

## **LIORA FREEDMAN**

Liora is a planner with a varied background in land use and transportation planning, public and stakeholder relations, and public sector project management. Liora weaves her west-coast roots into urban planning using urban sustainability, smart growth, and ecological planning principles. She is inspired by projects which add a mix of uses to existing built environments and which encourage active transportation modes of cycling, walking, and transit.

Prior to earning a Masters of Urban Planning degree at McGill University, Liora enjoyed working on a variety of sustainable transportation projects, including formulating a regional cycling plan as part of the urban growth strategy in Greater Victoria, BC. At TransLink Liora joined the Urban Transportation Showcase team on the Main Street Pedestrian and Transit Priority Project to improve the level of bus service and enhance the pedestrian realm on Main St., one of Vancouver's busiest corridors, using Intelligent Transportation Systems and changing the geometric alignment of intersections through the application of bus and pedestrian bulges and plazas.

### **EDUCATION**

**2006**

**Master of Urban Planning  
McGill University, Montréal**

**2001**

**Bachelor of Social Science  
University of Victoria, Victoria  
Geography and Environmental Studies**

### **PROFESSIONAL BACKGROUND**

2007 – Present Planner, Urban Strategies Inc.  
2005 Planning Analyst, Greater Vancouver Transportation Authority/TransLink  
2004 Planning Intern, DCYSM Architecture and Urban Design, Montréal  
2002 – 2003 Bicycle Program Planner, City of Toronto  
2001 Regional Cycling Coordinator, Capital Regional District, Victoria  
2000 Park Planning Assistant, Capital Regional District, Victoria

### **SELECTED PROJECT EXPERIENCE**

2005 Main Street Pedestrian and Transit Priority Project, Vancouver  
2005 Central Valley Greenway, Greater Vancouver  
2001 Regional Cycling Strategy, Greater Victoria

## **CURRICULUM VITAE**