



MARK HOFFMAN

Associate Principal

Mark Hoffman leads award-winning community planning projects for local government, health agencies, and nonprofit organizations. His expertise includes comprehensive planning, housing studies, municipal service reviews, and public health. Drawing from wide experience in multiple disciplines, Mark creates tailored and innovative solutions that capture a community's aspirations, yet are grounded by contemporary municipal realities. In addition to his planning work, Mark leads PlaceWorks' Healthy Communities practice and frequently speaks on the topic of public health and planning. His work has been featured by the Robert Wood Johnson Foundation, Esri, and other print media.

HIGHLIGHTS OF EXPERIENCE

COMPREHENSIVE PLANNING

- » Corona General Plan | Corona CA
- » Countywide General Plan | San Bernardino County CA
- » Yucaipa General Plan | Yucaipa CA
- » El Monte General Plan and Zoning Code Update | El Monte CA
- » Community Building Initiative, California Community Foundation | El Monte CA

PUBLIC HEALTH/HEALTHY COMMUNITIES

- » Health and Environmental Justice Assessments | Cities of Ventura and Corona, County of San Bernardino CA
- » SB 1000 Toolkit | California Environmental Justice Alliance CA
- » General Plan Healthy Community Elements | Cities of Upland and Corona CA
- » Community Environmental Scan and Health Policy Briefs | Cities of Montclair, Upland, Ontario, and San Bernardino, and High Desert Region CA
- » WRCOG Sustainability Framework | Riverside County CA
- » Parks, Recreation, and Open Space Strategic Plan and Element | Palm Springs CA

HOUSING

- » General Plan Housing Elements | Cities of Ontario, Riverside, Santa Ana, Upland, Whittier, Menifee, Palm Springs, Yucaipa, Highland, El Monte, Industry, and County of San Bernardino CA
- » Pasadena Housing Agenda for Action, Analysis of Impediments, Housing Element, and Just Cause Eviction/Tenant Protection Study | Pasadena CA
- » Rancho Cucamonga Analysis of Impediments | Rancho Cucamonga CA
- » "Another Step Forward" Video and Public Information Dissemination Plan | Western Riverside Council of Governments

TRANSPORTATION PLANNING

- » Baseline Corridor Plan, SCAG Compass Blueprint | Highland CA
- » El Monte General Plan Circulation Element | El Monte CA
- » Santa Ana General Plan Circulation Element | Santa Ana CA
- » High Desert Active Transportation Policy Brief | High Desert Cities CA
- » Yucaipa General Plan Transportation Element | Yucaipa CA

EDUCATION

- » Master of Planning & Development Studies, University of Southern California
- » Master of Public Policy, University of Southern California
- » Bachelor of Science, Public Administration, Biola University

AFFILIATIONS

- » American Planning Association
- » Southern California Public Health Association
- » Board member, Amigos de los Rios

Team member since 2005



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ARTICLES AND PUBLICATIONS

- » “Planning for Healthy Communities: Putting Environmental Justice into General Plans,” *Northern News*, APACA California Chapter Northern, October 2017
- » “A Practical Guide to Planning Healthy Communities,” PlaceWorks, 2014
- » With Kati Rubinyi, “Transportation Planning, Health, and Car Culture in the Inland Empire,” in *The Car in 2035: Mobility Planning for the Near Future*, ed. Kati Rubinyi, Los Angeles: Civics Projects Foundation, 2013
- » Esri, “Envisioning a Community of Health, Hope, and Purpose,” *Esri News for Health & Human Services*, Summer 2012 (features Mark’s project)

SPEAKING ENGAGEMENTS

- » California APA State Conferences, 2008, 2016, and 2018
- » National Innovative Communities Conference, 2012 and 2016 | Ontario CA
- » High Desert Health Summit, 2013 and 2014 | High Desert CA
- » Southern California Public Health Association, 2011 and 2014 | Los Angeles CA
- » Inland Empire Hospital Benefit Collaborative, 2011 and 2013 | Riverside CA
- » Healthy Communities by Design Conference, 2010 and 2012 | Loma Linda CA

AWARDS

- » Healthy Montclair, 2016 Health Innovation Prize, Center for Civic Policy and Leadership; 2015 Advancing Diversity & Social Change Award, APACA-IE
- » “A Practical Guide to Planning Healthy Communities,” 2015 Communications Initiative Award, APACA-IE; 2015 Public Involvement/Education Merit Award, California AEP; 2014 Excellence in Media Award, Southern California Public Health Association
- » Pasadena Housing Element, 2014 Exemplary Housing Element, California HCD; 2014 Robert C. Larson Housing Policy Award, Urban Land Institute
- » Yucaipa General Plan and Community Profile, 2016 Comprehensive Planning Merit Award, APACA-IE (general plan); 2014 Communications Initiative Merit Award, APACA-IE (community profile)
- » Healthy High Desert Policy Briefs, 2013 Advocacy, Social Change, and Diversity Merit Award, APA California; 2013 Advocacy, Social Change, and Diversity Award, APACA-IE
- » Highland Base Line Corridor, 2013 Planning Implementation Award, APACA-IE; 2013 Compass Blueprint Honorable Mention, SCAG
- » WRCOG Sustainability Framework, 2013 Best of the Best Award, Urban Land Institute; 2013 Compass Blueprint Honorable Mention, SCAG
- » El Monte General Plan, 2013 Compass Blueprint Honorable Mention, SCAG; 2012 Comprehensive Planning Award, APACA-LA
- » City of San Bernardino Healthy Community Environmental Scan, 2012 Advocacy/Social Change/Diversity Planning Award, APACA-IE; 2011 Public Health Practice Award, Southern California Public Health Association
- » El Monte Community Building Initiative, 2010 Grassroots Initiative Award of Excellence, APA California; 2010 Planning Excellence Award for Grassroots Initiative, APACA-LA
- » Santa Ana Housing Element, 2010 Outstanding Planning Award for Focused Issue Planning, APACA-OC
- » Pasadena Housing Agenda for Action, 2008 Focused Issue Planning Merit Award, APACA-LA
- » “Another Step Forward,” 2006 Journalism Media Award, APACA-IE