

Dan Reed

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Profile

Over a decade of experience as an urban planner, commentator, advocate, and small business owner. Self-starter with public outreach and project management experience. Passionate about making planning issues accessible and exciting.

Planning Experience

Regional Policy Director, Greater Greater Washington, Washington, DC – 2022–Present
Leads a program for land use and housing policy reform at the state and local levels in Maryland and Northern Virginia. Develops strategy and messaging for advocacy campaigns, including testimony, online articles, and reports. Organizes an annual workshop with Maryland state legislators for crafting housing production legislation. Provides research, insights, and institutional memory for elected officials and advocates. Regularly speaks to community groups and students.

Project Planner, Toole Design, Silver Spring, MD – 2018–2022

Managed complex projects at a consulting firm with multiple concurrent tasks, including fieldwork, public engagement, and policy development. Led a countywide master plan, including outreach with diverse stakeholders, fieldwork, and drafting a compelling narrative. Ran an innovative in-person and virtual outreach program for a large city, coordinating with local partners to engage historically disadvantaged communities. Led multiple business development pursuits, drafting compelling proposals for projects with budgets up to \$200,000.

Planner, Nelson\Nygaard, Washington, DC – 2013–2017

Led graphics development for two award-winning street design guides. Managed a multi-year travel habits study involving multiple staff and work sites and an annual budget of \$120,000.

Internships and Freelance Consulting, Washington, DC and Baltimore, MD – 2011–2013

Assisted with projects at a variety of scales, ranging from a retail survey for a business improvement district to designing a new town.

Legislative Aide, Montgomery County Council, Rockville, MD – 2009–2010

Advised an elected official for an urbanizing county on land use and transportation issues. Represented the councilmember at meetings and drafted constituent correspondence.

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Additional Experience	<p>Real Estate Agent, Living In Style Real Estate, Burtonsville, MD – 2016–Present Manage a small business helping friends and family buy, sell, or rent property. Coordinated large, complicated transactions with strict deadlines. Wrote and negotiated contracts. Crafted copy and graphics for marketing materials.</p> <p>Contributing Editor, Washingtonian – 2015–2019 Wrote “Cityscape,” a monthly column about urbanism in the Washington, DC region.</p> <p>Associate Editor, Greater Greater Washington – 2013–2014, 2017 Edited up to five articles each day. Coordinated with volunteer writers, reviewing and accepting pitches. Organized monthly social events.</p> <p>Freelance Writing – 2009–Present Appeared in well-known publications like the New York Times, CityLab, and Washington Post. Guest hosted a local news program, The Kojo Nnamdi Show on public radio. Successfully pitched story ideas and produced copy within deadlines. Negotiated contracts.</p>
Volunteer Experience	<p>PB Proud + Vindicated Pit Bull Rescue – 2021–Present Foster dogs and help place them for adoption. Write compelling profiles for potential adopters. Raise awareness about pit bulls and breed discrimination.</p> <p>Champions Council, Coalition for Smarter Growth – 2019–Present Advise a Smart Growth advocacy group on its work plan, campaigns, and messaging.</p> <p>Greater Greater Washington Editorial Board – 2013–2018 Guide the website’s editorial direction and review submissions in my area of expertise. Organized monthly social events.</p> <p>One Montgomery – 2013–2020 Co-founded advocacy group for equity in Montgomery County Public Schools.</p> <p>Action Committee for Transit – 2012–2018 Wrote and delivered public hearing testimony on behalf of the region’s oldest transit advocacy group. Created graphics and promotional materials.</p>
Education	<p>American Institute of Certified Planners, 2021 University of Pennsylvania – Master of City Planning, 2012 University of Maryland – Bachelor of Science in Architecture, 2009 University of Maryland – Bachelor of Arts in English, 2009</p>

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Honors + Awards

Leadership Montgomery CORE Program, Class of 2024

Community Hero Award – Coalition for Smarter Growth, 2018

National Planning Achievement Award, Grand Rapids Vital Streets Plan – American Planning Association, 2018

Proclamation – Montgomery County Council, 2017

Excellence Award, Ann Arbor Downtown Street Design Manual – Michigan Association of Planning, 2015

Skills

Writing compelling narratives; quantitative analysis (including Microsoft Excel, ArcGIS, and QGIS); proposal writing; community outreach (in-person and virtual); public speaking; Adobe Creative Suite.