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# Monique Ho



Monique is a Senior Associate at Cityfi, based out of Los Angeles. Monique is deeply focused in helping to transform the ways in which communities are supported and served by transportation systems and public services. As a multi-disciplinary planner, she leverages her professional experience working for public agencies and private mobility providers to translate data-driven policies to local and regional contexts to help realize their social and fiscal benefits for communities, policymakers, and public and private stakeholders. She has led and supported the development of emerging mobility road maps, pilot programs, program evaluation frameworks, and equity assessments for clients across the country

Prior to joining Cityfi, Monique served as a transportation planner at Nelson\Nygaard guiding clients in navigating and strategically leveraging today's fast-changing transportation technology market in service of elevating community goals of access, safety, health, and sustainability. She delivered high-profile, cutting-edge projects and programs related to shared mobility planning, curb management, and mobility hub planning that involved bridging equity-focused GIS and qualitative analyses with ethnographic research and robust stakeholder engagement to craft actionable policy and program recommendations.

Before joining Nelson\Nygaard, Monique helped shape, implement, and evaluate some of the nation's earliest micromobility pilot programs for the Los Angeles Department of Transportation and the San Francisco Municipal Transportation Agency. In these roles, she leaned on her operations background working with private mobility providers to develop innovative and scalable compliance programs and regulatory frameworks to support their growth and evolution.

## EDUCATION

- UCLA, B.S. Physiological Science
- UCLA, M.U.R.P. Masters in Urban and Regional Planning (2019)