



Anna Bettis

Senior Regional Planner, Climate

About SANDAG

The San Diego Association of Governments (SANDAG) is the San Diego region's primary public planning, transportation, and research agency dedicated to improving quality of life for the San Diego region's 3+ million residents. In addition to planning and implementing transportation projects and programs, SANDAG is working with local governments to help strengthen our communities, local and regional economies, while reducing harmful climate and air pollutants for a resilient San Diego region.

Expertise

- Public Policy
- Climate Action Planning
- Community Resilience
- Capacity Building
- Climate Equity
- Nature-Based Climate Solutions
- Climate Adaptation/Reporting
- Strategic Planning and Communication
- Partnership Development
- Project/Contract Management

Education

Master of Sustainability Solutions
Arizona State University

Bachelor of Arts, Sustainability
Arizona State University

Certifications

Project Management Professional
Project Management Institute

Leading Others

University of Cambridge

Summary

Anna Bettis is a Senior Regional Planner in the Planning Department at SANDAG. She has over 10 years of experience in climate adaptation and mitigation, including program planning and monitoring, development of strategic partnerships and communication, grant writing, strategic planning, and contract management across the public, nonprofit, and philanthropic sectors as well as academia. Notably, she led the development of a nationally recognized, award-winning climate adaptation and equity program and an economic assessment of climate-fueled rising temperatures that inspired the introduction of federal legislation on heat. She previously served as the U.S. spokesperson for nature-based climate adaptation solutions for the world's largest conservation organization and as a Commissioner on the Environmental Quality and Sustainability Commission for the City of Phoenix. In her role at SANDAG, Ms. Bettis coordinates with local, regional, and state agencies to advance the development, implementation, and monitoring of climate adaptation and mitigation efforts.

Employment History

Agency	Position(s)	Dates
SANDAG	Senior Regional Planner, Climate	2023-Present
The Nature Conservancy	Healthy Cities Program Director	2022-2023
	Healthy Cities Program Manager	2020-2022
Mesa Community College	Adjunct Faculty	2019-2020
Arizona State University	Senior Sustainability Program Coordinator	2018-2020

Relevant Project Experience

1. San Diego Regional Priority Climate Action Plan
2. Healthy Cities Program Strategic Plan
3. Economic Assessment of Heat for the Phoenix Metro Area
4. Key Areas for Green Stormwater Infrastructure
5. Practice of Conservation in Cities in North America
6. Climate and Health Strategic Plan for Maricopa County
7. Advancing Community Resilience Initiative
8. Resiliency, Open Space, Sustainability, and Env. Workgroup
9. Water Conservation Rebate Incentive Program



Natasha Dulik

Regional Planner II

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Expertise

- Climate Action Planning
- Clean Transportation Planning
- Climate Adaptation and Resilience
- Technical Writing
- Regional Coordination
- Project Management
- Contract Management

Education

**Bachelor of Arts, Political Science
and Public Administration**

San Diego State University

Certifications

CEQA Practice Certificate

UCSD Extension School

Summary

Natasha Dulik is a Regional Planner in the Planning Department at SANDAG, working on the Climate Team. She has three years of experience in planning, including regional program planning and monitoring, climate planning, clean transportation planning, and environmental report writing/CEQA analysis. In addition, she has four years of experience in public procurement and solicitation management for planning and engineering projects. In her role at SANDAG, Ms. Dulik supports a wide variety of projects including regional climate adaptation and resilience planning, clean transportation planning, and related stakeholder engagement efforts.

Employment History

Agency	Position(s)	Dates
SANDAG	Regional Planner II	2022-Present
RECON	Environmental Planner	2021-2022
Environmental		
Port of San Diego	Assistant Procurement Analyst	2018-2021
	Intern	2016-2018

Relevant Project Experience

- San Diego Regional Priority Climate Action Plan (CAP) and Comprehensive CAP
- San Diego Regional Resilience Framework
- San Diego Region Military Installation Resilience Framework
- San Diego Regional Medium- and Heavy-Duty Zero Emission Vehicle Blueprint
- SD Blueprint for City of San Diego



Samaya Elder

Regional Planner II

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Expertise

- Community & Stakeholder Engagement
- Regional Coordination
- Project Management
- Transportation Electrification

Education

Bachelor of Arts, Urban Studies and Planning

UC San Diego, 2021

Incorporating Community Voices in Clean Energy Planning and Deployment Peer-Learning Cohort

U.S. Department of Energy Clean Energy to Communities Program, 2023

Summary

Samaya Elder has three years of experience at SANDAG working on transportation electrification and climate planning. She has supported a wide variety of projects including electric vehicle (EV) and charging infrastructure incentive programs, regional planning studies, and community and stakeholder engagement for all types of climate projects. Samaya also recently completed the U.S. DOE Clean Energy to Communities Peer-Learning Cohort titled "Incorporating Community Voices in Clean Energy Planning and Deployment."

Employment History

Agency	Position(s)	Dates
SANDAG	• Regional Planner II	2022-present
	• Regional Planner I	2021-2022
	• Intern	2020-2021
UC San Diego	• Undergraduate Instructional Assistant, Urban Studies and Planning	2021

Relevant Project Experience

- **San Diego Regional Zero-Emission Vehicle (ZEV) Incentive Program**
Samaya co-wrote and helped submit a successful application for Caltrans Planning Grant funding to research and design a regional ZEV Incentive Program. Upon receipt of this grant funding, Samaya conducted a competitive procurement process to secure consultants to support the project and has helped manage all aspects of the project since, including community and stakeholder engagement, coordination with regional partners, and review/preparation of deliverables.
- **Regional EV Charger Management Strategy**
For this project, Samaya helped oversee two consultants and assisted with project management including budget oversight, contracting, and preparation of deliverables. Samaya was also responsible for reporting and submission of products to Caltrans, the funding agency for this project. She also supported extensive intra- and interagency coordination to determine roles and responsibilities for the implementation of Strategy findings in the region.



Susan Freedman

Regional Planning Program Manager

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Expertise

- Climate Action Planning
- Energy Planning and Programs
- EV Planning and Programs
- Project Development and Management
- Contract Management
- Technical Writing
- Data Analysis
- Stakeholder Outreach
- Private-Public Partnerships

Education

Master of Arts, Energy and Environmental Policy

Biden School of Public Policy and Administration, Univ. of Delaware

Bachelor of Arts, Political Science and Human & Natural Ecology

Emory University

Boards and Coalitions

- San Diego Regional Climate Collaborative Board Member

Summary

Susan Freedman has over 25 years of experience in innovative planning and program development; strategic partnerships and pilots; project management; nonpartisan consensus building; and regulatory analysis. She oversees and coordinates the agency's climate mitigation and adaptation planning, projects, and incentive programs. Ms. Freedman manages a team of planners and consultants in support of regional climate action planning, climate adaptation planning, clean transportation planning, zero-emission vehicle and infrastructure programs and incentives, energy, climate resilience, and social equity.

Employment History

Organization	Position(s)	Dates
SANDAG	Climate Planning Manager	2022-Present
	Senior Clean Transportation Planner	2017-2022
	Senior Energy and Climate Planner	2006-2016
Center for Sustainable Energy (CSE), San Diego	Senior Policy Analyst	2003-2006
Northwest-Midwest Institute, Washington DC	Policy Analyst	1999-2003
Alliance to Save Energy, Washington DC	Policy Associate	1997-1999
Center for Energy and Environmental Policy, University of Delaware	Research Assistant	1995-1997

Relevant Project Experience

- Manage CPRG program regional climate planning grant
- PM, regional EV charger rebate program (established partnership with local Air Pollution Control District (APCD), CSE, and CEC)
- Led development of the Regional Plug-in EV and Alternative Fuels Readiness Plans and chaired working groups (2014, 2016)
- Developed and managed SANDAG Energy Roadmap Program for local governments, a local government partnership program with San Diego Gas & Electric (SDG&E) (2009-2016)
- PM for SANDAG Regional Energy Strategies (2009, 2014)
- Staff liaison for SANDAG Energy Working Group (2006-2014)
- Staff lead for regional climate planning task force (2022-present)
- Contributor/co-manager of A2Z Regional EV Gap Analysis and Regional ZEV Strategy (2021, 2023)

- San Diego Regional Accelerate to Zero Emissions (A2Z)
Collaboration Core Member
(with City & County of San Diego, APCD, and SDG&E)
- San Diego Regional Clean Cities Coalition, Past Chair (2016-2021)



Keith Greer

Deputy Director of Environmental Compliance & Climate

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Expertise

Program/project management
Environmental compliance
Habitat conservation planning
Mitigation planning and permitting
Public policy

Education

Master of Arts, Geography

San Diego State University, 2001

Post-baccalaureate Studies, Ecology

San Diego State University

Bachelor of Science, Biology

California State University Long Beach (1990)

Associate of Arts, Business Admin.

San Diego Mesa College (2020)

Summary

Keith Greer has over 30 years of planning experience in the San Diego region. His expertise is in regional habitat conservation planning, environmental compliance, advanced mitigation planning and permitting, regulatory agency negotiations, CEQA/NEPA environmental analysis, shoreline preservation policy, strategic plan development, and budget management. He has 23 years of supervisory experience, including ten years on management teams.

Employment History

Agency	Position(s)	Dates
SANDAG	• Deputy Director of Environmental Compliance & Climate	2024-present
	• Manager Environmental Compliance	2017-2024
	• Environmental Mitigation Program Manager	2006-2017
City of San Diego	• Deputy Planning Director	2003-2006
	• Planning Program Manager	2001-2003
	• Supervising Biologist/Environmental Planner	1990-2001

Relevant Project Experience

• Buena Vista Lagoon Enhancement Project (BVLEP)

Keith is the program manager of the BVLEP. He led the efforts to develop and certify the Environmental Impact Report and continues to facilitate discussion with public agencies and property owners as it enters the preliminary engineering and design phase.

- **Award:** San Diego American Planning Association (APA) Hard Won Victories Award - 2021

• San Elijo and San Dieguito Lagoon Restoration (Federal Funding)

Keith led the effort to identify opportunities, negotiate rights, and secure federal and state agency permits for the restoration and enhancement of approximately 400 acres of coastal saltmarsh habitat. Keith managed federal funds on the San Dieguito Lagoon Restoration Project.



Grace Miño

Principal Research Analyst

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Expertise

Quality Assurance Reviews
Performance Monitoring
Applied Research
Supervisor
Survey Development

Education

Master of Arts, Criminal Justice
John Jay College

Bachelor of Arts, Sociology and Criminology, Law and Society
University of California, Irvine

Relevant Presentations

SANDAG Working Groups
Policy Advisory Committees
External Partners

Summary

Grance Miño has over 19 years of experience in applied research and performance monitoring for the San Diego Region. Miño manages multiple critical survey projects that provide major inputs for data and modeling efforts for the Regional Plan. Additionally, she is the lead coordinator for data collection related to the Regional Plan's performance monitoring. Her vast knowledge of coordinating the design of survey and data collection projects and developing research procedures and quality-control standards makes her a valued member of the grant project team.

Employment History

Agency	Position(s)	Dates
SANDAG	• Principal Research Analyst	2022-present
	• Senior Research Analyst	2020-2022
	• Associate Research Analyst	2016-2020
	• Research Analyst I/II	2008-2016
	• Research Technician	2005-2008

Relevant Project Experience

• State of the Commute

Miño led, supported, coordinated, and collaborated on the annual State of the Commute infobits with internal staff and was a liaison with the Independent Taxpayer Oversight Committee's (ITOC) State of the Commute subcommittee, Caltrans, and transit partners and presented overall data findings to the public.

• Passenger County Program (PCP)

Miño oversaw, supported, and coordinated the Passenger Counting Program (PCP) including spearheading the Automated Passenger Counting Quality Control project to ensure partner transit agencies meet the Federal Transit Authority's mandate while also supporting weekly external and internal requests for ridership data. She managed the transition from the current PCP software program to a more modern user interface for the transit agencies and the public.



Jenny Russo

Grants Program Manager

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Expertise

- Grant Program Development
- Subrecipient Oversight
- Procurement
- Contracting

Education

Master of Public Administration
San Diego State University, 2009

Bachelor of Science, Criminal Justice Administration

San Diego State University, 2005

Professional Development

- Grant Management
- Risk Assessment
- Cost and Price Analyses
- Contract Administration
- Disadvantaged Business Enterprise
- Procurement Compliance

Summary

Jenny Russo has over 20 years of public agency experience in the San Diego region. Her expertise is in grant program development and subrecipient monitoring, procurement, and contracting. She has nine years of supervisory experience, including four years on management teams.

Employment History

Agency	Position(s)	Dates
SANDAG	• Grants Program Manager	2020-present
	• Senior Contracts Officer	2015-2020
	• Associate Contracts Analyst	2012-2015
	• Contracts & Procurement Analyst	2010-2012
San Diego Community College District	• Assistant Buyer	2007-2010
City of Santee	• Student Intern/Graduate Student Intern	2004-2007
	• Office Aide	2002-2004

Relevant Project Experience

- Managed discretionary grant programs, including the preparation of the call for projects, forecasting the amount of funding available, and development of evaluation criteria, scoring rubrics, performance measures, and sample grant agreements.
- Ensured adequate documentation of grantee payments and expenditures, optimized the grant administration process, prepared progress reports, monitored grant programs for compliance with funding source requirements, reviewed grant applications and requests for amendments, facilitated discussions with funding agencies, and educated staff on policies, procedures, and best practices.
- Assisted grant program managers with resolution of project issues including interpretation of contract or funding agency rules and requirements and recommended appropriate actions to resolve matters.
- Conducted procurements in all disciplines, including professional services, goods, technology, architectural and engineering services, and construction utilizing federal, state, and local funding



Jennifer Williamson

Deputy Director of Mobility Planning

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Expertise

Program/Project Management
Transit Project Development
Micromobility Planning
Service Planning

Education

Master of Urban and Regional Planning

San Diego State University (1993)

Bachelor of Arts, Public Administration

San Diego State University (1991)

Summary

With over 30 years of transportation planning experience, Jennifer Williamson possesses strong and relevant experience in the areas of Urban and Regional Planning. She has a proven track record in successfully managing and delivering capital projects, including South Bay Rapid, Downtown Rapid Station, Interstate (I)-15 Rapid Implementation, State Route (SR)-94 Cap Project, Bus on Shoulder Demonstration (on SR-52, SR-94, and I-805), and Virginia Avenue Transit Center.

Employment History

Agency	Position(s)	Dates
SANDAG	• Deputy Director of Mobility Planning	2024-Present
	• Regional Planning Program Manager	2016-2024
	• Senior Transportation Planner	2004-2016

Relevant Project Experience

• South Bay Rapid Project Development

Jennifer served as the project manager for the South Bay Rapid project from initiation through implementation. She led community engagement efforts and negotiations with the General Services Administration/Customs and Border Protections on a new border station and took the project through a full Environmental Impact Report. Jennifer was also the lead on 5 other Rapid projects.

• Bus on Shoulder Program

Jennifer served as the project manager for California's first and only demonstration of how Rapid buses could use existing freeway shoulders for congestion relief. Jennifer negotiated with all California congressional leadership, California Highway Patrol, and the Department of Transportation to develop a three-year demonstration project that will create a blueprint for how other systems could implement a similar program.

Awards

- 2021 APWA Transportation Project of the Year (South Bay Rapid)
- 2020 Bus Transit Project of the Year – California Transportation Foundation
- Technology in Transportation Award – Women's Transportation Seminar 2023