

LOUIS M. REA
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EDUCATION

- Ph.D. Economics, Public Management (Social Science), The Maxwell School, Syracuse University, 1975
M.R.P. Masters in Regional Planning, The Maxwell School, Syracuse University, 1973
B.A. Economics, Colgate University, Hamilton, New York 1971
(Phi Beta Kappa, Cum Laude, Honors in Economics)

PROFESSIONAL EMPLOYMENT

Consultant: 1975-present.

- Provide professional consulting services to client agencies (both public and private) seeking research data and studies for executive decision making. Provide services in the areas of economic impact, market research, program evaluation, customer satisfaction, and public policy (including transportation, land use, housing, immigration, and tourism.)
- Conduct studies in the following areas: economic and fiscal impact analysis, program evaluation, survey research and focus group analysis, and demographic, attitudinal, and market research.

Visiting Professor: University of California, San Diego, Graduate School of International Relations and Pacific Studies, 2006-2008.

Emeritus Professor: School of Public Affairs, San Diego State University, 2012-present.

Professor: School of Public Administration and Urban Studies (SPAUS), San Diego State University, 1983-2012.

Director: School of Public Administration and Urban Studies (SPAUS), San Diego State University, 1983-2006 and 2010-2011.

- Responsible for the management and direction of the School of Public Administration and Urban Studies, consisting of full-time and part-time faculty, and several support and research staff.
- Responsible for managing the School's resources and budget, consisting of funds in the areas of personnel, supplies and services, computer hardware, scholarships, endowments, and SDSU Foundation accounts.
- Provide supervision of all personnel matters, including recruitment and hiring of full and part-time faculty as well as staff positions; oversee reappointment, tenure, and promotion process; and schedule School classes.

Director: *School of Public Administration and Urban Studies (SPAUS), San Diego State University, 1983-2006.* (Continued)

- Prepare and implement School's academic strategic plan, business plan, student learning goals and objectives, and faculty hiring priorities.
- Serve as School's primary community contact and representative including liaison with federal, state, and local agencies, other university campuses, private sector organizations, and universities in Mexico.
- Coordinate community forums by facilitating discussion and debate on public policy issues, such as Immigration, the Patriot Act, Social Security, and Assisted Suicide.
- Responsible for fundraising and development including endowments.

Associate Professor: *School of Public Administration and Urban Studies, San Diego State University, 1979-1983* (Coordinator: Master of City Planning Program, 1980-1983.)

Assistant Professor: *School of Public Administration and Urban Studies, San Diego State University, 1975-1979.*

GENERAL EXPERTISE

- survey research
- program evaluations
- focus group analysis
- fiscal/community impact
- demographic/economic analysis
- government relations/public policy analysis
- statistical analysis

INSTRUCTIONAL EXPERTISE

Besides traditional in person classes, other teaching modes include both synchronous and asynchronous online classes.

- Seminar in Urban and Regional Planning Analysis (graduate)
- Program Design and Evaluation (graduate)
- Seminar in Urban Transportation Planning (graduate)
- Quantitative Techniques in Urban Planning (graduate)
- Methods of Analysis in Public and Urban Affairs (graduate)
- Seminar in Urban and Fiscal Issues (graduate)
- Principles of Survey Research (graduate)
- Introduction to Urban Planning (undergraduate)

- Applied Planning Research, and Program Evaluation in Criminal Justice Administration (undergraduate)

PUBLICATIONS

SEE APPENDIX

Selected Projects (PRINCIPAL CONSULTANT, 1975 - present)

- **Fresno Area Express:**
 - Conducted telephone and online surveys to determine community values and transportation funding priorities in Fresno County (2020).
 - Conducted an on-board bus survey to determine customer satisfaction with bus service in Fresno, California and also conducted a customer satisfaction telephone survey of the Fresno paratransit system for disabled residents – Handy Ride (2018).
- **Otay Water District:** Conducted various sample surveys associated with the District’s customer base to determine opinions regarding critical water issues in the District and conducted other surveys to evaluate the effectiveness of the customer services division of the Otay Water District (2005-2009).
- **San Diego County Water Authority:** Conducted several countywide sample surveys to determine public opinion and resident perception regarding major issues associated with water use, including conservation and recycling (2003-2009).
- **San Diego County Office of Emergency Services:** Served as Principal Investigator in conducting two countywide surveys to determine level of preparedness of residents for responding to potential disasters and emergencies (2006-2007).
- **San Diego Association of Governments:**
 - Conducted focus groups in the area of transportation research. The purpose of these focus groups was to ascertain information about the use of transportation commuting modes that are alternatives to the traditional automobile. It was hoped that the information would lead to ways to motivate people to use alternative transportation modes (2008).
 - Conducted survey of 400 San Diego County businesses (plus focus groups) regarding telework policies, opportunities, and challenges (2012).
 - Conducted a 400 person intercept survey at the International border concerning parking costs and parking availability, among other related issues (2013).
- **City of Carlsbad:** Prepared, implemented, and analyzed citywide sample telephone survey of 600 respondents concerning future urban commercial development in the City of Carlsbad. Extensive analysis of underlying values through various development scenarios and conjoint analytical techniques was featured.

- **Imperial County Transportation Commission:** Conducted year-long sample surveys of passenger counts on board buses in order to meet Federal Transportation Agency requirements for statistically reliable estimates of annual passenger miles traveled (2008-2020).
- **Costco Wholesale Corporation:** Electronic online survey of 400 Costco customers regarding customer service.
- **Safeway, Inc.:** on-site, in store customer service survey.
- **Riverside Transit Authority (RTA):** Performed survey and demographic research and customer satisfaction study. Conducted extensive on-board bus survey of entire Riverside County bus system, including a rider count and time check (2006-2007).
- **CALTRANS and University of California, Berkeley:** Principal Investigator on a project that determined the feasibility of combining bus transit and rental cars to facilitate the travel needs of commuters in San Diego. Supervised the interviewing process involving travel diaries and telephone surveys, and conducted focus groups (with Dr. Sherry Ryan and SANDAG, 2004-2005).
- **All Congregations Together (ACT):** Served as consultant to ACT – a non-profit San Diego Community organization that provides transportation service for individuals with special needs; Designed survey instruments and trained survey interviewers; also trained focus group facilitators and analyzed survey and focus group data (2004-2005).
- **San Diego County Law Library:** Conducted formal evaluation (through surveys and interviews) of short courses provided by the Law Library. These courses are intended to train self-represented litigants in the courtroom process as well as train them to conduct legal research (2004).
- **San Diego City Attorney's Office:** Conducted a sample survey of residents and a sample survey of businesses in Mid City. The purpose of these surveys was to determine the level of interest for a community court in the Mid City area (2002-2003).
- **CALTRANS:**
 - Prepared growth inducement study for State Route 56 through the northern portion of the City of San Diego. Study included fiscal impacts as well as housing, employment, and income forecasts; also included were planning implications of possible growth inducing factors associated with the construction of the highway.
 - This project is a study of job satisfaction among senior transportation engineers in CALTRANS. Conducted and analyzed two focus groups (Irvine and Sacramento) as well as supervised a web-based sample survey (2001-2002).
- **Los Angeles County Metropolitan Transportation Authority**
 - Conducted 30,000 person on-board bus survey and telephone survey of bus riders to determine transit patterns and attitudes toward the bus service; similar on-board surveys conducted for 13 municipal bus systems throughout Los Angeles County;

- conducted eight focus groups throughout Los Angeles County for purposes of informing the survey instruments (2001-2002).
 - Conducted 15,000 person on-board rail surveys of the Red, Blue, and Green Lines in Los Angeles and telephone survey of rail riders; conducted eight focus groups throughout Los Angeles County for purposes of informing the survey instruments (2001-2002).
- **San Diego County Taxpayers Association** (1990-2002)
 - Prepared economic and financial analysis of San Diego County Multiple Species Conservation Program for presentation to Planning Commission, City Council, and Board of Supervisors.
 - Prepared analysis of economic effects of proposed San Diego development impact fee program. Study included both academic, theoretical analysis and practical fiscal impact considerations.
 - Prepared fiscal impact analysis regarding the establishment of the USS Midway aircraft carrier museum on San Diego Bay.
 - Prepared Economic Impact Analysis of proposed all-cargo airport at Brown Field, including job creation and related industrial/commercial/visitor development.
 - Prepared analysis of San Diego mayoral candidates' economic platforms for purposes of public information during campaign.
 - Prepared economic Impact of super center retail development upon California jobs, health and welfare expenditures, and general economic conditions. Prepared written analysis and critique of Planned Growth and Taxpayer Relief Initiative for consideration before San Diego City Council.
- **Southern California Regional Rail Authority (METROLINK)**: Conducted, analyzed, prepared final report, and presented findings for 6,000 on-board rail passenger surveys regarding customer satisfaction; analysis included comparative data analysis of trends from previous on-board surveys (2000).
- **Orange County Transportation Authority**
 - Conducted a sample telephone survey among Orange County residents located within the rail corridor to ascertain their opinions and perceptions related to rail safety (2008-2009).
 - Conducted focus groups among rail transit users as well as among non-users of the rail. These focus groups ascertain perceptions about current rail service characteristics as well as opinions about possible new service strategies. The Authority was particularly interested in finding out whether rail users and potential users can be motivated to use rail service on weekends (2008).
 - Prepared Multi-Cultural Market Assessment Study for transportation services in Orange County. Formulated baseline data and marketing strategies for long and short-term transportation related issues facing Orange County's diverse multi-cultural communities, with particular emphasis upon Hispanic and Vietnamese communities. Conducted 13 focus groups in ethnic communities and administered statistical surveys in English, Spanish, and Vietnamese (1994).
 - Conducted public participation portion of Orange County Bus Improvement Project (BUSLINK). Prepared report based upon 12 focus group discussions with bus users and non-users, employee transportation coordinators, real estate developers, senior citizens, students, transportation advocates, Orange County employers and members of ethnic minority communities throughout the County. Final report summarized the perceptions of focus group participants concerning potential improvements to the bus system (1994).

- **State of California (Senate Rules Committee):** Analyzed costs and benefits of undocumented immigrants in San Diego County. This report was an expansion upon and verification of the previous report sponsored by the California Office of the Auditor General including federal revenues, false documentation issues, and macro-economic impacts (1993).
- **State of California (Office of the Auditor General):** Analyzed the fiscal impact of undocumented immigrants on public services in San Diego County, including criminal justice systems, education, and public health. Further identified estimated number of undocumented residents and their contributions to State and local tax revenues. Study included substantial primary data gathering techniques, including direct interviews with undocumented immigrant workers and INS returnees (1992).
- **San Diego Housing Commission:** In accordance with the City of San Diego SRO Preservation Ordinance (November 1987), conducted a survey/inventory of all existing guest rooms in the City of San Diego in order to retroactively identify rooms which qualify as single room occupancy hotel rooms as of December 1987 and May 1988 in order to assess current status vis-à-vis the baseline. Prepared survey instrument, SRO identification methodologies, computerization formats, statistical analyses, and final report with room-by-room breakdown (1989).
- **San Luis Rey Indian Water Authority:** Prepared and supervised administration of detailed census and opinion survey of members of five Indian tribes. Particular emphasis was given to issues of importance to the tribes' members such as job opportunities, education, cultural issues, and economic development opportunities. Final report included both census data and fully tabulated and statistically analyzed summary of the opinions of reservation residents (1988).
- **City Heights Community Development Corporation, San Diego, California:** Analyzed alternatives for the revitalization of an older commercial retail area in mid-city San Diego seeking to rejuvenate its retail base. Three surveys were performed in conjunction with this effort – existing retailers, potential retailer, and residents of the area – as well as corresponding statistical analysis. The final report included a recommended retail structure of the community (1984).

OTHER ADMINISTRATIVE ROLES AND RESPONSIBILITIES

- Director, Institute of Public and Urban Affairs (research arm of the School of Public Administration and Urban Studies, 1983-2006).
- Coordinator, School's Working Adult Programs through the College of Extended Studies, 1988- 2006.
- Co-Program Coordinator, Master's Program in Transborder Governance and Public Administration (joint international program between SDSU and The Autonomous University of Baja California, 2002-2006).
- Graduate Advisor and Coordinator, Master of Public Administration Program
- Program Producer, assisted in the organization and production of the Current Issues Forums of San Diego in the College of Professional Studies and Fine Arts, 2003-2006.

AWARD

- San Diego Board of Supervisors formerly designated May 6, 2006 as "Dr. Louis M. Rea Day."

APPENDIX

PUBLICATIONS

A. Book

Designing and Conducting Survey Research: A Comprehensive Guide: Jossey-Bass, Inc., San Francisco, 1992 (with Richard A. Parker) – 2nd edition, 1997; 3rd edition, 2005; 4th edition, 2014.

B. Published Articles

1. Rea, Louis M. “Study of Attitudinal and Behavioral Aspects of Urban Travel”, *Traffic Quarterly*, Vol.30, No.4, October 1976 (pp. 577-593) [Research Article]
2. Rea, Louis M. and Gupta, Dipak K. “The Investment Decision in the Central City: A Consideration of the Property Tax Abatement Law”, *Fordham Urban Law Journal*, Vol.7, No.2, 1978-1979 (pp.253-281) [Research Article]
3. Rea, Louis M., Clapp, James A and Corso, Anthony W. “Job Satisfaction among Urban Planners: A Discriminant Analysis”, *Midwestern Review of Public Administration*, March 1980 (pp.15-27) [Research Article]
4. Rea, Louis M. and Gupta, Dipak K. “The Rent Control Controversy: The California Experience”, *Glendale Law Review*, Vol.4, No.2, July 1982 (pp. 105-147) [Research Article]
5. Rea, Louis M. “Agricultural Land Preservation: The Case of Carlsbad, California”, *Coastal Zone Management Journal*, Vol.10, No.2, Fall 1982 (pp. 141-159) [Research Article]
6. Rea, Louis M. and Sparrow, Glen W. “The Urban Forest: Implications for Municipal Management”, *Urban Interest* , Vol.4,No.3, Fall 1982 (pp. 61-74) [Research Article]
7. Rea, Louis M. “A Quantitative Comparison of Second Generation Rent Ordinances”, *Urban Affairs Quarterly*, Vol.19, No.3, March 1984 (pp.395-408) [Research Article]

8. Rea, Louis M. , Sparrow, Glen W. and Gupta, Dipak K. “Direct Benefit Financing: An Opportunity for Local Government”, *Public Administration Quarterly*, Vol.7, No.3, Fall 1984 (pp. 29-43) [Research Article]

C. SELECTED APPLIED RESEARCH REPORTS

1. Rea, Louis M. “Evaluation Report: Certificate Program in Transportation”, Report prepared for Consortium of California State University and Colleges, March 1979 (73 pp.)
2. Rea, Louis M. “An Economic and Legal Analysis of Rent Control”, Report prepared for Institute of Public and Urban Affairs, San Diego State University, Feb 1981 (71 pp.) [With Gupta, Dipak K.]
3. Rea, Louis M. “The Economic and Legal Aspects of the Urban Forest”, Report prepared for California State Department of Forestry through the Central City Association of San Diego, Oct 1981, (65 pp.) [With Gupta, Dipak K.]
4. Rea, Louis M. “An Arts Plan for the San Diego Region – Region 1: An Inventory of Artists, Organizations, Facilities and Economic Impact”, Report prepared for State – Local Partnership of the San Diego Region, August 1982, (pp.) [Clapp, James A.]
5. Rea, Louis M. “A Discussion of Economic Growth Issues and a Critique of San Diego’s Proposed City-Wide Impact Fee Program, Report prepared for The San Diego County Taxpayers’ Educational Foundation, July 1990, (34 pp.) [With Parker, Richard A]
6. Rea, Louis M. “A Fiscal Impact Analysis of the Undocumented Immigrants Residing in San Diego County, State of California, Report prepared for Office of Auditor General, Aug 1992, (129 pp.) [With Parker, Richard A]
7. Rea, Louis M. “Illegal Immigration in San Diego County: An Analysis of Costs and Revenues”, Report prepared for State of California, California State Senate Committee on Border Issues, Sep 1993, (172 pp.) [With Parker, Richard A]
8. Rea, Louis M. “Multi Cultural Assessment Study”, Report prepared for The Orange County Transportation Authority, 1994, (184 pp.) [With Parker, Richard A]

9. Rea, Louis M. “A Critical Analysis of the Land Assembly Financing Costs and General Economic Impact of the Multiple Species Conservation Program”, Report prepared for San Diego County Tax Payers Association, September 1995, (34 pp.), [With Parker, Richard A]
10. Rea, Louis M. “The Use of Laptop Computers for Report Writing by Sherriff’s Deputies: a Time Savings Study”, 1997, (21 pp.), [With Parker, Richard A]
11. Rea, Louis M. “The USS Midway Museum: A Review of Projected Attendance and Operating Income”, Report prepared for San Diego County Tax Payers Association, 1998, (18 pp.), [With Parker, Richard A]
12. Rea, Louis M. “Carlsbad Commercial Development Survey Report”, Report prepared for Carlsbad Planning Department, 1999, (66 pp.), [With Parker, Richard A]
13. Rea, Louis M. “A Critical Analysis of the Financial and Economic Impact of an International Airport at Brown Field”, Report prepared for San Diego County Tax Payers Association, 2000, (40 pp.), [With Parker, Richard A]
14. Rea, Louis M. “Year 2000 On – Board Metrolink Customer Satisfaction Survey”, Report prepared for the Southern California Regional Rail Authority, 2000, (106 pp.), [With Parker, Richard A]
15. Rea, Louis M. “MTA Weekday On – Board Report”, Report prepared for Los Angeles County Metropolitan Transportation Authority, 2002, (pp.), [With Parker, Richard A]
16. Rea, Louis M. “Mid City Community Court Telephone Survey”, Report prepared for the Office of the City Attorney, City of San Diego, 2002, (39 pp.), [With Parker, Richard A]
17. Rea, Louis M. “San Diego County Public Law Library: Results of Class Evaluation and Non User Survey”, 2003, (118 pp.), [With Parker, Richard A]
18. Rea, Louis M. “Results of Web Based Job Satisfaction Survey of CALTRANS Senior Transportation Engineers”, Report prepared for California Department of Transportation and the Professional Engineers in California Government, 2003, (104 pp.), [With Parker, Richard A]

D. CONFERENCE PAPERS

1. Rea, Louis M. “ Job Satisfaction Among Urban Planners: A Tale of Three Cities”, Delivered at California State Conference of the American Institute of Planners, Monterey, California, April 1979.
2. Rea, Louis M. “Predicting the Willingness to Use Rail Transit in a Low Density Region”, Delivered at the Conference of Western Social Science Association, Lake Tahoe, Nevada, April 1979.
3. Rea, Louis M. “Overall Assessment of a Statewide Certificate Program in Transportation”, Delivered at the National Conference of the Transportation Research Board, Washington D.C, Jan 1981.
4. Rea, Louis M. “Rent Control – An Economic Evaluation”, Delivered at the Conference of Western Social Science Association, San Diego, California, April 1981.
5. Rea, Louis M. “An Assessment District: A Management Tool for Local Government in a Time of Fiscal Constraint”, Delivered at the Western Economic Association Conference, Los Angeles, California, Jul 1982, [With Gupta, Dipak K.
6. Rea, Louis M. “The Special Assessment District in California: The Use of Direct Benefit Financing in Response to Revenue Limitations”, Delivered at the Regional Conference of American Society of Public Administration, Anaheim, California, Oct 1982.
7. Rea, Louis M. “The Retail Commercial Strip in Transition: A Case Study in San Diego” Delivered at the Conference of the Association of Collegiate Schools of Planning, 29th Annual Conference, Los Angeles, California, November 8, 1987.

E. MAGAZINE ARTICLE

1. Rea, Louis M. “Truths and Falsehoods About Mass Transit,” *San Diego Magazine*, August 1977 (with Clapp, James A.)