

RONNY KRAFT CONSULTING

Ronny Kraft Consulting
ronny@ronnykraft.com
415.425.6496
www.ronnykraft.com

Certifications

DBE: Disadvantaged Business Enterprise
(ID 42260)

SF LBE: Woman-Owned San Francisco
Local Business Enterprise & Micro Local
Business Enterprise

GIS Services

Geographic data analysis, including
existing conditions, demographics,
collisions, and travel patterns

High-quality digital cartography

GIS needs assessment &
implementation planning

System and route-level map design

Database design and construction

Technical Skills

QGIS | ESRI ArcGIS

Adobe InDesign & Illustrator

Document design

Education

2006 B.A. Public Policy

Urban Policy Concentration

Mills College | Oakland, CA

Ronny Kraft

Professional consultant with 15 years experience, specializing in:
Transit Planning | GIS Analysis & Cartographic Design
Project Management | Field Data Collection | Market Research
Mobility Management | Community Engagement

Experience

Raleigh-Durham Onboard Transit Survey

2018 & 2019 - GoRaleigh, GoDurham, GoTriangle, GoCary, Chapel Hill
Transit (NC)

Responsible for the planning and execution of two consecutive onboard transit surveys for each of five interrelated systems • Developed a stratified sample of bus runs based on ridership data to gain a statistically valid representative sample of current customers • Planned all survey operations and tracking methods • Trained and managed contracted staff • Onsite supervised the four-week field collection process with significant coordination between transit employees and my 30-person staff • Ensured that survey collection goals were met while adjusting to continually shifting circumstances.

Joshua Tree National Park Transit Service

2016 - Morongo Basin Transit Authority

Supported development of a new transit service within Joshua Tree National Park and gateway communities • Tasks included analysis of current visitation patterns and analysis of service alternatives and costs • Coordinated with local agencies and the National Park Service.

Mobility of Older Adults & People with Disabilities

2006 to 2019 - San Mateo County Transit District

Planned and implemented programs to increase the mobility of seniors and people with disabilities in San Mateo County • Engaged a large and diverse array of stakeholders to move towards common goals • Projects included development of a Senior Mobility Guide, Mobility Ambassador travel training program, vehicle sharing program, and a Mobility Management Center • Conducting a mobility management planning process which included involvement of an array of interests and in-depth trip analysis.

Mobility Management Support

2014 - 2016 - Marin County Transit District

Conducted a quantitative and qualitative analysis of the paratransit and taxi voucher programs • Normalized and compared trip data among different services • The analysis resulted in an understanding of how riders were using each of the programs • Also supported various outreach and programmatic functions.

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Mobility Planning Expertise

Short- and long-range transit planning:

- Existing conditions analysis
- Transit performance analysis
- Developing service alternatives
- Program development

Multimodal transportation solutions for
Older adults and people with disabilities

Community & stakeholder engagement

Consensus building

Mobility gap assessment

Additional GIS Experience

Designed a database for Caltrain right of
way from multiple data sources

Served as GIS coordinator for Caltrain/
SamTrans

Land use and environmental mapping

Commute shed analysis

Paratransit trip analysis

Proximity analysis

Use of a variety of data sources and types

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Experience (cont.)

Bus Stop Inventory Database

2017 - Marin County Transit District

Designed and developed an inventory database of 600 bus stops for Marin County Transit, including a successful and efficient method for field collection of the data • Information collected included GPS coordinates, signage, various measurements, condition of stop amenities, and photos • Resulting database was well organized, comprehensive, and continues to meet the client's needs • Deliverables included summary tables, GIS database, KML feed, photos, and tabular datasets.

GIS Needs Assessment and Implementation Plan

2014 - City of Vallejo Planning Division

Worked with City staff to identify goals and objectives for a comprehensive GIS database • Assessed the currently available data, applications, existing processes, and hardware resources • Evaluated the necessary data conversion, data development, and data gathering needed to meet department's objectives • Identified potential GIS users and training requirements • Determined level of effort to fulfill ongoing data maintenance, analysis, and mapping needs • Developed recommendations for a GIS database, a schedule, and a budget for implementation and ongoing maintenance.

Grand Boulevard Initiative

2006 to 2014 - San Mateo County Transit District

Provided planning staff support to Grand Boulevard Initiative, an innovative multi jurisdictional effort to transform the El Camino Real Corridor • Conducted integrated transportation & land use planning, long-range planning, and strategic planning • Built consensus among 21 jurisdictions based on common local and regional goals • Developed and maintained project scopes, budgets, and schedules, including a \$500k Economic and Housing study • Managed datasets, performed analyses, and summarized and presented data analyses in a clear and effective manner • Responsible for developing innovative communications strategies.

Vision Zero - SOMA Ramp Intersections Study

2015 - San Francisco County Transportation Authority

Assessed collisions at 10 freeway ramp intersections in the SOMA neighborhood for a project to plan safety improvements for pedestrians and cyclists • Multiple site visits were conducted to collect data on current infrastructure conditions • Designed and created visual diagrams of each intersection showing the collision locations, parties involved, movements, and injury type • Analyzed the collision patterns and assisted with developing safety infrastructure improvement concepts.

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Experience (cont.)

Community-Based Transportation Planning

2006 to 2012 - San Mateo County Transit District

Managed three transportation plans with high-level integration of community input from disadvantaged communities • Assessed existing conditions and transportation needs • Conducted effective community outreach through a variety of methods • Developed and evaluated transportation solutions.

Redwood Coast Short-Range Transit Plan

2018 - Redwood Coast Transit Authority

Project lead for development of a short-range transit plan for Del Norte County, CA • Included outreach to Native American tribes and rural communities • Tasks included analysis of existing conditions, public outreach, transit needs assessment, financial plan, and capital plan.

TNC & Land Use Study

2018 - San Francisco Planning Department

Interviewed developers with major office/residential/mixed-use buildings in San Francisco regarding how they are thinking about and affected by TNCs (ridehailing companies) now and in the future • Synthesized findings into a technical memo that will be included as part of a larger study of the effects of TNCs on land use in San Francisco.

School Transportation Study

2014 - Marin County Transit District

Conducted an existing conditions assessment of all schools and available transportation services, including supplemental transit routes, Yellow Bus services, walking, biking, and Safe Routes to Schools programs • The research and analysis will support development of innovative strategies for home-to-school transportation throughout the County.

Youth on Transit Outreach

2014 to 2016 - Marin Transit and Petaluma Transit

Implemented a Spare the Air Youth project for two partner agencies • Tasks include developing programs to encourage, educate, and incentive teens to use public transit and outreach to teachers, school administrators, and students • Created and distributed transit maps specific to each school • Worked with a group of teens to plan and hold a successful transit scavenger hunt.

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Experience (cont.)

Fresno County Regional Long-Range Transit Plan

2017 - Fresno Council of Governments

Assisted with development of a regional transit plan looking towards the year 2050 • Tasks included stakeholder interviews, planning document review, and alternatives development • Worked with prime consultant VRPA Technologies and Mobility Planners.

Public Transit – Human Services Coordination Plan

2015 - Stanislaus County Council of Governments

Conducted a planning effort to examine current transportation gaps and solutions for seniors, people with disabilities, low-income, and veterans • Tasks included stakeholder interviews, focus groups, a stakeholder survey, a transportation service inventory, assessment of mobility gaps, and development of transportation strategies • Worked with prime contractor, Mobility Planners, LLC.

ADA Paratransit Strategy for Alameda CTC Countywide Transit Plan

2016 - Alameda County Transportation Commission

Assisted in development of a complimentary ADA Paratransit Strategy for the Countywide Transit Plan • Interviewed operators and other key stakeholders • Determined potential impacts of proposed fixed-route service improvements on paratransit service costs and service delivery • Evaluated progress on implementation of the paratransit strategies recommended in the MTC Transit Sustainability Project Paratransit Report.

Morongo Basin Short Range Transit Plan

2016 - Morongo Basin Transit Authority

Conducted a focused Short Range Transit Plan in the Morongo Basin, adjacent to Joshua Tree National Park • Tasks included a comparative fully loaded wage analysis of eight peer agencies, supervising a ridecheck and analyzing the results, stakeholder outreach, and development of route schedule alternatives • Worked with prime contractor Mobility Planners, LLC.

Petaluma Transit Planning Support

2014 to 2016 - City of Petaluma - Petaluma Transit

Redesigned the Transit System Map to improve readability • Supported the ADA paratransit eligibility process • Created route alternative maps for the short-range transit planning process • Created their Title VI program, including a Public Participation Plan and Limited English Proficiency Plan • Implemented a Spare the Air school outreach program.

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Experience (cont.)

Geographic Data Analysis & Mapping for San Bernardino & Riverside Counties

2020 - San Bernardino County Transportation Authority & Riverside County Transportation Commission

Collected and analyzed demographic, transit, and travel data in both San Bernardino and Riverside Counties • Created several maps showing various key populations and transit infrastructure as part of a planning process to assess the needs of transportation disadvantaged populations and increase coordination among various agencies • Reported findings in a written document including infographics, charts, tables, and maps.

Demographic Maps for Amador, Calaveras, and Tuolumne Counties Coordinated Plans

2019 - Amador, Calaveras, and Tuolumne Counties, CA

Created maps showing locations of older adults, people with disabilities, and low-income populations in support of a Public Transit – Human Services Coordination Plan for three counties • Developed an efficient methodology for geographic data analysis and cartography of the several maps required using the open-source QGIS application, Adobe Illustrator, and Adobe InDesign.

Demographic Analysis & Maps for San Bernardino & Riverside County Coordinated Plans

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Petaluma Transit Route Mapping

2016 - City of Petaluma - Petaluma Transit

Redesigned the Transit System Map to improve the readability, aesthetic, and accessibility for people with disabilities • Created individual route maps showing alternatives for their transit planning process • Developed a series of maps showing transit service specific to each middle and high school, which included field testing.

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Experience (cont.)

Trinity County Short-Range Transit Plan and Coordinated Plan

2018 - Trinity County, CA

Conducted a significant amount of public engagement activities, including an intercept survey, onboard survey, and stakeholder input roundtables • Used the results, along with analysis of ridership patterns, to develop creative transit solutions for the sparsely populated and rural region with a high proportion of transportation disadvantaged persons.

Tuolumne County Short-Range Transit Plan

2019 - Tuolumne County Transit

Analyzed the existing demographic conditions and travel patterns of the County • Conducted an onboard survey of passengers and a follow-up telephone survey • Explored and developed several creative transportation solution, including comprehensive route restructures and an app-based on-demand ride program • Developed a COVID-19 response strategy that accounted for falling ridership, safety, and reduced funding.

Calaveras County Short-Range Transit Plan

2019 - Calaveras Transit Agency

Conducted an onsite assessment and onboard survey of passengers to inform development of transit route and schedule solutions in the face of falling ridership.

Westchester Bee-Line Onboard Transit Survey

2020 - Westchester County, NY

Planned, managed, and onsite supervised a large-scale onboard survey for the Bee-Line transit system • Developed a sampling plan to gain a representative sample of current bus riders • Planned all data collection and data tracking methods • Oversaw the entire three-week collection process with significant coordination between client staff and surveyors • Successfully ensured that survey collection targets were met while adjusting to frequently changing conditions.

Fresno Onboard Survey Data Analysis

2017 & 2019 - City of Fresno, Tuolumne County, Calaveras County

Statistically analyzed and wrote reports for three onboard surveys planned and successfully executed • Statistical analysis of the survey results included cross-tabs to compare rider responses to multiple questions • The reports were well-organized, clear and concise, and included high quality graphics • The results were used to improve transit services in order to better serve current and potential riders.