

Elena Chiari

Principal Consultant

Elena is a transport consultant with over ten years of experience; most of her time at Steer as part of their offices in Bogota (Colombia), Panama City (Panama) and Los Angeles (United States).

Her work experience is mainly in transport planning, urban transit and rail and highway infrastructure projects. She has specific expertise in the design and application of revealed and stated preference surveys and the development of discrete choice models to predict behavior change and preferences.

Elena holds a Master of Science in Transport Planning and Engineering from Leeds University (United Kingdom). She earned her Bachelor of Science in Civil Engineering from the Universidad Tecnológica de Panama (Panama).

Relevant skills

Rail: She has varied experience in ridership and revenue forecasting, persona analysis and project evaluation for existing and proposed rail projects in the United States. She has taken part in projects for key stakeholders including Caltrans, CHSRA and BART, as well as private companies. She is currently a key staffer in the consulting team for the Link21 project (second Bay crossing in San Francisco), leading the development and execution of the initial modelling tool for the project.

Planning and behavioral change: She has worked on the formulation of transport policies and multimodal plans at urban and regional level. Her experience includes identification of population needs and wants, mapping and understanding of current trends and transport offer, identifying areas of improvement, and providing clients with implementation strategies. She has recently worked in the development of the Morovis Short Range Strategic Transit Plan (Puerto Rico), the Sustainable Urban Mobility Plan for David (Panama), the Mobility Plan of Manizales (Colombia).

TDM and New Mobility: She has participated in various projects focused on promoting sustainable transportation and improving the first/last mile leg of people's journey. She recently worked on a market analysis and persona development for three Joint Powers Authorities (LOSSAN, San Joaquins and Capitol Corridor), with the main objective of understanding communities and user needs to influence their behavior through tailored marketing and programming.

Discrete choice modeling: She has specific knowledge in the development of discrete choice models, having participated in the development/assessment of over 15 revealed and stated preference surveys to obtain valuations of times, modes and other attributes that characterize people's travel choices are estimated, in countries the US and Latin America. Her knowledge and skills cover all stages of the process: scope of the survey, survey design, questionnaire design, application of the survey, analysis of results and development of the choice models.

Education

Leeds University, UK
MSc. (Eng) Transport Planning and Engineering
2013

Universidad Tecnológica de Panama
BSc. Civil Engineering
2011

Professional associations

Panamanian Society of Engineers and Architects, Republic of Panama
Member

Years of expertise

11 years in consultancy

Languages

Spanish – Native language
English – Fluent

Summary of recent Relevant Project experience

	Project	Client	Year/Location	Position
Rail	Link 21: Initial TDLU Tool	HNTB Corporation (Ultimate Client: Bay Area Rapid Transit)	2022 – Present / California	Project Manager
	Brightline West Investment Grade Ridership and Revenue Study	Fortress Investment Group	2022 / California	Consultant
	California High Speed Rail Ridership Model Development	DB/ California High Speed Rail Authority	2021 / California	Consultant
	Inglewood Automated People Mover	EY/ City of Inglewood	2020 – Present / California	Consultant
	Rail Ridership & Revenue Forecasting Confidential Project Expost impact assessment of urban services in Panama City, namely: Line 1 of the Panama City Metro system, road rehabilitation projects to the North of the City and the Panama Bay Sanitation Project.	Confidential CAF Development Bank of Latin America	2020 / Confidential 2016 / Panama	Consultant Project Manager
	Project	Client	Year/Location	Position
TDM and New Mobility	Market analysis and Persona development	CALTRANS/ AMTRAK	2021 – 2023 / California	Consultant and Project Manager
	Orange County Mobility Hub Strategy Study	Orange County Transportation Authority	2022 / California	Consultant
	Strategic consulting services: Connected Corridors Strategic Services in Texas	Confidential Private Developer	2021 / Texas	Consultant
	Strategic consulting services: Connected Corridors Strategic Services in Virginia	Confidential Private Developer	2021 / Virginia	Consultant
	Assessment of the proposed mobility solutions for the Town Center sector in the Panama Pacifico Development Estimate the implication of the implementation of the strategic plan for the Medellinnovation District on mobility and evaluate its interaction with several projects and measures to be developed in Medellín.	London & Regional Panama S.A. Corporación Ruta N Medellín	2016 / Panama 2014 / Colombia	Project Manager Consultant
	Project	Client	Year/Location	Position
Demand and revenue forecast studies	Demand and revenue forecast for the Autopista Florencio del Castillo in San José, Costa Rica	Constructora MECO, S.A.	2019 (ongoing) / San José, Costa Rica	Consultant
	Services for the estimation of LNG transport cost model	KM Advisors LLC	2019 / Ciudad de Panama	Consultant
	Confidential	World Bank Group	2019 / México	Consultant
	Traffic study for a bypass over the Autopista Sur in the southern entrance of Bogotá	Cano Jiménez Estudios S.A.	2015 / Colombia	Project Manager

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Transport planning and behavioral change	Morovis Short Range Strategic Transit Plan	Municipality of Morovis	2020 / Puerto Rico	Consultant
	Technical Assistance to five Mexico cities relating to COVID-19 Recovery, as part of the Future Cities Programme project for Mexico. Mexico City Project: Provide the CDMX government with recommendations for the design of a strategy to be adopted in 2021 that prioritizes the implementation in the medium / long term of measures / projects implemented temporarily during the reopening of the city and develop a data collection tool that can be used and replicated in other cities and instances that allow validating the impact of projects.	Prosperity Fund, administered by the Foreign and Commonwealth office, UK Government	2020 / Mexico	Project Manager
	Portfolio of projects for Central American cities aligned with the banks interest for potential financing	KfW – German Development Bank	2019 / Panama	Project Manager
	Sustainable urban mobility plan PIMUS for David and adjoining municipalities in Chiriquí	CAF Development Bank of Latin America	2018 / Panama	Consultant
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Discrete choice modeling	Brightline West Investment Grade Ridership and Revenue Study	Fortress Investment Group	2022 / California	Consultant
	Strategic consulting services: Connected Corridors Strategic Services in Texas	Confidential Private Developer	2021 / Texas	Consultant
	Strategic consulting services: Connected Corridors Strategic Services in Virginia	Confidential Private Developer	2021 / Virginia	Consultant
	Valuation of Livability Improvements	New York City Department of Transportation	2021 – 2022 / New York	Project Manager
	Market research and stated preference survey design and implementation focused on the trans-Hudson River markets served by PANYNJ Markets	Port Authority of New York and New Jersey	2021 – 2022 / New York	Consultant
	Demand and revenue forecast for the Autopista Florencio del Castillo in San José, Costa Rica	Constructora MECO, S.A.	2019 - 2021 / Costa Rica	Project Manager
	Modal Choice model for Quito’s metro system	World Bank Group	2016 / Quito, Ecuador	Project Manager