

Elizabeth Ramirez: Getting the Word In

MEMBER PROFILE



*Elizabeth "Liz" Ramirez (Curt Pringle & Associates Director of Community Outreach and WTS-LA Communications Chair),
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In today's world, connecting with people has never been easier or faster. More ways exist now than ever before to contact groups and individuals instantly. But that same technology has also made it monumentally more difficult to get a group or community to coalesce, to join together in support of a project or program. But some people have made it an art. Curt Pringle & Associates Director of Community Outreach and WTS-LA Communications Chair Elizabeth "Liz" Ramirez is one such artist.

"I take issues and translate them for the general public, so they can understand them in a simple and concise way. Public policy issues can be complex, so I make them easy for the community to understand." Possessing a graduate degree in public administration from University of La Verne has no doubt provided Liz with the understanding and tools to communicate public policy issues. An integral part of her firm's outreach program, Ramirez brings more than a decade of experience to the full-service government affairs, public relations, and land-use firm, serving both the public and private sectors. True to form, Ramirez found her calling early.



"It all started when I was younger and volunteered within my community. I was interested in how decisions were made and policy was set and implemented. When I was in high school, I was selected as a student representative to participate in a land-use planning process for a large, 500-acre housing development. From that point on, I have always been really engaged in the community where I grew up, from managing referendum and candidate campaigns to leading general outreach efforts for a variety of other issues relating to land use, social services, and education. Through that experience in working with the public, I've watched how people absorb information and how certain messages have to be communicated in different ways for people to understand. So now as I work on projects, I think about who the audience is and what my goal is in getting them to understand something or to be engaged on an issue. It's fun and I get to meet a lot of interesting, very cool people."

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Cool in her own right, in addition to public outreach and community relations, Ramirez is a certified scuba diver and an avid hiker.

“I got my dive certification in 2006 and a couple years later, volunteered at the California Science Center as a diver. It was awesome. I also love to hike as well. I’ve hiked most of the higher-elevation peaks in Southern California numerous times, especially when I was training to summit Mount Whitney (22 miles and 14,500 feet). We did that in a day...”

She also shares a passion for a certain Los Angeles organization.

“A couple of things drew me to WTS Los Angeles. In 2007, I had an opportunity to work abroad and moved to London for a year. I got a firsthand understanding of how invaluable transportation is in terms of how you live. When I moved back to LA, aside from not wanting to buy a car, I also became very interested in transportation and transportation policy. And as we start to transform into a more transit-oriented region, it’s exciting to be a part of it.

“The other reason I was so excited to be a part of WTS-LA was because of its mission of advancing women. I like how WTS provides opportunity. I learned how challenging it can be for females to excel in the transportation world. It’s still a very male-dominated industry. But there are a lot of opportunities for us in WTS-LA to learn from and support each other. There are a lot of great women that provide fantastic and valuable advice to help overcome some of the challenges that women, in particular, encounter. And that’s what sets WTS-LA apart.”