

# Jessica Wineberg

414-708-3809

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## Summary

An experienced and creative traffic safety professional who continually exceeds goals, develops effective strategies, identifies and secures funding sources, and builds community-based coalitions to create safe streets for all.

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## Experience

### **City of Milwaukee** Vision Zero Policy Director

June 2023-present, Milwaukee, WI

On behalf of the Mayor, leads the City's efforts to end traffic violence by coordinating comprehensive, systems-level approaches to eliminating traffic fatalities and serious injuries through policy changes, strategic communications, and community involvement. Currently developing the Vision Zero Action Plan through a collaborative process with residents and internal and external stakeholders.

### **Milwaukee County Parks** Trail Coordinator

2018-May 2023, Milwaukee, WI

Research, author, and manage grants from local, state, and federal sources with over 7.5M dollars awarded from Stewardship, Congestion Mitigation and Air Quality, and Transportation Alternatives grant programs with a focus on improving equity in the Oak Leaf Trail system to create places for safe walking and biking in historically disadvantaged and minority neighborhoods.

Co-led the Northwest Trail Planning effort with over 1000 community members participating in 4 modes of public engagement amid the pandemic. Through the planning process a network of both traffic separated traditional trails and on-street neighborhood bikeways from the City of Milwaukee Bike Plan were combined to create a low stress bike and ped network that if built out would give everyone living in the planning area access to a trail within 1.5 miles of their dwelling. Coordinated with other agencies (City of Milwaukee, Wisconsin DOT, DNR, MMSD, and SEWRPC).

Coordinate the Milwaukee County Trails Council, a volunteer advisory committee. Run in-person, online, and hybrid meetings and recruit new members. Liaise with County Supervisors and present at Park Committee Meetings and provide interviews to local media.

Produce maps, marketing and written documents to promote trail use, recruit internal and external partners, encourage public involvement to guide both day to day trail maintenance practices and long-term expansion plans for 135 miles

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of paved multi-use trail, 40 miles of hiking trails, 15 miles of mountain biking trails, 6 miles snowmobile trails, and 8 miles of water trails.

## **Wisconsin Bike Fed** Deputy Director

2008 - 2018, Milwaukee, WI

Planned, funded, and managed a \$659,000 annual budget.

Directed and co-managed the successful Milwaukee Complete Streets Campaign including, coalition creation and management, political support building, equity focus, and media relations. The campaign successfully helped pass the City of Milwaukee Complete Streets Policy.

Ensured compliance with all grant reporting and financial requirements including state, federal, and private sources.

Developed the Nation's first statewide bicycle and pedestrian Ambassador program (Share & Be Aware) that has reached millions in 5 years.

Hired, trained, and managed up to 15 employees across the state, providing support and oversight while developing employee skills and independence.

Spearheaded the growth of the Bike Fed's Education Department annual budget from \$25,000 to \$659,000 through successful grant applications from public and private sources. Developed the successful Safe and Healthy Streets grant with the Medical College of Wisconsin that supported City efforts to make systems changes to advance Vision Zero ideas and community outreach strategies like the summit and Streetwise MKE booklet and Community Justice through Safe and Healthy Streets Summit.

Knowledgeable on local, state, and federal transportation policy and best practices for active transportation policies and programs.

## **Wisconsin Bike Fed** Safe Routes to School Manager

2005-2008, Milwaukee, WI

Originated and oversaw the Milwaukee Safe Routes to School program which provides in-depth education to 30 Milwaukee Public schools annually since 2004.

Developed and managed multiple successful events including Walk and Bike to School days, Bike to Work Week, fundraising events, Tour de Fat, social bike themed gatherings, and congressional visits.

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## Education

### **Macalester College** Bachelor of Arts

1999 - 2003, St. Paul, MN

Double Major in Geography and Urban Studies with Summa Cum Laude honors.

Trail Nation 2018

International Trails Symposium 2015

National Bike Summit (multiple)

Trail Design Specialists' Trail Master 3 day training graduate (sustainable multi use soft surface trail design) 2019

Wisconsin Park and Recreation Association Annual Conference 2019

Dutch Bike exchange (Chicago and Milwaukee)

Safe and Healthy Kids Policy Change Conference 2010

Designing for Pedestrian Safety Training, Wisconsin Department of Transportation

## **Member**

Current: League of American Bicyclists, Association of Bicycle and Pedestrian Professionals, MilWALKee Walks (founder), Governor's Bicycle Coordinating Council, Route of the Badger, Ice Age Trail Alliance, Wisconsin Bike Federation.

Past: Milwaukee Path to Platinum Committee, Transportation Alternatives Grant Selection Committee (multiple), City of Milwaukee Bicycle and Pedestrian Task Force, and Bike to Work Week Committee.

## **Hobbies**

Walking, sailing, biking, rock climbing, swimming, cooking, gardening, ice skating, and tree identification.