

## **Atlanta Regional Commission: E-Bike Vouchers and Mobility Wallet Program**

### **Key Staff Biographies**

The Atlanta Regional Commission (ARC) boasts a highly qualified team with extensive experience in transportation demand management (TDM), climate change, and transportation planning. This team will lead the proposed program, building upon ARC's decades of leadership in developing trails, bicycle lanes, rail transit, bus transit, and TDM initiatives. The Atlanta Regional TDM Program, managed by ARC in partnership with Georgia Commute Options (GCO) and six Transportation Management Associations (TMAs), serves the 20-county Atlanta region, promoting sustainable, clean, and efficient transportation choices.

Rosalind Tucker, Managing Director of Mobility Services, will spearhead the project, bringing over a decade of experience managing ARC's TDM department. Bennett Foster, an e-bike enthusiast and current project manager for the City of Atlanta's e-bike rebate program, will provide valuable support in overseeing day-to-day operations, seamlessly transitioning from the city's program to this new initiative. Leading the outreach efforts are Liz Sanford and Josh Phillipson, seasoned professionals with a combined 60 years of experience in outreach, urban and regional planning, and creative placemaking. They will be supported by Nathaniel Smith (CEO, Partnership for Southern Equity), Rebecca Serna (Executive Director, Propel ATL), and John Devine (Executive Director, Georgia Bikes), each contributing their organization's resources and expertise to the project.

The core team will be backed by ARC's cross-departmental Climate and Resilience Team, ensuring comprehensive coverage of all project aspects. The team's collective knowledge and expertise in TDM, climate change, and transportation planning, coupled with their experience in managing similar incentive programs, make them uniquely qualified to lead this transformative initiative. Their dedication to promoting sustainable transportation solutions and reducing single-occupancy vehicle trips in metro Atlanta will be instrumental in the program's success.

## **Atlanta Regional Commission Staff**

### **Rosalind “Roz” Tucker**

#### *Managing Director, Mobility Services*

Roz is the Managing Director of the Mobility Services Group at ARC, where she spearheads strategic initiatives and leads a multidisciplinary team specializing in Transportation Demand Management (TDM). Her work includes overseeing Georgia Commute Options and conducting pioneering research on teleworking trends during the pandemic, presenting her findings to prestigious organizations such as the Transportation Research Board (TRB) and the American Association of State Highway and Transportation Officials (AASHTO). In her leadership roles, Roz drives the Regional TDM Plan Update and serves as Vice President for The Association for Commuter Transportation, as well as a board member for the Georgia Transit Association. Her commitment to community and professional development is further demonstrated by her participation in Leadership Cobb and the ARC’s Regional Leadership Institute Class of 2022.

### **Bennett Foster**

#### *Principal Program Specialist, Mobility Services*

Bennett Foster has 10 years of experience in transportation planning, spanning policy, data analysis, and project management. His areas of expertise include transportation demand management (TDM), public outreach and engagement, transportation equity and advocacy, and policy analysis. Bennett serves as the innovations and partnerships director for the Mobility Services Department at ARC where he specializes in collaborating with agencies and organizations at the regional and national level, including Georgia Department of Transportation (GDOT), Atlanta-region Transit Link Authority, Metro Atlanta local governments, public transit agencies, and dozens of advocacy and nonprofit organizations to kickstart innovative pilots and projects that reduce solo car trips in the region and improve air quality.

Bennett works directly with Georgia Commute Options, a Congestion Mitigation and Air Quality Improvement program managed by ARC and funded by GDOT, where he oversees GCO’s incentives, rewards, and emergency ride home programs for the 20-county region. In addition to working on GCO, Bennett also manages the City of Atlanta’s E-Bike Rebate Program, the first e-bike incentive program of its kind in Georgia, and he serves as the co-deployment lead for the Safe Trips in a Connected Transportation Network project, an ITS4US Deployment Program led by the Intelligent Transportation Systems (ITS) Joint Program Office (JPO) and supported by the Office of the Secretary, the Federal Highway Administration, and the Federal Transit Administration.

**Katherine H. Zitsch, PE, BCEE**

*Deputy COO (2023 – Present), Managing Director, Natural Resources (2013-2023)*

Katherine Zitsch serves as the Deputy Chief Operating Officer for the Atlanta Regional Commission. As Deputy COO, she is responsible for coordinating and overseeing special initiatives that span multiple departments, including resilience programming, water resources, transportation, trails, community development, aging & independence services, workforce development, mobility services, data & analytics, and homeland security.

Katherine is intimately involved in ARC's climate and resilience work, providing overarching leadership and guidance for those efforts, including the Climate Pollution Reduction Grant for US EPA, and the EnergyShed program for US DOE. She is ultimately responsible for ensuring effective coordination, resources, and support for the programs.

Prior to her current role, Katherine served as Managing Director of Natural Resources at ARC and Director of the Metropolitan North Georgia Water Planning District, the 15-county water planning agency for Metropolitan Atlanta ([www.northgeorgiawater.org](http://www.northgeorgiawater.org)). Katherine brings extensive knowledge of metropolitan Atlanta's water story as well as a deep understanding of water issues and opportunities statewide.

Katherine is President of the National Water Supply Alliance, an ACF Stakeholders Governing Board member, and first Vice Chair of the Interstate Council on Water Policy. She is a graduate of the Institute for Georgia Environmental Leadership, Leadership Cobb, and the Regional Leadership Institute.

Katherine holds a Bachelor of Science degree in civil engineering and a Master of Science degree in Environmental Systems Engineering, both from Clemson University. She is a licensed Professional Engineer and a Board-Certified Environmental Engineer through the American Academy of Environmental Engineers.

**Elizabeth Sanford**

*Planning Administrator, Transportation*

Elizabeth Sanford, AICP, has a deep and varied transportation planning background. She has worked on transportation plans and projects for every mode of transport at every level of government, from local communities to the federal USDOT. The thing that ties her experience together is public involvement. Liz has designed and implemented creative community engagement programs for scores of transportation plans and projects, including active transportation plans and environmental justice community plans. She also served as Principal Investigator on several NCHRP and SHRP2 projects, with a focus on scenario planning, integrated planning processes (i.e. linking planning and more effectively), collaborative decision making, integrating community visioning into transportation planning and managing innovation.

Liz started her career at ARC, founded a successful WBE firm, Sycamore Consulting, and after selling the business to her employees, worked for Cambridge Systematics for 7 years. Returning to ARC ten years ago, Liz is now in the ARC Transportation Planning Department, leading stakeholder participation strategy and implementation of programs to support the agency's work under IJIA and the Justice40 Initiative.

**Jon Philipsborn***Climate and Resilience Manager*

Mr. Philipsborn currently serves as the Climate and Resilience Manager for the Atlanta Regional Commission (ARC). In this role, he coordinates ARC's efforts to take action on climate change – through climate mitigation, decarbonization, and climate resilience initiatives. Mr. Philipsborn advises local governments and regional partners on the strategic and holistic integration of climate change consideration into planning, project development, and management decisions. He is supporting the Atlanta MSA climate action planning as part of the CPRG program.

He has gained valuable experience working across geographies for government, non-profits, and the private sector. Mr. Philipsborn has collaborated with the United Nations Office for Disaster Risk Reduction on the Disaster Resilience Scorecard for Cities, and co-authored the Scorecard's Public Health Addendum. He has previously supported US Federal Agencies, including FEMA with the Building Resilient Infrastructure and Communities program. He holds a Masters of Public Administration in Environmental Science and Policy from Columbia University's School of International and Public Affairs, and a Bachelor of Arts from Kenyon College.

**Robert LeBeau, AICP***Managing Director, Workforce Solutions*

Rob LeBeau is the Managing Director of the Workforce Solutions Department at the Atlanta Regional Commission. In this role, he also serves as the Director of the Atlanta Regional Workforce Development Board (ARWDB). Rob oversees WorkSource Atlanta Regional which provides programs and services for dislocated workers, unemployed adults & youth, and businesses with employment needs. WorkSource Atlanta Regional serves residents and businesses in a 7-county area including Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry, and Rockdale Counties.

From 2000 to 2015, Rob worked in the Land Use, Government Services, and Community Development Divisions at ARC. In roles ranging from Principal Planner to Section Manager, Rob was involved in a variety of technical and management functions related to planning, economic competitiveness, and leadership development for the Atlanta region. His responsibilities included overseeing the Regional Leadership Institute and LINK, the Community Planning Academy, the Community Choices assistance program, the Atlanta Regional Economic Competitiveness Strategy, regional arts and culture planning, and the Livable Centers Initiative.

Prior to joining ARC in 2000, Rob worked for ten years in local government and as a consultant focusing on comprehensive planning, zoning, and neighborhood redevelopment. Rob has a Master of Public Administration with emphasis in Urban Planning from the University of Central Florida and is a member of the American Institute of Certified Planners.

Rob's volunteer activities include serving as President, Vice President, and Georgia representative on the Southeastern Employment and Training Association Board, serving as Vice President for Programs and District 3 Director for the Georgia Planning Association, and he was the local programs co-chair for the American Planning Association national planning conference in 2014. Rob was on the Board of Trustees for Cliff Valley School for six years and volunteered with his daughter at Furkids, Georgia's largest no-kill cat adoption center.

**Eric Meyer***Planning Coordinator, Active Transportation Practice Lead*

Eric advances ARC's active transportation interests through regional planning, local planning assistance, fostering community of practice, and producing active transportation continuing education and training.

Prior to joining the ARC, he served as Deputy City Manager of Development and Infrastructure for the City of Powder Springs. Eric spent seven years as Planning Division Manager for Cobb County Department of Transportation. His division oversaw the development of the Comprehensive Transportation Plan, the County Trails Master Plan, and other planning efforts.

Eric Meyer has thirty years of policy, legislative, planning and design work experience. He served as the Director of Planning and Economic Development with the City of Ocean Springs following hurricane Katrina. Other work experience includes work at the Georgia Regional Transportation Authority, the Regional Business Coalition, and Georgia Conservancy. He earned his B.S. Industrial Systems Engineering and M.S. Public Policy from the Georgia Institute of Technology ("Georgia Tech").

**Tejas Kotek***Principal Planner, Transportation*

Kotak is a Principal Transportation Planner at ARC working under its role as the Atlanta-area Metropolitan Planning Organization (MPO). His primary work tasks include ensuring ARC properly tracks and reports on several federal performance measures including roadway safety, asset management, congestion, air quality programs, and, newly, climate change mitigation. This requires significant knowledge of various data systems, federal rules, and coordination with the state and adjacent MPOs, so Kotak must frequently exercise both technical skills and interpersonal communication skills.

He contributed to the PCAP and the CPRG Implementation Grant by validating GHG reduction values given by outside partners, and by calculating new numbers for the grant as needed in his role as a data expert. Kotak was the key contributor to developing greenhouse gas reduction estimates for this application, and those skills will be utilized if ARC wins the Grant in order to aid other ARC staff and partners in data analyses or program-specific performance tracking as needed.

Kotak has a Bachelor of Science in Environmental Engineering and a Master of Science in International Affairs. Both degrees are from the Georgia Institute of Technology.

**Crystal Jackson***Planning Manager for Climate + Sustainability*

Crystal Jackson is Planning Manager for Climate + Sustainability within ARC's Natural Resources Department. She works with communities to improve the region's environmental footprint and address climate change. Crystal is currently leading climate action plan development for the Atlanta MSA under EPA's Climate Pollution Reduction Grant program. Through ARC's Green Communities program, Crystal has assisted jurisdictions in implementing sustainability initiatives within their facilities and broader community. Prior to joining ARC's Natural Resources team, she was part of the agency's Local Government Services group, where she oversaw regional leadership development programs, provided communities with management and training assistance, and coordinated the Community Planning Academy.

Crystal managed the Georgia Conservancy's Blueprints program, helping Georgians achieve successful communities by creating sound conservation and growth strategies. She spent several years as an environmental educator for Mecklenburg County, NC and the Chattahoochee Nature Center in Roswell, GA. Crystal earned a Bachelor's degree in Earth Sciences from the University of North Carolina at Charlotte and a Masters of City and Regional Planning with an Environmental concentration from Georgia Tech. She is a LEED Green Associate and graduate of the Institute for Georgia Environmental Leadership.

## **Outreach Partners**

### **Rebecca Serna**

*Propel Atlanta*

*Executive Director*

Rebecca has a Master's degree from Georgia State's Andrew Young School of Policy Studies in Urban Policy in Planning and Nonprofit Management. Serna was a bike/ped intern with the Georgia DOT and draws on her experience as a Fulbright in Bogotá, Colombia, where she studied participatory planning practices and innovative public transportation projects. Awards include the 2020 Advocate of the Year from the League of American Bicyclists, 2015 Woman of the Year from the Women in Transportation Seminar, 2013 Advocate of the Year from the Alliance for Biking and Walking, and the 2013 Longleaf Award from the Georgia Conservancy. She served on the Cascade Springs Greenway Network Steering Committee, Murphy Crossing Technical Advisory Committee, and currently sits on the Stakeholder Oversight Committee for the Moving Atlanta Forward infrastructure initiative and Atlanta's Fatal Crash Commission.

Serna lives in Southeast Atlanta with her family and loves to read, dance, and grow food. She looks forward to the day when biking to get places is unremarkable and everyone can move safely, easily, and sustainably throughout the city.

### **John Devine, AICP**

*Georgia Bikes*

*Executive Director*

As Georgia Bikes Executive Director, John Devine sets long-term policy and oversees day-to-day operations, including implementing the strategic plan, supervising staff, and serving as the organization's primary representative and spokesperson.

A member of the American Institute of Certified Planners, John has had a career of over twenty years in community planning (including a heavy focus on bicycling and walking) with the Northeast Georgia Regional Commission, the Unified Government of Athens-Clarke County, the City of Austin, and the University of Texas's Center for Transportation Research. John has a Master of Science in Community and Regional Planning from UT Austin and a bachelor's in environmental studies.

John and his family have lived in Athens since 2002. He has been active in the community as a board member for BikeAthens, the Firefly Trail, the Athens Grow Green Coalition, and other organizations; as an ex-officio member of the Oconee Rivers Greenway Commission and the Madison Athens-Clarke Oconee Regional Transportation Study; and as a volunteer with SORBA-Athens, Athens Canine Rescue, and the Athens United Soccer Association. John is a co-founder of both the Georgia Trail Summit and the Georgia Trails Alliance.

**Nathaniel Smith***Partnership for Southern Equity**Chief Equity Officer*

Nathaniel Smith is the founder and Chief Equity Officer of the Atlanta-based Partnership for Southern Equity (PSE). A child of Southern Freedom Movement Activists, Smith works to advance racial equity through an equity agenda, which advances just outcomes that are sensitive to the needs and circumstances of communities – erasing the barriers that stand in the way of success to create the conditions that enable just and fair inclusion into a society in which all people can participate, prosper and reach their full potential.

Under Smith's leadership, PSE created the South's first equity-mapping tool, the Metro Atlanta Equity Atlas (now the Metro Atlanta Racial Equity Atlas), and led a coalition of diverse stakeholders to support a \$13 million transit referendum that expanded MARTA into a new county for the first time in 45 years. PSE continues to support the racial equity ecosystem through the COVID-19 pandemic through its COVID-19 Rapid Relief Fund, which distributed more than \$500,000 to more than 30 organizations because of the initial investment of the Community Foundation for Greater Atlanta and the United Way of Greater Atlanta.

Smith's leadership was instrumental in partnering with several organizations to create the Justice40 Accelerator, designed to provide organizations with innovative front-line community climate projects the assistance to better position them to pursue and win federal funding, and to hold accountable the Biden-Harris Administration's executive order to direct 40% of federal climate action funds to disadvantaged communities.