

WENDY GOODFRIEND RESUME

ACCOMPLISHMENTS Strategic leader with strong managerial skills and demonstrated accomplishments in local and regional planning, public policy development and implementation, and inclusive stakeholder engagement. Knowledge and experience in air quality planning, climate mitigation and adaptation, land use and transportation planning, local and regional policy development and implementation. Deeply committed to equitable and inclusive community-driven planning, and acknowledging and addressing longstanding racial and environmental injustices.

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- SKILLS & ABILITIES**
- Critical thinker adept at seeing alignment, synergies and linkages
 - Logical and organized, trained in scientific method of inquiry
 - Creator of healthy working environments where individual strengths are recognized, and teams can work together in productive harmony
 - Trusted colleague who builds and maintains relationships by listening compassionately and showing consideration and respect to others
 - Accountable, reliable, and responsible
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EXPERIENCE

AIR QUALITY PLANNING MANAGER

BAY AREA AIR QUALITY MANAGEMENT DISTRICT, SAN FRANCISCO, CA

August 2019 to present

Manager of the Air Quality Planning Section of the Planning and Climate Protection Division. Responsible for managing a nine-person planning team including setting and holding strategic work priorities, protocols, and work standards; upholding agency policies and procedures; providing active and engaged leadership on projects and programs, creating and implementing annual budgets and resource allocation plans, supervision of individual staff including on-time performance reviews and ongoing personal and professional development support. Worked in partnership with the Division Director and management team to develop and implement the Division's first Strategic Plan. Provides leadership and direction to Division staff on developing new, innovative programs including a re-imagining of the Local Government Support Program and the initiation of the Bay Area Healthy Homes Initiative. Supports continual improvement of existing programs including initiating structured coordination and communication for agency-wide attainment planning and clearly defining processes to ensure internal communication, collaboration and trust in the four AB 617 CERP communities and with the implementation of the Division's CEQA track, review and comment program. Interacts with Executive Office staff and Air District Board of Directors; develops and

delivers impactful presentations and informational briefings on planning and policy issues and recommendations; represents the Air District in meetings with agency partners and stakeholders including environmental justice advocates; responds to questions from the public via email and phone. Priority Air Quality Planning Section projects and programs including co-developing and co-implementing AB 617 local community health plans to reduce inequitable exposure to air pollution and empower communities to address the disproportionate public health impacts; preparing and implementing air quality plans to attain and maintain the NAAQS and CAAQS; developing and implementing the Air District's CEQA air quality and climate impacts thresholds and guidance; providing timely and substantive review of CEQA projects to lead agencies; and, actively working with local governments, state and federal agencies to center public health, equity, and climate protection in the development and delivery of air quality, land use, and transportation plans, policies and programs.

CLIMATE PROGRAM MANAGER

SAN FRANCISCO DEPARTMENT OF THE ENVIRONMENT, SAN FRANCISCO, CA

January 2017 to July 2019

Led a cross-disciplinary, integrated team of Climate, Green Building and Environmental Justice professionals. Responsible for establishing the direction and managing the Department's Climate Action Program, including the delivery of high value climate and sustainability policies and programs and the city's annual community-wide and municipal greenhouse gas inventories. Lead innovative efforts to understand the inclusive benefits of climate action to address longstanding inequities and health disparities. Oversaw the Department's longstanding program to advance environmental green building policies, programs and services and a new initiative to advance equity and environmental justice in all policies, practices and services. Coordinated closely with other City departments, private and nonprofit entities, and community-based organizations. Supervised program staff, set programmatic direction and priorities, and expanded and stabilized program funding through strategic grant writing and budget management.

SENIOR PLANNER

SAN FRANCISCO BAY CONSERVATION AND DEVELOPMENT COMMISSION, SAN FRANCISCO, CA

March 2010 to December 2016

Plan, lead, and managed regional projects and programs addressing coastal zone management, climate resilience, hazard mitigation, sustainable growth. Provided regional leadership on climate resilience planning through the Adapting to Rising Tides (ART) Program. Developed and sustained active partnerships among local, state and federal agencies and organizations to advance climate resilience through collaborative decision-making. Lead communicator on technical issues regarding climate change, sea level rise impacts, and regional flood risks; developed communication, engagement and assessment processes, tools and data to support multi-sector/multi-jurisdiction resilience planning; interacted with elected officials,

decision makers, community stakeholders, and regional, state and federal agency staff. Core staff member of BCDC's strategic plan planning team and mid-level management team seeking to improve workplace satisfaction. Responsible for obtaining and managing grants and developing and managing annual budgets.

NATURAL RESOURCE SPECIALIST

CONNECTICUT RIVER COASTAL CONSERVATION DISTRICT, MIDDLETOWN, CT

October 2002 to December 2009

Planned, coordinated and implemented core land use technical assistance programs for a 501(c)3 nonprofit conservation district. Worked with the Executive Director and Board of Directors to develop long- and short-range organizational goals, evaluate the success of the district's programs and services, and participate in district and statewide strategic conservation planning. Secured grants, monitored budgets, provided reports to funders. Supervised technical, field and GIS staff, interns, and volunteers. Ensured high quality work products were completed on time and on budget. Provided local government decision-makers and staff, environmental professionals, engineers and the general public detailed review of land use, site development, conservation and development plans and policies.

INLAND WATER RESOURCE DIVISION ENFORCEMENT STAFF INTERN

DEPARTMENT OF ENVIRONMENTAL PROTECTION, BUREAU OF WATER, HARTFORD, CT

June to September 2002

Investigated on-going/open enforcement actions and complaints related to inland wetlands and watercourses, dam safety, floodplain and stream channel encroachments, and consumptive/non-consumptive water diversions.

SENIOR TECHNICAL WRITER, MARKETING DEPARTMENT

MARIN ENVIRONMENTAL, INC, HADDAM, CT

November 1999 to June 2002

Supported marketing activities of a five-office New England environmental consulting firm. Worked with a diverse technical staff to research, write, and edit technical documents and market services as varied as environmental remediation, land development or redevelopment, water supply and wastewater design, and GIS.

EDUCATION

UNIVERSITY OF ARIZONA • TUCSON, AZ • PH.D. IN ECOLOGY & EVOLUTIONARY BIOLOGY
UNIVERSITY OF ARIZONA • TUCSON, AZ • M.S. IN ECOLOGY & EVOLUTIONARY BIOLOGY
UNIVERSITY OF CALIFORNIA • DAVIS, CA • B.S. IN BIOLOGY

**LOCAL
GOVERNMENT
EXPERIENCE**

INLAND WETLANDS AND WATERCOURSES COMMISSION • EAST HADDAM, CT • 2000 TO 2009
EIGHTMILE RIVER WILD & SCENIC OUTREACH AND EDUCATION COMMITTEE • 2003 TO 2008
EAST HADDAM VILLAGE PLANNING GROUP • EAST HADDAM, CT • 2001 TO 2004