

NATHAN GUEQUIERRE

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Planning Work Experience

Nathan Guequierre is an urban planner and certified project manager with more than a decade's experience in managing environmental planning, urban redevelopment, policy analysis, and transportation planning and design projects. All his work is centered on effective and equitable public and stakeholder involvement. He leads teams of professionals for a variety of public sector clients. He has a special focus on pedestrian systems planning and environmental justice evaluations.

Senior Planner

URS and AECOM

Milwaukee | January 2008 to present

Working in Fortune 500 companies, Mr. Guequierre leads complex projects for municipal, state and Federal agencies. He works on transportation studies, water resource planning, community outreach, comprehensive plans, policy analysis, National Environmental Policy Act analyses for infrastructure development, economic development plans, market analyses and redevelopment planning. Mr. Guequierre's duties include project management, developing and implementing public involvement procedures, developing public information materials, writing and editing study documents and reports, data analysis and meeting facilitation. In the for-profit environment, he also conceives and implements marketing and business development initiatives. All his work is completed in a multidisciplinary team setting, managing interactions with a variety of professionals and the public. Representative projects include:

- **City of Milwaukee Inclusion Practices Evaluation**

Nathan managed an evaluation and best practices review of the city's program to include small and minority owned businesses in city contracting. The project featured intense stakeholder involvement with all city departments to understand bid letting, contracting and monitoring and to gather internal ideas for making the process more efficient and easier for city staff, as well as focus groups with small business owners. Mr. Guequierre managed research into inclusion practices in peer cities to compare Milwaukee's policy and its implementation, and the ultimately the project recommended a series of reforms of city contracting and business development activities to align city resources with the needs and strengths of small businesses.

- **WIS 441 Environmental Assessment Reevaluation and Enhanced Environmental Justice Coordination**

As part of a major freeway expansion project in northeast Wisconsin, Nathan led a reevaluation of an approved EA/FONSI. Based on refined design and new demographic and economic data, he managed a team that completed a comprehensive analysis of impacts to affected area and populations and developed and implemented an environmental justice analysis and outreach program when it was discovered that the affected area had undergone significant growth in minority and low income populations since the approval of the EA/FONSI. Nathan's team worked closely with stakeholder groups, employers and the regional transit agency to coordinate effective outreach to people that may otherwise not participate in standard public involvement settings and they collaboratively developed innovative techniques to "take the project to the people," including non-English radio programming, presence in ethnic retail outlets and through social service locations.

- **I-39 EIS and West Lake Corridor EIS Environmental Justice Evaluations**

Nathan managed evaluations of impacts to environmental justice populations on various roadway and commuter rail planning projects in Wisconsin and Indiana. The evaluations involved statistical and GIS analysis, specialized outreach to both urban and rural minority, low income and non-English proficient persons to determine levels of benefits and adverse effects. The projects were designed to develop collaborative relationships with social service organizations and community facilities to provide opportunities for project input.

- **WisDOT Walking Workshop Program Facilitation**

Nathan planned and facilitated neighborhood pedestrian planning initiatives in communities around the state, utilizing a process designed by Wisconsin Walks, a statewide pedestrian advocacy organization. He has facilitated a series of workshops in the cities of Milwaukee, Franklin and Wisconsin Rapids in which residents, business owners, elected officials, city staff, law enforcement, senior citizens, students and others identify pedestrian and bicycle issues and priorities, learn about how other communities have addressed similar concerns, and develop an action plan for their neighborhood.

- **WIS 33 Multi-Modal Transportation Evaluation**

As a component of a corridor management plan for a 21-mile state highway corridor including both rural and urban segments, Nathan completed an analysis of pedestrian and bicycling conditions, examining opportunities for improvements in conjunction with larger highway management activities. He analyzed stakeholder and public input to identify locations with pedestrian and bicycle issues and difficulties. Nathan proposed solutions for improving crossings and intersections, driveway access points, bicycle boulevards, signal adjustments and enhanced crosswalk treatments to meet local needs for walking and biking.

- **WIS 42 – Village of Ephraim Streetscape Improvement Planning**

Nathan provided consultation on best practices to improve walking and cycling conditions on a main street in a waterfront community with high tourist traffic in the summer months. He developed and implemented innovative stakeholder involvement methods to enable broad input from property owners, business people and visitors., hosting drop-in working sessions at a public location to facilitate interaction with stakeholders in an informal and highly productive environment.

- **Milwaukee Metropolitan Sewerage District Neighborhood Green Infrastructure Outreach and Installation Projects**

Mr. Guequierre developed a social marketing program to promote the installation of green infrastructure on residential property. He managed a team providing comprehensive outreach activities to raise awareness of raingardens, rain barrels, compost soil amendments and other green infrastructure. The project, completed in suburban communities throughout the District over three consecutive summers, included facilitating the work of a well-known artist to develop public artworks celebrating themes of water. Nathan created and facilitated a program of “Green Infrastructure House Parties” to develop a homeowner network with green infrastructure installations.

- **Mitchell International Airport Sustainability Management Plan**

Nathan is leading a team to manage stakeholder and public involvement tasks for a comprehensive regional airport sustainability plan. Key efforts include organizing and managing technical and key public stakeholder advisory committees including elected officials, environmental and social justice advocates, and agency representatives; and ongoing public involvement initiatives including PIMs, social media outreach and electronic polling for airport visitors and neighbors. Most importantly, he is developing, managing a facilitating a large number of in-depth interviews with airport officials and workers, from management to on-the-ground employees to build buy in for sustainability initiatives and learn about their ideas for improving airport operations to maximize environmental, economic and social sustainability. The plan will address energy use, waste management, stormwater management, workforce development, carbon footprint and other issues deemed important by stakeholders.

- **Menomonee Valley Comprehensive Area Plan Market Study**

Mr. Guequierre managed a team of economists, data visualization specialists and public outreach professionals to complete a comprehensive industrial, labor and real estate market study to support redevelopment planning in Milwaukee’s Menomonee River Valley. He completed a parcel level subject to change analysis focused on indicators of land use instability, and facilitated a comprehensive stakeholder outreach program including focus groups of commercial real estate professionals, public workshops and key stakeholder interviews. He developed policy recommendations based on market study findings to promote orderly redevelopment of manufacturing and large-scale entertainment in this key city industrial area.

- **USACE Lower Clinton River, Anchor Bay and Greater Milwaukee Watersheds Reconnaissance Studies**

Nathan developed and managed an evaluation of potential projects to reduce flood damage, improve habitat and water quality and support delisting of Beneficial Use Impairments of water resources in Southeastern Michigan and Southeastern Wisconsin. He developed an evaluation methodology for screening potential projects to determine interest by the US Army Corps of Engineers, US Environmental Protection Agency and other Federal agencies, and facilitated involvement by stakeholders from drain commissioners, state and federal agencies, regional planning commissions, sewerage districts and non-governmental organizations with an interest in water quality to prioritize actions and projects to be developed further. Nathan’s work supported development of project documentation designed to enable application for funding under the Great Lakes Restoration Initiative.

(Planning Work Experience Continued)

Planner

Bay Ridge Consulting

Milwaukee | September 2003 to December 2007

Nathan worked at a small planning firm, completing transit planning, community comprehensive planning and a variety of transportation and economic development studies for public and nonprofit clients.

Editor, Journalist, Communications Specialist

Non Profit Institutions, Magazines and Newspapers, Freelance

Milwaukee | September 1987 to September 2003

Mr. Guequierre worked in various writing, editing and communications capacities for a variety of institutions, including the Milwaukee Art Museum, *Art Muscle* magazine, weekly newspapers and in other editorial functions. During this period he authored *City Smart: Milwaukee* (1999, John Muir Publications, San Francisco), a traveler's guidebook.

Boards and Commissions

Architecture Review Commission

Village of Whitefish Bay, WI | 2008-2010

Urban Economic Development Association Board of Directors

Milwaukee | 2017-present

Education

Master of Urban Planning

University of Wisconsin-Milwaukee 2004

Bachelor of Arts

Kalamazoo College 1987

Major in English

Matriculated Student of German Language and Literature

Universität zu Bonn 1986

Select Publications and Lectures

Two Sides of Green Infrastructure Coin

APWA Wisconsin | Stevens Point, WI May 2016

Neighbor to Neighbor: Green Infrastructure Planning

Fox-Wolf Watershed Alliance | Oshkosh, WI April 2016

Clean Rivers, Clean Lakes | Milwaukee May 2015

Collaborative Pedestrian Planning as a Neighborhood Redevelopment Tool – A Case Study from Milwaukee

Conference proceedings, Walk 21 International Pedestrian Conference | Toronto, October 2007

Planning and Engineering with Walking Audits

Workshop at Conference of Midwestern ITE, Institute of Transportation Engineers | Wisconsin Dells, Wisconsin, June 2005.

Health, Planning and Walkable Communities

Presentation at the conference of the Wisconsin Chapter of the American Planning Association | Sheboygan, Wisconsin, 2005.

Specialized Training

- *Project Management Certification Training*, AECOM, Chicago, December 2015
- *NEPA and Transportation Decision Making*, National Highway Institute, Madison, June 19-21, 2010
- *Designing for Pedestrian Safety*, Federal Highway Administration training, Milwaukee, 2010
- *Developing a Pedestrian Safety Action Plan*, Federal Highway Administration training, Milwaukee, 2008
- *Public Involvement Facilitation*, International Association for Public Participation, Madison, 2004
- *Walking Workshop Facilitation Training*, Wisconsin Walks, Milwaukee, 2004-2005