

Education

- B.A., Art/Architecture, Wesleyan University, 1976
- Completed first year Master of City Planning coursework at University of Pennsylvania, 1976–77

Short Biography

Will has 42 years of consulting, operations management, software, and business development experience in the public transportation industry. 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; mobility management and MaaS services; and coordination strategies on a local, regional, and statewide scale. In these areas, he has served as the Principal Investigator on several groundbreaking TCRP/NCHRP studies and contributed to several others. Will has been an FTA ADA paratransit compliance reviewer for several systems and has prepared regulations for taxis, livery services, and other private-for-hire services for several large metropolitan areas throughout the US. He has prepared short-range transit service plans and TDPs in rural and small urban areas. Will has also undertaken regional TDM studies and conducted local school bus efficiency studies. 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. He has contributed to the design of three different paratransit scheduling software systems, as well as training and customer support for two of those systems.

YEARS OF
QUALIFYING
EXPERIENCE **42**



Research Scientist,
Texas A&M
Transportation
Institute

Affiliations and Registrations

- Transportation Research Board (2005–Present)
- Member, Rural Public & Intercity Bus Transportation Committee (2005–2016)
- Co-Chair, Research Subcommittee (2014–2016)
- Member and Route Coordinator, Conference Planning Subcommittee (2005–2016)
- Member, Paratransit Committee (2017–Present)
- Member, Paratransit Research Subcommittee and Taxi Subcommittee (2008–Present)
- APTA Access Committee (2005–Present)

Relevant Project Experience

Paratransit Services—Service Planning, 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

Project Manager, Palm Tran Connection, Operations Contractor RFP Development and Procurement Assistance, Palm Beach County, FL

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

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

Workshop Contributor, On-Demand Service Options, Santa Clara County Valley Transportation Authority

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

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, IL

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)

Relevant Publications

Rodman, Will and High, William, TCRP Synthesis 135, ADA Paratransit Service Models and Contracting (2017).

Rodman, Will and Berez, Daniel, NCHRP Report 832, State DOTs Connecting Specialized Transportation Users and Rides Volumes 1 and 2 (2016).

Thatcher, Russell, **Rodman, Will** and others, TCRP Report 142, Vehicle Operator Recruitment, Retention, and Performance in ADA Complementary Paratransit Operation (2016).

Rodman, Will, Koffmann, David, Teal, Roger, Garrity, Richard, and Sarles, Robbie, TCRP Report 121, Toolkit for Integrating Non-Dedicated Vehicles in Paratransit Service (2007).

Thatcher, Russell, **Rodman, Will** and others, Easter Seals Project ACTION, Transportation Services for People with Disabilities in Rural and Small Urban Communities (2006).

Rodman, Will, O’Neill, Suzanne, Martin, Kyle, and Wilks, Steven, TCRP Report 56, Integrating School Bus and Public Transportation (1994).

Presentations

“One-Stop Mobility Management: The Convergence of One-Click Systems, Paratransit Booking/Scheduling Software, and Mobile Technologies,” presented at the CalACT Spring Conference, Olympic Valley, CA, April 26, 2017; also presented at The International Conference on Demand Responsive Transportation: Paratransit from Dial-a-Ride to Technology-Enabled Services, Breckenridge, CO, September 21, 2016.

“When and Where Centralized Call and Control Centers Make Sense,” presented at the APTA Bus and Paratransit Conference, Reno, NV, May 10, 2017.

“Transit-TNC Partnerships: How Transit Agencies are Using Emerging Mobility Services to Improve Access and Mobility and Solve Problem,” presented at APTA 2017 Bus and Paratransit Conference, Reno, NV, May 9, 2017; and at the CalACT Spring Conference, Olympic Valley, CA, April 28, 2017.

“Mobility Management Strategies for the Atlanta Region,” presented at the APTA Bus and Paratransit Conference, Ft. Worth, TX, May 5, 2015.

“The Art of Paratransit Contracting,” presented at the Intercity Bus Transportation Conference, Asheville, NC, October 4, 2016, as a training workshop; at the APTA Bus and Paratransit Conference, Ft. Worth, TX, May 4, 2015; and at the International Paratransit Conference, Monterey, CA, October 24, 2014.

“How the MBTA in Boston Is Using TNCs to Provide Alternative On-Demand Service to Its ADA Paratransit Customers,” presented at the SWTA Summer University, July 25, 2017.

“What’s the Difference between Coordination and Mobility Management...and Thanks for Asking!” presented at the SWTA Summer University, July 25, 2017.

“NCHRP 20-65 Task 60, The National Mobility Management Initiative: State DOTs Connecting Specialized Transportation Users and Rides,” presented at the Rural and Intercity Bus Transportation Conference, Asheville, NC, October 6, 2016.

“Coordination and Mobility Management Strategies,” presented at the Rural and Intercity Bus Transportation Conference, Asheville, NC, October 5, 2016.

“The Future of Mobility Is Now,” presented at The International Conference on Demand Responsive Transportation: Paratransit from Dial-a-Ride to Technology-Enabled Services, Breckenridge, CO, September 22, 2016.

“Expanding Access and Mobility to the Aging Community and Person with Disabilities: Strategies and Innovations,” presented at the Annual Conference of Medicaid Home and Community-Based Services, Washington, DC, September 13, 2016.

“Mobility Management Strategies for Urban, Suburban, and Rural Areas,” presented at the Annual Conference of Medicaid Home and Community-Based Services, Washington, DC, September 13, 2016.

“Paratransit Coordination: A US Perspective,” presented in the plenary session at the International Paratransit Conference, Monterey, October 23, 2014.

“Use of Taxis in Paratransit,” presented at TRB Annual Meeting, Taxi Workshop, January 2013, January 2012, and January 2008.

“Innovative Dedicated Funding Sources and Leveraging,” presented at the Rural and Intercity Bus Transportation Conference, Salt Lake City, UT, October 16, 2012.

“Mobility Management Trends in Rural Areas,” presented at the Rural and Intercity Bus Transportation Conference, Salt Lake City, UT, October 15, 2012.

“Mobility Management Strategies for Rural Areas” presented at the Annual Conference and Expo of the Community Transportation Association of America (CTAA), Baltimore, MD, May 25, 2012.

“A Model for Determining Optimal Use of Non-Dedicated Service Providers and Optimizing Run Structures, TCRP Project B-30,” presented at the APTA Bus and Paratransit Conference, Nashville, TN, May 7, 2007.

“A National Perspective on Coordination of Community Transportation,” presented at the Annual Conference of the New England Public Transit Association, Providence, RI, March 29, 2007.

“Transit Agency Use of Taxis and Other Non-Dedicated Service Providers,” presented at the APTA Annual Bus and Paratransit Conference, Anaheim, MD, May 1, 2006.

“Performance Measures and Measuring Results—Best Practices Today and Tomorrow,” presented at the New York State Public Transit Training Program, Albany, NY, November 18, 2005.

“Why Transit Agencies Use Taxi and Other Non-Dedicated Service for Paratransit,” presented at the Taxi, Limousine, and Paratransit Association, Annual Conference, Boston, MA, November 10, 2005.

Past Work Experience

Dates	Position(s)	Organization
2020–current	Research Scientist	Texas A&M Transportation Institute
2018–2019	Vice President, Business Development	TSS Paratransit
2004–2017	Principal & Head of Boston Office	Nelson\Nygaard Consulting
2000–2003	Vice President, Business Development	National Express/ATC
2000	Regional Vice President, Brokerages	National Express/ATC
1998–1999	Director, Brokerage Management	Multisystems/TMSI
1996–1999	Principal	Multisystems
1995–1996	Senior Associate	Multisystems
1991–1995	Manager, Paratransit/Community Transit	Multisystems
1986–1991	Senior Transportation Analyst	Multisystems
1985–1986	Transportation Analyst	Multisystems
1983–1985	Executive Director, Island Rides	Multisystems/TMSI
1980–1983	Transportation Analyst	Multisystems
1978–1980	Research Assistant	Multisystems
6–8/1978	Intern	Southwestern Bell—Vanpool Program
2–5/1978	Intern	SW Pennsylvania Regional Planning