

MARA ELANA BURSTEIN

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EDUCATION

- 5/2014** **COLUMBIA UNIVERSITY, School of International & Public Affairs** **New York, NY**
M.P.A., *Environmental Science & Policy*
Graduate Consulting Project: Coached student team to promote solar energy installations for New York's low-income populations for GRID Alternatives
- 12/2006** **WILLAMETTE UNIVERSITY** **Salem, OR**
B.A. *Environmental Studies*, emphasis in Economics

WORK

- 1/2015- Present** **NATURAL RESOURCE STRATEGIES** **Salt Lake City, UT**
Founder/Principal/Owner
- Provide businesses, universities, and nonprofits with strategic planning, project management, policy analysis, and communications on energy and environmental issues
 - Clients include University of Utah College of Law, Environmental Dispute Resolution Program; University of California Los Angeles, Luskin Center for Innovation; Southern California Gas Company; and others
- 2/2011 - 4/2013** **SOUTHERN CALIFORNIA GAS COMPANY, SEMPRA ENERGY** **Los Angeles, CA**
Market Advisor I, Customer Programs (2/12-4/13)
- Developed, managed, and tracked communications strategy for nearly 80 energy efficiency programs regulated by the California Public Utilities Commission
 - Created and implemented marketing campaigns to educate decision makers in government and industry on the air quality benefits of natural gas, biogas, alternative vehicles, etc.
 - Ensured natural gas was recognized as an air quality solution to diesel emissions by local and state air regulatory agencies (SCAQMD, SJVAPCD, and CARB)
- Specialist II, Customer Programs (2/11-2/12)*
- Managed energy efficiency rebates for commercial clients; simplified process
- 9/2007- 2/2011** **ENVIRONMENT NOW** **Los Angeles, CA**
Manager, Coastal and Communications Program (2/10-2/11)
- Managed \$1 million coastal protection grant program
- Manager, Air and Communications Program (4/08-2/11)*
- Managed \$500,000 air quality grant program
 - Advised nonprofit leaders on strategic planning; organizational development; relevant laws, policy, and permits; and developing innovative strategies to reduce air emissions
 - Coordinated with state and local regulatory agencies to develop innovative strategies to enforce existing environmental regulations to protect public health
- Associate, Sustainability and Communications Program (9/07 – 4/08)*

ADDITIONAL

- 1/2009 - Present** **LOS ANGELES SUSTAINABILITY COLLABORATIVE** **Los Angeles, CA**
Co-founder, Advisor
- Developed new model to collaborate with local governments, academic institutions, and nonprofits to complete sustainability research and influence policy decisions
 - Provided paid research fellowships, technical guidance, coaching, and networking opportunities to graduate students
- 1/2015 - 1/2020** **FRIENDS OF GREAT SALT LAKE** **Salt Lake City, UT**
Member of the Board of Directors

Publications

[*Creating a Complete LA River Greenway*](#); [*A Financial Analysis of Cap-and-Trade's Impact*](#); [*Overcoming Barriers to EV Charging in Multi-unit Buildings*](#); [*The Promises and Challenges of Community Choice Aggregation*](#), and numerous other publications