

John Keenan Hersey, AICP, LEED AP ND

Professional Experience & Primary Responsibilities

- Founding Principal, Sustainable Urban Planning Advisors LLC, Denver, CO Aug. 2021 to Present
- Collaborate with municipalities and non-profit organizations to research and propose improvements to multimodal transportation infrastructure and services aligned with redevelopment objectives.
 - Consult developers and partners regarding station-area redevelopment, including site selection, re-zoning approvals, parking-supply analysis, pro forma modeling, and tax-credit applications.
- Assistant Teaching Professor & Major Coordinator, University of Colorado, Boulder, CO Jan. 2022 to Present
- Teach undergraduate studio and lecture courses in environmental design with an emphasis on site, regulatory, and market challenges and interdisciplinary solutions.
 - Coordinate the Sustainable Planning & Urban Design major, serve on the faculty curriculum committee, and advise the American Planning Association: Student chapter, independent studies, and portfolios.
- Director of Transit-Oriented Development, Mass. Bay Transport. Auth., 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. Dist., 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.
- Program Officer, Enterprise Community Partners, Denver, CO Oct. 2013 to Jun. 2016
- Supported transit-oriented development in ten markets across the US, managed federal grants to Denver housing developers, and published and presented research on best practices in equitable growth.
- 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.
- Project Manager, The Planners Collaborative, Boston, MA Feb. 2009 to Jan. 2011
- Managed contracts 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 Org., Boston, MA Jun. 2007 to Feb. 2009
- Managed regional outreach programs, facilitated community workshops, contributed to multimodal transportation research, and supported short- and long-range planning and financial projections.
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Credentials, Skills & Certificates

Credentials

- American Institute of Certified Planners - AICP #31279
- LEED Accredited Professional for Neighborhood Development (LEED AP ND) - GBCI #11113562

Technical Skills

- Adobe Creative Cloud
- Google Workspace
- Microsoft Office 365
- ArcGIS, Lumion, and SketchUp

NeighborWorks Training Institute (NW) & National Transit Institute (NTI) Certificates

- NW Creative Project Financing Strategies
 - NW Pro Forma Fundamentals
 - NW Rental Housing Development Finance
 - NW Transit-Oriented Development
 - NTI FTA Real Estate Requirements
 - NTI Public Involvement in Decision-Making
 - NTI Environmental & Sustainability Management Systems
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Education

- Master of Real Estate Development, University of Maryland-College Park 2014
- Capstone Project Award Finalist
- Master of Regional Planning, University of Massachusetts-Amherst 2007
- Student Planner of the Year award, American Planning Association - Massachusetts Chapter
- Bachelor of Arts (Sustainable Urban Planning, Public Policy), University of Massachusetts-Amherst 2005
- Magna Cum Laude, Commonwealth College Honors Program

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Sustainable Urban Planning Advisors LLC Projects & Clients

East Colfax Mobility Benefits District, Denver Streets Partnership	2024
<ul style="list-style-type: none">Research best practices in mobility-demand management and proposed multimodal investment strategies in line with Denver's East Colfax Avenue bus rapid transit service (opening 2027).	
Colorado Parking Reform Study, Southwest Energy Efficiency Project (SWEEP)	2024
<ul style="list-style-type: none">Examine the impact of local parking mandates on housing, transportation, and climate, research best practices on parking policy, and develop recommendations to inform state and local land use policy.	
Beeler Park Flats Low-Income Housing Tax Credit Application, Mile High Development	2024
<ul style="list-style-type: none">Supported a successful 9% low-income housing tax credit application for Beeler Park Flats, including site design, financial analysis, market study, and narrative development.	
Broomfield Town Square Phase II Parking Study, Milender White	2023
<ul style="list-style-type: none">Conducted a study of Broomfield Library and nearby properties' parking supply and demand regarding the client's Broomfield Town Square Phase II multifamily apartment building in Broomfield, CO.	
Aurora Metro Center Low-Income Housing Tax Credit Application, BMC Investments	2023
<ul style="list-style-type: none">Supported a 4% low-income housing tax credit application for Metro Center Affordable, including site design, financial analysis, market study, and narrative development.	
Sheridan Station Phase II Apartments Parking Study, Brinshore Development	2023
<ul style="list-style-type: none">Studied parking supply and peak-hour demand at affordable-housing properties in Metro Denver to recommend parking supply at Sheridan Station East Apts. for low-income housing tax credit application.	
Sustain Littleton Parking Study, Akara Partners	2023
<ul style="list-style-type: none">Studied parking supply and demand at suburban apartment buildings in order to inform a parking program and transportation demand management solutions at a shopping center redevelopment.	
Misc. Rezoning Applications, Starboard Realty Group	2022 to 2023
<ul style="list-style-type: none">Represented property owners and developers to entitle properties for infill and mixed-use developments across Metro Denver, including presentations to municipal boards and elected councils.	
Colorado Station Park-and-Ride Unsolicited Proposal, Mile High Development	2021 to 2023
<ul style="list-style-type: none">Submitted to RTD an application for joint development to redevelop parking at I-25 & Colorado Station for affordable housing, negotiated with City transportation and housing staff.	
Equitable Mobility-Oriented Development Initiative, City of Tucson, AZ	2021
<ul style="list-style-type: none">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.	
North Fourth Street Parking Study, Milender White	2021
<ul style="list-style-type: none">Conducted a study of comparable properties' parking supply and demand regarding the client's Fourth Street North multifamily apartment building in Silverthorne, CO.	

Teaching Record

University of Colorado, Boulder	
<ul style="list-style-type: none">ENVD 1040: Introduction to Sustainable Planning & Urban DesignENVD 1140: Fundamentals of Sustainable Planning & Urban DesignENVD 1976: ColloquiumENVD 2101: Context of Design: Planning & ImplementationENVD 3909 / 4909: Independent StudyENVD 4311: Housing Policies & PracticesPLAN 2100: Foundation of Sustainable Planning & Urban Design	Mar. 2021 to May 2024 Aug. 2021 to Oct. 2023 Aug. 2021 to Dec. 2023 Aug. 2021 to Dec. 2023 Aug. 2023 to May 2024 Jan. 2024 to May 2024 Jan. 2021 to May 2024
University of Colorado, Denver	
<ul style="list-style-type: none">URPL 6560: Transit, Pedestrian, & Bicycle Planning	Aug. 2018 to Dec. 2018
University of Maryland, College Park	
<ul style="list-style-type: none">AGNR/PLCY 301: Introduction to Sustainability	Aug. 2013 to May 2014

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Contributions

Journals

- "Regional Policies, Practices, Tools, and Strategies to Promote Polycentric Development," Land 2024
- "Reducing VMT, Encouraging Walking, & Facilitating Trip Chains with Polycentric Dev.," NITC 2020
- "Comparing Travel of Mixed-Income TOD Residents in Denver, CO," Jnl. of Trav. Behav. & Soc. 2019

News

- "City Planners are Questioning the Point of Parking Garages," The Conversation 2023
- "ENVD Assistant Professor Instructs Most Popular Planetizen Course of 2022," Univ. of Colo. 2023
- "Affordable Housing in Denver Just Got a Big Boost," 5280 Magazine 2021
- "It's Time for Equitable Transit-Oriented Development," Streetsblog Denver (uncredited) 2020
- "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
- "River St. Corridor a Unique Opportunity for Beverly," Beverly Citizen 2006

Reports

- "Residential Parking in Station Areas: A Study of Metro Denver," Regional Transportation District 2021
- "72nd Ave Station Area Technical Advisory Panel," ULI Colorado, Commerce City, CO 2021
- "Promoting Opportunity through Equitable TOD: Barriers & Best Practices," Enterprise C.P. 2015
- "Promoting Opportunity through Equitable TOD: Making the Case," Enterprise Comm. 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
- "Mass. Comprehensive Research Prog.: Integrated Fare Card Systems," UMass Transport. Center 2007
- "Vermont Agency on Transport.: Transit Signal Priority," UMass Transportation Center 2007

Theses

- "Knox Terrace: A Partner in Community Redevelopment," University of Maryland-College Park 2014
- "Making the Case for TOD in Downtown Holyoke, MA," University of Massachusetts-Amherst 2007
- "Planters Landing: A Redevelopment Proposal for Beverly Depot," University of Mass.-Amherst 2005

Presentations

Conferences

- "Is TOD without displacement possible?" UCLA Lake Arrowhead Symposium, Los Angeles, CA 2019
- "Equitable TOD: Persistent Challenges & Best Practices," APA Colorado Ann. Conf., Snowmass, CO 2019
- "So You Built It. Did They Come? Transit-Supportive Dev't Traits," Rail~Volution, Vancouver, BC 2019
- "Closing the Sustainability Loop with Equitable TOD," APTA Sustain. Workshop, Boston, MA 2019
- "TOD! What? Why? For Whom?" Colorado Transportation Symposium, Denver, CO 2019
- "Equitable TOD: Leveraging Hous. & Transport. Invest.," 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
- "Equitable TOD: Persistent Challenges & Best Practices," Housing Colorado, 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

Webinars

- "No Parking Required," YIMBY Denver 2024
- "Equitable Transit-Oriented Development," Planetizen (online course) 2022
- "Introduction to Transit-Oriented Development," Planetizen (online course) 2022
- "Innovations in Parking," ULI Building Healthy Places Forum 2021
- "Addressing Climate Change & Transp. w/o Displacement?," Amer. Cities Climate Challenge 2020

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Affiliations

Community Support

- Katherine A. Keenan Memorial Scholarship Fund (president) 2022 to Present
- Parking Reform Network 2021 to Present
- YIMBY Denver 2020 to Present
- Colorado Sustainable Housing Coalition 2022 to 2023
- Alliance Center, Regenerative Recovery Coalition 2021 to 2022

Professional Affiliations

- Urban Land Institute, Colorado Chapter, Urban Mobility & Development Committee 2016 to Present
- Lincoln Institute of Land Policy, Land Value Capture: Beyond the Fundamentals Seminar 2021
- American Planning Association, Colorado Chapter, Sustainability Committee 2019 to 2021
- Urban Land Institute, Colorado Chapter, misc. professional development programs 2016 to 2021
- U.S. Green Building Council, Location & Placemaking Technical Advisory Group 2017

Volunteer Membership

- City and County of Denver, Sustainable Transportation Committee 2020 to 2024
 - Regional Transportation District, Leadership Academy & Leadership Program 2019 to 2021
 - City and County of Denver, COVID-19 Mobility Task Force (co-chair) 2020
 - Urban Land Institute, Rose Center for Public Leadership 2018
 - City and County of Denver, Energize Denver Task Force 2015 to 2016
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References

Sustainable Urban Planning Advisors Clients

- George Thorn, President, Mile High Development, gthorn@milehighdevelopment.com
- Jill Locantore, Denver Streets Partnership, Executive Director, jill@denverstreetspartnership.org
- Matt Frommer, Senior Associate, Southwest Energy Efficiency Project, mfrommer@swenergy.org

University of Colorado - Boulder Colleagues

- Azza Kamal, Associate Teaching Professor, Environmental Design Program, azza.kamal@colorado.edu
- Neal Evers, Associate Director, Environmental Design Program, neal.evers@colorado.edu
- Stacey Schulte, Director, Environmental Design Program, stacey.schulte@colorado.edu

Massachusetts Bay Transportation Authority Colleagues

- Christine Bresnahan, TOD Project Manager, MBTA, cbresnahan@mbta.com
- Greg Thompson, TOD Senior Project Manager, MBTA, gthompson@mbta.com
- Stephanie Joselin, TOD Project Coordinator, sjoselin@mbta.com

Regional Transportation District Colleagues

- Charlie Stanfield, Planning Project Manager, RTD, charlie.stanfield@rtd-denver.com
- Chessy Brady, TOD Manager, RTD, chessy.brady@rtd-denver.com
- Paul Desrocher, Director of Transit & Rail, CDOT, paul.desrocher@state.co.us

Enterprise Community Partners Colleagues

- Brad Weinig, Developer, Pennrose LLC, bweinig@pennrose.com
- David Bowers, Vice President, Mid-Atlantic Market, dbowers@enterprisecommunity.org
- Michael Spotts, Real Estate Director, Habitat for Humanity, michael.spotts@habitatdcnova.org

Miscellaneous Partners

- Chris Nevitt, Transit-Oriented Development Manager, City of Denver, chris.nevitt@denvergov.org
- Deya Zavala, Managing Director, National Equitable Recovery Alliance, dzavala@barhii.org
- Jordan Block, Principal & Urban Design Lead, Stantec, jordan.block@stantec.com