

**WILLIAM E. TOFFEY**  
**Principal, Effluential Synergies, LLC**

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**ORGANIC RESIDUALS AND BIOSOLIDS RECYCLING STRATEGIST**

Consultant with over 30 years' experience in environmental protection, government, and utility industries. Committed to environmental stewardship with expertise in natural sciences, organic waste and biosolids recycling and sustainability technologies. Sought-after public and webinar speaker on environmental issues at national and regional industry conferences, company education programs, and public meetings. Recognized innovative thinker and writer, distinguished for industry leadership, technology assessment and expertise in strategic communications, branding and program planning. Champion of wastewater facilities as centers for water, nutrient, and energy recycling and for enhanced roles in organics recycling industry. Leader in targeting scientific research on issues of land restoration and environmental and health risks, generating trust even in the face of controversy to achieve project goals.

**SIGNATURE CAPABILITIES**

- **Shapes Strategic Thinking:** Apply scientific and technical data to critical review of assumptions behind strategic decision-making to ensure project outcomes align with vision.
- **Integrates Multi-dimensional Communication Strategies** Join strong writing and public speaking skills needed in traditional media with creative insights in the role of social media for communications programs unique to organics recycling.
- **Achieves Results:** Steer and implement change, developing effective teams that work beyond traditional boundaries and ambiguities to put plans into action, sharing risks across participants and achieving timely, cost-effective results.
- **Expands Opportunities:** Seek out and integrate diverse thinking across professional boundaries to apply robust, innovative technology to key environmental challenges and opportunities.

**KEY ACCOMPLISHMENTS**

- **Built Enterprises That Work.** Directed growth of the biosolids trade association by delivering programs and products of value and by inspiring collaboration and leadership in the volunteer board of trustees.
- **Developed Reliable and Effective Biosolids Recycling Programs:** Achieved regulatory compliance and oversight by developing programs for predictable performance for regulators, landowners, and neighbors.
- **Controlled Odors and Pathogen Risks:** Managed complex relationships among plant performance, product handling at all stages, and field practices to achieve “beyond compliance” best-of-practice results.
- **Elevated Full Value of Embedded Infrastructure:** Upgraded performance of existing plant operations for increased organic matter and nutrient removal, reduced energy usage, and lowered vulnerability to upsets, opening opportunities for cogeneration and co-digestion.
- **Applied Research to Today's Challenges:** Advised on innovative technology based on rigorous review of scientific and “gray” literature, on agency sustainability goals; participated with the Water Research Foundation (WRF) and its predecessors on projects with micropollutants odors, pathogens, and organics processing.

## PROFESSIONAL EXPERIENCE

**EFFLUENTIAL SYNERGIES LLC, Philadelphia, PA 19115** **2009 – Present**

*Consulting Firm, Owner / Principal*

**Consulting Services:** Work with biosolids practitioners, including agencies, manufacturers, consultants and scientists, to express sustainability through cost effective biosolids recycling; guide emerging technology companies on strategies for piloting and marketing to the wastewater sector; provide support services to public agencies for strategic planning, advising on innovative technologies, and branding of biosolids products; develop communication messages that align with circular economy, climate mitigation, and land restoration.

**MID ATLANTIC BIOSOLIDS ASSOCIATION (MABA)** **1997-2007, 2011 – 2021**

*Executive Director/City of Philadelphia Representative*

**Responsibilities:** Represented and built the 25-year-old association of biosolids professionals in the seven-state region by enhancing public acceptance of biosolids, providing technical information to improve biosolids practices, and supporting scientific investigation of biosolids-related issues.

**CITY OF PHILADELPHIA: Mayor's Office of Sustainability, Philadelphia PA** **2008 –2009**

*City Energy Manager*

**Responsibilities:** Led municipal energy management -- track energy usage, develop energy efficiency projects, investigate energy development options, and plan for post-deregulation energy procurement.

**CITY OF PHILADELPHIA: Philadelphia Water Department (PWD), Philadelphia PA** **1987 - 2008**

*Biosolids Utilization Manager*

**Responsibilities:** All aspects of planning and executing the recycling of over 200,000 tons annually of dewatered biosolids cake, including a compost product, generated by the PWD wastewater facilities -- preparing technical contract requirements, supporting compost markets, leading public outreach program, developing best-practices manuals for industry practices, managing research projects, and developing regulatory compliance system.

**CITY OF PHILADELPHIA: Philadelphia City Planning Commission, Philadelphia, PA** **1978-1987**

*Senior Environmental Planner /Environmental Review Officer*

**Responsibilities:** Principal water and land resource scientist for the city's planning agency, responsible for producing environmental surveys, for participating in comprehensive urban planning studies, and for ensuring City compliance with federal environmental review requirements in expenditure of federal grant moneys.

**DELAWARE VALLEY REGIONAL PLANNING COMMISSION, Philadelphia PA**

*Environmental Planner*

**Responsibilities:** Environmental scientist for key regional environmental planning projects for coastal zone, wastewater management, air quality.

## EDUCATION AND AFFILIATIONS

- **M.S., Regional Planning, Concentration-Environmental Resources: UNIVERSITY OF PENNSYLVANIA, Philadelphia, PA.**
- **B.S. with Distinction in Agriculture, Major-Agronomy: CORNELL UNIVERSITY, Ithaca, New York**
- **POSITIONS: Executive Director; President; Chair; Co-chair; Delegate; Member; Advisor**
  - **International:** *BlueTech Research, International Water Association*
  - **National and Regional:** *Mid-Atlantic Biosolids Association, Water Environment Federation, Water Research Foundation, Association of Boards of Certification; National Association of Clean Water Agencies; Pennsylvania Composting Association; Pennsylvania Water Environment Association*