



As an Urban Planner and active member of the San Diego community, I assert that the advocacy for policies and regulations geared towards the advancement of equity in transportation planning and funding is important. These mechanisms function as a navigational framework for the systematic alleviation of disparities in transportation accessibility and outcomes within our region. I'm committed to bolstering the efforts of the San Diego Bike Coalition through fundraising, volunteer contributions, and the application of my expertise. Notably, I previously collaborated with Free Bikes 4 Kidz/SDCBC as the Volunteer Coordinator throughout the entire duration of their 2021 program.

At present, I am an active outdoor volunteer with Latino Outdoors—an organization whose mission is to inspire, connect, and engage Latino communities in outdoor activities, ensuring that leadership and value are inclusively represented within outdoor spaces. As a practicing professional in the domain of Urban Planning, I currently hold positions as a board member for both the Urban Land Institute Young Professional Group and the Association of Pedestrian and Bicycle Professional Association of San Diego. Additionally, in my professional capacity, I engage with various activist groups in Tijuana, Mexico, such as Alianza por la Movilidad Activa, to champion the bicycle movement and reinvigorate our dormant ciclovía infrastructure by collaborating with local governmental agencies.

Within my current role as a consultant to SANDAG, I am actively involved in the management of their Transportation Demand Management (TDM) program. My responsibilities encompass community outreach, educational initiatives, marketing endeavors, and the implementation of best practices to optimize the efficacy of the TDM program.

Gibram was born in San Diego but raised in Tijuana for the beginning of his life. This Megaregion of San Diego and Tijuana has shaped his interest in how communities are shaped. During his high school years, he found mountain biking and that gave him the key to exploring his region and opening the world of the outdoors. Unfortunately, like many other Hispanics, he didn't grow with outdoor activities. Since picking up mountain biking he's able to understand the importance of being in touch with nature and wants to promote that within his community.

As a urban planner graduate from Arizona State University, transportation, and urban recreation access are his top interests. He currently works as a transportation consultant and enjoys sharing his passion for outdoor recreation and community building.

Gibram Sanchez

📍 Chula Vista, CA, US ✉

🎓 Bachelor of Science in Urban Planning

EXPERIENCE

Assistant Consultant

Steer Group

January 2023 – Present, San Diego, CA

- Developed and implemented TDM programs by incorporating transportation planning concepts, and multi-modal transportation concepts aimed at reducing single-occupancy vehicle trips
- Collected, analyzed, and interpreted transportation data, including commuter patterns, traffic congestion, and environmental impacts
- Conducted outreach campaigns, workshops, and educational programs to encourage behavior change and promote sustainable transportation choices
- Collaborated with regional employers and organizations to develop and implement commuter-friendly policies and programming
- Prepared regular reports and recommendations for a local government agency
- Assisted in creating a benchmark for shared micro micromobility vendors

Volunteer Coordinator

San Diego County Bicycle Coalition / Free Bikes 4 Kidz® (FB4K™)

November 2022 – June 2023, San Diego, CA

- Developed and maintain a volunteer schedules that efficiently utilized resources and ensured coverage for events or ongoing activities
- Collaborated with local organizations, businesses, and advocacy groups to expand the network of potential volunteers and partners
- Assisted in the development and management of the volunteer program budget, ensuring responsible allocation of resources
- Advocated for bike-related issues and promote bike safety and awareness within the community

Product Support Specialist

Juiced Bikes Inc.

April 2018 – January 2023, US, CA, San Diego

- Developed and maintained procedures and technical support documents to ensure product reliability and performance
- Assisted in drafting warranty clauses to protect the company's interests
- Identified strategic technology opportunities, such as the integration of CRM and advanced decision support tools, to enhance operational efficiency and performance
- Generated detailed reports for the quality control team, providing valuable insights into product performance and defect trends

Sales Manager

Bennett Crone Lumber and Plywood Company

August 2016 – April 2018, US, CA, San Diego

- Delivered comprehensive training sessions and one-on-one coaching, ensuring team members were well-versed in product features, specifications, and industry trends
- Proficiently managed client negotiations with a high level of professionalism and engagement
- Cultivated and nurtured relationships and networks beyond the immediate development team, including product managers, team leaders, and factory partners

Sales Assistant Manager/Community Ride Leader

Performance Bicycle Inc

April 2013 – August 2016, US, CA, San Diego

- Streamlined workflow procedures encompassing sales, repairs, rentals, fitting, merchandising, and inventory management
- Spearheaded the planning and execution of community outreach events in collaboration with local advocacy cycling groups to promote and market the bike shop
- Educated clients of all skill levels on product knowledge, cycling safety practices, and the latest industry trends

INVOLVEMENT

Board Member: Urban Land Institute Tijuana/San Diego • June 2023 – Present

Board Member: Association of Pedestrian and Bicycle Professionals (APBP), San Diego • September 2019 – Present

SKILLS

- Fluent in Spanish
- Proficient in using customer support platforms such as Salesforce, NetSuite, Shopify, and Zendesk
- Highly skilled in utilizing various software tools, including Google Suites, Microsoft, Basecamp, Mailchimp, Mint, and WordPress
- Beginner-level skills in Adobe Suite applications, including Photoshop, Illustrator, and InDesign
- Beginner-level proficiency in QGIS demonstrating a foundational understanding of geospatial data analysis and mapping.