

Joey M. Goldman

Principal



Joey Goldman is a principal with 18 years experience in a wide range of transit planning, public outreach, and economic development topics. He is a specialist in planning, outreach, and marketing for transit systems. Joey is one of Nelson\Nygaard's leaders in marketing, public transit planning, and accessibility.

EDUCATION

Master of City Planning., College of Environmental Design, University of California, Berkeley
Bachelor of Arts, Sociology, University of Michigan, Ann Arbor

EXPERIENCE

Nelson\Nygaard Consulting Associates Inc.

Principal, 2002–Present, Senior Associate, 1994–2002; Project Manager, Associate

Experienced transit service planner

- Served as project planner for transit service designs and redesigns, both large and small. Examples include Monterey-Salinas (CA) Transit Comprehensive Operations Analysis and System Redesign, Allegheny County Port Authority System Re-Design (Pittsburgh, PA), Kootenai County (ID) Public Transit Study, Honolulu Short-Range Transit Plan, Intercity Transit Long Range Plan (Olympia, WA), LA DASH Shuttle Plan, Guadalajara (Mexico) Chivas Stadium Plan, Spokane (WA) Transit Service Plan, and many more.

Project manager for transit system restructuring efforts

- Managed the Long Range Transit Service Plan for Denton County Transportation Authority (DCTA) in the greater Dallas, TX region. Led Comprehensive Transit Evaluation for Michigan City, IN and Las Cruces, NM. Managed the Comprehensive Service Plan for Muskegon Area Transit System, Muskegon, MI, which resulted in recommendations for significant restructuring of the urban service and the development of new transit facilities. Managed Strategic Transit Plan and developed route alternatives for City of Fort Collins, CO (Transfort). Also managed transit development plans for dozens of cities and counties in California.

Specialist in public outreach

- Conduct public outreach activities and community meetings, and manage facilitation efforts. Managed the Central Alameda County (CA) Community-Based Transportation Plan, which included collaboration and extensive outreach with community agencies and local residents. Led focus groups for New York, Chicago and Houston Human Service-Public Transportation Coordinated Plans. Facilitated community transit planning meetings in many California communities (Fresno, San Francisco, San Bernardino, Palm Desert, Hollister), as well as economic development and design meetings in several towns in Mono County, CA. Managed a project for SunLine Transit Agency (Palm Springs, CA) to develop a citizen planning program. Oversaw public outreach and planning for High Capacity Transit Corridor Study in Phoenix, AZ. Managed public outreach and facilitated focus groups for the Fresno, CA, Long Range Transit Plan.

Develop strategic and business plans for transportation programs

- Managed development of Business Plan for FACT, the nonprofit provider that serves as San Diego County's mobility manager and Consolidated Transportation Service Agency. Led strategic management workshop with Board Members and staff and identified governance strategies for MARTA (San Bernardino County, CA). Prepared the Strategic Plan for CityBus in Lafayette, IN, working closely with agency staff, Board members, Purdue University stakeholders, and elected officials.

Experience in coordination and service planning projects

- Focus on many components of rural and urban coordination, including transit plans that integrate traditional and non-traditional providers, TCRP Rural Coordination Research, etc. Recent examples include:

- Managed the Harris County (Houston, TX) Coordinated Transportation Program evaluation (RIDES) and plan for an extensive human service and public transit operation in this large urban county.
- Managed Human Service-Public Transit Coordinated Plans in several California and Oregon counties. Also served as a project planner and key facilitator for Human Service-Public Transportation Coordinated Plans in Houston, Chicago, New York City, and Greater Minnesota.
- Served as project planner for Nelson\Nygaard on the Georgia Statewide Human Service Transportation Coordination Plan Update.
- Managed the Eastern Sierra Public Transportation Plan, a study to develop a service network and coordinate public and human service transportation providers in a four-county mountain region of California, between Reno and Los Angeles.
- Managed extensive Rural Regional Transit Study for Kern County, CA. Kern Regional Transit operates an extensive rural transit network that provides service to all corners of California's third largest county. The study involved extensive work with stakeholders, service planning and strategies for transit coordination.
- Managed West Michigan Regional Transit Feasibility Study to develop regional transit service connecting Grand Rapids, Holland, Grand Haven and other communities in a three-county area.
- Served as lead planner for a transit consolidation study in Butte County, CA. The result of the project has been improved service coordination and administrative consolidation under the council of governments.

Specialist in accessibility and accessible information

- Led TCRP Synthesis SB-18 on Accommodation of Strollers, Carts, Wheelchairs and Other Large Items on Public Transit Vehicles, which includes a survey of North American transit operators, their policies and outreach efforts. Prepared Accessible Information Plan for PAPCO, Alameda County, California. Managed San Francisco Jewish Community Federation Senior Mobility Action Plan, which identified strategies and included implementation tools to improve transportation access for seniors in four counties. Led paratransit assessments in numerous suburban and rural communities (e.g., Peoria, AZ; Marion County, OR; Denton, TX; Healdsburg, CA; and many others). Regularly brought into projects to lead focus groups with seniors, people with physical disabilities, and people with development disabilities.

Experience in TDM and shuttle plans for cities, small communities, rural areas, and National Parks

- Served as project planner for several shuttle services including the Sedona Area/Coconino National Forest (AZ) Shuttle; Hollywood shuttle; Yosemite's YARTS system; the West Oakland Neighborhood Shuttle; a proposed service for San Rafael, CA; the downtown Los Angeles DASH shuttles; and others. Prepared the Lakewood (CO) Shuttle Plan, which recommended development of a new TMA. Led parking and TDM plans for University of California, San Francisco. Worked with City of Irvine to prepare shuttle service options as part of a proposed TMA for the Irvine Business Center. Designed information tools for Alameda County (CA) Guaranteed Ride Home Program and for a TDM program for San Francisco's Presidio. Managed a project for San Benito County Rideshare to develop a public information program. Was project planner for Downtown Berkeley Transportation Management Study and also led the city's TDM public information effort.

Specialist in marketing for transit systems and transportation programs

- Developed California Statewide HOV and Park and Ride Marketing Plan. Developed marketing plans for several transit systems, including the Yosemite Area Regional Transit System (YARTS), San Benito County Transit (CA), and South East Area Transit (Muskingum County, OH). He has helped to create new 'brands' for RIDES in Houston, Texas; San Francisco's paratransit fare system; Oakland's new 'B' Shuttle; and several West Coast transit programs and systems (e.g., Tracer, B-Line, SolanoLinks, etc.) Managed a comprehensive transit marketing and service implementation effort for San Benito County Transit. Developed fixed-route transit schedules and map brochures, newspaper advertisements, identification cards, logos and registration materials for many transportation programs. Developed paratransit public

information booklets and resources for the Metropolitan Transportation Commission (San Francisco Bay Area), the City of San Francisco, and Alameda County, CA.

Experience in the planning and development of transit facilities

- Developed facility needs for AC Transit's (Oakland, CA) San Pablo Corridor BRT Line. Developed the transit facility program and led site selection process for a new intermodal transit facility in Las Cruces, NM, working with an architect to develop preliminary designs. Also led preliminary transit facility site identification in Muskegon, MI, as part of the agency's transit plan. Identified sites for new transit centers in Northern Allegheny County, PA. Worked with transit operators to prepare the Minnesota Transit Facility Design Guidebook for the Minnesota Department of Transportation. In Zanesville, OH, worked with the Downtown Association and the local transit agency for operations planning and marketing for a new downtown intermodal transportation center. Managed the transit role in the design and development effort of a new intermodal center at the downtown core of Union City, CA

Conduct transit performance audits and assessments

- Experienced in conducting performance audits of transit agencies to assess system performance and organizational procedures. Recent audits in California include Golden Empire Transit (Bakersfield), Healdsburg Transit, Ridgecrest Transit System, Tri Delta Transit, WestCAT and many others.

Knowledge of policy issues, transit-oriented development, parking, urban design, etc.

- In addition to areas of specialization, Joey Goldman manages and participates in a variety of other projects. Examples include:
 - Led the parking and transit analysis for the Livable Centers Study in Midtown Houston, TX as part of a team that developed a new set of transit-oriented guidelines for the city.
 - Responsible for a variety of transportation-related research, peer review studies, data analysis, and policy recommendations.
 - Participated in several fare studies.
 - Developed Title VI Compliance programs for Monterey-Salinas Transit and San Francisco MUNI. Served as project adviser for Santa Monica Big Blue Bus Title VI program.
 - Managed community-based transportation plans in Alameda County, CA.

AFFILIATIONS AND PRESENTATIONS

- Member, Transportation Research Board Committee on Accessible Transportation and Mobility (Research Sub-Committee Co-Chair and Committee Communications Coordinator)
- "How to Plan Shuttles and Avoid Pitfalls," Association for Commuter Transportation TMA Summit, Atlanta, GA, 2001
- "Integrating Transit Marketing and Planning," South West Transit Association Marketing Conference, Phoenix, AZ, 2001
- "Planning and Marketing Tools," TIE Conference, Salt Lake City, UT, 2002.
- "Successful Public Involvement in the Transit Planning Process," California Transit Association Conference, Ontario, CA, 2002
- "Innovative Transit Performance Measures and Standards," California Transit Association Conference, Burlingame, CA, 2004
- "Focus Groups for Transit Service Planning," South West Transit Association Marketing Conference, New Orleans, LA, 2007
- Human Service Transportation Programs in Support of Public Transit Services," Texas Transit Association, Austin, TX, 2009



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- “TCRP Synthesis Preview - Transit Agency Accommodation Policies: New Findings for Strollers, Carts and Other Large Items on Buses and Trains,” CalACT, Santa Barbara, CA, 2010