

Jessica ter Schure

Senior Associate

Jessica ter Schure is a skilled transportation planner with expertise in Transportation Demand Management (TDM), parking management and other strategies to support Smart Growth and New Urbanism.

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.

Senior Associate, 2006-Present; Associate Project Manager, 2004–2006

- **TDM and Parking Management Plans.** Lead planner for several parking and TDM plans for numerous communities and private developments, including downtown Walnut Creek, the New Urbanist neighborhood Meriam Park in Chico, CA and the Oak to Ninth mixed-use development in Oakland, CA. Specializes in assisting clients to reduce both transportation and parking demand by encouraging a mix of parking management techniques and TDM, such as parking pricing, shared parking strategies and parking cash-out.
- **Transportation Master Planning for Transit-Oriented Developments.** Developed an array of innovative parking and transportation demand management strategies for the station area of the Downtown Newhall Specific Plan area (Santa Clarita, CA), by creating a plan that minimizes development costs while delivering high transit ridership. The work includes a thorough cost-benefit analysis of the best mix of investment in new parking versus new TDM programs, such as a Universal Transit Pass program for all employees and residents.
- **University/Campus Parking and Transportation.** Coordinated a mobility study for the California Polytechnic State University in San Luis Obispo and sustainable transportation planning at the Genentech South San Francisco research campus. Evaluated existing and future parking supply and demand, reviewed existing parking system revenues and expenses and identified other existing transportation options.
- **Multimodal Transportation.** Undertook multimodal access and transit-oriented development planning for the Southern California Association of Governments (SCAG) and the Westside Cities. The work included assessing station area and regional multi-modal access to the Mid-City Expo light rail line proposed between Los Angeles and Culver City. Primary pedestrian, bicycle and transit routes to the Mid-City terminus station were analyzed.
- **Car-sharing.** Co-author of TCRP Report 108 Car-sharing: Where and How it Succeeds. Assisted in the development of this national research study, which provides guidance to public agencies on promoting car-sharing. Also assessed the impacts of car-sharing on parking demand, vehicle travel, air quality and mobility.
- **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 San Marcos, Palo Alto and Grass Valley, CA, by using standard trip generation tools as well as the traffic mitigation component of URBEMIS.

Previous Experience

Trivector Traffic AB, Lund, Sweden

Transportation Consultant, 2000–2004

- **TDM plans for regional offices, cities and hospitals in Sweden.** Assisted in creating innovative TDM strategies for several Swedish regions, counties and cities. Proposed measures included business and private car sharing, parking management, congestion charging, regional as well as virtual mobility offices, information package to new employees, developed commuter parking, information to school children, safe routes to school programs, biking to work campaigns, etc.
- **Evaluation of TDM plans.** Evaluated the results of a questionnaire (including non-response bias analysis by phone) sent out to 3000 inhabitants (62% answering frequency). The purpose of the evaluation was to investigate the awareness of different TDM-related projects that had been conducted over the last few years, and how they had affected the inhabitants.

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