

## Dani Simons

(b)(6)

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### SUMMARY

Experienced leader with a background in government and start-ups. Track record of working across sectors to drive innovation. I shape projects that make front-page news and deliver transformative change. Passionate about transportation, urban affairs, the environment, and social equity.

#### *2018-present*    **Waze (owned by Google)**

Global Head of Public Partnerships

Leading a new team dedicated to improving urban mobility. Our team runs Waze's free two-way data sharing program and builds Waze's relationships with governments around data, crisis response and Waze Carpool.

- Created a new team within Waze that works with governments, universities and non-profits
- Doubled the number of public sector partners from 1000 to 2000
- Serving as an official spokesperson for the company
- Launched two new features advocated for by our government partners with input from these partners

#### *2017-2018*    **Regional Plan Association**

Vice President, Strategic Communications

Led communications for the region's most prominent and well-respected civic organization. Successfully launched RPA's fourth long-range regional plan for the New York tri-state metro area. Served on RPA's executive leadership team, creating strategy and buy-in across the organization and board of directors.

- Created RPA's first strategic communications plan to help pivot the organization towards advocacy
- Created and served as staff liaison for RPA's first ever Board Communications Committee
- Shaped the roll-out of RPA's Fourth Regional Plan garnering over 130 press hits in outlets across the tri-state area and nationally
- Ghost wrote a series of op-eds for staff and surrogates to shape public opinion around congestion pricing and a number of other RPA priority issues

#### *2013-2017*    **Motivate International, LLC (acquired by Lyft)**

Director of Communications & External Affairs (2014-2017)

Director of Marketing & External Affairs for Citi Bike (2013-2015)

Part of a three-person leadership team to launch Citi Bike, one of the first large-scale, privately funded bike share programs in the world, and North America's most successful bike share program. One of two individuals to manage the parent company's acquisition and transition to new ownership. Steered company through period of change and unprecedented growth. Lead corporate communications, political strategy and corporate social responsibility for what became a 700+ person international urban transport company, powering nearly 60,000 bike share bikes on four continents. Served on the company's executive team and reported to the President & CEO.

- Official company spokesperson worked with national media and local reporters in cities around the globe
- Interfaced with government officials across the country with deep engagement in New York and San Francisco
- Created and managed company-wide internal communications including developing employee engagement events in cities around the world, internal newsletters and an employee recognition program

- Managed CEO's public speaking engagements and wrote speeches for CEO
- Renamed and rebranded company including new logo, style guide, website and collateral materials
- Created the nation's first Women's Bike Month & shaped bike share equity programs in NYC, San Francisco, Portland and Chicago
- Responsible for generating over ten million in gross revenue in Citi Bike's first year of operations through membership sales
- Developed brand voice, digital and printed collateral for Citi Bike
- Created a process for member communication including member onboarding, renewal notice series, and monthly e-newsletters
- Generated favorable press during Citi Bike's rollout and managed press when company faced financial stress
- Managed staff and four on-call consulting teams for government affairs and PR across the country

**2011-present Sustainable Streets Marketing and Communications**

Principal

Created my own consulting business, winning projects across the country and teaming with firms on larger efforts. Produced multi-channel marketing campaigns and reports for public officials. This was my fulltime job from December 2011-early 2013. Select projects include:

- [San Francisco Bicycle Coalition](#) – Built business support for bicycling, expanded sponsorship and increased the Coalition's outreach to diverse communities (2012)
- [Green Lane Project](#) – Authored a [report](#) for city officials on best practices in communications and outreach for innovative bicycle infrastructure (2012)
- [Revel Transit](#) – created a community outreach and pre-launch marketing plan for a new shared-moped start-up in Brooklyn (2018)
- [Trailnet](#), St. Louis – Designed multi-channel marketing campaign to promote bicycle commuting in St. Louis (2011-2012)
- [Tri-State Transportation Campaign](#) – Ran an advocacy and media campaign to try to incorporate transit onto the Tappan Zee / Mario Cuomo Bridge (2011)
- [Boston Community Capital / Blue Hub Capital](#) – Research project on the Future of Work to inform how this community development finance institution could make an impact in this space (2017)
- Families Belong Together – Provided communications and public relations support to the [Families Belong Together](#) coalition as they were gearing up for their national day of action (2018)

**2011 Institute for Transportation and Development Policy, New York, NY**

Director of External Communication

Spearheaded strategic communications planning across six countries for multi-national NGO during a period of transformative growth, from a 20-person to a 100-person staff.

- Rolled out plan and conducted communications trainings for field staff in China, India, Mexico City and for the entire organization at their Bogotá, Colombia staff meeting
- Established protocols to share information, best practices and solve problems between field communications staff in six different countries
- Placed stories about the organization's projects in news outlets around the globe

**2007-2011 New York City Department of Transportation, New York, NY**

Director of Strategic Communications

Part of a cohort of change agents recruited by incoming Commissioner Janette Sadik-Khan to help transform the agency to fulfill key Mayoral initiatives. Responsible for shaping the agency's public image via their website, social media, radio, TV and outdoor advertising as well as special events in close collaboration with the press

office and senior agency staff.

- Co-authored and oversaw design of the agency's strategic business plan and updates which helped drive internal change and build political support for Commissioner Sadik-Khan's agenda
- Redesigned and managed the agency's website, e-mails newsletters and created the agency's first social media feeds to enable the agency to communicate directly with public
- Launched and managed the successful Summer Streets program, which attracts 150,000+ attendees annually, and leverages millions of dollars in in-kind and cash sponsorships. Summer Streets was covered by every single major New York print and TV outlet in its first years, as well as international press. Bill Cunningham photographed it repeatedly over the years for his column as well.
- Created advertising and marketing campaigns around workzone safety, preventing speeding and promoting bicycling that ran on TV, radio and on billboards across New York City
- Worked with staff throughout a 4,000 person agency to elicit communications content and trained staff on best practices in community outreach
- Supervised two full time staff members and multiple teams of consultants

**2004-2007      Transportation Alternatives, New York, NY**  
Deputy Director for Development and Communications

Led Development and Communications for the nation's largest alternative transportation advocacy organization. Served as second-in-command to the Executive Director and help shape organization's strategic direction. Began process of transforming the organization's board to focus on fundraising and organizational growth. Grew membership and revenue from special events.

- Managed T.A.'s membership and development program including crafting member communications and end of year appeals
- Created communications plan for organization, created content for and edited quarterly 28-page magazine, and e-newsletters
- Organized special events including the New York City Century Bike Tour, which during my tenure attracted over 5,000 participants and was a key revenue generator for T.A.
- Supervised four staff members and several consultants

## EDUCATION

**Yale University School of Forestry and Environmental Studies, New Haven, CT**  
Master of Environmental Science

**Brown University, Providence, RI**  
Bachelor of Science

**Earth Semester at Biosphere II, Oracle, AZ**

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## ADDITIONAL EXPERIENCE & SKILLS

- AmeriCorps\*VISTA member, Providence RI, 1999-2000
- Keynote speaker Tokyo Bike Summit (2015)
- Marriage Equality Ambassador, Empire State Pride Agenda
- Guest lectures at Yale University, NYU Rudin Center, University of Pennsylvania and Pratt University
- Writing samples (grants, press releases, speeches and policy reports) available upon request