

RESUME

Monica Reid, PRINCIPAL CONSULTANT

ROLE

Monica Reid is founder and Principal Consultant of Kestrel Consulting. Monica works with clients to develop technically sound, well-supported projects that attract funding and rise to the top of competitive grant programs. Monica is particularly adept at coordinating stakeholders, developing partnerships and building consensus for multi-disciplinary projects. As Principal Consultant, Monica interfaces directly with clients and orchestrates the Kestrel Team to execute funding strategies.

HISTORY

Monica has more than 20 years of experience in public affairs, project funding and partnership development. Under her leadership, Kestrel Consulting has secured over \$36 million in grant funding for clients. From 2002-2007 Monica served as the project director for the Santa Cruz Integrated Regional Water Management Plan. She coordinated development of the plan and created a funding strategy that includes ten partner organizations. Prior to starting Kestrel Consulting, Monica served as a Public Affairs Specialist for the US Forest Service.

EDUCATION

BS, Landscape Ecology, The Evergreen State College

Professional Certificate, Ecosystem Restoration and Water Management, University of California Berkeley Extension

Graduate studies in geological oceanography, Moss Landing Marine Laboratories, California State Universities, 2000-2001

PROJECT EXPERIENCE

Development of Technical Projects with Grant Proposals

Developed technical projects and grant proposals to fund them. This work entailed: collaboration with engineers, scientists and managers on project design; coordination with environmental regulators; thought leadership on use of environmental markets; development of stakeholder support and partnerships; analysis of funding sources and recommendations; securing letters and actions of support, preparing competitive grant proposals, and discussions and debriefings with program managers. Following are representative projects that were funded. One project is still under consideration. This is not a complete list.

City of Watsonville

- Climate Action Plan and Local Carbon Offset Program
- Stormwater Trading Program (SWAP) – still under consideration
- Urban Greening Plan
- Hydrology studies in Watsonville Sloughs
- Planning for IRWM - Disadvantaged Communities funding
- Watsonville Sloughs Integrated Watershed Restoration Program



City of Oxnard

- Green Alleys Plan

County of Santa Cruz

- Countywide Low-Impact Development Demonstration Projects
- Stormwater Management Program

City of Capitola

- Construct Biofiltration Wetland and Stormdrain Improvements
- Real Estate Purchase for Park Land
- Water Quality Improvements, Planning and Implementation

Development of Analysis and Recommendations

Provided technical assistance and analysis to advance a variety of projects. Following are representative projects. This is not a complete list.

- **Mission Markets, Inc.** (2012) Assessed status of environmental markets in western U.S. Recommended strategies for deployment of environmental trading platforms, crowdfunding and investment banking products for conservation projects. Advise on conservation banking and mitigation banking opportunities.
- **Central Coast Regional Water Board** (2008) - Assessed municipal needs relative to Water Board goals and synthesized information. Identified and developed multiple project concepts and identified partnerships and steps for implementation. Worked with scientists, engineers and managers to discern what information is needed to support LID, to understand how information will be used, and to establish reasonable options for addressing municipal needs.
- **Big Sur Land Trust** (2005) – Assisted with funding strategies and integration of water-related projects in the Carmel River Watershed. Identified projects throughout the Carmel River Watershed and compared them to statewide funding priorities. Coordinated multiple stakeholders for initial steps toward Integrated Regional Water Management. Developed maps and concise project summaries. Made recommendations for next steps and strategy.
- **Monterey Bay National Marine Sanctuary** (2006) Assessed needs and financing strategies for projects to reduce beach closures and urban runoff pollution. Inventoried structural and programmatic water quality improvement efforts in municipalities around Monterey Bay. Analyzed relationships to beach closures. Summarized findings and recommended actions for the MBNMS to take to reduce urban runoff. Prioritized these actions and identified mechanisms for funding. Created GIS project file.



Grant Management and Project Management

- Prepared grant contract documents and managed all grant reporting from start to finish for eighteen projects ranging from \$100,000 to \$2.2 million.
- Advised clients on how to structure contracts for maximum flexibility. Advised clients on grant management issues.
- Provided project management support in addition to grant management for four grant projects. Developed RFP's and scopes of work. Managed contractors. The largest budget was \$2.2 million. Reviewed claims for reimbursement, and maintained relationships with program managers.

Payments for Ecosystems Services

- Currently assisting multiple clients in understanding how Payments for Ecosystems Services and environmental markets can be used to support watershed restoration and water quality improvements.
- Prepared grant proposals to establish environmental markets, and facilitated regional collaboration.

Government and Public Affairs

- Responded to legislative requests, and kept legislators informed of clients' efforts, progress and needs.
- Reviewed draft grant guidelines, legislation and policy documents. Prepared client responses.
- Maintained relationships with grant program managers throughout the West
- Represented multiple clients in working groups to develop implementing legislation and grant programs for Prop 50 and Prop 84 (multiple chapters).
- Prepared comment letters for clients on AB 32 implementation, cap and trade auction revenues and related legislation pertaining to funding.

Integrated Regional Water Management (IRWM) Planning and Grants

- Provided leadership in development and successful implementation of a five year strategy to secure coordinated funding for 15 high priority water and environmental restoration projects. The planning process resulted in a signed agreement between all major water agencies in the region, development of a new institutional framework, establishment of regional priorities and \$12.5 million for implementation.
- Managed development of one of the first completed IRWM Plans in California. Authored the plan in collaboration with subcontractors and a steering committee.
- Articulated how projects addressed multiple statewide planning priorities
- Assisted the City of Oxnard with IRWM planning and implementation efforts (2012)

