

Areas of Expertise

- ▶ Travel Demand Modeling
- ▶ Traffic Impact Analysis
- ▶ Project Master Planning
- ▶ Traffic Data Collection and Analysis

Certification

- ▶ American Institute of Certified Planners (AICP)

Professional Affiliations

- ▶ American Planning Association
- ▶ Florida Planning & Zoning Association
- ▶ Institute of Transportation Engineers

Employment History

- ▶ Luke Transportation Engineering Consultants; Sr. Transp. Planner
- ▶ URS Corp/
FL's Turnpike Enterprise; Sr. Transp. Planner/Sr. Travel Forecaster
- ▶ TEI Engineers & Planners
- ▶ Transportation Consulting Group
- ▶ Kimley-Horn & Associates

Paul H. Rhoads has over twenty years of experience in transportation planning and engineering. His areas of expertise include Travel Demand Modeling for Developments of Regional Impact (DRI) analysis and monitoring, impact fee analysis, concurrency studies. He has extensive experience in modeling and traffic analysis for Florida's Turnpike Enterprise, Orlando-Orange County Expressway Authority, and Walt Disney World Master Planning. He has also been involved in development and operation of various regional transportation models throughout the state.

As a member of the Statewide Model Task force he was involved in the evaluation and selection of the next generation of modeling software for Florida. He has attended training and has experience with FSUTMS/TranPlan and its successor, FSUTMS/TransCAD. In addition to regional models, Mr. Rhoads has developed and used micro-simulation models for more detailed analysis, including NetSim and FreSim (CorSim); and has also developed and utilized sub-area models.

Mr. Rhoads has also assisted with several roadway design projects, in various phases including: design traffic modeling, analysis, micro-simulation, signing and pavement marking design, intersection design, and sidewalk design. He also assisted with the development and field implementation of coordinated traffic signal timings.

He has been involved in various data collection activities, including the reduction and analysis of traffic data. Mr. Rhoads was involved in the testing phase and later the use of travel time & delay software. He has participated in the data collection and reduction of travel characteristics surveys as part of numerous studies for systems planning projects.

Professional Experience

- Florida's Turnpike Enterprise Design and Revenue Traffic Projections
- OCEA Design and Revenue Traffic Projections
- Walt Disney World Master Plan
- Martin County-Wide Signal Retiming (Florida DOT)
- Central Florida Research Park
- Florida DOT District 5 Engineering Services (sidewalk design)
- US 441 (Lake County) Roadway Design (signing and marking)
- International Drive Light Rail Transit Design (intersection design, signing and marking)
- Development of sub-area models for:
 - City of Celebration
 - Walt Disney World
 - Euro Disneyland
 - Orlando International Airport
 - University of Central Florida
 - Universal Studios Florida
- Celebration DRI - Osceola County
- Lynx Regional Intermodal Center
- I-4 Master Plan
- City of Apopka Concurrency Management
- City of Tampa Impact Fee System
- Western Beltway Part A Origin/Destination Study
- Seminole County Travel Time & Delay and Annual Count Program