

AMY FORD

SUMMARY

Experienced transportation and transformation executive with a successful track record of leading high profile, complex programs with significant engagement and collaboration. Extensive experience in strategy, innovation, program implementation, communications and public affairs management.

EXPERIENCE

Vice President, Policy Programs and Mobility on Demand
[Intelligent Society of America](#), April 2019 – April 2021, Denver & Washington, DC

- Lead strategic direction and activities of the Mobility on Demand (MOD) Alliance and ITS America's policy programs in the areas of emerging transportation technology, sustainability, smart infrastructure, connected and automated transportation, progressing mobility services and technologies such as micro-transit, micro-mobility, integrated transit networks and operations, real-time data, electrification, connected travelers and cooperative Intelligent Transportation Systems (ITS)
- Bring together leading public, private and academic sector leaders such as NYC and LA DOTs, Washington DOT, Utah DOT, San Francisco County Transportation Commission, Lyft, Uber, Via, Ford, Toyota, GM, Amazon Web Services, Cubic, Kapsch and others to:
 - Identify legislative and regulatory barriers and opportunities at all levels to support MOD and emerging, sustainable transportation technologies, for instance, defining and integrating MOD with transit and highways, making it, for the first time, eligible for federal formula funds
 - Establish national partnerships and leading research including creation of state regional forums, national peer exchanges, mobility ecosystem studies and other collaborations
 - Address common challenges and standards and serve as national expert in areas like automation, payment integration, accessibility, equity, data sharing, workforce and operations

Chief of Advanced Mobility/RoadX Executive Lead
[Colorado Department of Transportation](#), March 2015 – April 2019, Denver, CO
Staff: 40 Budget: \$160 million

- Directed program strategy various divisions including:
 - Mobility Operations Division including Intelligent Transportation Systems (ITS), Traffic Safety & Engineering, Traffic Incident Management and Traffic Operations Centers including work on new operations strategy, operations engineering and clearance programs, safety programming
 - RoadX Program which partnered with the private sector to deploy transformation transportation solutions such as connected V2X, autonomous, hyperloop and other emerging mobility solutions
- Spearheaded a comprehensive digital and connected infrastructure program investments, including one of the nation's largest Vehicle to Everything (V2X) systems, work zone data and ITS data platforms
- Developed leading edge business partnerships with companies like Panasonic, Virgin Hyperloop One, Here, Ford and others
- Led CDOT's Workforce of the Future initiatives including innovative pipeline/upskilling employee training partnerships and deploying first-in-the-nation autonomous highway equipment
- Served as key member of the executive team and steered critical strategy development for the agency
- Responsible for guiding advanced mobility strategy and supporting policy development with the Transportation Commission, 11 member Gov-appointed policy board and Statewide Transportation Advisory Committee

MOST PROUD OF



INITIATIVE IT TOOK

to build CDOT's nationally leading Advanced Mobility/RoadX program from scratch, developing external and internal partnerships and vision, and have the public say CDOT's top priority should be transportation technology



TRYING TO SAVE LIVES

by urging people to take "action" to reduce DUI deaths in Colorado. Today we are the leading state in the country in the use of Breathalyzers.



PLAYING THE LONG GAME

to revitalize East Colfax by focusing on how business, community development, safety and transportation can reshape a street. Today, affordable housing for veterans with brain injuries is replacing a strip club on America's "wickedest street".



LEADING BY EXAMPLE

building nationally regarded programs and divisions through team and employee-first leadership focused on collaborative vision setting, driving cross-department partnering, giving the teams the tools to succeed – knowing when to inspire, when to mentor and grow, and when to hold them accountable while always having their back.

STRENGTHS

| | | |
|------------|---------------|--------------------|
| LEADER | COLLABORATIVE | MOTIVATOR |
| PERSUASIVE | HARD WORKING | LISTENER |
| MOBILITY | | PROGRAM MANAGEMENT |
| POLICY | OPERATIONS | INNOVATION |

EDUCATION

Master in Public Administration, 1997, Pi Alpha Alpha
[University of Colorado, Denver](#)

Bachelor of Arts, English, 1995, Phi Beta Kappa
[University of Colorado, Boulder](#)

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EXPERIENCE

Director of Communications

Colorado Department of Transportation, April 2013 – April 2019, Denver, CO

Staff: 22 Budget: \$3.5 million

- Led nationally award-winning external and internal communications for 3000 employee agency, guiding strategy and issues management, directing all agency strategic messaging and communications, media relations, project and safety communications, and statewide customer service program
- Served as the primary agency spokesperson with the media and critical stakeholders to include high stakes reputation management and crisis communications such as the 2013 Flood Response, ransomware attack, election and open records issues, agency and employee audits
- Managed strategy, technical tools and standards development, contractor and budget administration on critical programs including 511 and traveler information, customer service, launch and operations of Bustang, Statewide Transportation Plan, controversial or first-of-its-kind projects such as US 36 Express Lanes, Central 70, RoadX, road usage charge, public private partnerships, Drive High programs and others through significant engagement of internal teams, local stakeholders, elected officials and the public
- Built a robust internal communications structure to include leadership communications and employee training, change management, and extensive tools development such as webcasts, intranet, publications and in-person communications
- Established CDOT as a well-regarded, national brand, as well as created nationally recognized marketing campaigns that advanced dynamic platforms for public and industry engagement

Principal and Owner

Belay Communications, Sept 2004 – April 2013, Denver, CO

- Directed public affairs and communications programs for signature projects such as the Denver International Airport's South Terminal, CDOT's Twin Tunnels, Commerce City communications, Fort Collins MAX Bus Rapid Transit

Founder and Board Member

The Fax Partnership, Feb 2004 – Current, Denver, CO

- Established and guide non-profit revitalizing East Colfax in East Denver and Aurora, delivered Denver's first Business Watch, a Business Improvement District, over \$500,000 in grants and a focus on equitable community development

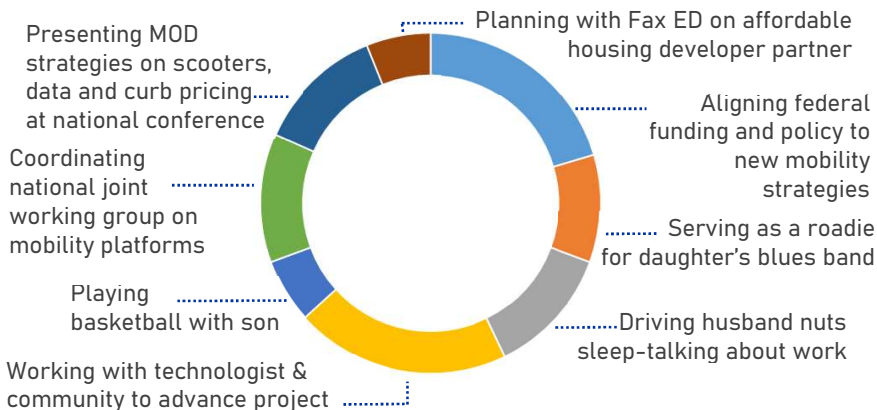
Communications and Transportation Demand Management Manager

Regional Transportation District, April 1999 – July 2003, Denver, CO

Staff: 6 Budget: \$13 million

- Managed the \$10 million strategic communications program for the \$1.6 billion Transportation Expansion (T-REX) project including public affairs, media relations, community and business outreach including producing over 90% approval ratings for the duration of the project
- Led the \$3 million transportation demand management program including HOV promotion, transit usage, shuttle program development through coordination with local transportation management organizations

A WEEK IN MY LIFE



OTHER

- Steering Committee, Transportation Research Board/UC Berkeley, *Future of Public Transit and Shared Mobility*, 2020 – 2021
- Reimagine Regional Transportation District Technical Advisory Committee, 2019 – 2021
- WTS Colorado Executive Committee, 2019 – current
- Chair, Colorado Autonomous Mobility Task Force, 2016 – 2019
- Co-Chair, ITS America, V2X Task Force, 2018-2019
- Local Government Award for RoadX Program, 2017, ITS World Congress
- Denver's 150 Unsung Heroes Award, 2011