

# Brian Canepa

## Senior Associate



Brian Canepa has more than five years of transportation planning experience. He specializes in developing innovative parking and transportation measures, transit-oriented development (TOD) policies, and Transportation Demand Management (TDM) programs designed to promote prudent sustainability through reduced reliance on automobiles. Brian has crafted parking plans for several cities to maximize parking and transportation resources through mechanisms such as parking occupancy targets, shared parking provisions, and blended parking requirements

### EDUCATION

M.S. Urban and Regional Planning, Virginia Tech University, M.A., Political Management, The George Washington University, B.A. History, Bates College

### EXPERIENCE

#### **Nelson\Nygaard Consulting Associates Inc.**

Senior Associate, 2008–Present, Associate Project Manager, 2006–2008

#### **Parking & Demand Management Plans**

- The Downtown Oxnard Parking Plan resulted in a thorough assessment of Oxnard's downtown parking system, including a full inventory, occupancy counts, and evaluation of current and future demand, and a comprehensive program of parking and transportation demand strategies to serve the downtown as it adds new housing, offices and shops.
- The Oxnard Village Transportation Plan developed a master parking and circulation plan for a large mixed-use development with over 1,300 residential units that incorporated a new heavy rail station.
- The San Clemente North Beach Parking Master Plan led to the creation of a comprehensive parking and transportation demand management master plan for its North Beach district in the wake of a new mixed-use development. The plan involved balancing the needs of residents, beach and public users, employees, and transit riders by creating a plan that focused on items such as demand-responsive parking pricing and parking benefit districts.
- The San Marcos North City Plan created a full parking and transportation demand management program for a new 200-acre development in north San Diego County with almost 3,500 residential units and 3 million square feet of commercial space. The plan included traffic and parking reduction measures, methods of financing programs, and instruments to monitor future traffic levels.
- The 222 19th Street Project resulted in a functional parking design and management plan for a new 42-story mixed-use tower with constrained physical dimensions located in the heart of Oakland.

#### **Station Area Plans**

- The Cloverdale Station Area Plan created an effective management plan for public and private parking resources around the new Cloverdale SMART rail station and downtown. The plan crafted new demand management techniques and Code revisions to ensure a vibrant and walkable mixed use district while ensuring efficient vehicular flow along the city's arterial streets.
- The San Carlos Transit Village Plan produced both a transportation demand management plan to manage residential and commercial parking and traffic congestion as well as an analysis of transit ridership impacts of new development in the station area.
- The Pleasant Hill BART Parking Plan created an on- and off-street parking management plan for new mixed-use development at the Pleasant Hill BART station. The plan included proposed regulations, pricing, signage, and enforcement measures.

- The Santa Rosa Railroad Square Plan developed a transit routing plan to maximize coverage of a new mixed-use development in order to reduce parking demand and congestion.

#### **Campus Transportation Plans**

- The CSU San Marcos Transportation Plan provided a coherent long-range campus parking and transportation plan to meet the University's future growth projections including strategies that have the greatest potential to reduce traffic and parking demand while meeting the University's broader goals for environmental stewardship and completion of the campus Master Plan.
- The UC Riverside Parking and Transportation Management Plan supplied the university with a functional parking and transportation demand management operations plan to manage the growth of the campus by recommending the most cost-effective blend of alternative mode and parking options.
- The UCSF Parnassus Heights Report called for a full analysis of Muni and shuttle operations in order to revive the area around the university as a pedestrian-friendly district with access options to serve the emergency needs of the medical facilities.

#### **Transportation and Mobility Plans**

- The Pasadena Traffic Reduction Plan recommended a comprehensive set of strategies to reduce rush hour traffic by 25% through transportation demand management measures and innovative parking policies.
- The Ventura Saticoy-Wells Community Plan focused on developing alternative mobility options to enhance neighborhood vitality and to provide lower-income residents greater access to job centers.
- The San Joaquin Council of Governments Congestion Management Program developed a new management plan based on a set of performance measure criteria that emphasized multi-modal service.
- The Hercules Waterfront Plan crafted the parking and transportation language for a form-based code in the Hercules Waterfront district.

#### **Alternative Transportation Plans**

- The King County Car-Sharing Evaluation Plan evaluated the effectiveness of car-sharing in and around Seattle by collecting survey data from members and performing multiple on-site interviews and focus groups

## **PUBLICATIONS AND PRESENTATIONS**

#### **Publications**

- "Bursting the Bubble: Determining the Transit-Oriented Development's Walkable Limits", Transportation Research Record: Journal of the Transportation Research Board, No. 1992, National Academy of Sciences, Washington, D.C., January 2007.

#### **Presentations**

- "Parking and TDM: Opportunities and Obstacles," Taught at the Association for Commuter Transportation Annual Conference. August 2010.
- "Moving Beyond a Plan: Parking in TODs," Presented at the Leadership Institute Smart Growth Symposium V. October 2009.
- "Parking and Traffic in High Density Areas – Myths, Realities, and Solutions," Presented at the San Diego American Planning Association: Making Density Work Conference. October 2008.
- "San Francisco: Tourism and Transit," Presented at the American Planning Association 100th National Planning Conference. April 2008.
- "How does Measure A affect auto use and transit options in Alameda?" Presented at the City of Alameda Planning Board Measure A Forum. February 2008.



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- “Moving Towards a Green Marin: Transportation’s Role in Global Warming,” Presented at the Mill Valley Rotary Club. March 2007.
- “Bursting the Bubble: Determining the Transit-Oriented Development’s Walkable Limits,” Presented at the Transportation Research Board Annual Meeting. January 2007.