FLORIDA MODEL TASK FORCE

ORLANDO, FL | 2023

Speaker Bios

Jeanette Berk, Gannett Fleming

Jeanette Berk is a subject matter expert in the field of travel demand estimation. Including studies involving transit and roadway alternative analyses, transportation impact analyses of land-use changes to study the effects of the changes on traffic volumes and ridership forecasts. She has worked for several public agencies such as the Jacksonville TPO, FDOT (D2), the Jacksonville Transportation Authority, and owned her company for 17 years. She was one of the tri-chairs of the Florida Model Task Force and serves in many advisory roles for the State and local governments. She has very strong analytical skills and a master's degree in public administration with an emphasis on Policy Analysis and Program Evaluation as well as a master's degree in Practical Philosophy and Applied Ethics. She taught many training workshops and excelled in simplifying complex issues to the public. She is active in her Saint Augustine community and has volunteered for a variety of projects and committees. She currently serves as the President of the NE FL Chapter of WTS.

Whit Blanton, Forward Pinellas

Whit Blanton is the executive director of Forward Pinellas, a public agency responsible for countywide planning, integrating land use and transportation, and setting priorities for state and federal transportation funding. Hired in 2015 upon the merger of the Pinellas County Metropolitan Planning Organization and Pinellas Planning Council, Whit reports to elected officials representing the county's 25 local governments. He has 35 years of public and private sector planning experience. Prior to joining Forward Pinellas, he was a founding owner and vice president of Renaissance Planning, based in Orlando. As a consultant, Whit worked with local, state, federal and regional agencies on planning projects across the country. Whit is currently serving a two-year term for 2023-24 as president of the Florida Chapter of the American Planning Association.

Terry Corkery, Florida Department of Transportation Forecasting & Trends Office

After completing his undergraduate work at the University of Virginia, Terry Corkery earned his master's degree in urban and Regional Planning at Florida State University. After seven years of consulting in travel demand modeling, Terry has worked for the Florida Department of Transportation for the past 30 years, mostly in the FDOT Central Office modeling section as a Senior Transportation Modeler.

Crystal Goodison, University of Florida GeoPlan Center

Crystal Goodison is an Associate Scholar and Associate Director of the University of Florida GeoPlan Center, a research and teaching center specializing in geospatial systems and technologies. Crystal leads geospatial projects which provide mapping data, tools, and technical training to State, regional, and local governments to assist with environmental, transportation, and coastal resiliency planning efforts. She enjoys developing tools and technical training to build local capacity and empowerment. Crystal has a BA in Geography and MA in Urban and Regional Planning, both from the University of Florida.

Thomas Hill, Florida Department of Transportation Forecasting & Trends Office

Thomas Hill is the State Modeling Manager for the Florida Department of Transportation. Thomas holds both his Undergraduate degree and master's degree in urban planning from Florida State University. During his eighteen-year career he has worked in travel demand modeling from many perspectives including: local government, private industry, Metropolitan Planning Organizations and State level positions. Additionally, he is a guest lecturer, contributor and presenter at workshops, conferences and universities and has a focus on travel demand model applications and growth management. Thomas is a member of the Census Transportation Planning Package Oversight Board, the Transportation Research Board Forecast Committee, the TRB Freight Committee and is active in the TRB Statewide Modeling Committee. Currently, Thomas is involved with updating the Florida Statewide Passenger and Freight Model, developing Department guidance to forecast AV/CV technologies in travel demand models, evaluating and contrasting emergency evacuation plans, implementing Bluetooth technology statewide, implementing a tourist travel component to the statewide model and developing a multi-resolution model for Florida Seaports. In his personal time, Thomas enjoys playing guitar, running, fishing and grilling.

Kim Holland, P.E., Florida Department of Transportation Assistant Secretary for Strategic Development

Kim Holland is the Assistant Secretary for Strategic Development at FDOT. Kim is no stranger to Florida’s transportation industry. A 9th-generation Floridian, Kim brings 28 years of Engineering and Leadership experience to the Department, most recently serving as Executive Vice President and Infrastructure Strategy Leader for a major consulting firm, where she has spent the last 21 years of her career. In past roles, Kim led a national team to develop strategies for multiple markets including

transportation, construction management, federal, and aviation. She was a major force in elevating the company's Design-Build national reputation. Kim has served as the Consultant Project Director for numerous FDOT projects in the Jacksonville area, most notably, the Bridge of Lions in St. Augustine and the I-95 at Overland Bridge Design-Build. She currently serves on the Board of Trustees for the Florida Chamber of Commerce and Board of Directors for the Jacksonville Women's Network, and formerly served on the Boards for Leadership Jacksonville and the Engineering Advisory Board for the University of North Florida's School of Engineering.

Ashutosh Kumar, Insight Transportation Consulting

Mr. Kumar has two decades of experience in travel demand modeling (development and application), project traffic and transit ridership forecasting, multi-modal corridor and long-range transportation planning studies. He is proficient in all major travel demand forecasting software packages and statistical software packages and works with clients all across the US. At Insight, he leads a passionate group of individuals who are dedicated to advancing the transportation planning industry.

Lissy La Paix Puello, CTS Engineering

Dr. Lissy La Paix Puello is a Senior Transportation Engineer at CTS Engineering with 18 years of experience in Transportation planning, modelling and ITS. She received her doctor's degree in Civil Engineering from the Universidad Politécnica de Madrid. Dr. Paix worked on several national and international transport studies based in Europe, U.S. and Latin America. Her expertise covers travel behavior, discrete choice models, intelligent transport systems, traffic safety improvements and traffic analysis, quantitative and qualitative methods for integrated public transport systems and data collection. She has presented more than 40 conference papers at high profile academic conferences around the world. Her thesis titled "Modelling the impact of built environment, geographical scales and latent constructs on individual travel behaviour" was awarded cum laude by the Universidad Politécnica de Madrid. She is currently the EOR of numerous ITS/traffic projects for multiple Districts in Florida.

Nikhil Puri, Cambridge Systematics

Mr. Puri brings 20 years of experience in managing complex transportation planning, modeling, and data analytics projects. He brings a unique perspective having managed projects addressing congestion alleviation, transit demand, and system analyses, and developing and applying regional travel demand models that rely on Big Data. He has managed multimillion-dollar contracts, including a transit planning on-call with Orange County, NY, a planning on-call with the New York Metropolitan Transportation Council (NYMTC), and the development of the next-generation travel demand model for NYMTC. His recent work has focused on finding innovative, nimble solutions using Location-Based Services (LBS) data in revenue studies and to understand transit demand and equity concerns for vulnerable populations.

Jeremy Raw, P.E., Federal Highway Administration

Jeremy Raw, P.E., is a Community Planner in the FHWA Office of Planning, Systems Planning and Analysis Team, where he coordinates research and deployment of data collection and analysis

techniques and modeling for transportation planning, as well as planning applications for national data sets. His work areas include data collection, analysis and modeling of bicycles, pedestrians and new mobility options; planning for connected and automated vehicles; scenario planning; and developing strategic planning models. Jeremy holds degrees in philosophy, literature, engineering, and city planning.

Dana Reiding, Florida Department of Transportation Forecasting & Trends Office

Dana Reiding is the Manager of the Forecasting & Trends Office at FDOT, where she focuses on supporting data-driven decisions. Previously, Dana was an Administrator in the Office of Policy Planning, serving as the project manager for the state's long range transportation plan (Florida Transportation Plan) and overseeing implementation activities including resiliency, safety, and community planning. Prior to joining FDOT, Dana was the Policy Director at the Florida Department of Highway Safety & Motor Vehicles, where she did strategic planning and performance management. Dana holds an MBA from FSU and is a certified Project Management Professional.

César Segovia, AICP, Florida's Turnpike Enterprise/AECOM

César is a member of the AECOM Team at Florida's Turnpike Enterprise serving as the Modeling Manager. César received a Civil Engineering degree at the Universidad Nacional of Asuncion (Paraguay), and a master's degree in urban and regional planning with concentration in Transportation Planning from Florida State University. César has been a certified planner, AICP, since 2000. César has worked on travel demand model development, traffic operations and traffic impact studies, and project development and environmental studies. Before relocating to the United States, he worked in civil engineering construction projects and planning, with over 35 years of experience combined.

Raj Shanmugam, P.E., Florida Department of Transportation District 4

Raj Shanmugam – Registered Professional Engineer since 1988. Raj started his career at FDOT D4 Traffic Operations Office in 1985. After 8 years ventured into consulting for 27 years. Back at FDOT in 2021. Currently serving as the System Analytics Group Supervisor at FDOT D4 PLEMO. BSc – Civil Engineering from the University of Westminster (formally Polytechnic of Central London) MS from the West Virginia University.

Dennis Smith, AICP, Florida State University

Dennis J. Smith, AICP, is Planner-in-Residence in FSU's Department of Urban and Regional Planning and Director of the Mark and Marianne Barnebey Planning and Development Lab. An FSU Graduate (MSP 1994), he has over 30 years of public and private sector experience in community development, risk mitigation, and transportation planning, including time with FDOT's Office of Policy Planning. His research focuses on understanding and improving planning processes related to infrastructure systems risk, community resilience, and the needs of socially vulnerable populations, especially with respect to natural hazards. He recently co-authored an article entitled, Transportation system

performance capabilities for vulnerable populations, which appears in the October edition of the International Journal of Disaster Risk Reduction. He is currently leading an FDOT funded effort to enhance long range transportation planning in rural communities. Since 2017, seven graduate capstone projects completed under his direction have received state level awards from notable professional organizations include the Florida Chapter of the American Planning Association, the Florida Planning and Zoning Association, and the Florida Redevelopment Association.

Alex Trauger, MetroPlan Orlando

Alex Trauger is the Director of Transportation Planning at MetroPlan Orlando. He has over 15 years of experience in the public and private sectors. Alex earned his bachelor's degree and completed his graduate studies in public policy and regional planning at the University of Central Florida. He is also a graduate of the management program at the Crummer Graduate School of Business at Rollins College. Alex is a member of the TRB Standing Committee on Planning Policy and Processes (AEP10) and was recently re-appointed to the State of Florida's Freight Advisory Committee. Alex is also the past Chairman of the City of Winter Park's Transportation and Community Redevelopment Agency advisory boards.

Andrew Tyrell, Florida Department of Transportation District 7

Andrew Tyrell started his career with the Florida Department of Transportation in April of 1999 in the Surveying and Mapping office as a Title Researcher. Moved into Planning 2001 where he was tasked with managing the District Statistics Program. There in this role he got his first taste of project/contract management. Two years later jumped at an opportunity to work in the Systems group under Danny Lamb. From there, still in the Systems Planning group, another opportunity was presented with more project/contract management. Started with 2 RTA contracts, 1 Statistics contract and 2 Corridor and Special Studies contracts. This made him the subject matter expert to several of his peers and superiors. He is currently the only sitting Tri-Chair of the Florida Model Task Force. Mr. Tyrell is a graduate of the College of Arts Science and Technology (now known as the University of Technology) in Kingston, Jamaica.

Shenhao Wang, University of Florida

Shenhao Wang is an assistant professor and the director of the Urban AI Laboratory at the University of Florida. He investigates three research themes in intelligent individual decisions, spatiotemporal urban dynamics, and computational urban justice. The first theme focuses on the individual decisions by integrating discrete choice models and deep learning with wide urban applications in the choice of travel modes, residential locations, and urban activities. The second theme treats cities as an interrelated system. By integrating network theory and deep learning, it quantifies the spatiotemporal dynamics between people and places, thus facilitating the design of resilient and sustainable urban systems. The third research theme focuses on the normative aspect of urban science by enhancing transparency, accountability, and fairness of the urban machine intelligence to achieve broad social impacts. With the theoretical innovations and practical impacts, he seeks to create a more sustainable, intelligent, and equitable urban future with artificial intelligence. His research has been funded by Department of Energy (DOE), Singapore-MIT Alliance for Research and Technology (SMART), and

industrial partners. Dr. Wang completed his interdisciplinary Ph.D. in Computer and Urban Science at Massachusetts Institute of Technology in 2020. He received a B.A. in Economics from Peking University (2014) and B.A. in architecture and law from Tsinghua University (2011), Master of Science in Transportation, and Master of City Planning from MIT (2017).

Penelope Weinberger, American Association of State Highway and Transportation Officials

Penelope Weinberger is AASHTO's Senior Program Manager for Transportation Data. She is the liaison to the Committee on Data Management and Analytics (CDMA) and runs the AASHTO Census and Transportation Data Solution (ACTS). She has been with AASHTO since 2009. An unapologetic nerd, Penelope was previously with the Texas Transportation Institute working on the Travel Model Improvement Program and Cambridge Systematics. Before coming to transportation, Ms. Weinberger had a colorful career and can mix a Manhattan and froth a cappuccino with equal skill. Educated at University of Illinois, Chicago, and by life, she is an avid contra dancer, cyclist, and bridge player.