

Jessica ter Schure

Principal



Jessica ter Schure has more than a decade of experience as a transportation planner for numerous communities, transit-oriented developments, and mixed-use projects in North America. She specializes in assisting clients to reduce trip generation, parking demand, and greenhouse gas emissions by encouraging physical improvements in pedestrian, bicycle, and transit access, while also incorporating a mix of parking management techniques and transportation demand management (TDM) strategies. In recent years, Jessica has conducted land use and circulation evaluations for general plan updates; incorporated the effects of parking and transportation demand management programs in city-wide travel demand models; and completed large research projects for various federal, regional, and local agencies.

EDUCATION

Master of Science in Environmental Science, Lund University, Lund, Sweden
Master of Science in Earth Sciences, Lund University, Lund, Sweden

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2009–Present; Senior Associate, 2006–2009; Associate Project Manager, 2004–2006

Transportation Demand and Parking Management Plans

- Lead planner of transportation demand and parking management plans for numerous communities, mixed-use developments and campuses in California, including Santa Monica, Union City, Hayward, Oakland, Pasadena, San Mateo, and Walnut Creek.
- Implemented a multi-space parking meter program in Union City, CA, based on findings from parking surveys, financial analysis and RFP development.

On-Call Contract Manager

- Deputy project manager of BART Planning On-Call Services, including the completed evaluation of demand management strategies for the transit agency that will better manage passenger loads in coming decades.
- Project manager of San Francisco County Transportation Authority Travel Demand Management On-Call Services.

Station Area Plans

- Lead planner on the South Hayward BART Access Study.
- Currently lead planner on the Daly City BART Station Access Improvement Plan.

General Plans and Specific Plans

- Transportation planner on the update of the City of Santa Monica's Land Use and Circulation Element (LUCE). Participated in several public workshops, conducted land use and circulation evaluations and drafted language for the plan, which will embrace a fully multimodal approach with equal opportunities for all modes of transportation and with a sustainable growth pattern. Assisted in the development of a state-of-the-art city-wide travel demand model that will measure the impacts of the LUCE, including the effects of parking and transportation demand management programs.
- Currently lead transportation planner on the update of the City of Mountain View's General Plan and the North Bayshore Precise Plan.

University/Campus Parking and Transportation

- Has been involved in several campus plan studies, most recently in the 2011 development of the TDM and Parking Plan for the Hayward Campus of California State University East Bay. The Plan identifies strategies

to reduce vehicle trip generation as well as manage parking in the midst of projected enrollment growth and campus building plans.

- Lead planner in the later stages of the San Francisco State University Master Plan development where she led the 2008 transportation survey distributed to 5,000 students, faculty and staff and developed the University's TDM program.
- Lead planner for sustainable transportation planning at the Genentech South San Francisco research campus, where she evaluated existing and future parking supply and demand, and identified other existing transportation options, including shuttle, pedestrian and bicycle improvements.
- Reviewed and analyzed transportation surveys for Kaiser, CPMC, PAMF and Sutter in Northern California.

Complete Streets

- Jessica has been involved in projects with focus on safely moving pedestrians, bicyclists, motorists and bus riders of all ages and abilities along and across complete streets.
- Project manager for a final design development of a shared space (wohnerf) in a residential neighborhood in south Santa Monica.
- Currently leading the development of Mountain View's Pedestrian Master Plan.

Traffic Impact Analysis for Mixed-Use Developments

- Assessed current and future multimodal transportation, trip generation and parking demand for mixed-use developments and traditional neighborhood developments in Chico, Palo Alto and San Mateo, CA, by using standard trip generation tools as well as the traffic mitigation component of URBEMIS.

Direct Marketing Evaluations

- Lead planner in the evaluations of TALC's/TransForm's TravelChoice direct marketing campaigns. TravelChoice provides households with personalized transportation information with the goal of reducing solo driving trips by increasing transit usage, biking, and walking. The evaluations were conducted to measure the effects of the direct marketing efforts.

PREVIOUS EXPERIENCE

Trivector Traffic AB, Lund, Sweden Transportation Consultant, 2000–2004

- **Transportation Planning.** Carried out consulting, research and development aimed at creating more efficient and sustainable transportation systems for businesses, cities, public agencies and research grant organizations.

SELECTED PUBLICATIONS

Publications

- *Sustainable Transportation Planning.* Wiley, 2012. Co-author.
- *Getting More with Less: Managing Residential Parking in Urban Developments with Carsharing and Unbundling.* Federal Highway Administration, 2011. Co-author.
- *TCRP Report 108. Car-Sharing: Where and How it Succeeds.* TRB, 2005. Co-author.

Presentations

- "Walk the Talk," Presented at a Grand Boulevard Initiative Forum in Menlo Park, 2012.
- "Union City Station Area Parking." Presented at the Transportation Research Board Conference in Washington D.C., 2012.
- "Less Traffic, Better Places." Presented at a League of California Cities Luncheon in San Francisco, 2011.

- "TravelChoice: Designing and Implementing a Real-Life Survey." Taught at a UC Berkeley Survey Research for Planners Class, 2011.
- "Santa Monica's New General Plan." Presented at the California Redevelopment Association Annual Conference in San Jose, 2011 and at the Association of Environmental Professionals State Conference in Monterey, 2011.
- "SF State in Motion." Presented at the UC/CSU/CCC Sustainability Conference in Santa Barbara, 2009.
- "Parking & TOD Around BART Stations." Presented at Rail~Volution in Boston, 2009.
- "Carsharing: Reassessing Its Prospects and Requirements in California." Presented at California American Planning Association in Hollywood, 2008.
- "Shared Space: Stripping the Street for the Benefit of Everyone." Presented at California American Planning Association in Hollywood, 2008.

SELECTED AWARDS

- 2012 Leadership for the 21st Century: People, Policy and Politics. Women's Transportation Seminar.
- 2010 California APA and Southern California Association of Governments Awards for Santa Monica Land Use and Circulation Element update.
- 2009 American Society of Landscape Architects Northern California Chapter Merit Award for San Francisco State University Master Plan.
- 2007 American Planning Association Los Angeles Chapter Planning Excellence for Best Practice Award for Downtown Newhall Specific Plan.
- 2006 The Institute of Transportation Engineers Transportation Project of the Year for Alameda County TransForm / TravelChoice.