



## **IS COMING:** *How Should Planning and Planning Education Respond?*

### **UNDERSTANDING AND NAVIGATING TECHNOLOGICAL DISRUPTIONS**

*As part of the celebration of the City and Regional Planning Department's 50th Anniversary, Cal Poly is excited to present a moderated panel discussion on the future of planning and planning education.*

The expansion of technology is quickly transforming many traditional industries and reshaping the way people work, shop, communicate, and get around—elements at the very heart of planning.

From the beginning, Cal Poly's City and Regional Planning (CRP) program has set itself apart from other planning programs through its combination of pragmatism and vision. Its famous 'learn by doing' approach to education prepares students for working as successful and effective practitioners. At the same time, the program has been at the forefront of new trends and innovations in areas such as community design, sustainability, and mobility. Department Head Michael Boswell's work on climate action planning is just one recent example.

This discussion is a continuation of that 'visionary pragmatist' approach. While planners often look at things through their own lenses, it's worth also considering the future of other industries that affect communities so profoundly. By understanding where these industries are going, planners are better equipped to know what to pay attention to in the years to come, and what tools are available to support community objectives.

Industry-leading experts on social media, virtual reality, and augmented reality (Josh Grossnickle, Facebook); retail, innovation, and entrepreneurship (Jesse Dundon, Hathway); and mobility (Peter Day, Lyft) will share their vision of the future from their industry's perspective. A facilitated discussion exploring what the evolution of these industries will mean for our profession, planning education, and our communities will follow.

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**WHEN:** *Saturday, April 28th, 10:00 am-11:30 am*

**WHERE:** *KTGY Gallery; Building 21, Room 105; Cal Poly Campus*

**WHO:** *Christine Theodoropoulos, Dean of the College of Architecture and Environmental Design, Cal Poly (Moderator); Josh Grossnickle, Director Marketing Insights, Facebook; Peter Day, Public Policy Research & Analytics, Lyft; Jesse Dundon, Chief Executive Officer, Hathway*

1.5 CM Credits pending

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**CONTINUED ON REVERSE**

**CHRISTINE THEODOROPOULOS** | *Dean of the College of Architecture and Environmental Design, Cal Poly*



As Dean of the College of Architecture and Environmental Design at Cal Poly, Christine Theodoropoulos is the steward of five nationally recognized academic departments: City and Regional Planning, Landscape Architecture, Architecture, Architectural Engineering and Construction Management, the Resilient Communities Research Institute, off-campus programs and interdisciplinary minors. Prior to Cal Poly, Christine taught in schools of architecture in Texas, California and Oregon.

**JOSHUA GROSSNICKLE** | *Director Marketing Insights, Facebook*



Joshua Grossnickle is the Director of Marketing Insights at Facebook, where his team provides research for Facebook's product marketing efforts. Prior to Facebook, Joshua held insights leadership roles at Intuit, BabyCenter, and Yahoo!. He also led a consulting firm that provided product and marketing research for companies including LinkedIn, Great Schools, Pinterest, and Move. Joshua is a published author, speaker, and patent holder.

**PETER DAY** | *Public Policy Research & Analytics, Lyft*



Peter Day leads Policy Research at Lyft, where he researches ridesharing and informs internal and external stakeholders on how Lyft impacts the world, both today and in the near future with the development of autonomous vehicles. Prior to Lyft, he developed technology for a peer-to-peer concert platform. Peter lives in San Francisco, CA with his partner, Claire, and their chihuahua, Igby.

**JESSE DUNDON** | *Chief Executive Officer, Hathway*



Jesse Dundon is the CEO of Hathway where he leads a team of nearly 50 experts in engineering, design, quality, strategy, and management. Hathway is a customer experience company dedicated to delivering ever better experiences through mobile innovation. Jesse co-founded the company in 2009, and since then, Hathway has been recognized nationally for helping brands develop mobile applications, responsive websites, and campaigns. Jesse is a member of the Cal Poly Industrial Technology Advisory Board.



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