

Jeremy Nelson

Principal



Jeremy Nelson has ten years experience as a transportation and land use planner and public policy analyst in the public, private, and non-profit sectors. He has extensive knowledge of interactions of land use and development patterns, transportation systems, and public health outcomes. Jeremy has advanced expertise in research, communication, and group facilitation.

EDUCATION

Executive Certificate in Sustainable Leadership Presidio Graduate School of Management
M.A. in Urban Planning, University of California, Los Angeles
Bachelor of Arts, History, Reed College

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2010–Present; Senior Associate, 2006–2010; Associate Project Manager, 2005–2006

Transportation and Mobility Plans for the cities of Ventura (CA), Glendale (CA), and others

- For the City of Ventura’s Downtown Mobility Plan, Mr. Nelson developed a comprehensive package of parking policy reforms and transportation demand management strategies to help downtown Ventura revitalize their community goals and improve transportation choices. As part of this study, Mr. Nelson analyzed current transportation conditions and needs by auditing existing policies and plans, collecting new parking occupancy data, and facilitating stakeholder interviews and public outreach. Mr. Nelson also conducted a national peer review of comparable jurisdictions to identify best practices relevant to local conditions.

Parking Needs Assessment and Parking Management Plans for new mixed-use developments

- Mr. Nelson has analyzed parking demand for a number of new mixed-use development projects. Recommendations have included parking operation strategies (such as shared parking and valet parking) and demand reduction strategies that satisfy both market demand and community goals. Working with developers, public agency staff, and community residents, Mr. Nelson has helped to facilitate consensus on how to minimize and mitigate the traffic and parking impacts of new development proposals.

Integrated Transportation and Land Use Planning

- Mr. Nelson has significant experience analyzing the interactions between transportation systems, land use patterns, and public health and economic development outcomes. For the Planning for Active Transportation and Health (PATH) project in Humboldt County (CA), Mr. Nelson worked to develop a new planning process and cost-effective analytical tools to help regional planners and decision makers implement policy reforms and multimodal infrastructure investments to improve transportation equity and support community goals for land use, public health, and economic development.

Transportation Economics, Funding Alternatives, and Revenue Strategies

- Through his academic training, contract research, and direct project experience, Mr. Nelson has developed a sophisticated understanding of transportation economics, funding alternatives, and revenue strategies. For the City of Ventura, Mr. Nelson developed parking management recommendations to both better manage scarce downtown parking and optimize parking revenue to fund downtown improvements. In Humboldt County, Mr. Nelson developed a comprehensive list of implementable revenue sources to fund new multimodal transportation improvements in rural regions with limited resources. Mr. Nelson was also the co-author of a recent paper analyzing revenue options for San Francisco’s transit system.

Community Outreach and Public Process Facilitation

- Mr. Nelson is one of Nelson\Nygaard’s outreach and facilitation specialists. In Mr. Nelson’s previous work in the public- private-, and non-profit sectors, he developed the ability to understand issues from the diverse perspectives of multiple stakeholders and identify common ground as a basis for building

consensus. At Nelson\Nygaard, Mr. Nelson has played a significant role on several high-profile, multi-stakeholder community involvement processes in a variety of contexts. For the PATH project in rural Humboldt County, Mr. Nelson facilitated small group discussions, in which officials, agency planners, service providers, and community advocates—many of whom had never previously sat down at the same table together—developed a common vision for transportation reform. For the San Francisco Better Streets Plan, Mr. Nelson is leading the implementation of a public participation module that will reach every neighborhood in the city, with 25 events tailored to unique needs of diverse urban populations.

PREVIOUS EXPERIENCE

Transportation for a Livable City

Policy Director, 2003–2005

- Working in a start-up policy entrepreneur environment, Mr. Nelson's responsibilities included reviewing development proposals and long-term plans/policies; creating organizational position based on best practices policy research; lobbying developers, planners, and decision makers; advocating legislative reforms to address connections between land use and transportation; and outreaching to and organizing affected stakeholders and community groups. Mr. Nelson's organizational capacity-building responsibilities include member and media outreach, recruiting and managing interns, and website management.

Transportation and Land Use Coalition

Innovative Programs Coordinator, 2002–2003

- Mr. Nelson was responsible for completion of the Instant Advocate Toolkit, an interactive CD-ROM and website designed to provide low-income communities with resources needed to effect positive neighborhood change. The Toolkit included 40 summaries of innovative land use and transportation policies and programs, highlighting lessons learned in other communities, and providing a step-by-step implementation strategy. Mr. Nelson also recruited and managed the work of 20 volunteer research interns and collaborated with colleagues in developing the functionality and design of the final CD-ROM and website.

Group 4 Architecture, Research + Planning

Assistant Planner, 2000–2002

- As an Assistant Planner, Mr. Nelson assumed increasingly responsible duties within a dynamic planning and design firm, conducting land use, transportation, and demographics research, authored substantial planning documents, managed client interactions, developed outreach techniques tailored to the unique needs of specific populations and user groups, and facilitated community workshops. Mr. Nelson also gained significant experience in facility and site evaluation methods, project budget analysis, and public participation techniques.

City of Portland, Office of Planning & Development Review

Land Use Research Analyst, 1998–2000

- Mr. Nelson was responsible for researching land use history, existing infrastructure, zoning and environmental information for pending development proposals and area plans and incorporating this information into detailed case reports for work group of 40+ planners. In this position, Mr. Nelson gained a sophisticated understanding of the conceptual framework and practical tools of transportation and land use planning through close interaction with policy analysts and development review planners.

PUBLICATIONS AND PRESENTATIONS

- Lead author: "The Green Transportation Profile of Affordable Housing." Affordable Housing Annual Guidebook, East Bay Housing Organizations, 2011.

- Co-author: “Muni’s Billion Dollar Problem: To Become the Transit System that San Francisco Needs, Muni Needs More Revenue.” A Report of the San Francisco Planning and Urban Research (SPUR) Association, 2006.
- Researcher and editor: *The High Cost of Free Parking*. Donald Shoup, Planners Press, 2005.
- Co-author and lead editor: *Innovative Transportation and Land Use Reforms: A Toolkit for Positive Neighborhood Change*. Transportation and Land Use Coalition, 2004.
- Co-author: *Access Now!: A Guide to Winning the Transportation Your Community Needs*. Transportation and Land Use Coalition, 2004.
- Researcher and editor: “Waiting for the Bus.” Daniel Hess, *Journal of Public Transportation*, 2004.
- Researcher and editor: “The Ideal Source of Local Public Revenue.” Donald Shoup, *Journal of Regional Science and Urban Economics*, 2004.
- Researcher and editor: “Fare-Free Public Transit at Universities: An Evaluation.” Donald Shoup, *Journal of Planning Education and Research*, 2003.
- Author: “Allocation of Urban Public Space in the Age of the Automobile.” Senior Thesis. Reed College, 1998.
- Numerous presentations at conferences and workshops convened by professional organizations (Transportation Research Board, California APA, Conference of California Local Health Officials), public agencies (Kansas City Mid-America Regional Council, Los Angeles Metro), and non-profit civic organizations (Urban Land Institute, San Francisco Planning and Urban Research).

PROFESSIONAL AND COMMUNITY AFFILIATIONS

- TransForm, Advisory Board Member
 - Regional Transportation Funding Working Group, TransForm, Past Chair
- San Francisco Board of Supervisors’ Western South of Market (SoMa) Citizens Planning Task Force, Appointee, Transportation Seat
- San Francisco Department of Public Health’s Eastern Neighborhoods Health Impact Assessment (ENCHIA) Community Council, Participant
- Tracking Implementation Advisory Group, Environmental Health Tracking Program, California Department of Public Health, Member
- American Planning Association, Association of Bicycle and Pedestrian Professionals, San Francisco Bicycle Coalition, Walk San Francisco, Member
- International Society of Sustainability Professionals, Member