

Robin Abad Ocubillo

PROFESSIONAL HISTORY

Citywide Ombuds (Program Mgr III)

06/2023 – present

Office of the City Administrator, Oakland, CA

- Directing citywide permit reform, including: interagency process improvements, streamlining operations & administration, coordinating permit reform policy and legislation.
- Coordinating interagency studies, surveys, and focus groups to create plans, tactics, and implementation programs that focus on permit streamlining.
- Managing consultant contracts, scopes, and budgets; for example to document and analyze cross-department workflows
- Subject projects range from large planned unit developments and public capital projects, to commercial tenant improvements and residential remodels.

Director, Shared Spaces Program (Program Mgr I)

07/2020 – 05/2023

City and County of San Francisco, CA

- Strategic and change management planning; integrating across complex interagency information systems.
- Collaborating across departments to create dashboards, checklists, guidebooks and other tools for realtime monitoring and reporting
- Providing documentation or other information to inform City and County departments, boards and/or commissions, and external agencies including public interest groups or other stakeholders; responsible for making sure all stakeholders are kept informed; regular interaction with executive leaders of various depts.
- Intensive public engagement, stakeholder management, public education and communications.

Senior Planner and Urban Designer

02/2017 – 07/2020

Associate Planner and Urban Designer

07/2013 – 02/2017

City Design Group Intern

10/2012 – 05/2013

City and County of San Francisco Planning Department

- Focus on public infrastructure development, delivery of public open space projects, and interagency coordination.
- Manager for Parklet Program, Public Life Programs, and Eastern Neighborhood Citizens' Advisory Cmte.
- Project Manager for Central Waterfront – Dogpatch Public Realm Plan; Islais Creek Adaptation Strategy

Appointed Researcher

01/2025 – present

Department of Anthropology, University of California, Berkeley (part time)

Investigating formations of governance, urban planning, and civil administration in existing vs. ephemeral cities.

Adjunct Professor

07/2018 – 07/2019

Senior Lecturer

01/2018 – 06/2018

Guest Instructor / Collaborator

08/2015 – 12/2016

California College of the Arts, Department of Architecture (part time)

Urban Design, landscape systems, governance, and public space policy

Research and Project Management Consultant, Dept. of Cultural Resources

12/2009 – 01/2011

National Park Service, Golden Gate National Recreation Area (part time)

San Francisco, CA

Primary and secondary research to develop cultural landscape inventories and Department of Interior-compliant management recommendations for adaptive reuse of historic landscapes and structures.

Design and Planning Associate / Project Manager

6/2006 – 8/2009

The Golden Gate National Parks Conservancy, San Francisco Bay Area, CA (full time)

Project planning and implementation across natural resources, cultural resources, and infrastructure.

EDUCATION

Master of Landscape Architecture, School of Architecture, University of Southern California

Bachelor of Arts in Industrial Arts, Urban Studies minor, San Francisco State University

Bilateral Exchange Student, Industrial Design, College of Design & Systems Engineering, Brunel University, London

GOVERNANCE and SERVICE ACTIVITIES

Center for Architecture + Design, American Institute of Architects SF Chapter 08/2025 – 01/2026
Co-Curator with John King, “The Re-Imagined City, San Francisco 2000-2025”

International Parklet Symposium September 2024 and April 2025
Principal Organizer, with the Museum of Public Space and SPUR Bologna, Italy and San Francisco, CA

Yerba Buena Center for the Arts September 2023 - present
Board of Directors. Vice-Chair, 02/2024 – 05/2025. Co-Chair, 06/2024 – present San Francisco, CA

Illuminate the Arts April 2022 - present
Board of Directors San Francisco, CA

Creative Bureaucracy Festival 2023
Juror Berlin, Germany

Society for Environmental Graphic Design 2023
Juror, Global Design Awards Washington, DC

Community Arts Stabilization Trust (CAST) 2022
‘Dreaming Spaces’ Committee for 447 Minna facility San Francisco, CA

San Francisco Museum of Modern Art 2019 - 2021
Guest Editor, Open Space Magazine, “Participatory Urbanism” edition

Friends of Harvey Milk Plaza 2017 – 2020
Founding Steering Committee Member San Francisco, CA

Lavender Youth Recreation & Information Center 7/2014 – 5/2020
Governance Board of Directors; Treasurer, 2015 – 2018 San Francisco, CA

American Institute of Architects, San Francisco Chapter 2018 - 2019
Juror, Community Alliance Awards San Francisco, CA

Yerba Buena Community Benefit District 11/2013 – 3/2018
Member, Street Life Committee San Francisco, CA

American Planning Association 7/2014 – present
Associate Member San Francisco, CA

American Society of Landscape Architects 8/2012 – present
Associate Member San Francisco, CA

INTERVIEWS – BROADCAST MEDIA

- “Lyric and Melody: KRON4 Pride Special,” Lindsay Ford with Rob Nesbitt and John Shrable. KRON4 Bay Area: 26 June 2025
- “30th annual Pink Triangle installation kicks off Pride Month in San Francisco,” Lindsay Ford. KRON4 Bay Area: 8 June 2025
- “Cost of Maintaining Parklets too expensive for some San Francisco Restaurants,” Tim Johns. ABC 7 Bay Area: 20 April 2023
- “Restaurantes deberán pagar para mantener abiertos espacios al aire libre o parklets en San Francisco,” Andres Bender. Telemundo 48, Area de la Bahia, San Francisco: 27 March 2023
- “San Francisco to Begin Charging Restaurants for Parklets,” Kris Sanchez. NBC Bay Area, San Francisco: 27 March 2023.
- “Restaurant parklets in San Francisco get new rules, \$2,000 yearly price tag,” Kelsi Throul. KPIX CBS News, San Francisco: 5 March 2023.
- “San Francisco Parklets “ Luz Pena. ABC7 News, San Francisco: 20 January 2023
- “Are California’s Parklets here to stay?” Amber Caokley, FOX5 San Diego: 8 December 2022
- “San Francisco Restaurants owners decide whether to keep parklets before Jan. 15,” Rob Nesbitt. KRON4, San Francisco: 2 December 2022
- “Parklets and the Shared Spaces Program” with Mustafa Sherif. Urbanistica Podcast, Stockholm, Sweden / Pontevedra, Spain: 29 September 2022
- “SF Parklets,” Ryan Curry, KGO-TV ABC7 Bay Area. December 8, 2021, 4pm and 6pm broadcasts
- “Parklets proliferate from dozens to more than 2,000 in San Francisco,” Christien Kafton. KTVU Channel 2, San Francisco: 16 February 2021
- “A look at the Shared Spaces program in San Francisco,” Sal Castaneda. KTVU Fox 2. 28 October 2020.
- “San Francisco to give \$1.6 million in grants to help small businesses stay afloat,” Leanne Melendez. ABC7 News, San Francisco: 13 October 2020
- “American Institute of Architects SF Honors Filipinos and Filipino Orgs for Community Work,” Rommel Conclara. The Filipino Channel: Balitang America. San Francisco: 5 January 2020.
- “AUTOPILOTO: The Future State of Streets, Mobility & Public Life,” Stephanie Elyse Sherman & Augustina Woodgate. Montalvo Art Center + San Jose Museum of Art, RadioEE: 16 November 2018
- “Making Places: Episode 2 – Our Roles in Placemaking,” Shophouse & Co. Amsterdam / Singapore: July 2018.
- “Towards the Human City,” short documentary film. Serna, Casado, Pineda, Vadot, and Dowbor: October 2016.
- “Big News: Tiny Parks Coming Soon To A Parking Spot Near You,” Paige Pflieger. Washington, D.C.: National Public Radio: 19 July 2015

INTERVIEWS – NEWSPRINT and DIGITAL PRINT

“Many Oakland building permits are now available online – in under 20 minutes,” The Oaklandside, 26 August 2025.

“Oakland cuts the red tape for business permits.” The Oaklandside, 18 August 2025

“Mayor Barbara Lee unveils Oakland permit reforms to eliminate ‘roadblocks,’” J.K. Dineen. San Francisco Chronicle.

“Oakland is automating 70% of its building permits. Here's how development will change,” Hannah Kanik. San Francisco Business Times, 5 December 2023

“Grant program hopes to revitalize outdoor dining for downtown SF,” James Salazar. The San Francisco Examiner: 6 April 2023

“The Pandemic Changed S.F.’s public spaces – the fights over them will keep growing in 2023,” John King. The San Francisco Chronicle: 3 January 2023

“From one parking spot to 100 public parks: The history of San Francisco’s street transformation,” Alison Sant. Fast Company: 11 March 2022

“SF Made Parklets Permanent,” Janelle Bitker. The San Francisco Chronicle: 16 December 2021

“Don’t just keep parklets and slow streets, says policy think-tank — bring even more to S.F.” John King. San Francisco Chronicle: 1 December 2021.

“Reimagining Wellington: How San Francisco transformed car parks into public spaces for pedestrians,” Brittany Keogh. Stuff national, Wellington, New Zealand: 8 November 2021

“San Francisco’s Outdoor Dining Parklets: Photos Show Some of the Coolest outdoor dining setups now,” Carlos Avilla Gonzalez. The San Francisco Chronicle: 26 June 2021.

“7 LGBTQ+ Planners on Pride in Planning: Planners discuss what the profession needs to do to support them and the communities they serve,” Mary Hamon. Planning Magazine: June 24, 2021

“San Francisco parklets: Photos show some of the coolest outdoor dining setups of the pandemic,” Carlos Avila Gonzalez. The San Francisco Chronicle: April 9, 2021

“S.F. officials unveil plan for permanent Shared Spaces program,” Alex Barreira. San Francisco Business Times: 12 March 2021

“San Francisco to give \$1.6 million in grants to help small businesses stay afloat,” Lyanne Melendrez. ABC7 News. 13 October, 2020

“Valencia Street to remain car-free through December,” Nora Mishanec. San Francisco Chronicle. 12 October 2020

“San Francisco dining is going mobile. Get ready for the street food revolution,” Sarah Feldberg. San Francisco Chronicle: 2 August 2020

“Struggling merchants hope Mission’s Valencia Street will bustle again under traffic closure plan,” Michael Cabanatuan. The San Francisco Chronicle: 16 July 2020.

INTERVIEWS – NEWSPRINT and DIGITAL PRINT (cont'd)

“Creating quality urban life in ASEAN,” Liyana Hasnan. The ASEAN Post, Kuala Lumpur, Malaysia: 16 November 2019.

“How Turning Parking Spaces into tiny parks could ease Toronto’s public space shortage,” May Warren. The Toronto Star: 20 August 2019.

“San Francisco’s Islais Creek Adaptation Strategy Kicks off to Protect Public and Private Assets,” Meghan Hall. The Registry: April 2019.

“Neighborland Makes Public Engagement Tool for Transportation.” Andrew Westrope. Government Technology Magazine: 15 April 2019.

“SF parklet proliferation raises concerns about restaurants’ use of public space.” Justin Phillips. San Francisco Chronicle: 22 February 2019.

“Reimagining the City,” Public Knowledge, San Francisco Museum of Modern Art: 6 September 2018.

“San Francisco’s Dogpatch Public Realm Plan Passes, Sets Stage for Further Neighborhood Development.” Michele Chandler. The Registry: 2 July 2018.

“City Finalizes Central Waterfront Plan,” Michael Iacuesa. The Potrero View: March 2018.

“SPUR Talk: Streamlining Bureaucracies and Activating City Spaces,” Rodger Rudick. Streetsblog San Francisco: 11 January 2017.

“Improvements Planned for Warm Water Cove,” Rebekah Moan. The Potrero View: October 2016.

“Planning for Better Parks, Streets in Dogpatch and Central Waterfront,” Michael Iacuesa. The Potrero View: October 2016.

“Park Parking Transfiguration? San Francisco Public is Encouraged to Occupy!” Kai-Lai Lui. 01 Line Newspaper, Hong Kong: 11 September 2016.

“22nd Street Greenscape Connection in Final Planning Stages,” Nikolas Zelinski. The Potrero View: January 2016

“Parklets: Economic Development Tool Or Waste Of Valuable Parking?” Kristin Malavenda. Purdue University: National Public Radio: 14 May 2015

“How S.F.’s parklet movement has grown across the globe,” John King. San Francisco Chronicle: 30 March 2015

“Parklet Like It’s Hot,” John Blomster. Comstock’s Magazine: 6 March 2015

“When the Parking Space Becomes a Park,” Claire Martin. The New York Times: 10 January 2015

“S.F.’s newest public space provides invitation to sit, linger,” John King. San Francisco Chronicle: 25 Nov 2014

“Parklets: From Pavement to Public Spaces. Tiny Green Spaces Create Respite for Urban Dwellers,” Michelle Volkmann. Sustainable City Network Magazine: Best Practices for Leaders in Government, Education & Healthcare, Vol 20: 20 October 2014

“Today’s the day to bring nature to parking spots,” Jaquelyn Davis. Bay Nature Institute: 20 September 2013

RESEARCH and TECHNICAL WRITING

“The Right to the City: Street-Centric Interventions in San Francisco and Mexico City,” Co-Author with Oscar Suastegui-Quintero, Subdirector of Parking in the Public Rights-of-Way, Mexico City Secretariat of Mobility. *Journal of Public Space*, Bologna, Italy (publication 2026)

“International Parklet Symposium: Proceedings,” Co-Editor with Shruti Shankar. *Museum of Public Space*, Bologna, Italy and the San Francisco Bay Area Urban Planning and Research Association (publication Dec 2026)

“Estudios de Vida Pública: Un Manual de Estándares (versión abreviada) / Public Space – Public Life Studies: Standards Manual” Author, Spanish Translations by Visor Urbano, Guadalajara, Mexico. San Francisco Planning Department, San Francisco; Version 1 September 2017; v2 April 2019; v3 October 2023

“Shared Spaces Manual,” Director of Programs. City and County of San Francisco: Version 4, April 2023.

“The After Covid City Global Charter,” Contributor. *Placemaking Europe* and *Placemaking X: Amsterdam / Berlin*: April 2022

“Temporary to Transformative,” Contributor and Chair. San Francisco Bay Area Planning and Urban Research Association (SPUR): December 2020

“Making Place: global research report on the recalibration of work, life, and place,” Contributor. IPUT with ARUP. Dublin: November 2020

“Central Waterfront – Dogpatch Public Realm Plan,” Project Manager. San Francisco Planning Department. October 2018

“San Francisco Plaza Proposal Package,” Project manager and contributor. Pavement to Parks Program, San Francisco Planning Department: April 2016

“San Francisco Plaza Materials Catalogue,” Project manager and contributor. Pavement to Parks Program, San Francisco Planning Department: April 2016

“San Francisco Parklet Manual,” Project manager and contributor. Pavement to Parks Program, San Francisco Planning Department: March 2015

“Spring Street Parklet Evaluation,” Research design; Co-Author. Lewis Center for Innovation, UCLA Luskin School of Public Affairs: September 2013

“Monumentality in Microcosm: Triangle Parks of Washington D.C.,” Author. Preserving Historic Roads Conference, Indianapolis, IN: September 2012

“Experimenting with the Margin: Parklets and Plazas as Catalysts in Community and Government,” Author. Graduate Thesis, University of Southern California: August 2012

“Cultural Landscape Report: Alcatraz Island National Historical Landmark,” Contributor. National Park Service, U.S. Department of the Interior: December 2010

“Reforming Desert Suburbia: A Case Study in Sustainable Landscape Design,” Author. Undergraduate Thesis, San Francisco State University: May 2006

“Housing in Hayes Valley: A Shifting Profile,” Author. *Urban Action: A Journal of Urban Affairs*. The College of Behavioral and Social Sciences, San Francisco State University: 2007

AWARDS and HONORS

Certificate of Recognition <i>Senator Scott Weiner, California State Senate District 11, for the International Parklet Symposium</i>	April 2025
Certificate of Honor <i>San Francisco Board of Supervisors, for the International Parklet Symposium</i>	April 2025
Certificate of Recognition <i>California State Assembly, District 17 Assemblymember Matt Haney, for the SF Urban Film Festival</i>	April 2024
Certificate of Recognition <i>San Francisco Office of the Assessor-Recorder, for service as Director of the SF Shared Spaces Program</i>	May 2023
National Digital Design Award <i>Graphic Design USA, for the San Francisco Shared Spaces Program Manual</i>	May 2023
Excellence Award, Economic Planning and Development <i>American Planning Association, Northern California Section. For the San Francisco Shared Spaces Program</i>	April 2023
Certificate of Honor <i>San Francisco Board of Supervisors "In Recognition of Community Empowerment."</i>	October 2022
Good Government Award <i>San Francisco Urban Planning and Research Association for "Planning and implementing efforts to stabilize the City's economy and the infrastructure that supports it during the emergency."</i>	July 2022
Certificate of Recognition <i>San Francisco Assessor-Recorder, "for exceptional efforts to stabilize small business through public space innovation."</i>	July 2022
Certificate of Honor <i>San Francisco Small Business Commission, for work as Shared Spaces Program Director for the City and County of San Francisco</i>	September 2021
YBCA 100 <i>Yerba Buena Center for the Arts. With the San Francisco Urban Film Festival</i>	October 2019
Community Alliance Award – Local Government Individual <i>American Institute of Architects, San Francisco Chapter. "For establishing and contributing to the development of laws, regulations, policies or initiatives that promote excellence in architecture."</i>	December 2017
National Planning Achievement Award <i>American Planning Association. With the team that created the People St Program (parklets & plazas) in Los Angeles.</i>	March 2015
Preservation Design Award <i>California Preservation Foundation. With the Alcatraz Gardens Project team for the Westside Gardens Treatment Plan</i>	September 2009
Diversity Scholar <i>National Trust for Historic Preservation.</i>	October 2008
Eagle Scout <i>Boy Scouts of America</i>	August 1998