

## Safe Routes to School Regional Meeting

October 29, 2013

### Speaker Bios

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#### Lighting Round

**Beth Tomanek** is the Health and Physical Education Specialist in Prince William County Public Schools, Virginia. After enjoying 21 years of teaching physical education and now six years in the Office of Student Learning, Beth is responsible for the quality implementation of; programming, new teacher induction, curriculum, teacher support, and School Division expectations in all aspects of the health and physical education program. Bicycles have always been a part of Beth's life from her Dad pushing her down the sidewalk at 4 years old to currently enjoying recreational biking. You can reach Beth Tomanek at [tomanek@pwcs.edu](mailto:tomanek@pwcs.edu).

**Nadji Kirby** is the Safe Routes to School Coordinator with the Montgomery County Department of Transportation. Nadji began her work with the Department of Transportation in October 2010. Prior to that she worked in the County Executive's Office of Community Partnerships where she collaborated with various government and public agencies, nonprofits, businesses, and residents to identify community needs, community resources and design projects to respond to those needs. Nadji has a strong commitment to public service and leadership through her work in local government, nonprofit organizations, and higher education. Nadji has a Master's in City and Regional Planning from Morgan State University (Baltimore, MD) and a B.A. in International Business and Russian Studies from Eckerd College (St. Petersburg, FL).

**Lucy Neher**, Safe Routes to School Coordinator in Takoma Park has worked with the same five schools in Takoma Park and Silver Spring for over six years to create a culture of walking and biking. Lucy has developed the SRTS "brand" in the City in order to establish partnerships with the school administration and PTAs, local businesses and pedestrian and bike safety advocacy groups. Lucy has the full support of City Departments including the Police, Rec, Public Works and Housing Community Development. A long standing relationship with Safe Kids Montgomery County and the Montgomery County Department of Transportation has advanced her efforts. Through events and activities big and small, the Safe Routes 5K Challenge to the Crosswalk Simulation Activity, Lucy continues to produce innovative ways to encourage biking and walking in and around Takoma Park.

**Jennifer Hefferan** is the Safe Routes to School Coordinator for the District of Columbia Department of Transportation. A registered landscape architect, her experience includes a wide variety of nonmotorized design and planning projects. Jennifer currently serves as president of the Association of Pedestrian and Bicycle Professionals. She has never owned a car and enjoys bicycling, walking and taking transit from her home in Washington, D.C.

**Jeff Anderson** loves bikes and believes they can 'save the world'. There are 20 in his garage and has a vivid memory of his father teaching him to ride a little green bike. He is instilling that love to his children and their friends. Jeff has been a driving force encouraging Fairfax County Public Schools to embrace a system wide approach to the Safe Routes to School program. He is also an avid bike racer in the Mid-Atlantic area focusing mostly on the oddball discipline of Cyclocross . Jeff is a stay at home Dad of 3 children residing in Vienna, VA. His kids have been on Nickelodeon, NPR and in Bicycling Magazine in helping to spread the word on Safe Routes to School.

**Julie Childers**, Executive Director of TrailsforYouth.Org (TYO) co-founded the organization in 2003 to provide outdoor physical activity opportunities to local youth with the mission of showcasing the pure enjoyment and health benefits of being active outdoors. Now in its 11th year, TYO has worked with over 8,000 youth through a myriad of outdoor programs. In 2008, TYO recognized the natural connection for kids to be active to and from school and began implementing the SRTS non-infrastructure program elements. Five years later, they have taught pedestrian and bike safety skills to over 5,000 youth in schools in Fairfax County and district-wide within Alexandria County. TYO has received the 2012 Governor's Award for their SRTS efforts in teaching pedestrian safety to youth.

### **The Benefits of SafeRoutes to School**

**Scott Prisco** recently took the position as the Director of Design and Construction for the Arlington Public Schools (APS) in July 2013. Prior to coming on board with APS, he was the owner of an architecture, planning & interiors firm for 18 years and has over 28 years of experience in designing educational facilities. Scott is responsible for the design and construction of over one billion dollars' worth of K-12 facilities both here in the US and Abroad. Some of his more notarized projects include the Microsoft School of the Future in Philadelphia and several large schools in Liverpool England. Recently at APS, Scott has headed up a community wide transportation demand management master plan, called *APS GO! Smart Routes, Smart Choices*.

**Keith Benjamin** serves as the Street Scale Campaign Manager for the Safe Routes to School National Partnership. In this role, he is responsible for initiating, coordinating and assisting public policy campaigns at state and local levels to advance adoption of complete streets and Safe Routes to School policies, MAP-21 and TAP funds, bicycle and pedestrian transportation planning, and other active transportation improvements to increase physical activity in underserved communities. Keith works with local and state leaders in underserved communities to identify, develop and collaborate on advocacy campaigns, provide technical assistance, and increase leadership capacity. Keith has previously worked locally, federally and internationally on the synergies between the built environment and equity and is focused on cultivating new diverse advocates in this space.

**Nicholas W. Ramfos** has been a Transportation Demand Management practitioner with nearly 25 years of program development and implementation at various Metropolitan Planning Organizations. He has developed and implemented various commute alternative programs and policies in the Washington DC, San Diego, Detroit, and Chicago regional markets. Many of the projects have encompassed energy efficiency, sustainability and livability issues. Ramfos has also implemented commuter transportation marketing campaigns which focus on social responsibility through traditional media and the use of social marketing. Ramfos is currently the Alternative Commute Programs Director with the Metropolitan Washington Council of Governments (COG) and is responsible for the development, implementation and evaluation of the regional Commuter Connections program which includes Maryland, Northern Virginia, and the District of Columbia. Ramfos is currently the Chairman of the Transportation Demand Management Institute, a member of the Transportation Research Board's (TRB) Transportation Demand Management Committee, a member of the Public Relations Society of America, and a member of the US Green Building Council. He has also been a member of the Association for Commuter Transportation (ACT) national Board and has served as ACT's national Vice President and national Public Policy Council Chair. Ramfos received his Bachelor of Arts degree in Political Science and Public Relations from Purdue University.

**Heidi Hertz** is the Obesity Prevention Coordinator with the Virginia Foundation for Healthy Youth. Heidi is currently working to expand partnerships and initiatives pioneering new obesity prevention strategies throughout Virginia. Heidi actively coordinates obesity prevention initiatives around promoting access to healthy foods and opportunities for physical activity. In March 2013, Heidi was named the Young Dietitian of the Year by the Virginia Academy of Nutrition and Dietetics.

**Alice "Ali" Patty** has worked in public health over the last decade at the local, state and national levels focusing on obesity prevention policy strategies. She recently joined Kaiser Permanente as the Senior Program Manager over the Thriving Schools effort as part of the Community Health Initiative team. A dedicated wife, she resides in Alexandria, VA

## Funding Safe Routes to School

**Caron Whitaker:** Prior to joining the League of American Bicyclists in 2012, Caron served as the Campaign Director for America Bikes where she coordinated and implemented America Bikes federal policy agenda. Before that, she worked for the National Wildlife Federation on smart growth, international policy, and community engagement. In addition, Caron served as a Community Land Use Planner for the State of North Carolina Division of Coastal Management, providing technical assistance to local governments and staffing a stakeholders' council responsible for revising state planning regulations. She has a Masters in Environmental Management for Duke University, Nicolas School of the Environment and a Bachelors of Arts from Williams College.

**Michael C. "Mike" May** was first elected to serve as the Occoquan Supervisor in Prince William County in a special election in January 2007 and was reelected in both 2007 and 2011. Home to approximately 60,000 residents, the Occoquan District extends from the Occoquan River in the East to Manassas in the West. Regionally, Supervisor May serves as Prince William County's representative to the Washington Metropolitan Council of Government's (COG) Transportation Planning Board (TPB), as Chairman of the Potomac and Rappahannock Transportation Commission (PRTC) and as a member of the Northern Virginia Regional Commission (NVRC).

**Brian Lee** serves as an assistant to Occoquan District Supervisor Mike May. He is currently working on his Masters of Public Administration at Virginia Tech's Center for Public Administration and Policy in Alexandria. He is also a graduate of the Transportation Planning Board's Citizen Leadership Institute (CLI).

**Sarah Crawford** manages the TPB's Transportation/Land-Use Connections (TLC) Program, which provides technical assistance to TPB member jurisdictions for innovative planning projects that strive to increase coordination of transportation and land-use planning. She also staffs the TPB's regional Transportation Alternatives Program, which is designed to fund construction projects that implement the goals and objectives of the TLC Program and the TPB Vision.