

BIO - Long (560 words)

Chloé Lauer is on a mission to make our cities beautiful, inspiring, accessible, and safe (BIAS™) places for everyone. She uses strategic thinking, data analysis, and ethnographic research to shape design decisions that spark surprise and delight.

After completing her Master's in Urban Planning from Harvard University's Graduate School of Design, Ms. Lauer cut her teeth in San Francisco at MKThink, an innovation, strategy, and architecture company. There, she specialized in visioning and master planning for colleges and universities, most notably Stanford University and Hospitals.

In 2019, Chloé relocated to San Diego to start her consultancy. After over four years of working locally with the Port of San Diego, developers, planning firms, and business districts, and serving as Vice Chair and Chair of the Design Review Committee for San Diego's [Downtown Community Planning Council](#), she started a [new chapter](#) as the [Executive Director](#) of the San Diego County Bicycle Coalition. Read about her [vision for the organization here](#).

Ms. Lauer co-founded a non-profit organization, [Walk n Roll San Diego](#). The mission of Walk n Roll SD is 'to remake our streets into safe and inspiring places for all people, whether they walk or roll.' She and her co-founder create short reels that serve as case studies of specific intersections, raising awareness and gathering support. Walk n Roll SD hosted a Design Week event in 2022, joined the Vision Zero committee, and is a sought-after collaborator in the local advocacy sector. Partners include the San Diego County Bicycle Coalition, Circulate San Diego, and Families for Safe Streets.

Chloé is a proponent of building lids (also known as "caps") over Interstate 5 to "[Green the Gap](#)" and reconnect San Diego communities, an initiative of San Diego Commons. Her precedent research and visionary thinking guided the board to expand its scope and include more potential locations and modes of connection, such as bridges, within the heart of San Diego. She's formerly chaired the Fundraising Committee for SD Commons.

Ms. Lauer is a WELL and LEED-accredited professional and a member of the American Institute of Certified Planners. She speaks locally and nationally at events such as the San Diego Architectural Foundation's PechaKucha design nights, the Climate Action Campaign's Nexus Conference, the National Bike Summit, plenary sessions at the CalBike Summit, and the New School of Architecture and Design, as well as UCSD's

Department of Urban Studies and Planning. She can also be heard on podcasts, including ["Whose City?"](#) by the Design Lab at UCSD, hosted by Larry Herzog, and the ["Weekly Spoke Podcast,"](#) hosted by the San Diego County Bicycle Coalition.

Assemblymember Boerner recognized her mobility advocacy with the [2023 Woman of Impact Award for Activism](#), and The Downtown San Diego Partnership recognized her work at Seaport Village as part of SLP Urban Planning in conjunction with Protea and the Port with the 2022 'Create the Future [Award for Economic Prosperity](#).'

Finally, the Bay to Park Paseo is Chloé's recent collaboration with Pete Garcia and Beth Callendar of [URBAN INTERVENTIONS](#). The [2024 World Design Capital Impact Project](#) enlivened Park Boulevard, connecting San Diego's two gems — San Diego Bay and Balboa Park — with delightful, imaginative, and Instagrammable pedestrian experiences. This effort launched on April 13th, 2024, and concluded with a final guided walking tour on September 21st. The Downtown San Diego Partnership recognized the Paseo with their 2025 'Create the Future [Award for Cultural Vitality](#)'.