

# EMPLOYMENT HISTORY

## Summary of Qualifications

Russell Brooks is an accomplished leader focused on harnessing innovation and new technologies to uphold the public good and support city and community goals related to climate, equity, safety, mobility, and prosperity.

With twenty years of experience on political, policy, and advocacy campaigns across a range of issues, he has successfully managed people, projects, and budgets to consistently achieve organizational goals. A detail-oriented problem solver, he has a strong track record of overseeing day-to-day operations, managing remote and in-person teams, budgeting and fiscal management, fundraising, and developing cross-sector partnerships to leverage expertise, raise funds, and build awareness.

A thoughtful collaborator who knows how to cultivate relationships and engage internal and external stakeholders, often with competing interests, he's been successful affecting change on complex and sometimes contentious issues. Strong analytical skills also allow him to effectively translate nuanced data, technical, and policy insights, and communicate those complex issues to decision makers, elected officials, and stakeholders at all levels.

## Employment History

### City of Minneapolis

Mobility Planner	Minneapolis, MN	2021 – Present
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### Scale Consulting

Founder	Washington, D.C.	2019 – 2021
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### Transportation for America / Smart Growth America

Director of Smart Cities	Washington, D.C.	2015 – 2019
Director of Special Projects	Washington, D.C.	2013 – 2015
Deputy Director	Washington, D.C.	2011 – 2013

### Coalition Against Bigger Trucks

National Field Director	Alexandria, VA	2005 – 2010
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### Volunteer Resource Center

Advancement Director	Minneapolis, MN	2002 – 2004
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### Lew Edwards Group

Campaign / Advocacy Associate	Oakland, CA	2001 – 2002
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### Mike Ceresi for Senate

Director of Field Operations	Saint Paul, MN	2000
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### Bill Bradley for President

Field Director	Spencer, IA	1999 – 2000
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# RELEVANT EXPERIENCE

## CITY OF MINNEAPOLIS

### Mobility Planner

Minneapolis, MN

2021-Present

- Assist in managing policy, planning, and operations for the City's shared mobility program (bike, scooter, and ride share) including a nationally leading mobility data analytics effort.
- Co-developed, negotiated, and executed the City's first ever regional solicitation for a combined shared bike and scooter program.
- Oversee one of the first Mobility Hub programs in the world that's developing new standards for integrating new mobility infrastructure, technologies, and mobility services in the right-of-way.
- Manage all consultants, budgets, and procurements for City's mobility hub work.
- Secured over \$3 million in government and philanthropic grant funding for new pilots and programs.
- Represented the City and cultivated relationships with government agencies, local and regional leaders, community stakeholders, and local and national organizations.

## SCALE CONSULTING

### Founder

Washington, D.C.

2019-2021

- Created a boutique consulting firm focused on helping cities navigate the adoption, integration, and management of new technologies and mobility services into their departments and communities through policy development and pilot project design.
- Developed, recruited, and facilitated the Santa Monica Dockless Mobility Summit for 17 leading cities to address questions about shared, dockless and venture-backed mobility models, share experiences and insights from the regulatory/right-of-way management front lines, analyze local policy differences and their efficacy, and ultimately collaborate with each other on more effective policies, standards, and tools.
- Analyzed local existing policies within a complex public/private legal environment to advise the Secretary of Transportation and the City of Bogota, Colombia on how to craft new micromobility regulations with multiple local and international providers. These recommendations have since been turned into a broader guide for Latin American cities by the New Urban Mobility Alliance (NUMO) to further help cities develop micromobility and other new shared mobility policies and regulations.
- Led a year-long effort for NUMO that brought together a cohort of experts and practitioners from cities, mobility operators, and data aggregators to develop [Micromobility & Your City - A Mobility Tool for Cities](#) to establish a common set of use-cases, outcomes, and performance metrics for micromobility data.

## TRANSPORTATION FOR AMERICA / SMART GROWTH AMERICA

### Director of Smart Cities

Washington, D.C.

2015-2019

- Created and executed an organizational strategy for new mobility and emerging technologies—from automated vehicles to dockless micromobility to big data—providing analysis, guidance, and leadership on policy and legislation, program integration, and specific advocacy strategies and tactics.
- Launched the [Smart Cities Collaborative](#), a peer-to-peer a forum for collaboration, learning, and a support network providing technical assistance to leading-edge cities to address how technology and new mobility services are reshaping our communities and how cities can craft the policy, design and launch pilot projects, and create the partnerships necessary to respond and shape this rapidly changing environment.

# RELEVANT EXPERIENCE

- Developed proposals to engage the public, private, philanthropic, and academic communities to leverage their subject matter expertise, provide direct technical assistance, and generate over \$1.3 million in revenue to fund the Collaborative through the first three years.
- Analyzed every U.S. Department of Transportation Smart City Challenge application, interviewed nearly 60 cities, and worked with industry experts and practitioners to create a smart cities curriculum. Managed experts and practitioners as well as external consultants to share their expertise and iterate on the curriculum as necessary to keep it relevant to a rapidly changing mobility environment.
- Recruited a cohort of 52 participants from thirty-two agencies across sixteen cities the first year. Increased participation to 75 participants, from forty-four agencies across 24 cities in the second year. Participants came from Mayor's offices, innovation and transportation departments, transit agencies, and other municipal organizations.
- Developed the [Shared Micromobility Playbook](#)—based on an analysis of local micromobility policies and interviews with dozens of cities, the playbook identifies key policy areas for cities to reflect on, highlights the various options available in each policy area, reviews the pros and cons of each level of action, and provides case studies of cities that have enacted certain policies.
- Spoke at dozens of industry focused conferences and events, raising the organization's profile and establishing the Collaborative as an industry leader. Drafted policy papers, blog posts, press releases, and other earned media that has been featured in numerous local and national publications.

## Director of Special Projects

Washington, D.C.

2013-2015

- Researched and implemented a legal and administrative strategy to create a for-profit subsidiary within a non-profit organization to test new startup businesses with the goal of generating new sources of revenue.
- Developed and managed a customer discovery process based on the Lean Startup methodology; created minimum viable products based on interviews and market research for each business model hypothesis. Created ongoing customer feedback channels, including regular surveys and in-person interviews to hone the customer experience and improve product offerings.
- Launched a startup with the goal to support small independent businesses and local manufacturers while also making America's cities better places to live. All revenue from sales in the Urbanful marketplace supported SGA's ongoing mission and work.
- Managed a staff of seven and was responsible for the day-to-day operations including business model creation, technology development, budgeting, merchant and organizational partnerships.

## Deputy Director

Washington, D.C.

2011-2013

- Served as the Deputy Director and was responsible for the day-to-day operations of the organization and managing a staff of 20+ employees. Assisted the Campaign Director with overall strategy, providing recommendations on policy, politics, and specific advocacy tactics.
- Responsible for the management of campaign-wide operational tasks and initiatives and ensured every department, including a number of remote staff, had the appropriate resources, technology, and support to operate successfully.
- Established and cultivated partnerships with local elected leaders, chambers of commerce, community groups, and national advocacy organizations to build and strengthen the coalition.