

13-C-0617  
13-C-

First Reading

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Referred To \_\_\_\_\_

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

A COMMUNICATION BY COUNCIL PRESIDENT CEASAR C. MITCHELL SUBMITTING MS. HEATHER ALHADEFF AS HIS APPOINTEE TO THE DOWNTOWN DEVELOPMENT TECHNICAL ADVISORY GROUP.

CONFIRMED BY  
JUL 0 1 2013  
COUNCIL

Committee CD/HR  
Date 3/26/13  
Chair \_\_\_\_\_  
Action Other  
Fav, Adv, Hold (see rev. side)  
Other \_\_\_\_\_  
Members \_\_\_\_\_  
Refer To COC

Committee COC  
Date 7/1/13  
Chair Yadrian  
Action Other  
Fav, Adv, Hold (see rev. side)  
Other \_\_\_\_\_  
Members Telicia L. Moore  
Theresa Mitchell  
Joyce M. Shepherd  
Refer To \_\_\_\_\_

CERTIFIED  
JUL 0 1 2013  
ATLANTA CITY COUNCIL PRESIDENT  
*[Signature]*

CERTIFIED  
JUL 0 1 2013  
Rhonda Daphnia Johnson  
MUNICIPAL CLERK

CONSENT REFER  
 REGULAR REPORT REFER  
 ADVERTISE & REFER  
 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER  
 COMMUNICATION  
 PERSONAL PAPER REFER  
 Date Referred: March 18, 2013  
 Referred To: CD/HR & C on C  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_

Committee CDHR  
Date 6/25/13  
Chair Joyce M. Shepherd  
Action Other  
Fav, Adv, Hold (see rev. side)  
Other File  
Members Carla Henderson  
Refer To COC

Committee \_\_\_\_\_  
Date \_\_\_\_\_  
Chair \_\_\_\_\_  
Action \_\_\_\_\_  
Fav, Adv, Hold (see rev. side)  
Other \_\_\_\_\_  
Members \_\_\_\_\_  
Refer To \_\_\_\_\_

MAYOR'S ACTION



13-C-0617

## ATLANTA CITY COUNCIL

**CEASAR C. MITCHELL**  
PRESIDENT

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March 15, 2013

**CONFIRMED BY**

JUL 01 2013

**COUNCIL**

Rhonda Dauphin Johnson  
Atlanta City Municipal Clerk  
55 Trinity Avenue, S.W.  
Suite 2900  
Atlanta, Georgia 30303

Dear Madam Clerk,

It is my pleasure to appoint Ms. Heather Alhadeff to serve as one of my appointees for the Downtown Development Technical Advisory Group (DDTAG). Ms. Alhadeff has experience working for the City of Atlanta as the Assistant Director in the Bureau of Planning, and previously held leadership positions with Central Atlanta Progress and the Atlanta Regional Commission.

Ms. Alhadeff also has extensive experience with the Urban Land Institute, the Board of Livable Communities Coalition, and currently serves as President of Center Forward, LLC, providing transportation and land use planning services to private and public sector clients.

Ms. Alhadeff graduated Cum Laude with a Bachelor of Science from Georgia State University and earned her Masters in City Planning from Georgia Institute of Technology. Ms. Alhadeff is a resident of the Castleberry Hill neighborhood.

I am sure that Ms. Alhadeff will serve with distinction and dedication.

Should you have any questions, please notify my office.

Sincerely,

Ceasar C. Mitchell

## PROFILE

Heather Alhadeff is an accomplished transportation planner with experience in land use planning, transportation engineering, and urban design. She leverages her multi-disciplinary private sector knowledge from Perkins+Will with her deep public sector experience, including a past role as the City of Atlanta's Assistant Director of Transportation Planning. Her specialty resides in developing, communicating, and applying multi-disciplinary solutions to planning issues at a micro and macro level.

Her passion lies in resolving complex land use and multi-modal transportation challenges through logical implementation and creating constituent consensus. She is often the liaison between engineers, designers, developers, and the public. She directed the creation and adoption of the Connect Atlanta Plan, Downtown Parking Demand Management Plan, and has worked on the Atlanta BeltLine, Atlanta Streetcar, Regional On-Board Transit Survey, and the Multimodal Passenger Terminal.

## EDUCATION

**Georgia Institute of Technology • May 2000**

Masters in City Planning

**Georgia State University • June 1998**

Bachelor of Science, Planning & Economic Development, Cum Laude

## EXPERIENCE

**Center Forward, LLC • President • January 2013 – Present**

Provides transportation and land use planning services to private and public sector clients. Typical projects include planning, engineering, or urban design review. Serves as technical liaison or project manager on transit and multi-modal roadway projects. Strategic advisory services also provided to neighborhoods and community groups.

**Perkins+Will • Senior Transportation Planner • April 2010 – January 2013**

Responsible for establishing the transportation planning expertise within the Atlanta office's Urban Design Studio. Guides the transportation analysis for the design studios' projects as well as any constrained campus and healthcare projects. Directed the development of a series of transportation icons and graphics that are continuously utilized to explain a client's existing and potential future transportation system. Responsible for marketing and business development of transportation led projects.

**City of Atlanta • Assistant Director, Bureau of Planning • August 2006 – March 2010**

Responsible for creating and leading the first Transportation Planning Division, including all departmental activities, personnel matters, data analysis, and constituent support. Managed all aspects of transportation planning and funding and communicated new multi-modal policies. Served as technical expert for the Bureau of Planning and Mayor's Office on committees, task forces, and public forums. Was responsible for developing, institutionalizing, and implementing the City of Atlanta's first master transportation plan.

**Central Atlanta Progress • Director, Downtown TMA • Sep 2003 – Aug 2006**

Provided leadership, direction, administration, evaluation, and coordination of all aspects of the Transportation Management Association, including all business activities, personnel matters, and delivery of services to members. Planned, developed, and provided a variety of quality transportation demand management programs and services. Responsible for budget, staff and contractors, with regular reporting to Federal and State transportation agencies. Developed multiple marketing campaigns and managed relationships with existing clients while recruiting new business. Served as technical specialist for the Downtown business community on regional and local committees and public forums regarding transportation issues, policies, and programs. Represented CAP/ADID and its interests to the general public, local, State, and Federal, government agencies, professional groups and private sector organizations.

**Atlanta Regional Commission • Senior Planner • May 2002 – Sep 2003**

Responsible for Land Use integration and transportation and air quality analysis for Developments of Regional Impact and Comprehensive Plans. Duties included data incorporation and transit modeling into the travel demand model. Project Manager for 2000 Transit On-Board Survey. Coordinated Air Quality Conformity Determination Report. Served as jurisdictional liaison to DeKalb, Cherokee, and Douglas counties. Represented ARC at Public Involvement activities related to travel demand modeling, air quality, and transportation conformity.

**Federal Highway Administration • Community Planner • May 2000 – May 2002**

Managed Statewide Intermodal Planning including bicycle, pedestrian, commuter rail, water ferry, and freight planning. Performed Federal and air quality oversight, reviewed Georgia's Strategic Highway Network (STRAHNET), provided training, technical assistance, and guidance to MPOs throughout Georgia. Reviewed, evaluated, and prepared comments and recommendations for action on technical reports prepared by the State, MPO staff, or consultants.

**Atlanta City Council • Pedestrian Initiatives Coordinator • June 1998 – May 2000**

Represented Councilmember Julia Emmons at meetings with Federal, State, local officials and citizen groups. Managed inter-departmental non-motorized transportation planning effort. Developed and managed *Drive Civilized* campaign, supervised Pedestrian Advisory Committee, secured grant funding and coordinated TIP submittals.

**Midtown Alliance • Planning Assistant • June 1997 – June 1998**

Assisted in the presentation, administration, development, and implementation of *Blueprint Midtown*. Conducted fieldwork, research, analysis, and GIS mapping. Work included various topics concerning real estate, land use, urban design, zoning, demographics, transportation, transit, and parking.

### **PROFESSIONAL AFFILIATIONS**

Atlanta Bicycle Coalition, Board  
American Institute of Certified Planners  
American Planning Association  
Georgia Planning Association  
Livable Communities Coalition, Board  
LEED Green Associate  
Metro Atlanta Chamber of Commerce Transportation Committee,  
Partnership for Southern Equity, Board  
Urban Land Institute  
Women's Transportation Seminar, Board

### **COMMUNITY INVOLVEMENT**

Black - Jewish Coalition  
Castleberry Hill Neighborhood Association  
Pedestrians Educating Drivers on Safety (PEDS)  
Urban Land Institute's UrbanPlan

### **PUBLICATIONS & SPEAKING ENGAGEMENTS**

Currently teaching part-time at Georgia Tech's City and Regional Planning program. Seasoned speaker, jury member, and panelist to business, professional, civic and neighborhood groups and associations including Georgia Institute of Technology, Georgia State University, American Institute of Architects, Institute of Transportation Engineers, Urban Land Institute, American Society of Civil Engineers, Rocky Mountain Land Use Institute, Council for Quality Growth, Women's Transportation Seminar, ULI Leadership, Georgia Planning Association, the Saporta Report.

### **AWARDS & HONORS**

PEDS Golden Shoe Award (2009)  
Atlanta Bicycle Coalition Best Planning Initiative of the Year (2008)  
Atlanta Business Chronicle's 40 under 40 (2007)  
Jury Member for Four-Corners Design Competition in Naples, Florida (2006)  
Institute of Transportation Engineers Pedestrian Project Award (2004)  
ITE's Pedestrian Project Award (2004)  
Recipient of Two FHWA Special Act Awards (2000-2001)

RCS# 2881  
7/01/13  
4:20 PM

Atlanta City Council

MULTIPLE 13-C-0522 THROUGH 13-C-0537; 0616; 0617;  
0625  
CONFIRM

YEAS: 11  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 3  
EXCUSED: 1  
ABSENT 1

Y Smith	Y Archibong	E Moore	Y Bond
NV Hall	Y Wan	Y Martin	B Watson
Y Young	Y Shook	NV Bottoms	Y Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

MULTIPLE