

PATRICK MCCAFFERTY

GEOSPATIAL STRATEGY ANALYST/ DATA VISUALIZATION CONSULTANT

513 225 5031 | mccaffpm@gmail.com
Boston, MA | [linkedin.com/in/mccaffpm](https://www.linkedin.com/in/mccaffpm) | mccaffertymaps.com

PROFILE

Strategic analytics leader with 13+ years of experience translating complex data into actionable market insights across real estate, infrastructure, and urban development. Proven ability to lead cross-functional teams, develop decision-support tools, and influence high-value client investment. Expert in market analysis, data visualization, and research-driven strategy, with a strong track record of delivering executive-ready insights that guide site selection, capital allocation, and public-facing initiatives.

AREAS OF EXPERTISE

Location Intelligence Strategy	Real Estate Market Analysis	Project Management	Team Building & Coaching
Retail Site Selection	Predictive Modeling	Strategic Research	Report Writing
Data Visualization	GIS Dashboard Development	Graphic Design	Data Science

EXPERIENCE

TRANSIT PLANNING PROGRAM MANAGER/ GIS ANALYST

MassDOT | Boston, MA | 2024 – Present

- Lead graphic designer for all public- and media-facing communications and digital/print products for the Office of Transit Planning.
- Developed real time mobility dashboards for MassDOT's 2026 application inventory that includes the pothole dashboard, electric vehicle charging stations, and geotechnical boring sites, potential for everyday walking and biking index, and the top 200 most dangerous intersections.
- Authored the 2025 MassDOT Map inventory for public circulation.
- Advanced public accessibility initiatives through geospatial analytics and visualization.

SENIOR GIS ANALYST

Lendlease | Boston, MA | 2019 – 2024

- Led a team of four in developing site assessment portals and geo-statistical models that supported a \$1B+ development pipeline.
- Responsible for global GIS projects involving goal establishment, user engagement, and visualization.
- Created site scoring frameworks and acquisitions portals for targeted gateway cities.
- Modeled amenities, demographics, and mobility patterns to inform development strategy.

SENIOR GIS CONSULTANT

CoStar | Boston, MA | 2017 – 2019

- Managed a small research team tasked with building CoStar's geospatial strategy from the ground up.
- Conducted predictive modeling for optimal Whole Foods site selection, utilizing micro demographics analysis to match consumer profiles.
- Devised CoStar's Location Quality Scoring system for Office, Apartment, and Industrial locations that focused on capturing local market nuance using diverse social/environmental/ economic variables.
- Delivered strategic analysis of apartment market impact on local housing for Amazon HQ2 expansion

EXPERIENCE CONTINUED

PATRICK MCCAFFERTY

MARKET ANALYST/ URBAN PLANNER

RKG Associates | Boston, MA | 2014 – 2017

- Unveiled insights into property value fluctuations for MBTA expansion in Somerville, MA through an in-depth research report. Investigated prospective impact of new Transit Oriented Development utilizing geographically weighted regression techniques.
- Led a pivotal downtown Quincy Retail Revitalization Study by executing thorough site suitability assessments and demographic analyses.
- Conducted a comprehensive Stop & Shop site investigation, evaluating grocery store market accessibility and scrutinizing influence of demographic factors.
- Authored Hub on Causeway impact analysis, which forecasted foot traffic within and surrounding dynamic mixed-use development, with a specialized focus on predictive walkability within and surrounding dynamic mixed-use development

SENIOR RESEARCH ANALYST

City of Boston | Boston, MA | 2012 – 2014

- Modernized city's land valuation method by transitioning it from a linear framework to a sophisticated geographically anchored, tailored, three-dimensional response surface approach.
- Headed alternative modeling methods team, integrating cutting-edge techniques such as MSP Trees, Empirical Bayesian Kriging, Artificial Neural Networks, and Geographically Weighted Regression into multifamily property assessments.
- Developed existing property valuation models utilized by Department for both land and multifamily properties.
- Executed diverse studies investigating intricate connections between real estate markets, built environments, and demographics. Explored interactions among variables including daytime population, income, educational attainment, age, GDP, and CPI to discern developmental impacts.

DEPUTY CLERK

Hamilton County Mental Health Board | Cincinnati, OH | 2008 – 2010

- Developed GIS-based report on the effects of the built environment on mental health hospitalization for devising a more sustainable rehabilitation trajectory.
-

EDUCATION

MASTER'S DEGREE – Urban Planning | Name of the University 2015 – 2018

- Master's thesis, "Urban Blight, Defined" focused on creating an evaluative criterion for tracking and diagnosing urban blight in service of targeted reform.

BACHELOR'S DEGREE – Urban Planning | Name of the University 2010 – 2014

TECHNICAL PROFICIENCIES

ArcGIS	ESRI Experience Builder	PowerBI	Adobe InDesign
AGOL	Survey123	R	Adobe Photoshop
ESRI Dashboard	Tableau	Python	Adobe Illustrator

VOLUNTEER EXPERIENCE & PROFESSIONAL ORGANIZATIONS

NORTH AMERICAN CARTOGRAPHERS ASSOCIATION – Contributing Member 2015 – Present

HAPPY CITIES INDEX – Lead Researcher 2023 – Present

VOTE FORWARD – Geospatial Data Scientist 2016 – Present