



INROADS
INFO, INC

LORI PEARCE,
Co-Founder / Public Information Manager

Lori is our firm president and lead public information manager. With over 25 years of experience, and hundreds of municipal design and construction projects, she develops and manages all of INROADS INFO's public information and involvement programs. She has excellent working relationships with city and municipal staff, design and construction engineers, project managers, inspection supervisors and inspectors. Having worked on high profile projects, facilitated public meetings and forums, groundbreaking and project kick-off ceremonies, she has developed good working relationships with city and municipal managers, directors, deputy directors, council offices and public involvement office representatives.

Her responsibilities include development and implementation of communication plans, project notice research, composition and design; stakeholder and project team coordination; project website design and maintenance; maintaining project hotlines; issue mitigation and resolution with impacted public; planning and facilitating public meetings, groundbreaking and dedication ceremonies.

Lori has extensive experience working with active neighborhoods and communities encouraging citizen, business, resident, and stakeholder involvement, and building consensus. She believes in providing candid, accurate, and timely information communicated in simple, understandable terms with which stakeholders can develop appropriate expectations about public projects on an ongoing basis.

Lori has a Bachelor of Science degree in Communications from Arizona State University with an emphasis in Public Relations, and is a member of the International Association for Public Participation.