



## NUE URBAN CONCEPTS

LAND USE • MOBILITY • PARKING • FEES



Margarita Yerastova



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### Profile

Margarita has over 14 years of experience in the transportation field, both in the private and public sectors, with offices in both Florida and the Netherlands. Margarita currently works as a mobility advisor and consultant providing services to urban planning firms, cycling organizations, and various cities and government agencies throughout North America and Europe. Her experience includes researching active mobility cross-national policy transfer and knowledge exchange with the University of Amsterdam's Urban Cycling Institute. Previously, she worked for the City of Delray Beach, Florida as their Bicycle Pedestrian Mobility Coordinator where she was the Program Manager for transportation projects in the City such as Complete Streets, bikeshare, Vision Zero, Bicycle Pedestrian Master Planning, and the ADA Implementation Study. She designed and secured over \$7m in grant funding for bicycle network infrastructure projects.

Margarita is a frequent and impassioned speaker on the roles that design and innovation play in shaping our social/spatial environments and how they can affect the future of accessibility and equity in our cities on a human scale.

### Affiliations

Congress for New Urbanism  
Institute of Transportation Engineers  
American Planning Association  
Strong Towns

# MARGARITA YERASTOVA

## Principal Planner & Graphic Designer

### Expertise

TRANSPORTATION  
CORRIDOR PLANNING  
URBAN DESIGN  
MOBILITY STRATEGIES  
MOBILITY INNOVATIONS  
POLICY MAKING

RESEARCH  
MARKETING  
VISUAL DESIGN  
BRANDING  
MULTIMEDIA  
PHOTOGRAPHY

### Technical Skills

- Adobe: InDesign, Illustrator, Photoshop, Lightroom
- CAD
- ArcGIS

### Marketing & Multimedia

Professional design services, research, and writing for public and private entities, and professional organizations.

### Education

#### Master of Science in Urban and Regional Planning

*University of Amsterdam (2018)*

#### Bachelor of Fine Arts in Graphic Design

*University of Florida (2008)*

### Project Experience

#### TOWN PLANNING

Town Center at Abacoa, Jupiter Florida

#### LEED ND GOLD CERTIFICATION PLANNING

Northwest Gardens, Fort Lauderdale, FL

#### BICYCLE & MOBILITY NETWORK PLANNING

Leningrad Region, RUS  
City of Amsterdam, NL  
City of Nijmegen, NL  
Monterrey Metro Region, MX  
Walton County, FL  
City of Oviedo, FL  
City of Delray Beach, FL

City of Bradenton, FL  
City of St. Augustine, FL  
City of DeBary, FL  
City of West Palm Beach, FL  
City of Palm Beach Gardens, FL  
City of Port St. Lucie, FL  
City of Lake Wales, FL

#### MOBILITY PLANS & FEES

City of Lake Wales, FL  
City of Boynton Beach, FL  
City of West Palm Beach, FL  
City of Bradenton, FL  
Sarasota County, FL  
Walton County, FL  
Okaloosa County, FL  
City of Longwood, FL  
City of DeBary, FL

City of Maitland, FL  
City of Port. St. Lucie, FL  
City of St. Augustine, FL  
City of Oviedo, FL  
City of St. Cloud, FL  
Town of Lake Park, FL  
Village of Indiantown, FL  
City of Altamonte Springs, FL  
City of Palm Beach Gardens, FL