

Hyun Ahmed

Assistant Director, Transportation Planning and Traffic Engineering

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📍 Madison, WI 53703

STRENGTHS

- 🏗️ **Investment Judgment**
Built scoring that made difficult capital choices easier to explain, and leaders gained a consistent basis for priorities.
- 🗣️ **Public Communication**
Turned corridor tradeoffs into clear discussion points at evening meetings, and community questions became useful follow up.
- 👥 **Team Direction**
Set review checkpoints and workload priorities for planners and engineers, giving staff room to act with sound judgment.
- ⚙️ **Technical Adaptability**
Worked through incomplete crash records and competing access needs, then documented assumptions behind defensible recommendations.
- 🤝 **Regional Collaboration**
Connected agencies, municipalities, and funding partners around shared schedules, and cross boundary work moved with less friction.

SKILLS

Transportation Planning

Traffic Engineering

Multimodal Systems

CIP Prioritization

Travel Demand Modeling

Traffic Data Collection

Traffic Calming Warrant Analysis

Traffic Impact Statements

Development Review

GIS and Mapping

Grant Coordination

Services Procurement

SUMMARY

Transportation planning and **traffic engineering** leader with 13 years of progressively responsible experience across multimodal planning, traffic operations, capital programming, **development review**, **travel demand modeling**, and public sector infrastructure strategy. Holds a Master of Urban Planning and brings more than eight years leading planners, engineers, analysts, and project teams. Builds clear processes for **traffic data collection**, operational studies, investment scoring, development review, and capital improvement planning. Advises public officials and senior leaders on safety, funding, policy, and difficult decisions involving incomplete or conflicting information. Connects GIS, land use, grant coordination, regional partnerships, procurement, and public engagement into practical recommendations. Experienced presenting technical findings at governing body and community meetings, resolving competing priorities, and guiding teams through concurrent deadlines while maintaining sound regulatory and operational judgment.

EXPERIENCE

Transportation Planning Division Manager

Great Lakes Regional Planning Council 📅 January 2022 - Present 📍 Madison, WI

Direct a 14 person planning and engineering group supporting regional corridor studies, traffic operations, multimodal plans, capital programming, grants, public meetings, and senior leadership decisions across urban and suburban communities.

- Built investment scoring using safety, congestion, accessibility, readiness, and cost data for CIP recommendations.
- Updated a long range plan and travel demand model with land use, transit, bicycle, and traffic count inputs.
- Presented corridor alternatives and safety findings at public boards and evening community meetings for informed decisions.
- Coordinated federal and state grant pursuits with environmental, design, funding, and project schedule milestones.
- Set performance standards, technical review checkpoints, and workload plans for consistent delivery and urgent response.

Traffic Engineering Program Manager

Prairie State Department of Mobility 📅 July 2018 - December 2021 📍 Rockford, IL

Managed **traffic engineering** programs covering signal warrants, stop control studies, **traffic calming**, crash analysis, development review, consultant contracts, and community transportation concerns across a multi jurisdiction service area.

- Standardized field collection and technical templates for counts, speed studies, warrants, and operational analyses.
- Guided engineers through unusual safety cases with incomplete crash histories and competing access needs.
- Reviewed consultant scopes and deliverables against schedules, budgets, procurement rules, and quality expectations.
- Partnered with **GIS**, land use, and planning teams on development related network effects and zoning recommendations.
- Supervised eight engineers and analysts while balancing planned studies, urgent field issues, coaching, and compliance.

Senior Transportation Planner

MetroLink Planning Collaborative 📅 June 2015 - June 2018 📍 Milwaukee, WI

Led multimodal corridor and subarea studies, traffic impact reviews, capital screening, regional coordination, GIS communication, and grant support for public agencies and partner jurisdictions.

- Led corridor studies combining traffic operations, pedestrian needs, bicycle connections, land use, and forecast demand.
- Evaluated **traffic impact statements**, testing trip assumptions, intersection operations, and **mitigation** commitments for development proposals.

Public Presentations

Stakeholder Facilitation

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Transportation Planning Division Manager at Great Lakes Regional Planning Council (4.7 Years)

● Traffic Engineering Program Manager at Prairie State Department of Mobility (3.4 Years)

● Senior Transportation Planner at MetroLink Planning Collaborative (3 Years)

● Transportation Planner at North Shore Transportation Institute (1.9 Years)

● Assistant Transportation Planner at Lakefront Municipal Planning Office (1.9 Years)

- Connected observed deficiencies with planning goals, conceptual scope, schedule constraints, and grant eligibility for capital screening.
- Reconciled cross boundary datasets and planning assumptions with neighboring municipalities and transportation agencies.
- Produced GIS exhibits and public meeting materials that clarified network constraints for nontechnical audiences.

Transportation Planner

North Shore Transportation Institute 📅 June 2013 - May 2015 📍 Evanston, IL

Conducted traffic data programs, **travel demand modeling**, warrant analysis, safety studies, GIS **mapping**, technical writing, and public communication under senior engineering review.

- Conducted traffic counts, intersection observations, travel pattern analysis, and roadway inventory work for municipal studies.
- Checked travel demand model inputs against observed conditions before documenting forecast limitations and scenario assumptions.
- Prepared signal and stop control warrant calculations by organizing field evidence and regulatory criteria.
- Paired pedestrian, bicycle, crash, and speed data to identify practical neighborhood safety improvements.
- Drafted technical memoranda and presentations that translated quantitative findings into clear municipal recommendations.

Assistant Transportation Planner

Lakefront Municipal Planning Office 📅 June 2011 - May 2013 📍 Racine, WI

Supported local **transportation planning**, development referrals, capital research, GIS maintenance, grant research, field data quality control, and evening public meetings for municipal staff.

- Supported roadway operations, bicycle connectivity, pedestrian planning, development referrals, and capital improvement research.
- Quality checked traffic volumes, speed data, intersection geometry, and field conditions for operational assessments.
- Reviewed development materials against adopted plans and summarized access, circulation, and multimodal issues.
- Maintained GIS layers for projects, sidewalks, trails, and roadway classifications used in planning discussions.
- Prepared public meeting exhibits and tracked transportation questions through technical resolution with senior staff.

PROJECTS

Regional Capital Investment Scoring Framework 📅 2023

A practical scoring framework brought safety, congestion, accessibility, readiness, and cost into one clear investment conversation. Leadership gained a consistent basis for comparing roads, intersections, sidewalks, and trails.

Long Range Travel Demand Model Update 📅 2022

Updated model inputs connected land use forecasts, roadway networks, transit assumptions, bicycle links, and observed counts. Scenario results gave regional partners a clearer foundation for future transportation choices.

Multimodal Corridor Safety Program 📅 2017

Combined traffic operations, crash patterns, pedestrian needs, bicycle connections, and community input into implementable corridor concepts. Public presentations helped stakeholders see practical paths from concern to action.

LEADERSHIP & AWARDS

- Transportation Planning Division Manager, led a 14 person multidisciplinary group across regional planning and engineering assignments.
- AICP credential, recognized professional standard supporting sound planning judgment and public sector transportation practice.

- Transportation Research Board regional planning volunteer, contributing time to peer learning and transportation policy exchange.

EDUCATION

Master of Urban Planning

University of Wisconsin Milwaukee 🎓 GPA: 4.0 📅 2011 📍 Milwaukee, WI

Coursework: *Transportation planning, land use planning, urban design, public administration*

Bachelor of Science in Civil Engineering

University of Wisconsin Platteville 🎓 GPA: 4.0 📅 2009 📍 Platteville, WI

Coursework: *Traffic engineering, transportation systems, engineering economics, infrastructure design*

CERTIFICATIONS

- American Institute of Certified Planners, AICP 📅 2014
- Valid Wisconsin Driver's License 📅 2011

TECHNICAL SKILLS

- **Transportation Planning:** Long range planning, corridor studies, subarea studies
- **Traffic Engineering:** Traffic operations, intersection analysis, roadway safety
- **Travel Demand Modeling:** Land use forecasts, roadway networks, scenario forecasting
- **Traffic Data Collection:** Turning movement counts, speed studies, roadway inventories
- **Warrant Analysis:** Signal warrants, stop control warrants, intersection justification
- **Multimodal Planning:** Transit planning, bicycle planning, pedestrian planning
- **Capital Programming:** Capital Improvement Plans, project scoring, investment prioritization
- **GIS and Mapping:** GIS analysis, mapping, planning exhibits
- **Development Review:** Traffic impact statements, access review, mitigation review
- **Grant Coordination:** Federal grants, state grants, funding strategies
- **Professional Services:** Consultant scopes, contract administration, procurement
- **Public Engagement:** Public meetings, governing bodies, community presentations

PROFESSIONAL AFFILIATIONS

- Transportation Research Board, Regional Planning Committee Volunteer
- Wisconsin Transportation Planning Association, Member

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST