



## Traffic Engineering Division

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### **RENEE CALLAWAY HIRED AS THE CITY'S NEW PEDESTRIAN BICYCLE ADMINISTRATOR**

The City of Madison has hired Renee Callaway as its new Pedestrian Bicycle Administrator. Based within The City's Traffic Engineering Division, The Pedestrian Bicycle Administrator is responsible for the development, coordination, management and implementation of a city wide pedestrian and bicycle program that promotes pedestrian and bicycle mobility and safety.

Renee Callaway's work on sustainable transportation started in 1998 as the UW Pedestrian and Bicycle Coordinator. From there Renee progressed to managing the UW's TDM Program where she oversaw the start of the UW employee bus pass program. In 2006 Renee moved to the Wisconsin Department of Transportation where she developed the state's Safe Routes to School program overseeing federal grant funds and outreach to increase walking, biking and safety at Wisconsin schools. In 2012 Renee joined the Madison Area Transportation Planning Board as the Rideshare, Etc Coordinator working with individuals and local employers to assist in increasing use of sustainable transportation options. Renee also worked with communities throughout Dane County on Bicycle Friendly Community applications, bicycle equity efforts, Safe Routes to School and other active transportation projects.

Renee has also been involved with recreational cycling serving on the boards of numerous cycling organizations and as race director for local and international events. In 2018 Renee was awarded a Fostering Change Award from the Wisconsin Women's Fund for her work growing women's cycling in Wisconsin.

Renee is a Wisconsin native who started her college education at UW-Richland before transferring to UW-Madison where she earned her bachelor's degree in Journalism and master's degree in Continuing and Vocational Education. In her free time Renee loves traveling the world by bicycle, cross country skiing, and walking in her neighborhood.

Madison was recently ranked as the 2<sup>nd</sup> safest city for pedestrians in the nation, and was recognized as one of the only 5 platinum level bike-friendly communities. Renee's pedestrian and bicycle transportation experience is well-suited to helping the City to build an even better multi-modal transportation system for pedestrian and bicycle mobility and safety.

Renee begins work on Monday, March 11.

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