

Certificate in

# Urban Planning

PROFESSIONAL DEVELOPMENT

## ADVANCE YOUR CAREER

Urban planners are problem solvers. Their expertise makes our lives better by planning for population growth, optimum land use and stimulating economic development. Beyond being skilled in the practice and methodology of urban planning, successful planners are effective leaders, as well as top-notch communicators and project managers. They are also up-to-date on the latest regulations impacting urban planning, and current issues such as sustainable development.

This certificate is designed to provide urban planners with the training they need to be more successful and meet the challenges of expanded responsibilities. Areas of focus include:

### ■ **Communication Skills:**

Learn the elements of writing a clear and concise report. Find out how to successfully advocate or present your ideas to the public and community leaders, through effective written and oral communication, as well as media relations techniques.

### ■ **Project Management:**

Develop a broader understanding of the skills you need to bring a project from a proposal to successful completion.

### ■ **Leadership:**

Become an effective and motivating manager.

### ■ **Hot Issues:**

Get the lowdown on “green development” and other hot issues.

### ■ **Regulatory Issues Updates:**

Update your knowledge on recent regulations and legislation that affect urban planning decisions.

This program includes 12 classes. To receive a certificate, you need to complete five required classes plus a choice of three electives. The program can be completed in 4 semesters.



Register today at [www.csufextension.org](http://www.csufextension.org) or 657.278.2611  
For more information, contact Kristyn Hursh: 657.278.7427, [khursh@fullerton.edu](mailto:khursh@fullerton.edu)

## THE CLASSES

### REQUIRED

#### FUNDAMENTALS OF PLANNING IN CALIFORNIA

(12 hours/1.2 CEUs)

*Prerequisite: none.* This class provides an overview to the fundamentals that define land use planning in California focusing on the Southern California region. Topic areas are relevant to new and experienced planners in both the public and private sectors. Individuals will gain insight into the underlying forces that define the functions of a planner, review land use regulations and the California Environmental Quality Act (CEQA); and gain an awareness of the importance planning practices play in shaping local communities.

#### COMMUNICATION SKILLS FOR PLANNERS

(18 hours/1.8 CEUs)

*Prerequisite: none.* The functions of an urban planner include communicating with multiple constituents. Between the city officials and general public, not to mention the media, there are always demands for the planner to provide clear and accurate information. The difference between public buy-in and opposition sometimes depends on how effective a planner presents ideas, shares information, and clarifies confusion. Presented from the perspectives of both public and private planners, this class will discuss the best practices in communicating with the typical constituents. Presentation, report writing, and meeting facilitation strategies will also be emphasized.

#### BASIC PROJECT MANAGEMENT FOR PLANNERS

(21 hours/2.1 CEUs)

*Prerequisite: none.* This class provides a comprehensive overview of the project management skills necessary in the world of urban planning. Individuals will be introduced to the tools and processes necessary to effectively manage projects of any size. Discussion topics will include budgeting, consultant/contractor management, negotiation techniques, tools and technology, the preparation of the RFPs and RFQs, and the writing of proposals in response to the requests. The class will examine the step-by-step process of developing and implementing an effective project plan.

#### DESIGN REVIEW FUNDAMENTALS

(15 hours/1.5 CEUs)

*Prerequisite: none.* Among the multitudes of plans submitted to planners for review each day no two are alike. Effective and consistent design review requires an experienced eye for detail. Individuals will learn to establish design review procedures and criteria so that all projects are reviewed equally and effectively. This class will focus on the practical and applicable use of the four types of major design plans, highlight the critical elements, and identify potential pitfalls.

#### MANAGING IN THE PLANNING WORLD

(12 hours/1.2 CEUs)

*Prerequisite: none.* What critical skills would an individual need in order to become an effective and motivating manager? This class will provide an inside look into the responsibilities of a manager in the planning industry. Experts will discuss their own experiences and share management best-practices developed over the years. Class topics will include team management strategies, financial management tips, and management ethics. The differences between managing in public and private sectors will be weaved into the discussion throughout the class.

### ELECTIVES

#### PLANNING ANALYSIS USING GEOGRAPHIC INFORMATION SYSTEMS

(9 hours/0.9 CEUs)

*Prerequisite: previous experience with or basic understanding of GIS.* Utilizing demographic, economic, and social data is a large part of a planner's job. Effective management and analysis of this data provides the basis for effective decision making. Individuals will learn the process of acquiring and assessing data for application in planning. This class will examine the techniques, software and other tools that utilize GIS as a decision – making tool for impact analysis and policy development.

#### GREEN BUILDING AND ENVIRONMENTAL DESIGN SUSTAINABILITY

(8 hours/0.8 CEUs)

*Prerequisite: none.* In this class, individuals will examine the development of “green buildings” and “environmental sustainability” trends in planning. The class will focus on compliance issues most pertinent to planners and the key principals of sustainable design and practices. The methods in which sustainable designs are incorporated into the planning process will also be examined.

#### MANAGING YOUR AUDIENCES' EXPECTATIONS

(12 hours/1.2 CEUs)

*Prerequisite: Communication Skills for Planners class.* This class will further explore the role a planner plays in working with various audiences. Individuals will acquire the necessary skills to effectively communicate and disseminate information to their audiences. Strategies to successfully channel information through the various agents: the media, public forums, city councils, and printed/online publications will be examined. Techniques in developing effective outreach strategies to maximize public involvement and investment will also be discussed.

#### TRANSPORTATION PLANNING

(8 hours/0.8 CEUs)

*Prerequisite: none.* The practices of city planning and transportation infrastructure planning have become increasingly interconnected. This class will provide an overview of critical elements of transportation planning. Individuals will gain a better understanding of the technical aspects of traffic analysis at the local level and learn how to incorporate this analysis in the land use planning process. Further discussion will also focus on federal, state, and regional legislative resources available in the planning process.

#### FROM THE RUIN: THE PRACTICE OF COMMUNITY REDEVELOPMENT

(15 hours/1.5 CEUs)

*Prerequisite: none.* In much of the urban center and “built-out” communities, the practice of redevelopment using existing land resources through recycling and infill development plays an important role in the provision of various initiatives. Learn to effectively navigate the process of community redevelopment with techniques and strategies presented in the class. Individuals will become familiar with the various legal and regulatory considerations as well as issues surrounding redevelopment processes including economic development, jobs and housing creation, and community revitalization.

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