SEULA LEE (NAOMI LEE)

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EDUCATION

University of Southern California

Los Angeles, CA

Doctor of Philosophy, Urban Planning and Development

Expected August 2025

Rutgers, The State University of New Jersey

New Brunswick, NJ

Master of City and Regional Planning, Transportation Planning and Land Use Concentration

May 2020

Hanyang University

Seoul, South Korea

Bachelor of Arts, Economics and Finance

August 2018

RESEARCH INTERESTS

Travel behavior, urban mobility, new mobilities, micromobility, transportation policy, smart cities, urban space, urban economics, big data analysis, spatial analysis, transportation economics

WORKING PAPERS

- Lee, S. (expected 2025) What happens to travel behavior when treatment changes? An analysis of slow streets program changes in two US cities (*The 39th Chrales M. Tiebout Prize in Regional Science*)
- Lee, S. (expected 2025) Autonomous Transit Evolution: A Comprehensive Case Study of Autonomous Bus Pilot Program in Korea
- Giuliano, G., & Lee, S. (expected 2025) Whither logistics sprawl? Spatial dynamics of warehousing and distribution in California

PUBLICATIONS

Refereed journal papers

- (Under Review) Boarnet, M. G, Lee, S., Gross, J., & Thigpen, C. The effects of Covid Slow Streets on Dockless Travel: A Quasi-Experiment
- Lee, S., Noland, R.B., 2021. Bikeshare Trips in Seoul, South Korea, Case Studies on Transport Policy. 9 (2), 743-755.

Reports

- Giuliano, G., & Lee, S., (2025). Impacts of E-commerce on Warehousing and Distribution in California. METRANS Transportation Center.
- Comandon, A., Lee, S., Rodnyansky, S. (2025). Affordability and Rent Levels. *Understanding Small Owner Housing: Habitability and Affordability in California's Multifamily Rent Market*, Chan Zuckerberg Initiative, 23.
- Boarnet, M. G, Lee, S., Gross, J., & Thigpen, C. (2023). Slow Streets and Dockless Travel: Using a
 Natural Experiment for Insight into the Role of Supportive Infrastructure on Non-Motorized Travel. UC
 Davis: National Center for Sustainable Transportation. http://dx.doi.org/10.7922/G29G5K4N Retrieved
 from https://escholarship.org/uc/item/244529qz

Policy Brief

Boarnet, M. G, Lee, S., Gross, J., & Thigpen, C. (2023). Do Slow Streets Encourage More Dockless
Travel? Evidence from Electric Scooter Usage in Four Cities. UC Davis: National Center for Sustainable
Transportation. http://dx.doi.org/10.7922/G2C24TRQ Retrieved from
https://escholarship.org/uc/item/592274zf

Books authored

• Cha, D., & Lee, S., (2022). Post Mobility: Device Innovation to Space Revolution. Wisdom House (published in Korea in Korean)

CONFERENCE PRESENTATIONS

- NABSA Shared Micromobility Research Roundup (2025), Slow Streets and E-scooter Travel
- PSR UTC Annual Congress (2025), What happens to travel behavior when treatment changes? An analysis of slow streets program changes in two US cities
- Western Regional Science Association (WRSA) 64th Annual Meeting (2025), What happens to travel behavior when treatment changes? An analysis of slow streets program changes in two US cities
- The 28th Pacific Conference of the RSAI (PRSCO) 2024, What happens to travel behavior when treatment changes? An analysis of slow streets program changes in two US cities
- 2023 Hearing insights from Global Autonomous driving experts conference (Seoul, Korea): *Future of mobility and urban space*
- 2023 Global trend seminar on the autonomous mobility ecosystem (Daegu, Korea): *Future of mobility and urban space*
- 2022 Future Mobility Forum (Wonju, Korea): Insights for building a mobility-specialized city
- Western Regional Science Association (WRSA) 62nd Annual Meeting (2023), Slow Streets and Dockless Travel: Using a Natural Experiment for Insight into the Role of Supportive Infrastructure on Non-Motorized Travel
- Transportation Research Board (TRB) 2022, Induced Demand for Scooters: Increases in Scooter Volumes on Pandemic-Related Slow Streets ("Best of" Bicycle Transportation for 2022: New Findings About Bicycling and Micromobility)
- Association of Collegiate Schools of Planning (ACSP) 2021, Slow Streets and Dockless Travel: Using a Natural Experiment for Insight into the Role of Supportive Infrastructure on Non-Motorized Travel
- Association of Collegiate Schools of Planning (ACSP) 2021, Bikeshare Trips in Seoul, South Korea

HONORS & AWARDS

- The 39th Chrales M. Tiebout Prize in Regional Science, Western Regional Science Association, What happens to travel behavior when treatment changes? An analysis of slow Streets program changes in two US cities (2025)
- WTS LA & TYlin Scholarship Graduate, WTS Los Angeles Chapter (2023)
- Meddin Emerging Researcher Scholarship, North American Bikeshare & Scootershare Association (2022)
- Best Paper, Transportation Research Board Bicycle committee (AHC20): 2nd best paper out of 100+ submitted to 2022 TRB annual conference, *Induced Demand for Scooters: Increases in Scooter Volumes on Pandemic-Related Slow Streets* (2022)
- Mortensen-Voorhees Award for Achievement in Transportation Studies, Rutgers University (2020)

TEACHING EXPERIENCES

Sol Price School of Public Policy, University of Southern California

Guest Lecturer (PPD 245 The Urban Context, Professor Dowell Myers)

Spring 2022, Spring 2023

How will New Mobilities Replace Internal Combustion Engines and Alter the City?
 Title: Future of Mobility and Urban Space

Sol Price School of Public Policy, University of Southern California

Teaching Assistant (PPD 523: Urban and International Development)

Fall 2022

- Held TA office hours every week and review sessions for exam
- Graded problem sets, midterm exam, and final project

Teaching Assistant (PPD 558: Multivariate Statistical Analysis)

- Held Stata Exercise sessions every week, review sessions for exam, and TA office hours
- Graded problem sets, midterm exam, and final paper
- Provided feedback on analysis project assignments and final paper

Bloustein School of Planning and Public Policy, Rutgers University

Teaching Assistant & Lab Instructor (Research Methods)

January 2019 - May 2020

- Designed the structure of Research Methods course for undergraduate student
- Instructed lab sessions every week teaching SPSS and basic statistics to students
- Provided feedback on analysis project and final paper

WORK EXPERIENCES

Korea Research Institute Researcher Seoul, South Korea Oct 2022 – Jan 2023

- Led comprehensive analysis of urban air mobility trends, delivering strategic insights through detailed market research and industry reports
- Curated and distributed targeted mobility sector intelligence through daily news updates and weekly newsletter publications
- Streamlined research workflows and documentation processes, enabling more efficient delivery of market intelligence reports
- Spearheaded research initiatives in transportation innovation, delivering actionable recommendations that shaped strategic planning decisions

CHA Mobility Research Institute

Seoul, South Korea Jun 2021 – Oct 2021

Researcher

- Led research initiatives in mobility patterns, analyzed complex datasets, and developed evidence-based recommendations for urban transport solutions
- Conducted comprehensive business assessments, delivered actionable insights, and presented findings to key stakeholders
- Conducted in-depth analysis on smart cities and new mobility industries, delivering strategic recommendation to partners

OTHERS

Applications: ArcGIS, QGIS, Microsoft Excel, PowerPoint, Word, Microsoft Access, R, MATLAB, Stata, EViews,

SPSS, Python, CUBE

Organizations: Student Member of Korean-American Scientists and Engineers Association, Student Member of

Korean Transportation Association in America, Student Member of American Planning Association

Languages: Native Korean, Fluent English, and Fluent Chinese