Life Balance
It is not an April Fool’s Joke

Marsha Anderson Bomar
Street Smarts
1 April 2010
• Founder & President

• Work in traffic & transportation since 1972

• Single mother - wanted time with my children who were newborn, two and seven

• Established Sole Proprietorship in 1990; Incorporated in 1991
20 years later - Children have grown...

- Charles graduated from Tech in 2005 and is now married and gainfully employed
- Ross is a Senior at Georgia Tech
- Alexis is a sophomore at UGA
And grown….and gotten better

- Offices in three states
- Staff of 75 full-time employees
- DBE/WBE certified numerous states, counties, cities, agencies.
Street Smarts is still growing...

Provide services for the Public and Private sector

- Data Collection
- Traffic Engineering
- Transportation Planning
- Transit Analysis
- Land Planning
- Landscape Architecture
- Impact Studies
- ITS Programs
- Roadway Design
- Civil/Site Design
- Surveying
- Subsurface Utility Engineering
Mission Statement

Provide timely work products of very high quality, within budget and on schedule to help out clients succeed.

We focus on long term relationships.
Vision

- Personal and organizational integrity
- Commitment to highest ethical and professional standards

Street Smarts

LIVING OUR VISION
Better Communities...
Better Lives...
By Design...

- Surveying
- Data Collection
- Planning and Design
- Landscape Architecture
- Transportation Engineering
- Subsurface Utility Engineering

3160 Main Street
Historic Downtown Duluth
Duluth, Georgia 30096
Phone: (770) 813-0882

www.streetsmarts.us
Street Smarts Florida Experience:

Thomas Drive: Project Development & Environmental (PD&E) Study

Street Smarts was responsible for performing transportation analyses for the PD & E study. The firm participated in facilitating two charettes, which included representatives from public and private sector, as well as citizen groups. The firm was also responsible for identifying performance measures based on Florida DOT guidelines and applying them to determine the best of twelve design alternatives. Once a preferred alternative was drawn, Street Smarts conducted the traffic engineering analysis of the concept.

The project also included multi-phase plan for roadway improvements, coordinated with bridge alternatives to handle current, near term and long-term future growth. The firm is continuing its work on the project during the design phase, including interim design alternatives analyses, signal design and signal coordination.

Client:
Florida Department of Transportation
424 N. Calhoun St.
Tallahassee, FL 32301

As subconsultant to:
Figg Engineering Group
Jeff Walters
904.224.7400
Street Smarts assisted Gannett Fleming in conducting the truck study portion of the Regional Transportation Analysis Travel Survey for the Florida Department of Transportation, District Seven. Responsibilities included obtaining delivery logs from businesses and shipping logs from trucking companies in the five-county greater Tampa area. Observations of loading dock activity and truck driver interviews at truck-intensive land uses and regional shopping malls were also completed during this three week period. The data collected were input into the regional transportation computer model for the purpose of developing travel patterns for trucks serving commercial land uses in the five-county area.

Client:
Florida Department of Transportation
11201 N. McKinley Drive, MS7-500
Tampa, FL 33612-6456
Danny R. Lamb
813.975.6437
As subconsultant to:
Gannett Fleming
Ms. Mary Ross
CENTENNIAL OLYMPIC PARK TRAFFIC ENGINEERING

During the Summer Games of 1996, Centennial Olympic Park became a gathering place for spectators, athletes, media and the world.

CLIENT
Georgia World Congress Center Authority
EDAW, Inc.
The Billmore, Suite 770
817 W. Peachtree St.
Atlanta, GA 30308

Barbara Faga
(404) 873-5339

Street Smarts provided traffic engineering services including investigation, analysis and recommendations regarding traffic circulation in and around the park, addressing issues relating to street closure and changes in traffic patterns.

All signals on the periphery of the park were designed or redesigned to accommodate vehicular and pedestrian traffic and streetscape changes. Plan sheets included signal, striping, pavement markings, signing and parking.

Georgia • Texas • Florida
www.streetsmarts.us
Professional Affiliations

• Institute of Transportation Engineers
  – International President (First Woman)
  – Burton Marsh Lifetime Service Award Recipient 2003 (First Woman)
  – Marble Hensley Service Award (First Woman)
• Women's Transportation Seminar
  – Woman of Distinction (FL)
  – Woman of the Year (ATL)
  – Employer of the Year (ATL)
  – Developed Mentors and Protégés program
• Graduate of the Governors Mentor Protégé Program

• SWE Entrepreneur Award

• Changing Our World, published by ASCE
Community Outreach
Recent and Ongoing Activities

Introduce a Girl to Engineering Luncheon

SWE Mentoring Workshop

Duluth City Council

How can you get involved
Welcome

From concept to completion, on time, within budget, exceeding expectations...

Street Smarts was founded in 1990, has grown to more than 100 employees with offices in Atlanta, Dallas, Tallahassee and Orlando and serves clients nationwide. Our multi-disciplinary planning, engineering and design services span all land use and transportation issues including site planning, transportation planning and engineering, landscape architecture as well as surveying, subsurface utility engineering, data collection, rezoning and public involvement.

Street Smarts has a wealth of diverse experience, having successfully provided services to clients in the public and private sector, many on multiple projects. The company is prequalified with many agencies, experiences a high volume of repeat clients and is also a certified WBE/DBE.

Stay in touch - marsha@streetsmarts.us