Free Webinar
Wednesday, December 9, 2020, 1:00 – 2:00 (CST)
Hosted via Zoom
1 PDH Provided

Register at: https://www.eventbrite.com/e/129361308155

Women Advancing Transportation for Our Future Mobility Needs

Representation of women in the transportation workforce is stunningly low. What would happen to our mobility with more women driving transportation policies, planning, operations, and maintenance? During TRB’s 6th International Conference on Women’s Issues in Transportation panelists discussed good practices for recruitment, support, and advancement of women in the transportation sector. In this webinar, we will hear the conference speakers continue their discussion about workforce challenges and overcoming them; approaches to attract, retain, and advance women in transportation, and how these leaders see COVID-19 changing the workforce and work environment.

The discussion will be moderated by Dr. Hilary Nixon, Deputy Executive Director, Mineta Transportation Institute.

Panelists will include:

- Laurie Berman, Director (Retired), California Department of Transportation
- Flora Castillo, President, Pivot Strategies, LLC
- Jodi Godfrey, Senior Research Associate, Mobility Policy Research Program & Transit Safety and Workforce Development Programs, Center for Urban Transportation Research, University of South Florida
- Debra Johnson, General Manager/CEO, Regional Transportation District (Denver)
Laurie Berman has nearly 4 decades of transportation experience, primarily with Caltrans, in a variety of positions and locations. In March 2018, Berman was appointed director of the California Department of Transportation (Caltrans) by former Governor Edmund G. Brown, Jr. As director she managed a $15 billion budget and nearly 20,000 employees who oversee 50,000 lane miles of highways, maintain 13,000 bridges, provide permitting of more than 400 public-use airports, and fund some of Amtrak’s busiest intercity rail services. Her leadership was instrumental in implementing California’s landmark Senate Bill 1, the Road Repair and Accountability Act, passed in 2017. The bill provides $54 billion over 10 years to fix California’s state highways, bridges and neighborhood streets, and combat congestion using technology. Berman served in this role until her retirement in June 2019. In 2020, she opened Laurie Berman Consulting - which specializes in helping businesses understand the transportation marketplace in California.

Flora is a nationally recognized healthcare executive and a mobility and public transportation thought leader. She is the President of Pivot Strategies, LLC, a consulting firm serving the transportation, healthcare and insurance industries. Her executive leadership spans over 25 years leading transformative customer engagement, health promotion, market and member acquisition strategies for the nation’s leading health insurance companies, including UnitedHealthcare and AmeriHealth Caritas. As former Vice President of Transportation for UnitedHealth Group, she led innovative pilots to address social determinants of health barriers and spearheaded the modernization of medical transportation services. She was the first Latina elected chair to the American Public Transportation Association serving as the industry spokesperson in the U.S. and Canada. Flora championed equity, affordability and service expansions for transit-dependent riders during her 20-yr. tenure as NJ Transit Board Member.

Jodi Godfrey is currently a Senior Research Associate at the Center for Urban Transportation Research at the University of South Florida, where she works on the Transit Safety and Workforce Development Programs. Jodi is the current secretary of the American Public Transportation Associations Bus Safety Committee, the current vice president of the Tampa Bay Chapter of the Institute of Transportation Engineers, Communication Chair for the WTS Tampa Bay Chapter, and a member of the Transportation Research Board’s Committee on Transit Safety and Security, and the Institute of Transportation Engineer’s Women in ITE Task Force. Jodi is dedicated to promoting diversity and inclusion in the transportation industry in many ways, including encouraging other women in the industry to become mentors and role models through serving in leadership roles.

Debra A. Johnson was selected as General Manager and CEO of RTD by the agency’s Board of Directors on Aug. 25, 2020. She carries top responsibility for RTD’s budget, capital projects and service delivery, which include bus, light rail and commuter rail options across the Denver metro region. Johnson joined RTD from Long Beach Transit, where she served as Deputy CEO of the Southern California agency from May 2014 to October 2020. Prior to that, Johnson held executive positions at the Los Angeles County Metropolitan Transportation Authority (LA Metro), the San Francisco Municipal Transportation Agency (SFMTA) and Washington Metropolitan Area Transit Authority (WMATA). She moved into public sector service after beginning her transportation career in the private sector in the Bay Area. Johnson holds a Master of Arts degree in public administration from California State University Hayward (now CSU East Bay), and a Bachelor of Arts degree in international relations from the University of California Davis. She is a proud alumna of civic leadership programs in San Francisco and Long Beach, as well as the Eno Center for Transportation’s Executive Development Program.