

2024 COUNCIL IMPACT AWARD

NELSON J. SHAFFER DISTINGUISHED CONSULTANT AWARD

Paula Flores



ITE—A Community of Transportation Professionals is pleased to announce that **Paula Flores (M)** has been selected to receive the [2024 Council Impact Award – Nelson J. Shaffer Outstanding Consultant Award](#). This award recognizes a consultant for outstanding contributions to the transportation engineering/planning profession. **Nelson J. Shaffer** was a fellow and life member of ITE. The Nelson J. Shaffer Distinguished Consultant Award continues Nelson’s legacy by recognizing his leadership and untiring contributions to ITE and the transportation industry.

Over her 39-year career, Paula Flores has gained extensive experience in the transportation industry. Initially serving national firms as a consultant, she recently founded Pedal Power Promoters LLC, a women-owned business advancing bicycle-friendliness, micromobility, and active transportation in Central Florida. Paula's urban planning efforts focus on enhancing economic sustainability, managing diverse transportation planning and traffic engineering projects in both public and private sectors.

As International President of ITE in 2016, Paula established the Strategic Initiatives Committee to update ITE's Strategic Plan, prioritized safety with the Vision Zero Initiative, and promoted transportation-health integration. Her leadership emphasized innovation and sustainability, significantly impacting ITE's direction.

Paula has served ITE in many roles, including on the International Board of Direction (2011-2013) and the Transportation Achievement Award Committee (2012-2013). Her other roles include:

- Parking Council Executive Committee (2007-2013)
- Coordinating Council (2008-2009)
- Executive Committee of the Planning Council (2004-2005)
- Leadership Development Task Force (2005)
- Northeastern District Officer and Chair (2001-2005)
- NY Upstate Section Officer and President (1997-2000)

Paula's career reflects a commitment to sustainable urban development, creating safe, healthy, and economically robust communities. Her journey from consulting to entrepreneurship showcases her dedication to improving transportation infrastructure and fostering sustainable growth, making her a revered figure in the industry.

Click [here](#) for more information on ITE’s Awards Program and to see the other 2024 award recipients.