



AREAS OF EXPERTISE

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

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, and joined LTEC in 2003. His areas of expertise include Travel Demand Modeling for various types of analysis and monitoring; along with mobility studies, traffic impact fee analyses, concurrency studies, and safety studies.

He has extensive experience with FSUTMS/ Cube/ Voyager and several previous modeling systems. In addition to regional models, Mr. Rhoads has developed and utilized micro-simulation models for more detailed analysis, including CorSim and Synchro; and has also developed and analyzed 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/signal design, and sidewalk design. He also assisted with the development and field implementation of county-wide coordinated traffic signal timings.

He has been involved in various data collection activities, including the reduction and analysis of traffic data. The projects have ranged from minor traffic counts in support of traffic impact analyses, to county-wide data collection, large-scale pedestrian/bicycle safety studies and trip characteristic studies. He has participated in the data collection and reduction of travel characteristics, origin/ destination surveys, and travel time and delay analysis as part of numerous studies for systems planning projects.

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.

Mr. Rhoads has experience with software development. He has developed programs and systems for analysis of sub-area models, management of area-wide count databases, crash database analysis and various utilities. These programs have had interoperability with GIS and CADD systems, transportation models, Google Maps/Earth and various other file formats/systems.

Professional Experience

- Orange County-wide Intersection Pedestrian Safety Study [2015]
- Alafaya Trail (UCF Area) Safety Study [2015]
- Lake Flores General Development Plan (GDP)– Manatee County [2015]
- International Drive SCOOT Signal Timings [2015]
- LYNX Kissimmee & Belco SuperStops [2009 & 2015]
- Orange, Seminole, and Osceola County – Individual County-wide Data Collection Programs [On-going]
- City of Apopka Concurrency Management [On-going]
- Innovation Place DRI and Design Traffic – Orange County [2012]
- Innovation Way Multi-Modal Transportation District [2015]
- Reams Road Widening Design Traffic Projections [2017]
- Legoland Florida Design Support [2016]
- Prior Historic Significant Projects
 - I-4 Master Plan Micro-Simulation and Analysis
 - Lynx Regional Intermodal Center Simulation and Analysis
 - International Drive Light Rail Transit Design (intersection design, signing and marking)
 - Martin County-Wide Signal Retiming (Florida DOT)
 - Florida DOT District 5 Engineering Services (sidewalk design)
 - US 441 (Lake County) Roadway Design (signing and marking)
 - OOCEA {CFX} & Florida's Turnpike Design and Revenue Traffic Projections
 - I-4 at World Drive / SR 417 / US 192 / Osceola Parkway IJR/IMR
 - Walt Disney World Master Plan
 - Development of sub-area models for: Walt Disney World, Disneyland Paris, City of Celebration, Orlando International Airport, University of Central Florida, Universal Studios Florida