

Moving Forward

MTI MSTM Alumni Association Newsletter



Contacting the MSTM Alumni Association

Visit our web site:
www.MTIconnect.org
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MTIconnect@gmail.com

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In lieu of the 29th Annual MTI Banquet, a Virtual Celebration Will be held at 5.30—7:15 P.M. PDT Friday, June 25, 2021.

See details at right.
www.mticonnect.org/convocation

Message from Dr. Philbrick about the 2021 Convocation

We are living in unprecedented times and amid one of the most challenging moments our country has ever faced. We hold in our hearts and prayers members of our San Jose VTA family whose lives were lost to an act of violence this year.

Our graduates have persevered. Now more than ever it is critical to come together as a community to recognize each and every one of our graduating students. And although we cannot come together in person, we can join in virtual celebration!

When: Friday, June 25th, 5:30 to 7:15 pm PDT
Where: The comfort of your chosen environment!

Link to register & Join:
<https://transweb.sjsu.edu/events/MSTM-2021-Virtual-Convocation-Celebration>



Secretary Norman Y. Mineta, an icon in transportation, MTI Board Chair Abbas Mohaddas and MSTM Education Director Dr. Asha Weinstein Agrawal will offer congratulatory remarks to the degree candidates. Phillip A. Washington CEO of the Los Angeles County Metropolitan Transportation Authority (Metro) will be addressing the graduating class as well. Your alumni association president Olivia Rocha will be welcoming all of the students into the alumni association.

We invite all graduates and their families to join us for this virtual celebration. Bring your beverage of choice and let's raise a glass to commemorate this important moment! To all of our students who have worked so hard to reach this milestone: this night is all about you, your dedication, and your accomplishments!

I look forward to sharing this exciting experience.
Karen E. Philbrick, Ph.D.





Founder, Mineta Transportation Institute

Norman Y. Mineta is the President and CEO of Mineta and Associates, LLC and former U.S. Secretary of Commerce and U.S. Secretary of Transportation. He is well known for his work in the areas of transportation—including aviation, surface transportation and infrastructure—and national security.

He is recognized for his accomplishments in economic development, science and technology policy, foreign and domestic trade, budgetary issues and civil rights. Mineta's career in public service has been both distinguished and unique. He is married to Danealia (Deni) Mineta and has two sons, David K. Mineta and Stuart S. Mineta and two stepsons, Robert and Mark. Brantner.

For almost 30 years, Mineta represented San Jose, California, first on the City Council, then as mayor and then as a member of the U.S. Congress. Throughout that time, Mineta was an advocate of the burgeoning technology industry. He worked to encourage new industries, spur job growth, and supported the development of the infrastructure needed to accommodate the technology industry and its tremendous growth.

Mineta served as chairman of the U.S. House Committee on Public Works and Transportation from 1992 to 1994 and chaired the Subcommittees on Aviation and Surface Transportation. He was the primary author of the Intermodal Surface Transportation Efficiency Act of 1991.

In 2000, President Bill Clinton appointed Mineta Secretary of Commerce. There, Mineta was known for his work on technology issues, achieving international cooperation and intergovernmental coordination on complex fisheries issues and for streamlining the patent and trademark process.

President George W. Bush appointed Mineta Secretary of Transportation, where he served until 2006. Following the horrific terrorist acts of September 11, 2001, Mineta grounded all aviation flights and then guided the creation of the Transportation Security Administration—an agency with more than 65,000 employees—marking the largest mobilization of a new federal agency since World War II. Mineta was also a vice president of Lockheed Martin, where he oversaw the first successful implementation of the EZ-Pass system in New York State.

Recognized for his leadership, Mineta has received numerous awards, including the Presidential Medal of Freedom—the highest civilian honor in the United States—and the Wright Brothers Memorial Trophy, which is awarded for significant public service of enduring value to aviation in the United States. In February 2016, he was named a Chubb Fellow at Yale University. While in Congress, he was the co-founder of the Congressional Asian Pacific American Caucus and chair of the National Civil Aviation Review Commission in 1997.





Metro CEO Phillip A. Washington

Phillip A. Washington was unanimously selected CEO of the Los Angeles County Metropolitan Transportation Authority (Metro) Board of Directors on March 12, 2015.



As Metro's CEO, Washington manages a balanced budget in excess of \$7 billion, is responsible for overseeing between \$18-\$20 billion in capital projects and provides oversight of an agency with 11,000 employees that transports 1.2 million boarding passengers daily on a fleet of 2,200 clean-air buses and six rail lines. Metro is the lead transportation planning, programming and financing agency for LA County and transit-oriented communities (TOCs).

As such, it is a major construction agency that oversees bus, rail, highway and other mobility-related infrastructure projects – together representing the largest modern public works program in North America. Washington is also engaged and partnering in all facets of transportation and infrastructure in LA County including aviation, goods movement, freight/railroads, water, public works, housing and transit-oriented communities (TOCs). Washington was a key leader in the 2016 successful effort to pass Measure M, a new half-cent sales tax in Los Angeles County (the most populated county in the United States), which garnered 71.15% voter approval. Measure M will allow Metro to build 40 major highway and transit projects over the next 40 years, create 778,000 jobs and provide \$133.3 billion in economic impact for the region. Measure M has no sunset and will only end if voters vote to end it.

Washington came to Los Angeles from Denver, where he served as the CEO of Denver Regional Transportation District between 2009 and 2015. He was previously the assistant general manager of RTD for nearly 10 years before being named CEO. In Denver, Washington led and implemented the FasTracks program, one of the largest voter-approved transportation expansion programs in the country. Under his leadership, Denver's West Corridor Rail Line project was completed under budget and eight months earlier than scheduled, and the award-winning Denver Union Station project was completed five months early and is now realizing tremendous revenue and value capture from the surrounding development. Also in Denver, Washington implemented the nation's first and only \$2.2 billion transit public-private partnership (P3), which opened in 2016 and is in operation and exceeding ridership estimates. His emphasis on measuring and managing agency performance led to 90%+ on-time bus and rail service and 96% ADA on-time performance.

Washington has received numerous prestigious assignments and honors. In 2019, he testified before the full U.S. Congressional Transportation and Infrastructure Committee, was honored with the Eddy Award for Outstanding Leadership in Economic Development and was awarded the prestigious CORO Crystal Eagle Award for a "Legacy of Leadership." In 2018, he was awarded the Honorable Ray LaHood Award (former U.S. Secretary of Transportation) by the national Women in Transportation Seminar (WTS) for his outstanding contribution in promoting opportunities to advance and advocate for women in the transportation industry. In 2017, he was presented with the Judge Harry Pregerson Public Service Award for his service to U.S. military veterans and was honored with the Norman Mineta Award for exceptional leadership in the transportation industry. Continued page 4

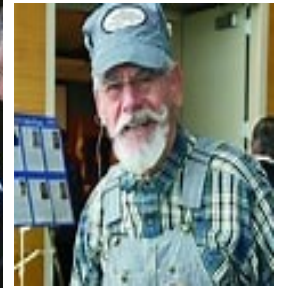
Metro CEO Phillip A. Washington continued

In 2016, he was chosen by the National Safety Council as one of the CEOs Who “Get It” – an honor bestowed on CEOs who demonstrate leadership in safety at the highest levels. In 2014, he was selected by the editors of Engineering News-Record as one of the Top 25 Newsmakers of 2013. Washington was also named 2013-2014 Outstanding Public Transportation CEO of the Year in North America by the American Public Transportation Association (APTA). In 2012, President Obama named him a White House Transportation Innovators Champion of Change.

In 2009, he was appointed by Colorado Governor Bill Ritter to serve on the State of Colorado’s Workforce Development Council to help the state create a 21st century workforce. And, in 2007, he was appointed by the mayor of Denver to head the Host Transportation Committee for the 2008 Democratic National Convention.

Originally from the South Side of Chicago – the Chicago housing projects of Altgeld Gardens – Washington is a 24-year veteran of the United States Army, where he held the rank of Command Sergeant Major, the highest non-commissioned officer rank an enlisted soldier can achieve. He retired from active duty, is a disabled veteran and was awarded the prestigious Defense Superior Service Medal for exceptional service to his country. He holds a B.A. in Business from Columbia College, an M.A. in Management from Webster University and is a graduate of the Harvard University Kennedy School for Senior Executives in State and Local Government. He is also a past chair of APTA and a former member of the Executive Committee of the Transportation Research Board and the Eno Center for Transportation. ///





ROD DIRIDON: THE ENGINE THAT COULD

By Donna R. Maurillo

At 82 years old, Rod Diridon is still going like... well, like a train engine. Retiring from his executive director position at MTI didn't put him in mothballs. Not by a long shot.

"My health gave me a few setbacks," he says, "but I always bounced back. I'm going to keep moving until I can't function anymore." Somehow, you know he means it.

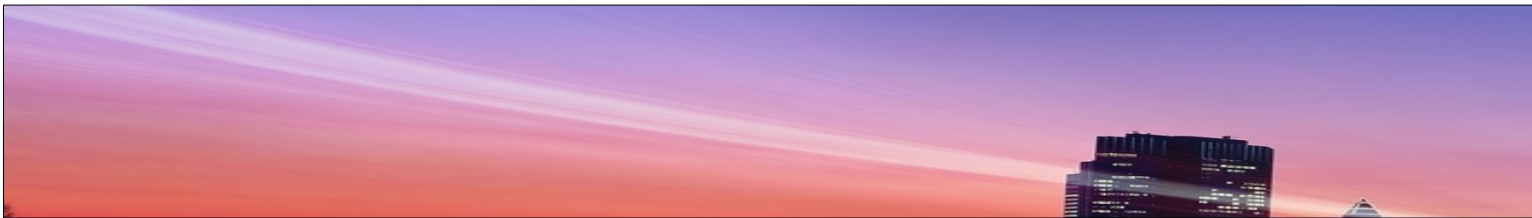
Now MTI's Executive Director Emeritus, Rod has leaped into many other civic organizations that he hopes will benefit not only the local community, but also the world and humanity as a whole. Environmentalism has become the driver that keeps him on track.

A few years ago, he went through a health crisis that threatened his life. The San Jose Rotary Club decided to "archive" him. That is, they declared him as someone worth preserving in their historical records. He was asked to give a presentation summarizing his life. At the end of his 30 minutes, he gave a spontaneous declaration of concern over climate change, noting that researchers had said we have only a few years to turn things around. In fact, we are entering the opening phases of the Sixth Mass Extinction on this planet.

Afterward, a group of younger Rotarians pulled him aside and said they wanted to do something positive. So, they banded together to form the Rotary Climate Action Committee for San Jose. And wouldn't you know it? They expanded it into Rotary's District 5170, of which the San Jose club is part. And who was elected to chair the larger Climate Action Council? Rod Diridon, of course.

Until this point, Rotary International (RI – the big worldwide organization) had devoted itself to what it called the Six Avenues of Service, which included Peace and Conflict Resolution; Disease Prevention and Treatment; Water and Sanitation; and other global issues. Now, RI added a Seventh Avenue – The Environment.

The District group then merged efforts into that Seventh Avenue under the Environmental Sustainability Rotary Action Group, or ESRAG. Its membership in the Big West Region includes Rotary clubs from Mississippi to Guam. Rod's vision was growing and connecting with similar groups around the world.



ROD DIRIDON: THE ENGINE THAT COULD

By Donna R. Maurillo: continued

“Locally, we are about 20 clubs creating climate action committees,” Rod said. “All are working to encourage electric cars, solar panels on rooftops, or electrical power from sustainable sources. We’re also planting trees, cleaning waterways, and convincing school districts to move away from freon-based air conditioning systems.”

He explained that freon is 1000 times more dangerous than CO2 in the atmosphere because, among other threats, it depletes the protective ozone layer that surrounds the Earth. While it’s now illegal to use freon in new systems, many older systems still operate with it.

“The benefit of our organization is to educate a broad swath of community leaders,” he said. “Many of them are in Rotary, so we are teaching them about the causes of climate change and how to reverse it and avoid mass extinction. In fact, Dr. Lucy Shapiro, chair of the Stanford Medical Center Biology Department, said we are entering mass extinction now.”

Rod noted that China is seen as a major polluter. But they actually generate less pollution per person than we do in the US. He said, “India is terrible. But we have Rotary presence around the world, and we can influence community leaders everywhere to make positive changes. Otherwise, we are done.”

Related to that, Rod also chairs the Silicon Valley Ethics Roundtable. “Because climate change is the premiere ethical issue,” he explained. During his tenure, he has made the group more representative of the community, increasing the numbers of women and minorities. All of them have served in noteworthy positions and have strong ethical reputations.

His motives are personal. Some years ago, he and his wife Gloria Duffy purchased two rental homes in their neighborhood. They now belong to their son Rod, Jr. and daughter Mary. “My grandchildren range from 13 years to 8-year-old twins,” he said. “They come climbing over the fences into our yard to jump into the pool. When I consider their futures, I know that my responsibility is to work very hard to ensure that they still have a world to live in.”





Norman Mineta's style of leadership was based upon a life of acting for the common good to improve his community and society without demonstrating political, race, or religious views in his decisions and leadership processes. His leadership values of analysis and team building came from family roots that started with World War II experiences as being interned as an adolescent in Tule Lake and Japanese internment camps. He was a Boy Scout that rose to Eagle Status during this period and became a lifelong friend of Senator Simpson of Wyoming, who planted the seed of public service as a career.

On the morning of September 11, 2001, while Mineta was Secretary of the Department of Transportation, the country was struck by a terrorist attack. Mineta was catapulted into managing the decisive strategy to activate his staff and management team into risk assessment in taking immediate action to reduce the possibility of further commercial and private airline hijacks. This act of leadership took a decisive action with constantly changing assessment as each terrorist hijack airliner attempted or struck its target of opportunity. This moment brought forth all of Secretary Mineta's management, risk assessment, and decision making into action during the crisis and the many months that followed changing regulations in an increasing volatile geo-political environment where the public lost its comfort in flying. Over the next few years, there was the task ahead of rebuilding the safety integrity and the public's confidence in commercial aviation. Norman demonstrated the key strengths of leadership in times of sudden crisis and recovery.

Leadership must take the ultimate responsibility for its actions, vision, and business/command ethics by virtue of the authority bestowed by the principals of "public trust". To be a truly great leader one must have etched in the soul the principals of "doing the right thing", the belief of integrity and service for the benefit of the public. Only history will justify the right and wrong of leadership's strategic decisions, public works, or impact and benefit to society. Mineta's style of leadership embraces this philosophy; he is my life's bench mark as my mentor, my coach and personal friend.



Robin Blair

Senior Director, Operations
Executive Office-Liaison - LA Metro

Capstone: *NHTS: Finding Changes in Generational Travel from 1995-2017*



Giovanni Carlo DiFabio

Freeway Service Patrol Program
Manager - Metropolitan
Transportation Commission

Capstone Title: *Transit Consolidation Evaluation: Did the Soltrans Merger Make a Case for Future Transit Streamlining?*

Phuong Do, PE

Civil Engineer - BART

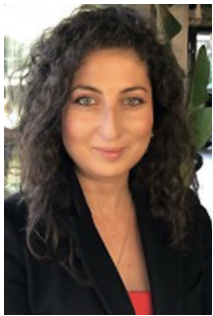
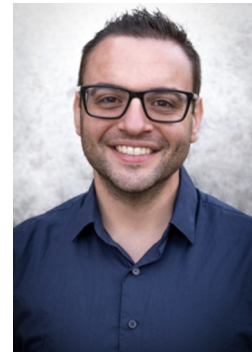
Capstone: *Existing Bicycle Infrastructure in San Leandro: Opportunities for Improvement*



Alex Eisenhart

Communications Analyst - City of Dublin

Capstone: *Evaluation: How Effective Were SamTrans' Marketing and Planning Strategies in the Launch of Route FCX?*



Elina Staviskaya

Capstone: *Evaluation of Policy Making Challenges in Regards to Commercial Driverless Ride-hailing Service Operations in the Pioneering States: California, Arizona, Michigan*



Ryan B. Fallica, PE

Transportation Engineer - Caltrans

Capstone: *VMT: Exploring the Politics and Realities of Sustainable Growth in the Golden State*

Lauren German

Senior Rail and Transit Planner - WSP

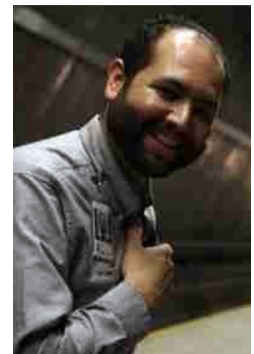
Capstone: *PRIIA Section 209 and the Pacific Surfliner: Evaluating the Impact of the Passenger Rail Investment and Improvement Act of 2008 (PRIIA) Section 209 Cost Methodology Policy on the Amtrak Pacific Surfliner Service*



Jose Gonzalez

Rail Equipment Maintenance
Instructor - LA Metro

Capstone: *Practices And Methods of Responding To Rail Vehicle Service Interruptions*



Anna Harvey, PE

Project Manager I - City of San Francisco

Capstone: *Next Stop: Restoring Caltrain Service to San Francisco's Bayview*



Eileen Hsu

Principal Transportation Planner - LA Metro

Capstone: *Slow Streets Initiative in Pasadena: Interviews as a Public Engagement Jumpstarter*



Jesse Hudson

Assistant Planner - City of Chico

Capstone: *Evaluation of General Plan Goals, Policies and Actions: Direct/Indirect Benefits to Pavement Health*



Lisa Kunzman

Independent Contractor - The Kercher Group

Capstone: *Evaluation of the Effectiveness of the California State Fleet Zero-Emission Vehicle Policies: A case study of the California Department of Transportation Fleet*

Linda Lee, PE, PMP

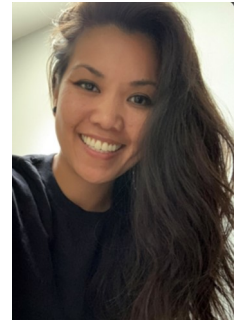
Manager of Engineering Programs - BART

Capstone: *Challenges of Procuring and Managing Professional Services Contracts for Transportation Agencies*



Linda Nguyen

Capstone: *All Aboard! Let's Take A Round Trip to Explore Amtrak Vacations' The Coast to The Canyon!*



Lindsay Olofson

Maintenance Support Administrator - BART

Capstone: *Smooth Streets for All or Municipal Favoritism: Public Perception of Oakland's Equity Driven Paving Plan*



Navraj Padda

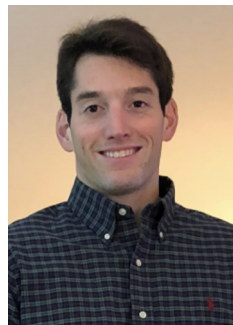
Assistant Transportation Superintendent - AC Transit

Capstone: *Transit Solution for West Contra Costa County: An Evaluation of the LA Metro Silver Line*

Christopher Salpeas

Transportation Planner - LA Metro

Capstone: *Infrastructure Effectiveness: Evaluation of the Rail Transit Connection to Los Angeles International Airport*





Eileen Goodwin INTERVIEW by Walt Allen

Goodwin teaches MTM 203 Transportation Marketing and Communications Management

“Emphasizes positioning services to meet the needs of particular groups/market segments and marketing the system to new users/user groups (including developing the public/private sector relationship). Examines strategies for developing the community relationship with marketing and public relations efforts (and us-

Ms. Goodwin has thirty years of leadership experience in building consensus and in completing complex projects involving numerous parties on time and within budget. As Executive Director of the Santa Clara County Traffic Authority, Ms. Goodwin successfully delivered the \$1.2 billion Measure A Highway Improvement Program including building 18 miles of new Highway 85 and widening Highways 101 and 237.

Since completing the mission of the Traffic Authority, Ms. Goodwin has been Principal of Apex Strategies, counseling and assisting public agencies and private parties in favorably positioning their projects and programs with the community and the media. Strategic Plans, Expenditure Plans, program management for sales tax programs are specific areas of expertise. Community outreach for county-wide services, transportation and water projects, and land use issues are her specialty. Ms. Goodwin is recognized state-wide and nationally as an expert and innovator in the field of community participation, strategic planning and sales tax programs. Her thirty years of professional experience include political campaign management, marketing, and government management.

Q: Please tell me a little bit about your Transportation Marketing class.

Eileen Goodwin: I taught the class from January-March 2021, and I’m scheduled to teach the class January -March 2022. My first class contained 29 students coming from many diverse backgrounds; some were new to the MTI, others almost at the end of the program, close to completing their Master’s Degree.

The first course syllabus was developed by a Marketing Director for a large metropolitan transportation agency. More recently, the program was taught by our dear friend, Brandi Childress, from VTA. She brought in many transportation marketing experts from throughout California. I continued to revamp the curriculum to discuss the impact of COVID-19 on transportation marketing. We used APTA articles that discussed marketing during COVID, and we examined case studies on the new express lanes through California.



Q: What activities do students do in your class?

Eileen Goodwin: They develop and present a marketing plan for a transportation-related project or program to a mock Board of Directors. I bring speakers from all areas of the transportation industry to discuss a wide variety of topics, such as: the best ways to talk to the public, how to conduct a specific poll v. self-selective poll, marketing of express-lane projects, techniques to work with various stakeholders, and how to best relate to their target market.

Q: What are the most important things that your students learned from this class?

Eileen Goodwin The class provided several opportunities for people to develop their public speaking skills. One student commented that by doing the exercises, the class really helped him be more successful in a job interview, by organizing his thoughts, and getting comfortable on Zoom other different technologies, as well as developing his own brand and professional identity on Linked-In. Others appreciated learning how to make presentation in front of a Board, where they had no previous experience of the hierarchy of the organization.

Q: What do you like about your class?

Eileen Goodwin: I enjoyed bringing speakers from many diverse backgrounds, especially junior and senior professionals. I was energized by the people in the class. Everyone was supportive, helping their fellow students with policy issues and technical problems.

Q What will future classes look like?

Eileen Goodwin: We will continue to explore the future of transportation marketing, including ways of using avatars in virtual meetings, and ways to get deep feedback, getting more interaction with persons of concern, and how to do a live meeting with post-COVID protocols. Our syllabus will be continuously revised to reflect current marketing conditions and trends, which are constantly evolving.

Q: Thank you for your time today. I appreciate the knowledge, wisdom and enthusiasm that you bring to this subject. I'm seriously considering retaking your class to update my knowledge in this area. Do you have any additional comments for our readers?



Project Update From MSTM Alumni



Author: Bernadette Lambert,
JD, MSTM, PMP ('16)

On June 13, 2020 Phase I of the newest BART extension opened amid fanfare live-streamed for the public sheltering in place – and MTI alumni were a strong force in making it happen.

Constructed by the Santa Clara Valley Transportation Authority (VTA), the extension of BART into Silicon Valley is the result of a unique partnership between BART and VTA decades in the making.

Guided by a 2001 Comprehensive Agreement, VTA will be the builder and owner of the extension, while BART will operate and maintain it as an integral part of the overall BART system. The agencies will continue their partnership under a specialized Operations and Maintenance Agreement as each phase of the extension enters revenue service.

The Silicon Valley BART Extension is being constructed in two phases. The recently-opened Phase I consists of 10 miles of primarily at-grade trackway with 2 stations and has added 60 new railcars to the BART fleet. Phase II, which currently is undergoing preliminary design, will consist of 6 miles of primarily underground construction with 4 stations and a maintenance yard at the terminus.

It takes transportation professionals from a wide range of disciplines to deliver a project of this magnitude, and as the following list shows, MTI alumni are showing their leadership in just about every field. See Congratulations for a job well done!

Photos:

1. One of BART's new Fleet of the Future trains sits at the Berryessa Station platform waiting to take dignitaries for an inaugural ride to the Milpitas Station.
2. At the Milpitas Station, participation in the opening celebration continued to be limited due to social distancing orders, but the event was live-streamed to allow participation online.
3. A ribbon-cutting among cheers marked the opening to the Silicon Valley BART Extension.



MSTM Alumni Play Key Role in Bringing BART to Silicon Valley

Our distinguished alumni include:

Ann Calnan ('12)
 Manager, Environmental Programs
 Santa Clara Valley Transportation Authority
Environmental clearance and biological mitigation

Bernadette Lambert ('16)
 Program Manager, Silicon Valley BART Extension
 San Francisco Bay Area Rapid Transit District
Inter-agency coordination; O&M Agreement negotiation/ implementation

Brandi Childress ('08)
 Media and Public Affairs Manager
 Santa Clara Valley Transportation Authority
Community and media relations during planning and construction

Denise Patrick ('09)
 Santa Clara Valley Transportation Authority
Construction/right-of-way safety oversight

Hassen Beshir ('07)
 Acting Group Manager, Silicon Valley BART Extension
 San Francisco Bay Area Rapid Transit District
Phase I turnover for service and Phase II preliminary engineering

James Chai ('03)
 Transportation Engineering Manager
 Santa Clara Valley Transportation Agency
Design and



construction management

Jim Helmer ('03)
 Professor, Mineta Transportation Institute
 Former Director of San Jose DOT
 Executive Director, LightMoves
Early planning and design

Joe Basuino ('08)
 Principal Right-of-Way Officer
 San Francisco Bay Area Rapid Transit District
Right-of-way acquisition and relocation; O&M Agreement negotiation support

Julia MacRory ('17)
 Survey and Mapping Manager
 Santa Clara Valley Transportation Authority
Survey project controls, mapping and right-of-way acquisition support

Mehak Sainj ('18)
 Management Analyst
 Santa Clara Valley Transportation Authority
ADA Accessibility and Environmental Impacts

Naomi Armenta ('14)
 Senior Associate 2
 Nelson\Nygaard
Vulnerable community outreach



Rippal Kanda ('20)
 Management Analyst



Robin Blair
 Giovanni DiFabbio
 Phuong-uyen Do
 Alex Eisenhart
 Ryan Fallica
 Lauren German
 Jose Gonzalez
 Anna Harvey
 Jesse Hudson
 Lisa Kunzman
 Linda Lee
 Lindsay Olofson
 Navraj Padda
 Elina Staviskaya

*Memories from One Year Ago! MSTM Class of 2020 Photo Mineta Transportation Institute.
 See: www.mticonnect.org for photos of previous graduating classes and convocation ceremonies.*

2020 MSTM Alumni

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President

Donna Maurillo ('11) -
Vice President

June 2021 Newsletter

Rachel Donovan ('11) -
Editor and Webmaster
 Roger M. Bazeley ('07)
Layout Editor

Members at Large:

Roger Bazeley ('07)
 Walt Allen ('07)
 Brandi Childress ('08)
 Ward Thomas ('15)
 Simon Oh ('16)
 Bernadette Lambert ('16)



Want to join the team?

E-mail us at
mticonnect@gmail.com

Alumni, we would love to hear from you! Tell us what you have been up to since you graduated. Tell us about job promotions and career advancements so we can feature you in the Classmate Updates section. Send your update to:

mticonnect@gmail.com.

