



Nicholas M. La Joie

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Profile

A lifelong cheerleader for the city of Milwaukee through public policy, media, planning and education, my goal has always to make this city a better place. After working professionally for over a decade in higher ed and media production, while also serving and volunteering on several citywide bicycling, transit and pedestrian-oriented advocacy groups, I am now seeking to help bridge the needs and priorities from the voices of our diverse community to our city engineers and elected officials, so that we may positively effect the physical and cultural growth of Milwaukee, shaping and connecting our rich and unique neighborhoods with greater efforts in sustainability and improved mass transit, bicycle and pedestrian safety and public wellness.

Civic Advocacy Experience

-Active member of:

The Congress for New Urbanism (CNU)

American Planning Association (APA)

Association of Pedestrian and Bicycle Professionals (APBP)

Wisconsin Bicycle Federation

The League of American Bicyclists

Association for the Advancement of Sustainability in Higher Education (AASHE)

-Core founding member of citywide advocacy group, **Path to Platinum**, a broad-based effort made up of stakeholders throughout the Milwaukee area committed to building an active and engaged community with the goal of making Milwaukee a bicycle friendly community. This group primary focus is on making streets in Milwaukee safe for bicyclists through the 5 E's of Engineering, Enforcement, Education, Evaluation and Encouragement. Part of group that has met with and been endorsed by Mayor Barrett and has held public outreach events to garner wider support across the city.

-Author and publisher of community bicycling survey distributed through email and social media which drew nearly 950 respondents in the Fall of 2016. Financially sponsored online campaign to reach as wide an audience in city as possible for this survey to achieve high participation rate.

-Co-author of *Path to Platinum Community Survey Summary Report* published in collaboration with Dr. Robert Schneider and urban planning graduate students Ryan Peterson and Emma Siegworth at the University of Wisconsin Milwaukee.

Civic Advocacy Experience (continued)

-Presenter/Speaker at *Path to Platinum* public meetings and outreach events including *Ciclovia*, *Better Blocks Workshop* and *Doors Open Milwaukee*.

-Associate partner and panelist with *Metro GO! /Transit NOW*, and the *Bicycle Federation of Wisconsin*, including over 12 years of voluntary advocacy for sustainable transportation efforts

-2017 Founding member of **MilWALKee Walks**, citywide pedestrian advocacy group. Group meeting with MPD Chief Flynn to discuss enforcement improvements aimed at making city streets safer for pedestrians.

-Member of Marquette University's Campus Master Plan advisory workgroup tasked with long term vision for campus planning.

-Keynote presenter to leadership workgroup on subject of bicycle and pedestrian planning integration into the university's master plan. (YouTube of presentation here: <https://www.youtube.com/watch?v=kK3Ha--pXXA&t=4s>)

-Author and coordinator of "WeBikeMU" plan to improve biking and walking at Marquette through a variety of both programmatic and capital projects intended to encourage and support students, faculty and staff in biking and walking to campus instead of driving. Authored several grant applications for funding this effort as well as seeking active sponsorship and other long term funding.

-Author and graphic designer of *Path to Platinum* newsletters, vision statement and other infographics and visuals relating to group's regular outreach efforts.

-2016 participant of *ThinkBike* workshop in collaboration with *Dutch Cycling Embassy* in Milwaukee. Worked with engineers and bicycle planning professionals in drafting a conceptual vision for creating safe pathways through Milwaukee's Century City neighborhood.

-Presenter/Speaker for *Path to Platinum* at 2016 "Arrive Together" *Transportation Equity Summit* hosted by *MATC* and *The Sierra Club*.

-Presenter/Speaker to *Wisconsin Bike Federation* "Bike Walk Civics" webinar on topic of public advocacy in March, 2017.

-Worked on 2015 summer pedestrian and bicyclist intersection count with Dr. Robert Schneider of UWM.

Civic Advocacy Experience (continued)

-Contributor to Milwaukee Journal Sentinel and The Daily Reporter on articles regarding pedestrian & bicyclist rights in Wisconsin. (Article link here: <http://archive.jsonline.com/news/milwaukee/do-milwaukeeans-flout-pedestrian-safety-laws-some-observers-say-yes-b9976696z1-219913031.html>).

-Classwork in urban planning from UWM's School of Architecture and Urban Planning (SARUP) and comprehensive study of National Association of City Transportation Officials (NACTO) Urban Bikeway Design Guide, Urban Street Design Guide and Transit Street Design Guide.

-Regular guest attendee and contributor of City of Milwaukee Bicycle Pedestrian Task Force.

Work Experience

UNIVERSITY STAFF SENATOR, MARQUETTE UNIVERSITY, MILWAUKEE, WI – 2014 - PRESENT

Elected representative in higher-ed for over 1,000 staff members.

MEDIA SPECIALIST, MARQUETTE UNIVERSITY, MILWAUKEE, WI – 2005 - PRESENT

Producer and manager of numerous synchronous online e-learning tools used at university as well as student and faculty training in teaching and learning center. Responsible for university-wide videoconference coordination as well as teaching of emerging technologies for use in online and classroom e-learning.

Education

Marquette University – B.S. International Affairs, History, 2001

Georgetown University - School of Foreign Service, 1996 - '97

Other Skills & Experience

-Public speaking, presentation and leadership skills for community projects, strong advocacy in urban planning, new urbanism, smart growth, walkable neighborhoods and public transit and bicycle infrastructure improvements

-Grant writing experience in several sustainability-oriented initiatives, including Marquette Innovation Fund proposals for campus bicycle/pedestrian improvements as well as an off-the-grid greenhouse and community garden proposal

-Video production and non-linear editing, Apple certified Final Cut Pro 7 editor, FCPX, Compressor, Avid 6.5, Adobe CS6 suite (in particular Photoshop, Premier, AfterEffects), DVD Studio Pro, iLife, iWork, iBooks Author, H.323 legacy videoconferencing (Polycom, Cisco), Microsoft Lync, Skype, Blackboard Collaborate and various web-based conferencing clients, D2L

-Social media proficiency in all major tools as well as stats tracking and management such as Google Analytics, Klout, Mention, Hootsuite

-World traveling experience to over 30 different countries and fluency in German, reading proficiency in French