



Rebecca is specialized in developing customized group processes to help teams maximize workflow; designing processes to take teams from planning to implementation, and managing the pain points in between. Her expertise is in meeting facilitation and project management. She has worked within the strategic communications arena for thirteen years, specializing in comprehensive strategic plan development, including process design, data examination and gap analysis.

Rebecca knows key message development and how to concentrate communication efforts to identify appropriate outreach opportunities, and ensure pertinent information reaches appropriate parties. She has managed a wide variety of process design and implementation projects for state and local government agencies, and has worked with private-sector companies and start-ups providing facilitation services and developing strategic plans, communications plans, and marketing acquisition strategies for implementation.

SELECT FACILITATION EXPERIENCE

Old Highway 30 Plymouth Street Bridge | Canyon Highway District 4 (2016-Present).

Facilitation and communication process design services for the design and construction of a new bridge, spanning the Boise River. The Boise River, its floodplain, and adjoining areas are significant, natural and scenic resources. The area in which the Old Highway 30 Bridge spans the Boise River is home to natural wetland areas offering habitat to plant and wildlife remain. The area offers tremendous opportunities for trails and natural recreational activities. The Old Highway 30 Bridge is a historic, single-lane bridge, and has exceeded its lifespan for vehicle use. Project team worked with stakeholders to select an alternative bridge design and location for vehicles to cross the river, while leaving the historic bridge in place for the sole purpose of bicycle and pedestrian use, providing a safe, alternative bicycle-pedestrian route across the river. Project includes a series of public open houses, newsletter updates, stakeholder and media coordination to identify the preferred alternative design for the new bridge. Including ongoing coordination with the bicycle-pedestrian community to develop a plan for implementation, while keeping community members informed about milestones and anticipated project impacts.

City of Wallace 6th Street; South Fork Coeur d'Alene River Bridge | Idaho Local Highway Technical Assistance Council (2018-2019).

Public meeting facilitation, public involvement process design, and community outreach for a bridge replacement project in Historic Downtown Wallace, Idaho. The bridge feeds into the Trail of the Coeur d'Alenes, and is a gateway to outdoor recreation trails, bike paths, and more. Project included identifying public outreach tools and activities to successfully engage and communicate with stakeholders regarding a multi-use purposes for the new bridge, as well as gathering community input on impacts of project construction. Managed ongoing communication and coordination with community members to identify key milestones for deliverables, help stakeholders understand construction impacts, gather community input, and identify achievable actions for implementation.

US-12, Lochsa Ranger Station to Holly Creek Turnout Public Involvement Plan | Idaho Transportation Department (2019).

Project team facilitation for the purpose of developing a meaningful public involvement process and community outreach plan for roadway improvements along US-12. Project is located in a Wild and Scenic Corridor and required close attention to community involvement, coordination with the Nez Perce Tribe, along with federal agencies and recreational enthusiasts. Facilitation efforts included working with key stakeholders to identify an appropriate plan to publicize project information and updates through a variety of communication methods, in an effort to manage environmental and visual impacts of the road construction.

Registrations and Positions

Sponsorship Committee Member | International Association of Fairs and Expositions, 2019-Present

Active Member | International Association of Fairs and Expositions, 2019-Present

Vice President and Foundation Member | Idaho Agricultural Foundation, 2013-2018

Board Member | Canyon County Fair, 2016-2017

Education

B.A., Communication, Boise State University | 2007

Certifications and Awards

Professional Skills Program in Conflict Resolution Consulting | Pepperdine University, 2013

Work History

The Langdon Group
Boise, Idaho | 2021-Present

Canyon County Fair
Caldwell, Idaho | 2017-Present

Communicate, LLC
Boise, Idaho | 2013-2021

The Langdon Group
Boise, Idaho | 2011-2013

CTA Architects Engineers
Boise, Idaho | 2008-2011



County Fair Public Outreach Coordination | Canyon County Fair (2017 – Present). Facilitation and public outreach planning for the largest annual event in Canyon County, Idaho. The Canyon County Fair is a community centered, four-day event that draws over 50,000 people annually to celebrate and experience Canyon County’s prevalent culture. Project management and facilitation efforts include ongoing development and implementation of strategic marketing plans, coordination of all media and public relations, including establishing contact with community organizations and coordinating ongoing communication efforts with stakeholders for the purpose of promoting the fair and related events. Ongoing assessment and implementation of best practices for consumer-oriented community events to promote and host an annual four-day event.

Idaho Strategic Highway Safety Plan Strategy Prioritization | Idaho Transportation Department Office of Highway Safety (2015-2016, and 2012). Facilitation and communication process design services for the development of a collaborative, statewide safety plan and development of key strategies providing the greatest likelihood of reducing roadway-related fatalities and serious injuries. Included identifying and contacting stakeholders and interested parties, development of messages and questions for web-based polling system, polling of eleven highway safety emphasis area group members representing shared interest groups, data interpretation and trend analysis leading to strategy prioritization for implementation, tailored to multiple, diverse stakeholders. Facilitation planning efforts included strategy development, consensus-based group voting processes, and strategy prioritization development for implementation of each of the eleven focus area groups.

Idaho Administrative Procedures Act Research Preliminary Findings | Idaho Transportation Department Office of Highway Safety (2013-2017). Facilitation and project management to streamline the process of creating updated administrative ignition interlock device rules; included identifying potential contacts, conducting a series of interviews (message mapping, interview script creation, recording annotated responses) with representatives from Montana and Utah to determine key elements and lessons learned by states of similar demographics, and providing an executive summary of key finding and conclusions to support development of next steps for project implementation. Facilitation, development and implementation of a statewide strategic plan to reduce impaired driving crashes on Idaho roadways. Included statewide public relations and outreach coordination, meeting and event facilitation, and communications materials development. Built and maintained mutually beneficial relationships with local media, stakeholders and the public to maintain clear and open communication channels.

Idaho Impaired Driving Task Force | Idaho Transportation Department Office of Highway Safety (2013-2017) Facilitation and communication process design for the development and implementation of a statewide strategic plan to reduce impaired driving crashes on Idaho roadways. Included statewide public relations and outreach coordination, meeting and event facilitation, and communications materials development. Built and maintained mutually beneficial relationships with local media, stakeholders and the public to maintain clear and open communication channels.

National Emergency Medical Services Information System Task Force | Idaho Emergency Medical Services Bureau, Idaho Transportation Department Office of Highway Safety (2014-2015). Facilitation and process design services for the development of a comprehensive stakeholder outreach plan for a national framework used to collect, store, and share standardized state Emergency Medical Services(EMS) data, including research and data assessment; included development of web-based polling system of representatives from the EMS bureau, as well as data collection, tabulation, analysis and heat-mapping of values to illustrate data trends and aid recommendations for finalized elements. All data gathering and interpretation methodologies were included in final report for presentation to the Emergency Medical Services Advisory Committee (EMSAC) recommendation to the Idaho State Legislature.

Idaho Distracted Driving Task Force Communication Plan | Idaho Transportation Department Office of Highway Safety (2015). Task force facilitation and statewide communication planning for the purpose of promoting “attentive driving for life” and reducing distracted driving related fatalities and serious injuries on Idaho roadways. Included ongoing community outreach by supporting statewide education, communication, and enforcement. Statewide stakeholder outreach and task force meeting facilitations provided the framework for the development of a statewide Distracted Driving Communication Plan, and coordination of the wide variety of communications to support implementation of task force initiatives.