



Ginger Hoke, RLA

President, Hoke Design, Inc.



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Experience

President - Hoke Design, Inc.

Lake Mary, FL (2003-Present)

President of a planning and design firm specializing in trail and pedestrian master planning, corridor analysis, conceptual design, safe routes to schools studies, GIS and funding research. Projects include:

- **East Central Florida Regional Planning Council (ECFRPC) Safe Routes Portal (7/2012-ongoing):** Collecting data from numerous agencies from a six-county area to provide information to the RPC to create a GIS-based interactive map and data report tool. Providing standardization of data to create a uniform regional database for Safe Routes to Schools.
- **East Central Florida Regional Planning Council (ECFRPC) School Siting and Policy Video and Public Service Announcements (PSA's) (8/2011-ongoing):** Provided project supervision for a school siting and policy video that included interviews with six counties and multiple stakeholders.
- **Lake~Sumter MPO Safe Access Study (2/2011-7/2012):** Safety review for 11 schools in Lake and Sumter County. Work included development of project methodology, stakeholder coordination, data collection and analysis, and recommendations for infrastructure/non-infrastructure improvements, project prioritization, master planning and funding recommendations.
- **Volusia Transportation Planning Organization (VTPO) Continuing Services Feasibility Studies (2006-present):** Prime and subconsultant for the development of Bicycle and Pedestrian Feasibility Studies.
- **East Central Florida Regional Planning Council (ECFRPC) Economic Business Survey - West Orange Trail and Seminole County Trails (2010-2011):** Interviewed business owners near trails and summarized findings for ECFRPC analysis and reports.
- **Volusia TPO Bicycle and Pedestrian School Safety Studies (2005-2009):** Project Manager for 45 Bicycle and Pedestrian School Safety Studies in Volusia County. Studies include a Bicycle and Pedestrian Master Plan, findings and recommendations, and identification of priority projects with cost estimates. These studies resulted in over 4.3 million dollars in trail or sidewalk construction.
- **City of Leesburg PD&E for Wild-Lee and Tav-Lee Trails (2007):** Team member for the alignment selection, public involvement and coordination of two City of Leesburg trails.
- **City of Leesburg Trail Master Plan (2004-2005):** Team member for trail master planning, public involvement, trail concept development and design guidelines.
- **City of Leesburg 441 Corridor (2006-2007):** Team member for site inventory, opportunities and constraints analysis, gateway concepts, public involvement and landscape plans.

Trails and Parks Project Manager

TEI Engineers & Planners (now HNTB)

Lake Mary, FL (2002-2003):

Managed the following projects:

- **South Lake Trail Phase II (2003):** Project Manager for the design of a paved, multi-use trail in Lake County. Provided professional services for this 4.5 mile long trail including alignment alternatives, public involvement and final engineering.
- **Flagler Trail Bridge (2003):** Project Manager for the final alignment and construction documents for a multi-use/equestrian trail bridge and boardwalk over the Econlochatchee River.

Principal Coordinator**Seminole County, FL (1998-2002):**

Principal Coordinator for the Trails and Greenways Team. Duties included:

- **Master Planning:** Created a GIS-based Seminole County Greenways and Trails Master Plan (which won the ESRI GIS Award). Researched alignments for several trail corridors. Worked with cities and adjacent counties to coordinate planning and funding. Received grants for land acquisition, design and construction totaling over \$9 million.
- **Trails Referendum:** Instrumental in the successful passage of the \$25 million *Natural Lands 2000 "Completing the Trails Connection"* referendum. Provided general cost estimates and worked with numerous agencies and the public to prioritize trail construction. Initiated and guided the development of the Seminole County Trails Website and the creation of an educational video.
- **Greenways and Trails Advisory Committee Staff Liaison:** Organized and conducted monthly meetings for the Trails Advisory Committee.
- **Project Manager:** Project Manager for portions of the Cross Seminole Trail, Seminole Wekiva Trail and Flagler Trail.

Presentations

- **Florida Planning and Zoning Association (FPZA) Surfcoast Chapter**
2012 Trails Forum: *Connecting to Trails*
- **Florida Recreation and Parks Association (FRPA)**
2012 State Conference: *Safe Routes to Schools Planning and Programming*
- **Florida Planning and Zoning Association (FPZA)**
2012 State Conference: *Economic Advantages of Walkable Communities*
- **Pro-Bike/Pro-Walk Conferences (Selected as Conference Advisor 2010):**
 - **2010:** *Evaluating and Planning for Safe Routes to School*
 - **2008:** *Using GIS for Data Collection, Analysis, Master Planning and Communication*
 - **2006:** *Safe Routes to School*
- **East Central Florida Regional Planning Council**
2010 Safe Routes to Schools (SRTS) Regional Summit: *Evaluating and Planning for Safe Routes to School*
- **Central Florida GIS Workshop 2007:** *GIS Bicycle and Pedestrian Master Planning*
- **Florida Association of School Resource Officers 2006 Conference:** *Safe Routes to School*
- **National Public Land Acquisition & Management Partnership Conference (2003):** *Acquiring Linear Corridors for Trails*
- **National Trails Symposium Conference (2002):** *Local Referendum Success and Regional Planning*

Memberships

- **Safe Routes to School National Partnership, Member:** Represented Florida at the Robert Wood Johnson Center to Prevent Childhood Obesity Conference, 2011
- **Association of Pedestrian and Bicycle Professionals (APBP)**
- **Florida Planning and Zoning Association (FPZA)**
- **Rails to Trails Conservancy**
- **Florida Bicycle Association**

Education/License

- **Master of Landscape Architecture** - North Carolina State University
- **Bachelor of Science, Environmental Design** - University of Massachusetts, *cum laude*
- **Florida Registered Landscape Architect:** LA0001416
- **Hoke Design, Inc.** is a DBE/WBE firm.