

# Shea Schachameyer

**Bicycle Federation of Wisconsin**  
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Events and Education Coordinator for the Bicycle Federation of Wisconsin specializing in organizing adult encouragement programs, local grassroots campaigns and youth Safe Routes to School programs. A Milwaukee native and a dedicated member of the Riverwest and Harambee communities as well as involved in projects throughout Milwaukee. An active participant of the Milwaukee Bicycle and Pedestrian Task Force since 2005.

## PROFESSIONAL HISTORY

**Targeted Marketing Pilot Program, Program Manager** | Milwaukee | September 2008 – Present  
Developing a proposal for a Targeted Marketing Pilot Program to be implemented within Milwaukee. Targeted Marketing Programs are essentially education and outreach campaigns which have the success of creating 8-14% mode-shift within the communities where they are implemented.

**Milwaukee Bike Racks on Buses Campaign, Campaigner** | Milwaukee | May 2006 – Present  
Created a strategic plan to get a Bike Racks on Buses program implemented throughout Milwaukee County. The campaign plan has included grassroots organizing, partnership building, media outreach, and negotiations with MCTS and the Milwaukee County Board of Supervisors.

**Safe Routes to School, Program Manager** | Sheboygan County | February 2008 – Present  
Implementing a County-wide Safe Routes to School program. Highlights of the program thus far include detailed SRTS Action Plans for each Elementary and Middle School, numerous media hits, and implementation of Bicycle Driver's Ed curriculum. A County-Wide SRTS Plan will be written this fall.

**Bike & Walk to Work Week, Program Manager** | Sheboygan County | February 2008 – June 2008  
Developed and implemented Sheboygan County's first-ever Bike & Walk to Work Week which attained upwards of a 7% increase in walking/biking throughout the County for the duration of the week through a variety of means including business outreach, events, community presentations and classes, volunteer coordination and media outreach.

**Bike to Work Week, Coordinator** | Milwaukee | February 2006 – June 2007  
Coordinated Milwaukee's Bike to Work Week program.

**Safe Routes to School, Instructor** | Milwaukee | April 2004 -- Present  
Using the BFW's Bike Drivers Ed & Walking Wisdom curriculum, have helped to teach over 4,000 Milwaukee students as part of the Safe Routes to School Program.

**League Certified Instructor, League of American Bicyclists** 2004 -- Present