



GREG GOODFELLOW

Associate Principal

Greg is a valuable analytical and outreach asset on any team. As an engineering industry editor and author of non-fiction before joining PlaceWorks, Greg brings effective research and communications skills to the planning process. He has worked in both the public and private sectors, has contributed to industry journals and white papers, and enjoys volunteering in youth education programs. He draws on over a decade of planning experience to tackle problems in an innovative and efficient manner.

Greg has built a foundation of comprehensive planning work into expertise in equitable housing and transportation policy. His recent work on objective design standards, regional growth strategies, urban rezonings and technical assistance for local jurisdictions has helped guide PlaceWorks' services related to evolving housing and transportation law in California. As a multi-firm team leader guiding over 60 Bay Area jurisdictions through regional transit-oriented policy, Greg has developed a keen ability to assess local conditions and adapt comprehensive regulation.

Greg has become an effective leader by managing projects at the intersection of state law, regional strategy, county management and local policy. He has managed numerous outreach-based plans for equitable transportation and facilitated all forms of multi-lingual, digital and traditional outreach.

HIGHLIGHTS OF EXPERIENCE

Housing and Infill Policy

- MTC Transit-Oriented Community (TOC) Technical Assistance Program | San Francisco Bay Area CA
- Antioch Inclusionary Housing Ordinance | Antioch CA
- Creation of Objective Design Standards for Housing Development | Sunnyvale CA
- Single Family Objective Design Standards | Antioch CA
- Multifamily and Mixed-Use Design Standards | Contra Costa County CA
- Objective Design and Development Standards | Pacifica CA
- Inclusionary Housing Ordinance | Hollister CA
- 2021 PDA Investment and Growth Strategy | Contra Costa County CA
- Senate Bill 2 Grant Application and Technical Assistance | Statewide CA
- SANDAG Smart Growth Design Guidelines | San Diego CA
- Housing Implementation Strategy | Tracy CA
- Dumbarton Rail Phase 2 Study | San Francisco Bay Area CA
- Walnut Creek BART Transit Village Plan | Walnut Creek CA

EDUCATION

- Master of Urban Planning, University of California, Los Angeles
- BA, Archaeology, University of California, Berkeley

AFFILIATIONS

- American Planning Association
- Urban Land Institute

Team member since 2008



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Equitable Transportation Planning

- Hayward Community-Based Transportation Plan | Hayward CA
- Richmond Area Community-Based Transportation Plan | Richmond CA
- Pittsburg/Bay Point Community-Based Transportation Plan | Contra Costa County CA
- Daly City Community-Based Transportation Plan | Daly City CA
- Southeast San Mateo County Community-Based Transportation Plan | San Mateo CA
- MTC VMT Policy Adoption Technical Assistance & Training Program | Bay Area CA
- Dumbarton Rail Phase 2 Study | San Francisco Bay Area CA

Comprehensive Planning

- Oakland General Plan Update Vision and Technical Framework | Oakland CA
- Downtown Oakland Specific Plan Rezoning and General Plan Amendments | Oakland CA
- Palo Alto General Plan Update | Palo Alto CA
- Los Gatos General Plan Update & EIR | Los Gatos CA
- Eden Area General Plan and EIR | Alameda County CA
- Capitola General Plan Update and EIR | Capitola CA
- Dupont Bridgehead Road Specific Plan | Oakley CA
- Novato General Plan Update and EIR | Novato CA
- Main Street Specific Plan | Alameda CA

Community Outreach

- I-80/Gilman Street Intersection Improvement Project | Berkeley CA
- MTC Smart Parking Training Program | San Francisco Bay Area CA
- Los Lagos Golf Course Reuse Outreach and Alternatives Report | San Jose CA
- Northeast Livermore Public Facilities and Programs Planning | Livermore CA
- BART to Livermore Extension Outreach Program | Livermore CA

PUBLICATIONS

- 2021: "CEQA: California's Living Environmental Law CEQA's Role in Housing, Environmental Justice, & Climate Change." Co-Author, Rose Foundation for Communities and the Environment.
- "Density and Parking Flexibility Improve Infill Feasibility," Vol. 22, No. 3, California Planning & Development Report.
- "South Bay Mixed-Use Centers Provide Infill Lessons," Vol. 22, No. 1, California Planning & Development Report.
- "The World Trade Center Report," Parsons Brinckerhoff global report on 9/11 rebuild efforts.