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**VERONICA PERRY McBETH**

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**PROFILE**

A results-driven, detail-oriented, and accomplished Transportation and Government Affairs Expert with over 18 years of combined experience working with governmental leaders, including 7 years working with Members of Congress, the State of Maryland, and 4 years working with Baltimore City government. Recognized for the ability to direct challenging and complicated transportation problems, assessing public policy implications, developing equitable community engagement practices, and implementing successful and forward-thinking transportation solutions.

- Project Management
- Public Policy & Administration
- Lean Six Sigma Green Belt
- Personnel Management, Mentoring, & Development
- Strategic Planning & Implementation
- Public Speaking & Presentations
- Research & Analysis
- Program/Operational Analysis
- Grants Proposal & Management
- Event Planning & Management
- Public Relations
- Marketing Communications
- Community Engagement
- Legislative Policies & Procedures
- Strategic Communications
- Government Relations
- Advanced knowledge of Spanish
- Software: MacPac, DOCS Open, CMS Open-Navigate
- GIS (Basic Operations & Review)
- Microsoft Office Suite

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**University of Maryland – Carey School of Law**, College Park, MD

Aug 2016 – May 2018

*Master of Science in Law – Environmental Law*

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**University of Pittsburgh**, Pittsburgh, PA

Sept 1998 – May 2002

*Bachelor of Arts in Political Science*

*Certificate of Latin American Studies – concentration on Latin American Governments*

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**United States Supreme Court**, Washington, DC

Oct 2002 – May 2003

***Marshal's Aide Appointment***

- Reviewed official Court argument transcripts and assisted the Chief Justice and Associate Justices with a variety of administrative needs; aided in the facilitation of Court oral arguments and Justices' conference sessions.

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**Awards and Professional Membership**

- Women's Transportation Seminar, International (WTS Baltimore Chapter – Board President)  
*2016 and 2017 Innovative Transportation Solutions Award – Bike Share (Baltimore Chapter and International); 2018 President's Award (Baltimore)*
- Conference of Minority Transportation Officials (COMTO Baltimore Chapter)
- National Association of City Transportation Officials (NACTO)
- American Association of State Highway and Transportation Officials (AASHTO)

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## WORK EXPERIENCE & HIGHLIGHTS

**Kittelson & Associates, Inc.**, Baltimore, MD

Feb 2018 – Present

**Associate Planner** – Responsible for providing expert transportation planning direction for various levels of government, business, and anchor institutions; leading local and national business pursuits through networking, data driven approaches, marketing, and project management

- Manage active transportation pursuits and projects for public and private sector entities.
- Lead teams of consultants for transportation projects with multi-agency participation.
- Manage quality assurance and quality control protocol of pedestrian and bicycle guidebooks for large scale state government, local government, and metropolitan planning organizations (MPO).
- Support state and local government clients with implementation of statewide/metropolitan/rural transit planning.
- Key team member for large civil architectural/engineering firms' project pursuits in Maryland, Massachusetts, North Carolina, Florida, Georgia, Virginia, and Washington, D.C.
- Identify business opportunities to grow local and national firm presence.
- Successfully pursued and won contracts for Baltimore City, District of Columbia, State of North Carolina, Johns Hopkins University, University of Maryland Medical Center, Maryland DOT, Baltimore Metropolitan Council and Collegetown Network with earnings of over \$4.5 million.
- Coordinated project work with local MPOs that connected regional transportation issues in Baltimore City and the surrounding counties.
- Present technical papers as an expert in Environmental Justice and NEPA at state and international conferences.
- Deliver expert advice on transportation equity and environmental justice impacts via projects and national speaking engagements.
- Provide environmental assessment and GIS map review for various state government engineering and planning projects.
- Participation in NCHRP studies and research
- Technical writing and review of proposals, guidebooks, MPO guidance documents, long range transportation plans, and transit service plans.
- **Key Contributions**
  - o Re-established relationships with anchor institutions in Baltimore by winning four (4) sole-source transportation planning projects
  - o Overseeing the pursuit of multi-million dollar on-call transportation planning contract
  - o Provide strategic and expert advice for local and national pursuits with government entities
  - o Key team member for interviewing transportation planner candidates for positions across various offices
  - o Established firm presence and relevance with nationally recognized organizations such WTS Baltimore, ACEC, CEAM, and COMTO

**Baltimore City Department of Transportation**, Baltimore, MD

March 2014 – Feb 2018

**Transit Bureau Chief** – Responsible for leading the daily operations of six (6) multi-modal transportation and related units

- Managed an annual financial budget of over \$20 million for capital, operations, and other expenses.

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- Managed requests from senior-level Agency officials, state and local government officials and outside stakeholders and provide recommendations to advance agency initiatives and resolve challenges.
- Acute knowledge and experience with Federal Planning regulations: Title 23 Part 450, Sections 5303, 5305 and 5307 that deal transit funding (e.g., Charm City Circulator), transit asset management, transit asset management planning requirements, non-attainment areas, performance based planning and programming, annual performance targets for asset management, system performance reports, TIP, STIP, MTP, etc.
  
- Managed, hired, and developed a diverse staff of more than 20 professionals in various units related to the Transit Bureau and the Baltimore City Department of Transportation as a whole.
- Procured and established the Baltimore City Bike Share System after several prior attempts.
- Oversaw the successful installation of over 20 lane miles of bicycle infrastructure throughout the City leading to the coveted Bike Friendly City bronze status by The League of American Bicyclists.
- Reestablished the Mayor's Bicycle Advisory Committee and successfully moved the City's Bicycle Master Plan and the Supplemental low-stress bike network plan through the City Planning Commission.
- Managed successful grants application submissions and received over \$15 million in grants for ferry boat services and bicycle infrastructure and facilities; utilized funding for several stalled and new projects.
- Regularly worked with local MPOs (e.g., Baltimore Metropolitan Council) to manage funding, contracts, joint proposals, projects, and short and long term TIP/STIP that were ultimately handled by the Baltimore Regional Transportation Board.
- Coordinated transit-oriented development discussions with the State during the Red Line project.
- Developed and maintained long-term trusting relationships with the State transportation agencies' leadership, Baltimore City Mayor, City Council President, City Council Members, City Agency Directors, and local partners.
- Expanded the agency's focus on multimodal transit activities through collaboration with external stakeholders and state transportation agencies.
- Established regular coordination between the Transit Bureau, Planning, Traffic, Maintenance, and TEC for CIP funding requests to MDOT, federal and state grant proposals, and project coordination across disciplines as well as city agencies and utilities to provide singular communication.
- Developed, implemented, and directed the strategic vision of the Charm City Circulator (CCC) shuttle service to make it one of the most successful, reliable, and free transit options in Baltimore City.
- Garnered support for innovative financing, sustainability, shared mobility, and system streamlining initiatives.
- Oversaw rebranding efforts for key infrastructure improvements and provide recommendations to the Mayor and senior staff for the CCC, Harbor Connector, Dockmaster's Office, and the Bike Share system.
- Oversaw the management of the Harbor Connector ferry boat as well as the private partnership contract for the Baltimore Water Taxi that operates in the Inner Harbor.
- Oversaw the management of the Dockmaster's Office which collects docking fees, organizes and schedules visiting ships, patrols the pier areas, and enforces the City's portion of the Inner Harbor Wharf Agreements.
- Oversaw the Public Information Officers and Community Liaisons responsible for the output of agency related information via press releases, social media, Agency websites and through collaboration with the Mayor's Office.
- Managed the City's portion of the Baltimore and Potomac Tunnel Project in conjunction with the Maryland Department of Transportation (MDOT), Federal Railroad Administration (FRA), and Amtrak.
- **Key Contributions**
  - o Established Baltimore City's Bike Share Program; largest electric pedal assist in North America
  - o Overseeing the procurement, design, and build of the first Electric Ferry Boat in the U.S.

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- Re-negotiated complex contract agreements for the City's Charm City Circulator, Harbor Connector/Water Taxi, Dockmaster's Office, and Bike Share
- Oversaw the (former) Red Line Project for Baltimore City and negotiated the City's \$230 million in-kind and cash contributions for the (former) Red Line Project
- Negotiated the alternative design and mitigation funds (\$50 million) for the impacted neighborhoods in the final ROD for the NEPA study for the B & P Tunnel Project
- Established comprehensive plan and project review processes with Traffic, Maintenance, and TEC divisions

**Maryland Transit Administration (MTA), Baltimore, MD**  
**Office of Governmental Affairs**

Jan 2012 to March 2014

***Governmental Affairs Manager*** – *Responsible for the drafting and review of internal and external legislative proposals that would affect the day to day and long-term operations of the MTA*

- Managed and coordinated information flow between MTA, MDOT, state Elected Officials, community leaders, stakeholders, transportation interest groups, and other professional associations with an interest in MTA.
- Supplied expert policy advice within the agency and assisted in the development and installation of intermediate and long-term agency goals/objectives that aligned with the Administration agenda at the state and federal levels.
- Monitored, analyzed, and assessed legislative and policy issues that directly or indirectly impact the MTA.
- Wrote and edited various documents such as: letters to Elected Officials and constituents; draft briefing materials, position papers, data packages, and memos to the Administrator, Deputy Administrator, Assistant Administrators, and Directors within MTA.
- Communicated with Elected Officials, stakeholders, and constituents regarding major transit issues at the overall State level as well as county-by-county and locally (e.g., community outreach projects, grant program funding awards, project funding guidelines, and advocating for MTA's legislative priorities and initiatives).
- Drafted and distributed correspondence on behalf of the MTA to State officials, members of the General Assembly, professional organizations, stakeholders, and constituents (e.g., trouble-shooting, listening to others, and answering inquiries regarding agency policies and procedures).
- Represented MTA at conferences, commissions, hearings, and meetings on topics relevant to the agency agenda (e.g., hearing testimony, stakeholder advisory/work groups for MTA's transit efforts and responsibilities at the local, state, and federal levels).
- **Key Contributions**
  - Assisted in the operation and management of the Office of Governmental Affairs
  - Oversaw the state agency level review of federal MAP-21 legislation
  - Had a 100% 'bill kill' rate in State legislative issues for the MTA
  - Managed requests from senior-level Agency officials, state and local government officials and outside stakeholders for information on agency positions, plans, projects, proposals, and problems
  - Established a clear line of communications between local, state, federal legislators, and stakeholders
  - Negotiated a contract and relationship between MTA and a Baltimore City Youth Works program for discounted transit fare
  - Managed staff meetings with Agency officials for issues pertaining to governmental affairs
  - Wrote Agency position papers for internal and external legislation proposals
  - Recommended support or opposition for proposed legislative actions

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Maryland Department of Transportation (MDOT), Hanover, MD  
Office of Minority Business Enterprise (OMBE)

Feb 2011- Jan 2012

**Legislative Affairs Manager** – Responsible for the drafting and review of internal and external legislative proposals that would affect the day to day and long-term operations of the OMBE

- Monitored and analyzed proposed legislation related to minority, and disadvantaged business enterprise at both the State and federal levels and assist in the execution of enacted legislation.
- Provided expert policy advice within the department and assist in the development of intermediate and long-term agency goals/objectives that aligned with the Administration agenda at the state level.
- Wrote and edited various documents such as: letters to Elected Officials and constituents; draft briefing materials, position papers, data packages, and memos to the Secretary, Deputy Secretary, Assistant Secretary, and Directors within MDOT.
- Facilitated and maintained effective communication with state and federal elected officials, community leaders, minority interest groups, and other professional associations with an interest in MBE/DBE programs.
- Drafted and distributed correspondence on behalf of the MBE Program to State officials, members of the General Assembly, professional organizations, stakeholders, and constituents (e.g., trouble-shooting, listening to others, and answering inquiries regarding agency practices, agendas, and goals).
- Gathered and assessed needs from outside organizations with respect to the MBE/DBE programs.
- Attended conferences, commissions, hearings, and meetings on behalf of OMBE and the Secretary on topics relevant to the agency agenda (e.g., stakeholder advisory/work groups for MBE/DBE efforts at the local, state, and federal levels).
- **Key Contributions**
  - o Assisted in the operation and management of the legislative affairs component of the Office of Minority Business Enterprise
  - o Provided strategic advice and legislative policy review for the Director of OMBE and the Secretary of Transportation
  - o Participated and managed staff meetings with Agency officials for issues pertaining to governmental affairs
  - o Managed requests from Senators, Representatives, and senior-level Agency officials, state and local government officials and outside stakeholders for information on agency positions, plans, projects, proposals, and problems
  - o Carefully edited State government correspondence for style and content

United States Congress, Washington, DC  
Senate Committee on Agriculture, Nutrition and Forestry

July 2009 to Apr 2010

**Professional Staff (Legislative Assistant for United States Senate)** – Responsible for providing strategic advice and managing information and requests associated with legislation and directives for foreign food aid.

- Analyzed and tracked legislation and policy changes in agricultural trade and agricultural development.
- Gathered and assessed needs from outside organizations with respect to national and international food aid and food security needs.
- Drafted and distributed correspondence on agricultural trade and development issues to Administration officials, senior government officials, international officials, professional organizations, and constituents.

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- Provided advice to the Chairman and assisted in the development of committee goals/agendas that aligned with the Administration agenda at the local, state, national and international level(s).
- Attended conferences, hearings, and meetings on behalf of the committee and the Chairman on topics relevant to the Committee agenda.
- Coordinated with Administration officials, senior government officials, international officials, professional organizations, stakeholders, and constituents regarding current and new developments in agricultural trade and development.
- **Key Contributions**
  - o Assisted with establishing legislation for foreign food aid and services in connection with the State Departments actions
  - o Proactively worked with State Department, Department of Agriculture, and outside stakeholders in providing notification for U.S. assistance in several foreign food aid crises, including Cuba
  - o Actively reviewed and contributed to portions of the Farm Bill
  - o Participated in Senate hearings and meetings with Senators, staffers, constituents, and stakeholders for matters dealing with pending and upcoming bills in the Senate and House of Representatives
  - o Carefully edited Congressional correspondence for style and content
  - o Coordinated with other Senate committees, federal agencies, NPOs, and other entities

**United States Congress, Washington, DC**  
**Office of Senator Tom Harkin (D-IA)**

Sep 2007 to July 2009

***Executive Assistant** – Responsible for the day to day and long-term office operations and administrative functions for the Senator.*

- Wrote and edited personal/official correspondence from the Senator's desk into final form.
- Served as liaison between the Senator and all parties directly or indirectly with Senate business, including members of Congress, the White House, agency officials, Administration officials, lobbyists, office/committee staff and constituents.
- Developed a prioritization system for the Senator.
- Managed Senator's personal files, official/unofficial correspondence and telephone calls from senior government officials, members of Congress, senior corporate officials, staff, and constituents.
- Prepared and sent daily and monthly correspondence for staff, government/private sector officials and constituents, compiled briefing materials for domestic and international travel.
- **Key Contributions**
  - o Assisted with the operations and management of the Office of Senator Tom Harkin (D-IA)
  - o Participated in Senate hearings and meetings with Senators, staffers, constituents, and stakeholders for matters dealing with pending and upcoming bills in the Senate and House of Representatives
  - o Managed requests from Senators, Representatives, and senior-level Agency officials, state and local government officials and outside stakeholders for information on agency positions, plans, projects, proposals, and problems.
  - o Carefully edited Congressional correspondence for style and content.

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United States Congress, Washington, DC

May 2003 to June 2007

***Parliamentary Assistant for United States Senate*** – *Responsible for the daily drafting and review of Congressional correspondence that related to legislative and parliamentary procedural issues within the Senate.*

- Wrote final language for Executive nominations, Executive appointments, and various floor scripts (e.g., language to call a quorum, to call a vote for an executive nomination and language to ‘open and close’ business on the Senate floor).
- Interpreted statutory language, researched legislative history, recommended petition legislation, and executive communications to appropriate Senate Committees.
- Organized and composed the Senate program, unanimous consent agreements, and language in the Calendar of Business and the Congressional Record.
- Received and processed executive communications for the Vice President’s Office.
- Liaised and filtered parliamentary inquiries from Senators, staffers, members of the press and constituents (e.g., provided proper point-of-contact for understanding Senate rules, procedures, and actions).
- **Key Contributions**
  - Referred draft legislation to appropriate Senate Committees for review
  - Participated in meetings with Senators and staffers for matters dealing with pending and upcoming bills in the Senate and House of Representatives
  - Assisted with the operations and management of the Senate Parliamentarian’s Office
  - Carefully edited Congressional correspondence for style and content
  - Managed requests from Senators, Representatives, and senior-level Agency officials, state and local government officials and outside stakeholders for information on agency positions, plans, projects, proposals, and problems