

Bethany Whitaker

Senior Associate

A multi-disciplinary planner with more than 15 years of transportation, planning and market research experience.

Master of Public Policy

Evans School of Public Affairs
University of Washington
(Seattle)

Bachelor of Arts (cum laude) History and Chinese Studies

Tufts University

Experience

Nelson\Nygaard Consulting Associates Inc.

Senior Associate, 2006-Present

Bethany is a planner with over 15 years of project management and public transportation planning experience gained through time spent with both the public and consulting sectors. Her main areas of expertise include using social and market research techniques to understand customer preferences, market feasibility, and service priorities for transportation programs, projects and services.

Human Service Transportation/Coordination Studies

- Project Manager, Evaluation/Recommendation of Senior Citizen Identification Methods (Pennsylvania Department of Transportation)
- Project Manager, Vermont Elders and Persons with Disabilities Transportation Program Review (Vermont Department of Aging and Independent Living)
- Task Manager, Transportation Programs, Evaluation of Human Services Transportation Programs Study (two studies), (Vermont Agency of Human Services)
- Task Manager, Cobb County Senior Adult Transportation Study; (Cobb Community Transportation Agency, Cobb County, Georgia)
- Planner, Capital Area Regional Transportation Coordination Study, (Capital Region Coordination Council, Austin, Texas)

Transit Planning

- Deputy Project Manager, BRT Operations Plan (Capital District Transportation Authority (CDTA), Albany, New York)
- Planner, Transit Plan Development Services On-Call Contract (Capital District Transit Authority (CDTA), Albany, New York)
- Comprehensive Operations Analysis of the Manchester Transit Authority (Southern New Hampshire Planning Commission, Manchester, New Hampshire)
- Task Manager, Evaluation of Bus Rapid Transit (BRT) Demonstration Projects (Federal Transit Administration)
- Task Manager, Study on Coordination of Public Transport (Bus) Services, Hong Kong Government
- Project Analyst, London Buses Strategic Review – Comparable Cities Study (Hong Kong)
- Project Manager, Analysis of Bus Operating Costs in Hong Kong, (Kowloon Canton Railway Corporation KCRC)
- Task Manager, Build-Operate-Transfer Tender: Tung Chung - Ngong Ping Cable Car (Private Investor)
- Task Manager, Kaoshiung (Taiwan) Mass Transit Railway – Feasibility Analysis (Private Investor)
- Task Manager, Airport Express Fare Elasticity Study, (Mass Transit Railway Corporation MTRC)

Transportation Planning

- Task Manager, New Hampshire Statewide Transportation Business Plan Update (New Hampshire Department of Transportation)
- Project Manager, Central Regions Carpool Lot Opportunity Study (Ministry of



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Transport, Ontario, Canada)

- Planner, Study of Integrated Transportation and Community Design Process (New York Association of Metropolitan Planning Organizations)
- Task Manager, Forbes Avenue Transportation and Market Study, (City of Rensselaer, New York)
- Project Manager, Helicopter Traffic Demand and Heliport Development in Hong Kong (Hong Kong Civil Aviation Administration)
- Project Planner, Pinghu Freight Distribution Centre (Kowloon Canton Railway Corporation)
- Financial Analyst, Study on Future Development of Waterborne Transport Services (Hong Kong Government)
- Project Manager, Market Study into Ferry Service Expansion in Pearl River Delta Region (Private Investor)
- Project Manager, Review of Transport Infrastructure Development of Pearl River Delta, (Central Policy Unit, Hong Kong Government)

Market Research and Analysis

- Project Manager, Vermont Statewide Transportation Public Opinion Survey (Vermont Agency of Transportation)
- Project Manager, WH Morse State Airport Benefit-Cost Analysis (Bennington County Regional Commission, Vermont)
- Project Manager, Data Mining Enhancement Study (Mass Transit Railway Corporation MTRC)
- Project Manager, Economic Impact Assessment of Hong Kong International Film Festival (Hong Kong International Film Festival)
- Project Planner, Study on Cruise Market Potential (Hong Kong Tourist Association)
- Project Manager, Airline Loyalty Program Evaluation (Cathay Pacific Airways)
- Project Manager, Schedule Airline Schedule Research (Cathay Pacific Airways)
- Project Manager, Airline Product and Services Prioritization Study (Cathay Pacific Airways)

Previous Experience

Wilbur Smith Associates

Project Planner, 2003-2006

MVA Hong Kong, Ltd.

Principal Analyst 1997-2003

Seattle King County Metro Transit

Market Development Planner 1994-1997

Publications

- “Stated Preference as a Tool to Evaluate Airline Passenger Preferences and Priorities”, TRB No. 05-1083, 2004
- “Evaluation of Local Option Commercial Parking Taxes”, TRB GC-8719, 1991