

DATE: October 31, 2018

TO: City Clerk

FROM: City Representative Henry Rivera

ADDRESS: 300 N. Campbell TELEPHONE 915.212.0007

Please place the following item on the (Check one): CONSENT REGULAR

Agenda for the Council Meeting of November 13, 2018

Item should read as follows: Re-appointment of Noemi Herrera Rojas to the Citizen's Advisory Committee for the Board of the Mass Transit Department by City Representative Henry Rivera, District 7

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Department Citizen's Advisory Committee for the Board of the Mass Transit

NOMINATED BY: City Representative Henry Rivera DISTRICT: 7

NAME OF APPOINTEE Noemi Herrera Rojas
(Please verify correct spelling of name)

E-MAIL ADDRESS: nherrera@HNTB.com

BUSINESS ADDRESS: Anson Mills Building, 303 N Oregon St #820

CITY: El Paso ST: TX ZIP: 79901 PHONE: (915) 887-0875

HOME ADDRESS: _____

CITY: El Paso ST: TX ZIP: 79935 PHONE: (915) 218-1977

DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: NO

IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE: N/A

HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES: N/A

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Noemi Herrera Rojas

EXPIRATION DATE OF INCUMBENT: November 1, 2018

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED:
RESIGNED
REMOVED

DATE OF APPOINTMENT: 11/13/2018

TERM BEGINS ON : 11/13/2018

EXPIRATION DATE OF NEW APPOINTEE: 11/1/2020

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: _____
2nd TERM: (3rd term)
UNEXPIRED TERM: _____

NOEMI HERRERA ROJAS

Senior Public Involvement Representative

Ms. Rojas works in HNTB's El Paso Office. She brings 20 years of expertise in public relations, media relations, event planning, and program creation. Her most recent accomplishment was the creation of multimedia mass communication program for a high impact, four-year highway construction project. The program earned numerous recognitions and awards by the transportation and environmental industries (including the Transportation Research Board) for its collaborative approach and novel grassroots business outreach.

Dyer BRIO Rapid Transit System, Texas, El Paso – HNTB provided construction management services to the City of El Paso and Sun Metro for the construction of its Dyer Rapid Transit System (nickname: Dyer BRIO). The 11-mile system included 18 bus stations along City and TxDOT roadways. Each bus station consisted of canopy structure, branding elements, technology, sidewalk and landscape improvements. Duties specific to Ms. Rojas included targeted outreach through letter writing and phone calls to businesses and property owners along the bus route. Rojas led the effort to obtain temporary construction easement licenses (TCLs) from property owners and to inform businesses of the construction coming to the area. She also helped to create flyers and notices, helped coordinate meetings, and participated in weekly construction meetings with the City and contractor.

Begin Date: 2016

End Date: present

Construction Cost: \$35.9 million

I-10 Collector-Distributor Lanes Project, Texas, El Paso – Ms. Rojas led an eight-person public involvement (PI) team to establish and deliver a PI program for a four-year, \$158 million TxDOT highway project. The program had a bilingual audience that straddled West Texas, Southern New Mexico and Juárez, Mexico. The highway project was branded as “**GO 10**,” which received an honorable mention by MarCom, a national competition for the concept, writing and design of multimedia materials and programs. Ms. Rojas responsibilities included writing and disseminating traffic alerts, managing a bilingual website, posting daily messages to social media, coordinating events and campaigns, making key connections and forming alliances for the benefit of the project, and coordinating weekly with the client to deliver high impact products and services. (Employer: HNTB Corp, Services: 2015-present)

Begin Date: January 19, 2015

End Date: present

Construction Cost: \$158 million

NOEMI HERRERA ROJAS

Firm

HNTB Corporation

Education

BA, Mass Communication, University of Texas at El Paso, 1999

Professional Affiliations

National Science Communication Institute, Board Member, 2014-2016

Hire Date with HNTB

2015

Years of Experience with Public Outreach & Mass Communication
20

(TxDOT, #61513)

Founding Editor, Synapse, Texas, El Paso – Synapse is a trade publication created for the Medical Center of the Americas Foundation. The purpose of the publication was to promote the people and work that comprise the region's medical and healthcare academia industries. As founding editor, Ms. Rojas formed key connections and cultivated relationships, established online assets including a website, assembled an editorial board, and created policies and procedures. Other responsibilities included leading P.R. and marketing efforts, raising money, cultivating a regional audience of medical professionals, academia healthcare leaders, biomedical researchers, as well as elected officials, and political and civic leaders. (Employer: Medical Center of the Americas (MCA) Foundation, Services: 2010-2015)

Begin Date: May 5, 2010

End Date: January 15, 2015

Construction Cost: NA

NOEMI HERRERA ROJAS

Director of Communications, Texas, El Paso – Provided strategic communications counsel for the primary purpose of promoting the strategic growth of El Paso's 440-acre public/private Medical Center of the Americas (MCA) campus. Responsibilities included coordinating and conducting meetings with high level executives across multiple institutions, organize tours of the developing MCA campus, creating and implementing new programs with educational content as well as professional content, support the MCA Foundation with its capital development projects, such as multi-modal Smart Growth campus planning, land acquisition, and medical incubator planning. Activities included garnering news coverage, networking/developing relationships, grant writing, research, event planning, creating annual reports, and more. (Client: MCA Foundation, Services: 2010-2015)

Begin Date: May 5, 2010

End Date: January 15, 2015

Construction Cost: \$89 million

Senior Public Relations Specialist, Missouri, Kansas City – Provided senior-level P.R. expertise to the life science academic units of the University of Missouri-Kansas City (UMKC). Units included the School of Medicine, School of Nursing, School of Pharmacy, School of Dentistry, and School of Biological Sciences. Activities included writing feature stories that touched on topics from medical research and capital developments, interacting with news media, providing media training to faculty and staff, organizing events, assisting with crisis communication, conducting focus groups, and producing a promotional video featuring UMKC's life sciences academic units. (Client: UMKC, Services: 2005-2007)

Begin Date: October 20, 2005

End Date: May 20, 2007

Construction Cost: NA

News Reporter, Kansas/Missouri, Olathe/Kansas City – Write news stories pertaining to schools in the Olathe School District, Kansas' third largest

school district; and cover weekend news in Kansas City, MO. Stories touched on a variety of topics, such as health news, school board elections, financial stories, classroom technology, No Child Left Behind issues, and immigration issues. Some stories were licensed for national syndication. (Client: The Kansas City Star, Services: 2003-2005)

Begin Date: August 2003
End Date: October 19, 2005
Construction Cost: NA

Copywriter, Texas, El Paso – Write TV scripts, radio scripts, video copy, advertorials for trade journals, brochures, press releases, billboards, direct mail, print ads, business letters, and more. Activities included participating in the creative development of marketing campaigns from beginning to end; focusing attention on assigned agency clients, which included the University of Texas at El Paso (UTEP) and the Sierra Providence Health Network; and supervising interns. (Client: SandersWingo Advertising Inc., Services: 2001-2003)

Begin Date: April 2001
End Date: February 2003
Construction Cost: NA

NOEMI HERRERA ROJAS
