

# Carl Sheppard Larson

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## Competencies

- transportation demand management
- mobility curriculum development and delivery
- written, graphic, and verbal communication
- transportation project planning and design
- relationship and consensus building
- Adobe suite and ArcGIS

## Work Experience

### **Boston University** Boston, Massachusetts

Transportation Demand Management and Marketing Manager 2017 - present

- Manage creation and implementation of BU Bike Plan with focus on parking and end-of-trip facilities
- Refine, promote, and administer student and employee transportation programs and benefits
- Encourage safe, confident bicycling by planning and teaching a 1-credit 'Urban Bicycling' class

### **Motivate** Portland, Oregon

BIKETOWN Launch Assistant / Brand Ambassador 2016 - 2017

- Prepared neighboring business owners for station installation and sought to address concerns
- Worked on-site with operations team to install dozens of stations under tight deadlines
- Introduced a skeptical public to Portland's new bike share system through fun and informative events

### **The Street Trust (formerly Bicycle Transportation Alliance)** Portland, Oregon

Advocacy Engagement Manager 2012 - 2016

- Built support for complete streets at all levels of government
- Built powerful coalitions with disability, pedestrian, transit, and housing groups
- Managed and trained volunteers to evaluate plans and advocate for them
- Engaged public to create a tri-county advocacy plan: "The Blueprint for World Class Bicycling"
- Enlisted retired city engineers to create model work zone regulations and campaign for their adoption
- Scheduled, publicized, and co-presented advocacy, bike commuting, and rules of the road clinics
- Managed logistics for events including fundraisers, bike rides, and lectures

### **Walk + Bike Ambassador** 2008 - 2012

- Taught bicycle or pedestrian safety to over 5,000 students in 40 Portland-area elementary schools
- Revised bike safety lessons and drills to mimic real world situations and maximize riding time
- Conducted bike commute workshops at 20 Portland-area workplaces for the Bike Commute Challenge

### **City of Portland, Department of Transportation** Portland, Oregon

Smart Trips Courier and Bicycle Program Assistant 2007 - 2008

- Promoted active transportation through direct marketing to over 2000 households via bicycle delivery
- Prepared a report detailing use of city parks to improve and complete the city's bikeway network

### **Grater Architects, PC** Clayton, New York

Program Assistant 2004 - 2005

- Researched building codes, zoning laws, sustainable building materials, and A/V systems
- Took field measurements and created existing conditions drawings for renovation projects

## Volunteer Capacities

### **Shift / Pedalpalooza**

Portland, Oregon

Bicycle Event Organizer

2006 - 2016

- Managed sponsorship relationship with Portland Bureau of Transportation and local newspaper
- Coordinated art, editing, production, and distribution of posters and calendars for 300+ event festival

### **Umbrella**

Portland, Oregon

Founder and Board Member

2008 - 2016

- Provided fiscal sponsorship, insurance, and bookkeeping for fledgling street-based community projects including tactical urbanism, public art, skateboard advocacy, and women-in-transportation groups

### **World Naked Bike Ride**

Portland, Oregon

Police Liaison, Route Planner

2008 - 2016

- Negotiated routing logistics with police and city hall for world's largest naked bike ride (10,000+ riders)

### **BikePortland.org**

Portland, Oregon

Contributor, Advisor

2006 - 2016

- Acted as a sounding board for the editor and contributed bicycle advocacy, industry, and culture stories

## Education

### **Middlebury College**

Middlebury, Vermont

Bachelor of Arts, Architectural History

2000 - 2004

### **Denmark's International Study Program**

Copenhagen, Denmark

Intensive study, Architecture and Urban Planning

2002

*If you've ever heard that Portland is a city where people have fun on bicycles, you've probably been touched by Carl's work.*

-Michael Anderson, BikePortland.org, May 2014