



Marsha Anderson Bomar
Street Smarts / Data Smarts
23 October 2007

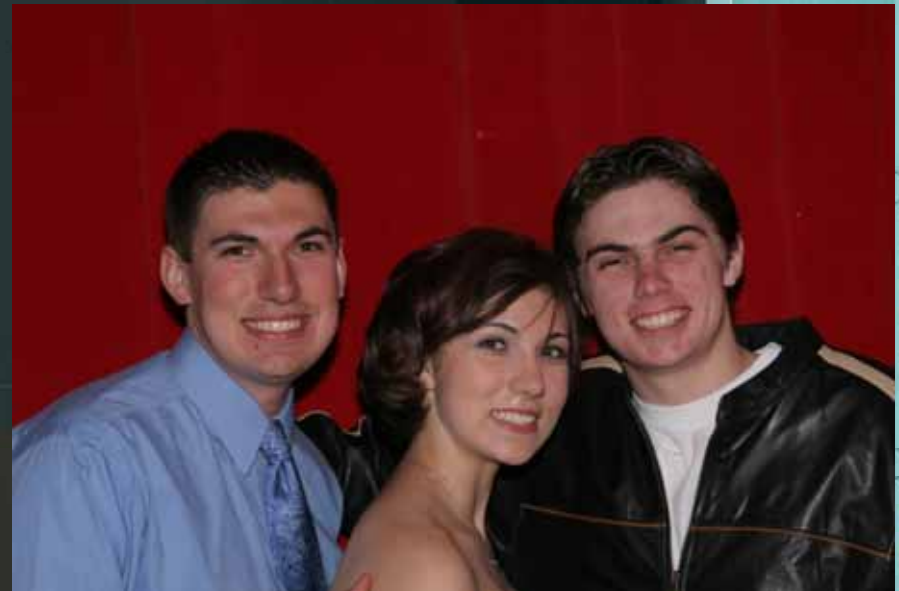
Marsha Anderson Bomar

- 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



17+ years later - Children have grown...

- Charles is now married
- Ross second year at Georgia Tech
- Alexis is in her senior year in high school



17+ years later - Street Smarts has grown...

- Provide services for the Public and Private sector
 - Data Collection
 - Traffic Engineering
 - Transportation Planning
 - Transit Analysis
 - Road Design
 - Surveying
 - Impact Studies
 - ITS Programs



Street Smarts is still growing...

- Corporate Headquarters – Duluth, GA
- Staff of 110+ full-time employees
- DBE/WBE/MBE certified numerous states, counties, cities, agencies.

Street Smarts is still growing...

- June 1999 added Roadway Design & Surveying Divisions
- June 2000 Virginia Office
- February 2004 Texas Office
- October 2005 Florida Office
- June 2006 sold Virginia Office

Mission Statement

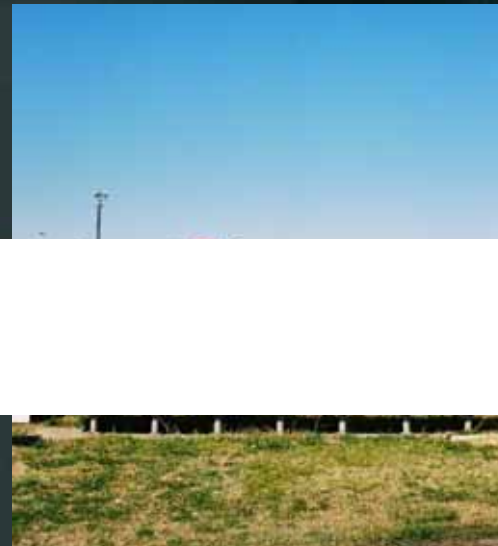
***Provide timely work products
of very high quality, within
budget and on schedule.***

Core Values

- ✓ Personal and organizational integrity underlies all that we do
- ✓ Commitment to quality, value and client satisfaction
- ✓ Commitment to highest ethical and professional standards allowing us to serve as role models
- ✓ Continuous development of our employees to enhance individual and team achievement
- ✓ Commitment to contribute to our community

Leading Edge Projects

Hartsfield-Jackson Ramp Replacement Program

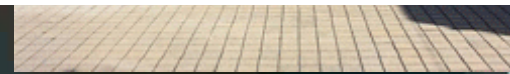


SPUI



Leading Edge Projects

Field and Topographic Survey Historic Downtown Douglasville, GA



MITSI Project (Metropolitan Intelligent Transportation Systems Integration)



Institute of Transportation Engineers

➤ New York / New Jersey Metropolitan Section

- President, 1984 (First woman)
- Equal Opportunities Education Program Chair

Institute of Transportation Engineers

➤ Georgia Section

- John D. Edwards, Jr. Individual

- Georgia Section representative to District
- Finance Committee

Institute of Transportation Engineers

- **District 5 (Southern District)**
 - Annual Meeting General Chair,
 - Publications Committee and Newsletter Editor
 - Marble Hensley Outstanding Individual Activity Award

Institute of Transportation Engineers

➤ International Activities:

■ President 1994

■ Burton Marsh Lifetime Service Award 2003

■ Technical Council



More Activities

WTS

- Woman of Distinction – Florida Chapter
- **Atlanta Chapter Woman of the Year**
- Employer of the Year Award recipient



Women's Transportation Seminar (cont)

- Program Developer & Facilitator, Mentors and Protégés
- Leadership Conference, “Leadership for the 21st Century: People, Policy and Politics”, Panelist

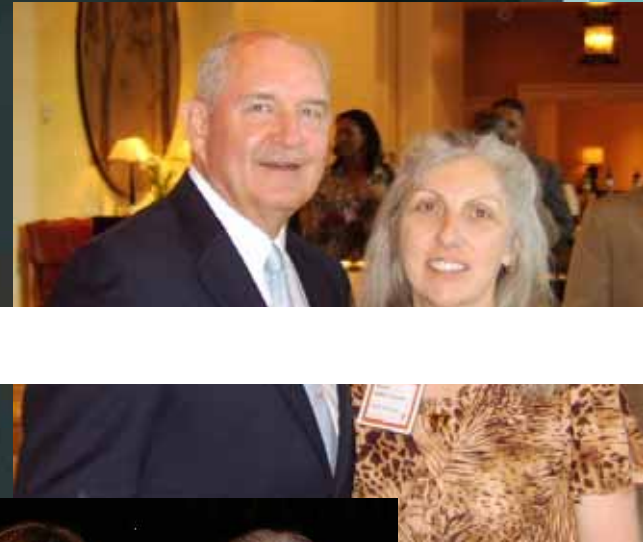


- **Gwinnett County Chamber of Commerce**
 - Vision 2020 Panelist
 - 1995, 1997, 2003 Finalist **Small Business Person of the Year**



Other Awards

- Graduate of the Governors Mentor



- SWE Entrepreneur Award



Community Outreach

- *Adopt A Family*
- *Adopted daughters in Albania and Honduras*
- *Alpha Phi Omega Service Fraternity*
- *American Red Cross*



Community Outreach

- *Boy Scouts*
- *Campus Crusade for Christ*
- *Cancer Society Ball*
- *Cool Girls*
- *Duluth Fall Festival*



Community Outreach

- *Duluth High School Band*
- *Girl Scouts*
- *Gwinnett Foster Children*
- *Habitat for Humanity*



Community Outreach

- *Introduce a Girl to Engineering*
- *Relay for Life*
- *Red Cross Ball*
- *YMCA*
- *United Way*



Recent Activities

Introduce a Girl to Engineering Luncheon



SWE Mentoring Workshop

Ethics Seminars – ITE
Webinar and GPA Planning
Commissioners

2003 Small Business Person of
the Year Finalist – Metro
Chamber of Atlanta



Public Involvement and Meeting
Facilitation



Public Service



Duluth City Council




STREET SMARTS
Planning • Transportation Engineering • Surveying

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Woman of the Year




Marsha Anderson Bomar Named:
WTS Woman of the Year

Related News

- **WTS Employer of the Year**
- **Best in Gwinnett**
- **President's Message**

GDOT Truck Study Documentation Page

[View the Truck Study Documentation Page](#)



HEADLINES

In the News
February 2004

John Karnowski appointed to the Gwinnett County Airport Authority

TRAFFIC


- Services
- Projects
- News
- Contact

ENGINEERING

- Services
- Projects
- News
- Contact

SURVEYING

- Services
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Visit our subsidiary's website:
 www.datasMARTS.us

CURRENT NEWS

Top Diversity Owned Business
Street Smarts Named One of the 50 Best in Georgia

Connecting Sandy Springs
A grid network will promote better capacity with a wider range of options.

Hartsfield Airport Ramp Replacement Program
Surveyors to establish basis for replacement of multiple plane ramps.

Midtown Grand
Need a Descriptive Teaser Here

All Aboard: Georgia
Tom Hurley Joins the Street!

All Aboard: Texas
Susan Langdon Joins the Street!

Promotions at TMC
Meet Street Smarts' New Console Operators

Expanding Our Horizons
Exciting News from our Texas Office

District of Columbia DOT
Street Smarts Evaluating Traffic Calming Solutions