

***Topic: Innovative Local Policy Approaches to Asset Development***

**Brad Paul, Senior Program Officer, Evelyn and Walter Haas Jr. Fund**

Brad Paul is a senior program officer for the Haas, Jr. Fund's Neighborhoods program and guides this program's work to strengthen low-income communities in San Francisco and Alameda counties.

Before coming to the Fund, Brad spent decades working on affordable housing and community development in the Bay Area. He served as deputy mayor for Housing and Neighborhoods in San Francisco as well as director of the Mayor's Office of Housing, where he administered the City's \$20 million block grant and affordable housing programs. During the 1990s, he served as a neighborhood development consultant, helping to develop low-income and student housing projects for groups such as the Consortium on Higher Education and the San Francisco Redevelopment Agency's Treasure Island Reuse Plan.

Brad is probably best known in San Francisco for his work in the Tenderloin, a low-income community surrounded by some of the City's high-end hotel districts. As director of the North of Market Planning Coalition in the 1980s, he participated in some of the community's most intense battles against hotel and office developers. A former Tenderloin resident, he has worked throughout his career with residents to maintain the neighborhood's integrity. Brad served for a year as a Loeb fellow at Harvard's Graduate School of Design and received his B.A. in American Civilization at Williams College.