



Presenter Bios: A First Look: Predicting Market Demand for Food Retail using a Huff Analysis

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Cathy 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.

Scott Haag: As Research Associate at TRF, Mr. Haag assists in standardizing data storage processing, devising new systems for automating data analysis, and formalizing metadata documentation. He has been instrumental in creating and populating TRF's encyclopedia of ArcGIS Spatial Databases to support a range of client and research projects. In addition, Mr. Haag supports multiple market research projects, including a HUD study on the impact of the Neighborhood Stabilization Program II on the residential markets surrounding the investment property. Mr. Haag is also currently supporting TRF's MVA study in Reading, Pennsylvania; Burlington County, New Jersey; Detroit, Michigan; and New Orleans, Louisiana. In 2011, he contributed to TRF's Limited Supermarket Access (LSA) study by incorporating street distance calculations into the spatial analysis to replace the straight line distance calculations previously used by TRF. Mr. Haag arrived at TRF in 2010 after 10 years as a Geographic Information Systems (GIS) Specialist with the Center for Remote Sensing and Spatial Analysis at Rutgers University. As part of his work at Rutgers University, Mr. Haag served as the principle investigator for multiple federal research grants and published peer-reviewed work, including a chapter discussing the Eutrophication on NJ Coastal Estuaries. Mr. Haag also instructed undergraduate courses in GIS, Land Surveying and Global Navigation Satellite Systems. Mr. Haag holds an M.S. in Ecology and Evolution, a Graduate Certificate in Engineering and Geophysics, a Professional Certificate in Environmental Geomatics (Remote Sensing, GIS and GNSS), and a B.A. in Natural Resource Management from the Rutgers's School of Environmental and Biological Sciences.