



DIRECTOR OF INNOVATION AND COMMUNITY ENGAGEMENT

Michelle Gonzalez, AICP

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CERTIFICATIONS

- American Institute of Certified Planners (AICP) Certification # 33126
- FEMA ISO 100,200,300,700,800
- Florida State Erosion & Sediment Control Inspector

EDUCATION

Bachelor of Arts: Sustainability and the Environment

Florida International University, Dec 2014

Strategic Planning & Management Certificate

Florida International University, Oct 2017

CORE COMPETENCIES

- Strategic Innovation & Vision
- Community Engagement & Partnerships
- Technology Integration
- Public Relations & Communications
- Cross-Departmental Collaboration
- Organizational Efficiency & Modernization
- Project Management
- Public Administration & Urban Planning

CIVIC LEADERSHIP & ENGAGEMENT

- Commissioner, City of St. Petersburg Development Review Commission (current)
- St. Petersburg Chamber of Commerce
- Westshore Alliance
- American Planning Association (APA)
- Florida Parking and Transportation Association (FPTA)

PROFESSIONAL SUMMARY

Innovation-focused municipal leader with twelve years of experience improving multi-department operations through technology, data, and community-centered focus. Proven success in modernizing operations, integrating technology, and improving efficiency across multiple municipal departments. Experienced project manager recognized for delivering high-impact initiatives such as doubling municipal parking revenues, securing multimillion-dollar grants, and engaging 10,000+ residents through inclusive outreach. Skilled at building strong relationships with elected officials, agencies, businesses, and residents to champion innovative, data-driven solutions that align with citywide strategic goals.

EXPERIENCE

EXP US Services, Inc. October 2023 - Present
Tampa, FL

COMMUNITY DEVELOPMENT DIRECTOR

Lead EXP's Community Development practice and serve as Project Manager on high-impact projects for public and private sector clients. Direct business development and client relationship efforts to strengthen partnerships and deliver innovative solutions. Manage planning, analysis, and project execution with a strong focus on representative community engagement, outreach, and interagency coordination to advance client objectives and achieve strategic goals.

City of St. Pete Beach June 2021 - October 2023
St. Pete Beach, FL

COMMUNITY DEVELOPMENT DIRECTOR

Directed Community Development, leading teams across building, code, zoning, parking, transportation, and facilities. Provided strategic leadership, improved processes, and updated codes to enhance efficiency and guide sustainable growth. Reviewed development proposals, managed budgets, secured funding, and coordinated across all levels of the organization to achieve community development initiatives. Partnered with officials, stakeholders, and businesses to achieve city goals and drove innovation in service delivery, community engagement, and operational efficiency.

City of St. Pete Beach November 2019 - June 2021
St. Pete Beach, FL

TRANSPORTATION & PARKING DIRECTOR

Directed transportation planning, transit systems, and municipal parking operations to improve mobility, reduce congestion, and strengthen resilience. Implemented Complete Streets and Vision Zero programs, introduced innovative parking technologies that doubled revenue and tripled enforcement, and launched a successful micro-transit service exceeding 100K annual rides. Developed policies for micro-mobility programs, expanding sustainable travel options and enhancing accessibility for residents and visitors through innovative approaches.

Town of Miami Lakes January 2017 - October 2019
Miami Lakes, FL

SENIOR TRANSPORTATION MANAGER

Managed the implementation of the Miami Lakes Transportation Master Plan, securing over \$8M in funding and delivering multimodal improvements. Launched the Town's first micromobility program and modernized municipal transit services with an on-demand app-based microtransit service. Collaborated with county officials to advocate for policy changes, enabling transit sales tax revenues to support microtransit, and engaged the community to address traffic and safety concerns.

CH Perez & Associates December 2014 - December 2016
Doral, FL

TRANSPORTATION PLANNER

Served as in-house consultant to FDOT's Planning and Environmental Office, supporting MPO compliance with federal regulations and guidelines. Analyzed funding data to develop the Miami-Dade TIP and Florida STIP. Assisted ETDM liaison in coordinating reviews for planning and programming screens. Managed contracts and grants between FDOT and local agencies, preparing agreements, monitoring budgets, and ensuring accountability in transportation project delivery.

Relevant Projects and Initiatives

On-Call Tampa Bay Regional Planning Council (TBRPC) Marketing Services

PROJECT MANAGER

Serve as Project Manager (PM) for TBRPC's on-call marketing and public relations services, overseeing strategic communications, media relations, and creative content development. Direct messaging to promote programs and impact, manage design and multimedia production, and ensure alignment with government media strategies. Lead consultant coordination, support communications, and maintain stakeholder and community engagement to elevate TBRPC's brand and visibility.

Westshore Alliance Transportation Action Plan Update

PROJECT MANAGER

Serve as PM for the Westshore Alliance Transportation Action Plan, a strategic initiative shaping mobility in Tampa's largest business district. Direct existing-conditions analysis, needs assessment, and forecasting using Strava, StreetLight, and Placer.ai; facilitate stakeholder workshops and cross-agency coordination to align regional priorities. Lead development of a web-based GIS/Power BI platform that visualizes the Action Plan, enabling the public to map and filter projects and explore data, timelines, costs, and status, advancing innovation, transparency, and public trust.

Miami-Dade County Department of Transportation & Public Works (DTPW)

Countywide Transportation Master Plan (CTMP)

PROJECT MANAGER

Directed an extensive engagement program reaching 10K+ stakeholders through surveys, pop-ups, meetings, and workshops with 34 municipalities and agencies. Oversaw technical and civic committees, project website, and plan development. Led the identification and GIS-based prioritization of 1,200+ projects, conducted funding gap analysis, and developed plan recommendations. Briefed the Mayor and Commissioners with clear, data-driven recommendations that informed the county's 20-year mobility vision.

City of St. Pete Beach Code Enforcement Modernization Initiative

DIRECTOR

Led a code enforcement modernization initiative that shifted operations from reactive to proactive. Partnered with IT to equip patrol vehicles with mobile laptops, printers, and updated phones, streamlining fieldwork and standardizing procedures. Resulted in 80% of cases being initiated proactively. Developed new protocols for Special Magistrate Hearings and created enforcement procedures for short-term rentals, addressing community concerns and strengthening compliance and transparency.

City of St. Pete Beach SMART Parking Program

DIRECTOR

Implemented the SMART Parking Program in St. Pete Beach, transforming operations through technology and innovation. Replaced outdated meters with pay-by-phone, saving \$40K annually, and introduced branded signage, touchscreen pay stations, and pay-by-plate. Upgraded the parking enterprise system, coordinating vendor data migration, setup, and staff training. Added License Plate Recognition enforcement, boosting tickets from 4K to 12K annually. Recommended parking rate adjustments that, combined with innovations, increased revenues by 64% from \$2.8M to \$4.6M.

City of St. Pete Beach Freebee Microtransit System

DIRECTOR

Implemented and managed the St. Pete Beach Freebee microtransit system as an innovative solution to community concerns about large buses in residential areas like historic Pass-a-Grille. Introduced an app-based, point-to-point on-demand service offering free rides citywide, achieving 100K annual trips and becoming Freebee's most successful zone. Leveraged technology and innovation to reduce traffic, provide sustainable mobility, and deliver a tailored transit service that met resident needs.

Town of Miami Lakes SolSmart Designation

PROGRAM MANAGER

Led the Town of Miami Lakes to achieve Bronze SolSmart designation, a national recognition for communities that simplify solar energy adoption for homes and businesses. Collaborated with building and planning departments to streamline permitting and inspection processes, enhancing operational efficiency and promoting renewable energy use. The initiative required strong interdepartmental coordination and leveraged innovative tools to advance sustainability goals and deliver community benefits.

Town of Miami Lakes Micromobility Program

PROGRAM MANAGER

Implemented and managed Miami Lakes' first micromobility program, partnering with Spin and Lime to launch shared scooters and bikes. Worked with vendors to identify staging areas and zones, developed ordinances and policies, and created communications and educational materials for residents. Addressed community concerns, produced ridership and utilization reports, and analyzed data to track trends, improve pedestrian and bike planning, and integrate micromobility into the town's broader mobility network.

Town of Miami Lakes Future Technology Study

PROJECT MANAGER

Led the study assessing how emerging technologies will impact service delivery, transportation, mobility, and community behavior. Directed research and analysis to identify trends and innovations, creating a roadmap to guide the town in adopting future-ready strategies. The study provided recommendations to improve operations, integrate new mobility options, and ensure Miami Lakes remains competitive, innovative, and prepared to meet community needs through technology-driven solutions.