

JESSICA STOCK (Kleinfelder), Outreach Support

EDUCATION/PROFESSIONAL REGISTRATION

- B.A., Public Relations
- A.S., Business Administration
- A.A., Social and Behavioral Sciences

VALUE TO METRO

- Provides comprehensive community outreach/public relations strategies for transportation infrastructure projects.
- Experienced in managing multiple stakeholder databases.

Jessica Stock is a resourceful, motivated, results-driven public relations professional with experience gained through both classroom and hands-on environments. She is proficient in MS Word, PowerPoint, and Excel and skilled in social media marketing, event planning, fundraising campaigns, copywriting, and partner relations/communications. Jessica is an excellent communicator with the ability to connect with diverse audiences and stakeholders.



She brings a fresh eye and a valuable perspective to each new project.

Orange County Transportation Authority (OCTA) I-405 Improvement Project | Orange County, CA

Ms. Stock serves as an Outreach Assistant for Orange County Transportation Authority's (OCTA) high-profile, \$1.9B I-405 Improvement project. This design-build project will improve 16 miles of the I-405 freeway and includes construction of one new regular lane in each direction, improvements to freeway on- and off-ramps, reconstruction of 18 bridges, and construction of two new express lanes. Ms. Stock is assisting with the execution of a comprehensive public awareness campaign tailored for the many communities along the project corridor. The goal of the campaign is to inform motorists, businesses, residents, elected officials, civic organizations, and government agencies about project parameters and anticipated construction impacts. Ms. Stock is also assisting to manage social media outreach for the project, including developing content, maintaining a content calendar, performing data analysis, and producing reports. Other tasks include canvassing, business and community outreach, database management, copywriting for various project-related collateral, and staffing various events.

Orange County Public Works (OCPW) On-call Public Relations and Graphic Design | Orange County, CA

Ms. Stock serves as a Public Outreach Assistant for this on-call contract to provide public relations and graphic design services to the Orange County Public Works Department (OCPW). KCS is assisting OCPW with a wide range of services including rebranding the agency and its 10 new expanded Service Areas, designing and producing a variety of informational materials, and coordinating community meetings and project milestone events. As a Public Outreach Assistant, Ms. Stock is providing support for a variety of outreach tasks. Principally, she is supporting the project to install large-scale wall murals of the KCS-designed Service Area infographics throughout the OCPW Civic Center campus, which help spread the rebranding efforts to OCPW employees and visitors to the campus. The murals highlight each Service Area's features and transform everyday spaces into visually interesting areas that promote engagement and spark a dialogue. Jessica is facilitating all aspects of the mural installations, including coordinating with OCPW staff, the design team, and vendors; overseeing each mural's installation; and performing a visual inspection of the completed installations.