

MATTHEW COOGAN, AICP



PROFILE

Municipal manager and government affairs specialist with experience in project management, planning and community development, and operations in complex social and civic environments. Specific expertise in municipal finance, collective bargaining, economic development, grant writing, public improvement projects, and sustainability.

EXPERIENCE

CITY OF NEWBURYPORT *Newburyport, MA* 2018 - Present

Chief of Staff

- Develop and prepare an \$85M annual GFOA operating budget and 5-Year Capital Improvement Program in coordination with Mayor, City Council, and department heads.
- Supervise 20+ department heads and administrative staff under the direction of the Mayor, and participate in the hiring, training, and performance evaluations of senior management personnel.
- Serve as lead negotiator for collective bargaining of seven union contracts and lead all labor relations.
- Direct municipal policy, administration and operations in accordance with City Ordinances and City Charter.
- Act as liaison between Mayor and eleven-member City Council, providing analysis as needed to facilitate informed policy decisions.
- Oversee communications and resident services, including messaging to citizens, stakeholders and the business community, drafting press releases and coordination with local media outlets, launch and develop the City's website and social media platforms (FB 2K; IG 1.9K), and serving as the City's spokesperson.
- Plan, negotiate, and manage the implementation of regionalized services with surrounding communities.
- Facilitate problem solving at all levels in the organization; review of interdepartmental processes for improvement; organize and administer interdepartmental initiatives to meet ongoing community needs.
- Coordinate with City's legislative delegation on developments at the state and federal level that impact the City; develop, track and lobby consequential legislation.
- Liaison to civic and governmental organizations and committees, task forces, boards, and commissions.

TOWN OF ESSEX *Essex, MA* 2014 – Present

Town Planner

- Manage the Town's planning projects, including the Town of Essex Strategic Plan, Open Space Plan, Economic Development Plan, Village Center Parking Study, and Village Center zoning efforts on a part-time basis.
- Direct the Town's clean energy initiatives, including the *DOER Green Communities* designation.
- Prepare, develop and write grants for several planning initiatives and special projects.

CITY OF SALEM *Salem, MA* 2018

Principal Planner

- Planned and implemented the City's economic development initiatives.
- Developed business recruitment and retention initiatives, and coordinated with state and local economic

development organizations.

- Oversaw the utilization of the economic development tools, including business loans, Tax Increment Financing, and Opportunity Zones.
- Managed real estate development opportunities and advised applicants on the permitting procedures for development.
- Oversaw consultant contracts for pre-development analyses, draft requests for proposals (RFPs) for private redevelopment of City owned parcels, and managed public land disposition processes.
- Coordinated technical reviews of development projects as staff support for the Salem Redevelopment Authority and the SRA Design Review Board.
- Worked in close liaison with the Salem Chamber of Commerce, Salem Main Streets, and MA state economic development agencies; served as a Board Member on the North Shore Workforce Investment Board.

CITY OF GLOUCESTER *Gloucester, MA* 2013 - 2018

Senior Planner

- Coordinated technical reviews of development projects and advise applicants on the permitting procedures for zoning and development, including state statutes and regulations, city ordinances, and regional policies.
- Managed several projects, such as a downtown parking study, a transit-oriented development (TOD) study, a coastal vulnerability study and a housing production plan.
- Directed the City's clean energy and Green Community initiatives
- Managed public meetings and community outreach initiatives.
- Provided staff support to various boards, including the Planning Board, Clean Energy Commission, Downtown Development Commission, Technical Advisory Group, and others as needed.
- Negotiated collective bargaining agreements and mediated personnel grievances as President of the Gloucester Municipal Administrators Association.

BIEDERMAN REDEVELOPMENT VENTURES *Boston, MA* 2011 - 2013

Project Analyst

- Advised clients, including developers, property owners, and public agencies on self-financing urban redevelopment projects, highlighting value creation through the improvement of the public realm.
- Created and revitalized urban parks and plazas for clients nationwide, from conceptual planning through maintaining efficient daily operations across projects that vary in location, scope, budget and timeline.
- Analyzed budgets and identified opportunities to increase efficiencies and reduce costs through better management practices and contract negotiations.

BRYANT PARK CORPORATION/ 34th STREET PARTNERSHIP *New York, NY* 2008 - 2011

Project Manager, Capital Projects

- Oversaw the public space capital improvements in Bryant Park, the 34th Street Business Improvement District and the Chelsea Improvement Corporation.

- Coordinated capital planning and construction of streetscape, storefront and park improvement.

AWARDS AND RECOGNITION

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| American Planning Association Massachusetts Chapter (APA-MA) Rising Planner Award | 2017 |
| <ul style="list-style-type: none"> • Annual award honoring outstanding work in a planning career | |
| Commonwealth of Massachusetts Leading by Example Award | 2016 |
| <ul style="list-style-type: none"> • Recognition by the Baker-Polito Administration for outstanding leadership in promoting clean energy and environmental initiatives | |

EDUCATION

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| HUNTER COLLEGE <i>New York, NY</i> | 2007 - 2009 |
| Master of Urban Planning | |
| <ul style="list-style-type: none"> • Award for Academic Excellence, 2009 • President, Graduate Urban Affairs and Planning Association (GUAPA) | |
| UNIVERSITY OF MARYLAND <i>College Park, MD</i> | 2001-2005 |
| Bachelor of Arts – Double Major: Anthropology and Philosophy | |
| <ul style="list-style-type: none"> • Archaeology in Annapolis Field School, 2004 • University of Maryland Generics A Cappella | |

PROFESSIONAL DEVELOPMENT

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| <ul style="list-style-type: none"> • ICMA Emerging Leaders Development Program, Class of 2022 | 2020 - 2022 |
| <ul style="list-style-type: none"> • MA Municipal Assoc./ Suffolk University Municipal Finance Management Seminar | 2020 |
| <ul style="list-style-type: none"> • Congress of the New Urbanism Accredited (CNU-A) | 2016 |
| <ul style="list-style-type: none"> • Community Development Mentor Program, CHAPA | 2016 |
| <ul style="list-style-type: none"> • American Institute of Certified Planners (AICP) | 2011 |
| <ul style="list-style-type: none"> • Program on Negotiation at Harvard Law School | 2011 |
| <ul style="list-style-type: none"> • LEED GA accreditation, Green Building Certificate Institute | 2010 |

ORGANIZATIONS

- International County/ City Managers Association (ICMA)
- Essex County Community Foundation (ECCF) Creative County Initiative Steering Committee
- American Planning Association
- APA – Massachusetts Chapter - Chair, Emerging Planners Group 2017 - 2018
- Placemaking Leadership Council

SKILLS

- Proficient in Microsoft Office Professional Suite; Capable ArcGIS, and Adobe Creative Suite user
- The ability to problem solve and embrace challenging projects that often fall outside of my normal comfort level