

**ANNOUNCEMENT**

September 10, 2020

**North County Transit District Announces New Chief of Planning, Strategy & Innovation**



**Robert Cálix**

OCEANSIDE, CA – North County Transit District (NCTD) has named Robert Cálix as their new Chief of Planning, Strategy & Innovation. Mr. Cálix has more than 25 years of transportation planning experience and brings a strong multicultural perspective to this executive position. He will begin his new role on September 14.

Mr. Cálix's background includes transportation planning, needs assessment, data analysis and communication strategies that translate into superior public transportation. During his tenure with the Los Angeles County Metropolitan Transportation Authority, Mr. Cálix has contributed to the Transportation Authority with a multitude of projects as Senior Manager, Transportation Planning and Communications. While there, he conducted specific pivotal studies around NextGen Bus Planning, Traffic Congestion, and Freight Movement for Los Angeles County that impact the region's future transportation needs.

In Mr. Cálix's new role with NCTD, he will work with the executive management team and key stakeholders to develop the NCTD vision and execute it through a comprehensive workplan to deliver a first-class mobility network that enhances the quality of life for all who live, work and play in North County San Diego and the surrounding region.

Mr. Cálix graduated from the University of California with a bachelor's degree in Business Administration. He also earned Global Logistics Specialist Certificate Designation and graduate studies in Organizational and Intercultural Communications from California State University.

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[North County Transit District](#)

*About ADK Consulting & Executive Search*

This national search was conducted by ADK Consulting & Executive Search, a retained consulting and search firm based in Jacksonville, Florida. It was founded in 2003 and performs Executive Searches, Management Consulting, Organizational Development, and Staffing.

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