

MATT SHAFFER

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Professional Summary

Results-driven urban planning professional with over 15 years of professional experience in operations, technical support, and stakeholder coordination. Combines hands-on data analysis, field research, and community engagement skills with a strong background in problem solving and process improvements. Brings practical experience translating complex information into clear recommendations, supporting data-driven decisions, and contributing to community-focused planning initiatives.

Skills

- Stakeholder Engagement & Public Communication
- Geographic Information Systems & Data Analysis
- Expertise with ArcGIS Pro & Microsoft Office Suite
- Grant Application Support & Municipal Coordination
- Pedestrian Flow Analysis & Public Space Evaluation
- Resource Allocation & Quantitative Research Methods
- Field Research Coordination & Community Feedback
- Technical Problem Resolution & Team Collaboration
- Risk Assessments & Operational Process Improvements
- Inventory Control Management & Billing Reconciliation
- Metropolitan Growth Analysis & Development Trends
- Urban Sustainability Strategy & Infrastructure Analysis

Transferable Skills

- ✓ **Cross-Functional Stakeholder Communication:** Collaborated with city officials, transit agencies, and corporate partners, reflecting the ability to translate complex data into actionable insights aligned with planning objectives.
- ✓ **Data Analysis & Spatial Interpretation:** Analyzed GIS datasets, pedestrian counts, and crime patterns, illustrating the capacity to convert raw data into structured findings supporting policy and safety initiatives.
- ✓ **Operational Process Optimization:** Managed mobile account reconciliation across North America, streamlining inventory and billing processes, reinforcing the ability to improve systems and allocate resources strategically.
- ✓ **Research & Policy Evaluation:** Applied planning theory and research methodologies to evaluate urban growth and sustainability strategies, showcasing the ability to assess policies within real-world contexts.
- ✓ **Problem Solving & Technical Resolution:** Resolved complex technical issues in fast-paced environments, reflecting the skill to manage competing priorities while maintaining consistent operational performance.

Relevant Experience

Transportation Committee Member (Volunteer Appointment) – City of Arvada, CO 03/2026 to Present

- Participating in a citizen advisory committee supporting development of a safe, efficient, multi-modal transportation system.
- Evaluating and prioritizing transportation projects, including bike, pedestrian, and mobility initiatives.
- Reviewing transportation studies and planning proposals, contributing community perspective to city decision-making.
- Collaborating with city staff and committee members to assess infrastructure needs and transportation funding options.

Neighborhood Leader (Volunteer) – Arvada Neighborhood Leader Network 03/2024 to Present

- Serving as a primary liaison to City of Arvada officials, advocating for neighborhood priorities and community initiatives.
- Preparing and submitting grant applications, securing funding for community improvements and neighborhood events.
- Organizing and facilitating inclusive neighborhood events, increasing resident engagement and participation.
- Working with local stakeholders and city departments, aligning initiatives with municipal guidelines and development plans.
- Gathering resident feedback through surveys and meetings, presenting concerns and recommendations during city forums.
- Supporting planning efforts for neighborhood improvements, promoting safety, connectivity, and sustained local investment.

- Completed as an academic project at the University of Colorado Denver, conducting pedestrian volume counts during peak hours, evaluating any visitor flow patterns and spatial utilization trends.
- Presented findings in structured analytical summary reports, supporting evidence-based urban design and policy decisions.
- Cleaned, standardized, and validated large spatial datasets, improving measurable data accuracy for safety trend analysis.
- Utilized comprehensive analytical data findings in structured reports, directly supporting transit safety planning initiatives.
- Compiled and analyzed quantitative field data sets, identifying patterns influencing pedestrian movement and accessibility.
- Developed data-driven strategic planning recommendations, improving walkability, safety, and public space functionality.
- Conducted comprehensive inventory counts of public amenities, evaluating space features and user interaction patterns.

- Completed an academic project analyzing RTD and law enforcement GIS data to assess crime patterns near transit stations.
- Produced detailed high-resolution cartographic maps, visualizing crime hotspots and geographic risk concentrations.
- Conducted advanced spatial pattern analysis, identifying correlations between transit access and reported incidents.
- Compiled comprehensive analytical findings into structured reports, directly supporting transit safety planning initiatives.
- Developed standardized data protocols, increasing consistency across mapping outputs and analytical reporting.

- Managed invoicing and account reconciliation for mobile services across North America, maintaining billing accuracy.
- Streamlined mobile asset inventory processes, reducing operational costs and improving resource allocation efficiency.
- Resolved complex mobile device technical issues, minimizing employee downtime and restoring productivity quickly.
- Coordinated with national mobile carriers, supporting uninterrupted daily telecommunications operations companywide.
- Tracked mobile usage data and service contracts, identifying discrepancies and implementing corrective billing actions.

Previous Work History

Regional Retail Support – Sprint Wireless Direct, Nashville, TN – 2006 to 2011

Assistant General Manager – Signature Inn, Ft. Wayne, IN – 2003 to 2006

Honors & Professional Organizations

- International Geographical Honor Society – Gamma Theta Upsilon
- The National Society of Leadership and Success

Training & Certifications

Geographic Information Science (GIS) Certificate – University of Colorado Denver

Education

Bachelor of Arts in Geography, Concentration in Urban Studies & Planning | GPA: 3.69

12/2024

University of Colorado Denver, Graduated with distinction in Geography

- Studied planning history and theory, analyzing evolution of modern urban policy frameworks and governance systems.
- Conducted comprehensive geographic analysis of Denver's urban growth patterns and critical infrastructure systems.
- Applied quantitative and qualitative planning research methods to evaluate community development strategies.
- Examined principles of urban sustainability, integrating environmental, economic, and social equity considerations.
- Leveraged advanced GIS tools to effectively analyze complex urban environments and dynamic spatial data patterns.