



MARK HOFFMAN

Associate Principal

Mark Hoffman leads award-winning community planning projects for local governments, health agencies, and nonprofit organizations, with a primary focus in southern California. His expertise includes comprehensive plans, housing studies, and community health. Leveraging his experience from more than 25 years in the field, Mark's planning work is known for innovation and has earned dozens of local, state, and national planning awards.

HIGHLIGHTS OF EXPERIENCE

Comprehensive Planning

- Corona General Plan | Corona CA
- Yucaipa General Plan | Yucaipa CA
- Moorpark General Plan | Moorpark CA
- Hesperia Focused General Plan Update | Hesperia CA
- San Bernardino General Plan & Development Code Update | San Bernardino CA
- Countywide General Plan | San Bernardino County CA
- El Monte General Plan and Zoning Code Update | El Monte CA
- Community Building Initiative, California Community Foundation | El Monte CA

Healthy Communities and Environmental Justice

- Health and Environmental Justice Assessments | Ventura, Corona, Moorpark, La Habra, San Bernardino, Southwest Fresno, and San Bernardino County CA
- Environmental Justice (SB 1000) Implementation Toolkit | California Environmental Justice Alliance CA
- General Plan Health and Environmental Justice Elements | Upland, Corona, La Habra, San Bernardino, Hesperia, and San Bernardino County, CA
- WECARE Community Environmental Scan and Health Policy Briefs | Cities of Montclair, Upland, and Ontario CA
- High Desert Environmental Scan and Health Policy Briefs | Victorville, Hesperia, Adelanto, and Apple Valley CA
- Western Riverside Council of Governments, Sustainability Framework (including healthy communities) | Riverside County CA
- General Plan Parks, Recreation, and Open Space Elements | El Monte, San Bernardino, Yucaipa, Corona, Moorpark, and Palm Springs CA

Housing Policy and Planning

- Housing Elements | Ontario, Riverside, Santa Ana, Upland, Whittier, Menifee, Palm Springs, Yucaipa, El Monte, Industry, La Habra, San Bernardino, San Dimas, Industry, Moorpark, Barstow, and San Bernardino County
- Pasadena Housing Agenda for Action, Analysis of Impediments, Housing Element, Just Cause Eviction/Tenant Protection Study, and Zoning Code Review of Special Needs Housing | Pasadena 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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- “Another Step Forward” Video and Public Information Dissemination Plan | Western Riverside Council of Governments
- Local Early Action Planning Technical Assistance Liaison | California Department of Housing and Community Development
- Regional Housing Needs Determinations for city incorporation and appeal of determination | San Bernardino, Riverside, and 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
- New Partners for Smart Growth, 2012 | San Diego 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, Oct 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

- Palm Springs 2021-2029 Housing Element | 2024 Opportunity and Empowerment Award of Merit, APACA-IE
- Moorpark 2021-2029 Housing Element | 2023 Comprehensive Plan Award of Merit, APA Central Coast
- Yucaipa 2021-2029 Housing Element | 2023 Comprehensive Plan Award of Merit, APACA-IE
- 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
- Highland Base Line Corridor, 2013 Planning Implementation Award: Small Jurisdiction, APACA-IE; 2013 Compass Blueprint Honorable Mention, SCAG
- WRCOG Sustainability Framework, 2013 Best of the Best Award, Urban Land Institute Orange County/Inland Empire; 2013 Compass Blueprint Honorable Mention, SCAG
- El Monte General Plan, 2013 Compass Blueprint Honorable Mention, SCAG; 2012 Comprehensive Planning Award: Large Jurisdiction, 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