

Bernadette V. Baird-Zars

33 Livingston Avenue, Room 484 New Brunswick, NJ 08901 ✉ b.bz@rutgers.edu

APPOINTMENTS

Assistant Professor, Urban Planning and Policy Development. Rutgers University January 2023-
Post-doctoral research scholar, Columbia World Projects. Columbia University. Jan-Dec 2022

EDUCATION

Columbia University. PhD in Urban Planning, August 2021 Multiple-article dissertation on local government innovations in land and housing. Sponsor: Dr. Elliott Sclar. Fellowships from the Lincoln Institute for Land Policy (10,000) and USAID/OFDA (18,000).

Massachusetts Institute of Technology. Master of City Planning, June 2010. Departmental full tuition award for two years, Aga Khan Program in Islamic Architecture travel fund recipient, Swarthmore Graduate Scholarship stipend. Award for Intellectual Contribution to the Department.

Swarthmore College. B.A. Special Honors Major in Education and Political Science, June 2006. Swarthmore College Scholarship, Eugene Lang Scholar for Civic and Social Responsibility. Swarthmore Foundation grant recipient. Kenny Kloepper Scholarship. Naomi Kies Award for social service. Intercultural Centre Senior Award.

RESEARCH AND PROFESSIONAL INTERESTS

housing, local government, implementation and enforcement, transition and uncertainty, institutional analysis, action/project-based learning, longitudinal data, GIS, computer vision/machine learning.

SELECTED PUBLICATIONS

Baird-Zars, B. "Zoning as a verb: a Scaffolding for land use practice" in Sclar, E. **Baird-Zars, B.**, Stahl, V. Fischer, L. *Zoning: A Guide for 21st-Century Planning*. New York: Routledge, 2020.

Salman, L. and **Baird-Zars, B (equal first authorship)**. "From the fragments up: Municipal margins of maneuver in Syria and Tunisia. *Middle East Law and Governance* 11 (2019): 244-282

Singerman Ray, R., **Baird-Zars, B** and Sclar, E, **(equal first authorship)** "Moving forward: Methods for studying, developing and advancing zoning" in Baird-Zars, B. Sclar, E. Stahl, V. Fischer, L. *Zoning: A Guide for 21st-Century Planning*. New York: Routledge, 2020.

Sclar, E. **Baird-Zars, B.**, Stahl, V. Fischer, L. (equal first authorship) "Zoning matters: Institutions and Action for the 21st century" in Sclar, E. **Baird-Zars, B.**, Stahl, V. Fischer, L. *Zoning: A Guide for 21st-Century Planning*. New York: Routledge, 2020.

Fischler, L., Stahl, V, **Baird-Zars, B.** 2019 "An unequal geography of exceptions: Zoning variances and special permits in NYC, 1998-2015". *Journal of Planning Education and Research*.

Wang, H., **Baird-Zars, B.** 2012. "Connectivity and Competitiveness across the Colombian Urban System," in *Colombia Urbanization Review, Amplifying the Gains from the Urban Transition*. Eds. T. Samad, N. Lozano Gracia, A. Panman. Directions in Development Series. World Bank

SELECTED PAPERS ACCEPTED TO CONFERENCES

Baird-Zars, B. 'Mainstreaming' the mundane: Construction permitting practices and flood responses in

peri-urban municipalities in Mexico. ACSP 2022

Baird-Zars, B. Play Before the Rules Change (or Your Friend Leaves): Building Permit Issuance and Administrative Transitions in Municipalities in Metropolitan Guadalajara. ACSP 2021.

Baird-Zars, B. "Zombie code: construction in east Aleppo, computer vision, and institutional survival, 2012-2016" "Action between the lines: 'gray'; institutions as planning knowledge and power." ACSP 2020.

Baird-Zars, B. "Post-plan planning: How municipal officials craft and sustain working rules for housing and land development in periurban Guadalajara, Mexico." ACSP 2019

Baird-Zars, B. "Liquidizing or localizing? Decentralization of public lands in Saudi Arabia". RC 21, Leeds 2017

Baird-Zars, B., Stahl, V., Fischer, L. "Exceptions as Planning: Quantitative Analysis of Zoning Relief and Rezoning in New York City, 1998 – 2016" ACSP Denver 2017.

Baird-Zars, B., Salman, L. "From the Fragments Up: Expansions of municipal autonomy in Syria and Tunisia". Presented at Princeton University special conference "After the Uprisings: the Arab World in Freefall, Fragmentation or Reconfiguration?" 2016

Baird-Zars, B., Amirtahsebi, R., Darrat, A. "Untangling waqf: an 8-country comparison of governance contexts." World Bank Land and Poverty Conference, May 2014.

Baird-Zars, B.; Katz, J.; Boullion, C.; Chevalier, O.; Alvarado-Zanelli, ML.; Jawaid, N. "[Using Evidence-Based Global Housing Indicators for Policy Evaluation of Rental Housing and Vacant Properties.](#)" World Bank Land and Poverty Conference 2013.

SELECTED PROFESSIONAL EXPERIENCE

Inaugural IDC Fellow, [GSAPP Housing Lab](#). May 2018 – August 2021. With Dean Amale Andraos, develop and manage research and action agenda on land, climate and housing for interdisciplinary team of faculty and graduate students. Design research and action platforms, develop partnership with civic groups, developers, design firms; provide mentorship and [resources](#) for masters students in Architecture, Real Estate Development and Urban Planning.

Principal/Partner, *Alarife Urban Associates, LLC*. March 2010 – present (with hiatus 2015-2020)

Co-founded consultancy practice around planning, land use and housing. See

www.alarifeassociates.com. Roles and clients included the World Bank, Harvard GSD/INFONAVIT, the IADB, Habitat for Humanity.

- Led Alarife team in preparing high-level report mapping local government land use opportunities and challenges facing INFONAVIT, Mexico's housing provident fund and affordable housing partners; coordinated team of 8 graduate student RAs across three research sites over three semesters.
- Conducted fieldwork, prepared case study of Monterrey, Mexico for an IADB research initiative on multi-municipal basic service challenges, with a focus on solid waste and water management.
- Authored proposal and led research for housing indicators platform for multi-agency working group including the IADB and Habitat for Humanity.
- Land and housing supply expert for Indonesia and Iraq national housing policy for the World Bank.

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- Primary author of poverty and social impact analysis of urban development loan in Colombia, evaluation of 1 bn. USD World Bank housing finance loan to Mexico
- Housing finance analyses in Ecuador, Mexico for the World Bank; Minnesota for One Roof Global, rental housing for Habitat for Humanity
- Authored chapters on Land and Planning for Tunisia and Nigeria's Urbanization Review; developed briefs on housing, redevelopment, PPPs for housing in Brazil and Colombia for the World Bank.

Summer Research Assistant, Dr. Hiba Bou Akar. Helped prepare successful grant proposals to the Ford Foundation for launch of Post-Conflict Cities Lab at Columbia and to Rockefeller for Bellagio Residency. 2018

Doctoral Researcher, *Center for Spatial Research, Columbia University*. Institutional and spatial analysis on spaces for minority spoken language maintenance. Summer 2017

Senior Project Manager, *Affordable Housing Institute, Boston MA*. August 2010 - May 2012

- Co-authored successful large-scale proposals to Gates Foundation (1.5 m) for new financial vehicle for housing finance, and the Rockefeller Foundation (250,000) for housing microfinance in India.
- Led multi-year research and plan on land use, urbanization, waqf and affordable housing for large-scale initiative in Saudi Arabia; Ashoka-led urban and housing upgrading 'hybrid value chain' in Colombia, developed multifamily retrofit research project for Living Cities / McArthur Foundation.
- Team leader for land use, planning housing initiatives in the Middle East and Latin America, led collaborations between public, private and civil sector entities on housing in Colombia (HIFE), Egypt (FinBi, CID), the UAE (MBRHE), Pakistan (PMN/DfiD) and India (SEWA) and the US (Social Finance USA, Enterprise Community Partners). In-depth financial projections; development of new housing finance products.
- Launched and managed successful global network of AHI Associates – 10 housing professionals
- Led outreach and partnerships with MFIs, small-scale developers, and NGOs in Africa, Latin America, Asia, and the Middle East

Research Assistant, Dr. Diane E. Davis, *Department of Urban Planning and Studies, MIT*. 2009 - 2010

New Orleans Fellow, *EnviRENEW, Broadmoor Development Corp. Co-Lab, MIT*. 2009. Developed homebuyer financing program for 125 affordable 'green' homes; mechanism for utilizing New Market Tax Credits.

Program Officer, Socioeconomic Initiatives, *Aga Khan Cultural Services – Syria*. Fall 2007 – July 2008

- Co-founded project office in Aleppo. Managed program design, implementation, monitoring and evaluation; supervised staff.
- Intensive community participation, outreach, and coordination with government agencies. Survey design and implementation.

Fulbright Researcher/Trainee, *Aga Khan Trust for Culture. (AKTC) and Fulbright Scholarship* 2006 – 2007

- Islamic Civilizations Grantee, Language Initiative Award, Research Extension Award. Research on urban regeneration, housing, public space.
- Socioeconomic/Planning community participation, and survey design, implementation, data analysis, report conceptualizing and authoring. Co-wrote and directed two major

socioeconomic surveys, performed statistical analysis. Assisted in organization of neighborhood focus groups with residents and key stakeholders. Created standardized data methods and archive synchronization.

- Co-authored major study on Parks and Green Areas in Aleppo, commerce activity in informal areas.
- Team leader for a 50-page booklet, *The Citadel of Aleppo, 2007*, Aga Khan Trust for Culture and three detailed historic reports.

Consulting researcher, *German Technical Cooperation (Giz/Kfw)*. 2007- 2008. Irrigation and gender

Mapping and Cultural Heritage Consultant, *Aga Khan Cultural Services- Pakistan*. 2007

- Led local team of highschool women in the Northern Areas of Pakistan to develop geodatabase to house large-scale cultural heritage documentation project, taught GIS/mapping tools.

TEACHING EXPERIENCE

Adjunct Assistant Professor. *Baruch Marx*. Housing Policy. Masters-level, Fall 2021

Adjunct Assistant Professor. *Columbia GSAPP*. Urban Planning thesis/Capstone workshop, 2021-22
Local Governance and Action, Spring 2022 (new course)

Adjunct Assistant Professor. *NYU Wagner*. Comparative Land Use Planning. Spring 2018, 2019, 2020.

Co-instructor. *Gatehouse Community Garden*. Climate Adaptation weekly afterschool for local public highschool, 2021-present.

Co-Instructor. *Columbia Center for Spatial Research*. Mapping for the Urban Humanities, for faculty. Summer 2019.

Teaching Assistant. *Columbia University*. Planning History and Theory, Dr. Hiba Bou Akar. Spring 2017

Teaching Assistant. *Columbia University*. Advanced Quantitative Methods, Dr. Lance Freeman. Fall 2016.

Lead Instructor, *Aga Khan Trust for Culture – Pakistan*. Spatial analysis and GIS for heritage landmarks. 2007

Co-founder and teacher, *Kütahya Yaz Okulu*, Experimental free summer school in Kütahya, Turkey. 2003, 2004

Founder and teacher-trainer, *Social Service Curriculum Initiative, Colegio de Bachilleres*, 2003, 2004, 2005

SELECTED LEADERSHIP AND SERVICE

Invited peer reviewer, *International Housing Policy, Urban Affairs Review, Routledge Urban Studies, JPER*

Organizer, roundtables and pre-organized sessions on global land practice and institutions

'Daily Practices of Planning in the Global South and North', Roundtable, ACSP 2020, organizer

'Grounded: teaching land use as technic and tactic'. Roundtable accepted to UAA 2020.

"Public Norms & Aspirations - Institutions in Action" Roundtable, ACSP 2018. Moderator, organizer

"Institutional Analysis in Planning: operationalizing." Roundtable Co-organizer. ACSP 2018.

"Zoning practice for 21st century cities" Roundtable, ACSP 2018. Co-organizer

"Working with "working rules": engaging institutional theory in planning research." Session, ACSP 2018

"One Hundred Years of Zoning in New York City and beyond: Can progressive ideas survive a time of government austerity? Two sessions. Organizer. ACSP 2016.

Launched, organizer, PhD/Faculty monthly research workshop, GSAPP, *Columbia University* 2019-

Co-coordinator, CSS Community Garden, NYC Parks Department 2019-2021

Co-organizer, of conference and workshop on 'Rethinking Zoning', *Columbia University* 2016, 2017

Co-organizer, Lectures in Planning Series, *Columbia University* 2015-2016

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Housing subcommittee member, *Berkshire Regional Planning Commission, Pittsfield MA* 2012-2013
Co-coordinator, *Socioeconomic Class Storyteller Project at Swarthmore* July 2005 -July 2006
Creator, *Precious Places interactive CD-ROM*. Oral history and GIS mapping in Chester, PA 2004
Co-founder and coordinator, *GIS in the Social Sciences at Swarthmore*. April 2004-2006
Founder, *Swarthmore Translator Database, Swarthmore College, Vera Institute of Justice, USDOJ* 2003-2006
Co-founder, *Swarthmore for Immigrants' Rights, Swarthmore College*. 2003 - 2006
Researcher, *Sociology/Anthropology Department. Latino Urbanism in Philadelphia* 2004

LANGUAGES AND PROGRAMS

Full fluency in Arabic (Standard and Levantine).

Full fluency in Spanish. Certified Spanish-English immigration court interpreter.

Proficient user of ArcGIS, QGIS, R, InDesign, Photoshop, Illustrator; intermediate Python, STATA, KML/XTML