

Arsh Singh Hothi

Data Lead / Program Manager - *Making Sense of the Physical Environment Through (M)any Means*

San Francisco Bay Area, California, United States

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PROFESSIONAL SUMMARY

Project and product leader with 5+ years delivering transportation, infrastructure, and data programs for cities, regional agencies, and nonprofits. Experienced managing planning, design, procurement, construction, and close-out phases while controlling scope, schedule, and budget. Run multi-stakeholder programs that sit at the intersection of **safe streets, transit, and green infrastructure**, translating CAD/AVL, operations, and financial data into dashboards and evaluation frameworks that support council-level, board-level, and ballot-measure accountability.

EXPERIENCE

General Manager, Alameda TMA | 2025 – Present

Alameda Transportation Management Association (ATMA) – Alameda, CA

- Lead ATMA's operations as a city-funded and recognized TMA serving the City of Alameda project areas; report to a Board of Directors and manage overall program delivery, finances, and partnerships.
- Manage implementation of AC Transit EasyPass and Clipper BayPass pilot programs, connecting thousands of residents and workers to regional transit through assessment-funded TDM programs.
- Oversee the Oakland-Alameda Water Shuttle pilot, coordinating with the City of Alameda, MTC, WETA, the Port of Oakland, and other partners on service design, funding, marketing, and performance tracking.
- Lead a consolidation/acquisition effort to bring a Project Area Committee (PAC) under ATMA's purview, including governance design, financial analysis, stakeholder coordination, and board recommendations.
- Develop and maintain performance dashboards for pass and shuttle programs to inform board decisions, demonstrate impact to member jurisdictions, and support future grant and funding applications.

Data Lead, Transit Operations Performance | 2024 – 2025

San Francisco Municipal Transportation Agency (SFMTA) – San Francisco, CA

- Built and tracked transit operations performance KPIs for Muni rail and bus, designing and maintaining SQL models and BI dashboards using CAD/AVL and operational data.
- Delivered weekly and quarterly KPI briefings to operations, planning, and executive teams; insights informed service adjustments, fleet deployment, and operator management, improving reliability and timeliness.
- Led the analytics backend for transit operations, creating and maintaining business metrics that guided daily decisions across divisions and informed long-term resource allocation.
- Coordinated with IT and communications teams on radio, Wi-Fi, and GPS data feeds to ensure continuous reporting availability and timely performance reporting.
- Facilitated stakeholder workshops for data tools among planning, training, IT, and operations staff.

Vice Chair, Safe Streets Citizens Oversight Committee (Measure FF) | 2025 – Present

City of Berkeley – Berkeley, CA

- Serve as Vice Chair of the oversight body for Measure FF (SAFE STREETS), a parcel tax program funding street, sidewalk, pedestrian, bicycle, and green infrastructure projects. Long-standing involvement with Measure FF from inception: participated in early conversations with measure authors, canvassed heavily in the Berkeley hills, and attended both kickoff and victory events.
- Review project lists, expenditure plans, and metrics, and provide advisory recommendations to staff and Council, to ensure funds are spent in line with ballot language and equity, safety, and climate goals.
- Help shape expectations for project delivery, transparency, and outcome evaluation, including support for reporting frameworks that residents can easily understand.

Transportation & Infrastructure Commissioner | 2025 – Present

City of Berkeley – Berkeley, CA

- Advise City Council on multimodal transportation policy, infrastructure needs, and capital project priorities, with a focus on safe streets, transit reliability, and climate-aligned investments.
- Serve as AC Transit Liaison, Zero Waste Liaison, and member of the Watershed Management and 5-Year Paving Plan Subcommittees, coordinating with city staff on service, street design, and resilience.
- Work closely with Public Works and Transportation staff on policy recommendations and plan updates that intersect directly with Measure FF/SAFE STREETS investments.

EARLIER PRODUCT & OPERATIONS ROLES

2017 – 2023

USI Networks Inc. — Data Product Manager (Contract) (2023–2024)

- Led data server buildout and reconfiguration program for installation in both public and private data centers.

UrbanSim Inc. — Data Product Manager Consultant (Summer 2023)

- Led development of an agent-based travel-demand model and drafted go-to-market strategy for an urban modeling platform used by public agencies and consultants.

The Daily Californian — Director of Tech & Product (2020–2022)

- Built the organization's first mobile app and native ad platform; created and led the Tech & Product department from scratch, managing student engineers, designers, and product managers.

Product Manager Co-Op | Tracflo Inc. (Summer 2020)

- Helped design and refine a product that streamlined commercial construction financials and tracked change orders for contractors.

Logistics Planner | USI Networks Inc. (2017 – 2019)

- Tracked performance and managed inventory for 25+ transportation assets (tractors, trailers, etc.), improving utilization and on-time performance.

EDUCATION

University of California, Berkeley

Masters in *Information and Data Science*

Bachelors in *Economics & Public Policy*

Key Coursework: Machine Learning, Data Engineering, AI, Programming (Python, R, SQL), Environmental Policy, Urban Design, Energy Policy, Urban Studies, Behavioral Microeconomics, Statistics, Econometrics.