

Ada Peng
Director, HR&A Advisors, Inc.

Ada Peng is a Director of HR&A Advisors, an industry-leading real estate and economic development consulting firm. She brings her experiences in real estate development and housing policies to HR&A's [real estate advisory](#) and [affordable housing](#) practices. Working at the intersection of the public and private sectors, Ada assists public agencies, non-profits, and private developers to achieve long-term vision with a practical approach grounded in local markets.

Ada has supported a range of policy initiatives and affordable housing projects, including the ongoing study to preserve Naturally Occurring Affordable Housing for the Southern California Association of Governments and to explore the feasibility for a potential Tenant Opportunity to Purchase Act program for LA County unincorporated area, the recently approved [shared appreciation homeownership program](#) for California, the loan closing of [La Veranda](#), a transit-oriented affordable housing development on Metro-owned land in Boyle Heights, the acquisition and conversion of multiple hotels to [permanent supportive housing](#) for the San Diego Housing Commission under the State [Project Homekey](#) program, the negotiation of multiple [workforce housing projects](#) with tax-exempt bond financing across California, the [Santa Monica Housing Element Update](#), and a series of workshops for Bay Area planners on [mall/office redevelopment](#) for housing.

Prior to joining HR&A, Ada worked on mixed-use development projects in Southern California as a senior project manager. She was previously a graduate student researcher at UCLA, focusing on [Asian-American](#) asset building and housing disparity issues. Ada is an active member of the Urban Land Institute and the American Planning Association. She currently serves as the Chair of the Public Sector Subcommittee for ULI LA Housing Council. She is also a member of the APA LA Ad-Hoc Policy Committee. Ada holds a Master of Public Policy from University of California, Los Angeles, and a Bachelor of Social Science in Policy and Public Administration with a minor in Economics from the City University of Hong Kong.