



JOANNA JANSEN, AICP, LEED AP

Principal

Joanna oversees PlaceWorks' comprehensive planning practice in Northern California. She is committed to intensive hands-on involvement in all aspects of the projects she directs, from policy creation to meeting agendas to environmental review. Joanna has a particular expertise in skillfully managing integrated comprehensive plans and EIRs to ensure a streamlined flow of work and avoid surprises during the CEQA process.

Joanna has significant experience in the organization and facilitation of public involvement programs, both as stand-alone outreach efforts and as part of larger planning projects. She believes that meaningful community engagement from the earliest stages of a project enhances the ultimate outcome and establishes invaluable public support for its implementation. Joanna regularly facilitates public involvement at all scales, from community workshops with hundreds of participants to citizen committees and focus groups. She is skilled at designing and running meetings that result in focused, relevant input and at translating this input into effective policies.

HIGHLIGHTS OF EXPERIENCE

COMPREHENSIVE PLANNING

- » Palo Alto Comprehensive Plan Amendment and EIR, Palo Alto CA
- » San Mateo General Plan Update, San Mateo CA
- » Contra Costa County General Plan Update and EIR, Contra Costa County CA
- » Morgan Hill 2035, Morgan Hill CA
- » Los Banos General Plan Update 2040, Los Banos CA
- » Vacaville General Plan Update and EIR, Vacaville CA
- » San Leandro General Plan Update, Housing Element, and EIR, San Leandro CA
- » Los Gatos General Plan Update, Housing Element, and EIR, Los Gatos CA
- » Corcoran General Plan Update, Corcoran CA
- » Tulare TOD Plan and General Plan Amendment, Tulare CA
- » Butte County General Plan Update and EIR, Butte County CA
- » Oroville General Plan and Development Code Update and EIR, Oroville CA
- » Yolo County General Plan Update, Yolo County CA
- » Newman General Plan Update and EIR, Newman CA
- » Napa County Housing Element Update, Napa CA
- » Seaside Housing Element Update, Seaside CA
- » Livermore General Plan, Livermore CA
- » Napa County Housing Element Update and EIR, Napa County CA

PUBLIC PARTICIPATION

- » SamTrans 101 Express Bus Plan, San Mateo CA
- » C/CAG PDA Parking Policy Technical Assistance Program, San Mateo CA
- » Emeryville Parking Pricing Program, Emeryville CA
- » Downtown Livermore Facilitation Services, Livermore CA
- » Portola Valley Outreach and Engagement Tools, Portola Valley CA
- » Albany and San Leandro Parking Management Plans, Alameda County CA
- » Vehicle Registration Fee Expenditure Plan and Public Outreach, Alameda County CA

EDUCATION

- » BA, History, University of Arkansas, Fayetteville, AR

CERTIFICATIONS

- » American Institute of Certified Planners
- » Leadership in Energy and Environmental Design Accredited Professional

AFFILIATIONS

- » American Planning Association

Team member since 1999

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- » Vehicle Registration Fee Public Outreach, Contra Costa County CA
- » Northeast Livermore Public Facilities and Programs Planning, Livermore CA
- » City/County Association of Governments of San Mateo County PLACE3S Modeling, San Mateo County CA
- » Bay Area Regional Smart Growth Strategy, San Francisco Bay Area CA
- » Measure J Outreach, Facilitation, and Strategic Planning, Contra Costa CA
- » La Honda Creek Open Space Preserve Master Plan, La Honda CA
- » Livermore Vision Project, Livermore CA

SUSTAINABILITY

- » Butte County Solar Guide, Butte County CA
- » Los Gatos Sustainability Plan, Los Gatos CA
- » Los Gatos Bicycle and Pedestrian Master Plan, Los Gatos CA
- » Vacaville Energy and Conservation Action Strategy, Vacaville CA
- » Newman Non-Motorized Transportation Plan, Newman CA
- » Avenal General Plan and Sustainability Implementation Programs, Avenal CA

ENVIRONMENTAL REVIEW

- » Pigeon Point State Park General Plan IS/MND, Pescadero CA
- » Concord Hills Regional Park Land Use Plan and EIR, Concord CA
- » Brighton Landing EIR, Vacaville CA
- » Downtown Vallejo Specific Plan and Virginia Street Mixed-Use Project EIR, Vallejo CA
- » Crocker Art Museum Expansion EIR, Sacramento CA
- » Siena Hill EIR, Oakland CA
- » Mission Square EIR, Sonoma CA
- » Codornices Creek Initial Study, Albany CA
- » Marbella Subdivision Focused EIR, South San Francisco CA
- » Seismic Replacement Building #1 EIR, University of California Berkeley
- » Corte Madera Housing Element EIR, Corte Madera CA
- » Ames Research Center EIS, Mountain View CA
- » Oyster Point Boulevard Initial Study, South San Francisco CA

SPEAKING ENGAGEMENTS

- » "The Envelope, Please! Determining Appropriate Buildout," 2017 AEP California Conference, San Francisco, CA
- » "Net Zero Trips: Fact or Fiction," 2016 APA California Conference, Pasadena, CA
- » "Planning for Utility-Scale Solar Facilities," 2016 APA California Conference, Pasadena, CA
- » "Meaningful Input in 10 Minutes or Less," 2014 APA California Conference, Anaheim, CA
- » "Plan Implementation Tools," UC Davis Extension, Land Use and Environmental Planning Certificate Program, 2010
- » "Using Steering Committees Effectively," 2008 APA California Conference, Burbank CA

AWARDS

- » 2018 Hard-Won Victory Award of Merit, APA CA Northern Section, Palo Alto Comprehensive Plan Update
- » 2017 AEP Merit Award, Butte County Utility-Scale Solar Guide
- » 2016 Planning Award for Hard-Won Victories, APA California Chapter, Vacaville General Plan Update
- » 2011 Outstanding Comprehensive Planning for a Small Jurisdiction, APACA Sacramento Valley Section, Butte County General Plan Update and EIR
- » 2003 Comprehensive Planning Award for a Small Jurisdiction, APA CA Northern California Section, Livermore Vision Project and General Plan
- » 2003 NASA Group Achievement Award, Ames Research Center EIS