



# Keynote Speaker

## Veronica Castro de Barrera, AIA

**Founder + Principal Architect**

**Lead Campus & Mobility Planner**

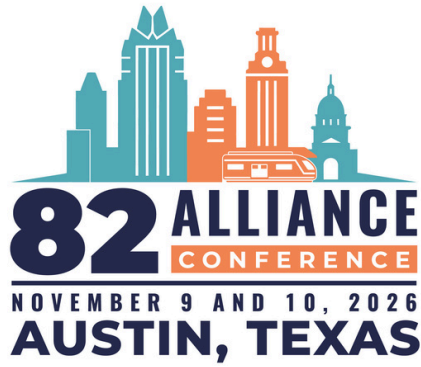


Veronica Castro de Barrera is a licensed architect and LEED Accredited Professional with nearly three decades of experience in civic, urban design, and multimodal transportation systems. She is registered with the Texas Board of Architectural Examiners. In 2024, she joined The University of Texas at Austin, where she leads planning initiatives in mobility and transportation, historic preservation, sustainability, and environmental graphics.

At UT Austin, Veronica chairs the Campus Design Review Committee and contributes to interdisciplinary education through mentoring students in engineering, architecture, and urban design. Her civic leadership includes service on multiple boards, including Design Austin, and she serves as Chair of the Austin Transit Partnership Board of Directors, overseeing implementation of the voter-approved Project Connect transit program.

Her professional and research-informed practice spans mass transit, civic and institutional facilities, healthcare, education, public spaces, and public art. Her work has a global dimension, with experience in Mexico, Italy, and Denmark. Previously, she practiced at MWM DesignGroup, led the transit studio at KAI Enterprises focused on transit, active mobility, and placemaking strategies across five U.S. cities.

Veronica's contributions to the profession and humanizing cities have been recognized nationally, including the American Institute of Architects Honor Award for Community Service and being named a "Woman Who Moves the Nation" by the Conference of Minority Transportation Officials in Washington, D.C.



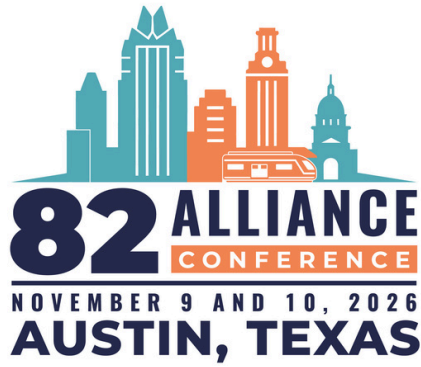
# **Darren Ujano**

## **Supervising Engineer | Austin Aviation Austin-Bergstrom International Airport**



Darren Ujano, P.E., PMP, PTOE is the Aviation Supervising Engineer for Austin-Bergstrom international Airport (AUS) which is currently undergoing a \$5.2 billion airport expansion. This airport expansion involves a new Arrival-Departures Hall, Central Utility Plant, Taxiways, and Concourses which will add at least 26 additional airline gates. Darren leads the Design Management and Engineering Sections which is charged with overseeing the design development of airport projects, which includes architectural and engineering designs, stakeholder engagement, coordination committees, and technical reviews across multiple disciplines.

Career-wise, Darren graduated with a Civil Engineering degree from The University of Illinois at Chicago. He has developed a solid background in engineering design and program management coming from a \$3.7 billion Capital Improvement Program from The City of Chicago. He has also worked across several organizations, ranging from architecture firms to city departments, to design, build, and deliver a wide variety of projects.”



# Cody Stone

**Managing Engineer, Austin  
Transportation and Public Works**



Cody Stone is the City of Austin Project Delivery Division Manager, overseeing a team of managers and technical leads in the Transportation and Public Works department. Cody has been with the City of Austin for five years, helping to deliver local mobility projects. These projects include corridor redesigns, intersection safety, urban trails, transit enhancements, urban streetscape, and regional project reviews. Prior to his work at the City of Austin, Cody managed and provided technical expertise on several major regional transportation infrastructure projects in Texas. Cody has a Civil Engineering degree from the University of Florida and a Master's degree in Transportation from the University of Texas.



# Marisa Denker

Founder & CEO



Connect  
the Dots

Marisa is Founder and CEO of Connect the Dots, bringing over a decade of knowledge on stakeholder and public engagement practices. As a Fulbright scholar, she earned an MA in Design from Technological University Dublin and later received a Knight Foundation award for civic engagement. She currently teaches a course on Participatory Cities at the University of Pennsylvania, where she also earned her BA in Urban Studies & English. As Founder, she established CtD as a WBE/DBE firm specializing in strategic stakeholder and public engagement, serving clients based in sectors such as urban planning, transportation, community development, and more. She leads the vision and mission of a diverse core team to consult with intergovernmental and transportation agencies, local and state governments, and nonprofits to employ creative, innovative public engagement strategies. Outside of work, she enjoys exploring Philadelphia's amazing food scene, throwing clay on a pottery wheel, and strengthening her rock climbing skills.



# Kammy Horne

**Chief Executive Officer**



**MOBILITY  
COMMUNITY  
POSSIBILITY**

Kammy Horne, AICP, is the Chief Executive Officer of Mpact. She brings experience with transit at every level of government and in both the private and public sectors as well as familiarity with Mpact and its programs.

Prior to joining Mpact, Kammy worked at VIA Metropolitan Transit in San Antonio as Senior Vice President for Development and Planning. She supervised multiple departments and led efforts to implement new projects under Keep San Antonio Moving, a voter-approved plan to improve transit. She brings national experience and insights gained working as a consultant with HNTB, AECOM and Michael Baker International. She also previously worked for the Federal Transit Administration and the Texas Department of Transportation.

Kammy is a cyclist and regular transit rider, including relying on transit for two years without a personal car in Texas. She worked on affordable housing issues as a Housing Commissioner for the City of San Antonio. She's been a speaker and attendee at Mpact Transit + Community conferences (formerly Rail~Volution) and participated in an Mpact:LAB MOVE Roundtable in San Antonio.

Kammy has held leadership positions at several national associations, including the American Public Transit Association (APTA) and Women's Transportation Seminar (WTS). She is a graduate of the WTS Executive Leadership Program and the ENO Transportation Senior Executive Program. She also participates in the Conference of Minority Transportation Officials (COMTO) and Latinos in Transit.

Kammy grew up in El Paso, Texas. She earned a Master of Science in Community and Regional Planning from the University of Texas at Austin and a Bachelor of Science in Environmental Science from Long Island University in New York. She currently lives in Austin, Texas.



# Destree Lazos Bascos

Associate Vice-President

**steer**

Destree is an Associate Vice President in Steer's Planning team based in San Diego, where she leads transportation demand management strategy and delivery. She specializes in marketing and communications, transportation demand management, and community engagement, helping clients develop practical, people-focused programs that influence travel behavior and support more sustainable, inclusive outcomes. As Project Manager for the SANDAG Sustainable Transportation Services Employer Program, she works with major employers including Illumina, Qualcomm, and Scripps Health to design and implement effective commuter strategies. Through this work, participating employers have reduced single-occupancy vehicle commuting at a rate six times faster than the San Diego County average.

She has also supported Oregon Metro and its partners in assessing existing their commuter programs and shaping an action plan for future growth. Her work helped define Regional Transportation Options goals and develop recommendations to ensure future programming is effective, equitable, and responsive to commuter needs across the region.

Destree has also worked with clients including RTC and OCTA to develop transportation demand management strategies, and has supported organizations such as Hollywood Burbank Airport, Burbank TMO, Warner Connects, and Go Glendale in delivering TDM programs and leading employer outreach.

Alongside her client work, Destree is active in ACT and holds the TDM-CP credential. She serves as an At-Large Board Member for the Southern California Chapter, is Vice Chair of the Belonging & Engagement Committee, and regularly supports the profession as a judge for conference proposals and award submissions.



# **Chris Austin**

**Director of Transportation**



**University at Buffalo**

Bio Coming Soon!



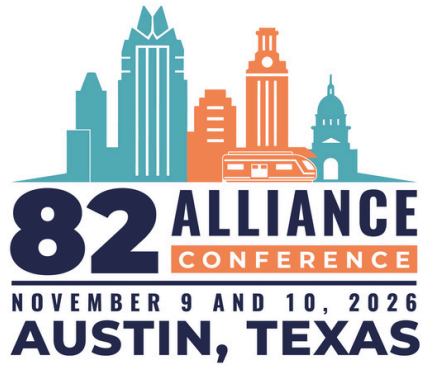
# **Nancy Kobielski**

**Associate Director, Business Services  
and Communications for Parking  
and Transportation Services**



**University at Buffalo**

Nancy Kobielski serves as Associate Director of Business Services and Communications for Parking and Transportation Services at the University at Buffalo. She oversees communications, customer service, business operations and strategy, budgeting and finance, human resources, parking permit registration, and transportation planning for university wide events. With more than a dozen years of experience in parking and transportation across higher education and healthcare, Nancy brings a deep understanding of operational excellence and strategic planning. She is passionate about improving campus mobility and leading new initiatives that create systems which work smoothly for everyone. Nancy lives in Western New York with her husband and two young kids, staying busy both on and off campus.



# Byron Prestridge

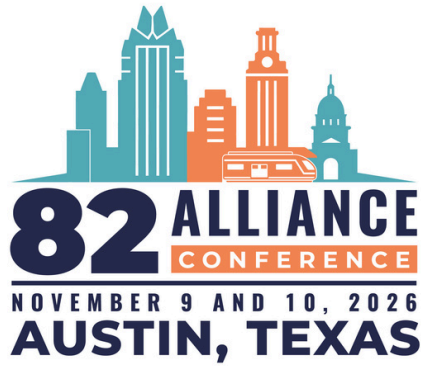
**Manager for Sustainable  
Transportation, Transportation  
Services**



TEXAS A&M UNIVERSITY

**Transportation Services**

Byron is manager for Sustainable Transportation for Texas A&M University providing alternative and multimodal transportation support across campus. Programs include shared micromobility, bike leasing, Level 2 and 3 EV charging, rideshare and weekend shuttle services. His team operates a service center providing education and maintenance for bicycles and other micromobility. Byron helps lead projects from the Mobility Master Plan and the Campus Master Plan to promote enhancements to services and existing infrastructure related to micromobility.



# Melissa Miklus

## Director of Healthy Communities



Melissa is a Landscape Architect and Director of Healthy Communities at RK&K. Her passion is working with communities to create healthier places through context sensitive planning and design. With experience from large scale master plans and greenways to prominent urban plazas and streetscapes – her projects effectively combine classic design principles with modern awareness, addressing infrastructure with innovative sustainable alternatives to craft spaces that stimulate positive social interaction and purpose. Melissa’s focus on human-centric design enhances transportation projects by engagement communities through rich, dynamic, and clear presentations and activities. She sits on the Council for the East Coast Greenway and Board of The Friends of Maryland’s Olmsted Parks & Landscapes.



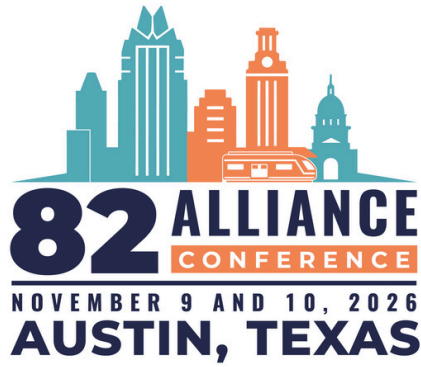
# Lois DeMeester

CEO



Lois R. DeMeester is the Founder and CEO of The Destination Sales & Marketing Group, Ltd (DS&MG). Since its inception in 1992, DS&MG has become the leader in the field of transportation demand management, transportation grant administration, and program development. Lois has lead the company from a two person operation to its current status as a national entity with 40 employees who are passionate experts with core competencies in business-to-business, business-to-consumer, and business-to-government relationship management.

In 1998, Lois founded Arlington Transportation Partners, a group committed to assisting Arlington employers attract and retain top-notch workforces by assisting executives in the implementation of highly valued transportation benefit programs. In 2010, she founded Mobility Lab, recognized today as an innovative transportation and research think-tank focused on best practices in mobility management, moving people instead of cars. Lois serves as the Executive Director for Bike Arlington and Walk Arlington and she and the rest of her team of DS&MG experts also provide brand strategy, market research and analysis, TDM, sales, marketing and communications services for Capital Bikeshare, DC Circulator and goDCgo; ATP's partner organization and TDM counterpart in Washington, DC. Her leadership of Arlington Transportation Partners has helped Arlington County achieve its vision of becoming a national leader in sustainable transportation and smart growth that it is today.



# Jennifer Toole

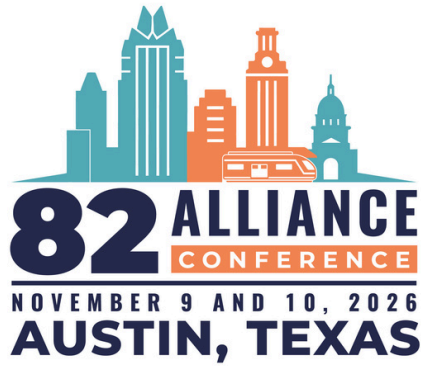
President



Jennifer Toole is the founder and President of Toole Design. She has over 30 years of experience planning and designing multimodal transportation systems. A certified planner with a degree in Landscape Architecture, Jennifer has a strong background in urban design and a keen understanding of how to design streets that work for all users. She has been involved in numerous projects of national significance for the Federal Highway Administration, AASHTO, and NHTSA, and was awarded the 2008 Professional of the Year award by the Association of Pedestrian and Bicycle Professionals. In the fall of 2023, Jennifer was inducted as a Fellow to the American Society for Landscape Architects.

Jennifer served as the Principal Investigator for the 2012 Edition of the AASHTO Guide for the Development of Bicycle Facilities and has co-authored Complete Streets guidelines for Dallas, TX and Boston, MA. She served as an expert on bicycle and pedestrian design for the Mayor's Institute on City Design, and as a co-author of the Landscape Architect's Guide to Washington, DC.

Jennifer is a bike commuter and an active member of the Takoma Park, MD community, where she participates in a walking school bus with her daughter.



# **Dottie Watkins**

**President & CEO**

## **CapMetro**

Dottie Watkins first began her transit career in 1994 – driving buses part-time while she attended the University of Texas at Austin. Prior to her current role she was the agency's Deputy CEO, and before that Chief Customer Officer/Chief Operating Officer, and before that, CapMetro's Vice President – Bus Operations and Maintenance. She has been responsible for all aspects of the agency's contracted bus operations through active monitoring of service quality and contract compliance.

Dottie holds a Bachelor of Social Work from the University of Texas and a Master of Business Administration from St. Edward's University. A native Austinite, Dottie regularly enjoys trips to the pool with her daughter and plays French Horn in a local community band.



**Kyle McDonald**  
**Vice-President - Development**



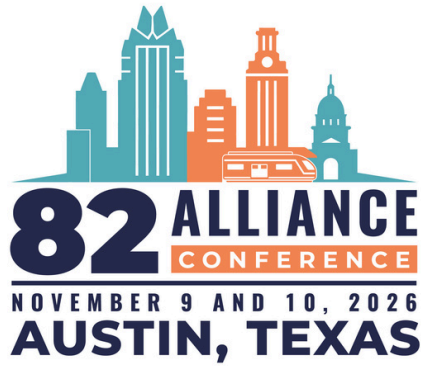
Bio Coming Soon!



**Jim Watson**  
**Senior Transportation Planning  
Project Manager**



Bio Coming Soon!

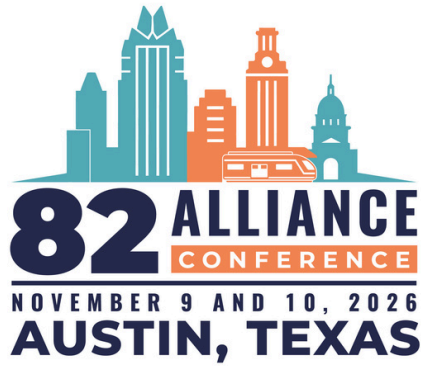


# Carrie Frattali

Senior Architect



Carrie Frattali is a Senior Architect at Sowinski Sullivan Architects, where she collaborates with multidisciplinary teams to deliver transportation design projects across the country. She specializes in helping public agencies establish, implement, and sustain a cohesive identity through design, improving operational efficiency and the passenger experience with an emphasis on accessibility. Her design philosophy balances speed with rigor, using a structured workflow and highly organized, targeted research to move projects efficiently from inquiry to informed design decisions. Her expertise spans the full project lifecycle, from early planning and design through construction and project management. Carrie holds a Bachelor of Architecture from Marywood University and a Master of Science in Advanced Architectural Design from the University of Pennsylvania.

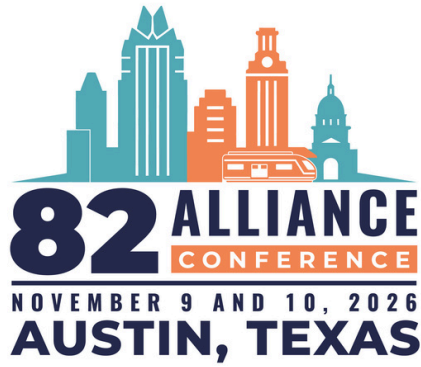


# Rosanne Lubeck

## Principal Transportation Planner



Rosanne Lubeck, AICP, brings extensive experience in transportation planning, public engagement, and economic development. Rosanne has collaborated with city, state, and transit agencies on multi-modal infrastructure, transit-oriented development (TOD), and safety planning, including Safe Streets and Roads for All (SS4A) Action Plans and Vision Zero planning and implementation. Her planning practice is grounded in a decade-long career in advocacy and public relations, informing a strategic, community-centered approach to project delivery focused on high-quality communications, detailed project management, and innovative participatory processes.



# Kevin Rockey

Director of Design



Kevin Rockey is the Director of Design for Sowinski Sullivan. Over his 10+ years in the field, he has had the opportunity to gain experience in all phases of the construction process, from master planning and conceptual design development to construction document preparation, construction administration, and inspection. Since joining the firm, Mr. Rockey has worked on multiple transportation projects and demonstrated expertise in both developing designs and managing various design teams. Currently, Mr. Rockey oversees the architectural design process for the firm.



# Wendy Duren

## TDM Program Manager



Wendy Duren brings with her 25 years of experience working in the Travel Demand Management industry and is the TDM Program Manager for the Twin Cities' Metropolitan Council Regional TDM program.

Working within the Metropolitan Transportation Services Multimodal Team, she provides strategic direction, policy guidance and formulates effective partnerships that support mode shift to sustainable travel behaviors.

Before joining the Council, Wendy was the COO and Program Director for Destination Sales & Marketing Group designing award winning TDM programming for Arlington County, VA under the Arlington Transportation Partners brand. During her tenure she led the employer services team and expanded programming to include Multifamily Residential Communities, Commercial Properties, Visitor Services, TDM for Site Plan Development and the first TDM for Schools program that focused on teacher and staff travel.

She also volunteered in her home community as a member and chair of the Parks, Trails and Beaches Committee. During her tenure, she assisted the city on securing a Hennepin County Youth Sports grant to improve amenities at their largest park and received commitment to use general funds for a Bike Feasibility Study. That project continues to shape discussions on how connections in the community can be supported.

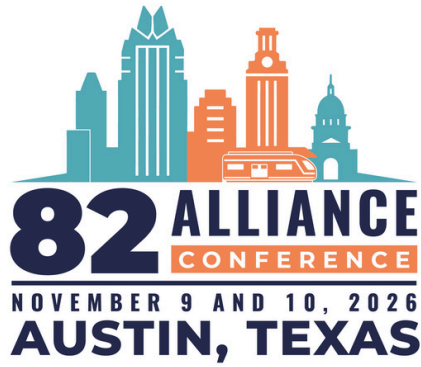


# Kate Harrington

## Outreach & Engagement Director



Kate has been with Movability for seven years and has overseen outreach, engagement, and communications. She is currently the Outreach & Engagement Director. Kate has a background as a reporter and ran her own communications business before starting with Movability in 2019. She has worked for the Austin Business Journal and as a freelance reporter, with work published by PBS News Hour, USA Today, the Dallas Morning News, and the Texas Tribune. Kate has an undergraduate degree from Colby College in English and a master's degree in Journalism from the University of Texas at Austin. A native New Englander, she has lived in Austin since 2002 and enjoys gardening and hiking with her husband and son.

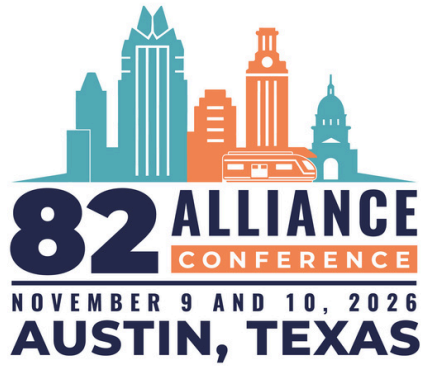


# **La Shawn Martin**

## **Project Manager, Metropolitan Transportation Commission's Bay Area Commuter Benefits Program**



La Shawn Martin is an experienced transportation demand management and public policy professional with WSP USA. She is currently serving as the Project Manager for the Metropolitan Transportation Commission's Bay Area Commuter Benefits Program. For more than two decades, she has been collaborating and coordinating with various types of regional stakeholders in the San Francisco Bay Area, including the Metropolitan Transportation Commission, Bay Area Air, FastTrak®, and hundreds of major private and public businesses to create and maintain customized and applicable alternative commute plans for both employers and individuals. La Shawn holds a BA in Sociology and an MPA in Public Policy with a concentration in Management.



# Lisa Kay Schweyer

**Transportation Demand  
Management Service Line Lead &  
Project Manager**

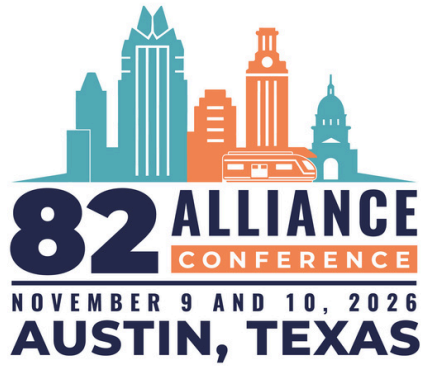


Lisa Kay Schweyer joined Foursquare in 2023 and serves as the Foursquare ITP's TDM Service Area Lead. Her transportation career began in 2003, helping commuters and employers learn about transportation options as manager of the regional CommuteInfo program in southwestern Pennsylvania. When she started, she did not know an SOV from HOV. Still, she knew transportation was a barrier for people to jobs, healthcare, community resources, etc.

Lisa Kay joined the Traffic21/Mobility21 University Transportation Center at Carnegie Mellon University in 2018. She supported researchers studying technology and artificial intelligence to improve mobility for people and goods.

After being elected to serve three consecutive terms, Lisa Kay ended her service as a member of the Association for Commuter Transportation (ACT) Board of Directors at the end of 2025. She led the establishment of the ACT Belonging and Engagement Committee in 2021, and continues as a member to this day. In 2020, she was part of the inaugural cohort who beta tested and earned the ACT's TDM – Certified Planner designation. Lisa Kay is also a former member of the TRB TDM Standing Committee, and helped lead the paper review process for several years. She brings a unique perspective on how transportation connects people to life.

In 2025, she was awarded the ACT Chapter Champion Award. In 2020, Lisa Kay received the Cribs for Kids Women of Achievement Award. In 2019, she received ACT President's Award for Extraordinary Service, and in 2016, Pennsylvania Public Transportation Association's Superstars of Transit: Distinguished Service Award for Community Service.



# Brian Gettinger

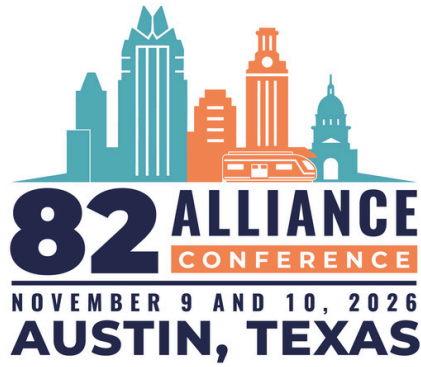
**SVP - Growth, Americas**



Brian Gettinger is a nationally recognized leader in next-generation transit and infrastructure delivery, bringing nearly 20 years of experience across engineering, construction, and business development. As SVP of Growth for Glydways, Brian is at the forefront of deploying autonomous mobility systems that are reshaping how cities think about cost-effective, rider-friendly transportation.

His career spans roles as a consultant, engineer, developer, contractor, and strategic advisor—most notably with Flatiron Construction and The Boring Company—where he advanced innovative transit projects including BRT, LRT, APMs, gondolas, and autonomous vehicle networks.

Brian is a passionate advocate for transit technologies that reduce capital costs, unlock private investment, and elevate the rider experience. A registered Professional Engineer in California, Texas, and Missouri, he holds a Civil Engineering degree and an MBA from the University of Missouri–Kansas City, where he was also a national scholar-athlete in basketball.

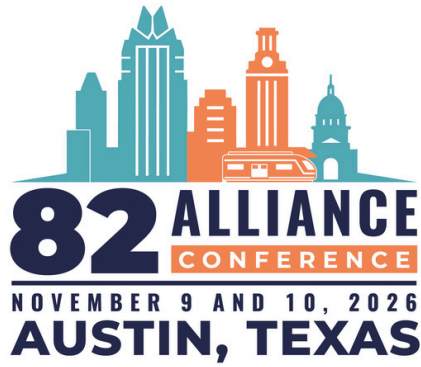


**Sam Hersh**

**North America E-Mobility Director**



Bio coming soon!



# **Amanda Barlow**

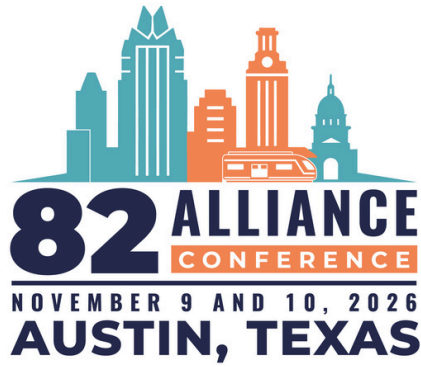
## **Principal Consultant and Co-Founder**



With leadership experience across human services, public agencies, and private sector operations, Amanda brings a practical and strategic approach to helping organizations grow, improve, and better serve their communities.

Over the course of her career, Amanda has led initiatives focused on organizational restructuring, systems improvement, stakeholder alignment and the development of professionals and teams through training, mentorship and leadership support.

Amanda is best known for her ability to connect people, align operations with purpose-driven goals and lead with both strategy and empathy. She brings a strong understanding of how to navigate complex systems and build trust across teams.



# Steve Wheeler

Senior Partner



Steve Wheeler is a Senior Partner at CelWell Services, where he leads strategy and partnerships for the OneCommute suite of applications. OneCommute is a leading provider of enterprise transportation demand management (TDM) and employer engagement platforms serving MPOs, TMAs, consulting firms, employers, property operators, and cities across the United States.

A member of the Association for Commuter Transportation (ACT) since 2013, Steve is actively involved in several ACT regional groups, including the TMA Council and Employer Council. His work focuses on helping public agencies and employers implement scalable, data-driven commuter benefit and mobility programs. Steve collaborates closely with Salesforce partner ecosystems nationwide to support employer benefit programs and integrated TDM solutions. He also works with the University of South Carolina interns and projects teams, contributing to initiatives that connect technology and workforce development.

Outside of work, Steve enjoys exploring cities and trails by electric bike and scooter. He is also deeply engaged in applied AI, working with large language models and agent-based solutions.