

Gerald "Trey" Gordner – Ewa Beach, HI

Email: [REDACTED]

GOV. MSG. NO. 558

### Overview

A policy advisor and researcher, housing and TOD advocate, and urban planner who specializes in leading small, cross-functional teams to deliver policy and process innovation. Former Federal civil servant. Masters degree in urban planning. Elected to the Ewa Neighborhood Board.

**Policy Skills:** Policy Research, Bill Drafting, Project Management, Public Engagement, Regulatory Analysis

**Business Skills:** Team Leadership, Public Speaking, Digital Marketing/Advertising, Press Relations, Technical Writing, Budgeting, Finance, Government Contracting

**Technical Skills:** Website Development & Management, Coding (R, Python, SQL), GIS, Data Analysis

### Select Work Experience

#### **Policy Researcher, University of Hawaii Economic Research Organization (UHERO) (June 2024-Present)**

I develop and advocate for policy proposals that will lead to shared, sustainable prosperity for the people of Hawaii at our premier in-state think tank. Currently focused on housing affordability and disaster recovery after the Maui wildfires.

- Proposed 7 policy ideas to improve housing affordability to a coalition of State nonprofit, government, and business leaders. These ideas are currently being vetted for a 2025 housing package in the upcoming legislative session.
- Identified inconsistencies in Honolulu's zoning and development standards in apartment and mixed-use districts that constrain building size far below policy intention. Drafting recommendations for zoning reform at City Council's request.
- Directing a major economic study of a bill that would phase out half of the short-term rentals on Maui. The study estimates impact on jobs, incomes, tourism, taxes, home prices, and rents.

#### **Recovery and Resilience Advisor, Office of the Governor (Nov 2023-May 2024)**

Temporary detail to accelerate disaster recovery after the 2023 Maui Wildfires. I streamlined permitting processes for interim and permanent housing projects, reviewed and suggested revisions to regulations and legislation affecting disaster recovery, and advised the SDRC and Housing Team.

- Developed and documented a strategy to streamline State permitting processes through a comprehensive review of emergency orders, administrative rules, and statutes.
- Coordinated leaders across government to facilitate Federal, State and County entitlements for several interim housing projects, including the first to break ground after the disaster.
- Built an internal tracking system for priority bills and resolutions during the 2024 legislative session and analyzed bills affecting building requirements, budgets, governance structures, insurance and other recovery and resilience issues. Drafted official testimony for the Office.
- Prototyped a data dashboard and strategic plan for the Governor's Housing Team.

#### **Lecturer, University of Hawaii at Manoa (Jan-May 2024)**

I taught *PLAN 495: Housing, Land, and Community*, a writing-intensive undergraduate/graduate elective in the Department of Urban and Regional Planning. Our topics include affordable housing policy, zoning and building regulations, transit-oriented development, the politics of housing, and walkable urbanism.

### **U.S. Digital Corps, U.S. Technology Transformation Services (June 2022-June 2024)**

I developed a data strategy for the U.S. Department of Health and Human Services (HHS), the largest civilian agency in the Federal government, with over \$2.9T in annual budgetary resources and 80,000 full-time employees. I supported the Chief Data Officer in drafting policy, facilitating governance and knowledge sharing, and improving recruitment and retention.

- Led the 10-person HHS Data Strategy team, serving also as project manager and primary author. The strategy engaged over 150 stakeholders across CDC, FDA, CMS, NIH, and all other HHS divisions, to develop a vision, priorities, and 25 cross-agency initiatives to increase the Department's data capacity and develop data-driven approaches to our largest challenges.
- Developed and facilitated a complete set of strategic planning exercises for the Office of the Chief Data Officer to define our vision, mission, workstreams, key performance indicators (KPIs), and measurement plans for the upcoming fiscal year.
- Improved and automated compliance procedures for data collection and privacy regulations. Programmed a business intelligence dashboard and automated notification system in Microsoft Power Apps to increase efficiency and save hundreds of employee hours each year.
- Was selected for the inaugural cohort of 38 fellows from a pool of over 1,000 applicants. The U.S. Digital Corps program invites talented early-career technologists to join innovative government teams working on critical impact areas for a two-year tour of duty.

### **Graduate Research Assistant, Virginia Tech (May 2020 – May 2022)**

I conducted research on potential applications for artificial intelligence in urban planning and contributed to teaching and curriculum development. I analyzed socioeconomic data to develop actionable recommendations for Virginia governments and economic development organizations.

- Contributed two sections to a successful \$150,000 NSF grant proposal. Co-authored the resulting journal article published in the International Journal of Urban Sciences: *The prospects of artificial intelligence in urban planning*, and a blog post published by APA.
- Evaluated a policy proposal to establish a statewide robotics hub, developed recommendations, drafted and presented my report to state economic development leaders.
- Developed and conducted surveys for manufacturing and IT business leaders during the COVID-19 pandemic and analyzed results to develop local and regional recovery policies.

### **Founder & CEO, Koios (2015 – 2020) – [koios.co](http://koios.co)**

Founded a public interest technology firm helping over 40 local and state government clients to engage their communities online, launch web analytics, and incorporate data into strategic decision-making. Led all hiring, finance, budgeting, contracting, management, public relations, and strategy functions.

- Directed over \$2.4M in annual advertising spending on behalf of clients through a certified partnership with Google. Drafted, negotiated, and managed multi-year government contracts.
- Designed, developed, and implemented custom data dashboards to help agency leaders define internal success metrics and evaluate progress over time.
- Presented on stage 11 times in 2 years at national conferences to audiences of 80-200 people.

## **Education**

### **Virginia Polytechnic Institute and State University (Fall 2019 – Spring 2022)**

Masters, Urban and Regional Planning / Certificate: Urban Computing (Data Analytics) - GPA: 3.94

Thesis: *Regulatory Utilization: A Novel Measure of Public Land Use Controls Comparable Across Space and Time and Calculable from Open-Source Data* ([paper](#), [video](#))

I combined urban planning with computer science, enabling me to analyze large municipal datasets and preparing me to direct evidence-based policymaking or performance management at the regional level. My projects focused on data analysis in transportation, housing, and zoning.

- Analyzed over 250,000 Arlington County property records in ArcGIS to simulate changes in zoned capacity if Arlington switched its single-family zones to 2 or 3 units by right.
- Explored 100 years of Arlington County real estate transactions (over 278,000 records) in Python.
- Led a study of the elimination of single-family zoning in Minneapolis, from the background of redlining and homelessness, through the process of building political support and crafting legislation, and on to likely outcomes based on the academic literature and analogues.
- Received the APA Virginia Outstanding Student Award in 2022, the Plan Virginia Certificate Award for student service to the program in 2021, and the Marsha Ritzdorf Book Award in 2020.

### **University of South Carolina (2009 – 2013)**

Bachelors, International Business, Entrepreneurship - GPA: 3.925

One of ~40 out-of-state students annually to receive a full scholarship (McNair Scholarship).  
Residence Hall President, Student Senator, and Student Council Cabinet Member.

## **Select Civic Activities**

### **Advocacy Fellow (Cohort II), Partners for Democracy (June 2023 – April 2024)**

I learned to develop and execute successful political and public policy advocacy campaigns at this Hawaii non-partisan civic leadership development program organized by Pacific Resource Partnership (PRP).

### **Director, Hawaii Zoning Atlas (May 2022 – May 2024)**

I led a team of 3 student interns and 10 volunteers mapping Hawaii's zoning regulations and analyzing their effects on housing supply and affordability, as featured on [Hawaii Public Radio](#) and [Honolulu Civil Beat](#). I help policymakers draft legislation to reform zoning rules that would lead to more affordable and compact development.

- Provided research, drafting assistance, and testimony on several successful bills signed into state law in 2024, including [HB1630](#), [SB3202](#), and [HB2090](#).
- Completed zoning analysis of all jurisdictions and [launched a public website](#) within 1 year, only the fourth state in the country to do so.
- Selected by Code for America as one of 13 high-impact community projects nationwide. Awarded an in-kind grant including paid staff, volunteer recruitment, and software tools.
- Led a workshop on equity in zoning at UH-Manoa (DURP) for AICP continuing education credit, including recommendations to enable missing middle housing and eliminate parking minimums.

**Secretary, Ewa Neighborhood Board**

I help our neighborhood address homelessness, traffic, and jobs with my background in technology and urban planning. Read more on my campaign website: <https://gogordner.com/>.

**Data Analysis Volunteer, Faith Action for Community Equity (August 2021 – November 2022)**

I built an interactive online map of candidate parcels for affordable housing projects from open GIS data.

**Select Certifications**

Public Leadership Credential, Harvard Kennedy School, *In Progress*

Contracting Officer's Representative (FAC-COR Level I), Federal Acquisition Institute, 2022

Public Trust Clearance, 2022

Fundamentals of Project Management, University of South Carolina, 2014

**Languages**

English (native), Spanish (proficient), French (intermediate), Japanese (beginner, JLPT N5)