

Alan S. Hoffman

(619) 708-6064 ▪ UrbanVisioning@outlook.com ▪ www.urbanvisioning.wix.com/ahoffman

Planning, Policy, and Strategy Leader

Transportation / land use / urban development strategy and policy expert with strong team-building and collaboration skills. Demonstrated thought leader committed to achieving long-range transportation, economic, quality of life, environmental, and social justice goals. Global BRT expert. Exceptional writing, editing, presentation, and public speaking/communication skills.

SKILLS

Writing and Editing	Public Policy Development	Mapping & GIS Supervision	Team Building
Presentations / PowerPoint	Market Research/Strategy	Public Participation	Training & Workshops
Advanced MS Office Skills	Database Methods	Graphic Arts	Proposal Development
Survey Design & Analysis	Innovation	Urban Visioning	Network/Systems Design
Networking	Cost Modeling	Project Management	Active Transportation

EXPERIENCE

Senior Consultant

Oakland, CA, and Portland, OR (2018-Present)

OREGON DEPARTMENT OF TRANSPORTATION

- **Developing** ODOT's Equity Tolling Framework for use on congestion pricing projects to improve transportation equity.

TRANSFORM

- **Developed** the Bay Area Regional Express Transit (ReX) Plan, a \$19 billion proposal commissioned by the Metropolitan Transportation Commission (MTC) for potential inclusion in the Regional Long-Range Transportation Plan.
- **Co-authored** a nationally-influential guidebook on using road pricing to improve the equity of the transportation system. It has been adopted as the framework for equity planning in road pricing projects up and down the West Coast.

Founding Director / Principal Planner

Walnut Creek, CA (2016-Present)

CENTER FOR ADVANCED URBAN VISIONING

- **Authored books and papers** on next generation transit networks, active & new mobility, funding, and housing strategies.

Lecturer in City Planning and Public Administration

San Diego, CA (2013-2018)

SAN DIEGO STATE UNIVERSITY ▪ School of Public Affairs

- **Taught:** Urban Transportation Planning, Regional Planning, Research Methods, Public Transportation, Planning Theory.

Principal Planner / Executive Director

San Diego, CA; Australia; New Zealand; India; Canada (1996-2013)

THE MISSION GROUP

Management consulting and developing regional and local plans and policy studies for public- and private-sector clients world-wide. Project manager for over 100 contracts. Managed client relations and community participation. Hired and supervised staff and consultants. Developed project scopes, budgets and schedules, and funding & implementation plans. Keynote speaker and workshop leader at major conferences and workshops around the world. Supervised GIS mapping.

- **Guided Sarasota County Area Transit to increase ridership by 50%** in just three years.
- **Planned transit busway facilities** and TOD opportunities for globally-leading BRT system in Brisbane, Australia.
- **Developed strategy to double projected return on investment** for transit for the Metro Atlanta Chamber of Commerce.
- **Proposed and piloted head-in (90 degree) parking** in San Diego, gaining the endorsement of community groups.
- **Developed an innovate long-range transit plan** for the Regional Transportation Commission of Southern Nevada through extensive interfacing with staff and internal team-building processes. Assisted with project implementation.
- **Conducted deep market research** into transportation and housing choices and reviewed technical models.
- **Authored white papers** and reports on public policy strategies in transportation and urban development.
- **Taught courses** on transportation facilities and Transit-Oriented Development in California, Australia, and New Zealand.

INTERNATIONAL & NATIONWIDE EXPERIENCE

Strategy & Evaluation Consultant Washington, DC; Central America; Dominican Republic (1995-1996)
INTER-AMERICAN DEVELOPMENT BANK

Research Assistant Cambridge, MA; San Juan, PR (1994-1996)
MIT CENTER FOR TRANSPORTATION STUDIES

Strategy Consultant Washington, DC (1994)
WORLD BANK, Latin American Technical Division

Assistant Professor Costa Rica and Nicaragua (1988-1992)
INCAE (CENTRAL AMERICAN INSTITUTE OF BUSINESS ADMINISTRATION)

Acting Coordinator/Project Manager Tallahassee, FL; Molepolole, Botswana (1986-1987)
LEARNING SYSTEMS INSTITUTE—USAID/BOTSWANA JSEIP PROJECT

ADDITIONAL INTERNATIONAL EXPERIENCE

- **Keynote speaker** and panelist at conferences and workshops around the world (and nationwide).
- Developed university-level **training programs** in Puebla, Mexico, and Buenos Aires, Argentina.
- Conducted training **needs assessment** and **project evaluation** studies for USAID in Nicaragua.
- Conducted **field research** with First Nations community development agency in Canada.

EDUCATION

M.S. Urban Studies and Planning 1996
MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Coursework: Marketing Strategy, Land Use Planning, Transit Operations, Transit Management, Transportation Systems Analysis, Transport Economics, and Quantitative Methods.

M.Ed. Administration, Planning, and Social Policy 1989
HARVARD UNIVERSITY

Coursework: Service Management, Management Consulting, Qualitative Research (Ethnography), Organizational Behavior, Leadership, Financial Management & Control, Governance, and Policy Analysis.

B.A. Social Relations and Sociology, *cum laude* 1984
CORNELL UNIVERSITY

Honors: Phi Beta Kappa, Phi Kappa Phi, Dean's List, Quill & Dagger, Distinction in All Subjects.

ASSOCIATIONS

San Diego Environment + Design Council • "San Diego Commons" Working Group • Pi Kappa Alpha • CitiStates Group
Idea Connection Systems Innovation Fellow • Mount Diablo State Park Back Country Trail Patrol
Caltrans Statewide Transportation System Performance Measures Team (2004)

ADDITIONAL LANGUAGES

Spanish (fluent/bilingual) **Portuguese** (conversational/reading) **French** (reading)

MAJOR PUBLICATIONS

ReX: Connecting the Bay Area with a Regional Express Transit Network
Pricing Roads, Advancing Equity
Sails to Trails: Designing Transit-Oriented Development for San Diego's Historic Growth Corridor
Preserving Paradise
Advanced Network Planning for Bus Rapid Transit