



FOR IMMEDIATE RELEASE
July 28, 2026

Contact: Laura Brennan, Executive Director
Phone: (413) 442-1521 x14
Email: lbrennan@berkshireplanning.org

Berkshire Regional Planning Commission Announces Promotions

Berkshire County, MA -- Berkshire Regional Planning Commission is pleased to announce the recent promotions of staff members Krystal Bartley, Britney Daniels, Noé González Ortiz, Alecia Herrick, Jocelyn Latvalla, and Andrew McKeever.

Krystal Bartley

Krystal Bartley earned a promotion to Human Resources Administrator at Berkshire Regional Planning Commission. Krystal joined BRPC in 2022 after several years in retail management and earning her HRCI Associate Professional in Human Resources (aPHR) certification. She performs a wide variety of human resource functions including payroll processing, benefits administration, recruitment, onboarding, recordkeeping, and staff support.

Krystal holds a Bachelor of Arts in Psychology with a minor in Philosophy from Siena College and a Master of Science in Clinical Psychology. She is also a SHRM Certified Professional (SHRM-CP) as of 2024.

She looks forward to continuing to improve BRPC's human resources processes and employee experience while supporting dedicated staff whose work makes a great difference throughout Berkshire County.

Britney Danials

Britney Daniels has been promoted to Senior Planner in the Environmental and Energy Program at Berkshire Regional Planning Commission. She holds a Bachelor of Arts in Environmental Science and Policy from Smith College. She is also FEMA certified in hazard mitigation and is currently pursuing the Wetland Certificate Training program through the Massachusetts Association of Conservation Commissions.

Since joining BRPC in 2022, Britney has focused on helping Berkshire County communities prepare for a changing climate by developing projects that address flooding, natural hazards, and long-term resilience. Her proudest accomplishment to date is helping launch the Berkshire Clean Air Project, the first countywide initiative of its kind to expand access to air quality monitoring across Berkshire County. The project provides communities with localized air quality data to support public health initiatives and improve preparedness for events such as wildfire smoke.

Britney enjoys collaborating across BRPC's programs to bring together different areas of expertise and develop practical solutions for Berkshire communities. She has a particular interest in GIS, data visualization, and storytelling, using these tools to make complex technical information more accessible and meaningful.

Noé González Ortiz

Noé González Ortiz has been promoted to Senior Planner in BRPC's Public Health Planning Program. Noé holds a B.B.A. in Computer Information Systems and a Certification in Data Analytics. He is also a certified Youth Mental Health First Aid Instructor, providing training and education to strengthen community awareness and support for youth mental health.

He is most passionate about the relationship between youth mental health and substance use prevention and is dedicated to supporting the health and well-being of young people throughout Central Berkshire County. In his role at BRPC, Noé manages two youth substance use prevention grants, facilitates a peer-to-peer mental health curriculum, and works closely with community partners by coordinating and facilitating the SPARK and Berkshire Early Childhood Community Circle (BE3C) coalitions.

Throughout his 16-year career in human services, Noé has worked extensively with children, youth, and families, advocating on their behalf and providing parenting education and support services. As a former educator, he brings valuable experience in youth development, learning, and engagement to his current work. Noé is committed to building strong community partnerships and empowering young people to lead healthy, substance-free lives while fostering positive mental health protective factors across Central Berkshires.

Alecia Herrick

Alecia Herrick has been promoted to the position of Finance Administrator within the Administration department at Berkshire Regional Planning Commission. Alecia joined BRPC in 2021 after working for the Town of Dalton as their Assistant Accountant for over 7 years.

Alecia holds an Associate of Science in Business Administration and certifications in Accounting and Management. One of Alecia's passions has always been working with numbers. She excels in her role in Accounts Payable and, in more recent years, in Accounts Receivable. Alecia has also acquired new skills in project administration since joining BRPC, including a wide range of administrative tasks, ensuring that projects are set up and tracked properly for the duration of each contract within the agency.

Over the last 5 years, Alecia has been incredibly proud to work alongside such passionate staff who continually make a meaningful impact on Berkshire County. She is eager to keep working with them to ensure that BRPC's financial and administrative procedures remain as clear and straightforward as possible.

Jocelyn Latvalla

Jocelyn Latvalla has been promoted to Planner within Berkshire Regional Planning Commission's Economic Development Planning program. Jocelyn has also supported projects across several other departments. At BRPC, her focus has been on community outreach and other tasks related to Digital Access Planning and Implementation, as well as supporting BRPC's Shared Economic Development Planning initiative in Adams, Great Barrington, and Lanesborough.

Jocelyn obtained a BS in Sustainable Food and Farming from UMass Amherst with a minor in Sustainable Community Development. She is a Berkshire County native, passionate about

community wellness, and happy to serve communities in the region where she grew up.

Andrew McKeever

Andrew McKeever earned a promotion to Senior Planner in Berkshire Regional Planning Commission's Community Planning program. McKeever joined BRPC in 2023 after more than a decade in local journalism and government communications.

Andrew assists communities throughout Berkshire County in developing Comprehensive Plans, Open Space and Recreation Plans, land use policies, zoning bylaws, and ensuring that government services and facilities meet and exceed ADA accessibility design standards.

McKeever earned a bachelor's degree in communications from the Massachusetts College of Liberal Arts in 2007. He previously served as the director of communications at the Berkshire District Attorney's Office, was Pittsfield bureau chief for iBerkshires.com, and a reporter for the Bennington Banner. He is currently a member of the Pittsfield Community Television (PCTV) Board of Directors and the Pittsfield Irish Sister City Committee.

###

About BRPC

Berkshire Regional Planning Commission is the regional planning agency for Berkshire County, Massachusetts. BRPC assists the thirty-two Berkshire cities and towns in a diverse set of topics, including community and economic development, community planning, data and information services, emergency preparedness planning, environmental and energy planning, regional services, public health, and transportation planning.