



Malaika Rivers
Executive Director, Cumberland Community Improvement District

Malaika Rivers is responsible for leading the efforts of the Cumberland Community Improvement District (CID), an organization that reinvests commercial property tax dollars into the local transportation system. With 15+ years experience, Rivers works with developers, government partners and other stakeholders to improve access and mobility in the Cumberland Galleria area in northwest Atlanta in order to support quality growth and development.

Rivers began with the Cumberland CID in 1996 when she was brought on to develop and manage Commuter Club, the first Transportation Management Association (TMA) in Georgia. In 2006 she was named Executive Director to oversee the Cumberland CID's entire portfolio of projects, including road, streetscape, transit, commuter services, beautification and more. Over the next few years, the CID will have successfully leveraged more than \$100 million local dollars into more than a billion dollars for projects that have either been completed, or are slated for construction.

Under Rivers' leadership, the CID and its programs have been recognized nationally and internationally, including such awards as "*Best Workplaces for Commuters*" District by the US EPA, "*Best TMA*" internationally by the Association for Commuter Transportation as well as notable coverage by the Wall Street Journal, National Public Radio, ABC World News and more.

Rivers has been named a "*40 Under 40*" by both Georgia Trend and the Atlanta Business Chronicle, a "*25 Power Women to Watch*" by Atlanta Woman magazine and a "*Woman of Achievement*" by the YWCA. She also serves in various capacities with several organizations in Metro Atlanta and speaks internationally on her community's successes.

Prior to her current position, Rivers was with the Atlanta Regional Commission and before that, with private industry in Washington, DC and Northern Virginia. Rivers is a graduate of Virginia Tech and lives in the suburbs of Atlanta, Georgia with her husband and two small children.