects had a significant emphasis on public education and outreach.

Prior to getting her Masters in City Planning, Dana served as a Peace Corps volunteer in Panama, and worked closely with government agencies and local leaders on watershed protection, solid waste management, and water infrastructure development.

Curriculum Vitae

Education

Bachelor of Sciences,
Cornell University,
Ithaca, New York- 2002

Master of City Planning,
University of California at Berkely,
Berkeley, California-2008

Professional Memberships

American Planning Association (APA)

Professional Endeavors

2009-Present: Town-Green

2008-2009: ICF Jones & Stokes

2007-2008: City of Oakland, Affordable Housing Department

2007: TransForm Great Communities Collaborative

Project Experience

Emerald Tracy, Tracy, California

Dana is assisting Town-Green in the assessment of the City of Tracy's greenhouse gas emissions as part of California's Emerald City Pilot Program and Tracy's Sustainable Action Plan. The inventory requires indepth analysis of transportation and commute patterns, residential, commercial, industrial and solid waste fuel consumption for the community and municipality. This baseline analysis subsequent emission forecast will help the City of Tracy understand how GHG emissions may affect the city and region over time. These findings will be presented in a comprehensive report which helps Tracy target its highest sources of emissions, and to develop innovative greenhouse gas reduction measures for the municipality and greater community.

Water Supply Assessment for Juvenile Correction Facilities, Monterey, California

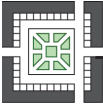
Much like all of California, the City of Monterey struggles with the challenges of meeting population growth demands while suffering from a water supply shortage. As part of Juvenile Correction Facilities plan, the City of Monterey asked ICF Jones & Stokes to conduct a Water Supply Assessment to determine the available surface and groundwater availability at present and in 20 years. This assessment required detailed analysis of water use throughout the City of Monterey, regional water use, wastewater management, and potential water conservation strategies.

Affordable Green Multi-Family Housing Ordinance, Oakland, California

As part of their Green Building Ordinance, the City of Oakland enacted an ordinance targeting multi-housing transit-oriented development housing. Working collaboratively with Oakland Public Works, Alameda Waste, and regional affordable housing developers, Dana developed an ordinance which requires affordable housing developments to meet a high level of green building standards set by Alameda County's Build It Green program.

Great Communities Collaborative, Oakland, California

TransForm, a regional advocacy organization focused on transit-oriented in the Bay



Experience
(continued)

Area, is part of a regional collaborative of housing developers, environmental planners, economic analysts, and transportation planners. Dana worked with TransForm to conduct public outreach and create educational materials about the local and regional benefits of transit-oriented development. The collaborative works directly with communities and local government councils to develop specific plans which will promote healthy and walkable communities around regional transit.

Community Guide to California Water Law, California

Dana worked with the California Water Impact Network to create a guidebook on California water law, water conservation, and water policy. The guidebook was developed for local city planners and community members to better understand how regions and cities must collaborate to conserve water for future supply. Through series of interviews with farmers, public utility managers, hydrologists, and community leaders, Dana created a series of case studies to exemplify constructive partnerships for city planning and water supply planning. In addition, she created a user-friendly manual summarizing California water laws, planning processes, and regulations on public participation in planning.

Village of Nance de Risco Watershed Management Plan, Panama

During her three years of service in the Peace Corps, Dana helped out with both local and municipal projects related to watershed management and public health. She helped manage the construction of an aqueduct for a town of 1,000 people, and 11 sanitary dry composting letrines. As part of the watershed conservation planning, Dana facilitated a team from the Ministry of Agriculture, the town council, and several local businesses to complete a regional reforestation project.