



# Advancing women Advancing transportation > Atlanta

APRIL 22, 2021



## Women in Transportation Making the World a Greener Place

Happy Earth Day! WTS Atlanta is excited to celebrate this special day by highlighting the important role that transportation plays in sustainability and our environment.

Our partner agencies and members are contributing each day to making our world a greener and more environmentally friendly place to live. Read on to learn about this incredibly important work!

WTS ATLANTA  
MONTHLY NEWSLETTER

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# Clean Commuting with GCO



At the forefront of the sustainable transportation movement is the Atlanta region's Georgia Commute Options (GCO). This program managed by the Atlanta Regional Commission (ARC) and funded through the Georgia Department of Transportation, both WTS partners, provides free services to motivate more people to choose clean commute alternatives and get rewarded in the process.

As a Transportation Demand Management program, GCO works with employers, commuters and schools to reduce the number of single-occupant vehicles on Metro Atlanta's roads – particularly during peak times. These services include customized worksite assistance, ridematching services, and incentive programs to help commuters, employers and schools with solutions for a better commute.

Thanks to their efforts to encourage clean commuting, the GCO program is helping to reduce pollution in the Atlanta region and improve the overall air quality. In addition, GCO became a go-to resource during COVID-19 by providing a plethora of resources to support work from home. They hosted informational webinars, which are included on their website, provided a guide to commuting during COVID, and are offering back to work resources to help begin the transition back to in-person activities.

In support of Earth Day, the GCO team also prepared this helpful [blog](#) on how to reduce, reuse, recycle and reimagine being environmentally conscious. To learn more and connect with GCO, visit <https://gacommuteoptions.com>.

## Members Making a Difference

### Rosalind Tucker, Managing Director of Georgia Commute Options

Rosalind "Roz" Tucker, Managing Director of Mobility Services at the ARC became one of the first in the nation and in Georgia to achieve the Transportation Demand Management Certified Professional (TDM-CP) designation. Part of the inaugural group, Roz successfully passed a rigorous exam designed to test the knowledge and skill of those working in the TDM arena.

The TDM-CP credential program, managed by the Association for Commuter Transportation (ACT), recognizes and ensures highly qualified individuals are available to meet the diverse needs of commuters, communities, and employers. Congratulations to Roz on this exciting achievement. We greatly appreciate her contributions to clean commuting and improving our air quality.

To learn more about the TDM field, visit <https://www.actweb.org>.



# More Sustainable Transportation Options on the Way

## *MARTA to Restore Bus Routes Suspended Due to COVID-19*

The Metropolitan Atlanta Rapid Transit Authority (MARTA) will restore 58 previously suspended bus routes on Saturday, April 24, after completing the installation of state-of-the-art air filtration and purification systems on all buses and receiving support from the federal government to enforce mask wearing.

Learn more at <https://www.itsmarta.com/bus-routes-resume-april-24.aspx>



## Thank You to Women Leading Their Communities

We would like to extend a heartfelt thank you to County Commission Chairwomen Lisa Cupid, Carlotta Harris Harrell, Nicole Love Hendrickson and Cindy Jones Mills for your phenomenal insights during this event and inspiring all of us who attended. We also greatly appreciate ARC's Dr. Malika Reed Wilkins for moderating this engaging discussion.



## Join us for the 2021 WTS International Virtual Conference May 10 to 14!

**The 2021 WTS Annual Conference:  
Our Future in Transportation**

The conference will bring together transportation professionals from across North America to discuss topics under the 2021 theme of: Our Future in Transportation. 2021 Conference track topics include:

- One Size Does Not Fit All: Ingrain Equity and Inclusion in Workplace Culture
- The Future of Innovation in Transportation
- Mobility Redefined: Evolving Transportation Through Creative Innovation
- The Silver Tsunami: Riding the Wave Toward the Workforce of the Future

**Don't miss the Virtual Welcome & General Session  
with Keynote Speaker, Carla Harris!  
May 11, 2021 at 12:00pm ET**

[REGISTER HERE](#)



## MEMBERS MAKING NEWS

Congratulations to WTS Atlanta Member Jenny Jenkins for becoming an Associate and employee owner at VHB. Jenny received this promotion because of her outstanding accomplishments, dedication to VHB's core values, and leadership in advancing the generational company.

A big thank you to our Membership Drive Social Media Challenge winner Nicole Lenti.

We greatly appreciate you and all the other participants for sharing social posts to promote last month's membership discount event.



## GET SOCIAL

We love connecting with our WTS community on social media. Please follow, like and share WTS Atlanta!



# SPONSOR SPOTLIGHT



Founded in 1947, CDM Smith is a global water, environment, transportation, energy, and facilities firm offering lasting and integrated solutions to public and private clients worldwide. We partner with all levels of federal, public, private, and international organizations to efficiently move people and goods and strengthen communities. Invested in the state of Georgia for close to 50 years, CDM Smith provides innovative transportation design and engineering solutions combined with responsive, professional service to local clients.

CDM Smith's employees are involved in nearly 20 WTS chapters across the country, holding numerous current and past board and committee chair roles in the local chapters. Additionally, our members contribute to program and conference organization (including at the International level) and promote the core WTS value of women and girls in STEM. Additionally, in 2019, at the WTSI Annual Conference, CDM Smith contributed \$10,000 to the WTS Foundation through the CDM Smith Cares program. Also, CDM Smith West Area Leader and Vice President Dana Hook served as a WTS International Board Member and was the 2015 WTS International Member of the Year.

In January 2018, CDM Smith launched the "ReBoot Re-Entry" program in January 2018. CDM Smith's Reboot Re-entry Program has been designed to engage women in STEM fields back into the workforce after a two year or more break to take care of a child or other loved one, follow their partner's career, join the military, travel, or other reasons. In the first year, 100% of women who participated in the 16-week internship joined the firm for full-time positions. CDM Smith was the first in the AEC industry to offer a structured program like this, joining companies like IBM and Caterpillar in this partnership with SWE and iRelaunch. The 16-week program includes regular check-ins with mentors, bi-weekly lunch and learns, full access to company benefits, and opportunity for full-time employment.

As a global organization with more than 125 offices across the world, CDM Smith's employees come from a variety of backgrounds and cultures. By creating an internal culture where everyone feels welcome and treated fairly, we can connect with each other and our clients to create innovative solutions, deliver excellent client service and embrace sound business practices. This aligns with our goal of becoming the employer of choice by attracting and retaining the industry's top talent to lead our organization to long-term sustained and profitable growth. As our business services have grown and diversified across the world, we remain committed to having an inclusive workplace where everyone is valued for his or her ideas, experiences and contributions.

CDM Smith has defined career paths for women who wish to pursue a project management track as well as a more technical track. Through our Structured Mentoring program, CDM Smith encourages employees to identify a technical mentor and actively maintains this robust program focused on broadening the careers and technical skills of our staff. In order to encourage mentors and mentees to meet regularly, the firm provides a charge number for time and reasonable expenses (i.e., lunches) related to the mentoring program.

CDM Smith offers a vast array of continuing education opportunities. In addition to the ReBoot Re-Entry program, all employees can access online courses, textbooks, journal articles, and conference proceedings through a robust training portal called "Continuum." The Continuum system includes paid subscriptions to RedVector and LinkedIn Learning as well as free services like MIT OpenCourseware and Khan Academy, where employees can access any course. An internal social network allows all employees to share notable articles and discussion.

CDM Smith provides generous conference support to employees whose technical papers are accepted at conferences. This allows women at CDM Smith to travel nationally and internationally to industry conferences and engage with academics and other professionals on cutting-edge transportation topics and best practices. CDM Smith also has an internal development program called the Technical Specialist Development Program, where a handful of technical specialists can apply, and time and budget is dedicated to deepening and training these Technical Specialist's skillsets.

Furthermore, CDM Smith provides up to 75% tuition reimbursement for Bachelor's, Associate, and advanced degrees including Master's, PhD, MBA, and JD.

CDM Smith reimburses professional organization memberships and provides funding for community outreach, and some offices even run book clubs for women, such as in Maitland, Florida, where a senior design engineer held one on "how to play hardball in a male-dominated industry". CDM Smith also reimburses coursework needed to fulfill licensing requirements, PE exam preparation classes, and PE and AICP licensing fees.



## PRESENTING PARTNER



### DIAMOND



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