



**NUE URBAN CONCEPTS**  
LAND USE · MOBILITY · PARKING · FEES



Lauren Rushing



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### Profile

Lauren is an urban planner with experience in land use and mobility. Holding a Bachelor's degree in Environmental Science and Policy and a Master's degree in Urban & Regional Planning her interests lie in the relationship between the land use & spatial development, mobility, and quality of life. Lauren spent three years living in the Netherlands learning the Dutch approach to spatial and mobility planning, with a special interest in bicycle planning. Her passion lies in creating cities that make people happy by offering engaging public spaces, freedom through mobility options and access to opportunities and daily needs. She believes the bicycle (and other multimodal modes) is the missing link in achieving these goals in urban areas. Lauren is proactive in her work and combines strategic and practical insights to reach a vision of livability.

### Skills

- Writing/Communications ●●●●●●
- Community Engagement ●●●●●●
- Bike/Ped Design ●●●●●●
- Transportation Planning ●●●●●●
- Data/Spatial Analysis ●●●●●●
- Land Use Planning ●●●●●●

# LAUREN RUSHING

## Project Manager / Principal Planner

### Work Experience (selection)

#### Project Manager / Principal Planner, NUE Urban Concepts (2022-Present)

- NUE Urban Concepts specializes in strategic multimodal transportation planning with a focus on Mobility Plans & Mobility Fees.
- Lauren works with clients to develop strategic, long-term mobility plans for local governments with a focus on creating complete and integrated multimodal transportation systems that serve people and provide mobility choices.
- NUE Urban Concepts is a co-founder of the Mobility Cohort ([mobilitycohort.com](http://mobilitycohort.com))

#### Communications and Community Engagement Manager - New Jersey Bike & Walk Coalition (2020-2022) - New Jersey

- Managed NJBWC's communications and community engagement for the proposed Essex-Hudson Greenway project campaign ([www.essexhudsongreenway.org](http://www.essexhudsongreenway.org)).
- Managed social media, newsletters, website, and lead community engagement efforts in the 8 towns and 2 counties that will be impacted by the greenway to garner awareness and visible community support needed to facilitate acquisition of the railroad property.

#### Advisor - Studio Bereikbaar (2017-2019) - Amsterdam, NL

- Contributed to various transportation planning projects throughout the Netherlands:
  - Update to the accessibility strategy for the city of 's-Hertogenbosch, including a comprehensive analysis of current accessibility, traffic flows and condition of the infrastructure/network for all modes of transport, followed by recommendations for both short and long-term projects and policies.
  - Large-scale study of travel behaviors in the Eindhoven region through data analysis and visualization of GPS-tracking data (using GIS & QlikView). Specific case studies focused on connectivity and accessibility between areas of the city for cyclists, and heavily used cycling corridors/routes to major destinations.
  - Analyzed spatial and traffic data in Goes, the Netherlands to create the full story of the problem occurring on three major roads in the city. The problem analysis was then used to develop street design scenarios offering safer and more engaging streets for pedestrians and cyclists.

#### Transportation Planner - HDR Engineering, Inc. (2015-2017) - Jacksonville, FL

- Assistant project manager for a \$5 million contract with the Florida Department of Transportation, working partially in-house with the Smart Growth/Transportation Demand Modeling Director for FDOT District 2.
- Reviewed and performed traffic impact analyses for comprehensive plan amendments and largescale developments.
- Monitored development agreements and the status of large regional developments for compliance with transportation mitigation requirements.

### Education

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

Florida State University (2013-2015)

#### Bachelor of Arts in Environmental Science and Policy

Florida State University (2009-2013)

### Technical Skills

- ArcGIS /QGIS

- Adobe InDesign, Illustrator

### Other Experience

- Board Member - American Planning Association (APA) First Coast Chapter (present)
- Board Member - Young Professionals in Transportation NYC Metro Chapter (2021)
- Op-ed contributor to StreetsblogNYC
- Content for online courses: Reclaiming the Street (Urban Cycling Institute), Methods for a People-Centered Design Process (EIT UM), Unraveling Cycling in Europe (EIT UM)