



Advancing Women in Transportation
Charlotte Metro Chapter

In Motion

Spring 2010

PRESIDENT'S MESSAGE:

Dear WTS Members and Friends:

It's been a great start to 2010 with several great programs, including the chapter's first Annual Awards Banquet. We were honored to have Carolyn Flowers, CATS CEO, as our keynote speaker (and newest member of our local WTS chapter) and Diane James, WTS Foundation Executive Director, to participate in the scholarship presentation. Thank you to Eliza Rodriguez with HDR, WTS Recognitions Committee Chair, and Celia Gray with CATS, WTS Scholarship Committee Chair, for making the event such a success! And congratulations to our scholarship and awards winners! (For details and pictures, see p. 2)



Earlier this month, I had the opportunity to attend the WTS Annual Conference. Policy makers and industry leaders were on hand to talk about federal initiatives and transportation issues (See Conference Highlights on p. 5-6). You'll also be hearing more about a variety of WTS initiatives related to scholarships, student outreach and membership in the coming months.

I look forward to seeing you at an upcoming event. I particularly encourage you to support our annual scholarship fundraiser and find out about the WTS Foundation "5 in 10" campaign, as we seek to encourage future transportation leaders.

See you soon!

Kelly Goforth

Chapter President

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PROGRAM HIGHLIGHTS:

Presentation and tour of a local LEED Platinum Building

Optima Engineering

March 16, 2010



Thank you to Optima Engineering for allowing us to tour your LEED Platinum Facility. We learned about *sustainable design principles* and saw the facility's "green" design elements, including a rooftop look at the solar photovoltaic system and a solar water heating system. In 2009, Optima Engineering earned Platinum Leadership in Energy and Environmental Design (LEED®) certification from the U.S. Green Building Council for its office. The Platinum LEED rating for commercial interiors is the highest rating available, and Optima Engineering is the **first** to achieve this designation in the Charlotte area.

LEED points are awarded in five key areas: sustainable site development, water sav-

ings, energy efficiency, materials selection, and indoor environmental quality. The U.S. Green

Building Council offers four levels of LEED certificates (Certified, Silver, Gold and Platinum).



Optima Engineering's solar photovoltaic (PV) system is an array of forty 216 Watt photovoltaic modules mounted on the roof, with two 5 KW inverters in the electric room. The PV system will supply power to the utility grid, with the power being purchased by NC Greenpower. When



used in conjunction with lighting controls and daylighting, Optima Engineering's PV system is sized to produce power to equal or exceed the power consumed by the lighting and personal computers (one on each desk) during peak solar episodes.

The shell building utilizes an evacuated tube style thermal solar water heater to provide hot domestic water for the entire building, including the core toilets and showers in the parking garage for the bike riders.

WTS Charlotte Metro First Annual Awards and Scholarship Banquet April 21, 2010

The WTS Charlotte Metro Chapter held our first annual awards and scholarship program this year. Thank you to everyone who made it a great success!

The winners that were honored were:

Employer of the Year: STV/Ralph Whitehead Associates

- An organization that has enhanced the transportation industry through its commitment to excellence and quality in its services or products
 - An organization with an outstanding record of affirmative action in hiring and promoting at all employment levels
 - An organization that supports continuing education of its employees
- An organization that encourages women students to enter the transportation field by providing internship opportunities
- An organization that has supported WTS



Innovation Transportation Solutions Award: City of Charlotte, I-277/ Caldwell Street Interchange Project

- An outstanding local project or service whose transportation element has contributed to the success of the initiative
- A project or service that supports one or more key community

values, such as improved accessibility to key services, employment, or other opportunities

- A project or service that has overcome obstacles to build its project or provide its service
- A project or service that has made a difference in the lives of its users



Member of the Year: Kelly R. Goforth, Charlotte Area Transit System

- A member who has shown extraordinary commitment to the goals and growth of WTS
 - A member who has promoted the reputation of WTS within the transportation industry
 - A member who has worked effectively to strengthen communication between local and national levels or between chapters
- A member who has done an outstanding job of revitalizing or expanding a chapter or any of its functions



Congratulations to our Winners!

This year, the chapter also selected our first local scholarship winner. **Priyanka Alluri**, a Clemson University student, was warmly welcomed into the group with a paid membership into WTS Charlotte Metro Chapter and received a \$500 check. We were honored to have Ms. Diane James, CAE, WTS International Foundation Director to come and personally award her during the banquet.

Our keynote speaker was Carolyn Flowers, CATS CEO and previous winner of the WTS LA Chapter's Women of the Year Award. We enjoyed hearing about her WTS experiences while a member of the Los Angeles Chapter



and her presentation on "Integrating transit into the future of the Charlotte Region."

We had a great turnout. Proceeds are being used to help fund this year's scholarship fund. Hope you can join us next year!



Using Social Media in Public Involvement

May 27, 2010

Garold Smith, Marketing and PR Director for Springboard Eydo



“Springboard Eydo specializes in creating overarching public involvement strategy, designing unique project branding, and developing the communication tools.”

Social Media isn't a FAD, it's a fundamental shift in the way we Communicate! We no longer search for the news, the news finds us!

Social networking is a tool to add to your communications plan. You have to have successful public involvement to be successful in social networking. Social media is used for 1) promotion, of meetings, projects, programs, etc. and 2) communication, to interact with the audience, allowing feedback.

3 Elements of Social Media “Society”

- Users - the audience
- Implementers – the technical experts
- Strategists – the Public Information Officers, marketing and communications departments, macro and micro managers, and staff

Benefits of Social Media

- Broaden your audience
- Increase collaboration
- Facilitate conversation
- Timely interactions
- Collect comments
- Monitor pulse
- Stay relevant



Who makes up the Support Structure?

Having a strong support team will provide commitment, accountability, tenacity, and flexibility.

- Management – company goals, objectives, and policies
- Marketing – consumer audience, brand management, and R&D
- Corporate Communications – messaging, styles, brand, and media relations
- IT – policies, technology, content, and access

- Legal – guidelines, public records, administrative records, and disclaimers

The Social Media Revolution:

Did you know...

- There are 400 million Facebook users
- 96% of Millennials have joined a social network
- Facebook added over 200 million users in less than a year
- To reach 50 million people, it took:
 - Radio - 38 years
 - TV - 13 years
 - Internet - 4 years
 - iPod - 3 years
 - iPod application downloads hit 1Billion in 9 months
- 80% of companies use social media for recruitment, 95% of these companies use Linked In
- YouTube is the 2nd largest search engine in the world
- Wikipedia has over 15 million articles, it is as accurate as the Encyclopedia Britannica
- 78% of the articles are non-English
- 34% of blogger post opinions about products & brands
- Hopefully you like what they are saying about your brand
- People care more about how their social graph ranks products & services than how Google ranks them
- 78% of consumers trust peer recommendations
- Only 14% trust advertisements
- Kindle eBooks outsold paper books at Christmas

UPCOMING EVENTS:

High Speed Rail Initiatives in North Carolina, Lunch Program

July 22, 2010, 12:00 - 1:30 pm at Villa Antonio's

Pat Simmons, Director of NCDOT Rail Division

\$18 for members and \$25 for non-members.

* Qualifies for 1.0 PDH Credit

Register online at: <http://www.wtsevents.org/chapter/CharlotteMetro/>



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WTS Charlotte Metro 2010 Scholarship Bowling Event

August 3, 2010, 7:30 until 10:00 pm

Join us for Tuesday Dollarmania and crazy bowling at Centennial Lanes Bowling Center. 4501 South Blvd.

We'll be setting up teams and explaining the rules at 7:30 and start bowling at 8:00.



The \$15 all-inclusive fee covers bowling, shoes, hot dogs, and beer.

The theme for this year's WTS Foundation Scholarship Program is "5 in 10". We're encouraging all bowlers to donate \$5 or \$10 to our Scholarship fund. All donations are tax deductible.

Beginning with donations from individuals recorded in May, 2009, WTSF tracks contributions from donors cumulatively. Recognitions will be given at the following levels:

- President's circle (3K and up)
- Director's circle (\$2,500-\$2,499)
- Benefactor (\$1,500-\$1,999)
- Mentor (\$1,000 -\$1,499)
- Supporter (\$1-\$999)

To donate on line, go to wtsinternational.org and click on WTS Foundation. It will lead you to Charlotte Metro's Scholarship fund.

SAVE THE DATE:

September 16, 2010, 12:00 - 1:30 pm

Danny Pleasant, Director, Charlotte Department of Transportation

More details coming soon.

**** For these programs take advantage of our new WTS Online Registration ****

<http://www.wtsevents.org/chapter/CharlotteMetro/>

LOCAL HIGHLIGHTS:

Transportation Summit

April 16, 2010

The Charlotte Chamber hosted the 8th annual Transportation Summit on April 16. The summit focused on the concept of regional transportation planning. Areas of the country that have seen success in the regional transportation planning arena shared their stories with attendees. Business leaders, along with city and state officials, discussed the possibility of creating an entity in the Charlotte region. Additional updates included the airport and intermodal rail project, local and state roads and Charlotte's transit system.

The Transportation Summit is a chance for members to examine and learn about the future of Charlotte transportation. Planes, trains and automobiles are the spotlight in this popular half-day summit that features local, state and federal subject experts who share the latest information on what transportation decisions are being made and how participants can impact future decisions. Former speakers and panelists at this high-level event include transportation experts from across the country, several North Carolina cabinet secretaries, state and local elected officials and business leaders.

You can view the presentations of the following topics on the Charlotte Chamber website at <http://www.charlottechamber.com/member-info/summits/>.

- **Transportation: Why it Requires a Regional View**
Anthony Foxx, Mayor, City of Charlotte
- **Regional Transportation Success Story**
Mell Henderson, Transportation Director, Mid-Americas Regional Council, Metropolitan Planning Organization, Kansas City Region
- **Transit in the Charlotte Region (Panel Discussion)**
Carolyn Flowers, Executive Director and CEO, Charlotte Area Transit System
Bob Morgan, President, Charlotte Chamber
- **State and local road project updates (Panel Discussion)**
Danny Pleasant, Director, Charlotte DOT
Barry Moose, NCDOT Division 10
Mike Holder, NCDOT Division 12
- **Airport and Intermodal Rail Project Updates**
Jerry Orr, Director, Charlotte-Douglas International Airport
Darrell Wilson, Assistant VP of Government Relations, Norfolk Southern



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- **Emerging Trends in Community Building (sustainability/livability)**
Tom Norman, Director, Division of Bicycle & Pedestrian Transportation, NCDOT

NATIONAL HIGHLIGHTS:

2010 WTS Annual Conference – The Right Place @ the Right Time
May 19 – 21, 2010
Washington, DC

This year's WTS Annual Conference was held in Washington D.C. and included a number of interesting sessions by federal and local policymakers and industry leaders. Two members of our local chapter, Kelly Goforth and Kim Bereis, attended the conference. Following are some highlights from the conference.

Keynote Speaker

The keynote address was given by US Secretary of Transportation, Ray LaHood. He announced a new partnership between USDOT and WTS focused on workforce development and encouraging women to pursue degrees in Science, Technology, Engineering, and Math (STEM) fields.

Surface Transportation Legislation and Funding

Several key congressional staff participated in a panel discussing federal funding for transportation. Speakers emphasized the need for stability in funding in order to have predictability for long-term transportation planning. Discretionary funds are less predictable. One of the key themes was the need to get transportation on the top of the federal agenda. The general fund transfers to the Highway Trust Fund show support for transportation, but it's not sustainable. Polly Trottenburg, Assistant Secretary at the USDOT, discussed the need to focus on tracking performance for all transportation programs to build public support for additional funding. Joyce Rose, House Appropriations Committee staff, spoke about concerns that the High Speed Rail program, which awarded grants to 78 projects, spread funding too thin, instead of focusing funds on fewer projects to create results that will "capture the imagination of the public" and garner long term support for funding. To gain support, there needs to be a project to show for the investment.

Transit's Role in Sustainability

Transit agency representatives from Washington DC, Atlanta, and Salt Lake City discussed their efforts related to sustainability policies in

their areas. WMATA (Washington DC) has no adopted Board policy, but is looking to frame "sustainability" in terms of being strategic for the organization and to use it as part of workforce motivation. Performance measurement is important in terms of efficiency, energy savings, and TOD. Some of WMATA's sustainability initiatives include ISO 14001.C, recycling program, LED lit railcars (test), wayside regenerative braking, joint development, and park and ride priority for zip cars. MARTA (Atlanta) is working on sustainability from the development perspective. The agency is working on regional effort that focuses on transit's role in revitalization in a broader view, not just on the real estate deal. They are developing a set of TOD guidelines and policies using Charlotte as an example. UTA (Salt Lake City, Utah) completed a recent survey where 85% of respondents agree that "transit supports the environment" and 76% agree that "transit supports the economy". UTA's mission is about shaping community, and the agency is working in partnership with UDOT related to land use and growth strategies. Their plans call for five rail lines by 2015, supported by a 2006 referendum. The key to the referendum's success is that local leaders were champions: the Chamber of commerce advocated transit's connection to the economy by reducing congestion and improving goods movement; the University cites that 30-40% of university trips taken by transit, reduced parking deck construction. Transit agencies need to discuss all dimensions of transit benefits.

American Streetcar Resurgence

The session on the streetcar projects in the US provided an overview of cities with existing streetcar systems, those considering streetcar projects, and highlighted projects in Portland and Arlington. Across the country, streetcar projects are being driven primarily by cities, not transit agencies. Most of the current systems are historic trolley, with three modern streetcar systems. The Portland Streetcar opened its first line in 2001. Property owners drove the project. They wanted high capacity service, not tourist oriented, which led to the procurement of a modern low floor streetcar. The streetcar has resulted in \$3.5 billion in private development; 12,000 riders/day; 10,000 housing units downtown. The Arlington Columbia Pike Streetcar project is based on a history of strong land use planning. In the 1970s, the Arlington Land Use Plan called for the Metro Orange Line to be built in the center of town not in middle of I-66 as originally proposed. The result was more balance in jobs/residents (now 50/50), and transit ridership of 250,000 per day in Arlington (200,000 Metrorail). The Columbia Pike Streetcar project is a proposed Small Start project, with a cost of \$160 million. Finally, Matt Welbes, FTA Executive Director, discussed FTA funding initiatives including Small

Starts, TIGER I, FTA Research Program, Urban circulator, and TIGER II that have awarded or will award grants for streetcar projects. He also discussed changes to the New Starts/Small Starts program that may make more streetcar projects eligible and competitive.

Leadership Session

Four outstanding women leaders spoke about their experiences: Therese McMillan, Deputy Administrator, Federal Transit Administration; Barbara Reese, Deputy Chief Administrative Officer, City of Richmond; Pauline Schneider, Partner, Orrick, Herrington, & Sutcliffe LLP (public finance); and Lisa Mancini, Senior Vice-President, CSX Corporation. Key highlights of the Q&A:

What is leadership? Leaders enable others to do their best. They lead by experience and by example. A good leader is a good listener.

What do you look for in hiring or promoting? The top attributes mentioned were communication skills and continuous learning / natural curiosity.

Why is it a good time to be in transportation as a leader? There are challenges, but they are solvable; feel passionate about goals. Creative and sustainable ideas come from times of crisis.

What are your top 3 challenges as a leader in transportation? 1. Money/funding 2. Standing up against the quick fix and investing for the long term. 3. Finding the right work/life balance and finding time to work on the vision.

CHAPTER MEMBERSHIP:

WTS Charlotte Metro welcomes new members to the chapter.

- Ms. Priyanka Alluri, Clemson University student
- Ms. Kelly Cappelletti, Charlotte Area Transit System
- Ms. Carolyn Flowers, Charlotte Area Transit System

Spread the word about the benefits of WTS membership. We encourage all members to become involved in a committee and attend our programs to get the most out of your membership.

To become a member of WTS Charlotte Metro, join online at www.wtsinternational.org. For more information, please contact our Membership Committee Chair, Brock LaForty, at BrockLaForty@stvinc.com.

MEMBER SPOTLIGHT:

Frances S. Gallagher, PE

Operations Manager

Capital Management & Engineering (CME)



1. **Can you provide a brief description about what you do?** I serve as the Operations Manager for CME. I also serve as Assistant Program Manager. Our clients are typically public clients, and we help them to plan and implement their capital projects such as roads and bridges, and also all types of buildings like justice facilities and libraries.
2. **How long have you worked in the transportation industry?** I began working in the transportation industry when I graduated from college and have been in this industry for 25 years.
3. **What do you like most about your job?** My favorite aspect of my work is helping our clients and our employees to reach their goals.
4. **Why did you join WTS?** I fully support the vision and mission of WTS and wanted to be a part of it. I especially enjoy the new friends and contacts I've made with others that share my interest in transportation.
5. **How long have you been a member of WTS?** I've been a member for 3 years. I joined just after our chapter was started in 2007 and began serving as chapter treasurer right after I joined.
6. **What do you think are some of the challenges facing professionals in transportation in the current economic environment?** The lack of business opportunities in the current economic environment and the resulting competitive marketplace make short and long term business planning quite challenging, especially for small businesses.
7. **What are some of the achievements you've seen for transportation professionals?** When I graduated from college, construction plans were still being produced by hand drafting, computer-aided drafting and design were just getting started, and you were really high tech if you had a pen plotter. Considering the capabilities of today's design software, the internet and social media, it is truly amazing how far we've come in 25 years.
8. **What would you like to share about your personal interests and goals?** I enjoy spending time with my family and my church family. I love to dance, play piano, walk, and relax in my sunroom with my cat and a good book.



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CORPORATE SPONSORS:

WTS Charlotte Metro would like to thank our corporate sponsors for their continued support. Corporate sponsorship has been a key part of our chapter's success! We have recently sent out a letter requesting that companies renew their sponsorship or become a new sponsor. These commitments will allow us to continue bringing meaningful speakers to the transportation community and will support new initiatives for local scholarship and recognition programs. Corporate sponsors for 2009-2010 are listed below. For more information on sponsorship benefits and opportunities, contact Kelly Goforth at kgo-forth@charlottenc.gov or Candice Crago at cheintz@mulkeyinc.com.

PLATINUM

HDR Engineering
Mulkey Engineers & Consultants
Parsons Brinckerhoff
PBS&J
STV / Ralph Whitehead Associates



GOLD

Envision Consultants, Ltd.
HNTB



If you have a suggestion, announcement, or great idea for this newsletter please contact a member of the newsletter committee. We'd love to hear from you!

Newsletter Committee

Judy Dellert-O'Keef, Chair - jdellert-okeef@charlottenc.gov

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Thank you to our newsletter contributors for keeping us *In Motion* this quarter: Judy Dellert-O'Keef, Francis Gallagher, Kelly Goforth and Eliza Rodriguez.

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