

# 2021 STRIDE Products Showcase – Day 1



## Day 1: Transit & Mobility Options November 16<sup>th</sup>, 12 PM to 2 PM, ET (virtual)

### **Noreen McDonald, Ph.D., University of North Carolina at Chapel Hill** (Moderator)

Noreen McDonald, Ph.D., specializes in how infrastructure investments and technology changes influence travel and the downstream impacts on road safety, public health, energy demand and city form. She is an internationally recognized expert on the travel behavior of youth and young adults. Her work on children's travel has shown that improved pedestrian and bicycle facilities can increase travel by foot. She has assessed the causes of declines in driving in the US and UK and looked at how transportation planning practice can respond to recent behavioral shifts and those anticipated due to changing technology. Her most recent work explores disruptions associated with shared mobility, e.g., Uber/Lyft, and autonomous vehicles. Some of the projects Dr. McDonald is currently working on include: quantifying the impacts of shared mobility on non-emergency medical transport, considering the role of planning with the advent of autonomous vehicles, exploring how autonomous vehicles will impact vulnerable road users, measuring how recent changes to planning for new development have influenced practice, analyzing the travel of young adults, i.e., the millennial generation, to understand the potential transport and energy impacts, and assessing the multi-modal costs of school transportation.



### **Malisa McCreedy, MPA, Director of Transportation & Mobility, City of Gainesville, FL** (Panelist)

Malisa McCreedy, AICP, is currently the Director of Transportation and Mobility for the City of Gainesville, Florida and leads a team that includes the Regional Transit System (RTS), Traffic Signals Management and Operation, Transportation Planning, Autonomous Vehicle Shuttle program, Parking Operations, and Fleet Management; as well as the partnership with the University of Florida to research emerging mobility for CV-AV and ITS technology. Ms. McCreedy holds advanced degrees in Public Administration and Public Health, as well as professional certifications in planning, parking and management. In addition to serving on numerous boards, prior positions held in local government were with the cities of Portland, Oregon, Charlotte, North Carolina and Orlando, Florida.



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## **Mathew Palmer, MURP, Executive Director for Planning, Design, & Construction, North Carolina Public Schools, Durham**

*(Panelist)*

Mathew Palmer serves as the Executive Director for School Planning, Design & Construction for Durham Public Schools. He is concurrently a Doctoral Candidate in City and Regional Planning at UNC-Chapel Hill, and his dissertation is, Planning for Cities and Schools in the American South. He has a Bachelor of Arts from University of Michigan (Ann Arbor) and a Master of Urban and Regional Planning from UCLA. Through his position with DPS, Palmer leads the Plan-Design-Build process for DPS. Planning at DPS includes student enrollment growth projections (demographics), facility design and planning, long-range planning, and real estate portfolio direction. Overall, his team approaches their work in the built environment with emphasis on enhancing equity opportunities and operational efficiency. Palmer's background is in placemaking through a land use and transportation lens, with a focus on the design and function of school and transportation systems. During his career he has focused on the Safe Routes to School Program (students walking and biking to school), neighborhood connectivity to schools, and the development of strategic partnerships between public institutions and private stakeholders.



## **Xiang 'Jacob' Yan, Ph.D., University of Florida**

*(Panelist)*

Xiang 'Jacob' Yan, Ph.D., is a Research Assistant Professor in Civil Engineering at the University of Florida. His work focuses on using data science and machine learning (including AI) to make transportation more equitable, sustainable, and accessible. With a diverse educational background and extensive experiences in multidisciplinary collaborations, he brings a transdisciplinary perspective to urban science (especially transportation research) that connects technological innovations with community needs. His recent projects aim to develop and evaluate strategies and policies to facilitate the integration between public transit and shared mobility such as shared e-scooters. Dr. Yan has received prestigious awards from national and international organizations such as the American Planning Association and the World Society for Transport and Land Use Research.



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## **Kai Monast, MRP, North Carolina State University/ITRE** *(STRIDE Researcher/Speaker)*

Kai Monast is the Director of the Public Transportation Group at the Institute for Transportation Research and Education at North Carolina State University and a doctoral student in City and Regional Planning at the University of North Carolina, Chapel Hill. He has 15 years of experience working closely with rural and urban public transportation providers and the North Carolina Department of Transportation (NCDOT). He leads a team that provides technical assistance, planning, and training to transit providers while also advising on transit policy at the state-level. His research interests include public transportation, performance management programs, polycentric governance systems, collective action, and social justice.



## **Xilei Zhao, Ph.D., University of Florida** *(STRIDE Researcher/Speaker)*

Xilei Zhao, Ph.D., is an Assistant Professor in the Department of Civil and Coastal Engineering at the University of Florida. Dr. Zhao received her B.E. in Civil Engineering from Southeast University, China, in 2013, her MSEs in Civil Engineering and Applied Mathematics and Statistics from Johns Hopkins University (JHU) in 2016 and 2017, respectively, and her Ph.D. in Civil Engineering from JHU in 2017. She was a Research Fellow in the Department of Industrial and Operations Engineering at the University of Michigan from 2017 to 2018, and a Postdoctoral Fellow in the School of Industrial and Systems Engineering at Georgia Tech from 2018 to 2019. She specializes in applying data science (especially data analytics, machine learning, and simulation), complex systems modeling, and risk assessment to tackle challenging problems in transportation and resilience.



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## **Justin Mason, Ph.D., University of Florida** (STRIDE Researcher/Speaker)

Justin Mason, Ph.D., is a Research Assistant Professor in the Department of Occupational Therapy at the University of Florida (UF) and Lab Director of the Institute for Mobility, Activity, and Participation (I-MAP). He completed his master's and doctoral degrees in Exercise Physiology from Florida State University and postdoctoral training in Rehabilitation Science at UF. Since joining UF, Dr. Mason has worked on six projects investigating road user interactions with automated vehicle systems. His main interests lie in studying the interactions between older drivers and automated vehicles, using a variety of methods such as experimental studies, questionnaire data, and focus groups. In particular, his research focuses on understanding how technology can mitigate age-related physical and cognitive decline in older adults to support aging in place.



## **Lili Du, Ph.D., University of Florida** (STRIDE Researcher/Speaker)

Lili Du, Ph.D., is an Associate Professor in the Department of Civil and Coastal Engineering at the University of Florida. Her current research integrates optimization, network modeling, control, machine learning and data analytics approaches into transportation system analysis with the main focuses on AV/CV/CAV impacts, electrical vehicles, mobility on demand, network resilience, and traffic flow analysis. Her research has been well funded by NSF, STRIDE UTC, and Toyota InfoTechnology Center. Dr. Du is a recipient of the NSF CAREER award in 2016. She is the active chair of TRB subcommittee on Emerging Technologies in Network Modeling and ASCE-T&DI Committee on Artificial Intelligence in transportation.



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## Virginia Sisiopiku, Ph.D., University of Alabama at Birmingham

Virginia P. Sisiopiku, Ph.D., is a Professor specializing in transportation engineering. She is the founding director of the UAB TREND Lab and has more than 25 years of professional experience in the transportation field as an academic and a consulting transportation engineer. Sisiopiku studies transportation-related challenges such as congestion management, traffic safety, and performance monitoring and proposes effective strategies to address them. She utilizes traffic flow theories, simulation tools, and transportation data analytics to analyze the performance of transportation systems under present and alternative configurations. In addition to research and scholarship, Sisiopiku is dedicated to teaching undergraduate and graduate courses in transportation, advising graduate students, and mentoring postdoc fellows and junior faculty members.

