

Amanda Roberts

SCOR²E Team



Years of Experience

15 Years

Education

Ithaca College

BS, Integrated Marketing Communications

Project Management

Institute, Project Management Professional (PMP) Certification

Professional Experience

Avid Core

Offers expertise on the entire communications lifecycle from planning and development to implementation to feedback and evaluation. Supported PlanRVA's first Community Engagement Strategy and Implementation Plan to achieve equitable and inclusive engagement.

As Avid Core's Chief Marketing Strategist, Amanda brings communications and project management experience involving emergency management planning, technology, and critical infrastructure for the federal government. She offers expertise on the entire communications lifecycle from planning and development to implementation to feedback and evaluation. Much of her communications experience involves translating technical information for lay audiences and developing equitable practices for communities. She currently manages Avid Core's Diversity, Equity & Inclusion projects with Frederick County, MD and Boise, Idaho. Amanda holds a Project Management Professional (PMP) certification from the Project Management Institute.

U.S. Customs and Border Protection, Environmental Outreach Lead (2018 – Present)

U.S. Customs and Border Protection (CBP) is responsible for securing America's borders utilizing tactical infrastructure. Amanda is leading CBP with environmental planning and engagement for the development of new infrastructure. She manages the development and execution of a public information and consultation plan, which outlines methods for notifying the public of opportunities to be involved in the agency's environmental planning efforts, including multi-language advertisements, website updates, media advisories, letters and emails, and webinars. These efforts include managing more than 50,000 public comments and coordinating hundreds of meetings with federal, state, and local agencies.

FEMA, Community Engagement Risk Communications Director, (2012 – 2020)

The Federal Emergency Management Agency (FEMA) Community Engagement Risk Communications (CERC) team is responsible for educating the public about resources available to help mitigate flood risks. With CERC, Amanda assisted with project management, outreach planning and execution for the Risk Mapping, Assessment, and Planning program, providing strategic counsel in the development of public involvement plans and execution of public meetings for FEMA's Federal Flood Risk Management Standards and regional risk reduction teams.

The Appraisal Subcommittee, Project Manager (2022 – Present)

Ms. Roberts is currently leading strategic communications for the Appraisal Subcommittee (ASC). This work includes the development of an agency-

wide communications plan, ongoing social media management and media outreach, and event support for a series of public hearings on appraisal bias. In her role, Amanda also supports a working group made up of representatives from several Federal Financial Institutions Examination Council agencies.

Department Of Homeland Security (DHS) Homeland Security Information Network, Senior Associate (2012 – 2013)

The DHS Homeland Security Information Network (HSIN) was developed to help the nation's law enforcement agencies and first responders share information. Amanda served as a member of DHS's HSIN outreach team. Her contributions were key to the revamping communications efforts around the system and have included revising communications strategy and plan; drafting and implementing a social media strategy; coordinating

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the development of the monthly newsletter the, HSIN Advocate; and providing review, strategic advice, and execution support as needed.

PlanRVA Community Engagement Strategy, Project Manager (2021)

Text BoxPlanRVA made a public commitment to put equity at the center of its community engagement efforts. Amanda managed the development of the agency's first Community Engagement Strategy, rooted in feedback from a diverse group of stakeholders, including local Tribes, community groups, and minority-owned businesses. Collected through interviews, surveys, and research, this input has helped shape the new strategy and has allowed PlanRVA to successfully lobby for a budget increase, create a new position, and has helped the agency receive a Platinum award at the 2021 MarCom awards, the highest honor in the international competition.

Department Of The Interior (DOI) Collaborative Action and Dispute Resolution IDIQ, Project Manager (2013 – 2020)

The DOI's Office of Collaborative Action and Dispute Resolution (CADR) provides support to all DOI agencies for environmental conflict resolution. Amanda served as project manager that provided public involvement specialists for external conflict resolution. Her responsibilities included managing all aspects of the projects, Including public involvement consistent with the National Environmental Policy Act (NEPA) such as the management of public meetings for Bureau of Land Management's grazing policy revisions, public involvement for the Bureau of Ocean Energy Management's offshore wind development proposals, and revisions of BLM's transportation management plans, among others. Under her oversight, all projects were completed without any cost overruns.

Bureau Of Ocean Energy Management (BOEM) 2019-2024 National Outer Continental Shelf Oil and Gas Leasing Program Public Outreach Plan, Director (2017 – 2020)

BOEM's National Program's programmatic environmental impact statement (PEIS) outlines the potential impacts of offshore oil and gas leasing. Amanda managed BOEM's public engagement strategy for the 2019-2024 National Outer Continental Shelf (OCS) Oil and Gas Leasing Program PEIS. Scoping included the design and execution of 23 open-house style meetings in addition to designing a virtual meeting room. Similar to the 2017-2022 outreach effort, Ms. Roberts led the management and execution of all meetings and associated outreach. For this set of meetings, she also prepared and trained BOEM staff on security and safety protocols and best practices for engaging with difficult attendees.

Bureau Of Ocean Energy Management (BOEM) 2017-2022 National Outer Continental Shelf (OCS) Oil and Gas Leasing Program Programmatic Environmental Impact Statement, Director (2014 – 2017)

Amanda managed BOEM's public engagement strategy for the 2017-2022 National Program's PEIS. For scoping, she designed and executed more than 20 public meetings in coastal communities to collect public comments for the PEIS, which attracted hundreds of participants including the agency's largest attended scoping meeting with more than 400 participants. She also provided strategic guidance on outreach and communications to publicize the meetings which involved social media, stakeholder emails, media outreach, and advertisements. The draft PEIS was released in March 2016, and Ms. Roberts assisted with the design and facilitation of public meetings to collect input on that document. The final PEIS was published in October 2016.