



# Nicole McGhee Hall

Owner & Principal-in-Charge



**EDUCATION:** [Prairie View A&M University](#)  
Bachelor of Science in Civil Engineering

**PROFESSIONAL CERTIFICATIONS**  
[Certified Professional Services Marketer \(CPSM\)](#)  
[GDOT Consultant Qualification: 1.07 Area Class](#)

**UNIQUE SELLING PROPOSITION:**  
[Worked on a similar ARC project; created working database of key stakeholders;](#)

## **SUMMARY OF ROLE & RESPONSIBILITIES**

### **Senior Facilitator for Outreach**

As Principal at Nickel Works Consulting, Nicole's responsibilities are to guide and direct the outreach efforts planned for Nickel Works' clients. She leads the firm's business development efforts and strategic planning initiatives for her clients; coordinates regularly with elected officials, key stakeholders, and community leaders; oversees engagement practices of conducting focus groups, facilitating walking tours, developing/promoting marketing materials, creating/distributing surveys, and digital final execution of public involvement and stakeholder engagement meetings; and facilitates various trainings, charrettes, and retreats for a variety of projects. She is recognized for her ability to build trust among diverse communities and stakeholders as well as translate complex project priorities into strategies that drive measurable impact and sustainable growth. Her guidance from has shaped long-term economic and community outcomes.

## **PROJECT EXPERIENCE**

### **Atlanta BeltLine Special Service District (SSD) Consultant & Stakeholder Engagement**

Nicole serves as the consultant to the Atlanta BeltLine Partnership staff and Steering Committee in the formation of an SSD. She is responsible for providing guidance to the property owners on the steering committee. She guides the Property Owner Outreach and oversees the creation of collateral material, GIS maps and education strategies and techniques to property owners on the benefits of participating in the SSD, and facilitation of group meetings. She communicates regularly with elected officials via phone conversations, emails, in-person meetings, etc.

### **Stone Mountain Downtown Master Plan Facilitator**

Nicole and her team led the Stakeholder Outreach, Public involvement in conjunction with POND to develop the "Village Forward" Master Plan. They provided outreach to the downtown owners, conducted focus groups, walking tours, developed and promoted marketing materials, surveys, etc., summarized comments and presented strategies and results in a final report included with the Stone Mountain Downtown Master Plan.

### **Atlanta Regional Commission MPO Engagement Assistance | 20-County Area**

Nicole and her team co-led the Atlanta Regional Commissions (ARC) Metropolitan Planning Organization (MPO) Community Engagement Assistance project which was focused on equity and outreach focused on organizations that can reach key underserved demographics. The team was tasked to deliver on four key areas which included researching and developing a regional stakeholder network database for the 20-county area; designed and implemented equity focus groups for federally protected classes and supplemental groups; assisted in developing a MPO Public Participation Plan; and wrote a Community



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Engagement Strategy.

## Lakewood Trail Survey

Nicole and her team also led the public engagement for the Lakewood Trail study area. This project encompassed a variety of neighborhoods including Villages at Carver, Lakewood Heights, and South Atlanta. It also included varying neighborhood amenities such as Screen Gems, public schools and parks, the Lakewood Stadium and the renown Aaron's Amphitheater. As a component of the overall Conceptual Design, the public involvement approach addressed ways to identify the needs and desires of both the immediate community and the general public.

- Atlanta Beltline Sub-Area 1 Master Plan
- Clayton County Community Engagement Initiative
- Stonecrest Economic Development Plan
- West End CID (Ralph David Abernathy Great Streets LCI)
- Stone Mountain Downtown Master Plan
- MARTA I-20E Transit-Oriented Development Study
- Douglasville Downtown Master Plan
- Lakewood Trail Conceptual Design (PATH project)
- ATL Airport CIDs Transit Feasibility Study