

Kristin A. Marcell

kamarcell@earthlink.net ♦ 631 Granite Rd ♦ Kerhonkson, NY 12446 ♦ w- 845.256.3016 ♦ h-845.626.3271

EDUCATION

Tufts University, Medford, MA

M.A. - Urban and Environmental Policy and Planning 2000-2002

Clark University, Worcester, MA

B.A. - Biology 1992-1996

AWARDS

Graduate Academic Scholarship -Tufts University 2000, 2001

Carlson Science Scholarships/Research Fellowship - Clark University 1992-1996

PUBLICATIONS

Marcell, K., Agyeman, J., and A. Rappaport. 2004. Cooling the campus: Experiences from a pilot study to reduce electricity use at Tufts University, USA, using social marketing methods. *International Journal of Sustainability and Higher Education*. 5(2):169–189.

Marcell, K. (Ed.) 2006. Proceedings from Climate Change in New York's Hudson Valley. How Can Local Government and Community Leaders Prepare?, Altamont, NY: Hudson River Environmental Society.

Marcell, K and A. DeGaetano. 2007. Climate Change and New York's Future. *The Conservationist*. 62(1):10-13.

PROFESSIONAL EXPERIENCE – URBAN AND ENVIRONMENTAL POLICY

PROJECT COORDINATION

Cornell University / NYS DEC, New Paltz, NY- Summer 2002- Present

The NYS DEC Hudson River Estuary Program is a unique regional partnership designed to restore and conserve the Hudson River from the Federal Dam at Troy to the Verrazano Narrows south of Manhattan. The Program works closely with state, federal, and local partners to carry out the Hudson River Estuary Action Agenda, a stakeholder-driven planning document that outlines goals and targets for the conservation of natural resources in the Hudson Estuary watershed. Since 1996, nearly \$400 million has been invested in projects to meet Action Agenda goals.

- Work with the DEC Climate Change Policy Office and key stakeholders in the Hudson Valley to coordinate an effort to address the impacts of climate change at the regional level.
 - Coordinating a workgroup of 30 partner organizations to develop a long term strategy to deal with the potential impacts of climate change on Hudson Valley natural and human communities.
 - Developing an outreach strategy targeted toward local government officials and other key audiences in the Hudson Valley. Promoting awareness of climate change in the Hudson Valley through training, presentations, and outreach materials and develop new tools to help communities understand risks of climate change.
 - Planning and organizing regional conferences and workshops on local impacts of climate change and local strategies to mitigate and adapt to change for elected officials, agency staff, planning board members, city managers, municipal engineers, and community leaders.
 - Coordinating research and monitoring priorities related to the potential impacts of climate change in the Hudson Valley. Working with partner organizations to develop new research projects that will improve our understanding of the risks of climate change to both human and natural systems.
- Coordinated effort to develop measures of performance that will track Estuary Program effectiveness over time and are connected to Action Agenda targets. Coordinated staff, project managers, and program partners to select key measures and baseline information.
- Currently working with the Hudson River Estuary Program Coordinator and partners to develop a monitoring program for key indicators of environmental quality in the Estuary. Developed project goals, workplan, and multi-year project budget to achieve the related goals outlined in the Action Agenda.

- Leading a team to develop an online database system to allow project managers to regularly track status and report progress on projects funded through the Estuary Program. Developed and implemented procedures adopted by the Program to insure that vital data products and reports are regularly made available to our partners and the public.
- Planned, developed, and organized outreach and communication strategies for both internal agency partners and external audiences. Developing programs and events to recognize and celebrate our partners' efforts to help us reach our Program goals.
- Coordinated, wrote, produced, and assisted in the direction of a 15-minute documentary film highlighting the Estuary Program's history, accomplishments, and the support of its partners with the New York Network.
- Coordinated and facilitated grant program to nonprofit and municipal partners for local habitat improvement projects (\$175,000 annually)
- Managing program website and planning and coordinating development of new material. Supervising staff to develop material on programs and web-based mapping applications.
- Co-coordinating GIS research priorities for the program and developing partnership projects to make GIS data accessible to external audiences.

SOCIAL MARKETING RESEARCH

Tufts University, Medford, MA- Fall 2001/Spring 2002

- Developed programming and educational materials to market the concepts of climate change and electricity conservation to students at Tufts University.
- Managed program budget, designed educational materials, presented material to students, and performed program evaluation using survey research methods.

MUNICIPAL GREENHOUSE GAS EMISSIONS ANALYSIS

City of Somerville, MA-Summer 2001

- Completed assessment of greenhouse gas emissions (CO₂ and methane) produced by the City of Somerville.
- Collected and analyzed data on all energy use, transportation, and solid waste production within Somerville.
- Presented results to Mayor, the Conservation Commission, and local community organizations.

COMMUNITY SUSTAINABILITY INVENTORY

Town of Brookline, MA- Spring 2001

- Conducted an assessment of indicators of environmental quality, economic health, and social welfare for the Town of Brookline.
- Drafted policy recommendations to be incorporated into Brookline's 10-year comprehensive plan.

WATER QUALITY PROGRAM MANAGEMENT

Salem Sound 2000, Salem, MA-Summer 2000

- Managed a storm water sampling program for six communities in Massachusetts.
- Met with public officials, performed public education/outreach, database management, volunteer coordination, and the composed regular reports on storm drain water quality at local beaches and streams.
- Led groups of volunteer monitors on avifauna surveys for a wetland health assessment program