

# Sarah Gohde

Public Information/Media Relations Specialist



## EXPERIENCE

- 19 Years

## EDUCATION

- BFA, Southern Methodist University, Dallas, Texas

## EXPERTISE

- Public Involvement / Construction Public Information
- Media and Community Relations
- Project Management
- Partnering/Team Building
- Public Presentations

## RELATIVE EXPERIENCE

- Property Acquisition Community Liaison, York Region Rapid Transit Corp. YRRTC, Ontario, Canada
- Public Information Manager, Florida DOT Construction Projects, Palm Beach County
- Communications Director, Miami-Dade Expressway Authority (MDX)
- Public Affairs Director, Mississippi DOT

## SPECIALIZED TRAINING

- Former Vice Chair - AASHTO Public Affairs Working Committee
- FHWA Transformation & Quality Management Workshop
- Mississippi Executive Dev. Institute
- American Traffic Safety Services Association, Advanced MOT Training

Sarah Gohde is an energetic and enthusiastic senior level public affairs, information/involvement, and communications professional. Practiced in public speaking, media relations, and governmental affairs, she has built strong relationships with her project teams, clients, the media and public throughout her 19 year career. She is effective under pressure and is able to communicate technical and complicated messages clearly and concisely.

While with the Mississippi Department of Transportation, Sarah was an active member of the AASHTO National Transportation Public Affairs Working Committee and was elected Vice Chair for the group. Under her direction, the MDOT Public Affairs division won several State and National Awards. Sarah received personal commendation from the Governor in appreciation for her collaboration efforts with the Governor's Office on the Splendor of Mississippi Campaign.

MDX was created in 1994 by the State of Florida and Miami-Dade the Board of County Commissioners to serve as an innovative transportation agency dedicated to the enhancement of mobility in Miami-Dade County, solely financed by tolls. As Communications Director for the newly formed agency, Sarah's responsibilities included the management of a major Miami public relations firm and contract, as well as overseeing the agency's branding which is still in place today. Shortly after its formation, a politically motivated attempt to take away MDX tolling authority was made. Because of her collaborative relationships with the media, she was able to neutralize potentially image damaging misconceptions/information greatly contributing to the ultimate success of the tolling authority. MDX stands to this day as one of the nation's most prosperous tolling agencies.

While working with the FDOT, Sarah had the pleasure of working on the Palm Beach International Bridge project, one of the largest public works project constructed in Florida. The \$172.6 million project included 14 new bridges to be constructed within the 2-mile project limit, and in some instances, included footers within five feet of several residences. She was responsible for vibration monitoring schedules, damage complaints, property purchase facilitation, contractor coordination, and for developing a repair and reimbursement process for the department. As a result of her resourcefulness and diligence, Sarah's responsibilities grew to include the I-95 HOV Expansion and all FDOT projects in Palm Beach County, Florida. At any given time, she managed upwards of 26 construction/maintenance projects totaling nearly \$ 1 billion. Regnier & Associates is a certified Disadvantage Business Enterprise (DBE), Emerging Small Business (ESB), and Small Business Enterprise (SBE) with the State of Colorado, City and County of Denver and the Regional Transportation District.

Relevant project experience follows:

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### TRANSPORTATION PROJECT EXPERIENCE:

- **Rocky Mountain Metropolitan Airport EA, Broomfield, CO.** Public Involvement Task Lead - The Rocky Mountain Metropolitan Airport (RMMA) prepared an Environmental Assessment (EA) to address the need to construct an additional 400 feet of Runway Safety Area (RSA) to achieve the Federal Aviation Administration (FAA) design requirements for 1,000 feet of RSA beyond the west end Runway 11L/29R. This project will ultimately result in the need to realign the intersection of State Highway 128 and Interlocken Boulevard. In 2006, the U.S. Department of Transportation Appropriations Act (Appropriations Act) required operators of all airports nation-wide that are federally funded and obligated to comply with FAA regulatory requirements for RSAs by September 30, 2015. To that end, the Runway Safety Area Program (RSAP) provides an enhanced measure of safety for aircraft taking off from and landing on a runway. As a subconsultant to Reynolds, Smith & Hills, Inc. (RS&H), Regnier & Associates worked closely with the airport and local jurisdictions and CDOT to develop a strategy for coordinating with adjacent property owners and public works to satisfy the requirements of the RSAP and in a collaborative manner. Regnier & Associates was responsible for developing strategic public and focused small group meeting plans and logistics, development of public outreach collateral, media and government relations, coordination with adjacent projects and associated agencies and jurisdictions, comment tracking, and contact database management, all as integral components to success of these efforts.
- **Broadway: Arizona to Exposition and I-25 – City and County of Denver.** Public Involvement Task Lead. This project consists of the reconstruction of South Broadway from Arizona Avenue to Exposition Avenue, Ohio Avenue from the east approach of Lincoln Avenue to Broadway Boulevard, and Mississippi Avenue between the Consolidated Main Line and Logan Street. It includes realignment and reconstruction of three of the I-25 interchange ramps. An extension of Exposition Avenue and Acoma Street will be constructed to provide the northern connection to the RTD Broadway LRT Station. As part of this project, the project team is responsible for discovering practical ways to integrate into the design, implementation and construction, guidelines identified in Greenprint Denver. The key element and broad-based goals to maintaining and improving our environment were included into the 30% design. The City and Consultant Team are advancing the design of the Preferred Alternative shown in the Environmental Assessment. Refinements to the street and intersection geometry, refinement of the disturbance limits, the need for additional right-of-way, utility impacts and implementation of sustainability principles are included in the 30% design effort. The Project Team will also identify funding sources and phasing of the final design and construction of the project. Public outreach responsibilities included public outreach to project stakeholders, elected officials and the general public including outreach to the Hispanic/Latino and African American communities. Public meeting planning and logistics, media and government relations, coordination with associated agencies and jurisdictions, comment tracking and contact database management, project website coordination, and development of public outreach collateral.
- **Broadway: Iowa to Wesley (Preliminary Engineering) – City and County of Denver.** *Public Involvement Task Lead.* Public Involvement Task Lead. A major urban arterial and transportation corridor, Broadway provides a vital connection to downtown from Englewood, Littleton and Highlands Ranch, carrying approximately 34,000 vehicles per day. Due to increased traffic and deterioration of the existing structure, Broadway no longer meets design or operational standards. Proposed improvements for the renewal of the deteriorated transportation and utility infrastructure on Broadway include the reconstruction of Broadway in new concrete pavement, widening of the existing roadway by five to six feet on either side, intersection enhancements and the installation of a raised median and turn lanes. Additionally, major drainage and storm sewer improvements including the Asbury Outfall, new traffic signals, public and private utility upgrades, sidewalk reconstruction, and improved lighting and parking are planned. As Public Involvement



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Lead, our responsibilities include outreach to project stakeholders, elected officials and the general public; supporting efforts to form a Local Improvement and Maintenance District, and providing strategic, outreach materials and meeting plans. We are responsible for public, one on one, and small group meeting strategies and logistics, media and government relations, associated agency and jurisdiction coordination, database management and comment tracking, and the development and distribution of outreach collateral.

- **I-225 FasTracks Corridor (EE / EA) – RTD FasTracks Program.** *Public Involvement Task Lead.* As part of RTD's, voter-approved \$4.7 billion FasTracks program to expand rail and bus service throughout the RTD service area over the next 12 years, the I-225 Corridor project is a 10.5-mile proposed light rail line that connects the Southeast Corridor light rail station at Parker Road and I-225 and the East Corridor at Smith Road and Peoria. As a subconsultant to the Michael Baker Jr. Inc., Regnier & Associates is currently leading the public involvement and community outreach effort in compliance with the National Environmental Policy Act to identify the best way to provide a high-quality, reliable, light rail transit service for the area, while not precluding a future eight lane highway widening within the CDOT right-of-way. Public outreach responsibilities included public outreach to project stakeholders, elected officials and the general public including outreach to the Hispanic/Latino and African American communities. Public meeting planning and logistics, media and government relations, coordination with associated agencies and jurisdictions, comment tracking and contact database management, project website coordination, and development of public outreach collateral.
- **North Metro Corridor Environmental Impact Statement (EIS) – RTD FasTracks Program.** *Public Involvement Team Member.* As part of RTD's, voter-approved \$4.7 billion FasTracks program to expand rail and bus service throughout the RTD service area over the next 12 years, the North Metro Corridor is a proposed 18-mile rail transit corridor that is anticipated to run from Denver Union Station to the vicinity of 162nd Avenue, passing through the cities of Denver, Commerce City, Thornton, Northglenn, and unincorporated Adams County. As a subconsultant to the URS Corporation, Regnier & Associates is currently assisting with the public involvement effort in compliance with the National Environmental Policy Act to identify the best way to provide a high-quality, reliable, high-capacity fixed-guideway transit service for the area while improving travel times and enhancing access to jobs, recreation and entertainment. Public outreach responsibilities included public meeting planning and logistics, Key Stakeholder Interview coordination with associated agencies and jurisdictions, comment tracking and contact database management, project website coordination, and desktop publishing and development of public outreach collateral.

### RELEVANT CONSTRUCTION INFRASTRUCTURE EXPERIENCE:

- **120th Avenue Connection – CDOT Region 6 and City of Broomfield.** *Public Information Coordinator.* The 120th Avenue Connection project is a \$23 million design-build project for the Colorado Department of Transportation (CDOT) in partnership with the City and County of Broomfield. The purpose of the year-long project, performed by the design-build team of Edward Kraemer & Sons, inc. and HNTB, is to accommodate existing and forecasted east-west through traffic, reduce out-of-direction travel, and alleviate traffic congestion. The project includes the construction of a two-span bridge over US36; the extension and realignment of several major roadways; and the installation of a pre-cast arch structure. Once completed, the 120th Avenue extension will consist of 3,700 linear feet of new concrete paved roadway with additional width for sidewalks, bike lanes and future turn lanes.
- **Hover Street Intersection Improvements – City of Longmont.** *Public Information Manager.* This \$1.5 million intersection reconstruction project for the City of Longmont was performed by Lawson Construction Company. The project included widening of the intersection to allow dual left turns from westbound SH 66 to southbound Hover Street; and extension of the existing eastbound



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acceleration lane on SH 66 between Hover and Spencer Streets. The deteriorated asphalt pavement was reconstructed with new long-lasting concrete and the project tied in to the CDOT whitetopping overlay project on SH 66 between US 36 and US 287. Project completion: December 2009

- **SH 66 Whitetopping Overlay Project, US 36 to US 287 – CDOT Region 4.** *Public Information Manager.* The eight month CDOT project was performed by Lawson Construction Company and included rotomilling and resurfacing of eight miles of SH 66. The project called for a whitetopping overlay consisting of approximately six inches of long-lasting concrete placed over of a minimum five inch rotomilled asphalt base. Project completion: December 2009.
- **US 287 Reconstruction/Resurfacing Project – CDOT Region 2.** *Public Information Manager.* The \$13.9 million, seven mile CDOT project calls for the reconstruction and overlay of US 287, from just south of Springfield, milepost 29.8, south to 22.49. The project, performed by Lawson Construction Company, includes the reconstruction of two bridge structures, critical culvert and drainage improvements, shoulder widening and the reconstruction and concrete overlay of the roadway.
- **US 85 Reconstruction and Resurfacing – CDOT Region 1.** *Public Information Manager.* The 11 month, \$6.7 million project for the CDOT, is being constructed by Lawson Construction Company. The project includes widening, from two to four lanes, and reconstruction in long-lasting concrete of US 85 between Titan Parkway and Cook Ranch. This segment also includes a raised median, drainage improvement and erosion control measures. Additionally, the project calls for milling and asphalt paving on portions of US 85 from south of C-470 to north of Sedalia; between Highlands Ranch Parkway and C-470; and two segments of US 85 south of Cook Ranch.
- **I-95/PBIA Connector was one of the largest infrastructure projects built in Florida.** The \$172.6 million, 2-mile construction project provided direct access to the Palm Beach International Airport, relieved congestion on local roadways and increased roadway capacity. The project widened I-95 to include outside auxiliary lanes from just south of Southern Boulevard to Australian Avenue, the construction of a new interchange at Belvedere Road, braided ramps to eliminate merging conflicts and 14 new bridges. The construction, performed by Modern Continental South, Inc. began July 2000, is being was completed and was completed by year-end 2004.
- **State Road 80 Expansion.** *Public Information Manager.* The project provided for the expansion of 6.5 miles of Southern Blvd. (SR80) corridor, the only east west corridor in Palm Beach County, Florida. The \$78 million construction project was divided into 3 projects and began construction in January 2003 with completion in fall of 2007. The construction widened the roadway from four to six lanes, from west of Forest Hill to west of Royal Palm Blvd., and to eight lanes, from west of Royal Palm Blvd to west of Congress Avenue. The project also included new interchanges at Jog Rd. Haverhill Rd. and Military Trail and new bridges over the C-51 Canal at Haverhill Rd., Military Trail and Kirk Rd. In addition, the project installed new street lighting, new signalization and pavement marking, landscaping, irrigation and drainage.
- **I-95 HOV & Expansion, Broward County Line to Martin County Line.** *Public Information Manager.* The I-95 Expansion was a \$500 million effort to reconstruct and widen approximately 50 miles of I-95 between Broward County and Martin County, Florida. The expansion included reconstruction and widening of numerous bridges, the construction of an additional general-use lane, a high occupancy vehicle (HOV) lane and 1-3 auxiliary lanes throughout the Palm Beach County Corridor. The expansion was broken into 11 projects and included several design-build contracts. Work began on the first project in November 2000 and continues today. As public information manager, responsibilities included but not limited to inter-project and agency coordination, media relations, public outreach, governmental communications, PI team management, creation and development of project collateral and strategic communications outreach efforts and plans.

