

C. Ross Peterson, AICP

Senior Associate



Ross Peterson has over seven years of experience in transit and transportation planning. His areas of expertise include transit policy, travel demand management, transit service coordination, and mobility management. Over the past seven years, Ross has contributed to a wide range of transportation projects in the intermountain west and throughout the United States.

EDUCATION

Masters of Business Administration, University of Utah, Expected, 2011
Bachelors of Science, Urban Planning, University of Utah

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.
Senior Associate, 2010-Present

Travel Demand Management

- **TRAVELWise program.** Ross is currently assisting with the implementation of the State of Utah's TRAVELWise program, a customer-focused travel demand management effort. In his role as TRAVELWise Coordination Manager for the Daybreak community in South Jordan, Utah, Ross has worked with the City of South Jordan, UTA, UDOT, and Rio Tinto's North American headquarters to identify strategies for reducing single-occupant auto trips into and out of the Daybreak community.
- **METRO Regional TDM Plan.** Ross is currently assisting METRO, the Portland area regional government and MPO, in updating its regional TDM plan, and the City of Portland in updating its development code to include TDM measures.

Transit Funding and Policy

- Ross has assisted state DOTs in Utah and Georgia in the development of policies and procedures for administering the State's transit funding programs. His experience in transportation funding has also been sought out by various local organizations interested in raising funds for their transit programs.
- Between 2008 and 2010 he assisted the **Uintah Basin Association of Government** in successfully obtaining over \$450,000 in funding for a start-up rural transit program.

Transit Planning

- Ross has prepared a number of feasibility studies for small rural and suburban transit programs including circulator studies for **Rifle, Colorado, South Jordan, Utah, Roosevelt and Vernal, Utah**, and communities in eastern Utah, including Moab, Price, and Monticello.

Mobility Management

- Ross has managed numerous coordination and mobility management studies at the city, county, and statewide levels and is well versed in designing effective strategies for improving transit service through coordination. In addition to his extensive experience developing mobility management plans in Utah, he has worked for clients in Illinois, Texas, and California to provide training and develop detailed implementation strategies to advance mobility management from planning to implementation.

Transportation Systems Planning

- **Utah Department of Transportation Emerging Areas Algorithm.** Ross's experience spans the spectrum of transportation planning. As a consultant to UDOT he developed an algorithm for identifying communities with critical transportation needs. The algorithm is currently being used in the state's long-range transportation planning process. He has also developed long-range and corridor plans for inclusion in MPO-sponsored planning materials and has authored Environmental Impact Statements, Environmental Assessments and Categorical Exclusions, pursuant to NEPA. Clients include **Mountainland Association**



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of Governments, UDOT, UTA, Wasatch Front Regional Council, and various counties in the State of Utah.

PREVIOUS EXPERIENCE

WCEC Engineers

Office/Project Manager, 2008-2010

- **State of Utah Intercity Bus Study.** Managed the evaluation of current and future intercity public transportation needs throughout Utah. The study proposed strategies for utilizing the state's Federal Section 5311(f) apportionment to improve transportation in underserved areas.
- **UDOT Policies & Procedures Update.** Collaborated with the State's public transit team to update to the current State Management Plan for UDOT's federally funded transit programs.
- **Daybreak Travelwise Pilot Project.** Ross was selected to assist the Utah Department of Transportation and Kennecott Land Company with the development, implementation and evaluation of travel demand management strategies for residents of Daybreak and employees of the new RioTinto corporate headquarters in South Jordan, Utah. As part of the State of Utah's Travelwise program, the project involves coordination with the Utah Transit Authority, the Daybreak Homeowners Association, and Rio Tinto employees to identify alternative travel options within and around the Daybreak property.
- **Wasatch Front Mobility Management Study.** As a sub-consultant to Nelson Nygaard Associates Ross led the public and agency outreach aspects of the Wasatch Front Mobility Management Study. The objective of the Wasatch Front Mobility Management Study was to develop service and business plans for mobility management and other high-priority coordination strategies designed to improve the mobility of older adults, persons with disabilities, and persons with low-income within the Utah Transit Authority (UTA) service area.
- **Utah County Coordinated Human Service-Public Transportation Plan.** Led a small team of consultants to prepare the coordinated human service transportation plan for Utah County. The study involved inventorying existing transportation providers, identifying the transportation needs of individuals with disabilities, seniors and people with lower incomes, and developing and prioritizing strategies to meet the identified needs.
- **Uintah Basin Public Transit System Launch.** Assisted the Uintah Basin Association of Governments in securing funding from private federal, state, and local partners to implement a new transit system in northeastern Utah.
- **South Jordan Transit Feasibility Study.** As the lead planner, Ross developed plans for a community circulator in this growing suburb of the Salt Lake metro area. The study evaluated the feasibility of a broad range of short and long-range transit solutions including route deviation and dial-a-ride services for the near-term, and integration of a bus rapid transit line to link with other high capacity facilities called for in the local long-range plan.

H.W. Lochner

Project Manager, 2007–2008

Project Planner, 2006–2007

As the sole planner in a large engineering office, Peterson gained extensive experience in the design and implementation of major transportation infrastructure projects. The following projects highlight the transit and multi-modal planning work Peterson completed while at H.W. Lochner:

NEPA and Community and Environmental Impact Analysis

- **South Davis Transit Draft Environmental Impact Statement:** Acted as a Project Planner for this urban transit study working with both UDOT and UTA, and as a sub-consultant to Carter and Burgess, Inc. Responsibilities primarily focused on facilitation of public involvement activities.

Transportation Systems Planning

- Utah County East/West Transportation Study: Mr. Peterson acted as the planning lead for this corridor study in north-western Utah County. He assisted with developing the methodology and analytical techniques used to prepare and evaluate alternative transportation scenarios. This effort included the creation of a geographic tool using Google™ Maps, for comparing real-world transportation scenarios and their spatial and land use implications.
- U-plan Emerging Areas Algorithm: As part of an interdisciplinary team, Mr. Peterson assisted the U-plan project—an information technology driven planning tool developed for the UDOT Systems Planning and Programming division—by creating an algorithm for identifying emerging areas in rural Utah. The algorithm uses growth indicators to highlight communities with pre-emergent characteristics to help UDOT identify areas that will be in need of new transportation infrastructure in the immediate future. The formula helps UDOT understand transportation issues before they become a problem. UDOT is currently using the formula to prioritize planning projects throughout rural Utah.
- Uintah Basin Public Transportation Business Plan: Managed a feasibility study to identify service patterns, operational characteristics and funding sources for a new public transit system in the Uintah Basin area. Services provided include transit demand modeling, operations planning, stakeholder facilitation, and consultation with the Ute Indian Tribe.

Transit Service Coordination and Mobility Management

- State of Utah Rural Coordinated Human-Service Public Transportation Plan: Proving his competency and ability to manage a project, Mr. Peterson transitioned from Project Planner to Project Manager on this large scale, statewide study. His primary functions included: project management, demographic analysis, public and agency consultation, and service planning. In addition to these tasks, he played a key role in marketing and winning the job, exposing H.W. Lochner (his former company) to a new local market in public transportation planning. The final plan was completed at the end of June 2007. Mr. Peterson is currently assisting UDOT with implementation of the plan.
- Dixie MPO Coordinated Human Service-Public Transportation Plan: Peterson served as Project Manager for this fast-paced plan. Key attributes of the plan include high participation from local human service agencies and completion of the project on time and on budget in less than two months.

Transit Policy

- UDOT Co-Location Contract for Transit Planning Assistance: Peterson was asked to provide advisory support to UDOT's public transit team through a co-location assignment at UDOT's offices. The assignment involved policy development, statewide transit planning, and coordination planning.

BIO-WEST, Inc.

Environmental Analyst, 2005–2006

NEPA and Community and Environmental Impact Analysis

- West Valley City Transit Center Environmental Assessment: As the Environmental Analyst for BIO-WEST, Inc. and as a sub-consultant to Wilbur Smith Associates, Peterson prepared the purpose and need statement and alternatives analysis sections of the EA in close coordination with the consulting team, clients, and stakeholders. He assisted in planning and conducting public outreach activities. He also worked closely with UTA to ensure that FTA guidelines were being applied correctly. Technical services provided include noise impact modeling following FTA guidelines for noise and vibration, as well as the social, land use and economic impact analyses sections of the EA.
- South Logan to Providence Transportation Corridor Environmental Impact Statement: Prepared the purpose and need statement and alternatives evaluation. Compiled data received from resource specialists, including impact evaluations for wetlands, water quality, hazardous materials, geology and soils, and biological resources. Prepared impact analyses for air quality, noise, environmental justice, social, economic and land use resource categories.

Utah Transit Authority

Engineering and Planning Internship, 2004

- Served as a transportation planning and engineering intern in UTA's capital development department.
Projects Included:
 - Medical Center Extension Before and After Study
 - 900 South Light Rail Station Environmental Re-Evaluation
 - West Valley City Light Rail Transit New Starts Criteria Report
 - West Valley City Light Rail Transit Draft Environmental Impact Statement
 - Mid Jordan Light Rail Transit Draft Environmental Impact Statement

LECTURES AND PRESENTATIONS

Ross Peterson has presented his work to the Utah chapters of the American Planning Association and the Institute of Transportation Engineers. He has served as a guest lecturer at the University of Utah's College of Architecture and Planning and as a trainer for the Utah Rural and Specialized Transportation Association. He has presented at the annual meeting of the Transportation Research Board, the 18th National Rural and Intercity Bus Conference and the Utah Rural Summit.

AFFILIATIONS AND AWARDS

- Member, Urban Land Institute
- Member, American Planning Association and American Institute of Certified Planners
- 2010 Utah Real Estate Challenge, Finalist—Transit Oriented Development
- Founding President, Utah Planning Student Organization, 2003