JASON ESPIE, AICP

SENIOR PLANNING & COMMUNITY DEVELOPMENT EXECUTIVE

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EXECUTIVE PROFILE

AICP-certified senior planning executive, consulting principal, and program leader with more than 25 years of experience guiding complex public-sector and community initiatives. Combines long-range and comprehensive planning, multimodal transportation and transit, place-making, rural and small-town revitalization and economic development, land use, strategic planning, resilience, facilitation, applied research, and implementation. Brings both consulting-side practice leadership and public-agency executive experience, with a record of designing and delivering multi-year federal technical-assistance programs, including work directly serving more than 145 communities nationwide. Known for translating ambiguity, competing interests, technical findings, and community priorities into sound choices, durable partnerships, actionable plans, and realistic next steps.

EXECUTIVE & PROFESSIONAL CAPABILITIES

Leadership & delivery — Executive decision support; public-sector advisory services; program and portfolio management; multidisciplinary team leadership; scope, schedule, budget, staffing and deliverable management; procurement and consultant coordination; quality review; client relationships; proposals and business development.

Planning & policy — Comprehensive and long-range planning; land use and growth management; downtown, neighborhood, small-area and corridor plans; scenario planning; urban design and placemaking; community character; redevelopment; regional and intergovernmental coordination; implementation strategies.

Transportation & infrastructure — Regional transit and mobility strategy; fixed-route and demand-response service planning; multimodal and roadway corridor planning; long-range transportation plans; transit studies; mobility equity; land-use/transportation integration; performance measurement; agency reporting; funding and investment prioritization.

Community & economic development — Rural and small-town revitalization; local food systems and agricultural economies; outdoor recreation economies; main street and downtown development; asset-based community development; capacity building; grant and funding pathways; strategic partnerships; recovery and resilience planning.

Engagement & communications — Complex stakeholder engagement; inclusive public participation; collaborative process design; charrettes and workshops; consensus building; conflict-sensitive facilitation; public presentations; board and elected-official briefings; technical and executive writing; action plans.

Research, analytics & tools — Qualitative and quantitative analysis; GIS and mapping; demographics; scenario and land-use modeling; transit operational data; Excel/pivot-based reconciliation; SQL data extracts and validation; data visualization; report production; ArcGIS, CommunityViz, Adobe Creative Suite and Microsoft 365.

PROFESSIONAL EXPERIENCE

JAUNT, INC. | Senior Director of Planning | 2024–2026

Senior planning leader for a regional transit agency serving six counties in Central Virginia.

- Led agency planning linking mobility needs, community and land-use conditions, operational performance, funding constraints, regulatory requirements, and executive-level decisions.
- Coordinated transportation studies, planning initiatives, grants, federal reporting, consultants, local and regional agencies, internal teams, and partner organizations.
- Evaluated service alternatives, equity and geographic coverage considerations, long-range priorities, and practical implementation requirements across demand-response and fixed-route services.
- Directed and conducted analysis of ridership, passenger trips, revenue hours and miles, service measures, and related performance data; reconciled complex operating datasets to support reliable reporting and decisions.
- Produced technical documentation, recommendations, presentations, and board-facing materials translating data and community input into defensible actions.

REVIVE STRATEGIES LLC | Principal & Co-Founder | 2022–Present

Co-founded a mission-driven planning and community development consultancy; operated concurrently with Jaunt role since 2024.

- Lead consulting engagements for local governments, regional organizations and community partners addressing strategic planning, rural revitalization, recovery, resilience, mobility, public engagement, and implementation.
- Shape client opportunities, scopes, proposals, budgets, work plans, teams and partnerships; guide assignments through research, analysis, engagement, alternatives, action planning and delivery.
- Design and facilitate inclusive, action-oriented workshops for residents, local officials, business leaders, nonprofit and institutional partners, agencies, and technical specialists.
- Led community recovery and revitalization work in Western North Carolina, including Marshall and Canton/Haywood County, assembling local, regional, state and federal perspectives into implementation priorities.
- Integrate community assets, economic opportunities, land-use considerations, grant pathways, and organizational capacity into practical recommendations.

EPR PC | Principal Planner | 2018–2022

Senior consultant and manager of nationwide federal technical-assistance and community-planning programs.

- Managed multi-year federal and community planning contracts, multidisciplinary staff and consultant teams, concurrent engagements, federal agency relationships, deliverables, schedules and budgets.
- Directed place-based economic development, outdoor recreation, local food systems, resilience, transportation, land-use and revitalization work across diverse rural and small-town communities.
- Designed national and local workshop methodologies, research and engagement approaches, implementation action plans, program materials and reports.
- Guided clients through tradeoffs and alternatives, partner alignment, priority setting, funding opportunities and transition from planning to implementation.

RENAISSANCE PLANNING GROUP | Project Manager | 2006/2007–2018

Project manager, deputy project manager, task leader, senior analyst and facilitator for local, regional and state planning clients.

- Managed comprehensive plans, long-range transportation and transit studies, corridor and small-area plans, growth and land-use scenarios, multimodal planning, and public involvement programs.
- Worked with MPOs, DOTs, planning commissions, councils, local government departments and regional organizations on complex multi-jurisdictional decisions.
- Directed assignments from proposals, scopes and cost estimates through mapping, research, alternatives, engagement, policy recommendations, graphics, plans and implementation.
- Applied ArcGIS, CommunityViz, demographic and land-use analysis, scenario modeling, urban design principles and public facilitation to integrate community development and mobility choices.
- Coordinated planners, engineers, GIS specialists, designers, modeling specialists and stakeholders; presented findings to public officials, technical committees and community audiences.

UNIVERSITY OF VIRGINIA, INSTITUTE FOR ENVIRONMENTAL NEGOTIATION | Graduate Associate | 2004–2006

Graduate work focused on collaborative planning, environmental negotiation and public participation.

- Supported collaborative stakeholder processes, facilitation, consensus building and community planning during graduate study.

THE MOUNTAIN INSTITUTE | Program Officer | 1994–2004

International nonprofit work involving mountain communities, sustainable development, conservation and capacity building.

- Supported community-based development initiatives, institutional partnerships, locally grounded solutions and organizational capacity building in the United States and internationally.
- Worked across cultural and institutional contexts to advance sustainable economic and community outcomes.

SELECTED FEDERAL PROGRAM & NATIONAL LEADERSHIP

Local Foods, Local Places | 2012–2023 — Managed multiple federal awards totaling nearly $3 million, directly serving 125 communities across the country. Linked local food economies, downtown development, public health, mobility, placemaking, and small-town revitalization. Led teams, federal coordination, workshops and local action-planning processes for EPA and USDA partners.

Recreation Economy for Rural Communities | 2019–2022 — Managed successive contracts, including approximately $318,000 serving 10 communities and $564,000 serving 13 more. Subsequently worked directly with the Appalachian Regional Commission to serve 12 Round 2 communities. Coordinated EPA, USDA Forest Service, ARC and Northern Border Regional Commission interests; developed place-based recreation economy strategies and actionable implementation steps.

Building Blocks for Sustainable Communities | 2019–2020 — Managed a $144,000 EPA technical-assistance contract in six communities addressing green and complete streets, reinvestment and community-development priorities.

Small Town Revitalization in Appalachia | 2012–2014 — Managed three EPA/ARC engagements totaling more than $350,000 across 15 Appalachian communities; helped develop a replicable collaborative action-planning approach that proved foundational for an EPA technical assistance model and approach.

SELECTED PLANNING & TRANSPORTATION PROJECT EXPERIENCE

Comprehensive, land-use, growth & economic development

- Envision Front Royal Comprehensive Plan — Front Royal, Virginia
- Livable Frederick Comprehensive Plan and Scenario Planning — Frederick, Maryland
- Historic Court House Village Sub-Area Plan — Gloucester County, Virginia
- Route 58 Economic Development and Land Use Plan — Isle of Wight, Virginia
- James City County Comprehensive Plan scenario planning — Virginia
- Chesterfield County Comprehensive Plan growth scenarios — Virginia

Transportation, multimodal, regional & transit

- US 70 Corridor Study — French Broad River MPO, North Carolina (project manager)
- Greene County US 29/US 33 Multimodal Corridor Study — TJPDC, Virginia (project manager)
- Harrisonburg Transit Study — Central Shenandoah PDC, Virginia (project manager)
- Envision 2035 Long-Range Transportation Plan — North Florida TPO, Florida
- Central Virginia 2035 Long-Range Transportation Plan — Region 2000, Virginia
- Hampton Roads Regional Connectors Study — Hampton Roads TPO, Virginia
- South West Area Study — Capital Area MPO, North Carolina
- Broad Street Rapid Transit Alternatives Analysis / Environmental Assessment — Virginia DRPT
- Fairfax County Countywide Transit Network Study — Fairfax County DOT, Virginia
- Multimodal System Design Guidelines — Virginia DRPT

SPECIALIZED STRENGTHS

- Rural–urban interface: balancing growth and investment with working landscapes, community identity, housing and infrastructure needs, and small-town economic viability.
- Implementation-first planning: converting visions and technical recommendations into phased actions, partnerships, responsibilities, funding avenues and deliverables.
- Cross-sector coalition building: federal, state, regional and local governments; nonprofit and philanthropic partners; residents; businesses; institutions; and community stakeholders.
- Equity and inclusion in practice: engagement and planning with historically underserved or underinvested communities, including Tribal, Native and First Nations contexts.
- Analytical storytelling: translating large or imperfect datasets, stakeholder evidence and complicated policy environments into clear maps, reports and decision-ready recommendations.
- Entrepreneurial consulting leadership: business development, scoping, proposals, client management, cross-disciplinary teaming and full-cycle project delivery.

EDUCATION, CERTIFICATION & LEADERSHIP

Master of Urban and Environmental Planning — University of Virginia, School of Architecture, 2006. GPA 3.90

Bachelor of Arts, World History, cum laude — State University of New York at Purchase, 1990. GPA 3.56

American Institute of Certified Planners (AICP), Certification No. 023469

American Planning Association, Virginia Chapter — Board of Directors; Treasurer (2018-2024)

Technology: ArcGIS; CommunityViz; Microsoft Excel, Word and PowerPoint; Adobe Creative Suite; SQL-based data extraction and analysis; Tableau; WordPress/Web development.