



To: Dekalb County Commissioner Ted Terry

January 2024

As an extension to the agreement dated September 29, 2023, Pendleton Consulting is pleased to offer for your consideration this proposal to assist Dekalb County in coordinating the planning and design effort for transit improvements in South Dekalb County. Planning for this effort will include connection with the South Dekalb Mobility Hub located at the intersection of I-20 and Candler Road (South Dekalb Mall) to the Avondale Marta Station and/or Kensington Marta Station and connection to the proposed Lindbergh to Emory line.

This work will include coordination and communication between all the local governments involved including but not limited to, Georgia Department of Transportation, MARTA, Atlanta Regional Commission and numerous CID's and other stakeholders.

The responsibility for the technical and engineering planning for this project falls primarily to Dekalb County and MARTA. We will provide assistance in coordinating the planning and the finding a reliable financing option for construction and operation. This effort will focus on insuring that the planning effort moves forward at a coordinated level involving all those with interest. Finding suitable financing options will include the State of Georgia and the Federal Government which will require finding a source for the local matching funds required. This task falls primarily to Dekalb County.

The scope of work will include the following items:

1. Develop a list of the individuals, governments, and other organizations with interest in the project to include names, jobs, and relationship to the project.
2. Prepare a detailed schedule of events which includes an estimate for producing the plan and design. This schedule must also include essential work and critical decisions necessary from others that directly impact the progress. A common schedule combining related work items from all involved is essential to success because once

station sites are located and finalized all stakeholders must have been included in those decisions.

3. Schedule a regular pattern of meetings and method of communication with all key stakeholders. The purpose of these meetings is to share information and update interested parties on a regular basis.
4. Finding sources of funds to plan, design, build and operate the system is essential yet still very unclear. This project will require an in-depth look at different methods of financing to see how these methods might be used to provide funding. It may be necessary to find an additional source or organization outside the scope of this proposal that could investigate these methods, property values and other factors to use in deciding the available source of funds and how much funding might be available. Assembling the proper method of funding, which will involve all jurisdictions, is the key aspect of this effort.
5. As we move through the planning of this project, assessing the information as it becomes available, making sure it is processed properly and shared with those who need to know in order that timely and appropriate decisions can be made is essential.

This project will bring together a unique group that make possible the design, construction and operation of a transit project that moves through several local governments Our purpose is to assist in making sure that the design is completed, access to the transit system meets the needs of the local governments and construction and operational funding is found. Also, that decisions during the planning and construction phase are made in a timely manner so that the project becomes available to the community as soon as possible and that we produce a product that will be needed and used by the public.

Our proposal is to assist the county to begin this work for \$10,000 per month for a three-month period or a total of \$30,000. This effort will be led by Bill Floyd and Eric Clarkson with assistance from Amanda Shailendra, Steve Smith and Al Nash, all very familiar with Dekalb County. This work will begin

January 2024 and continue thru March 2024. Progress will be evaluated after this period. If it is determined that more work is necessary, this contract can be extended for a determined period of time with agreement of all parties involved. Billing will be done on the first day of the month and payable within 10 days. We look forward to the possibility of working with DeKalb on this project.

Pendleton Consulting

Bill Floyd
Managing Partner
Pendleton Consulting

Ted Terry
Commissioner – District
DeKalb County, GA

Biographies



Bill Floyd, Partner

Before joining Pendleton, Floyd was one of the longest-serving mayors in metro Atlanta. Elected to the commission in 1991, he served as mayor pro-tem from 1994 to 1997 and as Decatur's mayor from 1999 until 2013.

Additionally, Floyd has been involved in leadership position with several other civic organizations. He was elected president of the Georgia Municipal Association (GMA) in 2009 and served as president through 2010.

While leading the GMA, he chaired the Transportation Policy Committee and joined the Municipal Government Policy Committee. He is also a past president of the Metro Atlanta Mayors' Association (MAMA).

Bill served on the Atlanta Regional Commission (ARC), where he was a member of the Transportation and Air Quality Committee, Policy Committee, and Atlanta Regional Workforce Board.

He is a graduate of Leadership DeKalb and an active member of the Decatur First United Methodist Church. He also served on the Board of Directors of Decatur First Bank and the Decatur Education Foundation. He is a former chair of the DeKalb Rape Crisis Center Board.

Bill earned the Bronze Star for Service in the U.S. Army, where he enlisted in 1969 and performed with tours in Japan and the Republic of Vietnam. He was honorably discharged in 1972 with the rank of Captain.

A graduate of Auburn University, Bill was president of W F. Floyd Construction, specializing in water and waste water systems. He also earned his Masters of Business Administration (MBA) from Georgia State University.



Amanda Shailendra, Managing Partner

Amanda Shailendra is an economic development and site selection specialist whose experience includes corporate recruitment, expansion projects and leading strategic negotiations for Google, Inc. and more than 100 economic development projects for the City of Atlanta and State of Georgia. Her work for the State of Georgia's Department of Economic Development includes leading the recruitment of Mercedes-Benz USA's Corporate Headquarters, working with Health IT firm Athenahealth to expand its physician practice management and electronic medical records practice in Metro Atlanta. She supported the State's efforts to recruit other major business moves to Georgia, including Baxter Pharmaceuticals, Kia Motors, Verizon Wireless, AirWatch, Premium Waters, and Unisys.

As Managing Partner of Pendleton Atlanta, she advises corporations and public entities, relying heavily on her experience at Google, Inc. and the Georgia Department of Economic Development. She most recently led Google Fiber, Inc.'s expansions in metro Atlanta and Raleigh-Durham- Chapel Hill. Prior to establishing PATH Solutions, she served as Director for Life Sciences and Corporate Solutions for the Georgia Department of Economic Development (GDEcD), where she led the location of new headquarters for Mercedes-Benz USA, Athenahealth, Porsche Cars North America, and AT&T Mobility.

Shailendra currently serves on the Advisory Board for Georgia Tech's School of Public Policy. In 2015, Georgia Governor Nathan Deal appointed her to the Georgia Non-public Post-secondary Education Commission (GNPEC) and the Tuition Guarantee Trust Fund (TGTF). She

is a 2011 graduate of Leadership Georgia, and a 2008 graduate of L.E.A.D. Atlanta, where she also served as Co-Chair of the Class of 2010-2011. She previously served on the Board of Director's for *Dad's Garage Theatre Company* and the Georgia Economic Development Association. Shailendra earned her Bachelor's Degree from Wake Forest University and a Master's of Science from Georgia Tech, where she was a MacArthur Fellow.



Steve Smith, Partner

Prior to joining Pendleton, Steve was chief of staff for the Fulton County Schools. In this role, he directed daily operations of the superintendent's office and directed communications and legislative departments of the \$1.5 billion /97,000 student organization. Also, he has served as the associate superintendent for Atlanta Public Schools (APS), and had executive control and direct oversight responsibility for all aspects of the \$600MM day-to-day operations of the district from 2011-2014. As the second ranking executive in the district, he led the turnaround and rebuilding of the school district in the aftermath of a national scandal involving cheating on state standardized tests. Before his APS tenure, Steve was vice president of corporate responsibility & governmental affairs for Turner Broadcasting System, Inc. (TBS, Inc.). He served as the company's liaison to elected officials and community leaders. Steve also directed the funding of community nonprofit organizations through TBS, Inc.'s corporate philanthropy program.

Steve has 25-plus years of senior business leadership experience, ranging from education, marketing and communications to business development and fiscal management. He is adept at initiating and cultivating successful partnerships and delivering results. Before joining TBS, Inc., Steve was director of administrative services for Georgia Public Broadcasting (GPB). He managed the daily operations for the 200-plus employees of the digital broadcasting company by directing procurement and purchasing, security, corporate fleet, space allocation and marketing. From 1991 to 1997, Steve served as a principal and assistant principal in the Fulton County School System, where he was responsible for supervising and implementing the curriculum for students, recruiting teachers, and developing partnerships with businesses to support school programs.

Steve is a graduate of Leadership Atlanta and Leadership Georgia. He is a founding investor and board member of Atlantic Capital Bank, located in Buckhead. Steve serves (or has served) on the board of directors for the following organizations: Atlanta Convention and Visitors Bureau (past chair), Georgia Chamber of Commerce (past vice president, membership), 100 Black Men of Atlanta, Georgia Partnership for Excellence in Education, University of Georgia Foundation Board of Trustees, University of Georgia Alumni Association, and the Andrew & Walter Young Family YMCA (immediate past chair). He has served as a gubernatorial appointee to the Independent Redistricting Task Force, and was a mayoral appointment to the Atlanta Arts & Cultural Funding Task Force.

Steve completed the University of Georgia's (UGA) Master of Business Administration (MBA) program at Terry College. The program included an international residency to Vietnam and China. In addition to his MBA, Steve earned a master's degree in educational leadership and a bachelor's degree in English education from UGA.

Eric Clarkson

A graduate of Missouri State University with a B.S. degree in Marketing Research and Decision Analysis, Eric has more than 30 years of marketing, sales, business development, and municipal governance experience. He has worked as a licensed real estate broker in Georgia, as well as handling business development services for architectural, engineering and land planning firms for the past 18 years. In addition to his private sector experience, Eric served as an elected official in Chamblee, Georgia for 20 years.

After spending three years on the City of Chamblee's volunteer Architectural Review Board and four years on the City Council, Eric served for 16 years as the city's Mayor. During this time, he served on the Board of Directors for the Georgia Municipal Association as the President in the District 3 East Region as well as serving on the Board of Directors for the Georgia Planning Association. Eric served as the DeKalb County Mayors appointee to the Board of the Atlanta Regional Commission (ARC), serving on the Executive Committee, Budget and Audit Review Committee, and Transportation and Air Quality Committee (TAQC). He is a past chairman of the Metro Atlanta Mayors Association and past chairman and founder of the Peachtree Gateway Partnership, a 501c6 organization promoting economic and community development in the communities of north Metro Atlanta. Eric has served on the Partnership Gwinnett Redevelopment Task Force as well as on the board of Select Cobb.

In 2010, Eric was awarded the Georgia Municipal Association Certificate of Distinction for attending more than 204 hours of training through the University of Georgia and Georgia Municipal Association's Harold F. Holtz Municipal Training Institute for Elected Officials. This included attending the Leadership Institute for Municipal Elected Officials in 2002. He is a

graduate of the ARC's Regional Leadership Institute and in 2004 was named one of Georgia Trend Magazine's "40 Under 40."

Eric has been active in his Church and has coached 8th grade football at Marist School for the past 6 seasons. He is originally from Lakewood, Colorado, however Eric has called the metro Atlanta area his home for over 25 years. He currently resides in Chamblee, Georgia with his wife Lynn, two daughters and a son.