Stephanie Mace
SCOR²E Team

Years of Experience
21 Years

Education/Certifications
York College of Pennsylvania
BA, Public Relations
HubSpot SEO Certification
AMA's Project Management
Certification for New
Managers

Professional Experience
Avid Core
As vice president of digital services, focuses on creating new partnerships with forward-thinking teams looking to improve their processes, communicate change, and deliver excellent products to our citizens.

Stephanie Mace loves finding ways to connect people and design innovative engagement solutions. She has more than 20 years of experience working with federal, state and local agencies to modernize government processes in order to better serve our communities. Stephanie began her career in public service as an outreach liaison for the Department of Homeland Security and successfully conducted public meetings for the first Programmatic Environmental Assessment related for all U.S. ports of entry. Since then, she has been involved in 42 public involvement campaigns and managed multi-million-dollar projects related to transportation planning, environmental services, homeland security, and health. As Senior Vice President at Avid Core, Stephanie focuses on creating inclusive partnerships to communicate change and deliver sustainable solutions to our citizens.

U.S. Customs and Border Protection, Public Engagement SME (2020 – Present)
For U.S. Customs and Border Protection (CBP)'s outreach and engagement work, Stephanie has provided human-centered design recommendations to create a journey map and develop new content to enhance user experiences. She was responsible for coordinating and hosting the first multi-lingual and accessible Environmental Planning webinar, which allowed 75 participants to learn about environmental impacts with access to live-captioning as well as a Spanish interpreter. Stephanie continues to serve as a public engagement subject matter expert to support CBP's environmental compliance regulations.

Department Of Homeland Security (DHS) Information Network Outreach, Program Manager, (2010 – 2011)
The DHS Homeland Security Information Network (HSIN) was developed to help the nation's law enforcement agencies and first responders share information on a secure platform. Stephanie led a team of 32 Mission Advocates and the Communications support team to educate and onboard more than 32,000 users to the new platform in order to share vital information with federal/state/local law enforcement officials, first responders, and the intelligence community. Stephanie was responsible for managing the $21 million contract, personnel, reporting, meeting logistics and Other Direct Costs. She served as co-facilitator for the first Intelligence & Analysis Virtual Town Hall, where the Under Secretary provided updates and responded to questions from 78 members in the field via HSIN Connect. Outreach efforts were credited in successfully migrating all of the HSIN users to the new collaborative platform.

Virginia Department of Transportation (VDOT) Arlington County Performance Parking System Optimization, Program Manager (2023 – Present)
In order to better understand how parking availability information and pricing impacts drivers parking in Arlington County, VDOT contracted with the Kimley Horn team to provide a System Optimization Analysis of Performance Parking Pilot in Commercial Corridors in Arlington County. Stephanie worked with Kimley Horn and Arlington County's Curbspace Management and Public Engagement team to design a multipronged outreach strategy to reach parkers through on-street intercept surveys and digital perception surveys in partnership with ParkMobile, CurbIQ, Happy or Not and other apps. The qualitative data collected from the

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public engagement surveys will help create a comprehensive analysis of VDOT video feeds, parking enforcement data, parking transactions and user experiences to inform future pricing policies.

U.S. Department of Labor Covid-19 Conference Planning, Program Manager (2023 – Present)

In order to better understand the inherent challenges during COVID-19, the Occupational Safety and Health Administration (OSHA) contracted with Avid Core to collect feedback from employers, unions, work centers, and workers in essential industries. As the program manager, Stephanie currently leads a team of public engagement specialists, researchers and Subject Matter Experts (SMEs) to design and conduct virtual conferences to gather lessons learned from stakeholders in essential industries across the United States. She recently facilitated virtual interviews with OSHA leadership and external stakeholders. As a result, the team will plan multiple events and create a best practices guide to better prepare workers, employers and agencies for future emergencies.

Genedge Email Marketing, Program Manager (2023 – Present)

A consulting organization specializing in supporting small to medium-sized manufacturing businesses in Virginia, GENEDGE sought to expand its outreach efforts and develop a more engaging digital communications approach utilizing social media and targeted email newsletters. Stephanie currently leads a team of designers and writers in helping GENEDGE establish itself among Virginia's manufacturing community, leading weekly meetings, helping to craft monthly newsletter content, and overseeing all aspects of the contract. GENEDGE's online engagement rates have increased by 27% in the past three months since Avid Core began supporting email marketing efforts.

Harrisonburg Rockingham Metropolitan Planning Organization (HRMPO) Public Engagement, Public Engagement SME (2021 to May 2023)

For the Harrisonburg Rockingham Metropolitan Planning Organization's 2045 long-range transportation plan (LRTP), Stephanie led the planning and facilitation of a series of public meetings, webinars, and pop-up events to reach a broader number of participations throughout this socioeconomically diverse region in the Central Shenandoah Valley. She proposed utilizing a hybrid approach of public engagement methods, such as print media and targeted geofencing social media ads, to reach new audiences. The three phases successfully concluded in May 2023 and set public outreach records for the agency, engaging more residents with the surveys in each phase and building relationships with more than 30 community partners.