



Seana Doherty

Public Information + Outreach Specialist
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PROFESSIONAL SUMMARY

Seana is a facilitator, public information and outreach specialist and communications expert with more than 20 years experience working with nonprofits and government agencies on a wide range of complex issues including: mental health, transportation, land use planning, redevelopment, education, recreation, economic development and natural resource management. She has extensive experience designing complex, multi-stakeholder collaborative planning processes and facilitating controversial public meetings designed to maximize participation that informs policy decisions and improves communities.

KEY ACCOMPLISHMENTS

Founder/Owner

Freshtracks Communications 2012 – Present
Truckee, CA

- Owner and founder of award-winning, facilitation, public information and outreach, strategic planning, and communications firm serving nonprofits, businesses and government agencies in California and Nevada.

Founder/Co-owner

Streamline Consulting Group 2000 – 2012
Truckee, CA

- Co-owner and founder of successful consulting firm providing meeting facilitation, strategic planning and campaign services to a wide range of small and large non-profits in Northern California and Nevada

Marketing + Campaigns Consultant

Outward Bound School 1993 – 1999
Asheville, NC & Portland, OR

- Designed and implemented marketing and fundraising campaigns for Pacific Crest Outward Bound School (1991-1992) and North Carolina Outward Bound School (1997-1999) to raise money for scholarships

Director of Marketing

Girls Scouts of Western North Carolina, 1996-1999
Asheville, North Carolina

- Managed marketing program for organization operating in 14 rural counties
- Directed roll-out of new national brand via outreach and training program

Program Director, Tahoe Women's Services

Kings Beach, CA 1995-1996

- Directed marketing and fundraising program for domestic violence and sexual assault prevention non-profit
- Developed community education programs, trainings and outreach campaigns

Communications + Membership Director

1993-1995

Sierra Business Council
Truckee, CA

- Responsible for managing communications, programs and outreach for membership based non-profit working on social, economic and environmental land-use planning, leadership and policy issues throughout the 400 miles Sierra Nevada region.

Outdoor Leadership Instructor

1990-1993

Pacific Crest Outward Bound School + Outdoor Leadership Group
Oregon, Washington, California, New South Wales, Australia

- Led multi-day wilderness and leadership programs for youth and corporate groups

PRESENTATIONS + RECOGNITIONS

Presentations/Trainings

- *Branding on a Budget*, Institute of Culture Affairs Conference, Denver, Colorado, 2013
- *Collaborative Strategic Planning in Rural Communities*, Nevada Rural Water District Annual Conference, Reno, Nevada, 2013
- *Graphic Design for Planners*, American Planning Association Conference, Salt Lake City, Utah, 2014
- *Communicating Effectively with your Community About Noise Issues and Tool Kit for How to Communicate with your Airport Board*, 2017 UC Davis Aviation Noise and Air Quality Symposium, Palm Springs, California

Recognitions

- Public Outreach Award for TahoeFuture.org Campaign - Western Area Chamber of Commerce
- All-American City Award, 3rd Grade Reading Campaign - National Civic League
- Educator of the Year—Pacific Crest Outward Bound School

EDUCATION

University of California, Berkeley – Berkeley, CA
Bachelor of Arts, English, 1990

University of Nevada Reno– Reno, NV
Advanced Mediation Certificate, in-progress

National Charette Institute – Portland, OR
Certificate in Management – 2012

Institute for Cultural Affairs – Chicago, IL
Certified Master Facilitator – 2010

Sierra Leadership Seminar – Lake Tahoe, CA
Graduate – 2003

PROFESSIONAL AFFILIATIONS + VOLUNTEER ROLES

- First Five Commission, Placer County – Evaluation Team Member
- Women's Fund, Tahoe Truckee Community Foundation – Board Member
- Sierra Expeditionary Learning School – Board Member
- Adventure Risk Challenge – Advisory Board
- Sierra Schools Foundation – Advisory Board

- Truckee Library Capital Campaign Council—Member
- Professional Public Relations Society—Member

SELECTED PROJECTS

Housing + Land Use Planning + Transportation + Redevelopment

Tahoe Truckee Community Foundation, Mountain Housing Council of Tahoe

Truckee, current: Freshtracks was recently hired to serve as the Lead Facilitator to help launch a new Regional Housing Council that brings together three counties, a town, and several special districts to accelerate solutions to workforce housing challenges in the Truckee-North Tahoe region. The project will include creating a Council charter, facilitating quarterly meetings and developing an annual work plan. Freshtracks will work with technical housing consultants to prepare materials for the quarterly Council meetings as well as other public information needs.

Tahoe Regional Planning Agency, Shoreline Plan, Stateline, Nevada, 2015-current. After the bi-state Tahoe Regional Planning Agency's Shorezone Plan was halted in a lawsuit, Freshtracks joined Consensus Building Institute's (CBI) team to insure the complicated issues of public and private land, public access, environmental protection, recreation and safety along Lake Tahoe's shore garnered comprehensive feedback – and ultimately buy-in – from an inclusive array of stakeholders to define a permanent set of goals and ordinances. Freshtracks branded the three-year planning process, created educational materials and a website, and partnered with CBI to implement a public plan to engage stakeholders throughout the process.

Truckee Tahoe Airport District, Truckee, Public Outreach + Communications, California, 2012-current. For the past four years, Freshtracks has been assisting the District with a range of planning processes and communications efforts. Freshtracks conducted outreach for the District's Master Plan, designed and facilitated neighborhood outreach meetings, and aggregated input to help the Board of Directors define policies and make community-informed decisions. Freshtracks has conducted one-on-one outreach to key stakeholders, developed strategy and materials to clearly communicate complex technical issues to the greater public and spearheaded efforts to help the aviation community and District residents come together on issues like noise, community benefits and growth.

Tahoe City Lodge Project, Public Information + Stakeholder Engagement, Tahoe City, California, 2015-current. Freshtracks is providing public information and stakeholder outreach services for the Lodge project during the entitlement process with Placer County and Tahoe Regional Planning Agency. Freshtracks is

working with the project team to create information about the project that align with local values, priorities and zone allowances, garnering widespread support and buy-in from local residents, businesses and other key stakeholders. To date, the project has received full support from all decision-making entities. The League to Save Lake Tahoe has endorsed the project – the first time the environmental group has supported a redevelopment of this kind in more than 10 years.

Placer County, Kings Beach Commercial Core Improvement Project, Kings Beach, California, 2009-2010. Freshtracks designed and facilitated a technical advisory team process to implement Phase 1 of a \$48 million dollar multi-year community development program to increase the walkability, economic vitality and safety in the downtown core area of Kings Beach. Freshtracks facilitated a two-day planning workshop with 30 technical consultants to coordinate work, schedules and create a unified vision. Doherty designed and implemented public outreach for Phase 1, including working with a Latino outreach team member to engage the large Latino population in the process. She developed a project brand, website, brochure, newsletter and outreach material in English and Spanish.

City of South Lake Tahoe, Tourist Core Area Plan, South Lake Tahoe, California 2013. Designed and implemented public outreach and information effort in support of the Tourist Core Area Plan in South Lake Tahoe. Designed materials for public meetings and process for input for two public workshops. Worked with City planning staff to create visual and simplified materials to increase public participation. Created publicity campaign to generate participation in public workshops. Result of effort was unanimous approval of the Plan by City Council.

Natural Resource Protection

Tahoe Keys Property Owners Association Public Information Campaign-Water Quality & Weeds, South Lake Tahoe, California, 2014-current. Freshtracks designed and implemented a multi-year public education campaign focused on combatting aquatic invasive weeds in lagoons at the mouth of Lake Tahoe. The campaign included the development of a website, press, emails and print materials, facilitating public meetings. Freshtracks designed and moderated an expert panel of six nationally recognized scientists as part of a public meeting with over 85 attendees. Freshtracks also developed educational materials to shift the culture of the 1,500 plus property owners in the association to help fight the weeds and improve environmental practices.

Tahoe Regional Conservation District, Road to Blue Project, Lake Tahoe, 2013-2014. Freshtracks designed and facilitated a process to form a Tahoe-wide stormwater coordinating council. Participants included stormwater staff from three county agencies, the City of South Lake Tahoe, Tahoe Regional Planning Agency, Lahontan Regional Water Quality Control Board and Environmental Protection Agency. The goal of the council was to define a region-wide stormwater program, the associated financial need and to launch an initiative

for public funding. Services also included branding the effort, creating all public information materials and facilitating a large public workshop to rollout the program.

Education + Health + Mental Wellness

UC Merced & Yosemite National Park Service, *Partnership Agreement Workshop*, Merced, California, 2015. Doherty conducted a one day meeting with professors from University of California, Merced and officials from Yosemite National Park Service to update their partnership agreements for program and facility uses at both the university and research stations in the park. Freshtracks worked with the team to create a vision and set of criteria to use as tools for updating the partnership agreements in the future.

Sierra Nevada Memorial Hospital, *Community Outreach Tool Development*, Grass Valley, California, 2016. Freshtracks was hired to turn an 80-page, complex economic impact study into a tool for public engagement. Freshtracks created a graphic presentation to explain the complex information to the broader public and trained hospital staff on its delivery to a diverse audience.

Sierra School Foundation, *Education Workshop*, Sierra County, California, 2013. Doherty designed and facilitated a one-day retreat in rural Sierra County with 25 diverse stakeholders on the future of education in the region. Participants included ranchers, faith-based leaders, community college staff, parents, educators, business owners, nonprofits, and local county staff and commissioners. The result of the session in the 100-year-old schoolhouse drove the strategic priorities for the Sierra Schools Foundation and built a team of 10 new advisors for the organization.

Placer County Health and Human Services, *Campaign for Community Wellness*, Placer County, 2009-2011. Doherty led a complex, multi-stakeholder decision making process for a multi-million dollar mental health program. She designed and facilitated monthly stakeholder meetings with 60 participants aimed to engage underserved populations in the county. Doherty also created branding and communications for the process—Campaign for Community Wellness. The work resulted in millions of dollars in new mental health funding and programs still in place today.

Truckee Tahoe Unified School District, *Education Matters*. Nevada and Placer Counties, 2011-2012. Doherty designed a district-wide process to define the educational priorities for a rural, diverse school district struggling with setting a vision and a plan for success. Doherty engaged more than 1,000 local community members and parents, in English and Spanish, to define a set of 10 education priorities still used today to drive strategic priorities.

Yes on Measure A for Libraries, Nevada County, 2015-2016. Doherty served as chair of the Truckee Yes on A campaign, helping secure a win for library sales

tax funding in Nevada County. As part of the process, Doherty created a new brand and logo for the library system.

Recreation + Tourism

Truckee Donner Recreation and Park District, *Strategic Planning Process*, Truckee, California, 2014. Doherty designed and facilitated the District's first collaborative strategic plan process. She worked with an advisory group and staff to define the process and implementation work plan. Over six months, Doherty collected community input, interviewed 35 staff members and conducted three workshops with Board members to set five year priorities.

North Lake Tahoe Resort Association, *North Lake Tahoe Tourism Master Plan*, Lake Tahoe, California, 2012-2014. Freshtracks developed a comprehensive public outreach and engagement strategy to gain comprehensive feedback for the updated of the tourism master plan and how \$20 million dollars in transient occupancy tax revenue will be used in the North Lake Tahoe area.

Placer County, *Speedboat Beach Master Plan*, North Lake Tahoe, 2014. Freshtracks facilitated a series of three neighborhood meetings designed to create consensus around the contentious access and private property issues at Speedboat Beach, balancing the needs of private property owners, beachgoers, parking and environmental impacts to the beach and Lake Tahoe.

Town of Truckee, *Trails Master Plan*, Truckee, 2009. Freshtracks (formally called Streamline Consulting Group) was hired by the town of Truckee to run a public information and engagement process to define trail priorities as part of the Town of Truckee Master Plan. Helped identify and recruit an advisory group, and designed and facilitated the group's process to arrive a set of recommendations to the Town of Truckee Planning Commission. More than 500 people participated in the process via trail surveys, stakeholder outreach and online surveys.