

JANET McBRIDE

SUMMARY

Experienced, effective and collaborative nonprofit leader with a proven record of success. Strong management, fundraising and organizational skills honed through nonprofit, government and private sector experience. Deep background in parks, public access, and environmental stewardship, with strong relationships among partners and stakeholders. Excellent communicator, strategic and creative thinker, and pragmatic problem solver.

EXPERIENCE

Bay Area Ridge Trail Council

Berkeley, CA

Executive Director, 2006-present

- Chief executive officer responsible for overall management and performance of a nonprofit working to plan, build, and promote a connected hiking, biking and equestrian trail on the ridgelines above San Francisco Bay – connecting people, parks and open space.
- Primary responsibility for: program development, implementation and tracking, including events; budgeting and financial management, fundraising and development; Board administration and support; human resources; communications; and community and legislative outreach and involvement.
- Develop and implement Council goals and strategic plans and work plans. Raise revenues from individuals, foundations, corporations, and government agencies. Secure and administer grants, collaborate with State, regional and local parks, government and other partners. Hire, inspire and supervise a team of 8 staff.
- Led successful change efforts including: re-branding and logo re-design; board and staff re-structuring; award-winning Gap Analysis and Action Plan; Strategic Initiatives to close challenging trail gaps; media campaigns; diversity, equity and inclusion; and innovative corporate partnerships. Steadily built a 10-month financial reserve and developed a special projects Ridge Trail Action Fund.

Association of Bay Area Governments

Oakland, CA

Planning Director, 2004-2006

- Responsible for comprehensive regional planning programs and activities of the Bay Area's Council of Governments, encompassing nine counties and 101 cities. Programs included land use, smart growth, housing supply and affordability, the Bay Trail, hazard planning and prevention, sustainability and green business.
- Led an update of the regional growth strategy. Planned, organized and directed the planning division. Responsible for work plans and products.
- Secured grants, developed & administered budgets. Recruited, hired, trained and supervised a team of 12.
- Provided leadership and staff support to boards, key committees, and working groups. Established cooperative relationships with other agencies, local governments, and stakeholders.

San Francisco Bay Trail

Oakland, CA

Director, 1998-2004

- Overall management, funding, and implementation of the San Francisco Bay Trail - a 500-mile regional shoreline hiking and biking path traversing 9 counties and 47 cities.
- Initiated new programs, prepared promotional material and grant proposals, hired and supervised staff and administered budgets.
- Worked with the Board of Directors and Steering Committee to develop strategic plan and objectives and to implement vision and work program.
- Secured \$13.8 million in three State budget cycles for the Bay Trail Regional Development Program – which awards competitive grants to cities and districts to design and build new Bay Trail sections.
- Created grant outreach and application materials, a review process, guidance documents and contract protocols. Oversaw approximately 40 planning and construction grants.

Association of Bay Area Governments

Oakland, CA

Senior Planner, 1990-1998

- Managed topical studies including coordinated land use planning, housing supply and affordability, homelessness, & city-suburb interdependence.
- Managed regional database of vacant and redevelopable land. Worked extensively on ABAG's economic and demographic *Projections*.
- Authored research publications and policy position papers related to land use, housing element reform, environmental review, growth management and other aspects of ABAG's work program.

Planning and Environmental Consultant, 1983-1989

- Project manager for firms including **Camiros** in Chicago, IL and **Jones & Stokes Associates** in Sacramento, CA, working on environmental and CEQA documents, land use, general plans, community plans, zoning, and other studies.

EDUCATION

Master of Urban Planning and Policy, *University of Illinois, Chicago, 1989*

Bachelor of Science, Environmental Policy & Analysis Planning, *University of California, Davis 1983*

INVITED SPEAKER AND COLLABORATOR

Invited speaker before community groups, conferences, legislative hearings, and university seminars, including international work in Australia advising a group developing a **Bay Trail around Botany Bay**, and in Taiwan, advising on public access and integrating parks and nearby communities for a Master Plan for **Taroko Gorge National Park**.

INTERESTS AND ACTIVITIES

Hiking, gardening, great food and travel.