



**Brion Economics**  
INCORPORATED

# STATEMENT OF QUALIFICATIONS

Urban Economics Consulting Firm

December 2022

## Summary of Experience

Joanne Brion has over twenty years of experience in urban economics, strategic planning, and public policy. She is the principal of Brion Economics, Inc. (BEI), a Northern California urban economics consulting firm founded in the Bay Area. Ms. Brion's expertise includes early learning and child care policy, fiscal impact studies, economic impact assessments, development impact fee nexus studies, housing assessments, market studies, financial analysis, demographic forecasting, and policy analysis.

For BEI projects, Ms. Brion assembles a custom team of consultants for each assignment and manages multiple studies and projects at one time. BEI is an independently woman-owned small business. Ms. Brion holds a BA in Urban Studies from San Francisco State University and a Master's in Urban Planning with a focus in economics and public policy from New York University, where she worked as a research assistant with the NYU Urban Research Center during her graduate studies. Prior to starting her own firm, she worked at Economic & Planning Systems in Berkeley for 10 years, serving as Vice President of the firm.

## Services and Competencies

- Economic Modeling, Budget Analysis, and Projections
- Child Care Planning, Early Learning, and Policy
- Strategic Planning, Visioning, and Implementation
- Financial and Fiscal Analysis
- Developer Impact Fee/Nexus Studies
- Public Policy and Policy Analysis
- Demographic Forecasting

## Strategic Partnerships

Through our many client projects, BEI has actively created solutions to meet the demand for sound planning and strategic assessments, using key economic information to inform decisions regarding proposed projects, public policy, and programs to bring multiple voices and issues to the table. Ms. Brion's core focus is to serve the broader community and bring strategic planning to generate the largest public benefit possible from each assignment.

BEI's focus has been strategies linking the real estate/developer community with the child care industry and intermediaries. Child care and early learning have been a core focus of our policy work over the years, helping the child care industry leverage the planning and development process for the benefit of children and families. These new relationships have brought about the expansion of public policies, programs, and financial support for the development of child care facilities. One key accomplishment has been the use of Developer Impact fees for child care facilities to help increase the supply of child care funding in communities. Because this public policy issue impacts millions of California families, we

are committed to supporting the process and moving this work and the dialogue forward. Child care and early learning is a quality of life, economic and educational issue affecting millions of families in California.

## Professional Experience

<b>July 2000 - Present</b>	<b>President, Owner, Urban Economist</b> Brion Economics, Inc. (formerly Brion & Associates) Berkeley, CA
<b>July 2017 - July 2022</b>	<b>Executive Director</b> Tara Mandala Buddhist Organization, Pagosa Springs, CO
<b>1990 - 2000</b>	<b>Vice President, Urban Economist</b> Economic & Planning Systems, Inc., Berkeley, CA
<b>August 1989 - December 1989</b>	<b>Data Analyst (under NYU Professor)</b> Wharton Econometrics Forecasting (WEFA), New York, NY
<b>August 1989 - December 1989</b>	<b>Research Analyst (under NYU Professor)</b> Regional Plan Association, New York, NY
<b>January 1988 - July 1989</b>	<b>Staff Research Analyst for Director</b> Urban Research Center, New York University, New York, NY
<b>July 1985 - January 1988</b>	<b>Associate, Planning and Economics Division</b> Environmental Science Associates, San Francisco, CA
<b>Spring 1986; Fall 1984</b>	<b>Planning Internships</b> San Francisco Department of City Planning, SF, CA

## Education, Awards, and Training

- Master of Urban Planning, New York University, Wagner Graduate School of Public Service; Public Policy and Urban Economics focus. Thesis: Economic Impact of Foreign Investment in the U.S.
- Bachelor of Arts, San Francisco State University, Urban Studies Program - focus City Planning - Public Policy focus. Senior Project: Land Use Surveys of Northern Waterfront and South of Market, S.F.
- Phi Beta Kappa, SFSU
- Authentic Leadership Training Program, Naropa University
- Emotional Intelligence Training with Goleman EI and Key Step Media

The following lists selected Child Care and Urban Economics studies prepared by BEI.

## Child Care- Early Learning Policy & Planning Projects

- Child Care Needs Assessment and Parent and Workforce Surveys (2022), San Mateo County
- Economic Analysis of Early Learning and Care Parcel Tax, South San Francisco
- Child Care Project Assessment – Spieker Resident Care Facility, Walnut Creek

- Child Care Project Assessment – Industrial Warehouse Projects, Bay Point, and North Richmond, Contra Costa County
- Child Care Facilities Surveys and Needs Assessment, (2007, 20012, 2017) Contra Costa County
- Early Learning Facilities Study, Child Care Surveys, and Financial Strategy (2017), San Mateo County
- Child Care Assessment and DA Support, Providence St. John’s Medical Center, Santa Monica
- Child Care Demand Analysis, Menlo Park
- Child Care Needs Assessment, Sonoma County
- Economic Impact of Child Care, Sonoma County
- Gale Ranch Child Care Demand Study, San Ramon
- Child Care Needs Assessment, City of Irvine
- Child Care Needs Assessment, San Diego County
- Child Care Needs Assessment, Calaveras County
- Economic Impact of Child Care, Contra Costa County
- Child Care Needs Assessment, Kern County
- Child Care Needs Assessment, Glenn County
- Child Care Facility Impact Fee Nexus Study, South San Francisco
- Child Care and Housing Linkage Study, San Mateo County
- Child Economic Impact Analysis of Child Care, El Dorado County
- San Francisco Child Care Impact Fee Update and Nexus Study, San Francisco
- Alameda County Child Care Impact Fee Nexus Study, County of Alameda
- Child Care Impact Fee Nexus Study, Palm Desert
- Child Care Facilities Development Handbook, Sonoma County
- Child Care Zip Code Priorities Analyses, Sonoma County
- Easter Seals Head Start Planning Application and Feasibility Study, San Diego County

## Urban Economics – Selected Projects

- Affordability Gap Analysis, Menlo Park
- River Islands Fiscal Impact Analysis and CFD Budget Preparation (on-going since 2007), Lathrop – Califia, LLC
- Fiscal Impact Analysis – Century Plaza Reuse Project, Foster City
- Park and Recreation Residential Impact Fee, 2020 Update (also 2005 Study, 2013 update), Pasadena
- Economic Analysis – San Mateo General Plan Update, Bohannon Development Organization
- Hotel Analysis, Menlo Park, citizenM
- Primary School Fiscal Analysis Peer Review, East Palo Alto
- Economic Benefits of High Tech, Mountain View, Chamber of Commerce
- Economic & Community Benefit Assessment, Mountain View – 1001 Shoreline, Blvd Project
- Fiscal Impact Analysis of Workday Expansion, Pleasanton – Workday, Inc.
- Fiscal Impact Analysis, Retail Market Study, City Budget Critique, Entitlement Support, BART Station Project, Union City – Integral Communities
- Fiscal Impact Analysis, Diridon Mixed Use Project, San Jose – Trammell Crow Company
- Fiscal Impact Analysis, California Drive Project, Burlingame – Dewey Land Company, Inc.
- Bay Area Industrial Land Conversion and Zoning Study Critique, Building Industry Association

- Fiscal Impact Analysis, Fremont, and Milpitas – Integral Communities
- Revenue Analysis Centre Point Project, Milpitas – SummerHill Homes
- Fiscal Impact Assessment of Mixed-Use Project, Belmont – Sares Regis
- Fiscal Impact Analysis, Millbrae Serra Station Plan, Millbrae – Millbrae Serra Station, LLC
- Fiscal and Economic Assessment, Willow Business Park, Menlo Park – Prologis, LLC
- Fiscal Impact Study, El Camino Real Specific Plan, Menlo Park – Greenheart Land Company
- Mayfield – California Avenue Fiscal Impact Analysis, Palo Alto – Regis Homes and Stanford University
- Bohannon Fiscal Analysis, DA and Technical Support, Menlo Park – Bohannon Development Organization
- Olive Orchard and Production Feasibility Analysis for New Farm Project, Tassajara Valley – New Farm
- Lowe’s Economic Impact Analysis, Clearlake – M. R. Wolfe & Associates
- Business Plan and Response to RFPA for Medical Cannabis Dispensary Permit, Oakland – Agramed
- Industrial Medical Cannabis Cultivation & Manufacturing Facility Economic Analysis and Proforma, Oakland – Agramed
- Crystal Springs Uplands School Fiscal Impact Analysis and Economic Benefits, Belmont – Crystal Springs Uplands School
- Retail Market Analysis of Red Star Affordable Senior Housing Project, West Oakland – Michaels Development Company
- Menlo Gateway Project Outreach and Entitlement Support, Menlo Park – Bohannon Development Organization
- Alhambra Highlands Fiscal -Economic Benefit Analysis, Martinez – Briscoe Ivester & Bazell, LLP
- Walmart Feasibility Market Study, San Diego – Jacob Foundation (VWA, Inc., Prime)
- Spansion Residential Project Fiscal Impact Study, Sunnyvale – Prometheus Real Estate Group
- Retail Market Analysis, Auf Der Maur-Stanley Road Project, Pleasanton – ES Ring
- Dougherty Valley Community Service Area Financial Audit and Maintenance Review, San Ramon – Shapell Homes
- The Arroyo Project Fiscal Impact Study, Walnut Creek – Hall Equities Group
- Electronic Billboard Financial Feasibility Analysis, Oakland
- Park and Recreation Impact Fee Nexus Study, City of Pasadena (2004 and 2013/14)
- Habitat Conservation Plan Mitigation Fee Peer Review, Contra Costa County
- San Francisco Child Care Impact Fee Update and Nexus Study, San Francisco
- Alameda County Child Care Impact Fee Nexus Study, County of Alameda
- Paso Robles Sewer Connection Fee Peer Review, Paso Robles
- Modesto Sewer Connection and Rate Fee Peer Review, City of Modesto
- Capital Facilities (Traffic, Police, Fire, City Hall) Fee Peer Review, Paso Robles
- Modesto Water Connection and Rate Fee Peer Review, City of Modesto
- Livermore Impact Fee Peer Review, City of Livermore
- Harter Specific Plan Public Financing Plan (fee-based) and Phasing Strategy, City of Yuba City

## BEI – Selected List of Clients

### ***Cities and Counties***

- ◆ City of Berkeley
- ◆ City of Irvine
- ◆ City of Palm Desert
- ◆ City of Palo Alto
- ◆ City of Pasadena
- ◆ City of Redwood City
- ◆ City of Rio Vista
- ◆ City and County of San Francisco
- ◆ City of South San Francisco
- ◆ City of Yuba City
- ◆ County of Alameda
- ◆ County of Calaveras
- ◆ County of Contra Costa
- ◆ County of Glenn
- ◆ County of Kern
- ◆ County of Santa Cruz
- ◆ County of San Diego
- ◆ County of Sonoma
- ◆ County of San Mateo

### ***Real Estate Developers and Builders, Associations, & Law Firms***

- ◆ Anderson Homes
- ◆ Blake Hunt Ventures
- ◆ Builders Industry Association
- ◆ Califia, LLC
- ◆ Centrum Logistics, LLC
- ◆ Clarendon Hills Investors, LLC
- ◆ Discovery Homes
- ◆ Duc Housing Partners, Inc.
- ◆ Empire Land of Northern California
- ◆ Estrella Associates
- ◆ Facebook, Inc.
- ◆ Fagan Canyon, LLC
- ◆ Glenborough-Pauls, LLC
- ◆ Google, Inc.
- ◆ Hall Equities Group
- ◆ Home Builders Association
- ◆ Iconco, Inc.
- ◆ Integral Communities
- ◆ iStar Financial

- ◆ John Hansen Investments
- ◆ Millbrae Serra Station, LLC
- ◆ Michaels Development Organization
- ◆ Nestech Management Group, Inc.
- ◆ Parkway Properties
- ◆ Prince Street Partners
- ◆ Prometheus Real Estate Group
- ◆ Sares Regis Homes
- ◆ Richfield Development
- ◆ Richland Development Corporation
- ◆ Shapell Homes, Northern California
- ◆ Signature Properties
- ◆ SummerHill Homes
- ◆ Trammell Crow Company
- ◆ Trumark Companies
- ◆ Universal Paragon Corporation
- ◆ Arent Fox, LLP
- ◆ Briscoe Investor & Brazel, LLP
- ◆ Cox, Castle & Nicholson
- ◆ Luce, Forward, Hamilton & Scripps, LLP
- ◆ McKenna Long & Aldridge LLP
- ◆ Morgan, Miller & Blair
- ◆ Morrison Foerster, LLP
- ◆ Steefel, Levitt & Weiss
- ◆ YCS/Hayward 1900

### ***Private Entities or Organizations***

- ◆ Agramed, Inc.
- ◆ David D. Bohannon Organization
- ◆ Easter Seals, San Diego
- ◆ LSA, Inc.
- ◆ Mission Coalition for Economic Justice & Jobs
- ◆ Northern Real Estate Urban Ventures
- ◆ Providence St. John Health Center
- ◆ Silva Farms
- ◆ Standard Pacific
- ◆ Stanford University
- ◆ Vernazza Wolfe Associates, Inc.

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*References available upon request*