

## Team Biographies

All key personnel associated with the Fall Line project, from PlanRVA, the CVTA, and the City of Petersburg. While the most critical of these bios appear in the main application, they are included here as well for ease of review. There is also a full team overview at the end. Those not previously listed are designated with an asterisk (\*). Listed alphabetically by last name.

**Myles Busching**, MURP. Director, Richmond Regional Transportation Planning Organization, PlanRVA Director of Transportation.

Myles is a leader in transportation policy and administration, with a Masters in Urban Planning and 8 years of experience in transportation planning. Currently serving as the Director of Transportation at PlanRVA in Richmond, VA, he shapes the policy and work program of the Richmond Regional Transportation Planning Organization (RRTPO) through adept cooperation and consensus building with locality staff and elected officials. He manages the short-range transportation planning process which focuses on selecting projects to receive federal transportation funding and ensuring those projects are authorized to move forward toward implementation. He has overseen multi-million dollar programs, and has expertise in grant administration, capital budgeting, GIS, and transportation planning. His expertise will enable PlanRVA to successfully fund Fall Line trail development.

**\* Holly Gordon**, BA. Community Engagement Manager, PlanRVA

Holly has expertise in marketing, operations management, community engagement, and nonprofit leadership. As Community Engagement Manager at PlanRVA, she has built and strengthened processes for community engagement and feedback. She prioritizes LIDAC community networking and feedback to ensure meaningful collaboration on regional projects. As the former Director of Marketing & Communications at NYC Counseling, she spearheaded comprehensive marketing strategies, fostering a 270% profit increase through astute channel content creation and vendor collaboration. With a Bachelor's degree in Sociology and Business from the University of Richmond, along with a robust portfolio of leadership accolades and certifications in nonprofit management, Holly embodies a holistic approach to professional excellence, blending creativity, strategic acumen, and a passion for meaningful community impact. Her expertise will ensure ongoing community engagement and meaningful input into the development of Fall Line.

**Nicole Keller**, MA. Resilience Planner, PlanRVA.

Nicole is leading the Climate Pollution Reduction Grant (CPRG) planning process for the Richmond MSA, facilitating the community steering committee to the successful submission of the PCAP in March 2024. She has an MA in Biology and a BA in Environmental Studies and Political Science, with expertise in GIS and data analysis; grant writing and grant management; climate-smart adaptation planning; and organizational plan development. Highlights from her environmental leadership include: directing the Extreme Heat and Cooling Capacity project (funded in part by VA Department of Forestry) to map and analyze extreme heat and resiliency in the region; leading PlanRVA in the pursuit of SolSmart Designation (Bronze designation achieved in 2023), and serving on the Extreme Weather Taskforce with Homeward. She specializes in crafting innovative strategies that enhance

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resilience in the face of environmental disruptions, utilizing Geographic Information Systems (GIS) to analyze ecological patterns, predict climate impacts on human and ecological assets, and formulate actionable solutions. Her environmental planning expertise will be essential in tracking the GHG reduction success of Fall Line.

**Chet Parsons**, AICP CTP. Executive Director, CVTA.

Chet has 26 years of experience as a transportation planner and organizational leader. He has served as the founding Executive Director for the Central Virginia Transportation Authority since 2020, prior to which he was the Director of Transportation for the Richmond Regional Transportation Planning Organization as well as PlanRVA. He has led the development of the Long-Range Transportation Plan, the Transportation Improvement Program, Bicycle pedestrian plan, Regional safety plan, the Annual Unified Planning Work Program, the I-95/RMT/Commerce Corridor Access Study with Port of Virginia Greater RVA Transit Vision Plan. His coordination with FHWA on the RRTPO Certification Review received multiple commendations. This experience speaks to his ability to manage complex transportation projects, facilitating collaboration across the region, which will be necessary to successfully build Fall Line.

**Phil Riggan**, MURP. Transportation Planner, PlanRVA.

Phil has 8 years of experience working on active transportation – bicycle, pedestrian, and public transportation infrastructure – at PlanRVA. His vision shaped Fall Line planning, as a dedicated cyclist commuter, and his expertise will be essential in building the rest of it. He assists localities in developing a regional network of active transportation connections, identifying funding sources for their projects, and coordinating safe and accessible transit networks for users of all abilities. Phil has a Masters of Urban Planning and a BA in Journalism, and brings past experience as a journalist to his coordination of localities. Phil is working with localities to identify and prioritize Fall Line spur trails to best connect neighborhoods, parks, job centers, and other attractions, to the main spine trails.

**Naomi Siodmok**, AICP. Director of Planning, City of Petersburg, VA.

Since June 2023, Naomi has worked with the City of Petersburg as the Director of Planning and Community Development. She prioritizes listening to community needs and addresses them via text amendments; applying for grant money for transportation efforts like bus stops, safety improvements, and planning and implementation support; and hiring to create a team with the skills to implement the Comprehensive Plan that will be adopted in the coming months. She has over a decade of experience in the planning field, which started in Roanoke County, Virginia, followed by San Diego, California, and most recently Doraville, Georgia in the Atlanta Metropolitan Area. Her experience includes leading a team recognized by the Atlanta Regional Commission in 2022 with the Visionary Planning Award for social, environmental, and economic sustainability efforts in Doraville; applying for, receiving, and managing millions in grant funding for transportation infrastructure projects that prioritize pedestrian and bicycle mobility; and assisting with the creation of the award-winning Mission Valley Community Plan in San Diego. She has a Masters in Urban and Regional Planning from Virginia Commonwealth University and a Masters of Science in Urban Design from Georgia Tech. Naomi is also recognized by the American Planning Association

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as a certified planner. Her expertise will ensure that the City of Petersburg successfully implements funding for the FLT connector and spurs.

**\* Martha Shickle**, MPA, Executive Director, PlanRVA.

Martha is an innovative and energetic executive with 20+ years of experience in project management, developing new initiatives and evaluating program and organizational performance. She is the strategic and operational leader of 31 team members focused on program delivery, grants administration and regional cooperation in core program areas of community development; resiliency; emergency management; the environment; and transportation. She successfully stewards an organizational budget of \$4.5 million for operating and pass through grant administration. She is skilled at leveraging strategic leadership experience and creativity to improve organizations and the community. She is a strong relationship builder with passion for problem solving and leadership development. She has a Master of Public Administration, with a concentration in State and Local Government from George Mason University, and certifications from the University of Virginia: Leading Educating and Developing (LEAD) Certificate Program, and the Virginia Natural Resources Leadership Institute. With her leadership expertise, Martha has shepherded PlanRVA into an increasingly respected regional institution with strong ties to community partners and local governments.

**\* Sarah Stewart**, AICP. Resilience, Emergency Management, and Environment Program Director, PlanRVA.

Sarah directs the REME program at PlanRVA and has 15 years of experience in environmental planning, data analysis, project management, and plan development. She has a Masters of Urban Planning and graduated from the Virginia Natural Resources Leadership Institute in 2011. She brings her skills in committee facilitation and management and Tribal coordination to environmental planning, and will provide necessary support in the Fall Line implementation process. Previous successful projects include: management and technical assistance on the Lower Chickahominy Watershed Collaborative: a collaborative organization of Tribes, counties, and PDCs in the lower Chickahominy River watershed working towards natural resource conservation and sustainable economic development; direction of the Environmental Technical Advisory Committee for PlanRVA; and collaboration on the development and integration of a regional strategic plan for PlanRVA and greater Richmond region. She is also the PlanRVA representative on the Virginia Coastal Policy Team and Virginia Coastal Resilience Technical Advisory Committee.

**Dan Van Doornik**, CPA. Finance Director, PlanRVA

Dan has 30+ years of financial management experience. His expertise includes information system implementation and development experience, financial department improvement, and federal and state grant revenue management experience. He has conducted financial statement audits, including Government standards (Yellow Book), compliance audits, and federal and state grant audits. His expertise will ensure successful management and sub-awarding of all funds for Fall Line.

**\* Emily Williams**, MA. Grants Specialist, PlanRVA

Emily is Grants Specialist at PlanRVA, where she researches funding opportunities and makes application recommendations that meet and enhance the goals of the commission, member local

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governments and established regional priorities. She coordinates application preparation and submission, serving as team lead with internal staff subject matter experts and external stakeholders to prepare and submit quality, competitive applications for funding opportunities. Provides technical assistance to member jurisdictions and partner organizations for grant identification and support for proposal development and submission. Emily has a Masters in English and a decade of experience as faculty teaching research, writing, and critical thinking. She has certification through Grant Writing, USA, and is certified in online instructional design and accessibility, and diversity, equity, and inclusion.

### **PlanRVA Staff Capacity**

**Transportation team** (6 staff total): Led by Myles Busching, Director of Transportation and of the Richmond Regional Transportation Planning Organization, this group develops and supports the regional Long-Range Transportation Plan, the Transportation Improvement Plan, Title VI federal mandates and transportation safety planning, as well as public transit and bike/ped initiatives. This group also coordinates with and heavily supports the work of the CVTA, directed by Chet Parsons. Their community-focused collaboration is responsible for the Fall Line trail plans and the enthusiasm of the region for the project.

**Resilience, Emergency Management, & Environment (REME) team** (6 staff total): Led by Sarah Stewart, AICP, this group coordinates environmental sustainability projects, including the CPRG PCAP and CCAP under the leadership of Nicole Keller, resilience planner. They have experience with resilience planning, hazard mitigation, litter prevention, and watershed policy coordination.

**Data Analysis team** (4 staff total). Led by Mark Bittner, Director of Data and Technology, staff members in this group have extensive experience with scenario planning, regional indicator tracking, climate resilience data analysis, modeling GHG reduction, analyzing community survey feedback, and have participated in EPA's CPRG emissions calculation trainings to best calculate Fall Line GHG reduction.

**Community Relations/Public Engagement team** (2 dedicated staff). Led by Holly Gordon, this group will work in cooperation with REME and Transportation teams on all public outreach activities, drawing on their network in local government and community organizations, as well as nonprofit, higher education, tourism, and small business sectors, to ensure diverse public feedback, especially in LIDACs.

**Finance team** (3 dedicated staff). Led by Dan Van Doornik, this group administers PlanRVA's many past grant awards, ensuring funds are expended properly in accordance with all statutory, regulatory and other requirements. Dan has experience with federal and state grant management and reporting, as well as auditing. His team will ensure timely and accurate dispersal and reporting of funds for Fall Line.