

WOMEN & GENDER IN TRANSPORTATION

TRB Standing Committee AME20



IN THIS ISSUE...

#HASHTAG VOTE!

TRB + COMTO

MIDYEAR/SUMMER MTG

GENDER MAINSTREAMING WORKSHOP

EMERGING RESEARCHER

WOMEN IN TRANSPORTATION & FUTURE WORKFORCE

HELP US PICK OUR #HASHTAG!

We want to connect on all things related to our committee through social media. We are looking to pick a #hashtag to make tweets and posts searchable. Please vote for your favorite hashtag to represent our committee [here](#).

TRB SUPPORTS THE WORK OF COMTO!

TRB actively supports the work of the Conference of Minority Transportation Officials (COMTO) as a leading voice for diversity, equity, and inclusion in transportation, specifically by creating opportunities for minority individuals, veterans, people with disabilities, and certified Minority, Women, and Disadvantaged Business Enterprise (MWDDBE) businesses. AME20 was asked to provide an article showcasing our committee for their Accelerate magazine's summer 2022 issue. Our article stressed the importance of raising awareness about and conducting research on women and gender in transportation, as well as background about our committee and ways to get involved. Our article is found on [here](#) (see pages 48-49) but please be sure to check out the rest of the issue as well.

REGISTER FOR OUR MIDYEAR/SUMMER MEETING!

We are eagerly looking forward to e-meeting you all at the committee's summer meeting on September 27th (10 am – 1 pm Eastern Time) with a very exciting agenda. The committee will host two interactive workshops: 1) "3P of Equitable Workforce Development" (led by Dr. Mehri M. Mohebbi) and 2) (led by Dr. Lucia Mejia Dorantes). The workshops will include interactive exercises that encourage active participation of all registrants and will result in new ideas for future research efforts. At the end, the committee leadership will provide updates on upcoming opportunities and events. Here is the [link](#) to register for our big September gathering.

WOMEN'S ISSUES IN TRANSPORTATION SUMMER MEETING AGENDA

September 27th, 2022
10 am – 1 pm Eastern Time

- Welcome and Agenda Outline
- Business meeting
- Workshop I Presentation/Intro: 3Ps of Equitable Workforce Development
 - Interactive Exercises
 - Report Back
- Break 15 minutes
- Workshop II Presentation/Intro: Impacts of the Pandemic: Lessons Learned for Improving Gender Equity
 - Interactive Exercises (3 breakout rooms being led by Floridea, Shams, & Lucia) – 30 min.
 - Report Back
- Wrap Up & Announcement of Future Plans/Opportunities

REQUEST TO REVIEW GUIDE ON TRUCKING AND GENDER

Dave Elniski, industry advisor through the Alberta Motor Transport Association (AMTA), is requesting feedback on a guide improving psychological safety for small- and medium-sized carriers in the trucking industry. Given AME20's mission and the gendered nature of psychosocial hazards in the workplace, he is interested in receiving feedback on this resource from members and friends of our committee to see if there are ways future resources or future versions of this guide could be developed to better address women's issues in road transportation. This guide may be found via this [link](#). For those that have feedback, please contact dave.elniski@amta.ca directly with suggestions for how carriers in the trucking industry can better address psychological and other safety concerns and barriers women and other minority genders may face when employed or considering employment in trucking.

Executive Summary:

"Psychosocial and psychological hazards need to be addressed by safety management systems in the trucking industry. In addition to the compliance requirements under both federal and provincial legislation, carriers risk falling behind other carriers and industries by not taking steps to mitigate risk from these hazards. However, trucking safety professionals are not as prepared to manage psychological safety; for many, this area of safety still feels new, and trucking-specific resources are scant. AMTA has prepared this guide to addressing psychosocial hazards in trucking company safety programs as a way to assist individuals and carriers in addressing the psychological aspects of their safety programs. By surveying Alberta's trucking industry and working with external contributors with knowledge in this area, ten best practices were identified that carriers can use to address psychosocial hazards and improve the mental health of their workforce. Carriers of all sizes can use this guide, but AMTA specifically chose best practices that small- and medium-sized carriers can reasonably implement. Whether you are a transportation safety professional, manager, carrier owner, driver, or a person with an interest in the link between safety and mental health, this guide provides you with actionable information for improving psychological safety throughout a carrier's operations."

GENDER MAINSTREAMING WORKSHOP

Volunteers and Speakers Needed

AME20 will be hosting a workshop on Gender Mainstreaming (GM) in Transportation at the 2023 TRB Annual Meeting (Sunday afternoon). GM is the process of assessing the effects of gender at all stages of analysis, policy making and implementation, as well as planning for more equitable outcomes. The workshop will educate participants on how gender already affects transportation policies and outcomes, and also covers practical tools/approaches transportation professionals can implement to improve the gender equity of their organizations' work.

In addition to speakers, we are looking for volunteers to make the workshop a success. We are searching for speakers, small-group discussion facilitators, and volunteers to assist with general logistics. The goal is for all participants to leave with at least one new skill for practical application. We're looking for folks who are willing to create a presentation that covers a topic from the workshop's learning objectives listed in the invitation application. There is a role for everyone who wants to serve, no matter your level of expertise; remember, lived-experience absolutely matters in this space. If you would like to participate, please fill out the invitation form [here](#) by September 15.

This workshop, *Best Practices for Gender Mainstreaming in Transportation Analysis and Research*, covers the following topics:

Gender Mainstreaming: Back to Basics

- Definition and role of GM
- How gender currently shapes transportation policies and outcomes
- GM and federal, state, and local policy
- Relationship of GM with federal programs, guidelines, and funding

Intersectionality

- Data collection and analysis:
- Importance of qualitative and quantitative data
- Use of data to mitigate gender inequities
- Case studies
- Data needs/gaps
- Using data to tell stories and advocate

Practical Applications

Teaching gender mainstreaming techniques

Examples of successful gender mainstreaming projects in transportation analysis, workforce development, operations, etc.

We look forward to your participation, whether as a volunteer or as a session attendee. See you at TRBAM2023.

Winnie Okello, P.E. is the founder of the Harassment and Assault Reporting Platform (H.A.R.P) and Winnie O Media, LLC. She is a professional engineer with both public and private sector experience, an entrepreneur, and author who avidly serves on the leadership boards of various non-profit organizations including Bucknell Engineering Alumni Association, and Bucknell Black Alumni Association. Winnie received the "Woman Breaking Barriers" award in the 2021 Whitaker Center Women in STEM Awards. She is also the Author of "Confessions of A Tiyad Black Woman Navigating A Fragile White World." Her Diversity, Equity & Inclusion (DEI) work highlights the importance of restorative justice practices in equitable inclusion.



Dr. Kash is an inclusive cities consultant and the founder of Social Motion, a Women-owned small business that provides evidence-based guidance on how to improve transportation equity, plan inclusively, and measure progress. Dr. Kash leverages engaged research to change the conversation among planners, policymakers, and the communities we serve. Dr. Kash specializes in qualitative interviewing, surveys, community needs assessments, mixed-methods research, equity, bilingual research/engagement, and gender mainstreaming. They earned their PhD in City Planning from UNC, completed a post-doc in transportation engineering at Georgia Tech, and are an experienced community engagement practitioner. They joined AME20 in April of 2022.



EMERGING RESEARCHER'S SHOWCASE

FEATURING MELROSE PAN

By Amy Fong

Melrose Pan is a transportation engineering researcher and a Ph.D. candidate at the University of Arizona with the Center for Applied Transportation Sciences. Melrose's current research, including her dissertation, brings a fresh perspective to travel demand modeling and travel behavior analysis. She studies how incentives and interventions can nudge people to change their travel behavior, such as by choosing to use sustainable transportation modes some or more of the time. Her work is influenced by a variety of disciplines, like environmental psychology and behavioral economics. Melrose is fascinated by how people's mental biases and habits affect travel behavior.



Her lens is informed by a background working with diverse forms of transportation data. For example, with a previous research supervisor, she used passively collected data in travel demand modeling. This work offered unique insights into mobility patterns: she noticed that even among people with supposedly typical travel patterns, such as students or working professionals, their behavior could be surprisingly divergent. This observation further motivated Melrose to look into unobserved individual characteristics like people's cognitive biases; she realized that the "rational" paradigm within travel behavior modeling, which assumes that people weigh the benefits and costs of each option and choose accordingly, can be unrealistic because people often make seemingly irrational but habitual choices.

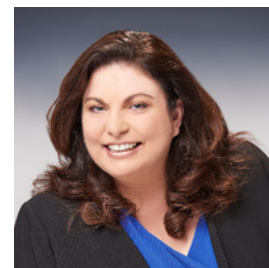
Melrose is excited by experiments, such as randomized control trials, as a form of evidence-building. She hopes that experimental designs become increasingly popular means of informing transportation policy and engineering decisions. To that end, Melrose conducts research that demonstrates the value of experiments. For example, she noticed that the Center for Disease Control and Prevention (CDC) discouraged people from using public transportation as COVID-19 was introducing many uncertainties about the future of transportation. Through survey research, Melrose found that early pandemic advisories against public transit use confirmed existing bias about the safety of transit; as a result, while people have largely returned to activities in the public sphere, people have been slow to return to transit. This is a perfect opportunity to use experiments in marketing and outreach to attract transit riders because future travel behavior is still uncertain.

Melrose will continue transportation research after her PhD, and is particularly interested in becoming a university faculty member. She is enthusiastic about teaching and mentoring, thanks to her own academic mentors and role models, and wants to do the same for others. She also loves the creativity and collaboration opportunities to be found within university settings.

You can find more information about Melrose by finding her on [LinkedIn](#).

Reporting on Women in Transportation and Workforce of the Future

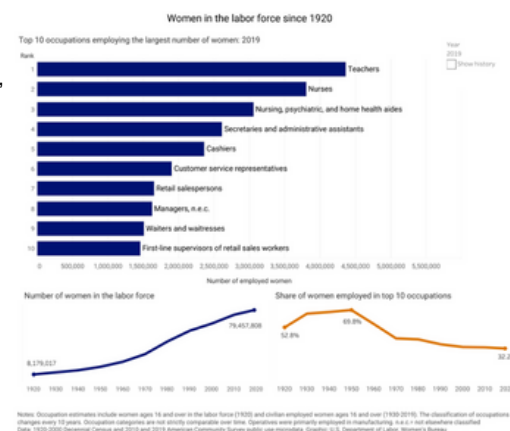
Maryanne DeMarco, Executive Director Coalition of Airline Pilots Associations



From a 30,000-foot view, the significant benefits of data collection, analytics, and continuing research include critical and timely responses to current and future workforce demands. Collection of data also improves future planning and strategically-aligned decision making by U.S. companies, agencies, states, federal government—in transportation and, more specifically, the aviation industry. One of the many roles of data is to establish a baseline to the measurement of success, and requires quality data collected from all sectors.

These main components provide definitive and comprehensive industry trend reporting, main performance metrics, and drivers relevant to transportation and the aviation industry. Some companies and agencies track and share their workforce data (which includes workforce diversity); however, there are still many companies and agencies that do not.

Over the past 30 years, transportation and the aviation industry have experienced a significant paradigm shift in corporate and organizational business models and most recently, the changing dynamics women in the workforce as a result of the pandemic. Most data collected is not proprietary. Companies and organizations should opt to release this information on an annual, if not quarterly, basis and contain it in the context of the reporting such as corporate and organizational diversity reports, including the reporting of women on corporate boards. Agencies must also work together to accurately report on workforce data, women in aviation, and diversity issues. An example is the DOL Women's Bureau, which has been reporting on women in the workforce since the 1920's. Specifically, data collected from the census reports should be expanded to include industry sectors and occupations more accurately within the transportation industry.



Reference: <https://www.dol.gov/agencies/wb/data/occupations-decades-100>

In the Federal Aviation Administration Reauthorization Act of 2018, Congress established the U.S. DOT/FAA Women in Aviation Advisory Board (WIAAB) and charged it with developing and providing independent recommendations and strategies to the FAA Administrator, the DOT Secretary and Congress, to explore opportunities for encouraging and supporting female students and women to pursue a career in aviation. I had the privilege and honor to be appointed by the US Secretary of Transportation and serve on the WIAAB. Among our 55 recommendations, gaps in data were identified that should be changed, including breadth across occupations and entities, depth in terms of granularity, consistency, and comparability.

One of my recommendations (#52) contained in our report is for Congress to require the Transportation Research Board (TRB) to provide an annual report on Women in Transportation across all sectors of the aviation industry—including but not limited to airlines, airports, transportation security, manufacturing, and engineering. Recognizing that members of other underrepresented groups, including racial and ethnic minorities, have unique experiences that warrant further specific consideration. Collecting metrics and statistics measure and track key data points important for developing strategies and measuring programs. This also includes data to identify intersectionality and tracking the impact of investments towards increasing the recruitment, retention, and advancement of women in aviation.

Reporting on these areas is critical to establishing baselines and metrics that can be used to inform decision making for the workforce of the future and allow for measuring the success of efforts to improve the diversity both in the transportation and aviation industry. Assurances regarding the quality of data is also critical. Focusing on identifying gaps in demographics will also assist organizations to better understand the issues and measure progress in these areas. In efforts to continue to effect much needed change, the transportation and aviation industry along with the TRB and many agencies should collaborate on the collection, and monitoring, of data to accurately report on industry trends which are necessary for the strategic preparedness for women in transportation, diversity, and the recent changing dynamics of women in the workforce as a result of the pandemic. This is crucial for the short-term, near-term, and on-the-horizon strategic planning. A study conducted by the TRB would be responsive to the Administration, Congress, and industry's desire to improve the number of women and underrepresented groups in both the transportation and aviation industry. These efforts will help close the loop in significant data gaps, and better prepare the U.S. for the recruitment, retention, advancement, funding and awareness in the multiple career pathways. Moreover, these efforts will help support our industry's current workforce as well as the next generation of women in transportation and aviation professionals. The US DOT/FAA Women in Aviation Advisory Board Report can be found [here](#).

Recommendation #52. (Congressional Recommendation) Transportation Research Board Report: Congress should require the TRB to provide an annual report on Women in Transportation across all sectors of aviation including but not limited to airlines, airports, transportation security, manufacturing, and engineering.