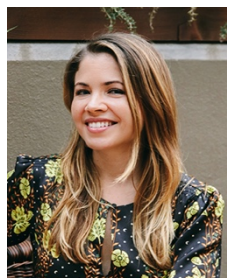


CLAUDIA MARIA ARNIELLA

President | Q'ente Communications | Claudia@genteco.com



Claudia is a public involvement professional with more than 17 years of experience in project management, community outreach, grants management, and multi-lingual communications for local, regional, and statewide initiatives. A native Spanish-speaker, Claudia is skilled in developing communications strategies for traditionally hard-to-reach populations including limited English proficient populations and minority communities. She is a dynamic facilitator and event planner for a range of input activities, including focus groups, design charrettes, and interactive community planning programs.

EDUCATION

Master of Public Affairs, LBJ School, The University of Texas at Austin
Master of Arts in Latin American Studies, The University of Texas at Austin
Bachelor of Science in International Affairs, Georgia Institute of Technology

CERTIFICATIONS

Certified in Bleiker Program of Systematic Development of Informed Consent
Certified in Volunteer Management

EXPERIENCE

2022 – Present – President, Q'ente Communications, Austin, Texas
2019 – 2022 – Director of Community Engagement, CD&P, Austin, Texas
2017 – 2019 – Title X Project Director, Women's Health and Family Planning of TX, Austin, Texas
2014 – 2017 – Community Relations Manager, Central Health, Austin, Texas
2012 – 2014 – Regional Program Manager, Women's Health and Family Planning of TX, Austin, Texas
2010 – 2012 – Community Outreach Manager, El Buen Samaritano, Austin, Texas

RELEVANT EXPERIENCE

Dripping Springs SW Connection Study | Hays County | 2019 – Present
Led public involvement for a controversial roadway project to add capacity and improve safety in a rapidly growing area by developing robust stakeholder communications, close coordination with property owners, and developing multi-media materials to convey the importance of planning for future transportation needs. Her team developed a website, held in-person and online public meetings, produced videos and infographics, and summarized public comments to inform the proposed alignment.

Western Caldwell County Transportation Study | CAMPO and Caldwell County | 2019 – Present
Worked closely with Caldwell County leaders to engage the community to a preferred alignment for a new east-to-west roadway. Her team provided design, branding, messaging, and marketing support to promote community participation across the study area. The program has been responsive to community input and succeeded despite COVID-19 challenges, conducting virtual property owner meetings, and public meetings with interactive mapping, which helped guide new alignment options.

Public Relations Program | Alliance Water | 2020 to Present
Provided public relations and communications support including development of high-quality graphics, videos, and content and led coordination of event planning, website management, and media relations. In one year, the program resulted in a 20% increase in website visitors, 1,216% increase in social media views, and a 31% increase in followers.

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Wimberley Valley Trails | Hays County | June 2020 – Present

Led outreach and engagement for a Trails Master Plan, including stakeholder engagement with elected officials, staff, residents, and local businesses. Her team developed a website, branding, digital marketing materials, social media, presentations, and facilitated virtual public meetings to promote the effort and receive input. The effort included a grassroots letter-writing campaign, which resulted in procurement of \$900K in funding to construct sidewalks and safe crossings along a busy roadway where several schools are located. The effort resulted in a unanimous resolution of support from the Wimberley City Council in favor of the roadway improvements.

Rainey Street Substation | Austin Energy | Aug. 2019 – Present

Provides outreach and engagement for new substation in downtown Austin, including updates to nearby residents, neighborhood groups, and businesses and developing bilingual content for digital and printed formats. The effort received buy-in from skeptical neighbors and Austin Energy has received compliments on their transparency, frequent communication, and opportunities for involvement.

Title VI Policy Adoption | Capital Metro | Jan – May 2021

Claudia provided communications and public relations support to Capital Metro in updating its Title VI policies to ensure equitable service delivery and access for Limited English Proficient and minority communities. Her team translates complex policy information into clear, accessible messaging, presentations, infographics, and talking points to facilitate the Capital Metro Board to make informed decisions to discuss and adopt Title VI policies related to DIDB and LEP.

Connecting Communities Program | CARTS | July 2020 – Present

Designed and implemented outreach efforts for the Get to Know CARTS outreach program and rollout of CARTS Now, an on-demand micro transit program in Taylor, Bastrop, and Lockhart. Claudia promotes CARTS services throughout the 9-county district with strong messaging and materials, newsletter and social media content, branded templates, and event planning and facilitation. The program includes a district-wide survey effort to gather input on future improvements to CARTS services.

San Marcos Platinum Planning Study | CAMPO and City of San Marcos | Feb. 2020 – Present Supports CAMPO in designing inclusive and effective engagement strategies to support planning efforts across San Marcos community. Organized listening sessions, project website, materials in Spanish and English, and coordinated meetings with elected officials. Launched a virtual open house and survey with interactive mapping features, which received 600+ mapped comments.

Bergstrom Spur Corridor Study | CAMPO | 2019 –2020

Claudia worked with CAMPO and the City of Austin to engage stakeholders and residents in a study to identify options for redeveloping an abandoned rail line into a multimodal, interconnected east-west corridor. Through work with a Steering Committee, in-person and virtual public meetings, presentations to neighborhood groups, and stakeholder outreach, the program received 325+ surveys and comments that resulted in community supported recommendations for further project development.

2045 Regional Transportation Plan | CAMPO | 2019 –2020

Claudia facilitated community engagement during development of the CAMPO six-county regional transportation plan. The 2045 Plan incorporates stakeholder input on long-range planning for roads, transit, active transportation, new technologies, and travel strategies. The unique program included community meetings, graphic design, video production, surveys and materials development, an online

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engagement platform with interactive travel games, and facilitating collaborative discussions between planning partners, steering committees, the Policy Board, and community members.

Regional Transit Study | CAMPO | August 2019 – March 2020

Planned and facilitated engagement efforts for rural and suburban areas in the CAMPO region to involve elected officials, local governments, transportation agencies, and residents from rural to identify current and future transit needs. Organized office hours with elected officials, public meetings, surveys, and materials in English and Spanish.

Dove Springs Community Health Facility | City of Austin | 2020 – 2022

Claudia implemented community engagement efforts for the City of Austin Dove Springs Public Health Facility Austin as part of the Design/Build team. She worked closely with City staff and a task force made up of community members to facilitate stakeholder engagement and a community-supported design for this long-awaited project. Claudia is implementing outreach tools including bilingual project materials, in-person and virtual meetings, mailers, neighborhood signs and a survey to engage community members in local low-income neighborhoods. The project is being met with enthusiasm and passion from the team, staff, and the community.

Title X Project Director | Women's Health and Family Planning of Texas | February 2017 – July 2019

Procured and oversaw \$14 Million Title X federal grant and \$1M foundation grants, managing contracts for 36 healthcare providers and 140+ clinics across the state of Texas. Led a Provider Committee to gather input and vote on network-wide decisions with 60+ leaders from public hospitals, community clinics, and local health agencies. Managed a data dashboard with client-level data from 140+ clinics to track outcomes of sub-recipient agencies. Provided on-demand training and support to increase clients seen by 15% from 2016 to 2017, despite funding cuts and significant program changes.

Brackenridge Campus Redevelopment | Central Health | February 2015 to February 2017

Designed and implemented multi-faceted input strategies to inform the community of changes to the public hospital and to ask for input into planning efforts for future uses for the downtown Brackenridge campus. Organized 100+ public meetings and speaking engagements, resulting in participation from 8,000+ Travis County residents.

Travis County Healthcare District Strategic Plan | Central Health | March to September 2016

Organized facilitated public meetings in three different locations in Travis County aimed to engage low income and underserved communities, including LEP, migrant and refugee groups. Prepared materials and coordinated translation services in Spanish, Vietnamese, Chinese, Korean, Nepali, and Burmese.

Community Engagement Task Force Appointee | City of Austin | January 2016 to September 2016

As District 3 Appointee, served on task force to identify and prioritize ways in which the City of Austin and its departments inform and engage the public in planning and services. Presented recommendations to City Council for recommendation in the 2017 annual budget.

Community Health Champions | Central Health | February 2016 – February 2017

Designed and implemented year-long program, including interactive workshops, site visits, and meetings with Central Health enterprise staff. Central Health has graduated 250 participants from the program and retains an active alumni group.