

GINA BAAS

ASSOCIATE DIRECTOR, EDUCATION AND ENGAGEMENT

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Gina Baas is Associate Director, Engagement and Education, for the Center for Transportation Studies (CTS) at the University of Minnesota. In this position, she provides overall leadership for the Center in the areas of engagement and education through identifying new opportunities, securing funding, directing programs, guiding program and project delivery, and establishing future directions. Baas has more than 20 years of experience in convening stakeholder groups with multiple perspectives and in developing materials and information for use in the public sector. She also oversees the Center's education and workforce development functions, providing strategic direction and leading project delivery for outreach, education, and training opportunities that support K-12 students, undergraduate and graduate students, and practitioners. Baas has been active in the Minnesota Chapter of WTS International and served as co-chair for WTS International's Membership Development Committee for four years. In 2012, she received the organization's Member of the Year Award.

EDUCATIONAL BACKGROUND

- Bachelor of Science, Political Science, University of Iowa, 1986

EMPLOYMENT HISTORY

Center for Transportation Studies, University of Minnesota **1997 – Present**

- *Associate Director, Engagement and Education – (January 2013-Present)*
- *Assistant Director, Education and Outreach, 2008 – 2013*
- *Director, Communications and Outreach, 2005 –2008*
- *Manager, Outreach and Education Services, 2001 –2005*
- *Outreach Coordinator, 1997 – 2001*

C.J. Olson Market Research, Inc., Minneapolis, MN **July 1997 – December 1997** *Data Collection Manager, July 1997 – December 1997*

LJR, Inc. Transportation Consultants & Planners, St. Paul, MN **1995 – 1997** *Project Administrator, 1995 – 1997*

Office of U.S. Senator David Durenberger, Minneapolis, MN **1989 – 1994**

- *Administrative and Scheduling Director, May 1993 – December 1994*
- *Legislative Assistant, May 1990 – December 1994*
- *Staff Assistant, April 1989 – May 1990*

SELECTED PUBLICATIONS

- Fan, Yingling, A. Guthrie, L. VanDort, G. Baas. Advancing Transportation Equity: Research and

Practice, CTS 19-08, February 2019

- Liao, Chen-Fu, G. Baas, D. Glick, S. Haag. Development and Deployment of Traffic Control Game: Integration with Traffic Engineering Curriculum for Teaching High School Students, Transportation Research Record, No. 2199, pp. 28-36, December 2010.
- Douma, Frank, Y. Fan, F. Robinson, G. Baas, C. Cureton, M. Schmit. Itasca County Area Transportation Study, CTS 09-28, University of Minnesota, December 2009.
- Johns, Robert C., G. Baas, and T. Helms. Project Delivery in State Departments of Transportation: Work Force Management Review, NCHRP 20-07, Task 205, TRB Website, March, 2007.
- Johns, Robert C., G. Baas, and A. Mathison, CEO Engagement Options for Discussing Strategic Issues and Sharing Best Practices, NCHRP 20-24(14) Website, TRB, January 2005.

SELECTED CTS ACTIVITIES

Program Director for Internal and External Programs

- Minnesota Freight Advisory Committee Administrative Support (MnDOT), 2011-Present
- Education and Engagement Services (CTS), 2005-Present
- Toward Zero Deaths (TZD) Program Administration and Outreach (Minnesota Departments of Transportation & Public Safety), 2005-2013
- Center for Excellence in Rural Safety Program Delivery (FHWA), 2006-2013

Principal Investigator or Co-Investigator for Projects

- Shared Mobility Collaborative Organizational and Engagement Support (McKnight Foundation) 2019-Present
- MnDOT Construction Career Day (MnDOT) 2019
- National Summer Transportation Institute (FHWA) 2019
- Strategic Visioning Workshop for Automated Vehicles in Minnesota (MnDOT, McKnight Foundation, Hennepin County, Metropolitan Council) 2018
- Advancing Transportation Equity Literature and Program Review (MnDOT) 2018-2019
- National Cooperative Highway Research Program (NCHRP) 17-64: Guidance for the Implementation of the Towards Zero Deaths National Strategy on Highway Safety, 2016-Present
- State DOT CEO Leadership Forums 2003, 2006, 2009, 2013, 2015, 2016, 2017 (NCHRP), 2002-2017
- MnDOT Project Managers Workshops (MnDOT), 2017-2019
- MnDOT Contract Administration Manual and Workshops (MnDOT), 2017-2019
- 2016 MnDOT-Consultant Workshop (MnDOT), 2016
- Minnesota Local Road Research Board Focus Groups on Research Needs (LRRB), 2014-2015
- Local Road Safety Outreach Materials (FHWA), 2014-2015
- Development of Rural Highway Safety Clearinghouse Website (FHWA), 2008-2013
- Minnesota TZD Strategic Visioning Workshop (MnDOT), 2013

PROFESSIONAL ACTIVITIES

- Member, Transportation Research Board (TRB) Education and Training Committee, 2010-2019
- Member, TRB Roadway Safety Culture Subcommittee, 2014-Present
- Member, TRB Committee for Access to International Transportation Research Information: A Conference, 2012-2013
- Member, Minneapolis Downtown Council 2025 Transportation Committee, 2015-Present
- International Member of the Year, WTS International, 2012
- Co-Chair, WTS International Membership Development Committee, 2009-2012
- Member, WTS International, 1995-2016
- University of Minnesota President's Emerging Leaders Program, 2005-2006