



# WILLIAM TROUSDALE

AICP, MCIP



## Principal

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

William Trousdale is a certified professional planner, economist, and decision analyst. Driving his work is the value-focused integration of analytical methods with participatory engagement. To achieve this, he applies insights from structured decision making, behavioral research, and negotiation science. William has led projects with Indigenous groups, local, regional and national governments, private sector and NGOs. These projects, located around the world, have been recognized with over a dozen awards of excellence from CIP, PIBC, IAP2, TTRA and others. He is also an Adjunct Professor at the School of Community and Regional Planning at University of British Columbia and Resource and Environmental Management at Simon Fraser University. William founded EcoPlan in 1992.



### PROFESSIONAL EXPERIENCE

1992 – Present

Principal  
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

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

## SELECT PROJECT EXPERIENCE

### **Vancouver Healthy Waters (Sewer and Water Master Plan) - Decision Support**

Client: City of Vancouver

Dates: 2023-2024

### **Ahousaht First Nation Economic Diversification**

Client: Maaqutsiis Hahoulthee Stewardship Society

Dates: 2023-2024

### **Valuing Coastal Guardian Watchmen – A Business Case (SROI)/Case for Investment**

Client: Coastal First Nations – Great Bear Initiative and Nature United

Dates: 2016 and 2022

### **Building Urban Economic Resilience During and After COVID-19**

Client: United Nations

Dates: 2020

### **Structured Decision Support – Training Series**

Client: TransLink

Dates: 2018-2019

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

Client: Decision Research (National Science Foundation Grant)

Dates: 2017 – present

### **Comprehensive Community Planning Toolkit**

Client: Nishnawbe Aski Development Fund

Dates: 2017 – 2018

### **Elevate Abbotsford - Economic Development Strategy**

Client: City of Abbotsford Economic Development Department

Dates: 2016 – 2017

### **Strategic Planning for Local Economic Development Toolkit (and Indigenous toolkit)**

Client: Ministry of Jobs, Tourism and Skills Training

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*



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## SELECT PUBLICATIONS

Doyon, A., O'Donnell, E., Trousdale, W., & Pletnikoff, R. G. (2023). Localizing a Just Transition: A Case Study of St. George, Alaska. *Ecology and Society*. Published November 30, 2023.

Trousdale, W., & Hanson, D. (2020). Use of Structured Decision Support for Valuing Lost Cultural Benefits Associated with Environmental Injuries. *WIT Transactions on Ecology and the Environment*, 245. WIT Press. ISSN 1743-3541. <https://www.witpress.com>. doi:10.2495/EID200111.

Donatuto, J., Campbell, L., & Trousdale, W. (2019). The "value" of values-driven data in identifying Indigenous health and climate change priorities. *Climatic Change*. Springer Link. <https://link.springer.com/journal/10584>.

Gregory, R., Easterling, D., Kaechele, N., & Trousdale, W. (2016). Values-Based Measures of Impacts to Indigenous Health. *Risk Analysis*, 36(8).

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., & Gregory, R. (2004). Property Evaluation and Biodiversity Conservation: Decision Support for Making Hard Choices. *Ecological Economics*, 48(3), 279-291.

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

**2021 Canadian Institute of Planners Planning Excellence: Small Town and Rural**  
Rebuilding our Future: Kayutuuxtxin Tanagnangin Igayuusaxix angagiimchin agnaxtxichin St. George's Economic Development Strategy

**2018 Award for Planning Excellence for Planning Publications**  
Comprehensive Community Planning Toolkit: Finding Bimadizowin

**2016 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

**2011 Canadian Institute of Planners, Award of Excellence - Publications**  
Planning for climate change: a strategic, values-based approach



EcoPlan International  
330-1333 Johnston Street  
Vancouver, BC V6H 3R9

604-228-1855  
info@ecoplan.ca  
www.ecoplan.ca