



**Presenter Bio: PolicyMap and Using Limited Supermarket Analysis in your Target Market**

*March 19, 2012*

**Catherine Califano:** Ms. Califano is Associate Director of Policy Solutions at TRF, where she manages client relations and serves as project manager for complex team projects. Building on more than fifteen years of experience working in the nonprofit and public sectors on community and neighborhood development issues. Ms. Califano helps clients develop implementation strategies using TRF's analytical solutions. Most recently, she led TRF's work identifying Limited Supermarket Access areas and Supporting Universal Communities to develop its Philadelphia Promise Community Plan. She provides Technical Assistance Services to Well Fargo grantee on a range of housing and economic development issues. She works regularly with the TRF team in Baltimore, MD, Camden, NJ and Pittsburgh, PA to analyze their commercial corridor, housing markets and devise and evaluate strategic investment plans.

Prior to joining TRF, Ms. Califano spent seven years working for the City of Philadelphia where she operated in a number of capacities in the City's Commerce Department, including her last position as the Chief of Staff for the Office of Housing and Community Development. In addition to her management responsibilities, she worked to expand private sector investment in low-income neighborhoods and restructured the delivery of the City's housing services. She has also worked in the private and nonprofit sectors of job and employment training services; community policing initiatives as well as in community and neighborhood development. Ms. Califano holds a Master's Degree in Government Administration from the University of Pennsylvania and a Bachelor's Degree from St. John's University in political science and rhetoric.