

Professional Resume

Russell Chisholm, *President*



Overview

Russell Chisholm has developed, implemented and operated urban transit services for over 30 years within a variety of international and domestic operating environments. He spent the first half of his career in senior management and technical positions at some of the transit industry's most innovative transit systems. Mr. Chisholm founded TMD and has built the company into an industry leader in innovative, sustainable transit service and efficient transit operations.

Strategic and Tactical Transit Planning

Mr. Chisholm has widespread experience leading both short and long range transit planning at transit systems including DART's suburban system in Dallas, Metro Moves Strategic Plan for Cincinnati's SORTA, SANDAG Transit First, as well as major Transit Redevelopment Plans for San Francisco, San Diego, Los Angeles, Orange County, Tampa, Minneapolis, Cleveland, St. Louis, Denver, San Jose, Tucson, Baltimore, Buffalo, Connecticut, and Saudi Arabia. With a focus on increasing transit, walking, and biking, both sustainable mobility and intermodalism remain a foundation of Mr. Chisholm's planning work.

Transit Service Redevelopment

Mr. Chisholm is a leading expert in the redevelopment and revitalization of transit networks and services through consumer market-based planning and a "top-down/bottom-up" transit service design approach that is effective, efficient, and sustainable. He has served as Project Manager and Principal for projects that range from large multi-modal, multi-operator systems to smaller bus operations. This work encompasses a variety of rail, bus, and small vehicle operations in both traditional fixed and innovative flexible modes. Highly successful redevelopment projects include systems in San Francisco, San Diego, Chicago, Santa Clara and San Mateo Counties, Orange County, Los Angeles, Cleveland, Minneapolis-St. Paul, Connecticut, St. Louis, Dallas, Reno, Tampa, Charlotte, Buffalo, Alexandria, Orlando, Bellingham, Lake Tahoe, Palm Springs, Spokane, Baltimore, Tucson, Nashville, Santa Fe, Denver, Cincinnati, Ventura County, and Saudi Arabia. He has a proven track record of project implementation success for clients.

Bus Rapid Transit Development and Implementation

Mr. Chisholm is a leader in the development of Bus Rapid Transit, including taking the acclaimed LA Metro Rapid from concept to implementation to a 29-line network, as well as developing BRT strategic plans in Detroit (SpeedLink), Vancouver, Edmonton, and San Diego (Transit First). He also provided BRT market, service, and operations planning in Los Angeles (Orange Line), Reno (Virginia Street), and San Diego (I-15 BRT/HOT).

Education

Post-Graduate Program,
Urban Geography
Boston University

B.A., Geography
Southern Connecticut
State University

Mathematics
Rensselaer Polytechnic
Institute

Awards

Pyke Johnson Award
Transportation Research Board
San Diego Transit Service
Refinement

PPTN Award - DART Suburban
System
Best Transit System over 250
Vehicles

Affiliations

American Public Transit
Association
Transportation Research Board
Women's Transportation
Seminar
California Transit Association

Experience

Transportation Management
& Design, Inc.

- St. Louis Metro

Dallas Area Rapid Transit

ATE Management & Service
Company

- Saudi Public Transport
Company

- Nashville MTA

- Connecticut Transit

Years of Experience: 34

Operations Optimization

Mr. Chisholm advanced efforts to retain and restore industry knowledge and capabilities in efficient and effective transit operations. This leadership involved the preparation of the industry best practice manual in bus and rail scheduling (TCRP Report 30), the development of techniques to improve operating speeds (delay reduction toolbox), maximize operator utilization, improve supervisor effectiveness, headway-based arterial bus services, and multi-hub timed transfer operations.

Relevant Experience

San Diego Comprehensive Operational Analysis – Project Manager (2004-2006)

Managed TMD work as General Planning Consultant for MTS since 1992. Major key projects include: the COA and the optimization of MTS LRT and bus operations. The first-ever Bus and Trolley COA was a joint TMD/MTS effort and involved detailed analysis of consumer markets, travel demand, bus and rail service, and operational efficiency; integration with the SANDAG Regional Transit's vision; development of a five year implementation plan; and implementation assistance including development of bus and rail schedules, blocks, and runs. Implementation of the COA resulted in a cost savings of over \$9 million annually (\$3M in new farebox revenue, \$3M in efficiency, and \$3M in reductions).

San Francisco Transit Effectiveness Project – Project Manager (2006-2009)

Served as Project Manager for the comprehensive market, service, and operations analysis of the San Francisco Municipal Railway (Muni LRT, streetcar, cable car, trolleycoach, and motorcoach). The project was a collaborative effort with both SFMTA and the City Controller to support the redevelopment of the Muni network of services and delivery systems. Major TEP tasks include analysis of Muni bus and rail services and operations; transit preferential streets applications; consumer market segment and travel demand analysis; comprehensive bus and rail service restructuring plan; financial, operations, and organization development; and ongoing stakeholder outreach. The TEP recommended a financially sustainable redeveloped Muni transit network that includes LRT, BRT, streetcar, and Rapid Bus initiatives. Further, TMD developed Complete Street bus and streetcar/LRT prototypes for two-mile segments of the Market Street, Mission, Judah/Irving, and San Bruno corridors. The SFTEP and TMD's Santa Clara VTA COA were lauded by the Metropolitan Transportation Commission as transit success models for the Bay Area.

Cincinnati "MetroMoves" Transit Strategic Plan & COA - Project Manager (2002-2004)

Managed the major overhaul of SORTA's strategic plan for transit; the planned transit network, service, and facility overhaul included market analysis using advanced GIS techniques, review of transit mode options, update of transit center needs and locations, revisions to operating and capital costs based on service schedules and conceptual facility design, development of a full financial plan, and an economic impact analysis. Follow-up work involved the completion of a Comprehensive Operational Analysis, including everything from a complete APC passenger count to an operator runcut. COA resulted in significant ridership growth while saving approximately 5 percent in annual operating costs.

Denver RTD Sector Studies – Project Director (2001-2011)

Overall responsibility for TMD on-call project work for RTD now in its third five-year contract. Directed development of a second downtown BRT shuttle to complement the MallRide, assessing FasTracks full build network connectivity costs and benefits; and review of actual results for the Southeast Rail and bus network implementation. Overall responsibility for TMD work on several sector restructuring projects: Northside, Westside, and Southeast; the work involved major redevelopment of both regional and community transit services in the urban and suburban areas of Metro Denver. This was

in response to both the T-Rex and FasTracks BRT, LRT, and Commuter Rail initiatives. Work included market assessment, ridership and service analysis, and operations review as well as development of working vehicle schedules for all recommendations. Additional work included development and testing of a system-wide timed transfer network, passenger transfer analysis, and development of new service warrants and performance standards.

Minneapolis-St. Paul Central South Service Restructuring Plan – *Project Manager (2001-2003)*

Managed major service restructuring of the core Metro Transit service area that included both Minneapolis and St. Paul. Work involved a comprehensive analysis of market opportunities, ridership, service, and operations. Recommendations included development of arterial BRT on both radial and crosstown lines, streamlining of complex route patterns, enhanced park-and-ride based commuter express network, new community services, and coordination with the new Hiawatha LRT. A revised transit operating plan for Downtown Minneapolis was also developed that improved operating speeds, relocated commute transit from Nicollet Mall to faster adjacent one-way couplets, and reduced conflicts with other modes. Work also involved a special analysis of the I-35W and I-494 corridors that integrated BRT into the short and long term freeway plans and a facility operations plan for the Mall of America intermodal transit center for LRT, BRT, and bus.

Cleveland Comprehensive Operational Analysis - *Project Manager (1996-1997)*

Managed GCRTA COA that included first-time collection of operating/ridership data with APC's and GIS market and service assessment. Restructured system strengthened core bus network and connections to Metro Rail, LRT, and new BRT; added new urban circulators and suburban flex routes; focused commuter express services around higher frequency park-and-ride services; and introduced suburban timed transfer hubs in the lower frequency suburban areas. The COA savings were reinvested and led to significant ridership increases. Other work included garage location analyses, operator staffing model development, and training in advanced HASTUS™ scheduling techniques.