

# Monroe County Land Use Decision-Making Training Program

## Presenter Bios

### **Susan Charland, AICP**

Transportation Planner | Stantec  
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Susan Charland is part of the Transportation Planning and Traffic Engineering team at Stantec. She brings 19 years of experience in planning, transportation, and public participation—and has worked in community revitalization across the US, including in Portland, Oregon, New Orleans, and Detroit. At Stantec, Susan is part of the team leading the Inner Loop North Transformation Project, which will remove the remaining portion of the Inner Loop Expressway and replace it with a pedestrian-friendly street grid. She is also working on Safe Streets for All (SS4A) projects throughout New York, including Rochester, Jamestown, and Potsdam. These planning and implementation projects aim to reduce and eliminate traffic fatalities and serious injuries through safety-focused street design and policy improvements.

Susan recently authored a book entitled "Public Engagement Made Easy: A Guide for Planners and Policymakers" (Routledge, 2024), which distills her decades of experience into a concise roadmap for anyone who needs to engage their community in a government decision. She understands the complexities of engaging the public as well as the opportunities for quality engagement to help improve project outcomes. Susan brings an ethic of inclusion and transparency to all of her planning work, striving to engage early and often—and ultimately to create an environment of "no surprises" for her clients and community members alike.

### **Rory Weilmann, PE, ENV SP**

Associate & Team Lead | Stantec  
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Rory is the Urban Mobility and Complete Streets Lead with Stantec's Transportation Planning and Traffic Engineering team in Rochester, New York. He holds a Bachelor of Science in Civil Engineering from Clarkson University and is a licensed Professional Engineer. Rory has nearly 10 years of experience in street design, traffic engineering, and multimodal transportation planning. He serves as the Project Manager for the City of Rochester's Safe Streets for All Planning and Demonstration Project and has been an integral team member on several Complete Streets projects, including the West Main Street on-street protected bike lanes delivered through the 2024 State Touring Routes program. Since 2017, he has worked closely with Reconnect Rochester on the Complete Streets Makeover program, delivering community-driven, quick-build traffic calming measures. Rory is an active member of the Institute of Transportation Engineers and received recognition as a finalist in the 2020 ITE Micromobility Sandbox Competition and first place in the 2022 ITE Equitable SimCity Sandbox Competition for the use of a zonal approach to planning complete streets. Rory has been successful in applying these same techniques in recent projects such as the Genesee Street Reconstruction to balance the spatial allocation for automobiles between other uses such as transit, bicycling, and walking.

### **Mathew Roe**

Senior Associate | Stantec  
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Mathew is a nationally recognized designer with nearly two decades of results in people-first transportation planning and quick-build implementation. At Stantec, he serves as both a project manager and a senior advisor on topics as varied as complete street design, transit priority intersection operations, and asphalt art demonstration projects. Before joining Stantec, Mathew was the Technical Lead at the National Association of City Transportation Officials (NACTO) where he led street design work in North America including serving as Technical Editor for design guidance. Mathew co-wrote the NACTO Transit Street Design Guide and the new 3rd edition of the renowned NACTO Urban Bikeway Design Guide, leading peer groups of dozens of practitioners from around North America. At the New York City Department of Transportation (NYCDOT), Mathew's achievements included the creation of the innovative Pedestrian Safety Action Plan, resulting in the redesign of dozens of miles of major streets.