



WHAT'S NEXT FOR WORKFORCE SOLUTIONS?

VIRTUAL Workforce SUMMIT

Wednesday, February 12,
2025
1:30 – 3:00pm ET / 12:30 –
2:00pm CT / 10:30am -
12:00pm PT

[REGISTRATION LINK HERE](#)

Join us to learn more about innovative solutions!

90-MINUTE WEBINAR INCLUDES:

- ✓ **Recruitment Solutions like...** Being 100% Fully Staffed with DART
- ✓ **Retention Solutions like...** Support Services to retain new hires with Goodwill
- ✓ **Reskilling Solutions like...** Zero Emission Bus (ZEB) University with AC Transit

What's next for workforce in the transportation industry?

Join the APTA Workforce Development and Educational Services Team for a virtual workforce summit with resources to support your organization's success. The APTA Workforce Summit in Washington, DC, was an excellent resource for the industry come together and share solutions, lessons learned, and best practices. The 2025 Virtual APTA Workforce Summit will take the next step by providing access to industry experts who will share solutions for recruitment, retention, and reskilling staff.

SPEAKERS:

- Rosa Medina-Cristobal**, SVP & Chief Human Resources Officer, Dallas Area Rapid Transit (DART), Dallas, TX
- LaShanda R. Dawkins**, Chair, APTA Workforce Development Committee, Interim Chief Administrative Officer, Metropolitan Rapid Transit Authority (MARTA), Atlanta GA
- Keith Parker**, APTF Board Member, President, Goodwill North Georgia, Decatur, GA
- Jenny Taylor**, Vice President of Career Services and Chief Mission Officer, Goodwill of North Georgia, Decatur, GA
- Michael Flocchini**, Training and Education Manager, Alameda-Contra Costa Transit District (AC Transit), Oakland, CA

In support of the

[TRB National Summit for the Transportation Workforce](#)

June 2-4, 2025, Westminster, CO

A series of Pre-Summit Webinars to jumpstart the engagement and learning that the Summit is designed to move forward into new networks and working group to support the future Transportation Workforce. Webinars are free but pre-registration is required.

Join us for these critical conversations, and at the [Summit](#).

SPEAKER BIOS:

Recruitment Solutions like...

Being 100% Fully Staffed with Dallas Area Rapid Transit (DART)

Rosa Medina-Cristobal, SVP & Chief HR Officer, DART



With more than 25 years of public administration experience, Rosa Medina-Cristobal has significantly impacted the public sector and public transportation. Rosa began her career as an intern in the human resources department at the City of Grand Prairie and has progressed through the same channels in various positions from Human Resources Generalist to Senior Vice President and Chief Human Resources Officer at Dallas Area Rapid Transit. Rosa has professionally stamped numerous cities and transportation authorities, such as the Corpus Christi Regional Transportation Authority, VIA Metropolitan Transit in San Antonio, and Dallas Area Rapid Transit (DART).

Mass Transit Magazine selected Rosa as one of their top 40 transit professionals under 40 in 2013. She participated in the ENO Mid-Level Manager Seminar, the National Transit Institute (NTI) Transit Academy, and the Texas Transit Institute Leadership Class. Most recently, Rosa is a graduate of the American Public Transportation Association (APTA) Leadership class of 2023 and the Chair of Latinos In Transit (LIT) Workforce Development Task Force.

Retention Solutions like...

Support Services to retain newly hired employees

LaShonda Dawkins



LaShonda R. Dawkins is the Interim Chief Administrative Officer at the Metropolitan Atlanta Rapid Transit Authority (MARTA). She leads and influences the people strategy and spearheads all activities related to human resources, labor relations, and all administrative functions in accordance with the Authority's strategic priorities and workforce needs. Additionally, Ms. Dawkins leads a centralized team of employee relations professionals that manage employee relations issues, conduct investigations, and serve as a resource to the employees and management members of the Authority. She has the pleasure of driving the strategy at a time when MARTA is focused on being a large-scale project delivery organization, planning for the largest expansion in 40 years. Dawkins is a graduate of the Benjamin Banneker Honors College and holds a Bachelor of Business Administration in Accounting from Prairie View A&M University and received her Doctor of Jurisprudence from Texas Tech University School of Law. She is a member of the State Bars of Texas, Florida, and Georgia, and is also admitted to practice in federal court. She has handled

federal civil matters in the United States District Courts for the Middle District of Florida and the Northern District of Georgia and has appeared before the Eleventh Circuit Court of Appeals. Ms. Dawkins is a Certified Retirement Pension Fiduciary. She is the Chair of the Non-Represented DB Plan and a Trustee of the MARTA/ATU Local 732 Employees Retirement Plan. Dawkins serves as the Chair of APTA's Workforce Development Committee and is a Leadership APTA Class of 2015 graduate.



Keith Parker

Keith T. Parker is a highly accomplished CEO with a proven track record of transforming businesses and organizations. He has led various organizations, including large transit agencies in major cities across the United States and, most recently, the Goodwill of North Georgia (GNG), the largest nonprofit in Metro Atlanta. Parker orchestrated a remarkable turnaround during his tenure at the Metropolitan Atlanta Regional Transit Authority (MARTA), taking the agency from the brink of bankruptcy to financial stability and success. Under Parker’s leadership, GNG has achieved unprecedented success, significantly increasing its retail footprint and recording its best EBITDA in history. The organization has become the largest workforce development nonprofit in Georgia, assisting over 120,000 individuals in finding employment over the

past five years. Notably, GNG is recognized as the #1 nonprofit in the country for helping African American men find employment and has successfully connected individuals with barriers to employment to major companies and smaller organizations. Apart from his role at GNG, Parker is actively serving on various for-profit, nonprofit, and hybrid boards, demonstrating his commitment to philanthropy and community development. He has received numerous awards and accolades for his visionary leadership, including CEO of the Year awards and recognition as one of the most influential leaders in Georgia.



Jenny Taylor

Jenny Taylor is a sought-after public speaker on the topics of successful large-scale public/private partnerships, employer engagement, career pathways, economic mobility, using data to drive mission impact, and employment outcomes for people with significant barriers. She is Vice President of Career Services and Chief Mission Officer at Goodwill of North Georgia, the largest in the nation for mission job placement outcomes, leading evidence-based programs with outcomes in the top 10% of the industry, as measured by the National Benchmarking Project. Her agency has a \$200 million-dollar budget and operates programs that placed 22,083 people in competitive employment last fiscal year in North Georgia. The vast majority (87%) of people placed into employment in competitive,

unsubsidized jobs were at or above living wages, according to the MIT living wage calculator for Georgia. She serves as Chair of the Board of Directors for the Metro Atlanta eXchange (MAX) for Workforce Solutions, leads the technical assistance for the SNAP Employment and Training National Partnerships Grant for USDA-FNS since 2020, and is a member of the National and Georgia Rehabilitation Associations, Chief, and Mensa.

Reskilling Solutions like...

ZEB University: The Zero Emissions Solution for Transportation

Michael Flocchini, Training and Education Manager, AC Transit



Michael Flocchini is the Training and Education Manager for the Alameda-Contra Costa Transit District (AC Transit). He is responsible for all training supporting transportation and maintenance operations. Michael manages a staff of forty-seven trainers, all representing two different labor unions, to meet the proficiency and advanced technology needs for AC Transit’s frontline essential workers. Michael earned an MA from Chico State University in 1995 and began a life-long career in teaching and training in both post-secondary and private agencies. He has enjoyed a rewarding career in public transit for the past twenty-three years. Michael is excited to be part of the AC Transit’s Zero Emissions Programs team dedicated to building Zero Emission Bus University (ZEBU) and become the leading clean transit training center in the United States.