



**Education**

Master of Planning  
University of Southern California  
Los Angeles, California  
2006-2008

Bachelor of Science, Management  
Case Western Reserve University  
Cleveland, Ohio  
2001-2005

**Professional Experience**

Associate I, II, Senior Associate  
(2008-2021)  
Strategic Economics, Berkeley, CA

**Memberships**

SPUR San Francisco  
San Francisco Bicycle Coalition

Derek Braun specializes in analyses of market opportunities and demand, employment and industry trends, development feasibility, community benefits, affordable housing strategies, and the economic and fiscal impacts of development and transit investments. With over 14 years of experience at Strategic Economics, Mr. Braun has performed economic and market analyses and provided strategic guidance to clients in a wide variety of market contexts across the United States.

**Selected Project Experience**

**South San Francisco Commercial Linkage Fee Nexus and Feasibility Study, South San Francisco, CA; Ongoing**

Mr. Braun is principal-in-charge of this study to update South San Francisco’s affordable housing impact fees for new commercial and industrial development activity. The effort includes a nexus study and affordability gap analysis to establish maximum fee levels, a financial feasibility analysis to determine market-supportable fee levels, and recommendations regarding appropriate impact fees.

**Downtown Oakland Specific Plan, Oakland, CA; 2015-Ongoing**

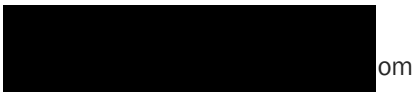
Mr. Braun managed analyses and policy contributions for this new specific plan in a dense and rapidly-changing area. His work included market analysis, examination of Downtown’s role as an economic engine for the City, assessments of affordable housing conditions and needs, and analysis of the fiscal contributions generated by existing land uses and potential types of new development. Mr. Braun developed economic development and housing strategies that fulfill the plan’s strong vision of a Downtown that equitably serves the needs of all Oakland residents.

**East Palo Alto Ravenswood Business District Specific Plan, East Palo Alto, CA; Ongoing**

Mr. Braun is the principal-in-charge for Strategic Economics’ analyses supporting updates to this specific plan for an area experiencing intense development interest for office and life science uses. The work includes a financial feasibility analysis to assess existing and potential developer contributions for fee revenue, affordable housing, and other community benefits, as well as an analysis of potential population and business impacts. Mr. Braun is working with the City to develop policy recommendations for preventing displacement, capturing community benefits, and funding the area’s infrastructure needs.

**East Bay Forward, Alameda and Contra Costa County, CA; 2021**

Strategic Economics prepared a strategic plan to help the East Bay region recover from the COVID-19 pandemic and grow with a focus on economic innovation, inclusive workforce opportunities, and a particular focus on small and minority owned businesses. Mr. Braun managed this project, which included extensive economic and workforce data analysis, conducting multiple focus group meetings, and reviewing existing reports. The plan’s strategies build on the region’s economic assets, provide guidance on post-pandemic “pivots” and long-term growth opportunities, and address place-based strategies for assisting small minority business owners, improving workforce connections, and growing jobs in underserved areas.



# Derek Braun

## Principal

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### **South San Francisco General Plan Update, South San Francisco, CA; Ongoing**

Mr. Braun managed analyses of housing conditions, residential displacement vulnerability, and economic, market, fiscal, and financial feasibility analyses. The findings of these analyses are being used to inform policies around housing affordability and balancing strong demand for biotech uses against the need for housing and the role of existing warehouse and distribution facilities. Mr. Braun is currently developing the economic development policies for the General Plan.

### **Alameda COVID-19 Pandemic Economic Recovery Strategy, Alameda, CA; 2020**

Mr. Braun managed work with an economic recovery task force in the City of Alameda, including research into topic- and industry-specific impacts and case studies. He led task force meetings and developed the City's economic recovery strategy. Mr. Braun also managed previous work on the City's economic development strategic plan, which included community meetings and stakeholder engagement, and close work with a citizen task force to develop the plan's strategies and implementation actions.

### **Redwood City Gatekeeper Projects Community Benefits Analyses, Redwood City, CA; Ongoing**

Mr. Braun is principal-in-charge for analyses of the community benefits being proposed by multiple development applicants seeking approval of "Gatekeeper" projects that require discretionary approvals. The analysis for each project consists of a valuation of the proposed community benefits and a financial feasibility analysis to determine the project's ability to support community benefits.

### **Middlefield Park Master Plan Community Benefits Analyses, Mountain View, CA; Ongoing**

Mr. Braun is principal-in-charge for analyses of the community benefits and alternative mitigations of affordable housing requirements proposed by a project applicant seeking approval of a multi-building master plan. The work includes peer review of the developer's valuation of the community benefits and an assessment of the relative benefits and value of the applicant's proposed alternative mitigation to meet existing affordable housing and fee requirements.

### **Moffett Park Specific Plan, Sunnyvale, CA; Ongoing**

Mr. Braun is serving as principal-in-charge for market, economic, financial feasibility, community benefits, and fiscal analyses to inform the update of a specific plan in this Silicon Valley employment district. The analyses examined the potential for growth of office, retail, and residential uses in this strong market location, while also maintaining economic diversity.

### **East Whisman Precise Plan, Mountain View, CA; 2019**

Mr. Braun managed economic, market, and fiscal analyses for this plan guiding the transition of a Silicon Valley office center to a mixed-use residential and employment district. Subsequent financial feasibility analyses informed the creation of a community benefits strategy incentivizing office development projects to contribute additional benefits in exchange for "bonus" density.

### **SLO Forward Retail Sales Analysis, San Luis Obispo, CA; 2018-2019**

Mr. Braun was project manager for this analysis of retail sales to provide data related to a citywide sales tax measure. The study analyzed sales tax revenue by category and sources of retail demand to determine the share of spending attributable to city residents, region residents, workers, and visitors, both citywide and in subareas of the city.

### **Smoky Hollow Specific Plan, El Segundo, CA; 2018**

As Project Manager, Mr. Braun oversaw completion of employment analysis, market analyses, and plan implementation strategies for the Smoky Hollow district of El Segundo. The employment analysis assessed how Smoky Hollow's employment mix is shifting as the district transitions from an historic industrial area to a diverse mix of creative office and industrial-based businesses, along with limited live/work housing. The market analysis gauged future opportunities and challenges in managing growing demand for office space in Smoky Hollow as a result of its location on the edge of Los Angeles' "Silicon Beach."

### **Milpitas Economic Development Strategy, Milpitas, CA; 2020**

As project manager, Mr. Braun oversaw analyses of industries and employment, market positioning, workforce opportunities, and entrepreneurship, with a focus on the city's large concentration of advanced manufacturing businesses. These analyses and substantial community and business stakeholder outreach were then used to create a new Economic Development Strategy and work plan to guide the City's economic development efforts.