Rhonda L. Shah

Rhonda Shah is the manager of Traffic Safety Advocacy and Community Impact at the AAA National Office. In her role, she serves as a subject matter expert for the AAA School Safety Patrol and CarFit; programs designed to protect the most vulnerable road users.

From her years as a public health educator, Shah understands the power of grassroots advocacy to propel policy. She has worked with a variety of stakeholders to improve the safety and mobility for children and older drivers. Personal efforts include organizing community outreach events to provide helmets to at-risk youth; instructing new parents on the installation/use of car seats; educating senior drivers on how to increase safety and mobility behind the wheel; and advising on transportation alternatives to maximize personal mobility after driving cessation.

Shah also oversees AAA’s corporate social responsibility portfolio by coordinating a range of activities and initiatives designed to have a positive impact in the local community. This includes working with local NPO’s and serving on the board of Meals on Wheels, Etc.

Outside of work, you can find her at the gym, attending a barre class, or spending time with family and friends. She has a passion for adventure and enjoys travels that include hiking and snowboarding. A Florida native, Rhonda is a graduate of the University of Central Florida and resides in her hometown with her husband.