

Richard A. Parker, Ph.D.

Education

Ph.D.	University of California, Los Angeles (Los Angeles, California) Pacific Western University (Los Angeles, California) Doctor of Philosophy (Business Administration)
M.B.A.	University of California, Berkeley (Berkeley, California) Master of Business Administration
M.C.P.	San Diego State University (San Diego, California) Master of City Planning
B.S.	Brown University (Providence, Rhode Island) University of California, Berkeley (Berkeley, California) Bachelor of Science — Business Administration (Phi Beta Kappa)

Selected Professional Experience

1985-present Professor of Practice, School of Public Affairs, San Diego State University

Courses taught: Seminar in Urban Planning Methodologies (undergraduate and graduate), Financing Urban Development (graduate), Quantitative Methods (Statistics) (graduate), Seminar in Quantitative Approaches to Public Administration (graduate), Quantitative Techniques in Urban Planning (graduate), Contemporary Urban Issues (upper division undergraduate), Public Finance (graduate and upper division undergraduate), Seminar in Economics of Urban and Regional Planning (graduate), Public Policy (undergraduate and graduate)

1984-present President, Rea & Parker Research/Economic Solutions

President/Project Director of survey and market research and economic consulting firm based in San Diego, California, with facilities in Los Angeles and Orange County. Extensive experience in public and urban affairs regarding the collection of primary demographic, attitudinal, and market-related data through survey research and focus group analysis. Highly regarded economic consultant, particularly in the areas of fiscal impact analysis, urban economic development, and site specific commercial, retail, and residential evaluation.

Selected Survey Research Clients include State of California, San Diego County, Orange County, Imperial County, Cities of San Diego, Escondido, Carlsbad, Oceanside, Poway, Davis, Holtville, and Dana Point, SANDAG, SCAG, IVAG, San Diego MTS, Orange County Transportation Authority, Los Angeles County MTA, Southern California Regional Rail Authority (Metrolink), Bay Area Rapid Transit, Imperial Valley Transit, Santa Clarita Transit, CALTRANS, San Diego County Water Authority, Otay Water District, San Diego Housing Commission, California Center for Sustainable Energy.

Expert witness regarding survey research and statistical analysis for Bank of America, Kaiser Permanente, NASSCO/General Dynamics, Ikon Office Equipment, Orange County Register/Freedom Communications, CVS Pharmacies.

Economic consultant to Westfield Shopping Centers, San Diego Gas & Electric, Imperial Irrigation District, Viejas Enterprises, Foxwoods Casinos, Retail Food Industry Council, Pardee Homes, Shea Communities, San Diego Aircraft Carrier Museum Foundation, Stirling Cargo Airports, Subway, Inc., Housing Solutions Alliance, San Diego County Taxpayers Association, among others.

Selected Publications:

Designing and Conducting Survey Research: A Comprehensive Guide (with Louis M. Rea, Ph.D., 1992 (2nd edition 1997—3rd edition 2005). Jossey-Bass, Inc., Publishers, San Francisco.

The Economics of Environmental Restrictions on the Use of Urban Land, Institute of Urban and Regional Development, University of California, Berkeley, California (with Leonard Merewitz, Ph.D.).

"Water Supply for Urban Southern California: An Historical and Legal Perspective," Glendale University Law Review, Vol. 8, Nos. 1-2.