

John Keenan Hersey, AICP, LEED AP ND

Professional Experience & Primary Responsibilities

- Teaching Assistant Professor & Major Coordinator, University of Colorado, Boulder, CO ☞ Jan. 2022 to Present
- Teach and coordinate undergraduate-level curriculum in sustainable planning and urban design with an emphasis on site, regulatory, and market challenges and multidisciplinary solutions.
- Founder & Principal, Sustainable Urban Planning Advisors LLC, Denver, CO ☞ Aug. 2021 to Present
- Consult municipalities, developers, and partners regarding station-area redevelopment, including multimodal connectivity, parking management, inclusive housing, and development policy.
- Director of Transit-Oriented Development, Mass. Bay Transport. Authority, Boston, MA ☞ Jul. 2020 to Jul. 2021
- Represented MBTA rights and interests relative to capital projects on or near MBTA property, including vertical construction and infrastructure, to advance transit-oriented development in Metro Boston.
- Senior Associate for Transit-Oriented Development, Reg. Transport. District, Denver, CO ☞ Jun. 2016 to Jan. 2021
- Supported evaluation and negotiation of joint development transactions, served as a liaison to external partners, and led research on transit-supportive land-use policies, programs, and capital investments.
- Lecturer, University of Colorado, Denver, CO ☞ Sep. 2018 to Dec. 2018
- Taught graduate-level course in bicycle, pedestrian, and transit planning, including consideration for federal permitting and funding, service planning, transit-fare structure, and TOD.
- Program Officer, Enterprise Community Partners, Denver, CO ☞ Oct. 2013 to Jun. 2016
- Published and presented research on best practices in equitable TOD, supported TOD initiatives in ten markets across the US, and managed federal capacity-building grants to Denver housing developers.
- Teaching Assistant, University of Maryland, College Park, MD ☞ Sep. 2013 to May 2014
- Supported undergraduate-level instruction of introductory sustainability principles, including survey of best practices in growth management consistent with LEED for Neighborhood Development metrics.
- Transportation Planner, Metro Bike LLC, Washington, D.C. ☞ Oct. 2012 to Jan. 2014
- Partnered with planning and engineering staff in Greater Washington to align construction of Capital Bikeshare stations and related infrastructure with complementary site, corridor, and transit investment.
- Instructor, Boston Architectural College, Boston, MA ☞ Sep. 2008 to May 2012
- Taught a graduate-level course in sustainable transportation, including research and synthesis of intricate transportation and land-use trends, urban design, finance, and real estate economics.
- Project Manager, The Planners Collaborative, Boston, MA ☞ Feb. 2009 to Jan. 2011
- Managed contract with the Mass. Dept of Transportation to advance Transportation Enhancements and Safe Routes to School projects and supported Federal Transit Administration accessibility audits.
- Public Involvement Manager, Boston Region Metro. Planning Organization, Boston, MA ☞ Jun. 2007 to Feb. 2009
- Managed regional outreach program, facilitated community workshops, contributed to multimodal research, and supported short- and long-range planning and financial projections.
- Research Assistant, University of Massachusetts Transportation Center, Amherst, MA ☞ Jan. 2007 to May 2007
- Researched and published best practices relative to transit fare integration for the Massachusetts Department of Transportation and transit signal priority for the Vermont Agency on Transportation.
- Intern, City of Holyoke Department of Planning & Economic Development, Holyoke, MA ☞ Sep. 2006 to May 2007
- Drafted successful State Smart Growth grant application to Massachusetts Department of Housing and Community Development to create a smart growth overlay district in Downtown Holyoke.
- Intern, City of Salem Department of Planning & Community Development, Salem, MA ☞ Jun. 2006 to Aug. 2006
- Proposed efficiencies for and drafted guidance on municipal business-permitting processes and managed capacity analysis of municipal parking facilities in Downtown Salem.
- Research Assistant, Metropolitan Area Planning Council, Boston, MA ☞ Sep. 2005 to May 2006
- Researched best practices in industrial-site selection tools, including state and local marketing strategies and tax incentives.
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Accreditations & Credentials

American Institute of Certified Planners - AICP #31279 ↗	2018
Leadership in Energy & Env. Design Acc. Pro. (LEED AP), Neighborhood Development - GBCI #11113562 ↗	2016

Education

Master of Real Estate Development, University of Maryland-College Park ↗	2014
<ul style="list-style-type: none">Capstone Project Award Finalist	
Master of Regional Planning, University of Massachusetts-Amherst ↗	2007
<ul style="list-style-type: none">Student Planner of the Year award, American Planning Association - Massachusetts Chapter	
Bachelor of Arts (Sustainable Urban Planning, Public Policy), University of Massachusetts-Amherst ↗	2005
<ul style="list-style-type: none">Commonwealth College Honors Program, Magna Cum Laude	

Certificates & Scholarship

Climate Across the Curriculum grant recipient, University of Colorado-Boulder ↗	2022
Pro Forma Fundamentals certificate, Urban Land Institute ↗	2021
Management certificate, MassDOT University ↗	2021
Environmental & Sustainability Management Systems certificate, National Transit Institute ↗	2020
FTA Real Estate Requirements certificate, National Transit Institute ↗	2018
Rose Center for Public Leadership scholar, Urban Land Institute ↗	2018
Creative Project Financing Strategies certificate, NeighborWorks Training Institute ↗	2015
Rental Housing Development Finance certificate, NeighborWorks Training Institute ↗	2015
Transit-Oriented Development certificate, NeighborWorks Training Institute ↗	2015
Public Involvement in Transportation Decision Making certificate, National Transit Institute ↗	2008

Professional Memberships & Affiliations

Parking Reform Network member ↗	2021 to Present
City and County of Denver, Sustainable Transportation Committee member ↗	2020 to Present
All In Denver ↗	2020 to Present
YIMBY Denver ↗	2020 to Present
American Planning Association member, CO Ch. member, Sustainability Committee member ↗	2019 to Present
Urban Land Institute assoc. member, CO Ch. member, Urban Mobility and Development member ↗	2016 to Present
Alliance Center, Regenerative Recovery Coalition member ↗	2021 to 2022
Lincoln Institute of Land Policy, Land Value Capture: Beyond the Fundamentals Seminar participant ↗	2021
Urban Land Institute - Colorado Chapter, NEXT Program member ↗	2020 to 2021
Regional Transportation District, Leadership Academy member, Leadership Program member	2019 to 2021
City and County of Denver, COVID-19 Mobility Task Force member and co-chair	2020
Walk Denver, Board member ↗	2016 to 2018
Urban Land Institute - Colorado Chapter, Development 360° member ↗	2017
U.S. Green Building Council, Location & Placemaking Technical Advisory Group member ↗	2017
Urban Land Institute - Colorado Chapter, Partnership Forum member ↗	2016 to 2017
City and County of Denver, Energize Denver Task Force member ↗	2015 to 2016
Citizens' Academy, Transit Alliance member ↗	2015

Publications & Contributions

"72nd Ave Station Area Technical Advisory Panel," ULI Colorado, Commerce City, CO ↗	2021
"Affordable Housing in Denver Just Got a Big Boost," 5280 Magazine ↗	2021
"Residential Parking in Station Areas: A Study of Metro Denver," Regional Transportation District ↗	2021
"It's Time for Equitable Transit Oriented Development," Streetsblog Denver (uncredited) ↗	2020
"Reducing VMT, Encouraging Walk Trips, & Facilitating Trip Chains Through Polycentric Development," NITC ↗	2020
"Comparing travel behavior of mixed-income TOD residents in Denver, CO," Jrnl. of Travel Behaviour & Soc. ↗	2019
"TOD is More Transit Oriented when It's Affordable Housing," Transit Center ↗	2018
"eTOD: e is for Equity," RailVolution ↗	2016
"Equitable TOD: Public Benefit Disguised as Sticks & Bricks," National Housing Conference ↗	2015
"Promoting Opportunity through Equitable TOD: Barriers & Best Practices," Enterprise Com. Part. ↗	2015
"Promoting Opportunity through Equitable TOD: Making the Case," Enterprise Com. Partners ↗	2015
"Equitable TOD in Baltimore, MD," Enterprise Community Partners	2014
"Bay State Greenway Priority 100," Massachusetts Department of Transportation ↗	2012
"Bicycle & Pedestrian Improvements in Six Urban Centers," Central Transportation Planning Staff ↗	2010
"Making the Case for TOD in Downtown Holyoke, MA," University of Massachusetts ↗	2007
"Planters Landing: A Redevelopment Proposal for Beverly Depot," University of Massachusetts	2005

Presentations

"Equitable Transit-Oriented Development," Planetizen (online) ↗	2022
"Introduction to Transit-Oriented Development," Planetizen (online) ↗	2022
"72nd Ave Station Area Technical Advisory Panel," ULI Colorado, Commerce City, CO ↗	2021
"Innovations in Parking," ULI Building Healthy Places Forum, Webinar ↗	2021
"Addressing Climate Change & Transp. without Displacement?," Amer. Cities Climate Challenge, Webinar	2020
"Is TOD without displacement possible?" UCLA Lake Arrowhead Symposium, Los Angeles, CA ↗	2019
"Equitable TOD: Persistent Challenges & Local Best Practices," APA Colorado Ann. Conf., Snowmass, CO	2019
"So You Built It. Did They Come? Transit-Supportive Dev't Characteristics," Rail~Volution, Vancouver, BC ↗	2019
"Closing the Sustainability Loop with eTOD," APTA Sustainability & Multimodal Plan. Wkshp., Boston, MA ↗	2019
"TOD! What? Why? For Whom?" Colorado Transportation Symposium, Denver, CO	2019
"Equitable TOD: Leveraging Housing & Transport. Investment," Rocky Mtn. Land Use Inst., Denver, CO ↗	2019
"TOD: Land Values & Travel Impacts," Transportation Research Board, Washington, DC ↗	2019
"Equitable TOD, Travel Character., & Mode Choice," Transp. Research Board, Washington, DC	2018
"Ridership Impacts of Equitable TOD in Denver, CO," N.A. Reg. Science Council, Vancouver, BC	2017
"Equitable TOD: Persistent Challenges & Best Practices," Housing Colorado NOW, Vail, CO	2017
"Equitable TOD 101: Research & Practices," Rail~Volution, Dallas, TX ↗	2015
"Equitable Transit & Transportation Accessibility," Congress for New Urbanism 23, Dallas, TX	2015

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Courses Taught or Supported

Boston Architectural College

- Introduction to Sustainable Transportation

Planetizen

- Equitable Transit-Oriented Development [↗](#)
- Introduction to Transit-Oriented Development [↗](#)

University of Colorado - Boulder

- ENVD 1040: Introduction Studio in Sustainable Planning and Urban Design [↗](#)
- ENVD 1140: Intermediate Studio in Sustainable Planning and Urban Design [↗](#)
- ENVD 1976: Research Colloquium [↗](#)
- ENVD 2101: Policy, Planning, and Implementation [↗](#)
- PLAN 2100: Foundations of Sustainable Planning and Urban Design [↗](#)

University of Colorado - Denver

- URPL 6560: Transit, Pedestrian, and Bicycle Planning [↗](#)

University of Maryland - College Park (teaching assistant)

- PLCY 301: Introduction to Sustainability [↗](#)
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SUPA LLC Clients & Projects

Starboard Realty Group [↗](#) 2022 to Present

- Entitle properties for transit-oriented, infill, and mixed-use development across Metro Denver, including performing parking-demand management studies and presenting to municipal boards and councils.

Planetizen Courses [↗](#) 2022

- Prepared and recorded two online courses (available for AICP certification maintenance credits): Introduction to Transit-Oriented Development; and Equitable Transit-Oriented Development.

Zocalo Community Development [↗](#) 2021 to 2022

- Collaborated with the developer to submit to RTD an application for joint development to redevelop a Denver-area park-and-ride facility for mixed-income housing and ground-floor retail uses.

City of Englewood, CO [↗](#) 2021

- Supported the City's negotiation with RTD to reduce station-area parking supply in order to foster catalytic and transit-supportive redevelopment in Englewood City Center.

City of Tucson, AZ [↗](#) 2021

- Contributed to the City's Framework for Equitable Mobility-Oriented Development, an initiative funded by the US Environmental Protection Agency's Building Blocks for Sustainable Communities program.

Mile High Development [↗](#) 2021

- Collaborated with the developer to submit to RTD an application for joint development to redevelop a portion of a Denver-area park-and-ride facility for transit-supportive affordable housing.

Milender White [↗](#) 2021

- Conducted a study of comparable properties' parking supply and demand regarding the developer's Fourth Street North multifamily apartment building in Silverthorne, CO.

Town of Superior, CO [↗](#) 2021

- Advised the Town's coordination with RTD and prospective developers concerning redevelopment of the US 36 & McCaslin West Station Park-and-Ride for mixed-income housing and complementary uses.

TWG [↗](#) 2021

- Conducted a study of comparable properties' parking supply and demand regarding the developer's Reserve at Spencer multifamily mixed-income apartment building in St Peters, MO.
