



City of Concord, New Hampshire

OFFICE OF THE MAYOR

Byron O. Champlin

TO: Members of City Council

FROM: Mayor Byron O. Champlin

DATE: June 24, 2025

RE: Transportation Policy Advisory Committee Appointment

I propose the appointment of the following individual to the Transportation Policy Advisory Committee:

- Erika Rydberg-Hall, 430 North State Street, Concord.

If approved, Erika Rydberg-Hall will serve as the Pedestrian and Trails Community Representative for a three-year term expiring August 31, 2028. Erika Rydberg-Hall's letter of interest and résumé are attached for your review.

In accordance with Section 18 of the City Council Rules, this proposed appointment is being distributed to the City Council as information in advance of formal action at the August 11, 2025, City Council meeting.

Dear Members of the Transportation Policy Advisory Committee and the City of Concord representatives.

I am writing to express my interest in serving as the Pedestrian and Trails Community Representative for the City of Concord. As an avid hiker, lifelong pedestrian advocate, and committed community volunteer, I would be honored to contribute to the enhancement and accessibility of Concord's trail systems and pedestrian infrastructure. Part of the reason I moved to New Hampshire was access to outdoors and living in this city has been a huge benefit to what I was seeking out that I missed in other major urban centers I lived in (including Boston, Washington, DC, and New York City).

My connection to Concord's walkability runs deep—literally and figuratively. From age 18 to 30 before I moved to Concord, I lived entirely car-free. I have explored all forms of transit in our city, from biking, to walking, to running, to our local bus, to cabs and rideshares (and yes now car ownership). When it came time to purchase a home, access to sidewalks and proximity to trails like those in the Morono Park system were deciding factors (which I am now lucky to live directly next door to now!). During the early days of the pandemic, I created an Instagram project to document and personally experience every hike in the city, further deepening my appreciation for Concord's trails and their role in community wellness and connectivity. To be fully transparent I didn't make it to all the trails, but I have hiked most Concord's trails! I am also often hiking beyond our city and have helped with a friend's social enterprise Ample Access Outdoors, which tries to build inclusive access to outdoors through various programs for all sizes and abilities.

Professionally, I spend much of my time testing new ideas and gathering feedback—skills I believe translate directly to effective community representation. I currently serve on the boards of Bebop Labs and Concord Makerspace, and have previously held positions, including president, on the board of Granite State Roller Derby. My experience also extends to organizations beyond New Hampshire, including Knowledge Commons DC.

Beyond board work, I've been a volunteer at Pope Memorial SPCA for over a decade and more recently with Adaptive Sports Partners North Country. These experiences have solidified my belief in the value of inclusive, accessible spaces—whether for recreation, transportation, or community building.

I am passionate about Concord's future as a walkable, welcoming city, and I would be proud to help shape policies that prioritize pedestrians and trails. Thank you for considering my application.

With kindness and in spirit of the wonderful adventure city I know what we are,

Erika Rydberg-Hall



City of Concord, New Hampshire

41 GREEN STREET

Concord, NH 03301

(603) 225-8500

APPLICATION TO SERVE ON A BOARD, COMMISSION OR COMMITTEE

All fields are required – Please note that all applicants who are appointed will be required to be sworn in

Applicant Name:	Erika Louise Rydberg-Hall
Street Address:	430 N State Street Concord, NH 03301
Mailing Address:	430 N State Street Concord, NH 03301
Telephone:	508-813-0019
E-mail:	Erika.Rydberg@gmail.com

Please specify the Board/Commission sought: Transportation Policy Advisory Committee

Please check the field(s) in which you have the requisite training and experience:

<input type="checkbox"/> Architecture	<input type="checkbox"/> Engineering	<input checked="" type="checkbox"/> Other Avid trails user, I was car free for most of 12 years. Employment is in IT management, experience on multiple non-profit boards.
<input type="checkbox"/> Land Use	<input type="checkbox"/> Law	<input type="checkbox"/> Construction <input type="checkbox"/> Mechanical <input type="checkbox"/> Plumbing <input type="checkbox"/> Electrical

Occupation or Place of Employment:	University System of New Hampshire
Employer and Employment Address:	University System of New Hampshire, 5 Chenell Dr #301 Concord, NH 03301
Employment Telephone:	603-862-1800
May you be contacted at work?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Education:

UNH - Master's in Business Administration -- George Washington University, Master of Arts in Media and Public Affairs -- Emerson College, Bachelor of Science in Communication Studies

Community Experience and Affiliations (both Concord and elsewhere):

I am currently on two non-profit boards Bebop Labs and the Concord Makerspace board.
I was also on the board of Granite State Roller Derby serving in various positions including president. I was on the board of a DC organization called Knowledge Commons DC.
I have been a volunteer at Pope Memorial SPCA for about 10 years now serving mainly in the cat room helping with cats.
I started volunteering this winter with Adaptive Sports Partners North Country.

How long have you resided in Concord or the Concord area? 11 years

In Accordance with RSA 91:2, in order to serve on a board, commission, or committee, you must be a citizen of the United States. Are you a Citizen?

☒ Yes ☐ No

Why would you like to serve in this capacity?

Include experience or expertise relevant to board or committee for which you are applying.

I have been an avid hiker and runner for most of my adulthood. I was car free from 18-30 years old.
Having access to sidewalks was part of our home purchasing decision. Our home is also next to the Morono park trail system. During Covid,
I started an Instagram account whilst I was trying to document all of the city's hikes and do each one myself. In my full time work, I spend a lot of time trying out new ideas and getting feedback
I feel due to my background and experience on local boards and in my work and personal interests I would be a good fit.

Have you served on any Municipal or Non-Profit Boards or Committees in the past? Which ones and when?

I have served on several non-profit boards, please see the above.

Have you contacted the Chair of the Board/Committee to learn about the Board's mission/duties and the expectations of its members (with regard to attendance, time commitment, training, etc.)?

☒ Yes ☐ No

Have you attended any meetings of the Board/Committee on which you want to serve? Yes ☒ No

Can you commit to attend 75% of meetings? Yes ☒ No

Please provide a brief biography? Attach resume, if desired.

Do you have any personal or business relationships with the City or any City officials or employees that could create a conflict of interest while serving on the requested Board or Commission? A conflict of interest is defined by Article 1-6-3 of the City Code of Ethics. If yes, please provide details on the relationship(s).

No, I do not.

If you do not receive the appointment you are requesting, would you be interested in serving on another Board or Committee?

☒ Yes ☐ No

BY SUBMITTING THIS APPLICATION, YOU UNDERSTAND THAT:

1. All members of City Boards/Committees are subject to the City's Code of Conduct;
2. This application is for consideration and does not mean you will necessarily be appointed to this board or committee;
3. You may be contacted to follow-up on any questions pertaining to the application; and
4. This application may be forwarded to the City Council for consideration at the Mayor's and/or City Manager's discretion;
5. All board members are required to be sworn in before they can participate or vote in any meetings;
6. At the end of your term, if you would like to be re-appointed you will be required to submit a new application and be sworn in;
7. This application becomes public record upon submission.

Enter L. Rytley - Hall

Applicant Signature

06/22/2025

Date

Erika Rydberg-Hall

430 N State Street Concord, NH 03301 ♦ erika.rydberg@gmail.com
♦ erikarydberg.com ♦ 508-813-0019 ♦ linkedin.com/in/communicationserika

Summary

Technologist ♦ Writer ♦ IT-Focused ♦ Customer Service ♦ Forward-thinking and hard-working
Educational Technology Manager with experience in technology, libraries and higher education.

Proficiencies

Wordpress	Microsoft Office Suite and Office	Higher Ed:
Sirsi and library automation	Constant Contact and Mailchimp	Kayako
Adobe Illustrator, InDesign, and Photoshop	Google Docs	Team Dynamix
iMovie, Final Cut Pro, Premiere Rush and	Audition	Domain of One's Own (WHM/WHMCS)
Premiere Pro	Audacity	Zoom
After Effects	Scratch	Pressbooks
Stata	Basic HTML, Javascript,	Moodle
PowerBi and Tableau	PHP	Canvas
R		Kaltura

Education

University of New Hampshire, Durham, NH

Peter T. Paul College of Business and Economics - MBA, Specialty in Growth & Innovation

Enrolled 2017 - July 2020 GPA 3.87

The George Washington University Washington, DC

Master of Arts in Media and Public Affairs 2011

Certificate in Documentary Filmmaking Summer 2010

Emerson College Boston, MA 2008

Communication Studies and Writing, Literature and
Publishing

Work Experience

University System of New Hampshire ♦ Plymouth, NH ♦ June 2022 - Present ♦ Academic Technology Support and Training Manager

- Managing a team of up to 7 Educational Technologists, and Instructional Designers supporting the University System of New Hampshire (UNH, Plymouth State University, and Keene State College)
- Formerly managed 2 employees Learning Designer and Educational Technologist on iLearn NH (a K-12 grant funded arm) of our institution from July 2022 until November 2023 when the management structure changed.
- Managing usage and assisting in making strategic decisions for the applications we support including: Canvas, Kaltura, Zoom, Teams Meetings, Blue, EAB Navigate and various other LTIs and associated technology
- Attending weekly meeting with CSMs for most major products bringing forth concerns and or recommendations
- Developing language for weekly communications reports that reach across USNH
- Developed SOPs for time reporting
- Enhancing team documentation and processes includes building responsibility matrices to better define team responsibilities
- Leadership on project management involving technology improvements at USNH (including but not limited to: technology space development (improved recording studio), school consolidation (GSC and UNH merger), change management, USNH wide portal project with Pathify, AI Chatbot Launch, E-Portfolio systems integration, Launching USNH wide LTIs such as Namecoach, evaluation of video conferencing systems

University System of New Hampshire ♦ Plymouth, NH ♦ November 2016 - June 2022 ♦ Educational Technologist and Student Manager

- Supporting students, faculty, and staff by providing prompt responses to ticketing and requests for tier II technology support across Learning design and technology spectrum for four campuses UNH, Plymouth State, Keene State and Granite State College - main support includes Kaltura, Canvas, Zoom and Plymouth State Specific Tools
- Managing 3 student teams (16 students) across 2 campuses and 3 different roles - position involves hiring, training, and day to day management
- Supporting onboarding and transition of Learning Management systems from Moodle to Canvas in 2020-2021 helping 420 instructors successfully migrate
- On application teams leading the charge in application development and improvement including teams evaluating and improving Canvas and Kaltura
- Have served on staff and technology committees including staff governance, staff fundraising and scholarships, President's Commission on the Status of Women (co-chair 2021-2022), committee to build a new technology lab at UNH and student showcase and research presentation committees

- Teaching and developing curriculum for courses or workshops relevant to new technologies throughout career as Educational Technologist
- Initiated development of Student Technologist position at Plymouth State, and managed or supervised up to five student employees during the academic year
- Directing management of Domain of One's Own, website building tool for all campus staff, faculty, and students currently support 1200 accounts
- Managing university hosted instance of Pressbooks, an open publishing tool
- Developed initial onboarding, operations, and employee training for new makerspace
- Created initial safety orientation, laser cutter, vinyl cutter and 3D printer trainings for Draper and Maynard Makerspace
- Managed video editing and production for on-campus video requests

Plymouth State University ◇ Plymouth, NH ◇ August 2020 - Present ◇ Teaching Lecturer

- Taught and developed curriculum for communications film class "Deviants in Film and Society" in Fall 2022 and Fall 2023
- Taught and developed curriculum for a communications film course "Sex and Cinema in the 20th Century" in Fall 2020
- Taught and developed curriculum 2 sections of "Web Expressions" in the Computer Science department in Spring 2021 and 1 Section in Fall 2021

District of Columbia Public Library ◇ Washington, DC ◇ September 2013-November 2016

November 2014 – November 2016 ◇ Library Associate ◇ The Labs at DC Public Library ◇

- Led design of protocol for Fabrication Lab and Studio Lab including systems for: machine/room reservation, policy and procedures for the spaces and internal policies for staff
- Reviewed and developed room design and set up, helped create a purchase list for thousands of dollars of audio and visual equipment, created policies for public access and developed trainings for staff
- Directed the creation of internal staff materials for the opening of the Labs at DCPL, included daily procedures for the Fab Lab
- Created and headed the development of registration systems for machine reservation, trainings and equipment request Created an organizational system for 3D print storage and distribution
- Developed curriculum for teaching staff how to interview and create videos on ipads as part of staff-wide employment evaluation goal
- Launched and created processes for using DIY digital preservation space

September 2013-November 2014 ◇ Library Associate ◇ Library Associate Georgetown Neighborhood Library

- Facilitated and developed original programming for our community including: ongoing yoga program with 100+ participants and 9 volunteer teachers, young professional's book club taking place at a local bar with 15-30 participants each month, developed concept around what became a panel discussion about makerspaces at our main library

Cove ◇ Washington, DC ◇ November 2014 – November 2016 ◇ On Site Host/Brand Communicator

- Researched potential non-profit partners for this DC based co-working space and providing contacts to supervisor
- Researched addresses and contact information for potential other partners close to certain cove locations

FrameWorks Institute ◇ Washington, DC ◇ June 2011-September 2013 ◇ Junior Associate

- Coordinated on all video content for FrameWorks included: editing hundreds of hours of video footage for numerous research projects, created final video products for clients, shot video footage for research – this included two camera shoots as the sole operator, provided assistance on interview set ups: included assistance with lighting, set design and set up and provided assistance and operated video equipment during a green screen shoot and recruited participants for research across the country
- Created organizational system and tagging system for file storage on a Wordpress blog for staff to access from locations around the country, organized hundreds of files internally on hard drive(s) and on this external system
- Wrote original content for FrameWorks' Blog using Frameworks' research and communications approach
- Formatted and helped manage email newsletter received by over 3,000 subscribers
- Launched SWAMPED! A FrameWorks interactive web game on education and budgets & taxes and edited XML to launch the game
- Managed an intern at FrameWorks and helped with his project, organizing hundreds of video files on multiple hard drives

Volunteer and Community Work

Making Matters/Concord Makerspace ◇ Board of Directors ◇ May 2021 - Present

Bebop Labs ◇ Board of Directors ◇ Spring 2018 - Present