



J.J. FOLSOM, AICP

Vice President

Urban Design | Placemaking | Multimodal Transportation | Healthy Communities

EXPERTISE

J.J. Folsom has 25 years of experience with project management, downtown planning, urban design, complete streets, transit oriented design, and alternative transportation projects. He directs placemaking planning and design services for P.U.M.A. to create healthy places and more livable neighborhoods and downtowns. He leads community outreach processes, including facilitating one-on-one and group interviews and discussions with elected officials and other stakeholders. In addition, he conducts quantitative and qualitative best practice research on the economic development benefits of placemaking and healthy corridors and frequently speaks on the topic at national conferences. Since 2014, J.J. has been providing technical assistance to the Colorado Health Foundation to develop strategies for integrating health into the built environment in several Colorado communities.

Representative P.U.M.A. projects include:

- Colorado Health Foundation Healthy Places Initiative technical assistance for seven Colorado communities
- Missoula, MT Corridor Urban Design (3 corridors) | Project Mgr./Lead Urban Designer/Transportation Planner
- Fort Collins, CO Downtown Master Plan | Project Manager/Lead Urban Designer
- City of Reno, NV Downtown Action Plan | Project Manager/Lead Urban Designer and Transportation Planner
- Rapid City, SD Downtown Area Master Plan | Project Mgr./Lead Urban Designer and Transportation Planner
- Lincoln, NE Downtown Master Plan | Project Manager

PAST EXPERIENCE

Senior Associate, MIG, Denver, CO, 2012-2014

Led the urban design, public process, and project management for several transit oriented design and implementation projects for RTD FastTracks rail stations throughout the Denver region. Responsibilities included project management, interviewing stakeholders, community meeting facilitation, conceptual design, council and commission presentations, and writing and design for final project reports.

Project Manager/Associate, Civitas, Denver, CO, 2001-2011

Provided conceptual design and planning for over 25 jurisdictions, concentrating on neighborhoods and downtowns throughout the United States. Led all aspects of design, including urban design, planning, infill redevelopment, parks, multiuse trails, transit oriented development, transportation planning, and complete streets. Prepared for and led community, planning commission, and city council presentations.

Transportation Planner, Charlier Associates, Boulder, CO, 1996-2001

Assisted with multimodal transportation planning and urban design in over a dozen cities and towns throughout the intermountain west. Prepared designs for streets and trails, transportation demand management plans (TDMs) as well as shared parking studies for existing and proposed mixed use developments.

PRESENTATIONS AND WORKSHOPS

"How Global Trends Guide Rural Downtown Investment" | Colorado APA State Conference, 2017
"Bicycle Facility Demonstration/Pop-Up Workshop" | Downtown Colorado Inc. State Conference, 2016
"Urban TODs" | Rocky Mountain Land Institute, 2015
Adjunct Studio Professor | CU Denver Urban Design Studio, Spring 2015
"Economic Benefits of Bicycle Infrastructure" | Downtown Denver Partnership, 2014
Urban Land Institute Technical Advisory Panels across the country, 2014-present
Downtown Bicycle Tour Leader | Downtown Colorado Inc., 2013

AFFILIATIONS

American Institute of Certified Planners (AICP) | 2003-present
American Planning Association
Urban Land Institute, Colorado Chapter Building Healthy Places subcommittee | 2013-present
International Downtown Association | 2014-present
City of Denver Mayor's Bicycle Advisory Committee | 2015-present

EDUCATION

Master of Urban and Regional Planning, Magna Cum Laude, University of Colorado, Denver
Bachelor of Landscape Architecture, Magna Cum Laude, University of Arizona

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES

