

## AREAS OF EXPERTISE

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

## CERTIFICATION

- ▶ American Institute of Certified Planners (AICP) #129880

## PROFESSIONAL AFFILIATIONS

- ▶ American Planning Association
- ▶ Florida Planning & Zoning Association

## EMPLOYMENT HISTORY

- ▶ Luke Transportation Engineering Consultants, Inc.
- ▶ URS Corp/  
FL's Turnpike Enterprise
- ▶ TEI Engineers & Planners
- ▶ Transportation Consulting Group
- ▶ Kimley-Horn & Associates

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Paul H. Rhoads has over thirty-five years of experience in transportation planning and engineering. His areas of expertise include Traffic Data Collection, Design Traffic, Travel Demand Modeling, impact fee analysis, concurrency studies.

He has extensive experience in travel demand 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.

Mr. Rhoads was involved in county-wide coordinated traffic signal timings. His tasks included data collection/observation of existing operations, operation of SOAP and TRANSYT-7F software, implementation of signal timings into in-cabinet hardware, and verification/calibration of progression.

He has been involved in various data collection and analysis 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 and origin-destination surveys as part of numerous studies for systems planning projects.

Mr. Rhoads has managed several large data collection efforts. An example includes the Orange County Annual traffic count program which consists of collection of traffic volumes at over 400 locations, with quality control, assembly, reporting and preparation for inclusion in the County's database.

Mr. Rhoads utilizes many software applications, including Synchro and HCS, various other traffic analysis software, ArcMap/Arc GIS Pro, multiple graphics programs, and spreadsheeting applications.

He also manages data collection efforts as part of the Osceola County Engineering contract. This contract provides support to transportation engineering analyses; including intersection approach volumes and speeds, turning movement counts, stop delay, spot speed observations, and pedestrian crossings as examples.

## Professional Experience

- Orange County Annual County-wide Traffic Data Collection
- Osceola County Traffic Data Collection Program
- Orange County UCF Area Pedestrian & Bicycle Safety Analysis
- Seminole County Annual Count Program and Misc. Traffic Studies Support
- Seminole County Travel Time & Delay
- GOAA Orlando International Airport Traffic Data Collection
- Florida State Highway System Transit Safety Study
- Lynx Regional Intermodal Center Simulation and Analysis
- International Drive Light Rail Transit Design (intersection/signal design, signing and marking)
- I-4 Master Plan Simulation and Analysis
- Western Beltway Part A Origin/Destination Study
- Martin County-Wide Signal Retiming (Florida DOT)
- OOCEA & Florida's Turnpike Design and Revenue Traffic Projections
- Florida DOT District 5 Engineering Services (sidewalk design)
- US 441 (Lake County) Roadway Design (signing and marking)
- Development of Master Plan and sub-area models for:
  - Walt Disney World and Disneyland Paris and City of Celebration
  - Orlando International Airport
  - University of Central Florida
  - Universal Studios Florida