

EILEEN GOODWIN

**Principal
Apex Strategies**

EDUCATION

Certificate in Finance; University of California, Santa Cruz; 1998
Masters of Science, Political Communication; University of Chicago; 1982
Bachelor of Arts, Double Major With Honors; Claremont Men's College, 1981

AFFILIATIONS AND AWARDS

Peer Reviewer for Published Research, Mineta Transportation Institute San Jose State University, on-going
Member, California Transportation Foundation Board, 1998
Chair, Valley Transportation Authority Technical Advisory Committee, 1996
Chair, Capital Improvement Program Committee, Valley Transportation Authority, 1995
Member, Self-Help Counties Coalition, on-going
Grand Award, Metropolitan Transportation Commission, 1995
Excellence in Transportation, Caltrans, 1995
California Transportation Foundation, Outstanding Project, 1995
California Transportation Foundation, Special Award, 1991
Silver Anvil, Finalist, Public Relations Society of America, 1995
Woman of the Year, Women's Transportation Seminar, 1994
Outstanding Business Woman, American Business Women's Association, 1993
Award of Merit, Metropolitan Transportation Commission, 1991
Silver Winner-Excellence in Design, International Astrid Award, 1991

SUMMARY OF EXPERIENCE

Ms. Goodwin has over twenty-five years of leadership experience in building consensus and in completing complex projects involving numerous parties on time and within budget. As Executive Director of the Santa Clara County Traffic Authority, Ms. Goodwin successfully delivered the \$1.2 billion Measure A Highway Improvement Program including building 18 miles of new Highway 85 and widening Highways 101 and 237.

Since completing the mission of the Traffic Authority, Ms. Goodwin has been Principal of Apex Strategies, counseling and assisting public agencies and private parties in favorably positioning their projects and programs with the community and the media. Strategic Plans, Expenditure Plans and community outreach programs for county-wide services and land use issues are her specialty. Ms. Goodwin is recognized state-wide and nationally as an expert and innovator in the field of community participation, strategic planning and sales tax programs. Her 25 years of professional experience include political campaign management, marketing, and organization and government management.