

# Kara Vuicich, AICP

## Senior Associate



Kara Vuicich, AICP, has 10 years of experience as a transportation planner and has rejoined Nelson\Nygaard after working for seven years at the City of Berkeley, California's Transportation Division. She combines her knowledge and understanding of multimodal transportation planning with her experience implementing transportation projects and programs to provide communities with effective tools that they can use to achieve their overall vision.

### EDUCATION

M.C.P., City and Regional Planning, UC Berkeley, 2001  
B.A., Environmental Chemistry (*cum laude*), UC San Diego, 1997  
UC Education Abroad Program, Peking University, Beijing, China, 1994-1995

### EXPERIENCE

**Nelson\Nygaard Consulting Associates Inc.**  
Senior Associate, 2011

### PREVIOUS EXPERIENCE

**City of Berkeley Transportation Division**  
Associate Planner, 2004–2011

#### Transportation Policy Development and Implementation

- **Parking and Transportation Demand Management Study for Downtown Berkeley.** Developed a comprehensive set of recommendations for effectively managing parking and travel demand in Downtown Berkeley to support implementation of the Downtown Area Plan, including zoning changes.
- **Plan Review.** Provided policy and technical review for the Downtown Area Plan, Downtown Streets and Open Space Improvement Program and the West Berkeley Circulation Master Plan.
- **Alameda County Transportation Commission.** Served as the City's alternate representative on the Technical Advisory Committee.

#### Special Projects

- **Berkeley Transportation Action Plan.** Co-wrote a successful regional Climate Initiatives grant application for \$2M to implement a pilot program that combines demand-based parking pricing with strategic TDM outreach and incentives in three commercial districts. Managed project implementation in conjunction with an additional \$1.8M grant to implement a value-priced parking pilot program for the City and UC Berkeley.
- **Downtown Berkeley BART Plaza and Transit Area Improvements.** Managed an initial community planning process for conceptual designs and a consultant contract for development of 35%-level designs. Wrote a successful Transportation for Livable Communities grant application for \$1.8M to fund additional design work and construction and worked closely with BART on project implementation.
- **East Bay Bus Rapid Transit.** Developed a Locally Preferred Alternative for AC Transit's proposed BRT project. Worked with the Planning and Transportation Commissions and community groups to refine the proposal before presentation to City Council.
- **Transportation Services Fee Nexus Study.** Developed a recommendation and nexus study for a city-wide transportation services fee.

#### Program Management and Administration

- **Employee Commute Benefit Program.** Managed the City's contract with a third-party administrator to provide transit, vanpool and bicycling benefits. Managed the City's contract with AC Transit to provide



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EasyPasses (universal, deeply discounted bus passes). Provided assistance and advice to employees on all commute benefit programs.

- **Fleet Car Sharing Program.** Managed the City's contract with City CarShare to provide fleet car sharing services to City employees. In cooperation with City CarShare, successfully launched the AccessMobile, the first wheelchair-accessible car share vehicle in the U.S.
- **Tax Relief Action to Cut Commuter Carbon.** Provided information and advice to businesses subject to the City's commute benefit ordinance.

#### **Nelson\Nygaard Consulting Associates**

Senior Associate, 2002-2004

Managed or completed a number of transportation planning projects independently or under direct supervision of the firm's Senior Partner. Projects included:

#### **Public Participation and Comprehensive Transportation Planning**

- **Marin County Transportation Vision and Sales Tax Expenditure Plan.** Completed a 25-year, comprehensive transportation vision plan (incorporating all travel modes) to serve as the basis for a transportation sales tax expenditure plan. Assisted with extensive public outreach efforts, including multiple community meetings and presentations. Facilitated Community Advisory Committee meetings for four different geographic subareas in Marin County and conducted a number of presentations to city and town councils as part of expenditure plan development.

#### **Transit Planning and Evaluation**

- **City of Alameda Kids Coach.** Managed establishment of an innovative shuttle service designed to serve low-income families in the City of Alameda, including service planning, registration and evaluation procedures, contractor selection, and long-term financing.
- **San Francisco MUNI Transportation Quality Review.** Served as project manager for an audit to verify the reported performance of MUNI transit service during fiscal years 2001 and 2002. Recommended changes to performance standards and transit operations.
- **Marin County Ride and Roll Program Evaluation.** Evaluated Marin County's free student bus pass program, which included a peer review, projected future program costs, and potential pricing schemes.

#### **Transportation Demand Management (TDM)**

- **Alameda County Congestion Management Agency Guaranteed Ride Home Program.** Managed a successful TDM program serving nearly 3,000 employees throughout Alameda County. Managed contracts with five different service providers, oversaw daily program operations and marketing, and completed reports and applications for Transportation Fund for Clean Air grant funds.
- **Solano County Guaranteed Ride Home Program.** Developed operating parameters and principles for a new guaranteed ride home program in Solano County.

#### **Dyett & Bhatia, Urban and Regional Planners**

Planner, 2001-2002

- Working directly under the firm's Principals, contributed to comprehensive and specific planning projects including City of San Bruno General Plan Update, Yuba City Housing Element, Tasman Light Rail Line Baseline Study, and the Santa Clara Transit Village Plan.

#### **AFFILIATIONS**

- American Institute of Certified Planners and American Planning Association
- Association of Pedestrian and Bicycle Professionals
- Women's Transportation Seminar