

Nancy S. Bragado, AICP

Bragado Planning

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Nancy Bragado is the founder and owner of Bragado Planning, and a Lecturer for the School of Public Affairs at San Diego State University. Ms. Bragado has 33 years of experience working with local governments developing comprehensive plans and implementation programs. Most recently, she was an Associate Principal with the San Diego office of AECOM, a multinational infrastructure/engineering firm. Prior to joining AECOM, Nancy was the Deputy Planning Director for the City of San Diego overseeing the Long-Range Planning Division, including the General Plan and community plan update program, and advising the Planning Commission at hearings. While at the City, she also served as the program manager for the City of Villages General Plan Update, which won the American Planning Association's 2010 Daniel Burnham Award for a Comprehensive Plan, and the Urban Land Institute San Diego-Tijuana District Council, Smart Growth Award for the Decade, 2010. Throughout her career Nancy has successfully worked with elected officials, planning commissioners, state and regional agencies, academics, city managers, and community leaders to achieve common goals. She has a demonstrated ability to lead multi-disciplinary high-performing teams, identify key issues, produce innovative plans, and develop creative solutions to controversial issues. Her work is reflected in award-winning plans that are resulting in positive changes to the physical and social environment.

PROFESSIONAL EXPERTISE HIGHLIGHTS

- ❖ Working knowledge of California planning and environmental law, including the evolving body of legislation and initiatives related to climate change, housing, environmental justice, and public health; skilled in preparing general plans, community plans, specific plans, zoning regulations, and Local Coastal Programs.
- ❖ Demonstrated ability to lead and collaborate with multi-disciplinary teams, identify key issues, produce innovative plans, engage the public, and develop creative solutions to controversial issues.
- ❖ Expertise in climate planning, resiliency, and sea level rise. Served as a lead author of the urban and infrastructure chapter of the Third National Climate Assessment: *Climate Change Impacts in the United States*, and Steering Committee member of the Sea Level Rise Adaptation Strategy for San Diego Bay.

EXPERIENCE

Founder, Bragado Planning, June 2020 to present

Owner of a newly formed sole proprietorship designed to provide urban planning consulting services.

Associate Principal – AECOM, October 2016 to February 2020

Work included project management, preparing proposals, project budgets, and client interface. Selected projects include:

- **County of San Diego Planning & Development Services.** Project director for the County of San Diego's As-Needed Advance Planning Services contract. Primary task was leading a comprehensive

update to the County's Land Development Code to achieve General Plan implementation and permit streamlining goals. Worked in County offices as adjunct staff contributing to multiple projects including: the Land Development Code Update, focused Grading and Subdivision Code amendments, the Housing Affordability Strategy, and assisting with other community planning, permit streamlining, and regulatory relief initiatives across PDS divisions and other County departments/agencies.

- **City of Imperial Beach General Plan/Local Coastal Program (GP/LCP) Update and Climate Action Plan (CAP) Preparation.** Project manager of the update addressing sea level rise, public coastal access, "complete streets," water quality protection, economic development including ecotourism, wetlands ecosystems, and zoning and incentives. Included regular coordination with Coastal Commission and San Diego Association of Governments (SANDAG) staff. The Climate Action Plan and Mobility Element components of the project were adopted in July 2019.
- **City of Pasadena Specific Plan Updates.** Lead planner for development of a new specific plan focused on implementing the city's General Plan through neighborhood-specific land use and design standards. The General Plan envisions focusing transit-oriented development near the Metro stations, including introducing housing opportunities for seniors, students, and employees, and improving pedestrian connectivity and amenities.
- **Relmagina Puerto Rico.** Served as the Technical Lead for the Health, Education and Social Services sector working group. Conducted research, prepared reports, and presented information to a working group comprised of civic, community, academic and business leaders in Puerto Rico. The work effort contributed to the Relmagina Puerto Rico Report, published in June of 2018. The report presents key actions and initiatives to help guide Puerto Rico's recovery toward a more resilient and equitable future following Hurricane Maria. The project was supported by The Rockefeller Foundation 100 Resilient Cities, Ford Foundation and Open Society Foundations.

Deputy Planning Director – City of San Diego Planning Department, July 2013 to September 2016

Served as the leader of the Long-Range Planning Division with a General Fund budget of \$5.4 million (includes time as Interim Deputy Director). Maximized efficiencies within available resources to meet City and department goals. Key projects and responsibilities included:

- Oversaw community plan update program, working with residents, local businesses, school districts, public health professionals, and other stakeholders to bring five plans to adoption within a two year period, with four additional plans on track for adoption at the time of departure from city employment (subsequently completed by December 2016). Community plan update work programs included preparation of program environmental impact reports and implementation components addressing: zoning, mobility planning, planned development (discretionary) permits, specific plans, infrastructure impact fee studies, and incentive programs.
- Oversaw 27 grant-funded projects with a value totaling over \$16 million in awarded funds (FY 2016); eight grant-funded master plans were completed over a two-year period.
- Demonstrated commitment to tailored public outreach and community engagement processes that built consensus and supported project objectives.

- Worked with staff and the Mayor’s office to develop a data-driven community plan update prioritization system. Developed multi-year update schedules linked to anticipated staffing and budget levels.
- Sought feedback from staff, community members and consultants to develop and implement community plan update “lessons learned” to achieve content and process improvements to the plan update program, including instituting an as-needed consultant contract system.
- Prepared and presented briefings and reports to department directors, executive managers, elected officials, and community groups.
- Provided policy guidance and oversight of the nationally-recognized Climate Action Plan, adopted by the City Council in 2015.
- Served as Planning Department representative at Planning Commission hearings, Community Planners Committee meetings, and SANDAG Technical Working Group meetings.

Interim Principal Planner/ Principal Planner/ Program Manager, City of San Diego, mid-2005 to July 2013

- Served as General Plan Update program manager. Wrote multiple elements and assured overall quality control; coordinated the work of multi-disciplinary experts from throughout the city organization; prepared and presented reports; gained the support of diverse civic, professional, community, and advocacy groups; managed preparation of the environmental impact report. Integrated climate change, sustainability, and public health issues into the plan (includes time as Interim Principal Planner).
- Secured a Healthy Communities grant and managed urban agriculture policy and code amendments.
- Supervised and coordinated the work of professional staff.
- Wrote and presented reports to decision-makers and other interested parties.
- Collaborated closely with city staff, elected officials, community leaders, developers, and other interest groups to shape policies.

Senior Planner – City of San Diego Planning Department, 2000 to 2005

- Responsible for research, writing, preparation and public outreach for several elements of the General Plan.
- Responsible for preparation of the General Plan Monitoring Report.
- Lead planner for development of the Strategic Framework Element Action Plan.
- Staff support to the Neighborhood Quality and Action Plan citizen subcommittees.

Metropolitan Transit Development Board/City of San Diego Liaison 1994 to 2000

- Advised the agency on transit-land use coordination issues affecting major programs.
- Issued requests for qualifications/proposals and managed consultant contract regarding transit-joint development.
- Reviewed and commented on long range plans and development projects from the City of San Diego and other jurisdictions.
- Co-authored a Local Government Commission handbook, “Building Livable Communities, A

Policymaker’s Guide to Infill Development,” 1995 with 2001 update.

- Presented on transit joint development in several cities as a part of a nation-wide workshop series conducted by the Federal Transit Administration.

Senior Planner, City of San Diego Engineering and Development Department/ Office of the City Architect, 1991 to 1994

- Served as project manager for development of Transit-Oriented Development Design (TOD) Guidelines.
- Led multi-disciplinary staff team in development of commercial mixed-use zones as a part of the city’s Land Development Code update. Created new zones designed to implement the TOD Guidelines.

Council Representative, City of San Diego Council District 5, 1990 to 1991

- Provided land use policy recommendations to city councilmember.
- Served as a community liaison to various communities.

Junior/Assistant/Associate Planner, City of San Diego Planning Department, 1987 to 1990

- Prepared implementation ordinances, reviewed projects for community plan conformance, assisted in the review of major specific plans and provided staff support to community planning groups.
- Formulated recommendations, prepared written reports, and oral presentations to the planning commission and city council.

EDUCATION

San Diego State University, Master of Public Administration (M.P.A.), 1990

University of California Santa Barbara, Bachelor of Arts in Environmental Studies, 1984

ADDITIONAL INFORMATION

- Member, American Institute of Certified Planners
- Guest lecturer on various urban planning and sustainability topics at universities including: University of California, San Diego; San Diego State University, University of San Diego; University of California, Irvine; University of California, Davis, Extension; and Drexel University
- Speaker at conferences and workshops including: California and National American Planning Association conferences; Urban Land Institute, Institute of Transportation Engineers, and others.

AWARDS

The City of San Diego General Plan Update was awarded the American Planning Association’s 2010 Daniel Burnham Award for a Comprehensive Plan. Selected award-winning plans prepared under my leadership as Deputy Director are listed below, including the San Diego Section American Planning Association (APA) Comprehensive Planning Award for a Large Jurisdiction for several years.

- Southeast San Diego and Encanto Community Plan Update - San Diego Section APA Comprehensive Planning Award for a Large Jurisdiction, 2016

- Otay Mesa Community Plan - San Diego Section APA Comprehensive Planning Award for a Large Jurisdiction, 2015
- City Heights Urban Greening Plan - San Diego Section APA Innovation in Green Community Planning Award, 2015, and California APA Award of Merit, 2015
- City of San Diego Bicycle Master Plan and EIR - San Diego Section APA Transportation Planning Award, 2015
- National Avenue and Euclid Avenue Gateway Master Plans Brochures and EIR - San Diego Section APA Merit Awards, 2015
- San Diego River Park Master Plan, San Diego Section APA Comprehensive Planning Award for a Large Jurisdiction, 2014
- Pop-Up Outreach for the Southeastern San Diego and Encanto Neighborhoods Community Plan Updates - San Diego Section APA Public Outreach Award, 2014, and a National APA Planning Achievement Award for Public Outreach, 2015
- General Plan Housing Element - San Diego Section APA Outstanding Planning Award for Comprehensive Planning, 2013 (oversaw project as Principal Planner)