

John Keenan Hersey, AICP, LEED AP ND

Professional Experience & Primary Responsibilities

- Founding Principal, Sustainable Urban Planning Advisors LLC, Denver, CO 2021 to Present
- Collaborate with government agencies and non-profit organizations to research and propose improvements to mobility 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 & Planning/Design Coordinator, University of Colorado, Boulder, CO 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 Transportation Authority, Boston, MA 2020 to 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, Regional Transportation District, Denver, CO 2016 to 2020
- 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 2013 to 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. 2012 to 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 2009 to 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 Metropolitan Planning Organization, Boston, MA 2007 to 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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Education

Degrees

- Master of Real Estate Development, University of Maryland-College Park 2012 to 2014
- Master of Regional Planning, University of Massachusetts-Amherst 2005 to 2007
- Bachelor of Arts (Sustainable Urban Planning, Public Policy), UMass-Amherst 2001 to 2005

Credentials

- American Institute of Certified Planners - AICP #31279 2019 to Present
- LEED AP for Neighborhood Development - GBCI #11113562 2016 to Present

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

- NW Creative Project Financing Strategies
- NW Rental Housing Development Finance
- NW Transit-Oriented Development
- NTI FTA Real Estate Requirements
- NTI Public Involvement in Decision-Making
- NTI Enviro. & Sustain. Management System

Technical Skills

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

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Sustainable Urban Planning Advisors Projects & Clients

Joint Development Study, Regional Transportation Authority (RTA)	2025 to Present
<ul style="list-style-type: none">With SB Friedman, evaluate the feasibility of and barriers to establishing a joint development program at RTA in coordination with its service boards Chicago Transit Authority, Metra, and Pace.	
Transportation Demand Management (TDM) & Affordable Housing Pilot, Transport. Solutions	2025 to Present
<ul style="list-style-type: none">Synthesize best practices for TDM at affordable-housing properties and collaborate with property managers, residents, and other stakeholders to tailor practices for three properties in Metro Denver.	
Colorado Housing & Land Use Implementation Project, State of Colorado	2024 to 2025
<ul style="list-style-type: none">Develop policies and procedures in line with transit-oriented communities (TOC) law, evaluate proposed TOC plans, and develop a template for local governments to comply with parking-reform law.	
East Colfax Mobility Management Study, Denver Streets Partnership	2024 to 2025
<ul style="list-style-type: none">Researched best practices in parking-demand management and proposed multimodal investment strategies in line with Denver's East Colfax Avenue bus rapid transit service.	
Sign Ordinance Update, City of Beverly, Massachusetts	2024 to 2025
<ul style="list-style-type: none">Reviewed client and model sign ordinances, engaged municipal, business, and community stakeholders, and proposed updated sign ordinance that clarifies and expedites commercial sign review and approval.	
Low-Income Housing Tax Credit Program Parking Studies, Misc. Developers	2024 to 2025
<ul style="list-style-type: none">Studied parking supply and peak-hour demand at comparable properties in Metro Denver to recommend parking supply at four proposed affordable-housing properties.	
Best Practices in Parking Management Strategies for Colorado Communities, State of Colorado	2024
<ul style="list-style-type: none">Reviewed parking-management best practices, engaged community and industry stakeholders, and recommended municipal codes and programs to satisfy statewide parking-reform requirements.	
Colorado Parking Reform Study, Southwest Energy Efficiency Project	2024
<ul style="list-style-type: none">Examined the impact of local parking mandates on housing, transportation, and climate, researched best practices on parking policy, and developed 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.	
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.	
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.	

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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
- "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

- "Best Practices in Parking Management Strategies for Colorado Communities," State of Colorado 2024
- "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

- "Managing Parking to Unlock Equitable Development," The Road Ahead, Denver, CO 2025
- "Is TOD without displacement possible?" UCLA Lake Arrowhead Symposium, Los Angeles, CA 2019
- "Equitable TOD: Persistent Challenges & Best Practices," APA Colo. 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

- "Best Practices in Parking Management Strategies for Colorado Communities," State of Colorado 2025
- "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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Teaching Record

University of Colorado, Boulder, CO

- ENVD 1040: Introduction to Sustainable Planning & Urban Design Spring, 2021 to 2026
- ENVD 1140: Fundamentals of Sustainable Planning & Urban Design Fall, 2021 to 2023
- ENVD 1976: Colloquium Fall, 2021 to 2023
- ENVD 2101: Context of Design: Planning & Implementation Fall, 2021 to 2025
- ENVD 3909 / 4909: Independent Study Fall 2023, Spring 2024
- ENVD 4311: Housing Policies & Practices Spring, 2024 to 2026
- PLAN 2100: Foundation of Sustainable Planning & Urban Design Spring, 2021 to 2026
- PLAN 4100: Capstone in Sustainable Planning & Urban Design Spring, 2025

University of Colorado, Denver, CO (adjunct)

- URPL 6560: Transit, Pedestrian, & Bicycle Planning Fall, 2018

Boston Architectural College, Boston, MA (adjunct)

- Sustainable Transportation Fall, 2007 to 2010
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Affiliations

Community Support

- Katherine A. Keenan Memorial Scholarship Fund (president) 2022 to Present
- Corona Square Homeowners Association (president) 2022 to Present
- Gaylord Street Flats Condominium Association (treasurer) 2022 to Present

Leadership Honors

- Regional Transportation District, Leadership Academy 2019 to 2021
- Regional Transportation District, Leadership Program 2019 to 2021
- Urban Land Institute, Rose Center for Public Leadership 2018

Professional Memberships

- American Planning Association 2016 to Present
- Parking Reform Network 2021 to Present
- US Green Building Council 2016 to Present

Volunteer Groups

- City of Beverly (MA), Bicycle & Pedestrian Advisory Committee 2024 to Present
 - City and County of Denver (CO), Sustainable Transportation Committee 2020 to 2024
 - City and County of Denver (CO), COVID-19 Mobility Task Force (co-chair) 2020
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References

Sustainable Urban Planning Advisors Clients

- Jill Locantore, Executive Director, Denver Streets Partnership, jill@denverstreetspartnership.org
- George Thorn, President, Mile High Development, gthorn@milehighdevelopment.com

University of Colorado - Boulder Colleagues

- 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
- Stephanie Joselin, TOD Project Coordinator, sjoselin@mbta.com

Regional Transportation District Colleagues

- 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