



Jane Howard

President/Chief Executive Officer

Jane leads the firm's efforts in transportation planning and traffic engineering in the Boston area. With her background in city planning and transportation planning, she provides guidance to development teams in terms of circulation planning, parking management, and transportation demand management. Having worked for the Boston Redevelopment Authority, she is knowledgeable about City of Boston permitting requirements under Article 80 and the APCC parking freeze regulations. Her specialties include:

- Traffic Impact Studies
- Transportation Demand Management
- Multimodal Transportation Planning
- Boston Neighborhood Transportation Issues
- Pedestrian Studies and Design
- Transit-oriented Development
- Parking Supply/Demand Management
- College and University Transportation Planning

HSB Experience

- Jane is HSH's **President and Chief Executive Officer**. She is **Principal in Charge** of most traffic engineering and transportation planning projects in the Boston office, responsible for contract, budget, and schedule adherence and overall quality control (1987-present).
- She supervises the preparation of **Article 80 and MEPA traffic impact studies** for public and private development projects in the Boston area. Recent projects include Columbus Center in the Back Bay-South End, Channel Center in South Boston, West End Residences, and The Clarendon in Back Bay. Developer clients include Gale International, E.A. Fish Associates, Trinity Financial, Winn Development, NDC Development Associates, Beacon Capital Management, Equity Residential, Equity Office, and RF Walsh Project Management (1987-present).
- Jane has worked on traffic studies for many **market rate and affordable housing projects** in the City of Boston. Market rate projects include The Nautica, Arlington 360 (on the site of the former Symmes Hospital), Wilkes Passage Lofts, the Midway Project, and Columbus Center. Affordable housing projects include BHA Hope 65 projects Orchard Gardens and Mission Main, Davenport Commons, Trinity Terrace, Rollins Square, Olmsted Green, Mattapan Heights, and The Metropolitan (1987-present).
- She assists architects and developers in working out **circulation and parking issues for development projects**. Trained as a city planner, and with experience working for the Boston Redevelopment Authority, she works cooperatively with designers to develop creative solutions. Architect clients include CBT Architects, Elkus Manfredi, SAS Design, ICON architecture, Arrowstreet, B H + A, and The Architectural Team (1987-present).
- Jane has supervised preparation of **Institutional Master Plans and Project Impact Reports** for Simmons College, Emerson College, Suffolk University, Wentworth Institute of Technology, the Massachusetts College of Pharmacy and Health Sciences, and The Boston Medical Center (1987-present).
- She is an expert in **campus and medical center transportation and parking issues**. In Boston, she has worked for the Boston Medical Center for more than 20 years and for Tufts-New England Medical Center for more than ten years on parking management, long-term development and

circulation planning, and transit advocacy projects. She helped both of these institutions initiate an MBTA pass subsidy program. Other college and university projects include a Science Sector Study for Cornell University, a parking management study for Brown University, a transportation plan for Wellesley College, and master plan transportation studies for the University of New Hampshire, Towson University, and Middlebury College (1987-present).

- Jane has provided guidance to Boston institutions, attractions, and entertainment facilities such as Tanglewood, Fenway Park, the TD Banknorth Pavilion, and the recently renovated Boston Opera House on implementing effective **transportation demand management** programs. For the Boston Red Sox, a recommended program of transit-service coordination and promotion, combined with parking management and pricing, decreased auto use by fans from 68% to 44% from 1998 to 2000, based on fan surveys (1987-present).
- She has supervised HSH's traffic engineering and transportation planning work for **development projects along Boston's waterfront** such as Russia Wharf mixed-use development, Legal Sea Foods' new processing plant and corporate offices, and the Massport Cruise Terminal in South Boston. She also contributed her expertise to the Massachusetts Executive Office of Environmental Affairs South Boston Transportation Summit, which addressed apparent issues in the cumulative transportation impacts of multiple developments in the South Boston waterfront area (2000).
- Jane has supervised **transportation planning studies in several Boston neighborhoods**, including the West Fenway-Longwood, South End, and Lower Roxbury districts of the City (1987-present).
- She has helped various groups in the Boston area set up Transportation Management Associations to help manage transportation demand, including the Boston Medical Center area, TransCOMM (formerly the Institutional Transportation Management Association), the West Fenway Neighborhood Transportation Association, the University Park TMA, and the Route 2 TMA in Lexington (1987-present).
- Jane is an expert in **land use-transportation planning relationships and transit-oriented development**, having published two Transit Cooperative Research Program reports on *Benefit Sharing for Fixed-Transit Facilities* (1985) and *Transit and Urban Form: A Guidebook for Practitioners* (1996). In the 1980s and '90s, she served as an expert with the national Public-Private Transportation Network on partnerships for developing multimodal transportation centers in small communities. Project work includes studies in Acton, Massachusetts; Princeton, New Jersey; Seattle, Washington; Cleveland, Ohio; and Montgomery County, Maryland.
- Public agency transportation planning assignments have included business district and town-wide plans for cities and towns such as Brookline, Winthrop, Arlington, Milford, and Acton; traffic studies for the Massachusetts Turnpike Authority HOV Lane and Berkeley Ramp studies; MBTA Quincy Adams and Braintree Garage studies; data collection and analysis for the MBTA fare collection system, Bowdoin-Charles Connector, and Circumferential Transit feasibility studies; and a truck routing study for MWRA (1987-96).

Prior Experience

- Prior to establishing HSH with Kathleen Stein in 1987, Jane was founder and sole proprietor of a consulting firm offering services in **transportation planning, impact analysis, data collection, demand forecasting, interagency coordination, and public involvement**. She served as a subcontractor on the MBTA Bowdoin-Charles Connector Project and Circumferential Transit Feasibility Study; conducted traffic and travel forecasting studies for the Massachusetts Port Authority; prepared numerous transportation impact studies and access plans for private developers; and organized two major regional conferences on traffic congestion in the Route 128 area (1984-87).
- As a Project Manager or Associate Investigator with SG Associates, Jane performed a variety of **local and regional studies**, including Howard Street Transit Mall in Baltimore, Maryland; Intelsat Headquarters in Washington, D.C., for the U.S. Department of State; transportation and parking studies for Boston University Medical Center in Boston's South End; sub-area traffic planning case studies and guidelines for the Federal Highway Administration; and a handbook on low-cost Transportation Systems Management measures for the National Cooperative Highway Research Program (1980-84).

- Jane was **Principal Investigator** for a National Cooperative Transit Research Program report on *Strategies for Implementing Benefit-Sharing for Fixed Transit Facilities* (1983-85).
- As a Transportation Planning Officer for the Boston Redevelopment Authority (BRA), she provided functional transportation support for planning activities of Boston's urban renewal and planning agency, including **neighborhood transportation planning** responsibilities in East Boston, South End, Beacon Hill, Back Bay waterfront, and downtown (1974-80).
- She supervised **planning and data collection activities** for Boston's Downtown Crossing auto-restricted zone, and evaluated transportation impact studies for major downtown development projects, including Copley Place and Lafayette Place (1974-80).
- At BRA, Jane maintained an **inventory of parking supply and rates** in Boston Proper and participated in development and administration of the Boston Proper parking freeze mandated by EPA and DEQE to improve air quality (1974-80).
- As an Environmental Planner for a private firm, she participated in analysis and report preparation tasks for several **planning and environmental studies**, including shoreline appearance and design work elements of a Long Island Sound regional study; a Chesapeake Bay, Maryland, recreational boating study; and a recreational community environmental impact study (1973-74).
- As an Assistant Planner for a private consultant, she provided assistance on a variety of planning studies, including a **wetlands inventory** in Weston, Massachusetts; a **downtown parking study** in Concord, Massachusetts; **master plan and zoning bylaw updates** for small Massachusetts communities; and a **site plan** for a state park in Hingham (1973).

Education

University of Rhode Island
Kingston, Rhode Island
Master of Community Planning, 1973

Stanford University
Palo Alto, California
Post-graduate studies, 1970

Cornell University
Ithaca, New York
B.A., cum laude, 1969

Professional Affiliations

Member, **Institute of Transportation Engineers**

Member, **American Planning Association**

Member, **Urban Land Institute**

Member, **Women's Transportation Seminar**
Fundraising Chair, 1994-96
DBE Task Force Chair, 1994-95
Boston Chapter Secretary, 1984-85

Member, **American Council of Engineering Companies**
Massachusetts Transportation Agency Liaison Committee, 1993-2000
Chair, DBE Task Force, 1994-95
Chair, Massport Liaison Subcommittee, 1996-2000

Member, **Transportation Research Board**
Committee on Transportation Planning Applications, 1993-2000

Publications & Presentations

"Going Underground." Presentation with Lisa Chapnick, Simmons College Vice President, at a roundtable meeting of the Society of College and University Planners and the Boston Society of Architects, Simmons College, October 2006.

- "Downtown Transportation Demand Management." Panelist at the Association for Commuter Transportation Annual Conference, Boston, Massachusetts, August 2006.
- "A Guidebook for Practitioners," in *Transit and Urban Form*, TCRP Report 16, Volume 2, Part III, Washington, D.C., Transportation Research Board, 1996.
- "Making the Transition from Technician to Manager." Panelist at BSCE Training Program, Boston, Massachusetts, May 1995.
- "Diversified Regional Center Proposal: Harvey, Illinois." Presented at Land Use-Transportation Workshop of American Public Transit Association annual meeting, San Diego, California, October 1992.
- "Compact Development: Can It Work?" Panelist at Women's Transportation Seminar National Conference, Boston, Massachusetts, May 1992.
- "Looking Down the Road: Preparing for Transportation's Future." Panel moderator, Massachusetts National Transportation Week, Boston, Massachusetts, May 1992.
- "Public-Private Transportation Finance in the 90s." Panel member, Women's Transportation Seminar, Seattle, Washington, May 1991.
- "Opportunities for Women-owned Businesses." Panel member, APTA Commuter Rail Conference, Boston, Massachusetts, March 1991.
- "Second Major Airport for the Boston Region." Panel moderator, Boston Society of Civil Engineers, 1991.
- "Transit Facility Joint Development." Presented at UMTA's annual Public-Private Transportation Conference, Denver, Colorado, 1989.
- "Intermodal Terminals." Presented at Washington Statewide Transportation Conference, Spokane, Washington, 1989.
- "Value Capture and Benefit-Sharing for Public Transit Systems," in *Transit, Land Use and Urban Form*, ed. Wayne Altoe. Center for Study of American Architecture, University of Texas at Austin, 1988.
- "Suburban Applications of Transit-related Benefit-Sharing." Presented at National Conference on Suburban Expressways and Beltways, Boston, Massachusetts, June 1986.
- "Benefit-Sharing for Transit." Presented at National Conference on Innovative Transportation Financing, sponsored by U.S. Department of Transportation and University of Virginia, December 1985.
- Strategies to Implement Benefit-Sharing for Fixed Transit Facilities*, National Cooperative Transit Research and Development Program Report No. 12. Transportation Research Board, National Research Council, Washington, D.C., July 1985.
- "Callahan Tunnel Capacity Management," with Marvin Golenberg and Herbert Levinson. Presented at Transportation Research Board annual meeting, January 1985.
- "Goods Movement in Downtown Crossing." Presented at annual meeting of American Planning Association, Summer 1982.
- "Boston's Downtown Crossing: Its Effects on Downtown Retailing," *Transit Journal*. American Public Transit Association, Spring 1980.
- "Implementing a Parking Freeze in Downtown Boston." Presented at annual meeting of Institute of Traffic Engineers, 1976.

Awards & Honors

2001 Leading Women Award, Patriots' Trail Girl Scout Council.

**Community
Service**

Clerk of the Board of Directors, Patriots' Trail Girl Scout Council, Spring 2002-ongoing.
Board of Trustees, Learning Project Elementary School, Spring 2003-ongoing.
President, "Friends of the Arts," Boston Latin School, 1999-2003.