



## JOB ANNOUNCEMENT

**Title: Land Use Program Director**

**Status: Full-time, salaried**

### **Organizational Background and Mission**

Founded in 1989, Urban Habitat (UH) builds power in low-income communities and communities of color by combining policy, advocacy, research, leadership development, and coalition building to advance environmental, economic, and social justice in the Bay Area. UH applies a critical race and class lens to issues of transportation, housing, land use, planning, community development, and health, and offers a clear vision and agenda for the equitable development of the region.

### **Position Description**

The Land Use Director works closely with UH's Management Team to define and implement Land Use campaigns, policies, research, and coalition building efforts that promote equitable development – integrating issues of housing, climate, transportation, jobs and health. Candidate will work closely with UH's equity partners to ensure that low-income communities and communities of color benefit from the implementation of key land use and climate policies at the local, regional, and state level. Example policy targets may include General Plans, Housing Elements, Energy & Climate Action Plans, Environmental Impact Reports and the Sustainable Communities Strategy of the Regional Transportation Plan, along with key statewide legislation including AB 32 and SB 375. Candidate will also play a role in the Great Communities Collaborative (GCC), working with diverse partners to influence community planning processes in priority transit oriented development sites across the Bay Area.

The candidate will drive UH's Land Use Program strategy development, growth, and implementation in a way that maximizes impact across existing programs, ensuring close coordination with UH's Transportation Program. Candidate must effectively lead UH's Land Use staff in a team environment to strengthen and integrate Land Use campaigns, policies, research, and coalition building efforts across UH's program areas. Accordingly, the candidate must be a strategic thinker and communicator and have the ability to generate and translate complex ideas or research findings into concrete campaign recommendations and action. Candidate must be able to work with a diverse group of stakeholders including allied organizations, community groups, policy, government, labor, and health organizations. This position reports directly to the Senior Director of Programs and will supervise staff including a Land Use Program Coordinator, along with consultants, & interns as needed.

## **Essential Functions of the Job**

### **Program Management & Strategy (25%)**

- Lead the creation and advancement of UH's short and long-term Land Use policy agenda and strategy, and help increase the capacity of UH and our partners to effectively navigate and impact the policy-making arena. This will include mapping out strategic opportunities for the Land Use program's expansion throughout the region and engagement in the regional implementation of SB 375.
- Serve as UH's Program Committee representative for the Great Communities Collaborative (<http://www.greatcommunities.org>). Key responsibilities include: 1) Play a lead role in defining, implementing, and evaluating UH's GCC workplans; 2) Represent UH in GCC Program Committee meetings and related activities; 3) Analyze local Land Use/Transit Oriented Development plans and identify opportunities to advance UH's equity agenda; and 4) Supervise Land Use Program Coordinator and local site partners to develop and execute TOD campaign plans.
- Collaborate with UH's Richmond Equitable Development Initiative, focusing on passage and implementation of the General Plan. Work with the REDI Coordinator and UH's Land Use Coordinator to build REDI's capacity to engage on local issues related to climate, energy, and health, and to support related member campaigns.

### **Coalition Building (25%):**

- Define & lead organizational efforts to generate, mobilize, and pass positive Land Use policy solutions that benefit low-income communities and communities of color, while preventing the passage of harmful policies. Current examples include the Regional Housing Needs Allocation Methodology Committee.
- Support the Senior Director of Programs' participation on Climate Plan's statewide Steering Committee, and play a lead role on ClimatePlan\_working groups as needed. This may include identifying and promoting land use policies that will help achieve California's greenhouse gas emission reduction targets while simultaneously benefitting the state's low income communities and communities of color.
- Participate in UH's efforts to increase coordination and communication among equity organizations across California to define and win clear land-use, housing, and climate equity outcomes within key policies and campaigns.

### **Policy Research, Analysis & Education (30%):**

- Monitor the political landscape for strategic opportunities to advance UH's priority campaigns and programs. Research and analyze local, regional, state and, national policies that are relevant to UH's Land Use goals; design innovative policies and advocacy strategies that build on UH's existing expertise and relationships.
- Mobilize policymakers, community and labor allies, and other key stakeholders around UH's Land Use policy agenda and strategies.
- Support UH's efforts through the Bay Area Social Equity Caucus to educate and mobilize members on key Land Use policy issues including land use, equitable development, climate, housing, transportation, jobs and health.

- Develop policy analysis, recommendations, and research findings to support UH's Boards and Commissions Leadership Institute and its efforts to recruit, place, and support low-income people and people of color on public commissions and nonprofit boards throughout the region.

**Research and Writing (10%):**

- Strengthen UH's written regional equity analysis and framework on Land Use issues including equitable development, climate, housing, transportation, jobs and health. Lead UH's efforts to produce original reports and analysis that contribute to the environmental justice movement. Provide data, analysis and articles for UH's web-site, RPE journal, and other UH publications.

**Development and Communications (10%):**

- Draft, compose, and present regular updates and other written materials to UH's Management Team, Board of Directors, and Media and Communications staff in order to support UH's fundraising efforts, media strategy, and web-site outreach.
- Represent UH on Land Use issues at conferences, community events, workshops, and other public/media engagements.
- Participate in fundraising cultivation meetings and/or provide talking points on UH's policy goals.

**Job Qualifications**

- Master's degree in urban planning, environmental sciences, economics, public policy, or equivalent experience such as policy director for labor or advocacy organization.
- Knowledge and experience working on land-use planning policies and programs (for example inclusionary zoning implementation, analysis of planned land use alternatives, EIR and CEQA review ) and climate change policies and programs (for example, development of climate change actions plans)
- Hands-on experience with policy-making, advocacy, implementation, and evaluation at varying levels of government (for example, local, regional, state, and national); ability to analyze complex policy development processes and related public agencies.
- Capacity to utilize a wide array of research methods, including but not limited to: Internet searches, public information requests, government reports, telephone inquiries and key informant interviews.
- Demonstrated ability to effectively communicate policy analysis and research results, including development of conclusions and persuasive arguments for individuals outside the organization, as appropriate.
- Demonstrated experience developing and leading successful policy campaigns and/or programs focused on environmental, social, and/or economic justice. Capacity to evaluate and prioritize campaign opportunities to ensure that they maximize Urban Habitat's overall campaign and organizational goals.

- Strong commitment to issues of environmental, social and economic justice and to working within a regional, multi-sector, multi-issue framework.
- High level of proven leadership and ability to manage complex tasks in a timely and professional manner.
- Demonstrated ability to directly supervise staff and consultants, along with ability to work cross-programmatically.
- Excellent written and verbal communication skills; bilingual or multi-lingual a plus.
- Ability to work well under tight deadlines and in a team environment.

**Salary Range: Commensurate with experience.** Generous benefits package, including full health coverage, paid time off (PTO), and 401k. This is a full time position that reports to the Senior Director of Programs.

### **Application Instructions**

Applications will be reviewed on a rolling basis. Interested candidates should e-mail a cover letter, resume, and three references to: [Landusedirector@urbanhabitat.org](mailto:Landusedirector@urbanhabitat.org).

**Urban Habitat is an equal opportunity employer, and people of color are strongly encouraged to apply.**