

Will Rodman

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OVERVIEW

Will Rodman has over 40 years of consulting, operations management, and software experience in the public transportation industry.

AREAS OF CONSULTING AND RESEARCH EXPERTISE

Will is nationally recognized as an expert in planning, designing, evaluating and improving ADA, human service, coordinated and general public paratransit services; the use of TNCs and taxis for alternative paratransit and microtransit; and mobility management and coordination strategies on a local, regional and statewide scale. He has been an FTA ADA paratransit compliance reviewer for several years, and has national experience in preparing regulations for taxis, livery services, and other private-for-hire services. Will has also managed projects ranging from transit service planning and TDPs in rural and small urban areas to regional ridesharing studies to improving the efficiency of local school bus routes.

NATIONAL RESEARCH / SPEAKING ENGAGEMENTS / TRAINING

Will's national research experience includes serving as Principal Investigator for several ground-breaking TCRP/NCHRP studies and contributing to several others. His problem statements have frequently materialized into fully-funded TRB studies. Will continues to be a frequent speaker and presenter at conferences sponsored by APTA, CTAA, TRB, and TLPA; by regional transit associations such as SWTA and NEPTA; and by various state transit associations, most recently at CalACT. He has also been an NTI, IDOT, UDOT and CalACT Training Instructor.

TRANSPORTATION RESEARCH BOARD

Will serves on TRB's Paratransit Committee and recently co-authored the committee's Centennial Paper. Will presented the findings of TCRP Synthesis 135 (on ADA paratransit service models) at the Committee's annual meeting, presented on two different topics at the last three TRB's International Conference on Demand Responsive and Innovative Transportation; and orchestrated and secured local hosts for the next follow-up conference, scheduled for 2021, to be located in Dallas. Will was a long time member of the TRB's Rural and Intercity Bus Committee, serving as its first Research Subcommittee Chair, and helped plan the committee's national conferences for over a decade.

OPERATIONS IMPLEMENTATION AND MANAGEMENT

Will's operational experience includes founding and serving as director of one of the first regional TMA offices in the US; implementing, managing and providing corporate oversight for several paratransit brokerages; and assisting with implementing several paratransit operations contracts.

SOFTWARE DESIGN AND SUPPORT

Will has assisted with the design of provided training and user support for two different paratransit scheduling software systems and a transit fleet maintenance software system.

MASSACHUSETTS PARATRANSIT COMMISSION

At the personal request of Governor Deval Patrick, Will served on the Massachusetts Paratransit Commission from 2011 to 2012.

EXPERIENCE

TSS Paratransit, Director of Business Development**2018-Present**

Vice President of Business Development; 2018-Present

- Responsible for all marketing activities associated with the 5M paratransit software system

Nelson\Nygaard Consulting Associates Inc.**2004-2017**

Principal and Co-Leader Paratransit and Community Transportation (PACT) Sector Practice

Paratransit Services – Service Planning and Evaluation and Compliance

- Task Leader, Paratransit Review, Eagle County Transit, Eagle County, CO
- Task Leader, Paratransit Review, Green Mountain Transit, Burlington, VT
- Project Manager, Comprehensive Operational Review, Access Services, Los Angeles, CA
- Project Manager, Jacksonville Transportation Authority, Review of Reasonable Accommodation Efforts
- Task Leader, Service Model Report and Contract/Contractor Evaluation, TransLink, Vancouver, BC
- Project Manager, Access Link Call Center Study, NJ Transit, Newark, NJ
- Paratransit Task Manager, Paratransit Scheduling Review, Lawrence/Douglas County, KS
- Project Manager, Review of The RIDE, MBTA, Boston, MA
- Project Manager, Senior Transportation Services Assessment, Fulton County, GA
- Paratransit Task Leader, Regional Master Transit Plan, RTA of Southeast Michigan, Detroit, MI
- Project Manager, Scheduling and Dispatching Review, Palm Tran Connection, Palm Beach County, FL
- FTA Reviewer/ADA Compliance (Brockton, MA, Worcester, MA, Norwalk, CT, Waterbury, CT, Sharon, PA)
- Senior Advisor, Paratransit Demand Estimation, MGM, Springfield, MA
- Project Manager, Paratransit Analysis, Pioneer Valley Transit Authority, Springfield, MA
- Project Manager, Palm Tran Connection Service Design, Palm Beach County, Florida
- Project Manager, Service Model Re-Design for The RIDE, MBTA, Boston, MA
- Project Manager, Cost Reduction Strategies for The RIDE, MBTA, Boston, MA
- Deputy Project Manager, Regional Paratransit Call Center Strategic Plan, Pace, Chicago, IL
- Project Manager, WHEELS Service Performance Evaluation, Lexington, KY
- Nelson\Nygaard Project Manager, Audit of ADA Paratransit Service Changes, Chicago RTA
- Nelson\Nygaard Project Manager, JAUNT (Charlottesville, VA) TDP
- Project Manager, ADA Paratransit Funding Plan, Chicago Regional Transportation Authority
- Project Manager, Paratransit Service Study for City and County of Honolulu
- Nelson\Nygaard Project Manager, Efficiency Evaluation of NJ Transit's Access Link
- Sr. Reviewer, Performance Evaluation of Access Services in Los Angeles
- Sr. Reviewer, LIFT Performance Improvement Study for North (San Diego) County Transit District

Paratransit Workshop Instruction

- Developer/Instructor of CalACT's Workshops on Paratransit Reservations, Scheduling, and Dispatching
- Co-instructor, NTI workshop on Managing the Cost of ADA Paratransit and Flexible Transit

Paratransit Services – Procurement and Implementation Assistance

- Project Manager, Technical Assistance for Paratransit Procurement, RTC of Southern Nevada
- Project Manager, Implementation Oversight/Transition Assistance for TRAC (The RIDE Access Center) Centralized Call and Control Center, MBTA, Boston, MA
- Task Leader, RFP and Contract Review, RFP Preparation, TransLink, Vancouver, BC
- Project Manager, Senior Transportation Services Provider Procurement, Fulton County, GA
- Project Manager, Development of an RFP for a Consolidated Call and Control Center Manager for THE RIDE, MBTA, Boston, MA
- Project Manager, Paratransit Service Provider Procurement for THE RIDE, MBTA, Boston, MA – FY10-Fy15 and FY16-FY21
- Presenter, *The Art of Paratransit Contracting*, Shaping the New Future of Paratransit: An International Paratransit Conference, Monterey, CA; and at APTA Bus and Paratransit Conference, Ft. Worth, TX

- Project Manager, Palm Tran Connection, Operations Contractor RFP Development and Procurement Assistance, Palm Beach County, Florida
- Project Manager, Technical Assistance -- Supplemental Paratransit Operations Contractor Procurement for the WMATA Metro Access service
- Project Manager, Development of LIFT Contractor RFP, North (San Diego) County Transit District

Paratransit Services – National Research Studies

- Principal Investigator, J-07, Topic SG-14, ADA Paratransit Service Models and Contracting
- Nelson\Nygaard Project Manager, TCRP F-13, Recruitment and Retention of Paratransit Operators (sub to TranSystems)
- Principal Investigator, TCRP B-30 (Report 121) research effort on the Optimal Split of Dedicated and Non-Dedicated Service for Demand Responsive Paratransit.
- Nelson\Nygaard Project Manager, Easter Seals Project ACTION research study on ADA Service Alternatives in Rural and Small Urban Communities (sub to TranSystems).
- Panel Member (Paratransit Representative), TCRP Project A-15C, Transit Capacity and Quality of Service Manual, 3rd Edition.

Transit-TNC Partnerships

- Principal-In-Charge, TCRP J-11, Transit TNC Partnerships
- Presenter, SWTA Summer University, Workshop on Transit-TNC Partnerships, Dallas, TX
- Project Manager, Technical Assistance, TNC-based Alternative Paratransit Service, RTC of Southern Nevada
- Presenter, *Transit-TNC Partnerships: How Transit Agencies are Using Emerging Mobility Services to Improve Access and Mobility and Solve Problems*, presented at APTA 2017 Bus and Paratransit Conference, Reno, NV; CalACT Spring 2017 Conference, Lake Tahoe, CA.
- Workshop Contributor, On-Demand Service Options, Santa Clara County Valley Transportation Authority

Use of Taxis and Other Non-Dedicated Provider Services for Paratransit

- Speaker/Panelist, TRB, *Taxi Workshops*, 2012 and 2013
- Co-Host and Presenter, TRB, *Taxi Workshop, Use of Taxis in Paratransit*, 2008
- Presenter, *Transit Agency Use of Taxis and Other Non-Dedicated Service Providers*, 2005 TLPA Annual Conference in Boston and the 2006 APTA Annual Bus and Paratransit Conference in Anaheim.
- Project Manager, co-designed a user-side taxi program for the City/County of Honolulu.
- Principal Investigator, TCRP B-30 research effort on the Optimal Split of Dedicated and Non-Dedicated Service for Demand Responsive Paratransit, available as TCRP Report 121
- Principal Advisor, TCRP B-16 study on The Role of the Private-for-Hire Vehicle Industry in Public Transit.
- Project Manager, paratransit studies in Chicago, Los Angeles, San Diego, and Washington, all incorporating the use of taxis in providing non-dedicated service.
- Principal-in-Charge, design and implementation of a consolidated user-side subsidy taxi program in DuPage County, IL.
- Assisted in the data collection effort and evaluation of a shared-ride taxi/jitney demonstration project in Boston.
- Moderated a panel on the use of taxis in ADA Paratransit at the 1999 Annual TRB Conference.
- Presented on user-side subsidy taxi programs at the 1998 Paratransit Conference in Phoenix.

Municipal Regulations for Taxis and Private, For-Hire Services

- Project Manager, Chicago Taxi Rate Study, City of Chicago Department of Business Affairs and Consumer Protection, Public Vehicle Operations
- Project Manager, Boston Taxi Study, City of Boston
- Project Manager, Atlanta Taxicab Industry Analysis, Central Atlanta Progress and City of Atlanta
- Project Manager, Nashville Taxi and Passenger Vehicles for Hire Study, City of Nashville
- Project Manager, San Francisco Taxi Study on Credit Card Fees, Back-Seat Monitors and Electronic Waybills, San Francisco Municipal Transportation Agency

- Project Manager, Arlington County Taxi Study and follow-up facilitation and technical assistance, Arlington County DOT.
- Project Manager, Development of 2010 Taxicab Re-Franchising Plan, City of Los Angeles Department of Transportation
- Project Manager, Private for Hire Transportation Rate and Fee Study, City of Portland
- Led Taxi Re-Franchising study for the City of Los Angeles.
- Co-authored a taxi study for the City of Lawrence, MA.
- Project Manager, needs assessment studies of taxi service in northwest Miami and in Denver.

Design and Implementation of Coordinated Community Transportation and Mobility Management Services

- Principal-in-Charge, accessDC plan, District of Columbia Department of Transportation, Washington, DC
- Project Manager, New York State Human Service Agency Mobility Management Plan
- Principal-In-Charge, Stable Funding for Coordinated Paratransit Systems Study, Chicago RTA
- Senior Advisor, Ride-In-Kane Program Assessment, Kane County, Illinois
- Senior Advisor, 1-Click and Mobility Management Plan, Jacksonville Transit Authority
- Project Manager, Atlanta Regional 1-Click and Mobility Management Plan, Atlanta Regional Commission
- Nelson\Nygaard Senior Advisor, Idaho Statewide Mobility Management Systems Analysis & Implementation Plan, Idaho Transportation Department (sub to TTI)
- Project Manager, Georgia Rural and Human Services Transportation, Georgia DOT
- Project Manager, 2012 and 2013/14 RHST Reporting Services, Georgia Regional Transportation Authority
- Project Manager, Utah Mobility Management Workshops and Technical Assistance, UDOT
- Project Manager, DART (Dallas) Mobility Management Demonstration Project Design & Implementation
- Principal-In-Charge/Senior Advisor, Denver Regional Mobility & Access Council – Technical Assistance
- Nelson\Nygaard Project Manager, Ohio Mobility Improvement
- Principal-In-Charge, Human Service Transportation Coordination and Organization, Bear River Association of Governments, Logan, UT.
- Project Manager, Development and implementation of Coordinated Human Services Transportation in Western Tidewater Region, Senior Services of Southeastern Virginia.
- Project Manager/Mobility Manager, New Hampshire State Coordinating Council
- Project Manager, Mobility Management Project, Wasatch Front Regional Council, Salt Lake City, UT
- Nelson\Nygaard Project Manager, Georgia Statewide Coordination Project, Georgia DOT
- Coordination of Community Transportation and Human Services and Mobility Management Studies
- Project Manager, Coordinated Paratransit Study, Will County, IL
- Task Manager, Technical Assistance to Federal Opportunities Workgroup (FOW), Olympia, WA
- Project Manager, Coordinated Public Transit- Human Services Transportation Plan, NYMTC, New York
- Project Manager, Coordinated Public Transit- Human Services Transportation Plan, Hudson County, NJ
- Task Leader, State of Washington Study on Coordination of Special Needs, Washington State Joint Legislative Transportation Committee
- Project Manager, Coordinated Public Transit- Human Services Transportation Plan, Tehama County, CA
- Project Director, Wisconsin Human Services Transportation Coordination Plan, Wisconsin DOT
- Project Manager, Coordinated Public Transit- Human Services Transportation Plan, Chicago RTA
- Project Manager/Task Leader, Coordination Task, Honolulu Paratransit Study
- Project Manager, United We Ride Coordination Study for Mid-Region Council of Governments, NM
- Project Manager, United We Ride Statewide Coordination of Human Service Transportation, NH DOT
- Project Manager, Technical Assistance to New Hampshire DHHS
- Project Manager, Technical/Facilitation Assistance to Denver Regional Mobility and Access Council (DRMAC) and Colorado Inter-Agency Coordination Council for Transportation, Access, and Mobility
- Coordination Task Leader, Analysis of Colorado Human Service Transportation and Public Transit Systems, for the Rose Community Foundation / HealthONE Alliance Getting There Collaborative
- Nelson\Nygaard Project Manager, Minnesota Coordination Study for MnDOT

Coordination/Mobility Management Training

- Moderator/Presenter, SWTA Summer University: Workshop on Coordination and Mobility Management, Dallas, TX
- Co-Instructor, Utah Mobility Manager Training Workshop, Salt Lake City, UT (for Utah DOT)
- Co-Instructor, Illinois Mobility Manager Training Workshop, Springfield, IL (for Illinois DOT)
- Co-Instructor, Georgia Mobility Manager Training Workshop, Macon, GA (for Georgia DOT)

Mobility Management – National Research Studies

- Principal Investigator, NCHRP 20-65 Task 60: The National Mobility Management Initiative: State DOTs Connecting Specialized Transportation Users and Rides.

ATC

2000-2004

Vice President, Business Development, 2001–2003
 Vice President, Paratransit Division, Brokerages, 2000–2001

Multisystems, Inc.

1978-1999

Principal, 1996–1999
 Director, Brokerage Division, 1998–1999
 Senior Associate, 1995–1996
 Manager, Paratransit and Community Transit, 1991–1995
 Senior Transportation Analyst, 1986–1991
 Executive Director, Island Rides, TMSI, 1983-1985
 Transportation Analyst, 1980–1983, 1985-1986
 Research Assistant, 1978–1980

EDUCATION

University of Pennsylvania, Completed one year of coursework in the Master of City Planning Program, specializing in Transportation Planning, 1976-1977

Wesleyan University, B.A., Architecture, 1976

AFFILIATIONS

TRB

- Member, Rural Public & Intercity Bus Transportation Committee
 - Co-Chair, Rural Public & Intercity Bus Transportation Research Subcommittee
 - Member and Route Coordinator, National Rural Public & Intercity Bus Transportation Conference Planning Subcommittee (17th, 18th, 20th, 21st and 22nd National Conferences)
- Member, Paratransit Committee
 - Member, Paratransit Research Subcommittee and Taxi Subcommittee
 - Member, Research Subcommittee on Access and Mobility

Massachusetts Paratransit Committee, 2011-2012

- Authored/developed many of the committee’s recommendations to the Governor, most all of which were adopted and implemented