

BARBARA D. STUBBLEFIELD

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Barbara has 30 years of community outreach, government and community affairs, public relations, strategic planning, project management, public communication, and customer service experience.

PROFESSIONAL WORK EXPERIENCE:

Chicago Transit Authority Red Line Extension (RLE) Program

PUBLIC OUTREACH | Chicago, IL | 12/2018 - Present

Ardmore Roderick currently serves on the Chicago Transit Authority's Red Line Extension Program Management Consultant team. The project includes the expansion of the CTA's Red Line from the existing 95th/Dan Ryan terminal to 130th Street. The project totals 5.6 miles and will include four new stations: 103rd Street, 111th Street, Michigan Avenue, and 130th Street. The proposed extension will provide rapid transit service to the Roseland community – an area that has witnessed economic disinvestment for decades. Barbara is responsible for creating, implementing, and managing a comprehensive public outreach and workforce development plan for the entire RLE program. Her responsibilities also include the creation and management of a community advisory council to support the community outreach activities, providing counsel/guidance on various community issues, utilizing her years of community engagement and established networks. Recently, Barbara has become recognized as the face and voice of the RLE during virtual and in-person community meetings. As a result, she has been invited to participate on several panels, most notably WTS (Women's Transportation Seminar) Central Region Conference.

PRIOR WORK EXPERIENCE:

JB Pritzker for Governor Campaign

FIELD ORGANIZER | Chicago, IL | Aug. 2018 to Nov. 2018

Utilizing her years of community outreach and governmental affairs experience, Barbara successfully identified, recruited, and trained groups and individuals to build a solid campaign ground game, which strengthened Get Out the Vote (GOTV) efforts. In addition, Barbara provided volunteers with positive leadership, culture competency, resources, and guidance needed to be successful during all phases of this inaugural gubernatorial campaign. Barbara's outreach consistently met 85% of its targeted metrics. Other duties included the accurate delivery of the candidate's platform across three municipal villages, created weekly canvass opportunities for volunteers, successfully ran the final stages of the GOTV 2018 outreach, managed weekly phone banks, conducted election day outreach, and acted as ground spokesperson at varying community events.

EDUCATION

MASTER OF SCIENCE, JOURNALISM

Roosevelt University
Chicago, IL

BACHELOR OF ARTS, COMMUNICATIONS

Columbia College Chicago

AFFILIATIONS

Delta Sigma Theta
Sorority, Inc., Chicago
Alumnae Chapter

Adult Literacy Tutor

Chicago Area Public
Affairs Group – Member

DuSable Museum -
Member and Volunteer

NCNW – Chicago Sector
Member

BARBARA D. STUBBLEFIELD

Sr. Manager, Community Engagement



HNTB

COMMUNITY OUTREACH MANAGER/PUBLIC RELATIONS SPECIALIST | Chicago, IL | 10/2009 - 08/2017

As Community Outreach Manager and Public Relations Specialist, Barbara successfully implemented an award-winning comprehensive plan for government, community, and media outreach, for the Illinois Tollway's I-294/I-57 Interchange, south sector. She prepared written collateral including newsletters, brochures, leaflets, flyers, letters, news releases and media advisories. Barbara also coordinated strategic legislative briefings and community outreach events; created and maintained procedures for tracking events and outcomes; prepared presentations, speeches and talking points for use by Tollway executive staff. She provided pertinent intelligence and background information where needed and acted as a representative at community and legislative events.

Chicago Transit Authority

MANAGER OF TRANSPORTATION/GOVERNMENT AND COMMUNITY RELATIONS OFFICER | Chicago, IL | 08/2000 - 06/2009

Barbara served in varying roles including Manager of Transportation (from October 2002 to May 2009) and as a Government and Community Relations Officer (from August 2000 to October 2002). As Manager of Transportation, she developed and implemented customer service processes to address customer complaints and established relationships with client groups and employees to achieve enhanced transit outcomes. Barbara assisted in the creation, instruction, and implementation of transit guides for special events; created and facilitated training for Bus Location Information System (BLIS) rollout; served as a liaison to several Chicago community organizations and Community Alternative Policing Strategy (CAPS); and effectively utilized internal procedures/corrective action with bargaining unit employees.

As a Government and Community Relations Officer, Barbara developed the District Guide that highlighted districts and issues in a geographical service area; organized and staffed community events to solicit feedback on transit enhancements; and, served as a liaison to the Chicago City Council and City Council's Office of Government Relations, to 14 City Council Aldermen, and various targeted Federal, State and County elected officials. She successfully resolved transit issues and complaints; utilized effective verbal and written communication at authority-sponsored community events; planned, facilitated, and managed department Summer Internship program; and, designed and executed legislative presentations.

The Arc of Illinois

COMMUNICATIONS SPECIALIST AND LOBBYIST | Frankfurt, IL | 01/1997 - 08/2000

As Communications Director and Lobbyist, Barbara established and retained targeted partnerships with local and state media; developed and facilitated grassroots media plans; created presentations and collateral for use by families and self-advocates. She engaged member units and their respective communications professionals; created and facilitated bi-annual communication retreats for media professionals; increased awareness among the Illinois General Assembly of issues impacting persons with developmental and other disabilities. She introduced and lobbied legislation on behalf of persons with disabilities and their caretakers; created the Do the Right Thing grassroots campaign that resulted in a successful lobbying effort for a Cost of Living Adjustment (COLA) for community providers; and created, disseminated and updated all position papers, news releases, post event releases, quarterly newsletters, editorials and special leaflets.