

NADINE CANTER BARNICLE

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CONSULTING WORK

CANTER BARNICLE COMMUNICATIONS

WEYBRIDGE, VERMONT

Principal, Environmental Communications and Public Affairs Firm: 1998 to 2007; 2014-present

Provide strategic public affairs and marketing communications consulting. Manage wide varieties of budgets and freelancers. Clients and projects included the following:

ADDISON COUNTY TRANSIT RESOURCES

MIDDLEBURY, VERMONT

Provide special project management. Projects include: Strategic Plan 2014; Solar PV system for Community Transportation Center; Grant-writing; Bus System Efficiency Study and Implementation; and, instituting transportation demand management programs for local businesses.

HOUSING VERMONT

BURLINGTON, VERMONT

Provided public relations support to raise awareness of affordable housing issues in Vermont.

THE NATURE CONSERVANCY; VERMONT LAND TRUST, VERMONT NATURAL RESOURCE COUNCIL:

CONSERVATION MESSAGE COLLABORATION

MONTPELIER, VERMONT

Designed a process and facilitated meetings to stimulate a collaborative effort among conservation agencies and non-profits in the Capitol District of Vermont to streamline the conservation message for the public. Work included one-on-one focused interviews with each organization to establish common goals and visions as well as developing agendas, note taking and facilitating a series of four meetings. The collaboration included: Vermont Land Trust, Vermont Natural Resources Council, The Nature Conservancy of Vermont, Vermont Housing and Conservation Board, Catamount Trail Association, Green Mountain Club and the Lake Champlain Land Trust.

THE INTERVALE CENTER

BURLINGTON, VERMONT

Provided on-call strategic community relations and marketing services through the Intervale's Success on Farms program. Work included assisting a small farmstead CSA and a maple sugarworks farm develop brands and outreach materials that convey the value of sustainable agriculture.

MIDDLEBURY COLLEGE, ENVIRONMENTAL AFFAIRS

MIDDLEBURY, VERMONT

Provided on call public affairs services for the Environmental Affairs Department. Project work included researching, writing and presenting white papers that were used to provide the basis, rationale and benchmarks for the College's environmental best practices. Outcomes included: the Middlebury College Board of Trustees creating policy to establish procurement guidelines for Construction and Demolition best practices; a centralized purchasing policy on buying recycled and recyclable products including copy paper campus-wide; and, a wellness program for custodial staff that included changing to toxin-free and environmentally friendly cleaning products.

VERMONT FRESH NETWORK

MONTPELIER, VERMONT

Developed and conducted a Vermont Community Foundation funded social marketing seminar called "Telling Your Story" for members of Vermont Fresh Network (VFN). VFN is a non-profit that connects Vermont farmers, chefs and consumers to strengthen Vermont's sustainable agricultural base. The seminars emphasized strategic use of traditional marketing tools to promote the relationship between buying local food and sustainability.

STATE OF VERMONT, AGENCY OF NATURAL RESOURCES, AIR POLLUTION CONTROL DIVISION (APCD)

WATERBURY, VERMONT

Provided on call services for more than five years to assist the Air Division with outreach and communications, strategic planning and public affairs efforts. Served as co-chair of the Communications Work Group for the Acid Rain Partnership established by the Conference of the New England Governors and Eastern Canadian Premiers (NEG-ECP). Authored the Strategic Communications Plan on Acid Rain; designed and implemented an 11

state/province attitude and awareness survey on Acid Rain and Mercury; produced publications presented to Governors and Premiers at their annual conferences. Other project work included participation on an Expert Committee with the New England States Coordinated Air Use Management (NESCAUM) charged with developing health messages for a new real time particulate matter website.

P R O F E S S I O N A L E X P E R I E N C E

ADDISON COUNTY TRANSIT RESOURCES (ACTR)

MIDDLEBURY, VERMONT

Community Relations Manager, June 2007 to August 2014

Responsible for establishing and managing a three-person Community Relations Department at nationally recognized, non-profit, community transportation agency. Report to Executive Director serving as lead manager of five-person senior management team responding to rapid growth in the demand for multi-modal transportation options. Oversee branding, communications, development, social media, customer service and technology functions for the agency. Design strategic behavior change programs to reduce the dependence on fossil fuels to support the statewide comprehensive energy program goal of 90% renewables by 2050. Areas of responsibility also include: publication production (annual reports, bus schedule brochures, newsletters, posters, etc.), transit route planning, risk communications, media relations, Board of Directors support and reporting, grant writing, fundraising, partnership development, website, social media, market research and all strategic communications.

Significant outcomes:

- Established a community relations department where one did not exist before.
- Produced nationally recognized graphic standards for bus route maps and schedules; as well as website.
- Co-managed the sustainable design, construction and capital campaign for the Community Transportation Center of Addison County.
- Was first Google Transit partner in the state; work with consultant to create and keep feeds up to date.
- Formed and chair the statewide Outreach and Community Relations Committee made up of all transportation providers in the State of Vermont.
- Secure annual local match from local municipalities, business community, major donors and foundations.
- Established first rural Transportation Management Association in Vermont, Go Addison County, with funding from the High Meadows Fund and the Vermont Agency of Transportation. Kicked off the pilot Smart Commute Addison County program to *Curb Car(bon), One Ride at a Time*.
- Established a social media strategy and presence.
- Manage special projects including: the 2013-2014 Bus System Efficiency Study and the organization's current Strategic Planning process.
- Hired and train counterpart at sister agency.
- Successfully ran information campaign during union petitioning process.
- Partner with Middlebury College Environmental Studies Senior Seminars to cultivate social entrepreneurial approaches to solving mobility management challenges at various scales.

MIDDLEBURY COLLEGE, ENVIRONMENTAL STUDIES DEPARTMENT

MIDDLEBURY, VERMONT

Adjunct Faculty, 2004-2007

Taught two semesters of the "Environmental Studies (ES) Senior Seminar" and three winter terms of "Social Marketing and Environmental Affairs." Also served as an Independent Study Advisor to students. The courses deployed service learning techniques and partnerships to draw together theoretical academic work with real world problem solving. Partners included: Vermont Family Forests, Addison County Solid Waste District, Vermont Agency of Natural Resources – Air Pollution Control Division, Vermont Biodiesel Association, Vermont Fresh Network, wind and solar energy experts as well as local elementary schools.

Significant outcomes:

- The non-profit *Idle-Free Vermont* was established as a direct result of the 2004 winter term course where students designed and implemented a community-based social marketing program at the Weybridge Elementary School to establish an "Idle-free zone" at the school.

- In 2007 the Vermont State legislature approved stricter rules and regulations for outdoor wood boilers as a result of student work to support the Air Pollution Control Division in the VT Agency of Natural Resources.

OTTER CREEK NATURAL RESOURCES CONSERVATION DISTRICT

MIDDLEBURY, VERMONT

Watershed Coordinator, December 1999 to June 2000

Kicked off an EPA 319 grant to address non-point pollution sources within Otter Creek Watershed in Addison County. Created grass roots driven program to select impaired sections of Middlebury River watershed for further study.

PUGET SOUND CLEAN AIR AGENCY

SEATTLE, WASHINGTON

Public Affairs Specialist, January 1997 to January 1999

Designed, managed and implemented outreach and education, public involvement, and strategic marketing communication programs for this public agency charged with preserving air quality in the Puget Sound Region. Projects included evaluating the effectiveness of existing public communication tools through surveys and focused interviews; conceptualizing and producing first bi-annual report; and developing and implementing media relations strategies to respond to high profile air pollution sources not in compliance with local regulations.

Significant Outcomes:

- Received three Public Relations Society of America (PRSA) Awards for behavior change programs.
- Selected to participate on inter-departmental work team to evaluate agency-wide work programs and internal communications.
- Initiated and managed groundbreaking collaboration between 17 organizations to evaluate regional solid waste policies and create a market transformation program to address a noxious odor “fine” that would have shut down the commercial composting facility for the entire region.
- Managed programs, interns, consultants and work teams.

PACIFIC RIM RESOURCES, INC. (PRR)

SEATTLE, WASHINGTON

Associate, May 1993 to January 1997

Developed and implemented strategic outreach, public involvement and market transformation projects for a wide variety of governmental and non-governmental clients. Experienced in the following issue areas: Smart Growth, land use and growth management, water quality and conservation, recycling and waste reduction, air quality, transportation and natural resource management.

Significant Outcomes:

- Designed and implemented outreach programs to support the public engagement component of municipalities responding to Washington State Growth Management Act requirements. Worked on Comprehensive Plans for City of Seattle, King County, Snohomish County and other communities in Western Washington. The core of the Comprehensive Planning process was to define short and long term land use patterns by designating growth boundaries between rural and urban land use. The plans included checklists for transportation and natural resource areas.
- Created direct marketing materials, recruited participants, and handled media relations and advertising for award-winning market transformation promotion of recycled products in King County, “Get in the Loop – Buy Recycled Products.”
- Negotiated \$100,000 plus advertising buys for Seattle Water Department's Summer Water Conservation programs in 1993 and 1994.
- Managed project budgets of up to \$100,000 and projects teams that included graphic designers, project coordinators and project assistants.

E D U C A T I O N

M.A. COMMUNICATIONS, 1990

Annenberg School for Communications, University of Pennsylvania

Significant Outcomes

- Master's thesis: Communication Methods and Stakeholder Strategies used in Community-Based Federal River Conservation Programs - Three Case Studies
- Tuition Scholarship, 1988-89 and 1989-90; TV Critic Award, 1989

B.A., CUM LAUDE, COMMUNICATIONS, 1986

University of Massachusetts, Amherst

Significant Accomplishments

- Overseas study at City of London Polytechnic, London, England, Spring 1985
- Graduate level classes focusing on Media and Society

B O A R D S , S P E C I A L C O M M I T T E E S A N D C O M M U N I T Y S E R V I C E

IDLE-FREE VERMONT

Board Member

Advisory Committee Member

BRISTOL, VT

2014 to present

2006 to present

WEYBRIDGE ENERGY COMMITTEE

Committee Member

Founding member of award-winning town committee recognized as state leader by Efficiency Vermont in Home Energy Challenge

WEYBRIDGE, VT

2012 to present

WEYBRIDGE PLANNING COMMISSION

Commissioner

Lead editor during process to update the Town Plan; participated in zoning updates following town plan adoption. On leave; to return in 2016.

WEYBRIDGE, VT

2009 to 2014

WEYBRIDGE CONSERVATION COMMITTEE

Committee Member

Designed and publicized CFL bulb community giveaway.

WEYBRIDGE, VT

2004 to present

VERMONT GOVERNOR'S CLIMATE CHANGE COMMISSION

Work Group Member

Appointed to the "Cross Cutting Issues" Technical Work Group.

MONTPELIER, VT

2006-2007

ADDISON COUNTY REGIONAL PLANNING COMMISSION

Commissioner

Represented the Town of Weybridge on the Commission. Served on the RPC Energy Committee.

MIDDLEBURY, VT

2007 to 2008

References Available Upon Request