

Jason Schrieber, AICP

Principal



Jason Schrieber, AICP, represents an ideal mix of progressive transportation planning knowledge, design development, and installation oversight that he has been able to channel into wide-ranging community process experiences, developed in public and private practice. Jason has learned to meld the lessons of a proper mix of uses, appropriate density, a “feet first” design orientation, smart parking strategies, and a comprehensive systems approach through his years of managing transportation planning in progressive communities.

EDUCATION

Bachelor of Science, Urban Planning, University of Massachusetts, Amherst

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.
Principal, 2006–Present

Downtown and District Planning

Working to better balance all modes of transportation in existing downtowns to help spur economic development and transit-oriented development (TOD):

- **Chicago, IL.** Developed the parking, transportation demand management, and transit strategies for South Chicago’s LEED-ND initiative, and then modeled the trip generation to more accurately evaluate a new streetcar system, transit extensions, and the design features of the new urbanist neighborhood design. The reduced trip-making estimate now sustains a greater level of density.
- **Northampton, MA.** For Smith College, developed a corridor safety plan along a state route which splits the heart of this historic campus adjacent to downtown—the site of recent pedestrian and bicyclist fatalities. The design was overwhelmingly approved by Smith and the City. Construction was completed in 2010.
- **Portland, ME.** Led the development of transit system changes, multi-modal access strategies, TDM programs and new parking policies to help the downtown embrace growth without compromising the character of the historic peninsula.
- **Buffalo, NY.** For Buffalo State College, carried campus administration from an auto-oriented approach to future growth to a more cost-conscious, sustainable, and less land-intensive 10-year multi-modal master plan.
- **Tehachapi, CA.** During a week-long charrette, demonstrated the need to revert to the historic downtown street grid where congestion was the least. Involved innovative approaches to narrowing arterials and breaking up subdivisions.
- **New Haven, CT.** For Yale University, helped to improve coordinated shuttle services and connect campuses with regional rail stations through a comprehensive suite of pedestrian, bicycle, transit and parking programs and infrastructure changes.
- **Simsbury, CT.** Helped participants in a community charrette re-embrace their historic Main Street rather than cater to through traffic on a state route.
- **Ithaca, NY.** Building upon an existing vision statement for the Collegetown district, a multi-modal strategy was developed that integrates land use and transportation policies with practical solutions for businesses, infrastructure, residents and Cornell University.

Transit-Oriented Development

Applying the latest principles to TOD developments & integrating multi-modal and transportation demand management (TDM) strategies:

- **Denver, CO.** Leading an effort to implement on-and off-street parking management policies and TDM programs at a suburban TOD next to the new Belleview Station. This effort integrates directly with Nelson\Nygaard’s recent TOD strategy for the Denver RTD.

- **Lowell, MA.** Identifying TOD opportunities in this historic downtown as part of a team planning two extensions of the historic streetcar network. Involves a pioneering model for property value growth based on national case study data.
- **Pawtucket, RI.** Developed TOD, multi-modal access, and parking guidelines to support a proposed MBTA commuter rail station in downtown. Among the key recommendations were efforts to promote arts, education and medical opportunities that would interface with users along the Providence rail corridor.

Parking Policy and Management

Applying the latest thinking and situational data to help communities re-prioritize their downtown transportation systems:

- **Abu Dhabi, UAE.** Created the regulatory structure for parking and transportation-related requirements of new development throughout the city by applying progressive shared parking and public-private management practices.
- **Pacific Union College, Angwin, CA.** Leading the development of a sustainable transportation and parking plan for a campus expansion and new residential “eco-village,” including a dedicated shuttle route, a shared parking plan, unbundled residential parking, and car-sharing.
- **Salem, MA.** Led the complete re-structuring of downtown parking operations to create a forward-thinking system that is customer-friendly, neighborhood-protective, and accommodating of employees and commuters. With broad stakeholder support, the City is moving forward with implementation.
- **Reading, MA.** Completed a Comprehensive Parking Program for the mixed use downtown that evaluated the need for a parking garage versus economical management strategies that maximized untapped parking and alternative access.
- **Mammoth Lakes, CA.** Developed shared parking plans and on-street management strategies to accommodate several new developments in this mountain resort community. Includes developing new TDM policies and transit routes.
- **Orange, MA.** Helping this historic mill town develop a strategy for redeveloping an historic building by better managing existing parking without new construction.

PREVIOUS EXPERIENCE

City of Cambridge, Traffic, Parking and Transportation Department

Transportation Planner, 2000-2006

Head of transportation planning efforts for 80-person department. Responsible for development approvals, certification of transportation studies, long-range planning, construction plan reviews, and enforcement of parking ordinances.

Multi-Modal Transportation Design.

- Specified designs and requirements in construction documents for over 100 off-site pedestrian, and bicycle infrastructure improvements by developers and the City. Included safety reviews, zoning & ordinance compliance, ROW requirements, ADA compliance, multi-modal access dimensions, setbacks, fire access, drainage, etc. Detailed design knowledge for curb extensions, bus shelters, bike lanes, bicycle parking, crosswalks, sidewalks, multi-use paths, raised devices, traffic signals. Approved construction management plans and access permits and oversaw contractors in the field.

Transit-Oriented Development

- Transit-oriented development planning and design oversight for several large land development projects in Cambridge that required skillful negotiation and management of architectural designs, transportation analyses, zoning compliance, and community process. Notable projects include the 5.5M SF mixed-use North Point TOD that brings transit access to a brownfield site with poor station connections. Included establishing the project’s analysis framework, trip-based build-out thresholds, on- and off-site multi-modal infrastructure mitigation, and path & street design requirements.

Management of Public Processes.

- Coordinated development review of over 12M SF of public and private commercial and residential development for multiple City departments, including transportation, community development, public works, building, zoning, licensing, fire, and police. Evaluated and certified over 50 transportation impact studies and EIR's. Developed planning board special permit conditions for over 60 large projects. Managed outreach to residents, public meetings, neighborhood workshops, and public presentations.

Transportation Demand Management Programs.

- Responsible for ensuring compliance with Cambridge's innovative Parking & Transportation Demand Management ordinance, which requires any new non-residential development to implement and monitor a package of detailed TDM and infrastructure measures if a single new parking space is built or leased.

Cambridge Systematics, Inc

Associate, 1993-2000

- Project manager for planning & policy studies as consultant to local, regional, & national clients.
- Multi-modal corridor analyses, including cost, travel-time, and demand comparisons in MD, FL, MN, IN and NY.
- Identified federal funding sources for private and municipal intermodal project proponents, including CMAQ, NHS, STP, TIFIA, and other FHWA programs.
- Led metropolitan good movement studies in direct collaboration with shippers, carriers, forwarders, etc. to stimulate local economic development.
- Evaluated transportation impacts of land reuse alternatives, new infrastructure, tolling, new trade patterns, etc. in MA, FL, MD, OR, VT and NY.

SELECTED LECTURES AND PRESENTATIONS

- Foundations of TDM: What is the most cost effective mix of investments between parking and other modes?, 4th Annual New England Transportation Demand Management Conference & Awards Luncheon, Waltham MA, May 2007
- How Much Parking Does Your Downtown Really Need? At What Cost? MAPD Annual Conference, Worcester MA, June 2007
- Less Traffic, Better Places: Reforming Parking Requirements, Coalition for Smarter Growth, Washington DC, February 2008
- Pandemonium in the Parking Lot: Why Are Our Instincts on Parking Wrong, Livable Streets Alliance, Boston MA, February 2008
- Thinking Outside the Garage: Don't Invest Your Future in Parking, Massachusetts Smart Growth/Smart Energy Conference, Worcester MA, November 2007
- Parking Reform Workshop: Converting the Worst Problems to the Greatest Assets, Southern New England Planning Conference, Hyannis MA, October 2008
- The Parking Predicament: Demand Management While the Pressure's Off, Massachusetts Smart Growth / Smart Energy Conference, Boston MA, December 2008
- Transit!, Sustainable Urbanism Summit, CNU New England, Portsmouth NH, April 2009
- Campus Sustainability Through Mobility: How to Improve Campus Access and Solve Global Climate Change, Greening of the Campus Conference, Indianapolis IN, September 2009
- Legalizing LEED for ND—Sustainable Transportation Measures, Ohio APA Annual Conference, Cuyahoga Falls OH, September 2009



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- Transportation in College and University Communities, APTA University Conference, Athens GA, May 2010
- Sustainable Transportation Critiques, Mayors Institute for City Design, Boston MA, October 2009
- Parking and the Livable Community, Railvolution, Boston MA, November 2009
- Transportation for Planners Workshop, Southern New England APA Planning Conference, Providence RI, November 2009
- Campus Parking Strategies and Best Practices, Paperclip Communications Webinar, December 2009
- Mode Shift: Moving From Driving to Transit, Biking and Walking, University Park Foundation, Akron OH, March 2010

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

- American Institute of Certified Planners (AICP), Certified Planner
- American Planning Association, Massachusetts Chapter, Member
- Association of Pedestrian and Bicycle Professionals, Member
- Congress for the New Urbanism, Member