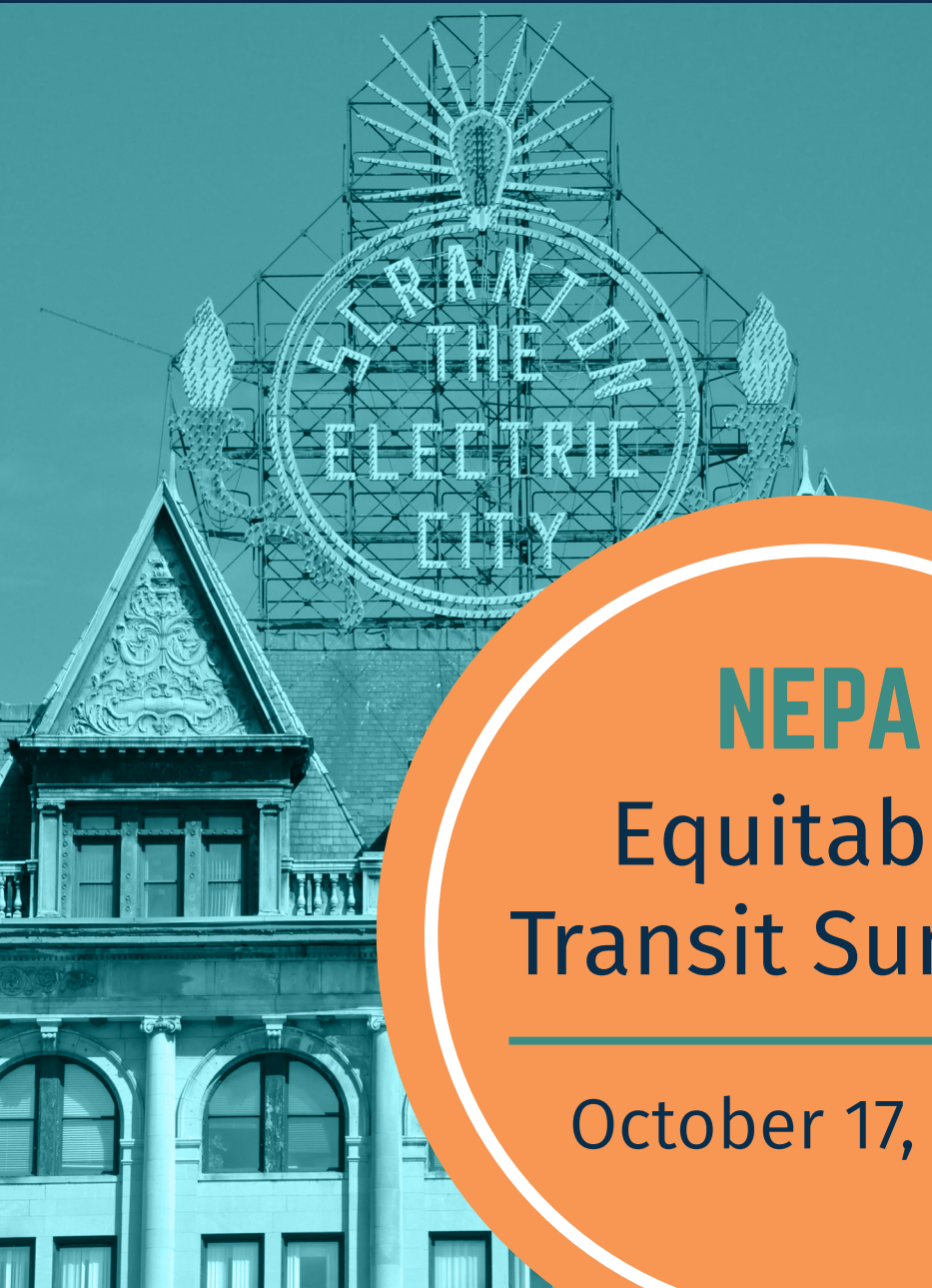




FEDERAL RESERVE BANK OF PHILADELPHIA



NEPA Equitable Transit Summit

October 17, 2017



Agenda

9:00 a.m.–9:15 a.m.

Welcoming Remarks

Laura Ducceschi, President and CEO, Scranton Area Foundation

9:15 a.m.–10:15 a.m.

Opening Plenary: How Equitable are Transit Systems?

Regional and national experts frame equitable transit challenges and opportunities in Northeastern Pennsylvania and across the country. They will highlight what we know, consider the gaps that exist from the research, practice and policy perspectives, and challenge us to think broadly about innovative solutions.

- Alex Karner, Assistant Professor, Graduate Program in Community and Regional Planning, The University of Texas at Austin
- Teri Ooms, Executive Director, Institute of Public Policy and Economic Development at Wilkes University **(Presentation)**
- Katherine Robb, Policy Analyst, Environmental Health, Center for Public Health Policy, American Public Health Association
- Moderator: Ida Castro, Vice President for Community Engagement and Chief Diversity Officer, Geisinger Commonwealth School of Medicine, and board member, Scranton Area Foundation

10:15 a.m.–10:25 a.m.

Break and Networking

10:25 a.m.–11:30 a.m.

Plenary Panel: Connecting Communities to Opportunity

Join leading experts who will reflect on the role of transportation in connecting communities to opportunity. They will share emerging strategies and approaches being implemented in Pennsylvania and across the country that provide residents with greater access and foster equitable regional growth.

- Roger Cohen, Policy Director, Pennsylvania Department of Transportation
- Stephanie Gidigbi, Strong, Prosperous, and Resilient Communities Challenge (SPARCC) Policy, Capacity, and Systems Change Director and Senior Adviser, Urban Solutions, NRDC **(Presentation)**
- Creighton Randall, Program and Development Director, Shared-Use Mobility Center **(Presentation)**
- Moderator: Erin Mierzwa, Strategic Outreach and Engagement Officer, Federal Reserve Bank of Philadelphia

11:30 a.m.–11:40 a.m. Break and Networking

11:40 a.m.–12:50 p.m. Concurrent Sessions

- **At the Intersection of Health and Transit**
This session, sponsored by the Moses Taylor Foundation, will take a deep dive into the intersection of transportation and health. Industry expert Katherine Robb will examine the multiple ways transportation impacts health and will share promising transportation policies and practices that promote health equity. Be part of this important conversation and learn more about the ways equitable transit systems promote environmental health, increase public safety, provide healthy food access, and much more.
 - *Introduction:* LaTida Smith, President and CEO, Moses Taylor Foundation
 - *Presenter:* Katherine Robb, Policy Analyst, Environmental Health, Center for Public Health Policy, American Public Health Association **(Presentation)**
- **Creating a Comprehensive Transit System**
How do you create a comprehensive regional transit system? This session will explore regional approaches being adopted across the commonwealth. Hear from transit leaders how public- and private-sector models are intersecting and how different strategies are being leveraged to expand transit access, enhance network efficiency, and maximize limited funding streams.
 - Dave Kilmer, Executive Director, South Central Transit Authority **(Presentation)**
 - Richard Farr, Executive Director, rabbittransit **(Presentation)**
 - Moderator: Bob Fiume, Executive Director, County of Lackawanna Transit System (COLTS)
- **Enhancing Job Access: Bridging the Workforce, Economic Development, and Transit**
Transportation can be a formidable barrier to employment, and having an equitable transit system is essential to fostering inclusive growth. In this session, which highlights new Federal Reserve research, experts will consider innovative strategies emerging from both the public and private sectors that are expanding job access for regional workforces. They will also reflect on why enhancing job access through transit matters and how it drives economic development.
 - Kyle DeMaria, Community Development Research Analyst, Federal Reserve Bank of Philadelphia **(Presentation)**

Agenda

- Bruce J. Reddock, Economic Development Specialist, The Scranton Plan
(Presentation)
- Moderator: Brett Barkley, Senior Research Analyst, Federal Reserve Bank of Cleveland **(Presentation)**

12:50 p.m.–1:45 p.m. **Networking Lunch**
Introduction – Erin Mierzwa

Keynote Address – The Role of Transportation in Fostering Inclusive Regional Economic Growth

Patrick T. Harker, President and CEO, Federal Reserve Bank of Philadelphia

1:45 p.m.–2:00 p.m. Break – Coffee and Dessert Available

2:00 p.m.–3:20 p.m. **Plenary Panel: Advancing Regional Partnerships**
This forward-looking panel will consider how NEPA and other regions can deepen cross-sector partnerships to effect positive change and enhance transit networks. They will reflect on emerging policies, programs, and networks to increase community engagement, support equitable transit-oriented development (ETOD), leverage limited funding, and position a region for future success.

- Paul Aldretti, Program Coordinator, Mile High Connects in Denver
- Brian Ebersole, Director, Springboard Health, Geisinger
- Ernie Hogan, Executive Director, Pittsburgh Community Reinvestment Group
- Patrick Jordan, Senior Director, Enterprise Advisors
- Maureen McGuigan, Deputy Director, Lackawanna County Arts and Culture Department

Moderator: Laura Ducceschi

3:20 p.m.–3:30 p.m. **Emerging Ideas and Next Steps for the Region**
Brian Ebersole

3:30 p.m. **Closing Remarks**
Laura Ducceschi

Biographies



Paul Aldretti

As director of policy and strategic partnerships at Mile High Connects, Paul Aldretti works with community partners to advance public policy that supports the needs of low-income communities and communities of color. These issues include transit accessibility, affordable housing, economic opportunity, infrastructure, and the built environment. He also is the Mile High Connects program coordinator for the strong, prosperous, and resilient communities challenge in the Denver region, which works to integrate racial equity, health, and climate resilience.

Aldretti brings to this work the experience, knowledge, and relationships he developed as the coordinator for the Denver Regional Council of Government's Sustainable Communities initiative. Previously, he focused on the design and implementation of programs and public policy related to energy, climate change, social responsibility, and sustainability. Aldretti has worked with government agencies, corporations, trade associations, nonprofit organizations, utilities, communities, and other groups throughout the United States and internationally.

In 2005, he was awarded a Fulbright Fellowship to assist nongovernmental organizations (NGOs) in India create collaborative frameworks for rural sustainable development projects in that country. Aldretti has served in leadership positions and on numerous boards and advisory groups for regional, state, and national organizations. He was recognized as a Colorado Pollution Prevention Champion in 1998. Aldretti has also served as an adjunct professor of sustainability at Naropa University in Boulder, CO.



Brett Barkley

Brett Barkley is a senior research analyst in the Community Development Department at the Federal Reserve Bank of Cleveland. Barkley joined the Bank in 2014 as a graduate intern and assumed his current position in January 2015. In this role, he provides data analysis and conducts policy research, focusing primarily on affordable housing, neighborhood stabilization, and equitable development.

Prior to joining the Bank, Barkley received a graduate fellowship from the U.S. Department of Education to study the economic and environmental impacts of refugee settlement in host communities, for which he conducted research in Jordan and Turkey. During his studies, he also worked for the Chicago Metropolitan Agency for Planning and the World Resources Institute. Previously, he served with a nonprofit in Kenya, assisting with its microfinance operations and teaching workshops in microenterprise.

Barkley has a master's degree in urban planning and a master's degree in applied economics both from the University of Illinois at Urbana-Champaign and a bachelor's degree in economics from George Mason University. He is a member of the Urban Land Institute and the Association of Public Policy Analysis and Management.



Biographies



Ida L. Castro

Ida L. Castro is vice president for community engagement and chief diversity officer at the Geisinger Commonwealth School of Medicine (Geisinger Commonwealth) in Scranton, Pennsylvania. She has more than 30 years of experience in law, academia, nonprofits, and government agencies. At Geisinger Commonwealth, Castro is responsible for leading effective engagement with diverse communities within northeast Pennsylvania and establishes meaningful collaborations to reduce health disparities and increase the pool of qualified and representative physicians. She developed and implemented the innovative Regional Education Academy for Careers in Health-Higher Education (REACH-HEI) program to support students

who are the first generation in their family to attend college and students with educational disadvantages achieve their dreams to pursue health-related careers. In about four years, she served more than 400 students — 80% were the first generation in their family to attend college, and more than 90% of the high school students in the program are now in college. More than 35 students are currently attending a medical school. Before joining Geisinger Commonwealth in September 2008, Castro was a founding executive of V-me Media, Inc., where she headed the firm's sponsorship and government relations functions. She also founded and led her own company, IC Alliance Development Group, LLC, assisting companies, including Verizon, Greater New York Hospital Corporation, and the Pratt Institute, with government relations and diversity management. Castro is also a cofounder of Women in Philanthropy at the Scranton Area Foundation.

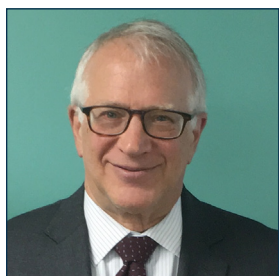
President Bill Clinton appointed Castro in 1998 as the first Latina chairwoman and chief executive officer of the U.S. Equal Employment Opportunity Commission, the federal agency responsible for eliminating discrimination at the workplace. She supervised 3,000 staff and managed a budget exceeding \$350 million annually. In 2004, Dr. Castro was appointed as the 2005 Haywood Burns Chair for Civil Rights at the City University of New York (CUNY) School of Law, and from 2002 to 2004, she served as the first Hispanic commissioner and chief executive officer of the New Jersey State Department of Personnel.



Photo Credit: Joseph Cresho

She now serves on numerous community-based organization boards in Lackawanna and Luzerne counties, including the Scranton Area Foundation, the Women's Resource Center, United Neighborhood Centers, Leadership Wilkes-Barre, SHINE, and Skills in Scranton. Before serving in government, Castro held numerous senior positions in academia and the private sector, including as senior legal counsel for the New York City Health and Hospital Corporation, labor management relations director and counsel to the president of Hostos Community College, and associate professor at Rutgers University.

Castro has been the recipient of numerous awards, including the Institute for Latino Studies Illustrious Award, the Governor's Distinguished Daughters of Pennsylvania Award, the PA Diversity Institute Award, Top-25 2009 Women NEPA NAWBO, the Hispanic Bar Association, MALDEF, Garden State Equality, and the National Puerto Rican Coalition lifetime achievement award. She is the only Latina inducted into Rutgers University's Alumni Hall of Fame. Castro has a juris doctorate from Rutgers University–Newark, a master's from Rutgers University, and a bachelor's degree from the University of Puerto Rico.



Roger Cohen

Roger Cohen has been the Pennsylvania Department of Transportation (PennDOT) policy director since July 2015. As policy director, Roger advises Transportation Secretary Leslie S. Richards on all matters affecting transportation policy within the department and the commonwealth. He is directly responsible for serving as the department's liaison with the governor's office and other commonwealth agencies on policy and regulatory matters. He serves as cochair of the Pennsylvania Autonomous Vehicle Policy Taskforce. His other principal areas of policy focus have been improving pedestrian safety and reducing the climate impacts of the transportation system. The highly automated vehicle team that Roger coleads was honored with the 2017

President's Award for Performance excellence from the American Association of State Highway Transportation Officials, the national organization of state transportation departments.

Before joining PennDOT, Cohen worked in public service, law, politics, consulting, and journalism. He spent eight years at the Port Authority of New York and New Jersey, where he served as policy aide to the agency's executive director and board chairman, manager of the agency-wide business planning process, and deputy director of the Port Authority's office of policy analysis and planning. He was a public affairs and issue management consultant for nine years, as well as worldwide director of communications and media relations at the global law firm White & Case, LLP. Previously, he served as the state and district director for a member of the US House of Representatives, and before that, he was an award-winning newspaper reporter at the Bergen Record in New Jersey. Cohen has a bachelor's degree in history and economics from Columbia University.



Laura Ducceschi

Laura Ducceschi is president and CEO of the Scranton Area Community Foundation (SAF), which is the community foundation serving Lackawanna County. In her role, she administers over 175 charitable funds and helps guide the philanthropic initiatives of those in our community. In addition, she oversees grant funding, which through the years has provided over \$18 million to support educational, human service, environmental, civic, and arts and cultural organizations, as well as to improve the quality of life in the region.

Biographies

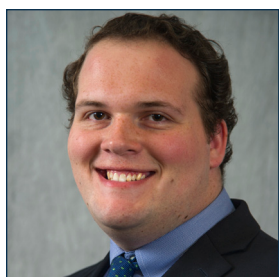
In addition, Ducceschi also serves as administrator of the Northeastern PA Health Care Foundation, a public foundation that provides grants to support community health and community wellness initiatives, and which since its inception in 2011 has provided funding to Lackawanna, Luzerne, and Wyoming counties. In addition, through the Scranton Area Community Foundation, Ducceschi serves as administrator of the Robert H. Spitz Foundation.

Since taking over at the SAF in 2012, Ducceschi has instituted the foundation's first strategic plan; instituted the organization's first community-wide open forum for nonprofit organizations; redesigned the grantmaking cycle to respond to community needs and drive collaboration among service providers; implemented the Center for Community Leadership and Nonprofit Excellence, a capacity-building arm of the foundation focused on providing nonprofit organizations with the technical training to help them meet their critical missions; and under her leadership, the Women in Philanthropy (WIP) initiative was conceptualized. This collective philanthropy model of over 100 members and 25 community partners has raised more than \$1 million to impact women and girls in Lackawanna County.

Before taking her role at the SAF in May 2012, Ducceschi spent 15 years in the Philadelphia area, where she managed nonprofit organizations and programs, conducted public policy research, and administered grantmaking initiatives that provided funding for both domestic and international projects.

Ducceschi serves as a trustee on the Schwartz-Mack Foundation and on the steering committee of Nonprofit and Community Assistance Center (NCAC) Grantmakers. She is a board member at the Indraloka Animal Sanctuary, MetroAction, Scranton Tomorrow, and she serves on the Geisinger advisory board. She is a member of the Funder's Network's Older Industrial Cities (OIC) working group. She is an advisory board member of the Allan P. Kirby Center for Free Enterprise and Entrepreneurship at Wilkes University, and she is an advisory board member of the Nonprofit Leadership Certificate Program of the Kania School of Management at the University of Scranton.

Ducceschi has an M.B.A. in organizational management from Drexel University's LeBow College of Business, an M.A. in communication from the Annenberg School of Communication at the University of Pennsylvania, and B.A. in communication from the University of Scranton, where she graduated summa cum laude.



Kyle DeMaria

Kyle DeMaria joined the Community Development Studies & Education Department of the Federal Reserve Bank of Philadelphia in October 2015. He works alongside researchers to investigate issues in community development in order to provide actionable information to community stakeholders. Before joining the Bank, DeMaria completed his undergraduate education at the College of William and Mary, where his thesis examined the police service costs associated with spatial patterns of urban growth. While in Williamsburg, VA, he was a GIS fellow at the AidData Center for Development Policy, engaging in geographic information science education and research. Previously, he interned with the Planning and Zoning Department in Cheltenham Township, PA, and served as a mayor's intern with the Philadelphia City Planning Commission, where he conducted planning research and supported civic engagement initiatives.

DeMaria has a B.A. with honors in human geography and a minor in economics from the College of William and Mary.



Brian Ebersole



Driven by a commitment to connect the dots between theory and action, ideas and passion, tasks and impact, Brian Ebersole has created a career that focuses on reforming health care delivery systems for the collective good. Starting in mid-October, he will serve as the director of Springboard Health, an initiative supported by Geisinger, with the intent to engage and empower an entire city's residents to transform their health by fostering an environment of access, possibility, and collaboration, and to build a repeatable model for community-wide success. Ebersole served as senior vice president for mission delivery at the Wright Center for the past six-and-a-half years and will continue to work with the center to build a comprehensive graduate medical education framework for the region. Before joining the Wright Center, he was the director of the Governor's Chronic Care Initiative, a primary care practice transformation project that brought together physician offices, insurance companies, and the state government to redesign the way patient care is delivered in primary care settings. He has also served as legislative, policy, and special advisor for the secretary of the Pennsylvania Department of Health. Ebersole has a B.A. in politics from Ursinus College.

Biographies



Richard Farr

Richard Farr is the executive director of rabbitransit, a regional public transportation provider serving the residents of 10 central Pennsylvania counties, providing more than 2.5 million trips a year. Farr's leadership has resulted in a number of initiatives, including piloting paratransit software and the Find My Ride PA project for the commonwealth of Pennsylvania. Farr has served on the medical assistance transportation program (MATP) and nonemergency medical transportation (NEMT) advisory committees, the human service transportation coordination study, and the Act 89 shared ride pilot program advisory committee. Farr was named a commissioner on Governor Tom Corbett's transportation funding advisory commission. He served as past chairman of the Pennsylvania Public Transportation Association, the Susquehanna Regional Transportation Partnership, and the York County Metropolitan Planning Organization (MPO), and he is the current chairman of the Adams County MPO.



Bob Fiume

Bob Fiume has been the executive director of the County of Lackawanna Transit System (COLTS) since June 2008. Fiume was elected chairman of the Pennsylvania Public Transportation Association in 2015 and is currently serving his third term. He joined the PPTA board of directors in 2008. Before joining COLTS, Fiume served as executive director of Hazleton Public Transit for eight-and-a-half years.



Photo Credit: Joseph Cresho

He has served on the board of the State Association for Transportation Insurance (SAFTI) since 2013 and has been on SAFTI's risk management committee. Fiume currently serves on the small operations committee, legislative committee, and marketing and public information task force for the American Public Transportation Association. He has also served on special task forces and projects in the transportation industry, including several through the Federal Transit Administration (FTA), which included a committee on procurement procedure best practices.



Stephanie Gidigbi

Stephanie Gidigbi champions public policy solutions that promote economic, social, and environmental benefits for communities. She directs the policy, capacity, and systems change function for the Strong, Prosperous, and Resilient Communities Challenge (SPARCC), a \$90 million initiative advancing equitable infrastructure investment. Gidigbi previously served as a political appointee for President Barack Obama and advanced the administration's economic opportunity agenda at the U.S. Department of Transportation. She worked on Capitol Hill for several years. Gidigbi brings more than a decade of international, federal, state, and local government experience to NRDC's Urban Solutions team. She has a master's degree from Seton

Hall University and is based in Washington, D.C.



Patrick T. Harker

Patrick T. Harker took office on July 1, 2015, as the 11th president and chief executive officer of the Federal Reserve Bank of Philadelphia. In this role, Harker participates on the Federal Open Market Committee, which formulates the nation's monetary policy.

Before taking office at the Philadelphia Fed, Harker served as the 26th president of the University of Delaware. He was also a professor of business administration at the university's Alfred Lerner College of Business and Economics and a professor of civil and environmental engineering at the College of Engineering.

Before joining the University of Delaware in 2007, Harker was dean and Reliance Professor of Management and Private Enterprise at the Wharton School of the University of Pennsylvania. Prior to being appointed dean in 2000, Harker served as the Wharton School's interim dean and deputy dean as well as the chair of its operations and information management department. In 1991, he was the youngest faculty member in Wharton's history to be awarded an endowed professorship as UPS Transportation Professor of the Private Sector. He has published/edited nine books and more than 100 professional articles. From 1996 to 1999, he served as editor-in-chief of the journal *Operations Research*.

In 2012, Harker was named a fellow of the Institute for Operations Research and the Management Sciences (INFORMS) and a charter fellow of the National Academy of Inventors. He was also named a White House fellow by President George H. W. Bush in 1991 and served as a special assistant to FBI Director William S. Sessions from 1991 to 1992.

Harker serves as a member of the Select Operating Committee of Select Greater Philadelphia. He previously served on the boards of Catholic Relief Services, Pepco Holdings, Inc., and Huntsman Corporation and was a founding member of the board of advisors for Decision Lens, Inc. Harker was also a nonbanking Class B director of the Philadelphia Fed from 2012 to 2015.

Harker has a Ph.D. in civil and urban engineering, an M.A. in economics, and an M.S.E. and B.S.E. in civil engineering, all from the University of Pennsylvania.

Biographies



Ernest E. Hogan

Ernest E. Hogan is the executive director for the Pittsburgh Community Reinvestment Group (PCRG), where he utilizes 30 years of experience to advance a neighborhood-driven agenda of economic growth. Incorporated in 1988 to provide a response to the financial institutions' practice of redlining and to be a watchdog for the Community Reinvestment Act, PCRG works for community resources through policy, programs, and capital initiatives. PCRG's work has resulted in many partnerships, including Fannie Mae's purchase of \$600 million in low- and moderate-income (LMI) mortgage portfolios, the "Ain't I A Woman" housing initiative to African American women, and community banks' and public partners' introduction of creative

mortgage products in underserved neighborhoods throughout Allegheny County. Such programs have led financial institutions reinvesting more than \$5 billion in Pittsburgh's neighborhoods.



Patrick Jordan

Patrick Jordan, senior director at Enterprise Community Partners, leads the field team for Enterprise Advisors, delivering capacity building and technical assistance to state and local governments and their nonprofit partners. During the past three years, the team has provided more than \$25 million in capacity support to foster innovation in housing and community development program design, finance, operations, and strategic planning.

Jordan also serves as deputy executive director of engagements, operations, and management for the National Resource Network. The network partners with American cities that are recovering from major economic challenges to help them identify and implement new and practical solutions on their path to economic recovery and growth, through on-the-ground support, peer networking activities, and access to on-demand online expertise.

Previously, Jordan worked in the Office of the Assistant Secretary for Community Planning and Development at the U.S. Department of Housing and Urban Development (HUD), focused on national policy development incorporating local best practices into national models and building capacity of distressed communities to understand and address their local housing markets.

Jordan began his career in community development after founding RE:HAB, Inc., a community development corporation in Washington, D.C.



Alex Karner

Alex Karner is an assistant professor in the graduate program in community and regional planning at the University of Texas at Austin. Karner's work critically engages with the practice of transportation planning, with the goal of achieving progress toward equity and sustainability. To this end, he develops innovative methods for analyzing the performance of integrated transportation-land use systems in the areas of civil rights, environmental justice, public health, and climate change. Karner regularly partners with community-based organizations to ensure that his research remains connected to contemporary planning challenges.



David Kilmer

David Kilmer has worked in public transportation for 37 years. He is currently the executive director at the South Central Transit Authority, headquartered in Lancaster, PA, which was formed after the merger of the Red Rose Transit Authority and the Berks Area Regional Transportation Authority in December 2014. Kilmer also served for more than six years as cochair of the 100 Bus Coalition, which was instrumental in changing federal funding language that benefited over 200 small transit systems nationwide.

Kilmer started his career working for the city of Williamsport, PA with Williamsport City Bus as a transit planner in 1979. He then moved to Hampton, VA and worked for the Peninsula Transportation District Commission, now Hampton Roads Transit (HRT), as a transit development administrator. He moved to Lancaster to work with the Red Rose Transit Authority as Chief Operating Officer and then to the Berks Area Regional Transportation Authority as assistant executive director. Throughout his career, Kilmer has been responsible for compliance with state and federal regulations pertaining to public transit, capital improvement projects, labor negotiations, and daily public transit service operations. Kilmer has been active at the state and federal level concerning legislation affecting the transit industry.

Kilmer has a bachelor's degree in environmental resource management from the Pennsylvania State University.

Biographies



Maureen McGuigan

Maureen McGuigan is the deputy director for the Lackawanna County Arts and Culture Department in northeastern Pennsylvania, overseeing a \$1.3 million local tax-generated fund for arts and culture programming and the operations of the Electric City Trolley Station and Museum. Her areas of expertise include community building, grant making and program design. McGuigan is especially interested in projects concerning art and transit. In 2009, she oversaw the Lackawanna County bike design competition, which saw the production and installation of artist-designed bike racks. In 2016, the Arts and Culture Department sponsored an art and transportation community roundtable in partnership with the Scranton Area Community Foundation that examined how the arts can help solve transportation issues

in Lackawanna County. McGuigan has an M.F.A. in creative writing from St. Mary's College, California, and a B.A. in history from the University of Pittsburgh.



Erin Mierzwa

Erin Mierzwa joined the Federal Reserve Bank of Philadelphia in 2005 and is the strategic outreach and engagement officer. In this role, she develops outreach and engagement strategies to enhance the awareness and understanding of the Federal Reserve Bank of Philadelphia among key stakeholders across the Third District. She also leads the Bank's Economic and Community Advisory Council. Since 2011, Mierzwa has overseen planning efforts for the Bank's signature biennial conference series, Reinventing Our Communities. In addition, she manages the Community Development Studies & Education Department's administrative functions, including strategic planning, contracts, and budgets.

Previously, Mierzwa worked for Towers Perrin, a benefits consulting firm, where she specialized in helping large companies renew their health and welfare benefits. In addition, she managed account activities, analyzed health-care trends, designed and priced health-care plans, and developed communication strategies for these companies.

Mierzwa has a master's degree in economics and a bachelor's degree in English from Lehigh University. She was formerly a licensed life and health insurance broker in the state of New Jersey.



Teri Ooms

Teri Ooms is the executive director of the Institute for Public Policy and Economic Development at Wilkes University, where she is responsible for all facets of research, organizational strategy, and management. Ooms is an active principal investigator in all institute research. She has been nationally recognized as a leader in regional economic development. Ooms turned that skill into a research institute to help other regions develop and prosper, and her strategic skills have allowed the institute to expand its services to the private and nonprofit sectors for research and analysis in community health needs assessments, strategic planning, market and feasibility studies, and economic impact analysis. Ooms's leadership has expanded the institute's work to other states. Under her direction, the institute has completed over 100

client and community-based studies. These studies have resulted in new jobs, new programs, sustained initiatives, and new legislation throughout Pennsylvania and in New York. Ooms also serves on a number of local and regional nonprofit boards.

In 2016, Ooms was named Innovator of the Year by the Greater Wilkes-Barre Chamber of Business and Industry for developing the Connect program for entrepreneurs, working on the United Way's Poverty to Possibility Initiative, replicating the Lehigh Carbon Community College SHINE model in Luzerne County, and developing a regional energy economic development strategy.

From 1997 to 2004, Ooms served as president and chief executive officer of the Inland Empire Economic Partnership (IEEP), in Riverside, CA, and of its two sister companies — the Inland Empire Tourism Council and the Inland Empire Foundation. IEEP is responsible for the regional marketing, attraction, and recruitment of new business to the region, the expansion and retention of existing business, film, tourism, high tech regional development, a workforce collaborative, regional visioning and planning, legislative advocacy, and the Small Business Development Center.

Ooms completed a reorganization of the company, resulting in new programs and services, financial stability, and increased prominence in the community. During 1997–2003, IEEP had 70 successful business attractions and retentions, resulting in more than \$730 million in new investment into the region, creating more than 9,500 jobs. In 1999, Ooms was named Management Leader of the Year by the A. Gary Anderson Graduate School of Management, and in 1998, 1999, and 2000, she was a recipient of the Women of Distinction award from the Business Press.

Ooms has an M.B.A. in finance and a B.S. in public administration from the University of Scranton.



Creighton Randall

Creighton Randall leads the Shared-Use Mobility Center (SUMC)'s work with cities to develop pilot programs, funding, and policy environments for shared-use mobility so that these systems can work better for everyone.

As the former executive director and cofounder of Buffalo CarShare, Randall helped grow the program from an idea to a successful nonprofit organization providing carsharing and bikesharing services to over 1,000 members. Buffalo CarShare — acquired by Zipcar in 2015 — led the industry in serving a diverse population, and the nonprofit was the first in North America to launch and maintain a flexible

bikeshare network (now Reddy Bikeshare).

In addition to pilot project work at SUMC, Randall advises regional transportation leaders on shared mobility policy and programs. These efforts are currently concentrated in Los Angeles, Fresno, Minneapolis–Saint Paul, and upstate New York. Randall has a master's in urban planning and a bachelor's in mechanical engineering from the University at Buffalo.



Bruce J. Reddock

Bruce J. Reddock joined the Greater Scranton Chamber of Commerce in July 2015 as part of the Scranton Plan, the chamber's economic development marketing affiliate. As its economic development specialist, Reddock is responsible for attracting new industries and assisting in the expansion of local businesses within Lackawanna County, as well as implementing the marketing initiatives set forth by the Scranton Plan. Through prospect visits and tours, this initiative generates economic development projects that assist in the creation and retention of jobs in Lackawanna County.

Before coming to the chamber, Reddock held several marketing positions with multinational companies dealing in both the business-to-business (B2B) and business-to-consumer (B2C) channels. He was a graduate program territory manager for the Princeton Review and most recently was market development manager for Coca-Cola. Reddock's experience working in both a major metropolitan and large geographical area have fostered his ability to be nimble, creative, responsive, and focused.



In 2015, Reddock was recognized by the Northeast Pennsylvania Business Journal as a Top 20 Under 40 business professional. He also serves on the board of directors for Scranton Tomorrow, the Downtown Revitalization Task Force, and the Equitable Transit Planning Council, the latter of which is facilitated by the Scranton Area Community Foundation and the Federal Reserve Bank of Philadelphia.

Reddock has a B.A. in government, law, and national security from Misericordia University.



Kate Robb

Kate Robb is a policy analyst at the American Public Health Association. In this role, she works on the Healthy Community Design initiatives for the Center for Public Health Policy, which includes active transportation, transportation, and healthy homes. Robb has expertise in community engagement, chronic disease prevention initiatives, and promoting walkability on a local level. Robb has an M.S. in public health from Johns Hopkins Bloomberg School of Public Health and a B.S. in environmental and plant biology from Ohio University.



LaTida Smith

LaTida Smith is president and chief executive officer of the Moses Taylor Foundation, a health conversion foundation established to promote the health and well-being of an 11-county region in northeast Pennsylvania. Before joining Moses Taylor, Smith spent 12 years with Saint Luke's Foundation of Cleveland. Early in her career, she led Cleveland's HIV/AIDS unit and served as a community educator for Planned Parenthood of Greater Cleveland.

Smith currently chairs the board of directors of Grantmakers for Effective Organizations and serves on the board of the Northeast Pennsylvania (NEPA) Alliance's nonprofit community assistance center and the University of Scranton's institutional review board. Smith has an M.A. in English and an M.A. in Women's Studies from the Ohio State University and a B.A. from Ohio Wesleyan University.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. On the far left edge, there is a small portion of a yellowed, aged piece of paper peeking out from under the main sheet.



Notes

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A Special Thanks to the Equitable Transit Council Members

Namrata Agrawal

The Wright Center

Mary Ann Iezzi

Dress for Success

Alan Baranski

Northeastern Pennsylvania Alliance

Lisa Baumann

Geisinger Health Systems

Michelle Beiler

Bucknell University

Suzanne Biemiller

Federal Reserve Bank of Philadelphia

Matt Boyer

Commuter Services of Pennsylvania

Ida Castro

Geisinger Commonwealth School of Medicine

Lori Chaffers

Independent Living Unit, County Office of
Youth & Family Services

Chris Chapman

Lackawanna County Regional Planning Commission

Karen Clifford

TecBridge

Julie Shumacher Cohen

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Leslie Collins

Scranton Tomorrow

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