

Linda M. Spock
President
Spock Solutions, Inc.

Education

MBA with Distinction, The Wharton School, Univ of Penn, 1983
BA, Economics, *summa cum laude, Phi Beta Kappa*, Univ of Colo at Boulder, 1978

Professional Affiliations

Visiting Scholar/Practitioner, NYU Rudin Center for Transportation Policy & Management, 2001-09
Women's Transportation Seminar, Member

Publications

Fare Policy Regarding Regular and/or Inflation-related ("Programmed") Price Increases, 2007

Facts and Myths About Tolls, 2001

Final Report, I-287/Tappan Zee Bridge Corridor Study, 2000

Tolling Practices for Highway Facilities, 1998

Honors and Awards

Award of Excellence, Port Authority of NY & NJ, 1991
Team Spirit Award, Port Authority of NY & NJ, 1992
Jacob Van Ek Award for Outstanding Academic Achievement and Phi Beta Kappa, Univ of Colo at Boulder, 1978

Certifications

Woman-owned Business Enterprise, Port Authority of NY & NJ (Certificate PA-26319)

Designated WBE by Empire State Development (#51412-2008)

Certified WBE by State of New Jersey (#67550-10)

Ms. Spock has over 30 years of experience in the field of transportation, with a specialty in tolls and an in-depth understanding of electronic tolling through her extensive work on E-ZPass. Her experience with E-ZPass pre-dates and includes the selection of common technology in 1994 while she was working at the Port Authority of NY & NJ. She is proud to be the very first civilian E-ZPass account-holder. As a consultant, Ms. Spock has worked for a range of clients, including individual agencies, multi-agency groups, and international organizations. Ms. Spock's experience is broad-based and multi-faceted, including operational and policy analysis, in-depth research and synthesis, procurement support, and communication materials for diverse audiences.

Consulting Experience

Active/Recent Subcontracts

- MTA Bridges & Tunnels, RFP for E-ZPass NYCSC (HNTB)
- MTA Bridges & Tunnels, Plaza Layouts at Various Facilities (HNTB)
- MTA Bridges & Tunnels, On Call Tolls Consulting (Jacobs & Atkins)
- Virginia Department of Transportation, On-Call Toll Consulting (IBI)
- Delaware River Joint Toll Bridge Commission
 - Traffic & Revenue (Jacobs)
 - On-Call Toll Consulting (RK&K)
- New York State Thruway Authority, Finance & Operations (Jacobs)
- Buffalo & Fort Erie Public Bridge Authority, On-Call Consulting (Jacobs)
- New York State Thruway Authority, Feasibility and Implementation Planning for AET (HNTB)

I-95 Corridor Coalition, Educational Materials Development

- Developed materials for toll agencies to educate non-technical audiences on operational aspects/challenges of electronic tolling (completed March 2011)

Kansas Turnpike Authority & Kansas DOT, Toll Materials Development

- Developed background materials on tolls in multiple formats to guide Kansas policymakers (completed January 2009)

MTA Bridges & Tunnels, ITS Scope Development

- Supported needs assessment task for E-ZPass upgrades (on-call subcontract to Dunn Engineering completed March 2009)

E-ZPass Interagency Group, Procurement Support and Marketing Guidelines

- Drafted all non-technical RFP sections (completed April 2007)
- Developed guidelines for E-ZPass marketing (completed January 2000)

E-ZPass New York Customer Service Center, RFP Development

- Administrative Project Manager for developing Statement of Work, pricing structure, and performance measures, working closely with four New York toll agencies on the RFP (completed October 2005)
- Developed RFP and provided procurement support for two New York toll agencies for the consolidation of separate back offices into a single customer service operation (completed December 1996)

Rudin Center for Transportation Policy & Management

- Researched and wrote detailed report on environmental justice in transportation (completed June 2002)
- Researched, including developing 12 case studies, and published detailed

Linda M. Spock
President, Spock Solutions, Inc.

Community Service

Strategic Planning Committee for
Wharton Public Policy Initiative

President's Advisory Council,
Oglethorpe University

Fundraiser for Louis J.
Gambaccini Civic Engagement
Series, Eagleton Institute of
Politics, Rutgers University

Researcher for Fields for Kids,
Mamaroneck, NY

Website Content Developer,
Larchmont Junior Soccer League

Travel Soccer Team Manager

Vice President, Programs,
Hommocks Middle School

Organizer of Real Work-School
Work, Hommocks Middle School

report on programmed transit fare increases (completed November 2007)

- Conceived and help organize regional partnerships conference (May 2004)

International Bridge, Tunnel and Turnpike Association

- Conducted research and packaged information for "Facts & Myths About Tolls," an IBTTA initiative to help member toll agencies educate the public and promote support for tolls (completed September 2001)
- Frequent moderator and speaker at conferences and meetings

I-287 Corridor Needs Assessment

- Researched and wrote report on Transportation Demand Management; assisted in Employer Interviews; and at request of Project Director, wrote Final Report and Executive Summary for public release of study commissioned by the New York Governor's Task Force (subcontract to Vollmer Associates, LLP completed April 2000)

Transportation Research Board

- Researched and wrote a comprehensive profile of the toll industry published as NCHRP Synthesis # 262 (completed November 1997)

Other Work Experience

MTA Bridges & Tunnels (April, 2009 to March, 2010)

- Vice President, Strategic Initiatives
- Represented agency on E-ZPass Interagency Group Executive and Selection Committees
- Defined and launched initial planning for All Electronic Tolling Pilot at Henry Hudson Bridge
- Assisted President on other high priority initiatives, including sustainability and construction safety

E-ZPass Interagency Group (1991-1994)

- Chaired Policy and Marketing Committees
- Served on Negotiating Team and Evaluation Committee

Port Authority of NY & NJ (1983-1994)

- Program Director, Electronic Toll Collection
- Assistant Manager, Lincoln Tunnel
- Assistant Manager/Homeless Coordinator, Port Authority Bus Terminal
- Management Associate Program, Tunnels, Bridges, and Terminals
- Senior Public Services Representative, Tunnels, Bridges, and Terminals
- Executive Assistant to the Assistant Executive Director-Trans-Hudson Transportation
- Marketing Analyst, Economic Development
- Economic Analyst, Planning and Development
- Steering Committee, Women's Equity

Energy & Environmental Analysis, Inc. (1979-1981)

- Economic impact analyst and project manager for Washington, DC-based consulting firm on economic impact assessments of pollution control regulations and financial assessments of synthetic fuel projects