

## EDUCATION

B.A., Communications University  
of Denver

## SKILLS

- Communications planning  
Public engagement
- Crisis communications  
Transportation/Utilities
- Verbal & written  
communication Strategic  
planning
- Client account management  
Social media management  
Media relations/media training  
Government relations
- Effective Public and Media  
Relations
- Innovative Marketing  
Strategies
- Develop and Implement  
Strategies
- Lead Public Engagement  
Efforts
- Participate in Project Initiatives
- Execute Targeted Outreach  
Campaigns
- Coordinate Stakeholder  
Collaboration Meetings
- Drive Business Development  
Opportunities
- Promote Services to Clients
- Manage Brand Communication  
Plans
- Conduct In-Depth Market  
Analysis
- Facilitate Community  
Engagement Activities

## CERTIFICATIONS

Environmental Justice  
Certification  
National Highway Institute

## EXPERIENCE

25 YEARS

## CONTACT



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# Garold Smith

## Strategic Communication Support

Garold Smith, Business Development and Communications Manager with Acuity Design Group (ADG), is a seasoned expert with over 15 years of experience in public involvement and community engagement for a range of state, county, municipal, and private clients across North Carolina, alongside an extensive 30-year career in the field. Smith's notable tenure includes owning Eydo, a leading North Carolina-based public involvement and communication firm, where he led impactful campaigns for nearly 40 North Carolina Department of Transportation (NCDOT) projects. These projects spanned various domains including rail, public transportation, highways, turnpikes, and bike/pedestrian infrastructure, with key initiatives such as the BeRailSafe campaign, I-440 Improvements, Interstate 95 Corridor Planning and Financial Study, North Carolina Maritime Strategy, North Carolina Piedmont Improvements Project, and the NCDOT Statewide Public Involvement Plan.

As a forward-thinking manager and subject matter expert, Garold Smith brings a wealth of knowledge and experience from both government and private sector engagements. His expertise encompasses a broad range of areas including writing and editing, developing communications strategies, managing media relations, overseeing social media activities, facilitating public meetings, and handling government affairs. Smith has contributed to over 70 transportation and capital improvement projects in states such as Florida, Virginia, North Carolina, and Colorado. His strategic leadership and innovative approach to public involvement and stakeholder engagement have been instrumental in enhancing project communication and community relations. Smith's dedication to advancing best practices in public engagement and his ability to address complex challenges have solidified ADG's reputation as a leading force in the field.

Garold Smith's impact extends beyond his technical expertise, showcasing his ability to drive strategic growth and foster strong client relationships. His role as a Business Development and Communications Manager at ADG involves not only managing high-profile projects but also spearheading new business opportunities and cultivating partnerships with potential clients and project teams. Smith's strategic acumen in identifying market trends and client needs has been crucial in expanding ADG's service offerings and establishing the firm as a prominent player in the public involvement and communications sector. His proactive approach to business development ensures that ADG remains competitive and well-positioned to tackle emerging challenges and opportunities in the industry.

# Garold Smith

Business Development and Communications Manager

## RELEVANT PROJECT EXPERIENCE

### CITY OF JACKSONVILLE

*ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design, EJ Activities*

#### Resilience Planning

Prime: The Water Institute

#### Transportation Planning

Prime: Atkins Global

### DOWNTOWN INVESTMENT AUTHORITY

*ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design*

#### Shipyards West Park

Prime: Agency Landscape

### JACKSONVILLE TRANSPORTATION AUTHORITY

*ADG Tasks: Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design*

#### MobilityWorks Complete Streets

Prime: POND and RS&H

#### TOD Greenline & TOD Commuter Rail (Duval to St. Johns)

### NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

*Branding, Communications, Public Relations, Public Involvement, Community Engagement, Event Planning and Creative Material Creation, Stakeholder Engagement, Website Design, EJ Activities*

#### Various Roadway Studies

- NC 106 Corridor Improvement Study
- NC 51 in Matthews
- North Carolina Disparity Study
- UC 54 & More Mode Feasibility Study

#### Various Roadway Improvement Projects

Brinkerhoff (WSP), Mulkey (NV5), and ICA (HDR)

- Old Beatty Ford Road Feasibility Study
- Rea Road Extension Feasibility Study
- Catawba Avenue Widening Project

I-26 Connector DEIS

#### Statewide Policy and Public Involvement Plan

US 17 Association

Interstate 440 Widening

2040 Long Range Transportation Plan

Clayton Grade Separation

Interstate 95 Corridor Planning and Financial Study

Hillsborough Traffic Separation Study

#### Rail Division

Statewide “BeRailSafe” Railroad Safety Program  
Communications, Marketing and Community Outreach

Greenville Rail & Transportation Enhancements Project

Piedmont Improvements Projects

Stallings Street Rail Crossing

Southeast High Speed Rail Brochure

North Carolina Chapter of the Women’s

Transportation Seminar (WTS), High Speed Rail

Summit Summary

#### Division of Bicycle & Pedestrian Transportation

Bicycle Safety Public Policy - Statewide

### NORTH CAROLINA RAILROAD COMPANY

Rail Crossing Safety Public Service Announcement

Statewide Marketing Campaign - 317-Mile Railroad Corridor

### CITY OF RALEIGH

Crabtree Valley Transportation Study

### GOLDSBORO METROPOLITAN PLANNING ORGANIZATION (GMPO)

Metropolitan Transportation Plan Update

### UNITED STATES ARMY/PIEDMONT

Natural Gas, Fort Bragg

Natural Gas Privatization

### CHARLOTTE WATER

Utility Pipeline Installation

### CAPITAL AREA METROPOLITAN PLANNING

Organization, Northeast Area Study

Prime: Stantec

### NORTH CAROLINA OFFICE OF THE LIEUTENANT GOVERNOR

Statewide North Carolina Maritime Strategy