



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 reviews, and public health. Mark offers a strong portfolio in housing policy, having prepared more than 50 housing elements, fair housing, and related work. His clients span California, from rural communities to the most complex cities statewide. Mark's hallmark projects include Pasadena's Housing Element, which earned the Robert C. Larson Housing Policy award from the Urban Land Institute. With recent legislation that ties housing element planning and safety work, Mark also holds specialties in safety elements, environmental justice, and related work.

HIGHLIGHTS OF EXPERIENCE

Housing

- General Plan Housing Elements | Ontario, Riverside, Santa Ana, Upland, Whittier, Menifee, Palm Springs, Yucaipa, Highland, El Monte, Industry, La Habra, San Bernardino, San Dimas, Industry, Moorpark, 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

Public Health/Healthy Communities

- Health and Environmental Justice Assessments |
- Ventura, Corona, Moorpark, La Habra, San Bernardino, 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 Element | El Monte CA
- Parks, Recreation, and Open Space Strategic Plan and Element | Palm Springs CA

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

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
- Amigos de los Rios

Team member since 2005



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mhoffman@placeworks.com

- SCAG Compass Blueprint Strategy | El Monte CA
- Flair Park and Northwest Industrial Economic Feasibility Study | El Monte CA

PRIOR EXPERIENCE

- Housing Elements | Oxnard, Santa Cruz, Santa Monica, Kings County, King City, Watsonville, Salinas, and Scotts Valley CA
- Rialto Analysis of Impediments | Rialto CA
- Palmdale Analysis of Impediments | Palmdale CA
- Monterey Analysis of Impediments | Monterey CA
- Bakersfield Analysis of Impediments | Bakersfield CA
- Central Coast Housing Work
- Santa Cruz Analysis of Impediments | Santa Cruz CA
- Housing Demand Study | King City CA
- Regional Housing Needs Allocation | San Bernardino CA
- Regional Housing Needs Allocation | Menifee CA

SPEAKING ENGAGEMENTS

- California APA Conferences, 2008, 2016, and 2018 | Various cities
- National Innovative Communities Conference, 2012 and 2016 | Ontario CA
- High Desert Health Summit, 2013 and 2014 | San Bernardino County CA
- Inland Empire Hospital Benefit Collaborative, 2011 and 2013 | Riverside CA
- Healthy Communities by Design Conference, 2010 and 2012 | Loma Linda Medical University CA
- Healthy San Bernardino County Coalition, 2012 | San Bernardino CA
- New Partners for Smart Growth, 2012 | San Diego CA
- Ontario Partners for Better Health, 2011 | Ontario CA
- Southern California Public Health Association, 2011 | Los Angeles CA

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)

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; 2014 Communications Initiative Merit Award, APACA-IE
- Healthy High Desert Policy Briefs, 2013 Merit Award, APA California; 2013 Advocacy, Social Change, and Diversity Award, APACA-IE