

## REGIONAL TRANSIT SYSTEM ADVISORY BOARD APPOINTMENT BALLOT

**Openings:**                    **One (1) Opening – (City Residency Required)**  
**Applications:**            **Two (2) Applications**

**PLEASE INITIAL YOUR SELECTION**

NAME OF APPLICANT	Comm. Arreola	Comm. Hayes-Santos	Comm. Simmons	Mayor Poe	Comm. Johnson	Comm. Ward	Comm. Warren
Diven, Lindsay (6/21/18 – 9/30/21)							
Nelson, Richard (6/21/18 – 9/30/21)							
READVERTISE FOR ADDITIONAL APPLICANTS							



# REGIONAL TRANSIT SYSTEM ADVISORY BOARD

## BOARD DETAILS



**OVERVIEW**



**SIZE**

9 Seats



**TERM LENGTH**

36



**TERM LIMIT**

n/a

(Nine (9) Members; 3-Year Terms. Board recreated with the adoption of ordinance #960051 (March 10, 1997). The duties of the Regional Transit System Advisory Board shall be to advise the City Commission on all matters relating to public transit development in the City of Gainesville and Alachua County including 1) to develop and analyze policies concerning the operation of the regional transit system; 2) to develop approaches for financing the regional transit system on a long-term basis; 3) to review ridership, routes, rates and other related matters; 4) to consider questions referred to it by the City Commission. All recommendations must include City Manager or designee comments. And, to review all matters relating to the Regional Transit System that must be approved by the City Commission. The issues will then be sent to the City Commission with the recommendations of both the board and City Manager or designee.

Membership shall be composed of: Six (6) CITY RESIDENTS appointed by the City Commission and three (3) Residents of Alachua County appointed by the County Commission from among the following individual groups: (1) Regular user of the transit system; (2) Senior Citizen; (3) Person with a disability; (4) University of Florida student nominated from a list of at least three names submitted by the University of Florida Student Senate; (5) Chamber of Commerce Representative; (6) Major employer in the local area; (7) Environmental community; (8) Neighborhood/homeowners associations; (9) Student oriented housing developments; (10) Santa Fe Community College student; (11) Metropolitan Transportation Planning Organization Citizen Advisory Committee.



### DETAILS

#### ORDINANCE

Board recreated with the adoption of ordinance #960051 (March 10, 1997)



## BOARD ROSTER



**THOMAS N BLACK**

**1st Term** Apr 22, 2014 - May 31, 2017

Email: redarrow77@nlsn.com  
352-505-6469  
703-501-1946

**Appointing Authority** Alachua County  
**Position** Vice-Chair



**BARBARA H SCOTT**

**1st Term** Apr 22, 2014 - May 31, 2017

Email: warthog2@sicc.net  
352-339-4073

**Appointing Authority** Alachua County



**KALI BLOUNT**

**1st Term** Nov 19, 2015 - Sep 30, 2018

Email: blouk@shands.ufl.edu  
352-219-0508

**Appointing Authority** City



**MARTHA MILLER**

**2nd Term** Nov 03, 2016 - Jun 30, 2019

(352) 328-0005  
Address:  
504 NW 37th Place  
Gainesville, FL 32609

**Appointing Authority** City Commission  
**Category** Regular User



**JOHN V PETITO**

**1st Term** Jan 04, 2018 - Sep 30, 2019

Email: johnpetito@ufl.edu  
Mobile: (561) 251-6586  
Address:  
3718 SW 24th Avenue  
Unit 72B  
Gainesville, FL 32607

**Appointing Authority** City Commission  
**Category** Student Seat



**FRANK J AVERY**

**1st Term** Nov 17, 2016 - Sep 30, 2019

Email: averyfj@gmail.com  
Mobile: (678) 772-9326  
Address:  
2930 SW 23rd Terrace  
Apartment 2103  
Gainesville, FL 32608

**Appointing Authority** City Commission



## STEPHEN J KOZAKOFF

**1st Term** Jan 04, 2018 - Sep 30, 2020

Email: [steve@kozakoff.com](mailto:steve@kozakoff.com)

Home: (352) 336-2045

Mobile: (352) 494-9770

Address:

3955 NW 64th Pl

Gainesville, FL 32653

**Appointing Authority** City Commission



## BILL BREEZE

**2nd Term** Jan 04, 2018 - Sep 30, 2020

(352) 371-1017

Address:

2611 NE57th Blvd

Gainesville, FL 32609

**Appointing Authority** City Commission

**Position** Chair



## VACANCY

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## Profile

Lindsay

First Name

A

Middle Initial

Diven

Last Name

lindsaydiven@gmail.com

Email Address

309 NW 32nd Street

Street Address

Suite or Apt

Gainesville

City

FL

State

32607

Postal Code

Ward \*

District 3

Mobile: (352) 339-3628

Primary Phone

Home:

Alternate Phone

Full Sail Partners

Employer

Senior Consultant

Job Title

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### Which Boards would you like to apply for?

Regional Transit System Advisory Board: Submitted

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### Primary Phone Type

Cell

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### Alternate Phone Type

Not Specified

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### Interests & Experiences

## Why are you interested in serving on a board or commission?

I have worked in the planning and engineering industry for more than a dozen years. I have been fascinated with how cities can move goods and people safely and efficiently. Now that we have moved our family back to Gainesville I want to make sure that it grows responsibly so that our children have a great place to work and live in the future.

[Lindsay A. Diven 02-2018\\_gainesville.pdf](#)

Upload a Resume

Please upload a file

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## Demographics

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Female

### Are you a City of Gainesville Employee?

Yes  No

### Are you a City of Gainesville Intern?

Yes  No

### Are you currently on a City Advisory Board/Committee?

Yes  No

If yes, which Advisory Board/Committee?

# LINDSAY A. DIVEN, CPSM

352.339.3628 • [lindsaydiven@gmail.com](mailto:lindsaydiven@gmail.com) • <https://www.linkedin.com/in/lindsaydiven>

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## Marketing Professional

*Balances creative marketing and sales strategies with strong analytical acumen.*

### SENIOR CONSULTANT

*Full Sail Partners, 2017 to present*

Training and consulting for professional services firms using Deltek Vision's CRM and Custom Proposals. Specializing in functional integration of marketing and business development activities into a unified services resource planning environment. Leading client initiatives to migrate marketing information into a single data platform, leveraging third-party API connections where appropriate.

### DIRECTOR OF MARKETING AND BUSINESS DEVELOPMENT - Principal and Board of Director

*BRPH Architects-Engineers, Inc. 2013 to 2017*

Serves as a Board of the Director, oversees six market lines with a team of 16 sales and marketing professionals, and charged to meet a \$79M sales goal with a budget of \$3M. Key accomplishments include:

- Exceeded sales goal by 60% (\$27M) within first year of taking control of marketing and sales.
- Managed major pursuit efforts to secure multi-year contracts worth more than \$130M with clients including Boeing, Universal Orlando, Lockheed Martin, and NASA.
- Improved annual and long-term business development planning process focused on lead generation and pipeline management.
- Moved the firm up the industry rankings – nearly 100 spots up the *Engineering News Record* Top 500 Design Firms, #1 for Manufacturing in the *Southeast ENR*, appeared for the first time on the Inc. 5000, and awarded the Zweig Group's Hot Firm and Best Places to Work as well as *Florida Trend's* Best Places to Work list.
- Led award-winning re-brand and content marketing strategy program that increased website page views by 142% and LinkedIn followers by 157%.
- Developed email marketing initiative with average monthly open rate of 22% and increase in subscribers of 125% since launch.
- Configured and implemented Deltek Vision CRM system. Conducted regularly training sessions. Provided regularly reporting and analysis.

### NATIONAL MARKETING MANAGER – Transit & Rail Line of Business

*T.Y. Lin International 2010 to 2013*

Responsible, along with Line of Business Director, for creating the new line of business—Transit & Rail with a sales goal of \$31M. Key accomplishments include:

- Increased sales by 36% in just first year.
- Managed three successful pursuits totaling more than \$8M.
- Implemented a nationwide client-focused sales and marketing process.
- Developed new sales analysis and forecast reports that were rolled out to other LOBs.
- Re-branded award-winning marketing collateral and developed editorial and writing guidelines.

### SENIOR INSIDE SALES & PUBLIC INVOLVEMENT COORDINATOR

*Jacobs Engineering Group (formerly Carter & Burgess) 2005 to 2010*

Responsible for sales and public involvement efforts for the South Florida Region. This multi-office region provides transportation planning and design; transit planning; urban planning and design; structural design; traffic engineering/modeling; and site civil engineering services. Key accomplishments include:

- Increased pursuit success rates by more than 10% while reducing marketing costs by 45%.
- Served on marketing transition team through firm acquisition.
- Implemented a new sales process and asked to present it to more than 50 marketers at firm retreat.
- Managed 10 focus groups and wrote findings report for transit sales tax initiative research.

**Built Community and Industry Relations** – As an active member of organizations such as Urban Land Institute, Greater Miami Chamber of Commerce, and Society for Marketing Professional Services, able to build relationships with clients, teaming partners, and resource contacts. For example, as a member of the ULI Infrastructure

subcommittee, working with South Florida business leaders, MPOs, and South Florida Regional Transportation Authority to develop a tri-county map to visualize priority transit corridors and organize regional transit program to unveil regional plans to both public and private interests.

**Ran Public Outreach Campaigns** – Responsible for campaign management, project branding, organizing and conducting public workshops, community relations, advertising and media relations, newsletter design and development, special events and market research such as surveys, focus groups, and case studies. Not only analyzed the amount of exposures gained, but the effectiveness of each effort showing both the client and public the value of each taxpayer dollar spent on outreach efforts.

#### BLOG

- [www.marketerstakeflight.com](http://www.marketerstakeflight.com)

#### INVOLVEMENT

- Orlando Economic Development Commission, Investor Relations Committee, 2014-2017
- Leadership Orlando Class 82
- Central Florida Partnership, Young Professionals Advisory Council, 2014-2015
- Deltek Vision Central Florida Users Group, 2016-present
- Design-Build Institute of America, 2015-2017
  - *Positions held: Central Florida Steering Committee Member, Florida Chapter Marketing and Communications Committee Member*
- Society for Marketing Professional Services, Southeastern Regional Conference, 2015-present
  - *Positions held: Central Florida Chapter Liaison, Programs Committee Member, Communications Chair*
- Society for Marketing Professional Services, Central Florida Chapter, 2010-present
  - *Positions held: Student Chapter Committee Member, Director of Membership, Co-Chair Education*

#### AWARDS

- First Place, 2016 Branding Campaign, National Firm, SMPS National
- First Place, 2014 Best Brochure, National Firm, SMPS Central Florida
- First Place, 2014 Media Relations Campaign, Large Firm, SMPS National
- First Place, 2012 Specific Project Marketing Campaign, National Firm, SMPS Central Florida

#### EDUCATION

- Bachelor of Science, Marketing, Cum Laude, University of Florida, 2004
- Graduate Certificate, Digital Marketing, University of California Irvine, 2016 (in progress)

#### SOFTWARE SKILLS

- MS Office, expert level
- Google Apps, expert level
- Slack, expert level
- Basecamp, intermediate level
- Wrike, expert level
- Adobe InDesign, expert level
- Adobe Photoshop, beginner level
- Adobe Illustrator, intermediate level
- Deltek Vision CRM, expert level
- Hubspot, beginner level
- Zoho CRM, intermediate level
- WordPress, expert level
- Craft CMS, intermediate level



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## Profile

Richard

First Name

D

Middle Initial

Nelson

Last Name

rdnelson@ufl.edu

Email Address

2602 NE 11th Terr.

Street Address

Suite or Apt

Gainesville

City

FL

State

32609

Postal Code

### Ward \*

District 2

Home: (904) 501-1582

Primary Phone

Business: (352) 392-8565

Alternate Phone

University of Florida

Employer

Asst Director/Learning Specialist  
Disability Resource Center

Job Title

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### Which Boards would you like to apply for?

Regional Transit System Advisory Board: Submitted

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### Primary Phone Type

Cell

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### Alternate Phone Type

Office

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### Interests & Experiences

## Why are you interested in serving on a board or commission?

I have always been interested in all forms of transportation. As a long term Gainesville resident (nearly 40 years), an active user of the Regional Transit System (RTS), educational background in mapping and data analysis, and as a person with a significant physical disability I believe that I can bring a unique combination of experiences to the board. I have worked for the University of Florida's Disability Resource Center for 31 years and currently serve as an Assistant Director and Learning Specialist. One of my responsibilities, over the past several years, has been the mapping of sidewalks, building entrances, and bus stops, in and around the UF campus, to determine their level of compliance with the Americans with Disabilities Act (ADA). I have served on both the City and County advisory boards for person with disabilities and look forward to the opportunity to reengage in a new area of civic involvement.

[Resume\\_03022018.pdf](#)

Upload a Resume

Please upload a file

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## Demographics

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Male

### Are you a City of Gainesville Employee?

Yes  No

### Are you a City of Gainesville Intern?

Yes  No

### Are you currently on a City Advisory Board/Committee?

Yes  No

If yes, which Advisory Board/Committee?

# Richard D. Nelson

## Home:

2602 NE 11<sup>th</sup> Terrace  
Gainesville, FL 32609  
904-501-1582  
email: rdnelson@ufl.edu

## Work:

Disability Resource Center  
001 Building 0020 (Reid Hall) / P.O. Box 114085  
Gainesville, FL 32611-4085  
352-392-8565

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## WORK EXPERIENCE

January 2017 – Present  
January 2006 – January 2017  
March 1997 – January 2006  
November 1986 – March 1997

**Assistant Director/Learning Specialist**  
**Program Coordinator**  
**Program Assistant**  
**Senior Clerk**  
Disability Resource Center  
University of Florida, Gainesville, Florida

March 1985 – December 1988

**Owner / Operator Software Sales Company**  
GatorWare Computer Software  
Gainesville, Florida

July 1984 – November 1986

**Information Specialist**  
Briarwood Center for Independent Living  
Gainesville, Florida

## EDUCATION

December 2003

University of Florida  
Bachelor of Arts degree  
Majored in Geography

May 1979 – July 1982

University of Florida  
Majored in Architecture

January 1977 – December 1978

Florida Junior College, Jacksonville  
General Education

## **ORGANIZATIONS**

- 2005 – Present Planetary Society, Pasadena, California
- 2001 – 2002 Board of Directors, Center for Independent Living, Gainesville, Florida
- 1989 – 2001 Visual Aids Volunteers of Florida, Tampa, Florida
- 1987 – Present International Plastic Modelers Society/USA Branch, Dayton, Ohio
- 1986 – 1990 Disabled Citizens Advisory Committee, City of Gainesville
- 1982 – 1985 Disabled Citizens Advisory Committee, Alachua County Commission

## **AWARDS / CERTIFICATIONS**

- 2005 Superior Accomplishment Award Nominee, Student Affairs, University of Florida
- 2001 Presidential Recognition, Outstanding Service, University of Florida
- 2000 Points of Light Award, Governor's Office, State of Florida
- 2000 Superior Accomplishment Award Nominee, Student Affairs, University of Florida
- 1998 President's Humanitarian Award, People Awareness Week, University of Florida
- 1997 Supervisory Challenge, Employee Development, University of Florida
- 1992 Distinguished Service Award, the Literacy Network & Gainesville Sun
- 1992 Superior Accomplishment Award, Student Affairs, University of Florida
- 1982 Presidential Recognition, Outstanding Student Award, University of Florida
- 1981 Ann Q. Lynch Award, Student Service Award, University of Florida

## **INTERESTS AND SKILLS**

- Areas of interest include travel, history, photography (traditional and digital), scale modeling, and other various crafts.
- Black and white photographic, development, and printing experience.
- Good working knowledge of use and abilities of an airbrush.
- Computer skills include working knowledge of Macintosh and IBM/PC computer systems and software. Including: Adobe Acrobat, PhotoShop, and PageMaker; Microsoft Word, Excel, and PowerPoint; FileMaker PRO, FreeHand, and PeopleSoft.