



GRETCHEN JOHNSON

TRANSPORTATION PLANNER



WORK EXPERIENCE

May 2011 - Present

PLANNER, ASSOCIATE IV & DEPUTY TEAM LEADER

at Nelson\Nygaard Consulting Associates

▼ Boston

At Nelson\Nygaard, I work on a variety of multimodal and transportation demand management projects, with a focus on transit operations planning. My roles on these projects have honed my skills at analyzing and interpreting data, designing effective and efficient streets for all modes and users, finding creative solutions, and telling a compelling story about mobility to the public and stakeholders. Some of my significant and/or recent projects include (please see page 2 for more details on my project work):

- KYOVA/Tri-State Transit Authority Expansion Study
2017 | Project Manager
- Ohio Statewide Transit Needs Study
2013-2014 | Deputy Project Manager
- Utah Transit Authority Shuttle Market Demand Study
2013 | Project Planner
- Kansas City Downtown Corridor Alternatives Analysis
2011-2012 | Project Planner

2010 - 2011

PLANNING ASSISTANT

at Ann Arbor Area Transportation Authority (TheRide)

▼ Ann Arbor

Assisted the Manager of Service Development with ridership, fare, and other data and GIS analyses; worked with the Strategic Planner to conduct case studies of U.S. commuter rail lines in regions comparable to Ann Arbor.

2010

PLANNING INTERN

at Washtenaw County

▼ Ann Arbor

Researched and edited the "Washtenaw Avenue Corridor Redevelopment Strategy" for the ReImagine Washtenaw project, under the guidance of a planner in the Department of Energy & Economic Development.



EDUCATION

2009 - 2011

MASTER OF URBAN PLANNING

at University of Michigan

▼ Ann Arbor

Concentration in Transportation Planning. 2011 Academic Achievement Award. Capstone project focused on revitalization of Coleman A. Young International Airport in downtown Detroit.

2004 - 2009

BACHELOR OF SCIENCE IN ENGINEERING (CUM LAUDE)

at University of Michigan

▼ Ann Arbor

Mechanical Engineering major with an International Minor for Engineers. Worked and traveled abroad in Germany for one summer.



PUBLICATIONS/PRESENTATIONS

2015

Johnson, G., Scher, H., Wittmann, T., 2015. Designing Shuttle Connections to Commuter Rail with Census Origin and Destination Data. Transportation Research Record: Journal of the Transportation Research Board, Vol. 2534, pp. 84-91. DOI: 10.3141/2534-11. (Originally presented at the Transportation Research Board 94th Annual Meeting, Washington, D.C., Jan. 2015. Similar presentation given at the APTA Multimodal Operations Planning Workshop, Chicago, IL, Aug. 2014.)



WHY ME?

I care deeply about moving and connecting people, and broadening opportunities for people to reach where they need to go - jobs, education, retail locations, doctors, social services, and recreation. Providing residents and visitors with safe, affordable, and attractive transportation options not only improves their quality of life, but also benefits the entire community. As a motivated and passionate professional, I will work every day to carry forward the organization's goals to create an innovative, useful, and equitable transportation network that is grounded in best practices and a comprehensive understanding of the environment.



SKILLS

HIGHLIGHTS

Data & GIS Analysis

Mapping

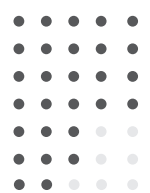


Proposal & Report Writing



Mentorship

Adobe Illustrator
ESRI ArcGIS
MS Excel
MS Word
Adobe InDesign
Adobe Photoshop
MS Access



In addition to the software programs mentioned above, I work extensively with transportation data sources, such as Census/ACS and data. I am also familiar with other software, including various programming languages, Tableau, Synchro, CAD, and statistical packages.

CONTACTS



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gretchenjohnson.online



DETAILED WORK EXPERIENCE

Ongoing

The following is a more detailed sampling of my current and past projects at Nelson\Nygaard.

- **Ann Arbor Circulator Feasibility Study (Ann Arbor, MI), Proposal Lead and Deputy Project Manager** – Working with the Downtown Development Authority to determine whether the market demand, operating characteristics, and funding mechanisms of a downtown circulator will be sufficient to sustain operation in the long-run.
- **Traverse City Transportation Demand Management Study (Traverse City, MI), Deputy Project Manager** – Studying parking utilization and potential demand management measures, including transit circulators, to better understand the need for an additional parking garage in downtown and reduce the need for downtown parking overall.
- **KYOVA/Tri-State Transit Authority Expansion Study (Huntington, WV), Proposal Lead and Project Manager** – Conducting a comprehensive study of TTA service, especially regarding how well students at Marshall University are served.
- **Eagle County Transit Development Plan (Eagle County, CO), Proposal Lead and Deputy Project Manager** – Evaluating ECO Transit service, which provides commuter routes along I-70 to ski resorts and employee residential areas.
- **Berrien County Transit Integration Plan (Berrien County, MI), Deputy Project Manager** – Looking at opportunities to combine and improve transit services so that the entire county is served by high-quality transit, as opposed to the current service, which is a patchwork quilt of demand-response services and a few fixed-routes operated by four different providers.
- **2017 LSU Campus Master Plan (Baton Rouge, LA)** – Conducted a full analysis of the campus transit system, creating “dashboards” of each route’s performance. Currently developing short- and long-term recommendations to create a more useful service for students, while considering the major redevelopment that could result from the master plan.
- **2016 Lawrence-Douglas County MPO Comprehensive Operations Analysis (Lawrence, KS), Proposal Lead and Deputy Project Manager** – Redesigned the bus system in Lawrence, KS to improve connections and plan for major campus redevelopment. As a coordinated system between the university and city, and having never completed a COA in its 15-year history, the system had high ridership but many opportunities for increased efficiency and effectiveness.
- **2015 The T Master Plan, Fort Worth Transportation Authority (Fort Worth, TX)** – Led the public outreach effort, including public meetings, project website, online and on-board surveys, project bus, and branding. Collaboratively wrote a review of the market for transit and current state of the public transportation in the region.
- **2014 Hartford Comprehensive Transit Service Analysis, Capital Region Council of Governments (Hartford, CT)** – Oversaw the effort to clean and process automated passenger count data for nearly 60 routes. Conducted a Title VI analysis of the proposed route recommendations using GIS.
- **Jacksonville Urban Area MPO Long Range Transportation Plan (Jacksonville, NC)** – Crafted an update to the 2009 short range transportation plan. With stakeholders, created a comprehensive list of recommendations for public transportation over the next 25 years in the JUMPO region. Used the TIP to develop fully funded short-term recommendations.
- **Ohio Statewide Transit Needs Study, Ohio Department of Transportation (Columbus, OH), Deputy Project Manager** – Performed site visits with transit agencies in north-central Ohio, both rural and urban. Completed a statewide and county-by-county (88 in total) market analysis. Developed a methodology to determine demand and unmet transit need in every Ohio county based on population and employment density, socioeconomic characteristics, and historical trends. Worked with our visual communications department to create a graphical four-page snapshot of our recommendations.
- **Akron METRO Onboard Survey (Akron, OH)** – Led a week-long systemwide onboard survey of nearly all weekday trips to reach statistical significance on a route level. Worked with METRO on survey development to satisfy Title VI requirements. Managed field operations, data entry, and analysis. Authored final report and presentation with key findings.
- **2013 Utah Transit Authority Shuttle Market Demand Study (Salt Lake City, UT)** – Using Census OnTheMap origin and destination data, evaluated the market potential for “first mile” and “last mile” shuttles connecting FrontRunner rail stations to employment. Presented market potential to UTA service planners to develop shuttle route concepts within a two mile radius around FrontRunner stations.
- **Smart Growth America Michigan Demonstration Project (Ann Arbor, MI)** – Worked with the community to assess current transportation demand management strategies and performance, interviewed stakeholders, developed potential additional TDM and action strategies, and collaboratively determined final recommendations.
- **Pioneer Valley Transit Authority Comprehensive Service Analysis (Springfield, MA)** – Lead the effort to clean and process automated passenger count data from 40 fixed-routes into packages for additional analysis and graphing.
- **City of St. Paul Streetcar Feasibility Study (St. Paul, MN)** – Used data skills to analyze key transit market indicators, including redevelopment potential, equity, and special use generators and anchors. Conducted Phase I and II evaluations to identify the most likely streetcar corridors and developed a GIS script to perform segment analysis over entire corridors.
- **2012 Downtown Corridor Alternatives Analysis, Mid-America Regional Council (Kansas City, MO)** – Provided data collection, analysis, and mapping for a two-tiered screening and evaluation of seven downtown alternatives suitable for streetcar or enhanced bus service. Our team ultimately recommended a streetcar corridor, which has recently begun operation and has been regarded as one of the most successful streetcars in the U.S.



PROFESSIONAL INVOLVEMENT

- Women in Nelson\Nygaard (WINN) Committee Member, 2016-2018 (elected position)
- GIS Core Team Member at Nelson\Nygaard
- Board Member, Young Professionals in Transportation-Boston, 2011-2014 (elected position)