



Advancing Women in Transportation
Charlotte Metro Chapter

In Motion

Summer/Fall 2010

PRESIDENT'S MESSAGE:



Dear WTS Members and Friends:

Happy Fall everyone! It was a busy summer as the WTS Charlotte Metro Chapter continued to serve its members and the greater transportation community with informative programs, membership outreach, and new initiatives.

Once again, the WTS bowling fundraiser was a fun way to get to know colleagues and raise money for our local scholarship. Thanks to Celia Gray and Edith Peters of the Scholarship Committee for making this event happen, and to our corporate sponsors that donated items as prizes for the winners of our tournament.

This August also marked the establishment of a partnership with NCDOT and the WTS NC Triangle Chapter. The Memorandum of Cooperation builds upon the WTS International–USDOT partnership with a statewide initiative to encourage women to enter careers in transportation and support women in transportation throughout their careers. WTS Charlotte Metro members, Frances Gallagher, Celia Gray, Kim Bereis, and myself, traveled to Raleigh (by train!) to participate in the signing event. At the event, Secretary Conti discussed the wide range of careers available in the transportation field, and how important it is to encourage diversity (*see excerpt on page 4*). Many thanks to Paddy Jordan, WTS NC Triangle Chapter President, and Terry Canales with NCDOT, for initiating this effort.

We had the opportunity in September to hear from the Director of the Charlotte Department of Transportation, Danny Pleasant, who provided his perspective about the importance of providing facilities for walking, bicycling, transit, and cars, as well as good design. CDOT won a 2009 Smart Growth award from EPA for their Urban Street Design Guidelines, which call for “complete streets”.

Finally, WTS International and our local chapter will soon be rolling out the Fall membership drive. You will be hearing more about the benefits of WTS, as well as incentives to join in the coming weeks. Please consider taking advantage of the networking benefits and leadership opportunities of WTS by becoming a member of the WTS Charlotte Metro Chapter!

Thank you for your continued support!

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PROGRAM HIGHLIGHTS:

Bowling Scholarship Fundraiser

August 3, 2010

From the Scholarship Chair Desk:

Thanks to all who came out to support our bowling fundraiser on August 3rd. Friends and coworkers gathered for an evening of fun and laughter while supporting the WTS scholarship program. We had a fun competition and raised \$214 for our Chapter's scholarship fund. Contact Celia Gray if you'd like to help plan the next social event, cgray@charlottenc.gov.



Hot Topics in Transportation

September 16, 2010

Danny Pleasant, AICP

Director, Charlotte Department of Transportation

Did you know the Charlotte Department of Transportation:

- Manages 2,400 miles of streets - about the distance from Charlotte to Los Angeles - and 1,929 miles of sidewalk.
- Maintains and operates 720 signalized intersections.
- Follows the Urban Street Design Guidelines, which promotes sustainable development through more and better transportation choices, received the **2009 National Award for Smart Growth Achievement** by the EPA.
- Manages street rights of way equal to about 25,000 acres, making CDOT the largest real estate manager in the city.
- Installs approximately 10,000 signs, two million linear feet of pavement markings and 800 pavement arrows, crosswalks and stop bars each year.
- Accomplished the following design and construction projects this past year:
 - 9.7 miles of street projects
 - 5 intersection projects
 - 17.8 miles of sidewalk projects
 - 18.7 miles of bicycle projects
 - 78 replacements of traffic signal controllers
 - Retiming of 254 traffic signals
- Developed and implemented the Charlotte Uptown Wayfinding and Parking Program, providing a more efficient and safer circulation of vehicles and pedestrians within the Center City.
- Completed the most extensive resurfacing program in Charlotte's history – 197 miles of streets.



The Urban Street Design Guidelines (USDG) are the implementation tool for planning and designing Charlotte's streets and for providing viable transportation choices for all Charlotteans. The Charlotte City Council adopted the USDG in October 2007.

The USDG are a vital supporting component of the Transportation Action Plan (TAP), describing how the planning and design of Charlotte's streets and intersections will support livability and economic development objectives and create more travel choices. The USDG include methodologies and recommendations for implementing key aspects of the TAP— increasing the quantity and quality of streets, enhancing the integration of land use and transportation decisions, and providing “complete” streets for residents, property owners, and all types of travelers.

The USDG support Charlotte's Centers, Corridors, and Wedges Growth Framework by providing a diverse set of street types and flexible designs to be applied to varying types and intensities of land uses in different areas of Charlotte. The USDG define a process to ensure that appropriate street types and street design elements will be used to support specific land development and transportation objectives. Additionally, the USDG describe the land uses and urban design elements that can best complement each type of street – with the intention that street design and land use/urban design decisions will reinforce each other.

Guiding Principles of the USDG: Achieving a “Complete Street” Network

1. Streets are a critical component of public space.
2. Streets play a major role in establishing the image and identity of a city.
3. Streets provide the critical framework for current and future development.
4. Charlotte's streets will be designed to provide mobility and support livability and economic development goals.
5. The safety, convenience, and comfort of motorists, cyclists, pedestrians, transit riders, and neighborhood residents will be considered when planning and designing Charlotte's streets.
6. Planning and designing streets must be a collaborative process, to ensure that a variety of perspectives are considered.



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CHAPTER EVENTS:

High Speed Rail Initiatives in North Carolina

David Robinson, PE, Ph.D.

November 10, 2010, 12:00 pm at Villa Antonio's on South Boulevard

**** Take advantage of our new WTS Online Registration ****

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

The flyer features a blue header with the WTS logo and the text "Advancing Women in Transportation Charlotte Metro Chapter". Below the header, it says "Please Join Us... for a WTS Program". The main title is "HIGH SPEED RAIL INITIATIVES". The guest speaker is "David Robinson, PE, Ph.D.". The event is on "Wednesday, November 10, 2010" from "12:00 pm – 1:30 pm" at "Villa Antonio's, 4707 South Boulevard, Charlotte, NC 28217". The cost is "\$18 members/\$25 non-members". Registration includes "buffet lunch and dessert". The RSVP deadline is "Wednesday, November 3, 2010" using the online registration site. A contact email is provided for registration issues. The flyer also notes that the event "Qualifies for 1.0 PDH credit".

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HIGH SPEED RAIL INITIATIVES

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Registration includes buffet lunch and dessert.

RSVP by Wednesday, November 3, 2010 using our online registration site,
<http://www.wtsevents.org/chapter/CharlotteMetro/>

Trouble registering? Claire.Brinkley@hdrinc.com

(Qualifies for 1.0 PDH credit)

LOCAL HIGHLIGHTS:

NCDOT and WTS Chapters Sign Memorandum of Cooperation

The following is an excerpt from the remarks by Transportation Secretary Gene Conti, August 26, 2010:

"The Memorandum of Cooperation that we're signing today supports NCDOT and WTS's common goals of:

- Developing resources, ideas and partnerships for encouraging young students to consider careers in transportation.
- Developing best practices in the areas of mentoring, promoting women entrepreneurs and attracting students in the technical fields into transportation.
- Creating more effective professional development opportunities for women throughout their careers.

For the NCDOT it means increasing opportunities for the future of the department and for students by growing their interest in the STEM fields: Science, Technology, Engineering, and Mathematics.



All of these fields are actively used at NCDOT.

Engineers do everything from designing roads and bridges to studying

traffic patterns, but what people don't realize is that transportation is so much more than engineering. We have scientists in the field testing soil, biologists making sure that potential projects don't impact endangered species of animals, and IT people developing sophisticated GIS mapping systems. We are always on the lookout for new technologies that will make motorists aware of construction projects, warn them of delays and make our work more efficient.

Of course we're more than just roads at NCDOT. In our Public Transportation Division, we're working with technology companies that provide to-the-minute bus arrival times that are posted at urban bus stops and sent to rider's smartphones. High-speed rail in North Carolina is chugging full-steam ahead and safety engineers are working to make sure our railroad crossings are safe. Engineers are working with airports around the state to upgrade runway lighting

from traditional lights to LEDs, which use less electricity.

In the Ferry Division, our marine design engineer is currently working on the technical specs for our new sound class ferry.



As you can see, the opportunities reach far beyond road design.... Starting today, with the signing of this memorandum of cooperation, we can embark on a path to enriching the education of students and, in turn, provide an educated and well rounded workforce for the future."

Partnership Outreach and Volunteer Opportunities

Our Charlotte Chapter is partnering with NCDOT and the NC Tri-angle WTS Chapter to introduce girls to careers in Transportation.

Our first assignment is to develop a shoebox of items that we can take to interactive demonstrations at high schools to get students excited about fields in Transportation. We're looking for ideas on things we could put together to get their attention. Please email your ideas to Celia Gray at cgray@charlottenc.gov.

Right Moves for Youth works to reduce the occurrence of student dropouts in Mecklenburg County. They are looking for professionals to speak with high school students about their career paths. Contact Shannon Hames at 704.377.4425 (ext 103) or hames@rightmovesforyouth.org if you are interesting in speaking to this group.

NATIONAL HIGHLIGHTS:

WTSF Scholarship Program "5 in 10"

The theme for this year's WTS Foundation Scholarship (WTS Foundation) Program is "5 in 10". We are encouraging all members to donate \$5 or \$10 to our Scholarship fund in 2010. All donations are tax deductible. You can donate online at www.wtsinternational.org (click on Donate Now, then select the Charlotte Metro Chapter).

WTS Foundation offers four international scholarships annually for graduate and undergraduate students. WTS Charlotte Metro Chapter also offers a local scholarship. You can also contribute to the WTS Foundation to support research, pro-

Engineering Statistics

In 2009, only 17.8 percent of bachelor's degrees in engineering were awarded to women.

In the last 10 years, the highest percentage of engineering degrees earned by women was 20.8 percent.

professional development and other activities to advance women in transportation. You can either make a contribution and pay online or choose to make a pledge and WTS will send you an invoice.

CHAPTER MEMBERSHIP:

WTS International is Hosting a Membership Drive

"As we grow and mature professionally, I think together, we can do a lot to encourage and support the advancement of women in transportation. Choosing to have a membership in WTS has been one of the best investments I have made in the area of my personal professional growth and development."

Mary E. Peters
Principal, Mary E. Peters Consulting Group
Former US Secretary of Transportation

As professionals committed to the transportation industry, we all know the role that continuous learning plays in supporting our careers as we prepare to address some of the most complex problems facing the 21st century workforce. What might not be so obvious is the importance of joining a professional association whose mission serves those same needs not only in education but with a myriad of associated benefits.

Now is the time to join, rejoin or renew your membership with WTS! Through your membership, you will have the distinction of belonging to one of the most prestigious women's transportation associations in the country, known for its proven record of advancing women in the industry. You will take advantage of numerous networking events, innovative and informative programs, professional development opportunities, multi-level mentorship programs, and have access to key leaders in the industry. In addition, you will receive information on best practice sharing and employment opportunities through TranShorts, the Knowledge Center, the Career Center, and by attending our Annual Conference. Take advantage of the opportunity to further develop your leadership skills by participating in chapter and international committees.

We look forward to seeing you at our next Chapter Event and providing you with the tools you need to advance your career in today's challenging environment.

If you would like to become a member even faster, join on-line at our secure Web site: www.wtsinternational.org and use code: 17K2 to be entered into a drawing for a free registration to the 2011 WTS Annual Conference in San Francisco, May 18 – 20. Offer ends March 31, 2011. Any questions, please contact WTS International at 202.955.5085.

WTS Charlotte Metro welcomes new members to the chapter:

- Ms. Wanda Braswell, Charlotte Area Transit System
- Ms. Jennifer H. Olge, Clemson University
- Ms. Jenny Noonkester, Post Buckley Schuh & Jernigan

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:

Kimberly D. Bereis, AICP

Senior Planner/Project Manager
STV/Ralph Whitehead Associates

1. **Can you provide a brief description about what you do?** I'm a NEPA planner. The most brief way to describe such an inter-disciplinary and complex specialty in transportation is that I produce and manage environmental technical studies/documents required to secure federal funding and/or permitting for highway and transit improvements.
2. **How long have you worked in the transportation industry?** Over 14 years.
3. **What do you like most about your job?** Besides working side-by-side with so many different professionals (engineers, scientists, and other planners), what I like most about my job is interaction with the public. Some of my best professional memories include interviewing or interfacing with project stakeholders such as elected officials, neighborhoods groups, municipal staff, etc. I really enjoyed conducting formal facilitation on a pretty controversial project I worked on in central Florida years ago. It was fun, but more important, it was productive and meaningful. It's rewarding to help clients gain the trust of the citizens who really just want to be heard and believe that they have an actual role in the decision-making process.
4. **How long have you been a member of WTS?** I have been involved in the Charlotte Metro chapter from its conception in late 2006 to its formal establishment (charter in May 2007 in San Diego!). I was the Chapter's first President and got this chapter up and running with the invaluable help of peers who



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agreed to step up in making it happen. Prior to our chapter's establishment, transportation professionals had little opportunity for WTS involvement (the Triangle Chapter, which was formerly known as the NC Chapter in Raleigh).

5. **What do you think are some of the challenges facing women in transportation?** Realistically women have to make tougher choices when weighing personal and professional options. From time to time I've struggled with that balance like many mothers, but have come to realize that it's a seesaw...and all in how you balance.
6. **What are some of the achievements you've seen for women in transportation?** I remember when I was a graduate student and a new intern in 1996 in Tallahassee, Florida. I was one of just two women in my transportation planning group! At that time there were NO women in the roadway design group. Since then I've seen more women enter the transportation field and advance their careers. It is amazing how much it has evolved. Half of the planning group I'm in now is made up of women, and half of our office's roadway group is female engineers. There are some high-powered positions held by women in transportation across the country today. We've come a long way! It's still evolving, and I'm confident that when my career winds down it will no longer be male-dominated.

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! Corporate sponsors for 2009-2010 are listed below. For more information on sponsorship benefits and opportunities, contact Kelly Goforth at kgoforth@charlottenc.gov.

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

Susan Paschal - spaschal@hntb.com

Paige Yandle - pmyandle@pbsj.com

Thank you to our newsletter contributors for keeping us *In Motion* this quarter: Kim Bereis, Judy Dellert-O'Keef, Celia Gray, Kelly Goforth, and Brock LaForty.

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