



COLE E. JUDGE

Senior Associate

Market Research & Analysis | Economic Development | Strategic Planning | Place Management & BIDs

EXPERTISE

As a senior associate with Progressive Urban Management Associates, Cole Judge provides market research, economic analysis, strategic planning and community engagement support for P.U.M.A.'s projects. She leads the firm's original research in the areas of downtown and community development.

PAST EXPERIENCE

Director of Research, International Downtown Association (IDA), Washington, DC, 2015-2018

Led in-house research efforts and collaborative partnerships to provide the most up-to-date and relevant information about IDA member organizations and the urban place management industry.

- Established the organization's first international research agenda and published 18 Top Issues Councils reports (in coordination with 100+ members) on topics that included public space activation, public private partnerships, downtown residential, diverse retail mix, alley activation, safety, homelessness, urban parks, commercial development, authenticity, inclusive places, urban mobility and place branding.
- Directed the ground-breaking Value of US Downtowns project that created a framework for measuring the economic benefit of downtowns: coordinated stakeholders; created methodology; data collection, analysis (ESRI, LEHD, ACS), writing, and editing; produced a final publication and 13 individual city reports.
- Initiated IDA's place management benchmarking program and IDA's Downtown Vitality Index.
- Served on and coordinated IDA Advisory Panels.

Economic Development Manager and Strong Cities, Strong Communities White House Fellow, Downtown Fresno Partnership, Fresno, CA, 2012-2014

- Managed Mayor's award-winning "I Believe in Downtown" campaign; engaged over 1,600 Fresnans in informed, meaningful dialogue on downtown revitalization; galvanized 450 supporters to attend and pass Fulton Main Street Vote.
- Initiated "Open for Business" program; assisted Fulton businesses to prepare for reconstruction.
- Created research programs: baseline pedestrian counts, vacant property database, downtown success indicators.

Research Coordinator, Downtown Denver Partnership, Denver, CO, 2010-2012

- Led process for creating first "State of Downtown Denver" report.
- Published report on Denver as a magnet for future workforce; recruitment and retention tool; led to Startup Week.

OTHER EXPERIENCE

University of New Orleans Transportation Center: Graduate Research Assistant

University of New Orleans CHART Applied Social Science Hazards Research Center: Graduate Research Assistant

Tulane & Xavier University Center for Sustainable Engagement and Development: AmeriCorps VISTA

PRESENTATIONS

"Sustainable Development" | HWS Day on the Hill, Washington, DC, 2017 and 2018

"The Value of US Downtowns" | IDA Annual Conference, Winnipeg, Manitoba, Canada, 2017

"Quantifying Your Urban District's Top Urban Priorities" | IDA Annual Conference, San Francisco, CA, 2015

"Building Effective Partnerships" | The Promise of Urban Fellowships Symposium, Washington, DC, 2014

AFFILIATIONS

International Downtown Association

California Downtown Association

Urban Land Institute

Brookings Institution

Strong Cities, Strong Communities (SC2)

All In Denver

EDUCATION

Master of Urban and Regional Planning, University of New Orleans, Transportation Scholar

Bachelor of Arts in Sociology and French, William Smith College, Geneva, NY

Le Centre d'Aix, Aix-en-Provence, France (6-month homestay immersion)

PROGRESSIVE URBAN
MANAGEMENT ASSOCIATES



P.U.M.A.