

# Shannon K. Crabtree, AICP

255 E Kellogg Blvd Saint Paul, MN 55101 | 612-206-7471 | [shannonc@hourcar.org](mailto:shannonc@hourcar.org)

## Professional Experience

### **HOURLCAR, *nonprofit carsharing for Minnesota*, Saint Paul, MN**

#### **Director of Planning and Community Development, February 2024-Present**

Primary responsibilities include:

- Overseeing strategic planning of organization, carsharing services growth, and community development
- Researching relevant literature, case studies, and happenings in the shared mobility field and applying best practices to planning and community development efforts
- Utilizing geographic information systems (GIS) software to develop maps relevant to ongoing or future projects
- Employing qualitative and quantitative analysis methods to examine planning and engagement outcomes and recommend solutions following best industry practices
- Creating presentations, presenting findings, and acting as a representative of Hourcar through a variety of channels, conferences, and meetings
- Working with the community engagement team to develop and implement plans for community engagement that support HOURLCAR's goals in terms of racial and economic diversity
- Working closely with the Head of Growth, Marketing and Communications to align marketing and community engagement activities
- Working with the Electric Carshare Hub Site Development Managers to develop and implement plans for expansion of HOURLCAR's electric round-trip service in accordance with HOURLCAR's strategic goals
- Hiring and supervising support engagement, development, and additional staff
- Working closely with City of Saint Paul, City of Minneapolis, and other partners on expansion of the EV Spot Network and Evie Carshare
- Leading planning and engagement efforts around expansions with relevant partner organizations
- Working closely with the CEO to develop grants strategy and identify grant prospects that provide HOURLCAR with the financial resources necessary for growth and accomplishment of strategic goals
- Taking the lead on developing content for grant applications in collaboration with Hourcar CEO and staff
- Supervising implementation and reporting of grant-funded projects

#### **Senior Planner and Community Development Manager, January 2021-January 2024**

Primary responsibilities included:

- long-term strategic planning and community development,
- Cultivating and fostering ongoing relationships with community leaders and organizations,
- Leading community engagement efforts through a variety of creative channels
- Coordinating with marketing and communications staff on branding, marketing, and communication materials and messaging
- Disseminating best practices from ongoing research and policy shifts in the shared-mobility landscape and applying best practices to planning and community development efforts
- Employing qualitative and quantitative data analysis methods to examine engagement outcomes and recommend solutions,
- Creating presentations, presenting findings, and acting as a representative of Hourcar through a variety of channels, conferences, and meetings
- Continuously engaging with a variety of stakeholders on inter-related topics, such as transit, safe streets, community safety, equitable and transit-oriented development, and other intersectional topics

**Community Engagement Coordinator, July 2019-January 2021**

Primary responsibilities included:

- Employing industry best practices to carry out engagement efforts around electric vehicle carsharing in the Twin Cities region
- Identifying community-based organizations for the formation of a steering committee
- Working with steering committee member organizations and leaders to conduct community engagement across multiple neighborhoods in Saint Paul and Minneapolis
- Working closely with City of Saint Paul and City of Minneapolis staff to create a broad engagement plan for the development of electric vehicle carsharing across both cities
- Collecting and analyzing community feedback received through varying engagement channels
- Reporting and recommending community-driven strategies for the development of the nascent electric vehicle carshare network which include identifying strategies for overcoming or mitigating barriers to membership enrollment and utilization of future service

**University of Minnesota, *Humphrey School of Public Affairs*, Minneapolis, MN**

**Transportation Planning Researcher and Community Engagement Specialist, 2016-2020**

- Conducted equity-driven research within ACP50 communities across the Twin Cities on topics such as transportation, employment, workforce development, and healthy food access
- Collaboratively designed multiple survey instruments for engagement purposes
- Conducted preliminary outreach to community organizations and established ongoing relationships with community leaders
- Interviewed stakeholders and conducted focus group sessions
- Organized and lead community outreach events and meetings
- Analyzed resulting demographic and qualitative data, including data cleaning and analysis
- Developed reports and data visualizations for presentation and publication purposes
- Attended client and agency meetings as a project representative

**Skills Summary**

- Knowledge of transportation equity and policy issues at the local, state, and federal levels
- Expertise in shared-mobility planning
- Community engagement and meeting facilitation experience, specifically within majority BIPOC and low-wealth communities
- Ability to communicate with audiences and clients of varying backgrounds
- Collaborative problem solving and coalition building skills
- Strong qualitative and quantitative research skills, including grant writing
- Strong attention to detail and follow through
- Exceptional organizational and time management skills
- Project management and administration
- Hiring and management of new and existing positions within the organization
- Proficiency in computer applications including word processing, spreadsheets and database software such as ArcGIS, Tableau, Adobe Suite, and Microsoft Office Suite

**Education**

***Humphrey School of Public Affairs, University of Minnesota*, Minneapolis, MN *Master of Urban and Regional Planning*, May 2017**

Transportation and Environmental Planning

**Minnesota State University Moorhead**, Moorhead, MN

*Bachelor of Arts*, May 2005

Major: Photography, Sociology, Gender Studies

**Professional Certifications**

**American Institute of Certified Planners** certified planner