



# WILLIAM TROUSDALE

AICP, MCIP



**President, Owner & Founder**

**604-228-1855 ext.1 [william@ecoplan.ca](mailto:william@ecoplan.ca)**

*William Trousdale is a certified professional planner and decision analyst. His work applies insights from strategic planning, structured decision making, behavioral decision research and negotiation science to a range of contemporary issues. Driving this work is the value-focused integration of analytical methods with participatory engagement. This has resulted in applications in: economic development, tourism, community and regional planning, valuation/compensation, cultural impact, program evaluation/business case, health, energy, site selection, biodiversity, parks management and TUS. These projects, located around the world, have been recognized with over a dozen awards of excellence from CIP, PIBC, IAP2, TTRA and others. William is the owner and founder of EPI*



## PROFESSIONAL EXPERIENCE

1993 – Present

President, EcoPlan International, Vancouver, BC

2007–Present

Adjunct Professor at the School of Community and Regional Planning at the University of British Columbia, Vancouver, BC

2010–Present

Associate at Simon Fraser University's Centre for Sustainable Community Development

2016–Present

Adjunct Professor at Simon Fraser University's School of Resource and Environmental Management and.

1992 – 1993

Economic / Sustainability Advisor, Fundación Maquipucuna Quito, Ecuador

1989 – 1992

Senior Land Use Economist Denver, CO



## CONTACT

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[www.ecoplan.ca](http://www.ecoplan.ca)

## SELECT PROJECT EXPERIENCE

### ***Guides, Toolkits, Training Manuals, Discussion Papers***

Client: United Nations

Dates: 2004– present

### ***Evaluating Social and Cultural Impacts: Decision Theory Meets Practice***

Client: Decision Research (National Science Foundation)

Dates: 2017 – present

### ***Supporting Emerging Aboriginal Stewards (SEAS) Program Evaluation***

Client: TNC Canada

Dates: 2017 – present

### ***Creston Valley - Kootenay Lake Economic Development Strategy***

Client: Kootenay Employment Services and others

Dates: 2017 – present

### ***Comprehensive Community Planning Toolkit***

Client: Nishnawbe Aski Development Fund

Dates: 2017 – present

### ***Intergovernmental Communication and Cooperation (Squamish Lillooet Regional District, District of Lillooet, St'at'imc Nation)***

Client: Squamish-Lillooet Regional District

Dates: 2016 – 2017

### ***City of Abbotsford Economic Development Strategy***

Client: City of Abbotsford Economic Development Department

Dates: 2016 – 2017

### ***Strategic Planning for Local Economic Development***

Client: Ministry of Jobs, Tourism and Skills Training

Dates: 2016 – 2017

### ***Coastal Guardian Watchmen Program Business Case / ROI Analysis***

Client: Coastal Stewardship Network, TNC Canada

Dates: 2016 – 2017

## WILLIAM TROUSDALE

President,  
Senior Planner



### EDUCATION

*Masters of Planning  
1995, University of  
British Columbia*

*Bachelor of Arts  
(Economics and Political  
Science)  
1988, Colorado College*



### PROFESSIONAL AFFILIATIONS

*Canadian Institute of  
Planners*

*Planning Institute of  
British Columbia*

*American Institute of  
Certified Planners*



### CONTACT

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### **Regional Growth Strategy Performance Measures Review**

Client: Metro Vancouver

Dates: 2015 – 2016

### **Socio-cultural Impact Assessment of Kinder Morgan's Transmountain Pipeline**

Client: Matsqui First Nation

Dates: 2014-2015

### **Structured Decision Making- Training / Advisory Services /Strategic Health Assessment**

Client: TransLink

Dates: 2014

### **Various: Non-Market Value Analysis - Damages from Resource Development; Traditional Land Use & Oral History; Economic Opportunity and Investment Strategy**

Client: Métis Settlements of Alberta

Dates: 1996 – present

### SELECT PUBLICATIONS

- Gregory, R., & Trousdale, W. (2009). Compensating Aboriginal cultural losses: An alternative approach to assessing environmental damages. *Journal of Environmental Management*, 90(8), 2469-2479.
- Trousdale, W., & Nelms, C. (2009). Siting major public facilities: Facts, values and accountability. *Journal of Urban Planning and Development*, 135(4), 159-165.
- Trousdale, W. (2005). Strategic Planning for Local Economic Development. Four-Volume Training and Resource Guide. Nairobi: UN-Habitat.
- Trousdale, W. (2001). Impact assessment in the developing world: Appropriate tourism impact assessment. In V. L. Smith & M. Brent (Eds.), *Hosts and Guests Revisited: Tourism Issues of the 21st Century*. New York. 2001.

### SELECT AWARDS

**2016 2016 HM for Excellence in Planning Practice in Small Town and Rural Areas**

**2016 AIP2 Core Values Project Award for Diversity & Inclusion**

Tides of Change: Cormorant Island Joint Economic Development Strategy

**2015 Canadian Institute of Planners, Planning Excellence Award – Rural/Small Town**

Growing Malcom Island: Malcolm Island Economic Development Strategy

**2014 Planning Institute of BC, Award of Excellence – Planning Practice**

Monitoring & Evaluation Program, RDNO regional growth strategy

**2013 Canadian Institute of Planners, Planning Excellence Award - Publications**

A Path Forward: A Regional Planning Toolkit

**2011 Planning Institute of BC, Award of Excellence – Planning Practice**

Musqueam Comprehensive Community Plan

**2011 Canadian Institute of Planners, Award of Excellence - Publications**

Planning for climate change: a strategic, values-based approach

**2011 Planning Institute of BC, Award of Excellence - Research & New Directions**

Assessing environmental damages & cultural loss: an alternative approach

**2007 Canadian Institute of Planners, Award of Excellence – Rural Planning**

KHFN from crisis to hope – a community plan



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