



Lauren Seyda Designer



Lauren Seyda is an interdisciplinary-trained urban planner and designer. Lauren has worked with city, county, state, and federal governments on strategic business planning, community outreach, and public health efforts. She brings expertise in design/print production, stakeholder visioning, strategic planning, GIS analysis, and the local government planning process. Her research passions lie in the relationship between non-vehicular transportation, public health, complete communities, and a city's economic sustainability.

Lauren has experience in public sector city planning (City of San Pablo), private sector strategic planning and design production (David Heil & Associates, Inc.), and private sector urban design (City Design Collective). Lauren's work has included original design and document layout, project and funding management, urban planning research, development of outreach materials, and workshop and focus group facilitation. Her current professional work focuses on complete streets initiatives that enhance safe, multi-modal transportation and streetscape redesign. She is currently working on her Master's degree in Urban and Regional Planning from San Jose State University, focusing on urban design and transportation planning.

SELECTED EXPERIENCE

San Pablo Ave Complete Streets, City of San Pablo, CA
Community Outreach and Visioning, Multi-Modal Transportation Planning, Streetscape Improvements

San Pablo Farmers' Market, City of San Pablo, CA
Initiation of Community Market, Collaboration with Business and Property Owners

Cycle San Pablo, City of San Pablo, CA
City-Community Partnership to raise awareness and promote bicycling, Participation in City and Regional Events

Planning Department, City of San Pablo, CA
Commercial and Residential Design Reviews, Issuance of Business Licenses, Front Counter Planning Assistance, Council Action Form and Resolution Preparation and Presentation

Community Assessment, David Heil & Associates, Inc.
Focus Group and Survey Analysis, Coordination with Business Owners, Community and Client Visioning

Strategic Planning & Visioning, David Heil & Associates, Inc.
Public/Private Partnerships, Stakeholder Engagement, Consensus Building, Market Research and Analysis

Seattle Urban Streams, U.S. Fish & Wildlife Services
Data Collection and Analysis, Consensus Building, Environmental Rehabilitation and Design in an Urban Context

PUBLICATIONS & REPORTS

Emergence of the Suburban Shopping Center, draft report, 2012.

The Urbanist, SPUR. Select articles for Urban Drift, 2011.

Family Engineering: An Activity & Event Planning Guide, David Heil & Associates, Inc. Original design, 2011.

Voices of the Bay, David Heil & Associates, Inc. Writing and original design, 2009.

Sounds of the Forest, David Heil & Associates, Inc. Writing and original design, 2008.

PROFESSIONAL AFFILIATIONS

San Francisco Planning + Urban Research Association

American Planning Association

Urban Planning Coalition, San Jose State University

EDUCATION

San Jose State University
Master's Degree in Urban and Regional Planning (in progress)

Western Washington University
Bachelor of the Arts in Geography, Environmental Resource Management

University of Otago, Dunedin, New Zealand
Geography and Sustainable Tourism