Mahreen Alam

Mahreen is an Associate at Cityfi based out of Los Angeles CA. Mahreen comes from a background of working in both state and local government. Mahreen seeks to build more resilient, innovative and inclusive cities through policy frameworks that empower cities to utilize technology to solve the problems they face. At Cityfi she leads project coordination, and supports design and policy research for smart city projects.

Mahreen is skilled in bringing together various stakeholders both from the private and public sectors. Prior to joining Cityfi, Mahreen served on the Innovation team in the City of West Hollywood. She was the lead on forming and sustaining relationships with consultants and oversaw contracts to ensure that projects were completed in a timely manner and within the budget provided. Prior to her time at the City of West Hollywood, she also worked as a budget analyst for the Department of State Hospitals in California. In this role she solidified her data and analytical skills. She tracked salaries for employees at five state funded hospitals, analyzed the data to see where cost savings could be found, and tracked upcoming legislation to see where impacts to state hospitals would be had. Mahreen is a recent graduate from the University of California, Los Angeles Luskin School of Public Affairs with a masters in Public Policy and an emphasis on technology and urban policy.

EDUCATION
University of California, Irvine, Bachelor of Arts
University of California, Los Angeles Luskin School of Public Affairs, Master of Public Policy

CERTIFICATIONS
2022 Luskin School of Public Affairs Dean's Honor Award

Select Experience

SANTA MONICA MOBILITY DIVISION 2022
Worked on behalf of the Digital Government Lab at UCLA to assist in building out their digital roadmap and sustainability plan. Provided the City of Santa Monica's Mobility division with recommendations and procurement guidelines to utilize when screening and selecting new mobility data collection technologies for different physical environments and data needs. Focused specifically on mobility data technologies that track travel behavior in the city such as, GPS technologies, video-based, remote sensing, and smartphone applications. The overarching goal driving the creation of these key criteria and procurement guidelines is to increase the accuracy and comprehensiveness of the City's travel behavior data.

Technological improvements in how the city is measuring travel behavior has the potential to improve the efficiency of analyses needed to understand progress on meeting citywide green transportation and transportation access goals, capital planning decisions, and evaluations of projects that havebeen completed.

DATA SHARING STANDARDS PROGRAM, CITY OF WEST HOLLYWOOD 2021
Worked with Civis Analytics consultants to develop data sharing standards and data governance guidelines within the city of West Hollywood. Conducted focus groups with department heads to assess the readiness of data sharing within the city. Mahreen developed a curriculum for a data readiness workshop based on the focus groups results. Oversaw and evaluate the data sharing standard guidelines and created a tool for the city to use internally to manage data sets.