

MILBREY HEARD

VICE PRESIDENT



Milbrey has extensive experience in bus and rail transit operations planning and implementation planning. Projects have included transit feasibility studies, transit development plans (TDPs), comprehensive operational analyses (COAs), and FTA Section 5309 New Starts corridor studies.

Employment History

Connetics Transportation Group, Inc.

2005-present
Vice President

Manuel Padron & Associates, Inc.

2001-2005
Associate

Gwinnett County Department of Transportation (Atlanta, GA)

1998-2000
Director, Administration Division

Atlanta Regional Commission

1994-1998
Principal Transportation Planner
1992-1994
Senior Transportation Planner

Education

B.B.A., Business Geography,
University of Georgia, Athens, GA
1988

M.C.R.P., Master of City and
Regional Planning, University of
Memphis, Memphis, TN 1992

Professional Memberships

American Institute of Certified
Planners (AICP #012187)
American Planning Association
Georgia Planning Association

Ms. Milbrey Heard has 19 years of experience in transportation planning, and is based in Atlanta. She has worked on a variety of transit studies and projects in numerous U.S. cities and regions, including the Atlanta Region, other urbanized areas in Georgia (Augusta, Macon, Hinesville, Warner Robins), Knoxville and Nashville (TN), Clemson (SC), the Hampton Roads Region (VA), central Virginia, northern Virginia, Baton Rouge, Chicago, Minneapolis, Toledo, and Indianapolis. Ms. Heard's range of transit planning experience includes Service Plans and O&M Cost Estimates for FTA Section 5309 New Starts and other corridor projects, Short-Range and Long-Range service plans for Comprehensive Operations Analyses (COA), Transit Development Plans, and Transit Feasibility Studies. Relevant projects include:

CORRIDOR/NEW STARTS PROJECTS:

Corridor Study for:

Northeast Corridor Mobility Study - Nashville, TN

The intent of the Northeast Corridor Mobility Study was to investigate multimodal solutions to the increasing transportation demand created by future land use patterns in the corridor. Ms. Heard defined an initial universe of alternatives for the study, including screening candidate technologies and corridors. Ten potential commuter rail, light rail, and bus rapid transit build alternatives were screened based on their ability to meet the corridor need and purpose. In early 2010, Milbrey was responsible for the detailed definition of three build alternatives, plus no-build and TSM alternatives, and the development of associated O&M costs. She recently completed operating plans and O&M costs for a final preferred BRT alternative.

Alternatives Analysis for:

HRT Peninsula Rapid Transit Project – Newport News, VA

Ms. Heard was responsible for preparing bus and rail operating plans for Hampton Roads Transit (HRT) during three rounds of screening various alternatives within Hampton and/or Newport News from 2005-2009. During that time, the alternatives were narrowed from three corridors to one. The most recent screening process examined three modes (BRT, LRT, and Streetcar) for an alignment in northern Newport News, as well as three MOS alignments. Ms. Heard was responsible for the definition of fixed-guideway and feeder bus operations plans for 21 alternatives, as well as the estimation of O&M costs and fleet requirements.

Planning Study for:

MnDOT I-394 MnPASS Phase II (Transit Advantages) – Minneapolis, MN

Ms. Heard was responsible for managing CTG's tasks for this study of transit needs in the I-394 HOV/HOT corridor. CTG's tasks included the analysis of transit service and facilities, a travel pattern analysis, and a transit needs assessment. For the transit needs assessment, Ms. Heard used GIS mapping of corridor demographics overlaid with the existing route structure to identify needs and opportunities. She identified transit supportive areas that are unserved or underserved by transit, as well as opportunities for improving the transit network along I-394. These opportunities were subsequently used by the team in developing service recommendations.

Alternatives Analysis for:

MARTA I-20 East Corridor AA and Beltline AA – Atlanta, GA

The I-20 East Corridor Alternatives Analysis focused on service improvements extending from downtown Atlanta to the Mall of Stonecrest and as far north as the East Line. A wide range of alternative alignments and modes were studied, including bus, light rail, heavy rail and Bus Rapid Transit (BRT). Ms. Heard was responsible for preparing operating plans and operating statistics, as well as assisting with the evaluation of alternatives and preparation of the Locally Preferred Alternative (LPA) Report. For the Beltline Project, Ms. Heard prepared bus, BRT, Streetcar, and Light Rail Transit (LRT) operating plans, bus and rail operating statistics, and assisted with project O&M cost estimates.

BUS SERVICES STUDIES:

***Transit Development Plans for:
Various Virginia Transit Agencies***

CTG has completed Transit Development Plans (TDP's) for numerous Virginia transit agencies under an on-call services contract with the Virginia Department of Rail and Public Transportation (DRPT). Ms. Heard was responsible for completing TDP's for the Williamsburg Area Transit Authority (WATA), Fredericksburg Regional Transit (FRED), the Potomac and Rappahannock Transportation Commission (PRTC) in Prince William County, and JAUNT in Charlottesville. Each TDP has a unique scope of work to address each agency's specific data collection and service planning needs, and identifies a six year capital improvement and operations plan.

***Transit Development Plan for:
Knoxville Area Transit (KAT) – Knoxville, TN***

Ms. Heard completed two key tasks for the KAT Transit Development Plan (TDP). The Downtown Transit Plan made recommendations for modifying local/express bus and trolley bus routes to serve Knoxville's new main transfer point – Knoxville Station – which opened in August 2010 on the edge of downtown. Milbrey developed new route patterns to reduce the number of local buses using historic downtown streets, but still provide frequent trolley service to distribute downtown and University of Tennessee riders. The Implementation Plan identifies revenue hours and operating costs associated with the service recommendations. It also established a timeline for implementation associated with moving operations to Knoxville Station.

***Transit System Analysis for:
Clemson University Parking and Transportation Master Plan – Clemson, SC***

A key component of Clemson University's 2007 Parking and Transportation Master Plan was completing a Transit System Analysis. Ms. Heard worked closely with university staff and the consultant team to conduct a comprehensive review of the transit services serving university students, faculty, and staff. Results of a ridecheck survey conducted for all routes were used to assess the strengths and weaknesses of each campus and community route. Milbrey identified opportunities for improved and expanded service complementing the parking and transportation demand management strategies, and prepared a 10-year implementation plan, including operating requirements and annual operations & maintenance costs.

***Short-Range Transit Planning Services for:
Triangle Transit – Research Triangle, NC***

In late 2009, Triangle Transit retained consultant assistance to assist in detailed analysis and implementation planning for four priority recommendations in its five-year Short-Range Transit Plan. Ms. Heard managed the transit operations elements for three of the transit planning studies. The first involved an analysis of current transit service to the airport, a peer review, and recommendations for future RDU service. For weekend service planning, a review of the current weekend routes and peer analysis led to recommendations for streamlined, restructured core service that can be applied consistently to all non-peak hours. The third project involved the planning and design of a new express route along the I-540 corridor to the Regional Transit Center.

***Comprehensive Operations Analysis for:
Capital Area Transit System (CATS) - Baton Rouge, LA***

The CATS Comprehensive Operations Analysis (COA) has the objective to streamline current fixed route operations, making them more efficient and cost effective; develop strategies to make schedule improvements; and develop service plans that result in expanded opportunities for Baton Rouge-area residents to utilize transit. Service improvements are categorized into three time periods over 15-years. For this project, Ms. Heard assisted in the development of route profiles, conducting stakeholder interviews, and the development of near-term, short-range, and long-range service plan recommendations.