



STAFF REPORT

City Council

Meeting Date:

5/25/2021

Staff Report Number:

21-110-CC

Commission Reports

Consider applicants and make appointments to fill vacancies on the various City advisory bodies

Recommendation

Staff recommends the City Council consider applicants for appointment to vacant or expired term seats on the following advisory bodies: Complete Streets, Environmental Quality, Finance and Audit, Housing, Library, Parks and Recreation, Planning Commissions, and Housing Element Community Engagement and Outreach Committee advisory bodies.

Policy Issues

City Council Policy CC-19-004 (Attachment A) establishes the policies, procedures, roles and responsibilities for the City's appointed advisory bodies, including the manner in which members are selected.

Background

Annually, staff conducts a recruitment to fill advisory body vacancies that exist due to members being termed out or regular terms ending April 30. This recruitment period consisted of a three-month period of advertisements and announcements. Incumbent members who were terming out were informed of their ability to apply for reappointment and previous applicants were notified of current vacancies.

Following City Council's appointment, the city clerk and city attorney offices provide onboarding and orientation for the new advisory body members. This includes the oath of office, advisory body handbook, introduction of advisory body liaison staff, Form 700 Statement of Economic Interests filing (if applicable) and Brown Act training. For all other appointments that are made throughout the year, the city clerk's office handles all aspects of advisory body member training.

The city clerk's office regularly reviews all agendas and minutes, tracks attendance (Attachment D) and serves as the principal staff contact for all advisory bodies.

Analysis

Pursuant to City Council Policy CC-19-004, advisory body members must be residents of the City of Menlo Park and serve for designated terms of four years, or through the completion of an unexpired term or as otherwise designated. Residency for all applicants has been verified by the city clerk's office. In addition, the City Council's policy states that the selection/appointment process shall be conducted before the public at a regularly scheduled meeting of the City Council. Nominations will be made and a vote will be called for each nomination. Applicants receiving the highest number of affirmative votes from a majority of the City Councilmembers present shall be appointed.

The Housing Element Community Engagement and Outreach Committee (CEOC) is a newly formed committee focused on ensuring a broad and inclusive community outreach and engagement process during the housing element update over the next 18 months. At the time of the formation, the CEOC's composition was anticipated to consist of 10 members, with five members appointed by the City Council (one from each district) and the remaining five anticipated to be selected at random by the City Council. The proposed composition was intended to create a balanced, representative and independent process. The final selection methodology would be determined at the time of the City Council's appointment.

The City received 14 applications for the CEOC, with representation from four of the five City Council Districts. The applicant pool consists of the following:

- District 1: two residents,
- District 2: four residents,
- District 3: three residents,
- District 4: five residents, and
- District 5: no applications.

Given the number of overall candidates and the lack of representation from all of the City Council Districts, staff is proposing to reduce the membership of the CEOC to eight residents and that no more than three members be from any one City Council district. Ideally, the composition of the group would continue to reflect the City's geography and also represent a diversity of interests and characteristics, including age, race, ethnicity, gender and residential tenancy (renter or homeowner.) Attachment E includes a summary table of the applicant's demographic characteristics for reference.

In its appointment, the City Council should consider the following factors for each CEOC candidate:

- Ability to fully participate and meet the CEOC's responsibilities;
- Characteristics to help achieve a diverse group of individuals; and
- Responses provided to questions about their interest to serve.

Appointments for all advisory bodies, excluding the Housing Element Community Engagement and Outreach Committee, will be for 4-year terms expiring April 30, 2025, except for:

- One Complete Streets Commission appoint to fill unexpired term ending April 30, 2022.
- One Complete Streets Commission appoint to fill unexpired term ending April 30, 2024.
- One Library Commission appoint to fill unexpired term ending April 30, 2022.
- One Parks and Recreation Commission appoint to fill unexpired term ending April 30, 2024.

Applications are provided as Attachment B. The City Council has the opportunity to ask applicants if they would consider appointments to an alternate advisory body. These appointments can be made by the City Council at this meeting.

The City received the following applicants, presented by advisory body and listed in alphabetical order by last name.

Community Engagement and Outreach Committee – 10 vacancies (recommend appointing eight members):

- Michal Bortnik
- Rich Cline
- Tiffany Dao
- Yadira DiSiena
- Lesley Feldman
- Max Fennell
- Cynthia Harris (also applied for Housing Commission and Planning Commission)
- Heather Leitch (also applied for Housing Commission)
- Carol Marshall Mayer
- Dan McMahan
- Nehezi Ollarvia
- Victoria Robledo (also applied for Housing Commission)
- Aaron Spaulding
- Soody Tronson (also applied for Housing Commission)

Complete Streets Commission – four vacancies:

- Brian Altman (also applied for Housing Commission)
- Aurora Brosnan
- Sally Cole
- Jk Jensen
- Lizbeth King

Environmental Quality Commission – one vacancy:

- Daryl Bulloch
- LinhDan Do
- Angela Evans
- Michael Meyer
- Cheryl Schaff

Finance and Audit Committee – three vacancies:

- Matt Norrington
- Brian Westcott
- Carol Wong

Housing Commission – four vacancies:

- Brian Altman (also applied for Complete Streets Commission)
- Cynthia Harris (also applied for Community Engagement and Outreach Committee and Planning Commission)
- Rachel Horst
- Heather Leitch (also applied for Community Engagement and Outreach Committee)
- Nevada Merriman
- Chelsea Nguyen
- Victoria Robledo (also applied for Community Engagement and Outreach Committee)
- Jeff Schmidt
- David Thomas
- Soody Tronson (also applied for Community Engagement and Outreach Committee)

Library Commission – two vacancies:

- Aldora Lee
- Vamsi Velagapudi

Parks and Recreation Commission – three vacancies:

- Peter Joshua (also applied for Planning Commission)

Planning Commission – one vacancy:

- Cynthia Harris (also applied for Community Engagement and Outreach Committee and Housing Commission)
- Peter Joshua (also applied for Parks and Recreation Commission)

Impact on City Resources

Staff support for advisory bodies and funds for recruitment advertising are provided in the annual budget.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. City Council Policy CC-19-004
- B. Applications for advisory bodies
- C. List of applicants by District
- D. Hyperlink – April 13 City Council attendance Staff Report #21-068-CC:
menlopark.org/DocumentCenter/View/24570/H2-20200326-CC-Commission-attendance-SR
- E. Summary table of the applicant's demographic characteristics

Report prepared by:
Judi A. Herren, City Clerk

Commissions/Committees Policies and Procedures, Roles and Responsibilities

City Council Procedure #CC-19-0004
 Adopted March 05, 2019
 Resolution No. 6477



Purpose
To define policies and procedures and roles and responsibilities for Menlo Park appointed commissions and committees.
Authority
Upon its original adoption, this policy replaced the document known as "Organization of Advisory Commissions of the City of Menlo Park."
Background
<p>The City of Menlo Park currently has eight active commissions and committees. The active advisory bodies are: Complete Streets Commission, Environmental Quality Commission, Finance and Audit Committee, Housing Commission, Library Commission, Parks and Recreation Commission, Planning Commission, and the Sister City Committee. Those not specified in the City Code are established by City Council ordinance or resolution. Most of these advisory bodies are established in accordance with Resolution 2801 and its amendments. Within specific areas of responsibility, each advisory body has a primary role of advising the City Council on policy matters or reviewing specific issues and carrying out assignments as directed by the City Council or prescribed by law.</p> <p>Seven of the eight commissions and committees listed above are advisory in nature. The Planning Commission is both advisory and regulatory and organized according to the City Code (Ch. 2.12) and State statute (Government Code 65100 et seq., 65300-65401.)</p> <p>The City has an adopted Anti-Harassment and Non-Discrimination Policy (CC-95-001), and a Travel and Expense Policy (CC-91-002), which are also applicable to all advisory bodies.</p>
Section
<p><u>Relationship to City Council, staff and media</u></p> <ul style="list-style-type: none"> • Upon referral by the City Council, the commission/committee shall study referred matters and return their recommendations and advise to the City Council. With each such referral, the City Council may authorize the city staff to provide certain designated services to aid in the study. • Upon its own initiative, the commission/committee shall identify and raise issues to the City Council's attention and from time to time explore pertinent matters and make recommendations to the City Council. • At a request of a member of the public, the commission/committee may consider appeals from city actions or inactions in pertinent areas and, if deemed appropriate, report and make recommendations to the City Council. • Each commission/committee is required to develop an annual work plan which will be the foundation for the work performed by the advisory body in support of City Council annual work plan. The plan, once finalized by a majority of the commission/committee, will be formally presented to the City Council for direction and approval no later than September 30 of each year and then reported out on by a representative of the advisory body at a regularly scheduled City Council meeting at least annually, but recommended twice a year. The proposed work plan must align with the City Council's adopted work plan. When modified, the work plan must be taken to the City Council for approval. The Planning Commission is exempt from this requirement as its functions are governed by the Menlo Park municipal code (Chapter 2.12) and State law (Government Code 65100 et seq., 65300-65401.) • Commissions and committees shall not become involved in the administrative or operational matters of city departments. Members may not direct staff to initiate major programs, conduct large studies or establish department policy. City staff assigned to furnish staff services shall be available to provide general staff assistance, such as preparation of agenda/notice materials and minutes, general review of department programs and activities, and to perform limited studies, program reviews, and other services of a general staff nature. Commissions/committees may not establish department work programs or determine department program priorities. The responsibility for setting policy and allocating scarce city resources rests with the city's duly elected representatives, the City Council. • Additional or other staff support may be provided upon a formal request to the City Council. • The staff liaison shall act as the commission/committee's lead representative to the media concerning matters before the commission/committee. Commission/committee members should refer all media inquiries to their respective liaisons for response. Personal opinions and comments may be expressed so long as the commission/committee member clarifies that his or her statements do not represent the position of the City Council. • Commission/committee members will have mandatory training every two years regarding the Brown Act and

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parliamentary procedures, anti-harassment training, ethics training, and other training required by the City Council or State Law. The commission/committee members may have the opportunity for additional training, such as training for chair and vice chair. Failure to comply with the mandatory training will be reported to the City Council and may result in replacement of the member by the City Council.

- Requests from commission/committee member(s) determined by the staff liaison to take one hour or more of staff time to complete must be directed by the City Council.

Role of City Council commission/committee liaison

City Councilmembers are assigned to serve in a liaison capacity with one or more city commission/committee. The purpose of the liaison assignment is to facilitate communication between the City Council and the advisory body. The liaison also helps to increase the City Council's familiarity with the membership, programs and issues of the advisory body. In fulfilling their liaison assignment, City Councilmembers may elect to attend commission/committee meetings periodically to observe the activities of the advisory body or simply maintain communication with the commission/committee chair on a regular basis.

City Councilmembers should be sensitive to the fact that they are not participating members of the commission/committee, but are there rather to create a linkage between the City Council and commission/committee. In interacting with commissions/committee, City Councilmembers are to reflect the views of the City Council as a body. Being a commission/committee liaison bestows no special right with respect to commission/committee business.

Typically, assignments to commission/committee liaison positions are made at the beginning of a City Council term in December. The Mayor will ask City Councilmembers which liaison assignments they desire and will submit recommendations to the full City Council regarding the various committees, boards, and commissions which City Councilmembers will represent as a liaison. In the rare instance where more than one City Councilmember wishes to be the appointed liaison to a particular commission, a vote of the City Council will be taken to confirm appointments.

City Staff Liaison

The City has designated staff to act as a liaison between the commission/committee and the City Council. The city shall provide staff services to the commission/committee which will include:

- Developing a rapport with the Chair and commission/committee members
- Providing a schedule of meetings to the city clerk's office and commission/committee members, arranging meeting locations, maintaining the minutes and other public records of the meeting, and preparing and distributing appropriate information related to the meeting agenda.
- Advising the commission/committee on directions and priorities of the City Council.
- Informing the commission/committee of events, activities, policies, programs, etc. occurring within the scope of the commission/committee's function.
- Ensuring the city clerk is informed of all vacancies, expired terms, changes in offices, or any other changes to the commission/committee.
- Providing information to the appropriate appointed official including reports, actions, and recommendations of the committee/commission and notifying them of noncompliance by the commission/committee or chair with city policies.
- Ensuring that agenda items approved by the commission/committee are brought forth in a timely manner taking into consideration staff capacity, City Council priorities, the commission/committee work plan, and other practical matters such as the expense to conduct research or prepare studies, provided appropriate public notification, and otherwise properly prepare the item for commission/committee consideration.
- Take action minutes; upon agreement of the commission, this task may be performed by one of the members (staff is still responsible for the accuracy and formatting of the minutes)
- Maintain a minute book with signed minutes

Recommendations, requests and reports

As needed, near the beginning of City Council meetings, there will be an item called "Commission/Committee Reports." At this time, commissions/committees may present recommendations or status reports and may request direction and support from the City Council. Such requests shall be communicated to the staff liaison in advance, including any written materials, so that they may be listed on the agenda and distributed with the agenda packet. The materials being provided to the City Council must be approved by a majority of the commission/committee at a commission/committee meeting before submittal to the City Council. The City Council will receive such reports and recommendations and, after suitable study and discussion, respond or give direction.

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The city clerk shall transmit to the designated staff liaison all referrals and requests from the City Council for advice and recommendations. The commissions/committees shall expeditiously consider and act on all referrals and requests made by the City Council and shall submit reports and recommendations to the City Council on these assignments.

Public appearance of commission/committee members

When a commission/committee member appears in a non-official, non-representative capacity before the public, for example, at a City Council meeting, the member shall indicate that he or she is speaking only as an individual. This also applies when interacting with the media and on social media. If the commission/committee member appears as the representative of an applicant or a member of the public, the Political Reform Act may govern this appearance. In addition, in certain circumstances, due process considerations might apply to make a commission/committee member's appearance inappropriate. Conversely, when a member who is present at a City Council meeting is asked to address the City Council on a matter, the member should represent the viewpoint of the particular commission/committee as a whole (not a personal opinion.)

Disbanding of advisory body

Upon recommendation by the Chair or appropriate staff, any standing or special advisory body, established by the City Council and whose members were appointed by the City Council, may be declared disbanded due to lack of business, by majority vote of the City Council.

Meetings and officers

1. *Agendas/notices/minutes*

- All meetings shall be open and public and shall conduct business through published agendas, public notices and minutes and follow all of the Brown Act provisions governing public meetings. Special, canceled and adjourned meetings may be called when needed, subject to the Brown Act provisions.
- Support staff for each commission/committee shall be responsible for properly noticing and posting all regular, special, canceled and adjourned meetings. Copies of all meeting agendas, notices and minutes shall be provided to the City Council, city manager, city attorney, city clerk and other appropriate staff, as requested.
- Original agendas and minutes shall be filed and maintained by support staff in accordance with the city's adopted records retention schedule.
- The official record of the commissions/committees will be preserved by preparation of action minutes.

2. *Conduct and parliamentary procedures*

- Unless otherwise specified by State law or city regulations, conduct of all meetings shall generally follow Robert's Rules of Order.
- A majority of commission/committee members shall constitute a quorum and a quorum must be seated before official action is taken.
- The Chair of each commission/committee shall preside at all meetings and the vice chair shall assume the duties of the Chair when the Chair is absent.
- The role of the commission/committee Chair (according to Roberts Rules of Order): To open the session at the time at which the assembly is to meet, by taking the Chair and calling the members to order; to announce the business before the assembly in the order in which it is to be acted upon; to recognize members entitled to the floor; to state and put to vote all questions which are regularly moved, or necessarily arise in the course of the proceedings, and to announce the result of the vote; to protect the assembly from annoyance from evidently frivolous or dilatory motions by refusing to recognize them; to assist in the expediting of business in every compatible with the rights of the members, as by allowing brief remarks when undebatable motions are pending, if s/he thinks it advisable; to restrain the members when engaged in debate, within the rules of order, to enforce on all occasions the observance of order and decorum among the members, deciding all questions of order (subject to an appeal to the assembly by any two members) unless when in doubt he prefers to submit the question for the decision of the assembly; to inform the assembly when necessary, or when referred to for the purpose, on a point of order to practice pertinent to pending business; to authenticate by his/her signature, when necessary, all the acts, orders, and proceedings of the assembly declaring it will and in all things obeying its commands.

3. *Lack of a quorum*

- When a lack of a quorum exists at the start time of a meeting, those present will wait 15 minutes for additional members to arrive. If after 15 minutes a quorum is still not present, the meeting will be adjourned by the staff liaison due to lack of a quorum. Once the meeting is adjourned it cannot be reconvened.
- The public is not allowed to address those commissioners present during the 15 minutes the commission/committee is waiting for additional members to arrive.
- Staff can make announcements to the members during this time but must follow up with an email to all members of the body conveying the same information.

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- All other items shall not be discussed with the members present as it is best to make the report when there is a quorum present.

4. *Meeting locations and dates*

- Meetings shall be held in designated city facilities, as noticed.
- All commissions/committees with the exception of the Planning Commission, Finance and Audit Committee and Sister City Committee shall conduct regular meetings once a month. Special meetings may also be scheduled as required by the commission/committee. The Planning Commission shall hold regular meetings twice a month. The Finance and Audit Committee and Sister City Committee shall hold quarterly meetings.
- Monthly regular meetings shall have a fixed date and time established by the commission/committee. Changes to the established regular dates and times are subject to the approval of the City Council. An exception to this rule would include any changes necessitated to fill a temporary need in order for the commission/committee to conduct its meeting in a most efficient and effective way as long as proper and adequate notification is provided to the City Council and made available to the public.

The schedule of Commission/Committee meetings is as follows:

- Complete Streets Commission – Every second Wednesday at 7 p.m.
- Environmental Quality Commission – Every third Wednesday at 6:00 p.m.
- Finance and Audit Committee – Third Wednesday of every quarter at 5:30 p.m.
- Housing Commission – Every first Wednesday at 6:30 p.m.
- Library Commission – Every third Monday at 6:30 p.m.
- Parks and Recreation Commission – Every fourth Wednesday at 6:30 p.m.
- Planning Commission – Twice a month at 7 p.m.
- Sister City Committee – Quarterly; Date and time to be determined

Each commission/committee may establish other operational policies subject to the approval of the City Council. Any changes to the established policies and procedures shall be subject to the approval of the City Council.

5. *Off-premises meeting participation*

While technology allows commission/committee members to participate in meetings from a location other than the meeting location (referred to as “off-premises”), off-premises participation is discouraged given the logistics required to ensure compliance with the Brown Act and experience with technological failures disrupting the meeting. In the event that a commission/committee member believes that his or her participation is essential to a meeting, the following shall apply:

- Any commission/committee member intending to participate from an off-premise location shall inform the staff liaison at least two weeks in advance of the meeting.
- The off-premise location must be identified in the notice and agenda of the meeting.
- Agendas must be posted at the off-premise location.
- The off-premise location must be accessible to the public and be ADA compliant.
- The commission/committee member participating at a duly noticed off-premises location does not count toward the quorum necessary to convene a meeting of the commission/committee.
- For any one meeting, no more than one commission/committee member may participate from an off-premise location.
- All votes must be by roll call.

6. *Selection of chair and vice chair*

- The chair and vice chair shall be selected in May of each year by a majority of the members and shall serve for one year or until their successors are selected.
- Each commission/committee shall annually rotate its Chair and Vice Chair.

Memberships

1. *Appointments/Oaths*

- The City Council is the appointing body for all commissions/committees. All members serve at the pleasure of the City Council for designated terms.
- All appointments and reappointments shall be made at a regularly scheduled City Council meeting, and require an affirmative vote of not less than a majority of the City Council present.
- Before taking office, all members must complete an Oath of Allegiance required by Article XX, §3, of the Constitution of the State of California. All oaths are administered by the city clerk or his/her designee.
- Appointments made during the middle of the term are for the unexpired portion of that term.

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2. *Application and selection process*

- The application process begins when a vacancy occurs due to term expiration, resignation, removal or death of a member.
- The application period will normally run for a period of four weeks from the date the vacancy occurs. If there is more than one concurrent vacancy in a Commission, the application period may be extended. Applications are available from the city clerk's office and on the city's website.
- The city clerk shall notify members whose terms are about to expire whether or not they would be eligible for reappointment. If reappointment is sought, an updated application will be required.
- Applicants are required to complete and return the application form for each commission/committee they desire to serve on, along with any additional information they would like to transmit, by the established deadline. Applications sent by email are accepted; however, the form submitted must be signed.
- After the deadline of receipt of applications, the city clerk shall schedule the matter at the next available regular City Council meeting. All applications received will be submitted and made a part of the City Council agenda packet for their review and consideration. If there are no applications received by the deadline, the city clerk will extend the application period for an indefinite period of time until sufficient applications are received.
- Upon review of the applications received, the City Council reserves the right to schedule or waive interviews, or to extend the application process in the event insufficient applications are received. In either case, the city clerk will provide notification to the applicants of the decision of the City Council.
- If an interview is requested, the date and time will be designated by the City Council. Interviews are open to the public.
- The selection/appointment process by the City Council shall be conducted open to the public. Nominations will be made and a vote will be called for each nomination. Applicants receiving the highest number of affirmative votes from a majority of the City Council present shall be appointed.
- Following a City Council appointment, the city clerk shall notify successful and unsuccessful applicants accordingly, in writing. Appointees will receive copies of the City's Non-Discrimination and Sexual Harassment policies, and disclosure statements for those members who are required to file under State law as designated in the City's Conflict of Interest Code. Copies of the notification will also be distributed to support staff and the commission/committee chair.
- An orientation will be scheduled by the city clerk following an appointment (but before taking office) and a copy of this policy document will be provided at that time.

3. *Attendance*

- An Attendance Policy (CC-91-001), shall apply to all advisory bodies. Provisions of this policy are listed below.
- A compilation of attendance will be submitted to the City Council at least annually listing absences for all commissions/committee members.
- Absences, which result in attendance at less than two-thirds of their meetings during the calendar year, will be reported to the City Council and may result in replacement of the member by the City Council.
- Any member who feels that unique circumstances have led to numerous absences can appeal directly to the City Council for a waiver of this policy or to obtain a leave of absence.
- While it is expected that members be present at all meetings, the chair and staff liaison should be notified if a member knows in advance that he/she will be absent.
- When reviewing commissioners for reappointment, overall attendance at full commission meetings will be given significant consideration.

4. *Compensation*

- Members shall serve without compensation (unless specifically provided) for their services, provided, however, members shall receive reimbursement for necessary travel expenses and other expenses incurred on official duty when such expenditures have been authorized by the City Council (See Policy CC-91-002.)

5. *Conflict of interest and disclosure requirements*

- A Conflict of Interest Code has been updated and adopted by the City Council and the Community Development Agency pursuant to Government Code §87300 et seq. Copies of this Code are filed with the city clerk. Pursuant to the adopted Conflict of Interest Code, members serving on the Planning Commission are required to file a Statement of Economic Interest with the city clerk to disclose personal interest in investments, real property and income. This is done within 30 days of appointment and annually thereafter. A statement is also required within 30 days after leaving office.
- If a public official has a conflict of interest, the Political Reform Act may require the official to disqualify himself or herself from making or participating in a governmental decision, or using his or her official position to influence a governmental decision. Questions in this regard may be directed to the city attorney.

6. *Qualifications, compositions, number*

- In most cases, members shall be residents of the City of Menlo Park and at least 18 years of age

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- Current members of any other city commission/committee are disqualified for membership, unless the regulations for that advisory body permit concurrent membership. Commission/committee members are strongly advised to serve out the entirety of the term of their current appointment before seeking appointment on another commission/committee.
 - Commission/committee members shall be permitted to retain membership while seeking any elective office. However, members shall not use the meetings, functions or activities of such bodies for purposes of campaigning for elective office.
7. *There shall be seven (7) members on each commission/committee with the exception of:*
- Finance and Audit Committee – five (5) members
 - Housing Commission – seven (7) members
 - Complete Streets Commission – nine (9) members
 - Library Commission – eleven (11) members
8. *Reappointments, resignations, removals*
- Incumbents seeking a reappointment are required to complete and file an application with the city clerk by the application deadline. No person shall be reappointed to a commission/committee who has served on that same body for two consecutive terms; unless a period of one year has lapsed since the returning member last served on that commission/committee (the one-year period is flexible subject to City Council's discretion.)
 - Resignations must be submitted in writing to the city clerk, who will distribute copies to City Council and appropriate staff.
 - The City Council may remove a member by a majority vote of the City Council without cause, notice or hearing.
9. *Term of office*
- Unless specified otherwise, the term of office for all commission/committee shall be four (4) years unless a resignation or a removal has taken place.
 - If a person is appointed to fill an unexpired term and serves less than two years, that time will not be considered a full term. However, if a person is appointed to fill an unexpired term and serves two years or more, that time will be considered a full term.
 - Terms are staggered to be overlapping four-year terms, so that all terms do not expire in any one year.
 - If a member resigns before the end of his/her term, a replacement serves out the remainder of that term.
10. *Vacancies*
- Vacancies are created due to term expirations, resignations, removals or death.
 - Vacancies are listed on the City Council agenda and posted by the city clerk in the City Council Chambers bulletin board and on the city website.
 - Whenever an unscheduled vacancy occurs in any commission/committee, a special vacancy notice shall be posted within 20 days after the vacancy occurs. Appointment shall not be made for at least 10 working days after posting of the notice (Government Code 54974.)
- On or before December 31 of each year, an appointment list of all regular advisory commissions/committees of the City Council shall be prepared by the city clerk and posted in the City Council Chambers bulletin board and on the city's website. This list is also available to the public. (Government Code 54972, Maddy Act.)

Roles and responsibilities

Complete Streets Commission (approved March 23, 2021)

The Complete Streets Commission shall advise the City Council on realizing the City's adopted goals for complete streets, vision zero, climate action plan, and provide input on major land use and development projects as it relates to transportation. The Complete Streets Commission's responsibilities would include:

- To advance the goals of the city's newly adopted climate action plan by making alternatives to driving safer and more attractive, namely by:
 - Reviewing the city's transportation master plan (TMP) and recommending the projects most likely to reduce vehicle miles traveled (VMT)
 - Providing input on major development projects such as the Menlo Park Community Campus, by looking at them through the lens of transportation accessibility, especially bicycle/pedestrian/public transportation accessibility
- Advise City Council on the implementation of the TMP.
- Continue to advocate for and advise the City Council on the planning and installation of the Middle Avenue pedestrian and bicycle rail crossing, and safe cycling/pedestrian infrastructure connecting the Burgess complex to the Middle Avenue corridor to Olive Street, and north on Olive Street to Hillview Middle School.
- Continue to support City Council in ongoing initiatives to improve access to Downtown and support downtown businesses.
- Continue to support the implementation of the Safe Routes to School strategy and advocate for complete streets.

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engagement, program continuity and engineering implementation.

- Continue to support City Council's role as a stakeholder with regard to regional multi-modal and transportation demand management programs projects to increase

Environmental Quality Commission

The Environmental Quality Commission is charged primarily with advising the City Council on matters involving environmental protection, improvement and sustainability. Specific focus areas include:

- Preserving heritage trees
- Using best practices to maintain city trees
- Preserving and expanding the urban canopy
- Making determinations on appeals of heritage tree removal permits
- Administering annual Environmental Quality Awards program
- Organizing annual Arbor Day Event; typically, a tree planting event
- Advising on programs and policies related to protection of natural areas, recycling and waste reduction, environmentally sustainable practices, air and water pollution prevention, climate protection, and water and energy conservation.

Finance and Audit Committee

The Finance and Audit Committee is charged primarily to support delivery of timely, clear and comprehensive reporting of the city's fiscal status to the community at large. Specific focus areas include:

- Review the process for periodic financial reporting to the City Council and the public, as needed
- Review financial audit and annual financial report with the City's external auditors
- Review of the resolution of prior year audit findings
- Review of the auditor selection process and scope, as needed

Housing Commission

The Housing Commission is charged primarily with advising the City Council on housing matters including housing supply and housing related problems. Specific focus areas include:

- Community attitudes about housing (range, distribution, racial, social-economic problems)
- Programs for evaluating, maintaining, and upgrading the distribution and quality of housing stock in the city
- Planning, implementing and evaluating city programs under the Housing and Community Development Act of 1974
- Members serve with staff on a loan review committee for housing rehabilitation programs and a first time homebuyer loan program
- Review and recommend to the City Council regarding the Below Market Rate (BMR) program
- Initiate, review and recommend on housing policies and programs for the city
- Review and recommend on housing related impacts for environmental impact reports
- Review and recommend on State and regional housing issues
- Review and recommend on the Housing Element of the General Plan
- The five most senior members of the Housing Commission also serve as the members of the Relocation Appeals Board (City Resolution 4290, adopted June 25, 1991.)

Library Commission

The Library Commission is charged primarily with advising the City Council on matters related to the maintenance and operation of the city's libraries and library systems. Specific focus areas include:

- The scope and degree of library activities
- Maintenance and protection of city libraries
- Evaluation and improvement of library service
- Acquisition of library materials
- Coordination with other library systems and long range planning
- Literacy and ESL programs

Parks and Recreation Commission

The Parks and Recreation Commission is charged primarily with advising the City Council on matters related to city programs and facilities dedicated to recreation. Specific focus areas include:

- Those programs and facilities established primarily for the participation of and/or use by residents of the city, including adequacy and maintenance of such facilities as parks and playgrounds, recreation buildings, facilities

Commissions/Committees Policies and Procedures, Roles and Responsibilities

City Council Procedure #CC-19-0004

Adopted March 5, 2019

Resolution No. 6477

and equipment

- Adequacy, operation and staffing of recreation programs
- Modification of existing programs and facilities to meet developing community needs
- Long range planning and regional coordination concerning park and recreational facilities

Planning Commission

The Planning Commission is organized according to State Statute.

- The Planning Commission reviews development proposals on public and private lands for compliance with the General Plan and Zoning Ordinance.
- The Commission reviews all development proposals requiring a use permit, architectural control, variance, minor subdivision and environmental review associated with these projects. The Commission is the final decision-making body for these applications, unless appealed to the City Council.
- The Commission serves as a recommending body to the City Council for major subdivisions, rezoning's, conditional development permits, Zoning Ordinance amendments, General Plan amendments and the environmental reviews and Below Market Rate (BMR) Housing Agreements associated with those projects.
- The Commission works on special projects as assigned by the City Council.

Sister City Committee

The Sister City Committee is primary charged with promoting goodwill, respect and cooperation by facilitating cultural, educational and economic exchanges

- Develop a mission statement and program plan consisting of projects, exhibits, contacts and exchanges of all types to foster and promote the objectives of the mission statement
- Implement the approved program plan upon request of the City Council
- Keep the community informed concerning the Sister City program
- Advise the City Council on matters pertaining to any sister city affairs. Perform other duties as may be assigned to the committee by the City Council

Special advisory bodies

The City Council has the authority to create standing committees, task forces or subcommittees for the city, and from time to time, the City Council may appoint members to these groups. The number of persons and the individual appointee serving on each group may be changed at any time by the City Council. There are no designated terms for members of these groups; members are appointed by and serve at the pleasure of the City Council.

Any requests of city commissions or committees to create such ad hoc advisory bodies shall be submitted in writing to the city clerk for City Council consideration and approval.

Procedure history

Action	Date	Notes
Procedure adoption	1991	Resolution No. 3261
Procedure adoption	2001	
Procedure adoption	2011	
Procedure adoption	2013	Resolution No. 6169
Procedure adoption	2017	Resolution No. 6377
Procedure adoption	2019	Resolution No. 6477

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Michal Bortnik

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

I'm on the board of The Thinking Project, an educational non-profit developing Socio-Emotional Learning curriculum focused on equity.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

World events of the past year gave me motivation to better understand our shared history and I don't want to stay on the sidelines anymore. I am a father of two girls and I want to do my part in creating an equitable environment for them. I believe that will benefit all our neighbors as well. I bring the perspective of an immigrant, entrepreneur, father, renter and introvert :)

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

I'm not a talker, so I prefer to ask questions, listen and deepen my understanding of complicated issues and lived experiences. I prefer small, personal settings where it's easier for everyone to feel heard.

4. Do you own real property in Menlo Park besides your primary residence? Yes No

(All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Digitally signed by michal bortnik
 Date: 2021.05.15 14:24:45 -07'00'

Signature

5/15/2021

Date

OFFICE USE ONLY: 5/16/2021

Application received: _____

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 (Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information			
Name: michal bortnik		Number of years as a Menlo Park resident: 3 months	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if [REDACTED])		City:	State: Zip:
Home phone: n/a		Email: [REDACTED]	
Cell phone: [REDACTED]		Employer phone:	
Employer address:		City:	State: Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input checked="" type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply): <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input checked="" type="checkbox"/> Renter <u>21</u> years	<input type="checkbox"/> Homeowner _____ years <input type="checkbox"/> Other _____ years

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: **Rich Cline**

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

I have served as a parks and recreation commissioner for six years and served on the Menlo Park City Council for 12 years, three times I was honored to serve as mayor. John Boyle and I launched the downtown/ECR revitalization planning that currently guides development in our largest retail region. I have served as council liaison to the housing element process, chaired Caltrain and high-speed rail committees worked with dozens of community orgs to improve the quality of life in our town and I sat for council in negotiations with Facebook, the Bohannon Development Group, Stanford University, the Matteson Group and others on major projects.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

Our city, like our greater regional communities, has undergone a dramatic shift with the Covid-19 pandemic and the demand for equity and equality when it comes to opportunities for everyone in both employment and housing, education and security (policing) and general quality of life. Housing is one of the three foundational issues where we as a community can control the levers, set fair goals and drive Menlo Park into a more sustainable and diverse future. Transit and education access are the other two if you were asking. I think there are specific and real opportunities for Menlo Park to incentivize apartment/MDU owners to redevelop via potential up zoning strategies – within current R-3 districts. These properties did not elect to do so under the past element, but we must learn from that and keep pressing.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

It isn't enough to say our door is open or to reach out to those we know who often think like we do. Engaging the community requires a concerted effort to put objective information into the hands of diverse community groups and then to ask open and consistent questions so that the input is consistent and helps shape the committee recommendations and, ultimately, the city's decisions. I think the use of apps, web aggregation tools (online surveys) are critical, but we can't assume everyone has access so community meetings, mailers and literature drops in community centers and/senior centers or youth groups/schools can help reach more residents.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Signature

5/12/2021

Date

OFFICE USE ONLY: 5/12/2021

Application received: _____

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information			
Name: Rich Cline		Number of years as a Menlo Park resident:20	
Resident address: [REDACTED]		City: Menlo Park	State:CA Zip:94025
Mailing address (if different):		City:	State: Zip:
Home phone: [REDACTED]	Email [REDACTED]		
Cell phone: [REDACTED]	Employer phone: same		
Employer address: same		City:	State: Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Cell phone:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Email:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input checked="" type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input type="checkbox"/> Renter _____ years	<input checked="" type="checkbox"/> Homeowner <u>20</u> years
		<input type="checkbox"/> Other _____ years	

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Tiffany Dao

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
 Currently, no civic affiliations or community activities.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

I recognize the value and importance of the mission and goals of this committee: we need a thoughtful and inclusive engagement process in developing the guardrails for the future development and sustainability of this community. As someone who works in healthcare to improve the patient experience through design, I want to leverage that experience in building relationships, gathering input, and aligning stakeholders to contribute toward making fundamental and foundational impact -- impact that is needed and meaningful.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

I greatly enjoy chatting with my friends about policy, politics, current events, societal trends and popular zeitgeist -- I invite a multitude of perspectives, and I also uphold respect conversation. I'm happy to share differing perspectives in a supportive way, especially sharing opposing perspectives as someone who can see multiple sides. I also have become more comfortable speaking honestly and candidly, pushing back on inappropriate or short-sighted comments.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Signature

5/10/2021

Date

OFFICE USE ONLY:

Application received: 5/10/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 (Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information			
Name: Tiffany Dao		Number of years as a Menlo Park resident: 3	
Resident address [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone:		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media (Facebook, Nextdoor, etc.) <input checked="" type="checkbox"/> Other: <u>ivaii</u>			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input checked="" type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input checked="" type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input checked="" type="checkbox"/> Renter <u>3</u> years	<input type="checkbox"/> Homeowner _____ years
		<input type="checkbox"/> Other _____ years	

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Yadira DiSiena

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees: In my previous professional role I participated in community meetings, recruitment and outreach for parent/child programming in the Belle Haven/East Palo Alto community. I'm a member of the Community Advisory Board at Stanford for the Center of Clinical Research. And lastly, I've been attending the Belle Haven Action Kitchen Table Chats.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
 For many years, I've worked for non-profit organizations that provided parent-child wellness in the home/school setting. One of the communities I serviced was Belle Haven. I fell in love with the community; eventually becoming a renter and years later a home owner. Like my clients who live in the Belle Haven or surrounding areas, I can speak to the trials and tribulations of being a renter/homeowner in a community that is changing drastically. I hope that I can provide advocacy and a voice to those who fear to share their stories, feedback or seek support.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
 My form of communication varies. Depending on the matter I will use social media (Nextdoor or Facebook) to communicate with the community. Pre Covid-19 I attended community meetings and shared community updates to my neighbors in person; especially to my Spanish speaking neighbors. I'm luckily to also be able to engage and provide feedback with community leaders such as Cecilia Taylor and Pam Jones in person while they are out in the community or via Zoom.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Signature

05/02/2021

Date

OFFICE USE ONLY:

Application received: 5/2/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name:Yadira DiSiena		Number of years as a Menlo Park resident: 9 years	
Resident address [REDACTED]	City:Menlo Park	State:CA	Zip:94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email [REDACTED]		
Cell phone [REDACTED]	Employer phone:		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email	<input type="checkbox"/> Local newspaper	<input type="checkbox"/> City website	
<input type="checkbox"/> News site	<input type="checkbox"/> Social media (Facebook, Nextdoor, etc.)	<input checked="" type="checkbox"/> Other: Kitchen Table Chat	
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	
		Cell phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	
		Employer phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	
		Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input checked="" type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian	<input type="checkbox"/> Black or African American		
<input checked="" type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Native Hawaiian and other Pacific Islander		
<input type="checkbox"/> White or Caucasian	<input type="checkbox"/> Not specified (write in):		
Housing status (Check one and enter years):	<input type="checkbox"/> Renter <u>4</u> years	<input checked="" type="checkbox"/> Homeowner <u>5</u> years	<input type="checkbox"/> Other _____ years

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Lesley Feldman

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
 na

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
 I have lived in Menlo Park for just over 2 years, and I want my sons to grow up in a community that is as strong and inclusive as possible. I want to use my voice to advocate for a more equitable future for Menlo Park.
 I have spent my career working in the national/international environmental policy field, and I am eager to use my policy experience on something that directly affects my community.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
 I am outspoken about issues that I care about, but I also believe in listening to all points of view and hearing all perspectives. One on one interactions can be really impactful, and group conversations are also useful for bring forward all sides of a story.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Lesley Feldman Digitally signed by Lesley Feldman
Date: 2021.05.14 17:29:22 -07'00'

 Signature

5/14/2021

 Date

OFFICE USE ONLY:
 Application received: 5/14/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Lesley Feldman		Number of years as a Menlo Park resident: 2	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone [REDACTED]	Employer phone:		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input checked="" type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input checked="" type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input type="checkbox"/> Renter _____ years	<input checked="" type="checkbox"/> Homeowner <u> 2 </u> years
		<input type="checkbox"/> Other _____ years	

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Max Finnell

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Signature _____

Date _____

OFFICE USE ONLY: Application received: <u>5/12/2021</u> Considered by City Council: _____ Considered by City Council: _____ Considered by City Council: _____ If appointed, term ends: <u>December 2022</u>	Address verified in city limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u> Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No (Initials)
---	---

Personal information			
Name: <i>Max Fennell</i>		Number of years as a Menlo Park resident: <i>5</i>	
Resident address: [REDACTED]	City: <i>Menlo Park</i>	State: <i>CA</i>	Zip: <i>94025</i>
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone:		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media (Facebook, Nextdoor, etc.) <input checked="" type="checkbox"/> Other: <i>Friend</i>			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input checked="" type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian <input checked="" type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input checked="" type="checkbox"/> Renter <u>6</u> years	<input type="checkbox"/> Homeowner _____ years
		<input type="checkbox"/> Other _____ years	

Jeremy Fennell

1. I previously ran for city council to represent District 3. I have been a consistent advocate about the on going housing situation in our city.
2. I would like to serve on this board because my solutions are inspired from experiencing the negative effects of the high cost of living in the Bay area. I ran for city council so that I could help with addressing these issues and my passion to help with creating this change has never wavered. I am a small business owner and founder of a black owned businesses; my personal experiences help me to have a level of empathy that allows me to see situations from multiple perspectives. As a member my hope would be to contribute solutions that will have a real world impact and give voice for our community members who are often over looked.
3. I like to have clear honest conversations with my neighbors about issues that concern me and our community. When their outlook or opinion is different than mine I am open to hearing their point of view while also asking questions to better give me understanding of their view point and beliefs.

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Cynthia Harris

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

Please see attached.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

Please see attached.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

Please see attached.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Cynthia Harris
 Signature

05/12/2021
 Date

OFFICE USE ONLY:	
Application received: <u>5/19/2021</u>	Address verified in city limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u>
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If appointed, term ends: <u>December 2022</u>	

Personal information			
Name: Cynthia Harris		Number of years as a Menlo Park resident: 25	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone: self		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input checked="" type="checkbox"/> Other:			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Cell phone: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Employer phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input checked="" type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):			
<input type="checkbox"/> Renter _____ years <input checked="" type="checkbox"/> Homeowner <u>23</u> years <input type="checkbox"/> Other _____ years			

1. Civic affiliations and community activities, including service on other commissions or committees:

My community experience in Menlo Park has been centered on public education. I raised 2 children in Menlo Park, attending MPCSD and Sequoia Union District schools. Throughout their school years, I served on the MPCSD PTO Council as financial secretary and treasurer. In addition, I held various PTO positions at Encinal, head room parent positions at Laurel and Encinal, and served as a music booster at M-A and Hillview.

Aside from service related to my children's education in Menlo Park, I have been active in official appointments and ad hoc roles with SHE-CAN (Supporting Her Education Changes a Nation), UC Berkeley's Institute for the Study of Societal Issues (ISSI), M-A's AVID Program, and the Ravenswood Education Foundation (REF), where I also worked and taught in the music program at REF schools. I led the marketing of UC Berkeley's Haas Alumni Network board, where I developed and executed programming for alumni in the Bay Area.

The SHE-CAN program, in particular, has been a major focus for the past 6 years. SHE-CAN is a 501(c)3 non-profit that builds female leadership in post-conflict countries by selecting and empowering young women with full scholarship American higher education, professional mentorship, and leadership training, so as to return to their home countries with the skills needed to reform their nations. I am currently mentoring two young scholars from Cambodia and Liberia, who have been living and studying here in the US. Additionally, I Co-Chaired SHECAN's Revolution 2.0 gala, which raised \$500K.
www.shecan.global

I would like to leverage the proficiencies I have gained from these non-profit positions, combined with my broader business education and consulting experience to serve our community locally on this most important issue. I have particular interest in housing and racial equity, and aim to serve in these two areas. I attended the "Housing Elements 2.0" workshop, the "Let's Talk Housing" Countywide Community and RHNA meetings, as well as a recent "Color of Law" talk put on by the San Mateo Libraries as part of my exploratory agenda.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

Today, I heard Cisco CEO Chuck Robbins summarize it best: "We live in the wealthiest community in the state, in the wealthiest state in the union, in the wealthiest country in the world, and it is unconscionable that we have the largest number of unhoused [persons]." That is why I want to serve on the Housing Element Community Engagement and Outreach Committee.

As a strategic marketing consultant with my own successful, independent practice – Cynthia Harris Marketing LLC, I engage my clients primarily in Market Strategy, Consumer Insights, and Innovation. I will apply my skills and expertise in these three areas to the housing needs of Menlo Park.

Most people who work in Menlo Park cannot afford to live in the community. At this beginning of the new Housing Element, it is crucial that we advocate for affordable housing and find creative approaches to increase our stock of housing without negative impact on existing residents and housing. In my consultancy, I specialize in revealing white-space opportunities through the intersection of consumer insights, market trends, and technology. I lead brainstorming sessions with clients from all over the globe to cultivate innovative solutions to situations complicated by competing interests and goals. This type of innovation will be key to arriving at consensus and ensuring the success of the upcoming Housing Element.

Menlo Park is an idyllic place to live with its tree-lined streets and walking access to services. I am fortunate to have purchased a home, built a business, and raised my children here. We need to mitigate this housing crisis so that others may be able to share in this richness. I look forward to reviewing and understanding the work to date, and to assisting City Council in its planning for a more inclusive, integrated community with a wide and deep spectrum of vibrancy.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

My consulting business focuses on achieving deep understanding of consumers by leading qualitative (interview, ethnographic, and focus group-based) and quantitative (statistical) research. This research requires deep listening and consumer insight mining to drive evidence-based strategic business decisions. Additionally, I am often called upon to lead teams with multiple, often conflicting agendas. I lead with empathy, openness, curiosity, and encouragement. This approach will be focused to formulate strategic messaging to the community, including our current residents, so that all stakeholders may embrace the benefits of a diverse, socioeconomically equitable mix of housing.

This approach proves highly effective when engaging with friends and neighbors on sensitive issues. For example, in 2008, Proposition 8 --the California ballot proposition to ban same-sex marriage, was introduced. I was passionately against it, but several friends and neighbors were planning to vote for it. Since this issue mattered deeply to me, I worked to engage and educate them about the proposition and the people it would affect. Although the ballot proposition passed (though of course it was later overturned in court), my dialogue with proponents was constructive and respectful, and most of them changed their minds. My approach to listen to my friends and neighbors -- not to make assumptions or accusations, but rather to ask questions, educate, find common goals, and celebrate community, allowed delicate discourse while actually strengthening friendships.

I will bring this proven approach to deliberating controversial housing issues that will arise as we work together, engaging the community, to meet our RHNA obligations.

Thank you for your consideration of my application to join the Menlo Park Housing Element Community Engagement and Outreach Committee.

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Heather Leitch

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

As a parent, my advocacy work for many years revolved around advocating for special education within the school districts, and for social emotional learning (EQ). I volunteered as a writer and website administrator for The Big EQ/SEL California, served as Parent Association President for Summit Prep, and as parent web liaison for Mid-Peninsula High School. I edited a newsletter for an organization for parents of young adults with learning differences. Since my children have grown, I've switched to social justice and voting issues. I worked with election security/voter information groups locally and nationally. Professionally, I am a member of Media Alliance, the Society for Technical Communicators and the Public Relations Society of America.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

I have lived in Menlo Park for 23 years, and the lack of affordable housing is a social justice issue that affects everyone. Since COVID-19 hit, I see so many more unhoused people, and so many more people living in RVs and vans. I believe there are creative ways to alleviate this, and I want to be part of the solution. Professionally, I have decades of experience as a writer and editor, and have worked in marketing and public relations for many years. An active part of the community, I am confident I can increase public engagement.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

One of the most important ways to engage is to talk to friends, neighbors and family, and really listen to their answers. I also keep abreast of meetings and initiatives supporting affordable housing locally. One of the groups for which I am an administrator, Indivisible, has groups that support affordable housing, as well as people without housing.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's [roles and responsibilities](#): Yes No

Heather Leitch Digitally signed by Heather Leitch
Date: 2021.05.17 10:53:06 -07'00'

Signature

5/17/2021

Date

OFFICE USE ONLY:

Application received: 5/17/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Heather Leitch		Number of years as a Menlo Park resident: 23	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone: [REDACTED]	Email: [REDACTED]		
Cell phone [REDACTED]	Employer phone:		
Employer address:	City:	State:	Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Cell phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Employer phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Email: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input checked="" type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply): <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):	<input type="checkbox"/> Renter _____ years	<input checked="" type="checkbox"/> Homeowner <u>23</u> years	<input type="checkbox"/> Other _____ years

Herren, Judi A

From: Carol Mayer Marshall <[REDACTED]>
Sent: Tuesday, May 11, 2021 9:21 AM
To: Herren, Judi A
Subject: HOUSING ELEMENT APPLICATION

CAUTION: This email originated from outside of the organization. Unless you recognize the sender's email address and know the content is safe, DO NOT click links, open attachments or reply.

I WOULD BE HONORED OT SERVE ON THE HOUSING ELEMENT COMMITTEE.

My application is submitted below.

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND
OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk 701 Laurel St., Menlo Park, CA
94025 tel 650-330-6620 jaherren@menlopark.org

Please type or print clearly. You may attach additional pages, if necessary.
This is a public document.

Name: CAROL MAYER MARSHALL

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
2. Present:

Member, Advisory Council Markkula Center for Applied Ethics
Founder & President Emeritus, WIRE for Women

Founder & Member, NARAL Leadership Council
Founder & Member, Peninsula Salon

Former:

Board member, Bay Area Red Cross
Board member, SPUR(SF Planning & Urban Research)

Board member SLUG (SF League of Urban Gardeners)
Board member, San Francisco & Marin county Republican Central Ct.
Board member, Commonwealth Club Program Ct
Board member, Outward Bound
Vice President, The WISH List. (Women In the House & the Senate)
Board Member East Palo Alto Tennis Foundation, Dinner Ct.
Vice President , CFO Old Mint Corporation
Board Member Planned Parenthood:
SF & Alameda County
Mar Monte political ct.
California State Board
Member Community Advisory Ct to the S.F. Transportation Authority
Board Member, Operation Civic Serve
Board Member, Friends of VISTA
Board Member, Laguna Honda Hospital, Freewheelers
Member, Presidential Transition Task Force on Public Welfare
Board Member, Opportunity Funding Corporation
Board Member NARAL Pro Choice America

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
I am interested in serving in order to find ways and implement ideas of how to better engage the ENTIRE Menlo Park community in this important endeavor to strengthen a truly democratic approach to the planning process. My background is in community organization and community representation and this seems like a necessary part of the committee's mission.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
I am known to my friends (and I have many) as a “networker” and I enjoy introducing people to one another to help better engage more people and find better solutions to community problems.

4. Do you own real property in Menlo Park besides your primary residence? NO

(All committee members will be asked to disclose and sign a real property form before serving on the committee.)

I only own my own house, nothing more

5. Applicant acknowledges the committee's roles and responsibilities YES

CMMARSHALL

5/11/21 _____ Signature Date

OFFICE USE ONLY:

Application received: 5/11/2021 _____ Considered by City

Council: _____ Considered by City Council:

_____ Considered by City Council: _____ If
appointed, term ends: December 2022 _____

Address verified in city limits (if necessary): By: JAH _____ Appointed:

Yes No (Initials) Appointed: Yes No

Appointed: Yes No

Personal information

Name: Carol Mayer Marshall

Number of years as a Menlo Park resident: since 1995

Resident address: _____

City: Menlo Park

State: CA

Zip: 94025

Mailing address (if different):

City:

State:

Zip:

Home phone:

Cell phone:

Employer phone: retired

Registered voter: Yes

How did you hear about this opportunity: IN MENLO

Email Local newspaper

City website Other:

News site

Social media (Facebook, Nextdoor, etc.)

If I am appointed, the City is authorized to post the this information on the city website (please select at least one)

Email: YES TO EMAIL

Demographic information

YES Age:80+yrs

:

YES White or Caucasian

Housing status

(Check one and enter years):

Renter _____ years

Homeowner _26_____ years

Other _____ years

CD-CEOC 20210416

I would be happy to submit a full business resume if it would be helpful

Summary of my career:

Served 5 Congressmen & Senators on Capitol Hill as a Legislative Assistant

Helped draft and pass the Homeownership bill for the poor in 1967 which was included (sec. 235) in the Housing Act of 1968
Helped draft Title VII of the Civil Rights Act of 1964
National Director of VISTA Presidential Appointment with Senate confirmation
Director of the Office of Economic Opportunity for all demonstration programs
Director of San Francisco Mint (Presidential Appointment with Senate confirmation)
Ran for California State Senate
Founder of consultant group for Non Profit governance
Education:
Mt. Holyoke College & George Washington University, BA
Berkeley School of Law, JD

Carol

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Dan McMahon

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

1996 - 2002 Stanford Arboretum Child Care Center
 -Board member
 -Vice President
 -President

I am interested in re-engaging in civic governance in any way I might be useful.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

As the CEO of a company that delivers tools to make renters more successful, I have experience focused on all aspects of the rental housing economy from the perspective of the individual renter. Specifically, we use demographic and rental stock trends and data to drive our products. I believe the committee could be well served with the perspective I bring.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

I am constantly soliciting input from neighbors and other local friends regarding that state of our city typically by framing and asking questions listening for input before offering my own. I typically follow-up with targeted questions attempting to gather more knowledge and opinion. One large discussion topic in the past few years has been the effect of large housing initiatives by our university and corporate partners and the impact this may have on issues like affordability, equity and mono-culture.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No



 Signature

12 May 2021

 Date

OFFICE USE ONLY:

Application received: 5/12/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 (Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information			
Name: Daniel McMahon		Number of years as a Menlo Park resident: 27	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone: [REDACTED]	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone: [REDACTED]		
Employer address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Cell phone: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Employer phone: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input checked="" type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply): <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input type="checkbox"/> Renter _____ years	<input checked="" type="checkbox"/> Homeowner <u>27</u> years <input type="checkbox"/> Other _____ years

CD-CEOC 20210416

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Nehezi Ollarvia

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
 University of Chicago Women's Association - Director at Large
 Alpha Kappa Alpha Sorority, Inc
 University of Chicago Black Alumni Club
 NextDoor Lead for the Willows
 Co-lead a support group for women going through the trauma of Covid

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
 This advisory body means a great deal to me. I've experienced housing insecurity in exclusive areas with a solid position. It is a passion of mine to find ways that all can have fair and equal housing because without housing, thriving is almost impossible.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
 I am an open and engaging communicator. I use various platforms to shed light on matters that affect vulnerable populations. It does appear that Menlo Park does have affordable housing avenues for Seniors, but that appears to be it. I have become active and vocal in the community and housing and inclusion are what seems to worry folks the most.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

 Signature

 Date

OFFICE USE ONLY:

Application received: 5/12/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Nehezi O [REDACTED]		Number of years as a Menlo Park resident: 1.5	
Resident address: [REDACTED]		City: Menlo Park 94025	State: CA Zip:
Mailing address (if different):		City:	State: Zip:
Home phone: [REDACTED]		Email: [REDACTED]	
Cell phone: [REDACTED]		Employer phone: self employed	
Employer address:		City:	State: Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity: <input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	Cell phone: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		Employer phone: <input type="checkbox"/> Yes <input type="checkbox"/> No	Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input checked="" type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply): <input type="checkbox"/> Asian <input checked="" type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input checked="" type="checkbox"/> Renter <u>1.5</u> years	<input type="checkbox"/> Homeowner _____ years <input type="checkbox"/> Other _____ years

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Victoria Robledo

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
 As a born and raised resident of Belle Haven I have continuously been involved in my community for the last 7-8 years. I take pride as a resident of BH and have actively participated in many community meetings, City Council as well as attended many other meetings involving FaceBook, Gateway. I have served on many committee as well which included BH Visionary as well as the agencies listed above. Most recently, I volunteered for over 5 months providing Covid -19 testing in BH and East Palo Alto.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
 I have been involved in my personal career for over 15 years working in affordable housing to housing the homeless populations. I believe that we must have representation and diversity to provide equal input for our communities

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
 I attempt to do my best in engaging and sharing issues that pertain to issues that effect my community directly and the need to get involved. I always express that all residents should beinvolved with decisions that effect their community.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

 Signature

 Date

OFFICE USE ONLY:

Application received: 5/19/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 (Initials)
 Appointed: Yes No
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Victoria		Number of years as a Menlo Park resident: over 10	
Resident address	[REDACTED]	City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Home phone:	[REDACTED]	Email:	[REDACTED]
Cell phone:		Employer phone:	
Employer address:		City:	State: Zip:
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity: <input checked="" type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input type="checkbox"/> Other: (Facebook, Nextdoor, etc.)			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Email:	<input type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input checked="" type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply): <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input type="checkbox"/> White or Caucasian <input checked="" type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input type="checkbox"/> Renter _____ years	<input checked="" type="checkbox"/> Homeowner _____ years <input type="checkbox"/> Other _____ years

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Aaron Spaulding

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:
 None current.

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:
 As a resident of Menlo Park for over 12 years, and as someone who has worked in Menlo Park since 2006, I have spent the majority of my adult life in Menlo Park. I welcome the opportunity to give back to my community and to help make it even stronger in the years to come. Prior to moving to Menlo Park, I studied architecture, the arts, and worked and volunteered at non-profit community institutions. While I now work in research, these experiences left me with a deep appreciation of how the built environment impacts the lives of people at both the individual and community level.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:
 Primarily in person, supplemented by discussions in email, text, and social media.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's roles and responsibilities: Yes No

Aaron Spaulding

12 May 2021

Signature

Date

OFFICE USE ONLY:

Application received: 5/12/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Aaron Sp [REDACTED]	Number of years as a Menlo Park resident: 12		
Resident address [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone: [REDACTED]		
Employer address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Registered voter: [REDACTED]			
How did you hear about this opportunity:			
<input type="checkbox"/> Email <input type="checkbox"/> Local newspaper <input type="checkbox"/> City website <input type="checkbox"/> News site <input type="checkbox"/> Social media <input checked="" type="checkbox"/> Other: (Facebook, Nextdoor, etc.) Flier received in US Mail			
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Cell phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Employer phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input checked="" type="checkbox"/> 41-50 yrs <input type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
<input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Native Hawaiian and other Pacific Islander <input checked="" type="checkbox"/> White or Caucasian <input type="checkbox"/> Not specified (write in):			
Housing status (Check one and enter years):		<input checked="" type="checkbox"/> Renter <u>12</u> years	<input type="checkbox"/> Homeowner _____ years
		<input type="checkbox"/> Other _____ years	

HOUSING ELEMENT COMMUNITY ENGAGEMENT AND OUTREACH COMMITTEE APPLICATION

City Manager's Office – City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620
 jaherren@menlopark.org



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Name: Soody Tronson

1. Civic affiliations and community activities, including service on other advisory bodies, commissions, committees:

I serve in leadership roles in many community and civic minded organizations, including:

- Former Chair/Co-Chair/member of the Menlo Park Finance and Audit Committee
- An active hands-on volunteer with several civic organizations including Defy Ventures, an entrepreneurship, employment, and character development training program for currently and formerly incarcerated men, women, and youth
- Executive Member: Tech & Innovation Com., Health Policy Com., Education Com., Women Executive Forum at the Silicon Valley Leadership Group (SVLG), a public policy association of c-level leaders of 350 dynamic companies shaping the innovation economy of Silicon Valley, California, and the nation
- Member at the Full Circle Fund, an active philanthropic network of professionals who leverage their time, talent and connections to help nonprofit organizations launch new initiatives, make a greater impact and accelerate positive change in our community
- Member of Board of Advisors for the Association of Women in Science STEM to Market national accelerator
- General Counsel at Shoebox Ventures, a Non-Profit Advisory Organization to startups, San Francisco
- Member of Intellectual Property Law Executive Committee of the California Lawyers Association
- Delegate to CALNET
- Founding advisors of the Tech Futures Group, a Small Business Development Center (SBDC) program focusing exclusively on advising qualified technology clients located in the NorCal SBDC network coverage area.
- and
- Recognized as one of the 100 Women of Influence by the Silicon Valley Journal

2. Describe why you want to serve on this advisory body, how your personal and professional experiences would help bring diverse perspectives to the group, and what you hope to accomplish as a member:

I have always had a passion for social equity and civic services as evident by my various volunteer roles. Housing is one of the highest priorities in our immediate community and beyond. There are more ways than one to address and help mitigate the inequities that plague our nation and City. As a member of the Housing Element, using my highly tuned analytical skills and sense of community, I hope to help review, analyze, and recommend initiatives, program, and local policies, to address housing issues in Menlo Park.

3. Describe how you communicate and engage with your friends and neighbors about issues that matter to you:

Communication strategies have to be mindful of the audience. Some require more compassionate approach, some factual and get-to-the-point approach, and some a mix of both. Either way, to support and encourage meaningful reform, understanding the underlying facts are critical to credibility regardless of the type of communication style I use. This approach, has been one of the reasons my comments and opinions have been acknowledged by even residents whom I have not had the pleasure of meeting in person.

4. Do you own real property in Menlo Park besides your primary residence? Yes No
 (All committee members will be asked to disclose and sign a real property form before serving on the committee.)

5. Applicant acknowledges the committee's **roles and responsibilities**: Yes No

Digitally signed by Soody Tronson
 Date: 2021.05.13 14:21:20 -07'00'

Signature

May 13, 2021

Date

OFFICE USE ONLY: 5/13/2021

Application received: _____
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: December 2022

Address verified in city limits (if necessary): By: JAH
 (Initials)
 Appointed: Yes No
 Appointed: Yes No
 Appointed: Yes No

Personal information			
Name: Soody Tronson		Number of years as a Menlo Park resident: 2011	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Home phone:	Email: [REDACTED]		
Cell phone: [REDACTED]	Employer phone: [REDACTED]		
Employer address: 2995 Woodside Ave. Suite 400	City: Woodside	State: CA	Zip: 94062
Registered voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
	<input type="checkbox"/> Email	<input type="checkbox"/> Local newspaper	<input checked="" type="checkbox"/> City website
	<input type="checkbox"/> News site	<input type="checkbox"/> Social media (Facebook, Nextdoor, etc.)	<input type="checkbox"/> Other:
If I am appointed, the City is authorized to post the this information on the city website (please select at least one)		Home phone: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
		Cell phone: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
		Employer phone: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
		Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Demographic information			
Age: <input type="checkbox"/> 18-30 yrs <input type="checkbox"/> 31-40 yrs <input type="checkbox"/> 41-50 yrs <input checked="" type="checkbox"/> 51-60 yrs <input type="checkbox"/> 61-70 yrs <input type="checkbox"/> 71-80 yrs <input type="checkbox"/> 80+ yrs			
Ethnicity and race (Check all that apply):			
	<input type="checkbox"/> Asian	<input type="checkbox"/> Black or African American	
	<input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> Native Hawaiian and other Pacific Islander	
	<input type="checkbox"/> White or Caucasian	<input type="checkbox"/> Not specified (write in): Middle Eastern	
Housing status (Check one and enter years):	<input checked="" type="checkbox"/> Renter <u>9</u> years	<input type="checkbox"/> Homeowner _____ years	<input type="checkbox"/> Other _____ years

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 4, 2021

Commission or committee of interest:

Name: Brian Altman

Education: Bachelors

Civic affiliations and community activities, including service on other commissions or committees:
 Volunteer work a couple years ago for There With Care.
 Just started volunteering for Food Bank

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:
 Advise Council on steps to meet goals for streets, contribute to transportation land use and projects , help with vision zero alternative transportation, contribute to transportation master plan, advise on Middle Avenue pedestrian and bicycle access and safety, help with safe school routes

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
 I am long term resident and regard transportation issues as instrumental to the character and safety, for all ages, for Menlo Park. I hope to contribute to the effectiveness of the committee within the stated objectives as Menlo Park goes through a growth period that will effect the auto, bike and pedestrian movement throughout the city.

Brian Altman
 Signature

April 4, 2021
 Date

OFFICE USE ONLY:

Application received: <u>4/8/2021</u>	Address verified in City Limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u>
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No (Initials)
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If appointed, term ends: <u>4/30/2022 or 4/30/2025</u>	

Personal information:			
Name: Brian Altman	Number of years as a Menlo Park resident: 28		
Resident address [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: MAY 7, 2021

Commission or committee of interest: Complete Streets Commission

Name: Aurora Brosnan

Education: B.A. in Philosophy from San Francisco State University

Civic affiliations and community activities, including service on other commissions or committees:

Chair (2014), Aboriginal Remote Power Supply Upgrade Steering Committee, Western Australian Housing Authority

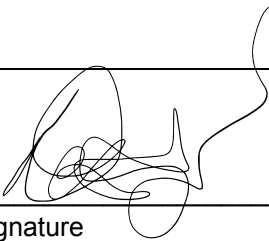
Administrator (current), Menlo Park chapter of Buy Nothing, a community recycling and gifting economy forum devoted to strengthening communities by sharing resources.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

See attachment A

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

See attachment A



Signature

May 7, 2021

Date

OFFICE USE ONLY:

Application received: 5/7/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2022, 4/30/2023,
4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Aurora Brosnan		Number of years as a Menlo Park resident: ~1	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if different): same as above		City:	State: Zip:
Phone: [REDACTED]		Email [REDACTED]	
Business address: same as above		City:	State: Zip:
Business phone: same as above			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>A friend's FB post</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone: Business phone: Home phone: Email:	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> Yes <input type="radio"/> No

Attachment A - Application to Become A Complete Streets Commission Member

Aurora Brosnan, ph: [REDACTED]

May 7, 2021

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Complete Streets Commission (CSC) provides advice to the City Council with regards to transportation in order to advance Menlo Park's vision zero, complete streets, and climate action plan. The CSC reviews the city's transportation master plan advising City Council which projects will likely result in the least vehicle miles travelled, considers bicycle, pedestrian, and public transportation accessibility, the plan's implementation, as well as supports the City Council as a stakeholder across broader regional transportation demand and multi-modal management programs and projects.

In addition to its advisory capacity, the CSC also advocates for community engagement, program continuity, planning and engineering implementation of safe pedestrian/cycling rail crossings and infrastructure, access to downtown businesses, and the implementation of the Safe Routes to School strategy.

In my previous role consulting as the principal planning project manager to a government Housing Authority in Australia, I managed programs with a team of town planners, business analysts, engineering project managers and consultancies to advance the agency's commitment to closing the gap on Indigenous disadvantage as it related to remote Indigenous housing. My program was accountable for reviewing power and water distribution designs for project-related considerations, safety, employment and training accessibility, heritage sites, and respect for Australia's Indigenous culture.

I have an extensive background in program and project management which will be useful for tracking important details while staying focused on the big picture for the CSC's reviews and advisory decisions. My strength in identifying and engaging stakeholders would add value in cooperating with other city commissions and community stakeholders.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

Reducing carbon emissions effectively can only be achieved through global teamwork and effort. It is a point of pride that Menlo Park is a trailblazer being the first city in the U.S. to set a target of becoming carbon neutral by 2030. In doing so, the residents and City Council of Menlo Park have demonstrated a sense of social responsibility and commitment. This action aligns with the U.S. as it joins the Paris Agreement and the rest of the world as it supports the United Nations Framework Convention on Climate Change. Sound transportation planning has the capacity to help achieve this target, as well as promoting healthier lifestyles through alternate modes of transportation, making connections between neighboring communities and residents, supporting local businesses, and enhancing the safety of our community.

As a member of the Complete Streets Commission, I hope my professional experience will contribute to the commission's ability to provide sound advice for our City Council to make confident decisions with regards to transportation, as well as the opportunity to cement my personal commitment to three matters of great importance; protecting our environment for ourselves, future generations and all life on earth, safety of the city's residents, and by indirectly encouraging civil relationships in strong, healthy communities through proper planning. I hope to have an opportunity to serve the residents of Menlo Park whom I have found to be a strong, supportive, and generous community.

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: March 29, 2021

Commission or committee of interest: Complete Streets (term ending 2022)

Name: Sally Cole

Education: BA, Yale College, JD/MBA, Stanford University

Civic affiliations and community activities, including service on other commissions or committees:
I was the Vice Chair of the Menlo Park Heritage Tree Commission from 2018-2019. Earlier in my career, I served in the government at the city, state and federal level. I was the Deputy Chief of Staff of the U.S. EPA in Washington, D.C. and the Assistant Finance Director at the Metropolitan Transportation Authority which runs the subway, bus and commuter rail systems of the greater New York City area. I worked on Wall Street advising local governments on infrastructure financing, and worked for the Boston Redevelopment Authority evaluating their commercial zoning policies.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The proper management of transportation and easy access to downtown is essential to the health and future of Menlo Park. When we manage our streets to meet the highest standards of safety for children, pedestrians, and bikers, we can attract and keep families in our community. I will bring my extensive professional experience in public service, the retail sector, and tech (Apple and Google) to the Commission to ensure that the city pursues a forward-thinking transportation strategy that ensures the wellbeing of our downtown businesses and residents alike.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I have lived in Menlo Park for almost 9 years and I love its small town feeling, sense of community, and physical beauty. I walk, run, shop and drive every day on the streets of Menlo Park. I appreciate how increased growth, development and traffic compel us to plan strategically to keep our roads safe and easy to navigate for everyone, and make our downtown a destination. As a member of the Commission, I would work collaboratively with the other Commission members, the City Staff and Council, the business community and the public, to create and execute forward-thinking transportation policies that ensure the vitality of the City of Menlo Park for years to come.

Sally Cole
Signature

Mar 29 2021
Date

OFFICE USE ONLY:

Application received: 4/8/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2022

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Sally Cole		Number of years as a Menlo Park resident: 8.5	
Resident address:	[REDACTED]	City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone:	[REDACTED]	Email:	[REDACTED]
Business address:	[REDACTED]	City: Cupertino	State: CA Zip: 95014
Business phone:			
How did you hear about this opportunity:			
<input checked="" type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input type="radio"/> Yes <input type="radio"/> No
		Email:	<input checked="" type="radio"/> Yes <input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date:

Commission or committee of interest:

Name:

Education:

Civic affiliations and community activities, including service on other commissions or committees:

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:


Signature

Date

OFFICE USE ONLY:

Application received: 3/1/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2022 or 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name:		Number of years as a Menlo Park resident:	
Resident address:	[REDACTED]	City:	State: Zip:
Mailing address (if different):		City:	State: Zip:
Phone:	[REDACTED]	Email:	[REDACTED]
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Business phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Home phone:	<input type="checkbox"/> Yes <input type="checkbox"/> No
		Email:	<input type="checkbox"/> Yes <input type="checkbox"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: March 18, 2021

Commission or committee of interest: The Complete Streets Commission

Name: Lizbeth King

Education: MBA, Vanderbilt University BA, Tufts University

Civic affiliations and community activities, including service on other commissions or committees:

Menlo School, Senior Team

New Community Church, Member

Woodside High School, Parent Volunteer

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Complete Streets commission is charged with planning and providing safe means for Menlo Park citizens to travel for school, work and recreation via multiple modes of transport. Over the years as a parent and business owner I have collaborated with others on various teams in both volunteer and professional capacities. I work extraordinary well with others and look forward to an opportunity to cooperate and work with others to improve the streets of Menlo Park. It would be my honor and privilege to serve the Menlo Park Community.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

As a parent I have watched my children walk to school. My son has had to walk to La Entrada without sidewalks on Santa Cruz, my brother was struck by a car while cycling, and a senior citizen was struck and killed crossing El Camino/Alejandra while I lived on Alejandra in Atherton. Witnessing these tragedies and safety hazards has made me keenly aware of the need for safety on all our streets especially as the modes of transportation widen and our population grows. My hope as a Street Commission member is to drastically limit the number of accidents and injuries occurring on our streets and make our streets safer encouraging our citizens to use our streets and sidewalks building

Signature

Date

OFFICE USE ONLY:

Application received: 4/8/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2022 or 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Lizbeth King		Number of years as a Menlo Park resident: 6	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 4/12/2021

Commission or committee of interest: Environmental Quality Commission

Name: Daryl Bulloch

Education: Ph.D. in Chemistry, UC Riverside; B.S. Biochemistry, UC San Diego

Civic affiliations and community activities, including service on other commissions or committees:

None (yet!)

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Environmental Quality Commission advises City Council on the current state, resourcing and feasibility of projects and initiatives related to environmental sustainability (e.g. climate action plan, Reach code), as well as oversees the appeals process for heritage trees. I hold a Ph.D. in chemistry from the College of Natural and Agricultural Sciences at UC Riverside, where my published research focused on environmental analytical chemistry and toxicology. My educational background, evidence-based pragmatic approaches to problem solving, and ability to distill complex science to concise take-home points would be a strong addition to the EQC.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I have searched for an opportunity to combine my scientific background with my passion for the environment in the service of my community, and I believe the EQC is the best opportunity to do so. I will help identify creative yet practical solutions to address climate change, based on portions of models successfully implemented in other cities as well as forward-facing recommendations to position Menlo Park as a champion in the push towards environmental sustainability. I would like to ensure such potential solutions are equitable, especially those which relate to the creation and preservation of urban green space as well as electrification. I would like to increase visibility on the impressive body of accomplishments and goals set by the Menlo Park City Council with respect to climate action, to incentivize city-wide momentum towards achieving carbon neutrality.

Daryl N Bulloch

Digitally signed by Daryl N Bulloch
Date: 2021.04.12 15:57:20 -0700

4/2/2021

Signature

Date

OFFICE USE ONLY:

Application received: 4/12/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Daryl Neil Bulloch		Number of years as a Menlo Park resident: 14	
Resident address	[REDACTED]	City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone	[REDACTED]	Email:	[REDACTED]
Business address	[REDACTED]	City: South San Francisco	State: CA Zip: 94080
Business phone:	[REDACTED]		
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>InMenlo website</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone: Business phone: Home phone: Email:	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Yes <input type="radio"/> No <input checked="" type="radio"/> Yes <input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 9th, 2021

Commission or committee of interest: Environmental Quality Commission

Name: Linh Dan Do

Education: Rice University, Bachelor of Architecture

Civic affiliations and community activities, including service on other commissions or committees:

None currently

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

Please see attachment

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

Please see attachment

Linh Dan Do

Signature

April 9th, 2021

Date

OFFICE USE ONLY:

Application received: 4/28/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

(Initials)

Personal information:			
Name: Linh Dan Do		Number of years as a Menlo Park resident: 3	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94027
Mailing address (if different): -	City: -	State: -	Zip: -
Phone: [REDACTED]	Email: [REDACTED]		
Business address: -	City: -	State: -	Zip: -
Business phone: -			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The 2030 Climate Action Plan lays out goals and steps to achieve those goals that make Menlo Park a leader in climate action, sustainable development, and urban canopy preservation. I look forward to the opportunity to be a part of the Commission that advises the City Council on these environmental issues, and I look forward to the chance to participate in the Commission's monthly meetings. In serving on this Commission, I would love to apply my professional experience as an architect and my personal passion for the environment.

As an architect, I worked as part of various design teams to create design concepts for buildings. We integrated sustainable principles into the design concept from the beginning - examples include reusing old buildings instead of building new, orienting new buildings to optimize energy efficiency, planning interior spaces for maximum flexibility and longevity, and integrating the building exterior into the surrounding urban fabric. As designers, we advocated for the principles that would drive the design concept and saw them through the design development of the building. I believe that the process of advocating for sustainable principles and seeing them through can be similar whether designing a building or planning for a community.

Outside of the office, I organized two community initiatives. At the heart of both projects were community outreach and involvement, which can be helpful to implementing change in the community. For the 2014 Minnesota State Fair, I worked with a small team to create an exhibit that highlighted the Twin Cities local food system. We connected members of the local food system with emerging graphic designers to create boards that told the story of those small farms, restaurants, and co-op groceries who comprise the local food system. We raised funds and acquired materials donations, and we built the physical structure that displayed the story boards. During the two week run of the Fair, the story boards served as conversation catalyst between fairgoers, exhibit volunteers, and members of the local food community.

In the fall of 2016, I organized a one week design session for the students at the East Bay Innovation Academy in Oakland. The design session was one of several options students could choose for their Intersession, a week-long break from the normal school schedule to engage in a special project. The week started with a design "charrette," a brainstorming of design concepts, which was followed by selecting a design concept to develop. In the middle of the week, I invited two peers in the architecture industry to provide feedback on the students' designs, and the week ended with a visit to a local architecture office.

Linh Dan Do

Application for Menlo Park Environmental Quality Commission

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I want to serve on this commission because I want to take an active role in creating positive change in our community. As an architect, I have always been keenly aware of the environmental impacts of building construction and operation and of urban development. As a mother of two, I have given much thought, and action, to how individual households can minimize waste and carbon emissions. As a renter, for all the changes we have been able to make, I have also felt some limitations, leading me to believe that climate action cannot be something some people can afford and choose to act on while others cannot - it must be a community-driven effort, and it is urgent.

Finally, in the midst of last summer's wildfires, I attended Jen Wolosin and Josie Gaillard's Climate Change Q&A, and it absolutely galvanized me to take my actions to a broader, community level. As a member, I hope to learn from the experience and expertise of the current Commission members and to continue the work that the Commission has done to advise City Council in implementing climate action initiatives. As an architect, I would love to continue the push towards electrifying and decarbonizing homes, buildings, and transportation in Menlo Park. As my personal experience demonstrates, I would love to delve into the community outreach and education aspect of these initiatives.

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.
Date: April 12, 2021
Commission or committee of interest: Environmental Quality Commission
Name: Angela Evans
Education: BS, Earth Systems, Stanford University; MBA, Stanford Graduate School of Business
Civic affiliations and community activities, including service on other commissions or committees: Please see attached.
Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities: Please see attached.
Describe why you want to serve on this commission or committee and what you hope to accomplish as a member: Please see attached.

Angela Evans
Signature

4/12/21
Date

OFFICE USE ONLY:	
Application received: <u>4/11/2021</u>	Address verified in City Limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u>
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If appointed, term ends: <u>4/30/2025</u>	

Personal information:			
Name: Angela Evans		Number of years as a Menlo Park resident: 7+	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone: [REDACTED]		Email: [REDACTED]	
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>Friend</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input checked="" type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input type="radio"/> Yes <input type="radio"/> No
		Email:	<input checked="" type="radio"/> Yes <input type="radio"/> No

Angela Evans EQC Application Attachment, April 2021

Civic affiliations and community activities:

1. 2019-present, **AllStudentsMatter.org (Ravenswood School District):** I volunteer as a literacy tutor multiple days per week, serving students in Belle Haven and East Palo Alto.

2. 2016-present, **Director, Healthy Children Alliance:** I founded a volunteer-based organization, Healthy Children Alliance, which **works in San Mateo and Santa Clara Counties to eliminate chemical pesticides where children play.** We create productive partnerships with cities and schools to employ healthy, cost-effective alternatives. Our Menlo Park work:
 - 2020: Led successful campaign to stop reintroduction of Roundup (carcinogen, as documented by World Health Organization) in all **Menlo Park city park landscaping.** Leveraged contacts with City of Palo Alto maintenance staff to help educate Menlo Park City Council and staff on methods to avoid pesticide applications while reducing maintenance budgets.
 - 2019: Led successful campaign to formalize moratorium on pesticide application (Fiesta Weed Killer) on all **Menlo Park city playing fields,** where children play sports. Connected contacts in City of Palo Alto to Menlo Park City staff to share best practices.
 - 2016-17: Led parent group that successfully convinced **Menlo Park City School District** to stop spraying campus playing fields with chemical pesticides. Launched partnership with Palo Alto Unified School District to share best practices. **Redrafted school district Integrated Pest Management Plan (on district website).**

3. 2016-17, **Co-Lead, Measure X Parcel Tax Campaign, Menlo Park City School District.** Selected for leadership role by Campaign Head. Worked closely with parent community to secure successful parcel tax passage. Conducted presentations to outside groups, helped secure key endorsements.

4. 2017, **Resolution in Support of Undocumented Students, Menlo Park City School District School Board (Resolution No. 16.17.18):** Led successful parent campaign to convince school board to pass resolution. Presented to

school board, successfully negotiating additional language in final draft that increased protections for students and families.

5. 2014, **Volunteer Writer, Stanford School of Medicine Sean N. Parker Center for Allergy & Asthma Research.** Selected to author article on the Center, distributed widely by Stanford School of Medicine. **I have maintained strong connectivity with this organization, which now includes an Air Pollution and Climate Health Research effort that advocates for all-electric construction in California.**
6. 2013, **Fundraising Volunteer, Magicalbridge.org.** Fundraised for Magical Bridge, which builds inclusive parks for children of all abilities in San Mateo and Santa Clara Counties. Amongst other donations, secured \$25K gift from local tech executive.
7. 1997 – 2006, **Board Member and Vice-President of the Board, Stanford Cap and Gown Women’s Leadership Organization.**

Describe your understanding of the responsibilities of the commission that you are applying for and how your personal community or professional experience relate to these:

I understand that the EQC helps the city shape environmental policy, especially related to climate, and helps with heritage tree removal permits and other environmental policy issues. I also understand that the EQC works collaboratively with Menlo Park staff and council members, providing recommendations that consider limited financial city resources and disparate city priorities.

I have a deep background in environmental science and policy, especially with respect to climate and human environmental health. I have an extensive, scientific understanding of how the burning of fossil fuels contributes to global warming, including the significant impacts currently burdening and predicted for Menlo Park (sea level rise and flooding; groundwater table rise and liquefaction risk; wildfires; human respiratory and cardiovascular disease risk).

I also understand how and why those in District 1, as with all lower income communities facing environmental crises, bear these burdens disproportionately. These burdens will quickly become even more acute without robust mitigation measures.

Here are some of my specifics as they relate directly to potential EQC work:

- My **B.S. from Stanford was in Earth Systems (environmental science, economics, and policy)**. I wrote my honors thesis on the financial implications of a United States carbon tax.
- My **M.B.A. from Stanford Graduate School of Business** has given me a strong background in financial analysis and strategic decision-making on complex topics involving tradeoffs and uncertainty.
- I've held **senior managerial and Head of Marketing roles at eBay and on the Stanford Women's Leadership Organization Board**, further reinforcing the leadership and decision-making expertise I could bring to the EQC table.
- My significant volunteer **commitments with All Students Matter (Ravenswood School District) constantly remind me of the stark equity issues our city faces**, including and especially with respect to environmental health. I look forward to applying this deep understanding in my advisory role to City Council.
- I spent several years working on **California Water Policy at Environmental Defense Fund (EDF), including serving on a California Department of Water Resources stakeholders committee for the California Water Plan**. I developed **close partnerships with diverse stakeholders** while serving on this committee and in a variety of other leadership roles at EDF.
- I've enjoyed **my leadership work on pesticide alternatives with Menlo Park City Council and look forward to continuing our partnership on a variety of environmental topics**.

Describe why you want to serve on this commission and what you hope to accomplish as a member:

I have always felt a calling to environmental policy, especially on climate issues, where I feel tremendous urgency. This calling goes back decades, influencing many of my educational and professional choices. I have long considered a role on the EQC; now that my children are older, the timing works well.

The climate crisis weighs heavily upon me, and I look forward to engaging with the EQC climate subcommittee, amongst other EQC work. I am passionate about our city and have deep regard for its council members and community leaders. I look forward to working with all of them in this context.

I hope to contribute in a manner consistent with my underlying policy tenets:

- 1) I believe that **strong, effective environmental policy, especially as it relates to climate, is consistent with good policy on housing, transportation, economic growth, public health,** and a host of other major issues. As I advise City Council, I will always seek these intersections.

- 2) **The best policy, I believe, results from partnerships with diverse stakeholders, often those with disparate interests.** Productive partnerships involve working through conflict and being willing to come to the table with an open mind and innovative solutions. I have substantial backgrounds in business, environmental, and government partnerships, enabling me to share this focus effectively with our city. As those of you who know me well can relay, my temperament is also consistent with this kind of collaborative approach.

- 3) **Any environmental policy in our city must ensure that Belle Haven receives priority consideration.** Lower-income, communities of color have always suffered disproportionately from the negative consequences of environmental problems, including and especially from the climate crisis. From sea level rise to pollution and cardiovascular and respiratory illness, communities of color bear these burdens more desperately. I will always advocate accordingly.

I would also bring to the EQC **my strong network in the climate and environmental policy and electrification space,** to the extent that this could be helpful for consultation purposes. These include direct connections to:

- E3 (Energy and Environmental Economics);
- eMobility Advisors (electrification policy consulting firm);
- CodeCycle (new energy code compliance technology);
- Project Drawdown;
- Environmental Working Group (including founder);
- EvGo;
- Climate One (The Commonwealth Club, San Francisco);
- EDF (Environmental Defense Fund), including senior-level climate staff;
- Physicians for Social Responsibility, including President of SF Board of Directors;
- 2030 Solutions (decarbonization focus);

- Stanford School of Medicine Asthma and Allergy Center (includes Air Pollution and Climate Health Research);
- Conservation Resource Partners, LLC;
- A variety of professors at Stanford University and Stanford Graduate School of Business with expertise in environmental economics, technology, science, and policy.
- And many others.



COMMISSION/COMMITTEE APPLICATION

OFFICE USE ONLY RECEIVED 2/12/2021
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Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 3/26/2014

Commission/Committee of Interest: [REDACTED] Environmental Quality Commission

Name: Michael Meyer

Education: Several years of college/ no degree

Civic affiliations and community activities, including service on other commissions or committees:

Coached Little League and AYSO. I served 4 years on the Transportation Commission several years ago. I recently served on the Bicycle Commission and am currently a Transportation Commissioner.

Describe your understanding of the responsibilities of the commission/committee that you are applying for and how your personal, community or professional experience relate to these responsibilities:

My understanding of the Commission responsibilities is to review use permits and variances as well as help maintain the ever evolving relationship between the General Plan and the cities needs. I believe that my unique view on multi-modal transportation as well as 15 years of residency as a renter and homeowner will bring a balanced and needed point of view to the Commission.

Describe why you want to serve on this commission/committee and what you hope to accomplish as a member:

I would like to bring a little more transportation related point of view to the commission and hope to bring a fair and balanced voice to the commission.

Terms

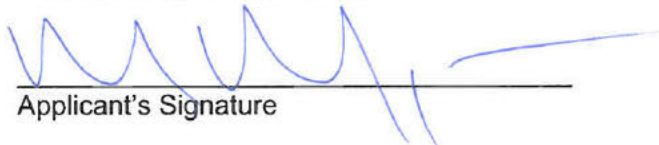
Terms for most commissions/committees are for a period of four years. Members are limited to two consecutive full terms. If a person is appointed to fill an unexpired term and serves less than two years, that time will not be considered a full term. However, if a person is appointed to fill an unexpired term and serves two years or more, that time will be considered a full term.

Specific Information

Serving on a commission or committee may require one or two night meetings per month, with each meeting averaging three to four hours. You may also be asked to serve on additional subcommittees. Members are expected to attend all meetings. Attendance at less than two-thirds of scheduled meetings may result in removal by the Council. Commissioners are not paid for their volunteer service. General information related to the charge of the commissions and committees and their schedules are shown on the attachment. More specific information may be obtained by viewing the City's website at http://www.menlopark.org/city_commissions.html and by contacting the staff liaison.

Information about the Appointment Process

The application process may take from six weeks to two months. Vacancies are advertised for approximately 30 days with a specific filing deadline. Deadlines may be extended. Please return your application, along with any attachments, to the City Clerk, at the address listed below. Applications are kept on file for one year. The City Council will review all applications, may contact you individually or may decide to hold interviews. All appointments will be made by nomination and vote of the City Council at a Council meeting. Questions about the application process should be directed to Pamela Aguilar, Acting City Clerk, at (650) 330-6620 or by e-mail at PIAguilar@menlopark.org.



Applicant's Signature

Return to the City Clerk, City of Menlo Park,
701 Laurel Street, Menlo Park, CA 94025
(Phone: (650) 330-6620 or e-mail at PIAguilar@menlopark.org)

OFFICE USE ONLY	
Application Received: <u>2/12/2021</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>JAH</u> Initials
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
Considered by City Council: _____	Appointed: Yes <input type="checkbox"/> No <input type="checkbox"/>
If Appointed Term ends: <u>4/30/2025</u>	

PERSONAL INFORMATION

Name: Michael Meyer _____

Residence Address: [REDACTED] _____
(Note: Residency within the City limits is required)

Telephone No: [REDACTED] Number of years as a Menlo Park resident: 15 _____

Occupation: IT Infrastructure _____

Email address: [REDACTED] _____

Business Address/Telephone No: [REDACTED] _____
[REDACTED] _____

Are you a registered voter?

Yes No

How did you hear about this opportunity?

Newspaper Email City's Website Nextdoor.com
 Patch.com Other _____

Internet Posting

If I am appointed, the City is authorized to post the following information on the City's website:

	YES	NO
Home Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Home Phone:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mailing Address (if not home address):	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Address:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Business Phone:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
E-mail:	<input checked="" type="checkbox"/>	<input type="checkbox"/>

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 16, 2021

Commission or committee of interest: Environmental Quality Commission

Name: Cheryl Oliver Schaff

Education: Bachelor's of Journalism, University of Missouri—Columbia

Civic affiliations and community activities, including service on other commissions or committees:

Climate Reality Project Leader since 2019, trained by Al Gore in Minneapolis to give presentations on solving our climate crisis; Extinction Rebellion San Mateo, founding member and outreach lead, since 2019; Achungo Orphanage-School (Kenya), U.S. board member 2014-19; Yale Sustainability Leadership Forum 2017; Racial Solidarity Lab, 2020; 18-year, active parent volunteer for Menlo-Atherton High School, Hillview Middle School (PTO Council) and Oak Knoll Elementary; Menlo Church active volunteer and 20-year member; New Community Church, Menlo Park, current member

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The EQC exists to advise our hardworking city council on the rapidly-changing state of our human habitat, particularly as it pertains to ensuring that Menlo Park is an outstanding place to live, work and play. For years, I've been in a perpetual deep-dive into the realities of our climate crisis to broaden my understanding of the causes of this dilemma and the many existing solutions that are available to us today. I've used the Yale Sustainability Leadership Forum (2017), Climate Reality Project Leadership training (with Al Gore in 2019) and participation in Extinction Rebellion San Mateo (a non-violent, direct action group, since 2019) to learn the facts about, help dispel miscommunications around and promote solutions to our climate emergency.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

As a 33-year resident of Menlo Park, I'm invested in this community and in the lives of my friends and neighbors here. I want to continue the EQC's important work on its Climate Action Plan and find ways to expand it that will help us better mitigate the effects of climate change, such as sea-level rise, more intense and more damaging wildfires and severe water shortages. I want Menlo Park to commit to steps we can take to protect pollinators (vital to our food supply), fight species loss (as big a problem as climate change) and lessen pollution created by plastics and other long-lived materials. I want to ensure that this community of educated, innovative, resourced people leads the way in protecting this planet we call home, starting right in our back yard.

April 16, 2021

Signature

Date

OFFICE USE ONLY:

Application received: 4/20/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Cheryl Oliver Schaff		Number of years as a Menlo Park resident: 33 years	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>Diane Bailey, Menlo Spark</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 4/9/2021

Commission or committee of interest: Finance and Audit Committee

Name: Matt Normington

Education: BS, Accounting

Civic affiliations and community activities, including service on other commissions or committees:

- 11/2019 - Present: President & Treasurer, Marquis Homeowner Association, Menlo Park
- 01/2016 - Present: Treasurer, Peninsula Youth Theatre, Mountain View
- 04/2013 - 01/2016: Member of the Board of Directors, Peninsula Youth Theatre, Mountain View

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The responsibilities of the finance and audit committee is to analyze financial matters and assist city staff in providing up to date financial data points to assist Council in making decisions and provide transparency to the public. This includes reviewing financial statements and budgets, analyzing investment guidelines, pension liabilities, and interacting with the independent auditor to review the City's certified audited financial statements.

My community and professional experience aligns well with these responsibilities. For 8 years I have served as a board member for a non-profit organization in Mountain View. Five of those years I have served as Treasurer. Most recently I have served as President & Treasurer for my neighborhood homeowners association. As a CPA and partner at the accounting firm Deloitte Tax LLP, I lead a national team of accountants, attorneys, and engineers to help large, complex clients resolve complicated financial and tax matters. We ensure their financial positions are properly and accurately documented for key stakeholders. This includes analyzing detailed financial data points and applying complex tax law concepts. In my role I interact daily with C-suite executives, board members, tax and financial personnel at my clients.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I grew up in Menlo Park and my wife and I recently moved back to Menlo Park so that our son could attend Menlo Park's award winning schools. We are excited to be able to raise our son in this diverse community. As a result, I have a significant interest in maintaining the high quality of life in Menlo Park and, more specifically, the City's long term financial wellbeing.

I would like to serve on this committee to use my accounting background to give back to my community. As a member I want to help provide transparency on key financial matters in a way easy for the general public to understand, provide analytics to assist Council in decision making, and reduce the overall burden on City Staff by assisting staff in financial analysis.

mnormington

Digitally signed by mnormington
 Date: 2021.04.09 16:07:29 -0700

Signature

4/9/2021

Date

OFFICE USE ONLY:

Application received: 4/9/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH

Appointed: Yes No (Initials)

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Matt Normington		Number of years as a Menlo Park resident: 13	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone [REDACTED]	Email: [REDACTED]		
Business address: 22 [REDACTED]	City: San Jose	State: CA	Zip: 95113
Business phone: [REDACTED]			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION & COMMITTEE APPLICATION

City Clerk
701 Laurel Street, Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.
Date: April 4, 2019
Commission or Committee of Interest: Brian Westcott
Name: [REDACTED] Finance and Audit Committee
Education: BS. ME / MS ME / PhD Management Science / Post Doc Fellow Business Strategy- Policy (see attached resume)
Civic affiliations and community activities, including service on other commissions or committees: Past : Menlo Park Economic Vitality Task Force Stanford University : Graduate student housing planning commission • Sacred Heart Preparatory – Team Parent • Lehigh University President's Leadership Council • Menlo Park Economic Vitality Task Force • Board Member and Youth Coach – Pop Warner Football, AYSO Soccer, Little League Baseball, ASA Softball Local Business Owner And CEO
Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities: The Planning Commission supports decisions and makes recommendations to the City Council on a broad range of issues such as land use, environmental, and the changing needs of the city in relationship to the general plan. As a long time resident and business owner in Menlo Park I feel I have benefited from living in Menlo Park. My recent professional work in developing SMART Cities can be applied to the changing needs of Menlo Park and support preparing it for the future. I am also concerned about the opportunities provided to our citizens in the various neighborhoods in the city and how we can create better support for each neighborhood and continue to develop Menlo Park as a model total SMART city for the future. (see attached resume)
Describe why you want to serve on this commission or committee and what you hope to accomplish as a member: I have had the privilege to live, work, raise a family and create long lasting friendships in Menlo Park over the last 30 years and feel I both want and should contribute back to this city. As a member of the Planning Commission I would like to support decisions that will allow Menlo Park to continue to be the type of city that people want to live and feel it is a privilege to be a citizen. I believe there is work to be done to prepare Menlo Park for the changes that are happening in society and technology. I hope to contribute to the present and future plans for this development.

Brian J Westcott
Signature

April 4, 2019
Date

OFFICE USE ONLY:	
Application Received: <u>2/11/2021</u>	Address Verified in City Limits: <input checked="" type="checkbox"/> By: <u>JAH</u> (Initials)
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If Appointed Term ends: <u>4/30/2025</u>	

Personal Information:			
Name: Brian J. Westcott		Number of years as a Menlo Park resident: 31	
Resident Address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing Address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business Address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Business Phone: [REDACTED]			
Registered Voter: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
How did you hear about this opportunity:			
<input type="checkbox"/> Newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City's Website <input type="checkbox"/> Nextdoor.com <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the City's website:	Cell Phone:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
	Business Phone:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
	Home Phone:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
	Email:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

PROFESSIONAL PROFILE

Executive leader with over twenty five years of global experience in corporate management and governance, business strategy, innovation, marketing, and strategic management of technology, ranging from Board level policy and management for Fortune 500 companies to CEO of venture backed start-ups. Creative ability to develop high performing businesses by increasing innovation, improving productivity and providing better leadership, management and business processes.

EXPERIENCE

- 2016 – Present** **Intelligent Structures, Inc.** **Founder/ CEO/ Board of Directors**
- Founded Intelligent Structures Inc. an Enterprise Infrastructure Performance Asset Management Platform a sensor to enterprise Cloud SAAS implementation based on an IoT or Industrial Internet platform.
- Created business strategy and successfully executed the development of technology and organization of an enterprise software company
 - IntelliStruct – market introduction and commercial sales
- 2011 – 2015** **PFI Acquisition – Purfresh / IntelliFleet DBA.** **President/ CEO/ Board of Directors**
- CEO of Purfresh / IntelliFleet a venture backed company that provided an enterprise information and control solution for perishable supply chain management through a Cloud SAAS implementation based on an IoT or Industrial Internet platform.
- Created business strategy and successfully executed the transition from a chemical company to an enterprise software company
 - IntelliFleet – market introduction and development of first integrated perishable supply chain enterprise and control software system
 - Improved operating margins, increased revenue (4x) and market share Introduced and closed grower customer contracts,
 - Raised \$8 million venture financing Award: 2014 - Top 20 Most Promising Enterprise Software companies by CIO Review
- 2009 – 2011** **Xecuritas Business Unit / Marsys, Inc.** **President BU / Sr. Vice President**
- President of the Xecuritas Business Unit - a security software and business service company delivering a SAAS based solution.
- Responsible for P&L. Increased market growth rate while improving EBITDA.
 - Developed and upgraded two product lines and a hosted exchange partnership on a cloud based infrastructure.
 - Introduced WEB marketing and improved business processes.
- 2007– 2009** **JDS Uniphase, Inc.** **Vice President / Sr. Director**
- Created business and acquisition strategy for growth of the Advanced Optical Technology Group.
- Negotiated and acquired ABNH (public company/ \$140 million) and managed the post merger integration.
 - Planned and formed the Security System Group of JDSU.
- Developed company wide growth initiative for high performance and continuous improvement through a focus on creating greater innovation, higher organic market share growth, and return on invested capital.
- 2005 - 2007** **Inogen, Inc.** **Chief Operating Officer**
- Chief Operating Officer of Inogen, Inc. a venture backed medical equipment technology company that produces portable oxygen concentrators for the home health care market. On the executive management team and managed software engineering, product engineering, supply chain management, manufacturing, distributors, customer care, quality and regulatory and information technology. Developed a new technology and supply chain strategy for the company and implemented a complete design and start-up of a new product. Public offering 2014
- 1992 to 2005** **WESTT, Inc.** **President /CEO / Chairman /Founder**
- A venture backed company that developed and implemented advanced enterprise and industrial information and control software systems. WESTT was a pioneer in the development of custom electro –mechanical automation subsystems serving the industrial equipment industry. Markets included services to customers in the medical products, food processing, flat-panel and semiconductor equipment industries. High rate of sales growth resulted in being awarded the position of #34 in the Inc. 500 (1997) and #68 the Deloitte and Touche Tech 500 (1997)
- 2000 to 2005** **elnnovate – A WESTT business** an integrated cloud based innovation business process site for product development and supply chain management. Cited in Fortune magazine.
- 1990 to 1992** **A.T. Kearney** **Principal**
- International management consultant for Fortune 500 clients in the area of strategic planning for new technology and innovation, managing the new product development process and integrated supply chain management. Completed projects in corporate transformation and change specifically related to use of information systems, product marketing strategy, managing research and

development, and managing product development and manufacturing. Worked on new client development, marketing and sales for A.T. Kearney developing programs in strategic management of technology.

1980 – 1990

General Electric, Inc.

Management and Engineering

Program Manager at General Electric Corporate Management Development and managed the Integrated New Product and Process Development Program. Worked with Jack Welch (CEO) to develop a corporate program for improved productivity of the innovation and technology delivery process. Led adoption of this program into the Appliance, Power Systems, Medical Product, and Electronics Divisions.

Control Systems Engineer in the Research Development Program at General Electric's Corporate Research and Development Center in the Thermo-Fluids Group. Developed jointly with the Electric Power Research Institute a real-time multivariable digital control system for operation and control of an Advanced Integrated Combined Cycle Coal Gasification System. Project resulted in the first digital multivariate control system for power production with an increase in performance and decrease in potential cost.

Obtained a PhD in Management Science and was a Post Doctoral Research Fellow at the Stanford Graduate School of Business. Encouraged by management of GE to pursue this higher education.

Combustion Engineering - Control System Engineer – Critical Function Monitoring and Control System for Nuclear Power Systems
Bechtel Power Corporation- Resident Control Engineer – Control System Integration on Grand Gulf Nuclear Power Plant

EDUCATION

Stanford Graduate School of Business

Post Doctoral Fellow Business Strategy and Policy

Became the first Post Doctoral Fellow in the Business School specializing in technology and new product business strategy focusing on managing technical innovation in manufacturing and product development. Published numerous case studies through Harvard and Stanford and related articles.

Stanford University

PhD in Management Science

Focused on the areas of technology strategy, business transformation, organizational behavior, production systems, decision analysis and economics and finance. Teaching assistant for the course Engineering Economics. Received an EPRI Fellowship for 4 years to research the economics of innovation related to electric power production. Dissertation focused on *Innovation: Organizational and Technical Factors that Influence Success*

Stanford University

Masters of Science -- Mechanical Engineering / Information Control Systems

Specialized in the areas of Control Systems and Thermo-fluid systems

Lehigh University

Bachelors of Science -- Mechanical Engineering

Graduated with Honors – Award Best Senior Project and Union Carbide Award for Outstanding Engineer

OTHER

2014- Present – Industrial Internet Consortium

Marketing Committee and Director Thought Leadership Council –

2005-2011 Global Fresh Foods

Board Director

Involved with formation and strategy for a technology company developing a solution for the preservation of fresh protein using advanced environmental control. Supported raise of a \$5.3 million venture equity investment.

Awards

- CIO Magazine 2018 – Top 10 SMART City Enterprise Software Platforms - IntelliStruct
- CIO Review 2014 - Top 20 Most Promising Enterprise Software companies
- Tech Inc. 500 Award - 28th Fastest Growing U.S. Technical Company in 1996 (WESTT, Inc)
- Inc. 500 Award - #34 (1996) and Tech 500 #68 in 1997 (WESTT, Inc.)
- Tech Inc. 500 Award for Fastest Growing U.S. Technical Company (1997 and 1998)
- Business Times largest private companies in Bay Area 2000 (WESTT, Inc.)
- Selected as Hero of Manufacturing – Fortune Magazine 1997
- Who's Who in America, The World and Industry and Finance (Marquis -- since 1991)
- A.T. Kearney – Global Management Award (1990)
- General Electric Corporate – Selected as a High Potential Leader (1989)
- General Electric Company Award to Inventors – Three U.S. Patents (1983)

Community Service

- Sacred Heart Preparatory – Team Parent
- Lehigh University President's Leadership Council
- Menlo Park Economic Vitality Task Force
- Board Member and Youth Coach – Pop Warner Football, AYSO Soccer, Little League Baseball, ASA Softball

INTELLIGENT STRUCTURES MAKING BRIDGES TALK - DIGITALLY

By Karan Kariappa



Intelligent Structures combines advanced sensor technology with highly customizable edge computing and cloud-based enterprise software to deliver the critical information owners need to optimize the management of bridges.

Brian Westcott,
CEO

For years, bridge managers have dreamt of “smart bridges” – bridges that can tell them exactly what is needed to minimize risk, maximize mobility, and stay within budget. But expensive technology and expertise have made smart bridges an elusive dream. Until now.

Intelligent Structures (IS) is changing the game. “We make bridges talk – digitally,” explains Brian Westcott, CEO of Intelligent Structures. Taking an enterprise IT approach, IS’s innovative platform, IntelliStruct, is designed from the ground up to be both technically advanced and radically economical. With this decision support solution, bridge managers will know the detailed state of their bridges in real time and are able to prescribe precision maintenance, rather than teardown and rebuild. IS’s goal is to extend the useful life of bridges from 50 to over 100 years. This is digital disruption for bridge management, essential to keeping smart cities moving.

Our Bridges are in Trouble

In the US, there are over 600,000 bridges, and a quarter of those bridges are in trouble. US bridges are aging, becoming riskier and more costly. About 10 percent are posted for reduced loads, about 10 percent are classified as structurally deficient, and another 10-12 percent are classified as functionally obsolete, according to the Federal Bridge database.

Traditional methods of bridge management are sorely outdated and inefficient. In 1968, in response to the collapse of the Silver Bridge in West Virginia causing 46 deaths, bridge inspection became mandated by federal act. It has been required that all bridges have biennial (every two years) inspection. The majority of inspections use a visual procedure which is highly variable. For example, in a Federal Study of Inspection reliability 2003, visual inspection ratings varied by up to five points, on a total scale of 10 for the same bridge. Our bridges, and thus our mobility, are at risk. With today’s technology that has so clearly revolutionized other aspects of business and our personal lives; we can and must do better. This is where Intelligent Structures comes in.

The Solution: IS's Enterprise Bridge Performance Management Platform

A confluence of innovations and events has come to the rescue of aging bridges. IS has developed a bridge performance management platform based on Internet of Things (IoT) technology and enterprise cloud architecture: IntelliStruct TM. It gives bridge managers the power to precisely measure bridge performance and manage bridge life cycles to minimize risk and maximize mobility, all within limited budgets. IS expertly leverages technologies such as low-cost sensors, IoT, edge computing, wireless communication, mesh networks, big data analytics, and machine learning to enable "smart bridges".

Smart bridges offer the opportunity to drastically improve the real-time knowledge of the health of a bridge, and precisely manage the bridge for safety, efficiency, and longevity. Managers can prevent bridge restrictions and closures, and direct budgets for maximum impact. This is imperative as our traffic loads increase, while our infrastructure deteriorates.

"Intelligent Structures combines advanced sensor technology with highly customizable edge computing and cloud-based enterprise software to deliver the critical information owners need to optimize the management of bridges," says Doug Thomson, CTO, Intelligent Structures.



Our bridge monitoring systems help with both real time data on structural behavior, as well as identifying trends and changes over time

Fact-Based Decision Support for Bridge Managers

Intelligent Structures is on the forefront of delivering smart bridge solutions. Leveraging advanced information technology, IS's bridge performance monitoring and decision support platform enables bridge managers make highly informed, fact-based decisions.

Here's how it works:

- Sensors are installed on bridges - measuring strain, acceleration, displacement, temperature, cracks, water height, and/or tilt, depending on the bridge.
- Two-Level Edge Computing: Component level sensor data is collected and analyzed in a set of IS's proprietary I-Bridge wireless modules, then sent through a mesh network to IS's I-Bridge controller that performs additional bridge level analytics. This enables economic wireless transmission to the cloud.
- Cloud-based Analysis is performed by IS's expert analysis engine, creating a dashboard of key metrics and trends for bridge managers, as well as red flag alerts and alarms.
- The Management Dashboard is transmitted to bridge

managers in real time. Managers can easily monitor a single bridge, or a fleet, and see where problems are brewing. This enables decisions to prioritize bridge issues, precision maintenance plans, and provides fact-based support for the ever-critical repair/rehabilitate/rebuild decisions. The benefit is enormous - bridge managers can more effectively use their limited budgets to keep their bridges safe and open, for longer.

- Machine Learning and big data analytics update and adapt predictive models to anticipate bridge life cycle performance. Future scenarios are assessed to guide optimal bridge operating strategies, thus maximizing life cycle performance.

Everyone Benefits

With smart bridges, everyone benefits: safety and mobility for people and users, and economy for budgets.

With IS, bridge owners have the ability to track key data on the performance of their bridges including a periodic digital signature (performance snapshot), component defect monitoring (for critical components), live load testing, and continuous monitoring. This gives owners the data to enable real-time management, as well as critical optimization of fleet planning and management over a 10-20 year horizon. Bridge owners see returns on implementation of IntelliStruct of over 50 percent IRR for individual bridges as well as application to strategic operations management of their entire fleet of bridges.

"Intelligent Structures has developed a new approach to providing decision support for the management of bridge assets. Their monitoring system for bridges collects real-time data that provides us with information on the structural behavior and is also able to detect any changes in the performance of the structure over time," explains Russ Andruschuk, Executive Director - Structures, Manitoba Infrastructure.

Architect engineers, responsible for bridge design and engineering, leverage IntelliStruct for key data and analysis to support their assessment of bridge performance, and exactly what management actions are required. Growing databases of bridge performance and issues will influence future designs. Bridge inspectors combine the visual inspection information with a measured indicator of bridge state to provide a significantly more accurate assessment of bridge health. Their expertise allows for better assessment of bridge condition. TransSystems, an architect engineering firm and Intelligent Structures partner with a focus on transportation systems, states that measured performance provided by IntelliStruct is the future of the industry.

"Historically, acceptance of Bridge Health Monitoring solutions was limited due to challenges related to installation, durability, data transfer, power supply, and data processing. Intelligent Structures' smart bridge approach provides cost-effective solutions for each of these challenges. Owners now

have a cost-effective option to customize a solution that supports their bridge management decisions. They have real-time access to their bridge monitoring installations through the web. The system provides trend analysis, alerts, and other measures of how their bridge inventory is performing.

Going forward, as more owners recognize the value in real-time monitoring of their bridge inventory to their maintenance and rehabilitation decision making, the industry will expand rapidly," says Lawrence Kirchner, P.E., S.E., Vice President and Senior Associate, TransSystems.

Early Success

IS is already seeing success. A province in Canada that manages over 2000 bridges wanted to incorporate measured bridge performance into their operations. IS implemented their solution on a few bridges as proof of concept, resulting in identification of a key issue with a bridge not functioning as anticipated with overweight vehicles. The return from this information is over 50 percent annually. The customer was impressed with the results and has begun scaling the system to monitor their fleet of bridges. The capability applies equally to bridges owned at the city, state, or national level, and to private operators including railroads.



Changing Management Strategies for Changing Times

Recently, the Federal Highway Administration has issued new requirements for highway and bridge asset management that go into full effect in June 2019. These new requirements involve development and implementation of risk-based asset management plans, minimum standards for bridge and pavement management systems, and periodic evaluations to determine if reasonable alternatives exist to roads, highways or bridges that repeatedly require repair and reconstruction activities. IS's smart bridge platform delivers the measured performance and economic analysis to support these DOT requirements and become the global platform for bridge management. This is the path to a new generation of bridge management strategies.

Smart Bridges: Essential for Smart Cities

"Cities are becoming 'smart cities' by leveraging technology for improved infrastructure efficiency. There are many dimensions of the smart city vision, but a key

element is always mobility. And, bridges are the critical bottleneck in traffic mobility," adds Westcott.

As IS creates smart bridges to improve our existing infrastructure, the technology and data are primed to integrate into a consolidated community infrastructure. This will strengthen a smart city data foundation and offer the next level of benefit: from a smart bridge, to a smart fleet of bridges, to an integrated smart city.

In addition to improving the day-to-day operational efficiency of cities, the smart city vision includes strengthening the resilience of a city to recover from catastrophic events such as earthquakes, tsunamis, and hurricanes. Smart bridges will be stronger, thus better able to withstand a major shock, and the measured performance information will provide critical information to evaluate damage and aid in rapid recovery. Smart bridges will help a city quickly regain mobility after an extreme shock.

Governments and infrastructure managers are reviewing the use of information technology to increase the productivity of their assets. In many cases, this will require an increase in IT budgets. In the case of smart bridges, this IT investment will be offset with high returns from improvements in bridge life

cycles and saving 30-50 percent in the bridge annual budget.

Looking to the future, IS is developing advanced analytics using the data collected to build a database of how different bridges perform. They will apply machine learning to this data to help all bridge designers and managers become more efficient. Even more exciting, this technology has the potential to be applied to other structures such as buildings, parking garages, and dams all over the world.

The Imperative for Change

The industry must change. Bridges are failing, and there is not enough budget to keep up with the current bridge management processes. Innovation is required to do more with less. IS delivers the solution with IntelliStruct. With smart bridge technology, the life of bridges can be extended, and the lifetime cost of operating a bridge can be reduced by 30-50 percent.

"If we don't innovate, in 10 years we'll have autonomous vehicles traveling over crumbling bridges inspected by people using hammers and chains," concludes Westcott. ☐

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 03/29/2021

Commission or committee of interest: Finance and Audit Committee

Name: Carol Wong

Education: BBA (International Business) & BA (French) - UT Austin, LLM - London School of Economics

Civic affiliations and community activities, including service on other commissions or committees:

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:
I understand that the Finance and Audit Committee is primarily responsible for supporting the delivery of timely, clear and comprehensive reporting of the City's fiscal status to the community at large. To achieve this objective, the committee reviews several areas including periodic financial reporting to the City Council and the public, the audited financial report and resolution of audit findings. In addition, the Committee oversees the financial audit process and selection of auditors as needed. I am a CPA and have experience both in an audit and advisory role in public accounting. I have experience both auditing and reviewing financial statements through those roles. In addition, my current role within the controllership function of a publicly listed company requires that I assist in the preparation the company's financial statements filed with the SEC. Hence, I am familiar with how financial statements are prepared as well as the responsibilities of an audit committee.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
I was greatly impressed with all that the City has done during the pandemic. During a time when many needed a sense of community, the city stepped in to provide updates and safety guidance. I'd like to contribute to the city's continued efforts in making the city a safe, secure and healthy community by supporting the Finance. In addition, I hope to add diversity to the committee through my background

Signature

March 29, 2021

Date

OFFICE USE ONLY:

Application received: 4/4/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Carol Wong		Number of years as a Menlo Park resident: 6 years	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone [REDACTED]	Email:		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input checked="" type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 4, 2021

Commission or committee of interest:

Name: Brian Altman

Education: Bachelors

Civic affiliations and community activities, including service on other commissions or committees:
 Volunteer work a couple years ago for There With Care.
 Just started volunteering for Food Bank

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:
 Advise Council on housing: Initiate, review, plan, implement City programs and policies under the 1974 Housing Community Developmet Act; contribute to the loan review for rehabilitation and first time buyers, Contribute to the General plan's Housing element, advise on BMR, advise on housing related issues for environmental impact reports.
 I am 28 years in Menlo Park as home owner. I have reviewed rent control and housing statistics and studies and feel I can see both sides to the housing issues in Menlo Park

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
 Housing, along with transportation, are inter-related and will characterize Menlo Park. We are experiencing large construction projects that will bring opportunities for Menlo Park growth and interesting challenges. I hope to contribute to the effectives of the committee.

 Signature

April 4, 2021

 Date

OFFICE USE ONLY:	
Application received: <u>4/8/2021</u>	Address verified in City Limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u>
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No (Initials)
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If appointed, term ends: <u>4/30/2025</u>	

Personal information:			
Name: Brian Altman		Number of years as a Menlo Park resident: 28	
Resident address [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone: <input type="radio"/> Yes <input type="radio"/> No Business phone: <input type="radio"/> Yes <input type="radio"/> No Home phone: <input type="radio"/> Yes <input type="radio"/> No Email: <input checked="" type="radio"/> Yes <input type="radio"/> No	

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 04/15/2021

Commission or committee of interest: Housing Commission

Name: Cynthia Harris

Education: AB Quantitative Economics, Stanford University; MBA Strategy and Marketing, Haas School of Business, UC Berkeley

Civic affiliations and community activities, including service on other commissions or committees:


please see attached

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

please see attached

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

please see attached



Signature

4/15/2021

Date

OFFICE USE ONLY:

Application received: 5/5/2021

Address verified in City Limits (if necessary): By: JAH
(Initials)

Considered by City Council: _____

Appointed: Yes No

Considered by City Council: _____

Appointed: Yes No

Considered by City Council: _____

Appointed: Yes No

If appointed, term ends: 4/30/2025

Personal information:			
Name: Cynthia Harris		Number of years as a Menlo Park resident: 25	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone: [REDACTED]		Email: [REDACTED]	
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity:			
<input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>Housing Elements; Karen Grove</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input checked="" type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input type="radio"/> Yes <input type="radio"/> No
		Email:	<input type="radio"/> Yes <input type="radio"/> No

Civic affiliations and community activities, including service on other commissions or committees:

My community experience in Menlo Park has been centered on public education. I raised 2 children in Menlo Park, attending MPCSD and Sequoia Union District schools. Throughout their school years, I volunteered on MPCSD PTO Council as financial secretary and treasurer. In addition, I held various PTO positions at Encinal, head room parent positions at Laurel and Encinal, and served as a music booster at M-A and Hillview.

Aside from service related to my children's education in Menlo Park, I have been active in official appointments and ad hoc roles with SHE-CAN (Supporting Her Education Changes a Nation), UC Berkeley's Institute for the Study of Societal Issues (ISSI), M-A's AVID Program, and the Ravenswood Education Foundation (REF), where I also worked and taught in the music program at REF schools. I led the marketing of UC Berkeley's Haas Alumni Network board, where I developed and executed programming for alumni in the Bay Area.

The SHE-CAN program, in particular, has been a major focus for the past 6 years. SHE-CAN is a 501(c)3 non-profit that builds female leadership in post-conflict countries by selecting and empowering young women with full scholarship American higher education, professional mentorship, and leadership training, so as to return to their home countries with the skills needed to reform their nations. I am currently mentoring two young scholars from Cambodia and Liberia, who have been living and studying here in the US. Additionally, I have Co-Chaired SHECAN's Revolution 2.0 gala, which raised \$500K. www.shecan.global

I would like to leverage the proficiencies I have gained from these non-profit positions combined with my broader business education and experience to serve our community locally. I have particular interest in housing and racial equity, and intend to serve in these two areas. I attended the "Housing Elements 2.0" workshop and a few "Let's Talk Housing" Countywide Community Meetings as part of my exploratory agenda.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities

The housing commission is charged primarily with advising the City Council on housing programs and policies including those that address supply, distribution, maintenance, environmental impact, and affordability. As a strategic marketing consultant with my own successful, independent practice – Cynthia Harris Marketing LLC, the three main activity areas in which I engage my clients are: Market Strategy and Analysis, Consumer Insights, and Innovation. Menlo Park's housing priorities align with these three skill areas:

1. **Market Strategy and Analysis:** To make recommendations to the City Council on issues related to housing policy, to implement Council policy decisions, and to represent the City where needed on housing matters.

In my consultancy, I evaluate opportunities, find the client product/market fit, make recommendations to senior management, and commercialize new products and programs. Similarly, the housing commission is tasked with initiating, evaluating, maintaining, and reviewing housing policies and programs, and presenting findings to the City Council. I have attached a snapshot of a few recent projects my company has completed.

2. **Consumer Insights:** To provide a conduit of information to the community about affordable housing programs, and to collect information back from the community regarding housing matters for presentation to the City Council.

My consulting business focuses on achieving deep understanding of consumers by leading qualitative (interview, ethnographic, and focus group-based) and quantitative research. This research requires deep listening and consumer insight mining to drive evidence-based strategic business decisions. I hope to apply these methods to ensure that the Housing Commission and City Council has an accurate and comprehensive understanding of community attitudes including all of our Menlo Park constituents. Based on this research, the Commission and Council may formulate strategic messaging to the community including our current residents so they may embrace the benefits of an inclusive, diverse, and racially and socioeconomically equitable mix of housing.

3. **Innovation:** To review and recommend on the Housing Element of the general plan.

Many people who work in Menlo Park cannot afford to live in the community. At this beginning of the new Housing Element, it is crucial that we can be advocates for affordable housing and find creative ways to increase our stock of housing without negative impact on existing residents and housing. The Housing Commission will be called upon for the primary contribution as we survey opportunities for new housing in Menlo Park. In my consultancy, I specialize in revealing white-space opportunities through the intersection of consumer insights, market trends, and technology. I lead brainstorming sessions with clients from all over the globe to cultivate innovative solutions to situations complicated by competing interests and goals. This type of innovation will be key to arriving at consensus and ensuring the success of the upcoming Housing Element.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

My perspective on housing has evolved. When my children were in elementary school, I was taught that the MPCSD schools were “basic aid” and therefore did not receive additional funding per student — additional housing, and the additional students it would entail, would increase class sizes and be detrimental to the quality of the schools in Menlo Park. As my children progressed through the school system, I came to challenge that line of thinking, and firmly believe that the addition of students from diverse backgrounds, facilitated by inclusive, integrated housing, will only enhance the education of all children. While in the Menlo Park schools and after graduation, my children actually sought exposure to more diversity, including attending colleges in the South. I have seen the racial inequities in Menlo Park intensify, and will work towards change. I am committed to advocate for growing the available (affordable) housing stock, but also recognize and respect the conservative perspective many of my fellow residents maintain. I will innovate to find mutually beneficial opportunities, work to achieve consensus, and evangelize the benefits of affordable housing and racial and socioeconomic equity to my fellow constituents.

I have proven that I can facilitate the growth of companies — I am transitioning to facilitate the growth of our community. I acknowledge my relative inexperience in government service, and will approach this new mission with openness and humility. I have the capacity to do the job, as well as the devotion to work through thorny housing issues with my fellow Housing Commission team.

Menlo Park is a delightful place to live with its tree-lined streets and walking access to services. I am fortunate to have purchased a home, built a business, and raised my children here. We need to mitigate this housing crisis so that others may be able to share in this richness. I look forward to reviewing and understanding the Commission’s work to date, and to assisting City Council in its planning for a more inclusive, integrated community with a spectrum of depth and vibrancy.

Thank you for your consideration of my application to join the Menlo Park Housing Commission.

Recent Engagements

- Engaged by Fortune 50 Company to create Strategy and Go-To-Market plan for a brand relaunch that would revolutionize the category with a new environmental technology. Developed consumer insights to guide product offering, positioning, market segmentation and customer journey mapping.
- Created and taught a week-long Marketing and Finance workshop to middle managers of a global Manufacturing Corporation based in Japan. The workshop develops leadership, team and project skills while teaching topics in marketing and finance in a global environment with managers from all over Asia, Europe, and the Americas.
- Performed business review of main verticals for large Tech Company in advance of marketing function reorganization. Recommendations led to sweeping changes in promotion strategies for increased profitability; additionally, initiated customer insight work that led to substantial improvements to upcoming product launches.
- Developed a lean start-up approach to innovation for a large Food Company to help them bring new products to market more efficiently and effectively, while shifting away from deep-rooted organizational norms and habits. Advised CEO on best path forward for success, and worked with VP of Innovation for implementation – leading to several award-winning new products.
- Engaged by CMO of VC-backed Cannabis Company to build a comprehensive understanding of the CBD consumer. Designed and executed consumer research plan including both qualitative and quantitative to understand uses, benefits, & needs; and mined deep insights to create unique positioning. Developed creative brief & presented to advertising agency.

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 5/7/21

Commission or committee of interest: Housing Commission

Name: Rachel Horst

Education: BA, Goucher College; MA, Central European University; MPP, UC-Los Angeles

Civic affiliations and community activities, including service on other commissions or committees:

Alta Housing Board
 Housing Leadership Council of San Mateo County
 Menlo Together

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Housing Commission makes recommendations to the City Council on housing policies and programs and other housing-related issues in Menlo Park. One of its primary duties is to monitor the City's Below Market Rate (BMR) Program, which includes recommending Council action on individual development projects. Specifically, the Housing Commission approves BMR "term sheets" for every residential development that is subject to the City Inclusionary Housing Ordinance, which requires close review of the affordability levels and all design aspects of the project. The Housing Commission's work is closely related to that of the Planning Commission, as both are responsible for reviewing projects and weighing in on how each one meets the zoning standards, Regional Housing Needs Allocation (RHNA) targets, and overall housing goals as laid out in the Housing Element and General Plan. The Housing Commission's unique mandate is to focus on how to meet the community's housing needs. This includes not only development, but also policies and programs that support production of housing at a range of affordability levels, preservation of affordable housing, and preventing displacement through tenant protections and other measures. I am a current Housing Commissioner and, as Menlo Park embarks on the Housing Element update and the conversation on housing evolves in our city, I would like to continue serving in this capacity. As a Commissioner, I bring professional experience in housing policy and a strong commitment to affordable housing. I am very familiar with local housing issues, as I am currently the Housing Project Manager for the City of East Palo Alto. I also draw on a background in public policy and communications, having worked as a Sacramento policy analyst for the University of California system, a project manager for San Jose-based public health nonprofit The Health Trust, and as a speechwriter and communications adviser for the German Foreign Service and UN Women.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I want to continue to serve on the Housing Commission for the same reason I applied for this advisory body in 2017 and 2018: to play a role in the City's approval process for new developments, and to participate in the decision making on how Menlo Park will meet its housing goals. My commitment remains the same: promoting new, affordable housing, preventing displacement, and ensuring that new development—both market-rate and affordable—is more equally distributed throughout Menlo Park. I believe that over the past three years, I have strengthened my understanding of housing issues in Menlo Park and the region and built important relationships to move the housing conversation forward in our city. This is especially important now that the city is updating its Housing Element for the 6th RHNA cycle. What I wrote in my Housing Commission application in 2018 remains the same: I believe that as part of the Bay Area, Menlo Park must handle the many consequences of a booming economy not on its own, but in collaboration with regional partners. As a Housing Commissioner, I have and will continue to do what I can to bring Menlo Park into the conversations on housing on the Peninsula, in our county, and in neighboring cities - through attending meetings, reporting publicly on the Commission's work, or otherwise acting as a liaison with area coalitions. I would be honored to serve as a Commissioner to contribute in a small way to creating a more equitable Menlo Park.

Rachel Horst
 Signature

5/7/21
 Date

OFFICE USE ONLY:

Application received: 5/7/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information:			
Name: Rachel Horst		Number of years as a Menlo Park resident: 6	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different): same	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address: n/a	City:	State:	Zip:
Business phone: n/a			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: March 16, 2021

Commission or committee of interest: Housing Commission

Name: Heather Leitch

Education: BA, International Relations/Economics

Civic affiliations and community activities, including service on other commissions or committees:

PTO president, Summit Prep, 2016/2017

PTO member/auction organization committee Summit Prep 2014-2017

Parent organization committee member, Mid-Peninsula High School, 2011-2015

Technology representative, Mid-Peninsula High School, 2013/2014

Mid-Peninsula Alumni Parent newsletter editor, 2016-2020

Voter registration drives, Democratic party

Election security work through Scrutineers, a non-partisan group

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

My understanding is this committee works to ensure equitable and fair housing in Menlo Park. I understand that committee members weigh in on details and larger issues related to housing, loans, government policies.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I love detail work and community involvement. I've worked as an editor, writer, and technical editor for many years so the detail work appeals to me. I have also been active as a community organizer and parent association member for many years and feel called to work on city commissions. Also, affordable housing is such a crucial issue in the Bay Area I welcome the opportunity to see how it all works on a micro and macro level.

Heather Leitch

Digitally signed by Heather Leitch
Date: 2021.03.16 10:14:27 -0700

Signature

March 16, 2021

Date

OFFICE USE ONLY:

Application received: 3/16/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

(Initials)

Personal information:			
Name: Heather Leitch		Number of years as a Menlo Park resident: 22	
Resident address	[REDACTED]	City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone:	[REDACTED]	Email	[REDACTED]
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>WIRE</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input checked="" type="radio"/> Yes <input type="radio"/> No
		Email:	<input type="radio"/> Yes <input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 2/12/2021

Commission or committee of interest: Housing Commission

Name: Nevada V. Merriman

Education: BA, Cornell University; Ross Minority Program in Real Estate, University of Southern California Lusk Center for Real Estate

Civic affiliations and community activities, including service on other commissions or committees:

All Home, Regional Impact Council Technical Committee (2020 - current); Home For All, San Mateo County Advisory Committee (2016 - current); Continuum of Care Advisory Board (2016 - current); Grand Boulevard Initiative Task Force (2016-current); County of San Mateo Closing the Jobs-Housing Gap Task Force (alternate, 2015-2016); City of San Mateo Housing Task Force (concluded April 2016); Menlo Park Housing Element (participated in process, 2012-2014); Housing Leadership Council of San Mateo County (member, current, Board of Directors 2009-2016); SPUR, SF Bay Area Planning and Urban Research Association (member, current); Urban Land Institute (member, current); Silicon Valley @ Home (member, current)

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

I am re-applying to be on this Commission. For the past 4 years, I would characterize the substantial responsibility of the Housing Commission as weighing in on important policy matters and recommending BMR agreements in connection with processing entitlements for commercial and market rate development.

For the past 13 years I have worked for MidPen Housing, a local nonprofit affordable housing developer. My current role is Director of Policy. Previously I lead MidPen's Silicon Valley development team and have contributed to the production of over 2,000 homes and 25,000 SF of commercial space, including retail, childcare centers and office, in three Bay Area Counties.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I seek to deepen my connection to Menlo Park and share best practices from other neighboring communities that I've encountered through my work in real estate development and policy with MidPen. Here are two examples I am proud of that also reflect my values as a Commissioner:

1. I led an update to the definition of "Menlo Park resident" so that it would include people who lack a fixed address. Through my experience overseeing a lease-up in Belle Haven via my employer, community advocates brought to my attention that a certain individual was living in a car due to losing their home in Menlo Park to foreclosure. This prompted me to bring City Staff examples of how San Mateo and Sunnyvale have worded their policies and ordinances to make sure the people who most need the benefit of subsidized housing will be eligible.

2. I also opposed a No Smoking policy that I believe would have disparate impacts for lower income and BIPOC residents of Menlo Park.

There are certainly other examples of policies that have perhaps moved forward to Council or carried more weight, but when I reflect on the work that is uniquely mine to do, these are the moments that rise to the top for me.

Signature

2/12/2021

Date

OFFICE USE ONLY:

Application received: 2/12/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
 (Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Nevada V. Merriman		Number of years as a Menlo Park resident: 9	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address: [REDACTED]	City: Foster City	State: CA	Zip: 94025
Business phone: [REDACTED]			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input checked="" type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input checked="" type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input checked="" type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input checked="" type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 04/15/2021

Commission or committee of interest: HOUSING COMMISSION

Name: CHELSEA NGUYEN

Education: MENLO, OXFORD AND CORNELL

Civic affiliations and community activities, including service on other commissions or committees:

Blue Star Mothers 1VP: support local veterans (including homeless), and deployed troops.
Climate Project Leadership Team: advocating for green energy and addressing environmental issues

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

Review/evaluate and recommend on housing policies and programs, including the BMR program and Housing Element of the Housing Plan, to the City Council: among myriad of issues relating to housing.

I have been in many professional positions that go through exact same processes, from my current position as Global Program Manager, to my past positions as Director for Stanford MD Admissions, and as Administrative Officer for a governmental agency in Washington DC. I am more than qualified to undertake this commitment.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
The Housing Commission needs more diverse representation. After all, it deals with multitude of housing issues, including the BMR program. I am a recipient of the BMR program and as a longtime resident of Menlo Park, I know and understand the prevalent housing issues we face. The Commission should have members from ALL socio-economic background, which invariably includes minorities and economic factor. I have the intellectual and social empathy that the Commission needs for a more robust discourse.

Signature

4/15/2021

Date

OFFICE USE ONLY:

Application received: 4/15/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: CHELSEA NGUYEN		Number of years as a Menlo Park resident: 40+	
Resident address: [REDACTED]	City: MENLO PARK	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email:		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>MENLO PARK FRIENDS AND SUPPORTERS</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input checked="" type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 4/8/2021

Commission or committee of interest: Housing Commission

Name: Victoria Robledo

Education: De Anza, San Jose State

Civic affiliations and community activities, including service on other commissions or committees:
See Attached

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:
See Attached

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
See Attached

Signature

4/8/2021

Date

OFFICE USE ONLY

Application received 4/15/2021 Address verified in City Limits (if necessary) By: JNF

Considered by City Council Appointed Yes No (Initials)

Considered by City Council Appointed Yes No

Considered by City Council Appointed Yes No

If appointed, term ends 4/30/2025

Personal information:			
Name: <i>Victoria Robledo</i>	Number of years as a Menlo Park resident: <i>11 yrs</i>		
Resident address: [REDACTED]	City: <i>Menlo Park</i>	State: <i>CA</i>	Zip: <i>94025</i>
Mailing address (if different): [REDACTED]	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address: [REDACTED]	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity:			
<input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input checked="" type="radio"/> Yes	<input checked="" type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input checked="" type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input checked="" type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

Civic affiliations and community activities, including service on other commissions or committees:

1. As a homeowner residing in the community of Belle Haven and a native of the Bay Area. I have many years' experience working with non-profit organizations in San Mateo County. I have worked with affordable housing which included seeking qualified families and individuals to purchase homes in San Mateo County with Habitat for Humanity. Most recently, I have participated in canvassing the community to provide information on Disaster Preparedness and Covid testing this past year. I have also canvassed my community and multiple communities throughout San Mateo County to provide information offering minor home repairs to homeowners.

I have actively been involved with my community for many years and I have participated in many community meetings specifically as Facebook established themselves into Belle Haven. Throughout my life I have lived in East Palo, Mt View and Sunnyvale. I have become familiar with many individuals working towards improving and preserving our communities by being actively involved. I participated with the Visioning Committee, Neighborhood Associations of BH and meetings with Gateway as well as many additional meetings when approached by Facebook and their impact on our community.

My previous employment has included working with Habitat for Humanity Greater SF (previously Habitat Peninsula) and Rebuilding Together Peninsula. I have worked with Community Housing Partnership SF working with the previously displaced as well as Abode Services in Redwood City. Each of the agencies work with providing the community with housing opportunities and various support services. I believe that my active participation in my community throughout the years will provide the Housing Commission with valuable input addressing housing issues.

#2. Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal experience relates to these responsibilities:

The Housing Commission's major responsibility is to advise City Council on housing issues relating to housing, new housing, affordable housing and all issues effecting housing in Menlo Park. The Commission actively participates and works at advising plans/goals for consideration of new and existing housing that impact the City of Menlo Park as well as suggested recommendation.

#3. Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I have worked, lived and participated with affordable housing for many years and believe we should all have a voice to discuss, suggest and participate in making recommendation that have the greatest impact on our communities. I hope to be a voice that represents my community of Belle Haven. In addition, having representation from communities that participate in decisions that have the greatest impact on our communities should welcome participants from Belle Haven. I believe that my many years of actively being involved, establishing community relationships and working directly with many non-profits representing myself and my community offers invaluable contributions to the Committee and the community in which I live, love and respect.

COMMISSION AND COMMITTEE APPLICATION

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 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 4/13/2021

Commission or committee of interest: Housing Commission

Name: Jeff Schmidt

Education: San Jose State University, Bachelor's Degree

Civic affiliations and community activities, including service on other commissions or committees:

I'm currently the CEO of Ignited, a 35-year-old education nonprofit that is active in supporting our communities, schools, teachers, and students across the entire Bay Area. I'm a member of the SVO Chamber of Commerce and participate in their activities and was previously a member of the Silicon Valley Leadership Group's Housing and Education committees where I worked on the same issues faced by the Menlo Park Housing Commission.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Housing Commission helps shape public understanding and attitudes about housing and helps improve the housing situation for all residents of Menlo Park. The group works on various city programs, including the BMR program and recommends new policies and programs. The commission also stays connected to state and regional issues and their potential impact for the city. My personal experience on the SVLG Housing Committee related to these same type of issues as we discussed housing and its impact for our member companies and communities. Recommendations based on an annual strategic plan and guidelines were made on various developments and relationships were established and maintained with various developers, city councils, business organizations, and political leaders.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

As a newer resident of Menlo Park, I want to serve the community on issues where I can help improve our city for everyone. My hope is to engage the community in a series of informal roundtable discussions about housing and the issues facing Menlo Park and regularly bring those insights back to the commission and the city council. We'd bring those discussions to people instead of expecting them to come to us as part of their busy lives. And, as part of that work, we can work together to highlight issues of equity, policy, and planning so citizens are more involved in the decisions and the Housing Element of the General Plan reflects what our community needs and wants.

Jeff Schmidt

Digitally signed by Jeff Schmidt
 DN: cn=Jeff Schmidt, o=Ignited Education, c=US
 Date: 2021.04.13 08:23:03 -0700

4/13/2021

Signature

Date

OFFICE USE ONLY:

Application received: 4/13/2021

Address verified in City Limits (if necessary): By: JAH

Considered by City Council: _____

Appointed: Yes No

(Initials)

Considered by City Council: _____

Appointed: Yes No

Considered by City Council: _____

Appointed: Yes No

If appointed, term ends: 4/30/2025

Personal information:			
Name: Jeff Schmidt		Number of years as a Menlo Park resident: 1	
Resident address	[REDACTED]	City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone:	[REDACTED]	Email:	[REDACTED]
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input type="radio"/> Yes <input type="radio"/> No
		Email:	<input checked="" type="radio"/> Yes <input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

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 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 2/13/21

Commission or committee of interest: Housing Commission

Name: David Thomas

Education: Stanford University Ph.D. in Computational and Mathematical Engineering; MIT B.S. in Computer Science and Mathematics

Civic affiliations and community activities, including service on other commissions or committees:

I have served in leadership roles, volunteer positions, and professional organizations. In college, I served as team captain of the MIT Division III Varsity Mens Volleyball Team and led my team to a top 10 national ranking. When I worked as a quant in Chicago, I introduced kids from disadvantaged neighborhoods to careers in STEM and taught them programming skills through the After-School All-Stars program. I have also been invited to give many academic talks, led and published original research in astrophysics and machine learning, and am a member of the LSST Dark Energy Science Collaboration.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

The Housing Commission has two key responsibilities: (i) providing City Council with the best information available to decide on housing related issues, and (ii) helping the city staff and City Council with housing related prioritization, particularly during the annual planning process. My work experience in quantitative finance and Stanford Ph.D. training have prepared me to digest complicated documents and communicate the most salient points to leadership. I also read enumerable books, white papers, and blogs about housing related issues that will help me keep staff and the City Council up to date on housing trends at the state level and in academic circles.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

My wife and I are Ph.D. students at Stanford University and have experienced the struggle to find affordable housing first hand. After researching this issue extensively, I decided to apply for the commission to alleviate housing pressures in Menlo Park through housing supply, subsidy, and stabilization while simultaneously enhancing the qualities that make Menlo Park unique: relaxed downtown, safe neighborhoods, and high tree density.

My background in software engineering and machine learning will allow me to offer the City Council a new lens on these issues and provide the council with richer data and deeper analysis.

David Thomas

Signature

2/13/21

Date

OFFICE USE ONLY:

Application received: 2/16/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
 (Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: David Thomas		Number of years as a Menlo Park resident: 1	
Resident address [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

David Thomas

EDUCATION

- **Stanford University** Palo Alto, CA
Ph.D. Candidate in Computational and Mathematical Engineering; GPA: 3.9/4.0
Ph.D. Minor in Computer Science; GPA: 4.0/4.0
Expected Sep 2021
- **Massachusetts Institute of Technology** Cambridge, MA
B.S. in Computer Science and Engineering, and in Mathematics; GPA: 4.6/5.0
June 2013

EXPERIENCE

- **Kavli Institute for Particle Astrophysics and Cosmology** Palo Alto, CA
Ph.D. Candidate
Sep 2016 - Present
 - **Fast Physics Simulations:** Consumed and contributed to multiple high performance codes that simulate astrophysical, atmospheric, optical, and electronic effects. Worked primarily in Python and C/C++.
 - **Star Trail Imaging:** Designed a U-net inspired CNN in PyTorch to detect bursts in star trail images that enabled previously unattainable high-speed photometry experiments. Demonstrated the feasibility of this approach by implementing it on the Dark Energy Camera in Chile. [Thomas and Kahn \(2018\)](#)
 - **Deep Wavefront Sensing:** Created scalable multi-stage deep learning algorithm to improve the real-time camera and mirror control of the Vera Rubin Telescope. [Thomas, Meyers, and Kahn \(2020\)](#)
 - **Optimal Telescope Control:** Developed novel reinforcement learning control algorithm and simulation platform for the Rubin Observatory.
- **Citadel** Chicago, IL
Quantitative Research Intern
Jun 2020 - Aug 2020
 - **Fast ML:** Created a sophisticated testing environment to iterate through multiple stock prediction algorithms. Built a python package that accelerated off-the-shelf ML models, resulting in a 10x improvement in training time.
 - **Data Layer:** Rewrote Python data layer and reduced the baseline memory footprint with lazy loading and caching. Implemented faster data querying, loading, iteration, and time series operations.
- **Teza Technologies** Chicago, IL
Quantitative Researcher
Jan 2014 - Sep 2016
 - **High Frequency Trading:** Created automated trading strategies driven by machine learning, reduced latency in the trading technology stack, and uncovered predictive signals.
 - **Team Lead:** Top 3 firmwide PnL contributor. Managed all Eurex trading. Responsible for \$1,500,000,000 in daily trading volume.
 - **Market Simulator:** Wrote Java market simulator that consumed multiple data streams and modelled trading at the packet level. Reverse-engineered exchange order gateways, matching engines, and market data feeds.
- **Twitter** San Francisco, CA
Software Engineering Intern
June 2013 - Aug 2013
 - **Ads Platform:** Developed Java market allocation platform that replayed historical advertisement auctions with alternative advertisement throttling, ranking, and allocation strategies.
- **Shopify** Ottawa, ON
Software Engineering Intern
June 2012 - Sep 2012
 - **Fulfillment Service:** Created Ruby service to synchronize merchant resources (inventory, orders, tracking) across multiple APIs.

AWARDS

- Large Synoptic Survey Telescope Data Science Fellow 2017 - 2019
- Kleiner, Perkins, Caufield, and Byers Engineering Fellow 2013
- MIT Division III Varsity Men's Volleyball 2008 - 2012
- Senior Team Captain, All-Conference First Team, 2x MIT Invitational MVP, 5x NECVA Player of the Week.*

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: February 13, 2021

Commission or committee of interest: Housing Commission

Name: Soody Tronson

Education: Law, admitted to CA bar // MS, Industrial Chem.

Civic affiliations and community activities, including service on other commissions or committees:

I serve in leadership roles in many community and civic minded organizations, including:

- Former Chair/Co-Chair/member of the Menlo Park Finance and Audit Committee
 - An active hands-on volunteer with several civic organizations including Defy Ventures, an entrepreneurship, employment, and character development training program for currently and formerly incarcerated men, women, and youth
 - Executive Member: Tech & Innovation Com., Health Policy Com., Education Com., Women Executive Forum at the Silicon Valley Leadership Group (SVLG), a public policy association of c-level leaders of 350 dynamic companies shaping the innovation economy of Silicon Valley, California, and the nation
 - Member at the Full Circle Fund, an active philanthropic network of professionals who leverage their time, talent and connections to help nonprofit organizations launch new initiatives, make a greater impact and accelerate positive change in our community
 - Member of Board of Advisors for the Association of Women in Science STEM to Market national accelerator
 - General Counsel at Shoebox Ventures, a Non-Profit Advisory Organization to startups, San Francisco
 - Member of Intellectual Property Law Executive Committee of the California Lawyers Association
 - Founding advisors of the Tech Futures Group, a Small Business Development Center (SBDC) program focusing exclusively on advising qualified technology clients located in the NorCal SBDC network coverage area.
- and
- Recognized as one of the 100 Women of Influence by the Silicon Valley Journal

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

I have been an active hands-on participant in many civic and professional organizations over the 30 years span of professional experience. I have a keen eye for evaluating policies and organizational best practices. My diverse experience combined with passion for community makes me a great candidate to act as a member of the Housing Commission advisory body to the City Council on housing matters including housing supply and housing related matters.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I have always had a passion for social equity. Housing is one of the highest priorities in our immediate community and beyond. There are more ways than one to address and help mitigate the inequities that plague our nation. As a member of the Housing Commission, using my highly tuned analytical skills and sense of community, I hope to help review, analyze, and recommend initiatives, program, and local policies, to address housing issues in Menlo Park.

Digitally signed by Soody Tronson
Date: 2021.02.13 15:53:17 -08'00'

Signature

February 13, 2021

Date

OFFICE USE ONLY:

Application received: 2/16/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH _____

Appointed: Yes No (Initials)

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Sody Tronson		Number of years as a Menlo Park resident: 10	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address: [REDACTED]	City: Woodside	State: CA	Zip: 91062
Business phone: [REDACTED]			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No



Soody Tronson

COUNSEL | SERIAL ENTREPRENEUR
TRUSTED ADVISOR | DIRECTOR

LAW

- Strategic Counseling
- Technology Transactions
- Intellectual Property
- International Practice
- Data & Privacy
- Technology Transfer & Commercialization

TECHNOLOGY

- Medical & Diagnostic Devices
- Digital Health
- Pharmaceuticals & Material Science
- Mechanical & Electronics
- Software & IoT
- Consumer Products

BUSINESS

- Serial Entrepreneur
- Technical Management
- Company Management



PROFESSIONAL

LEGAL

Founding Managing Counsel, STLG
 General Counsel/VP of Intellectual Property, Avantec Vascular
 IP Counsel, HellerEhrman, Townsend & Townsend
 IP Counsel & Portfolio Manager, Hewlett-Packard Co.

ENTREPRENEURIAL

Founder/CEO, Presque Medical
 Founder, Salus Medical
 Founder/CMO, Golce e-commerce
 Co-Founder, HighNote Coffee

TECHNICAL

Engineering Manager, Hewlett-Packard Co.
 Member of Technical Staff, Hewlett-Packard Co.
 Scientist Schering-Plough Corp.
 Lead Engineer, Presque

BOARD (select)

California Lawyers Association, Member of the IP Executive Committee
 Palo Alto Area Bar Association, Board of Directors
 Licensing Executives Society, Silicon Valley, Board of Directors & past Chair
 Association for Women in Science, Stem to Market Advisory Board
 Silicon Valley Leadership Group, Member of Executive Women Group, & Committees on Tech & Innovation, Health, and Education

TEACHING & ADVISORY (select)

Stanford University, Center for Professional Advancement, Lecturer
 RHIND, Digital Health, Stanford University Medical School, Mentor
 Poznan University, Poland, Lecturer
 TechLab Innovation Center, Advisor and Strategic Partner
 U.S. Polish Trade Council, Lecturer, Advisor, Counsel in Residence
 Tech Futures Group, Founding Advisor

NON-PROFIT & PHILANTHROPIC (select)

City of Menlo Park, Commissioner
 Defy Venture, Adviser, Pro Bono Partner
 Silicon Valley U.S. Export Assistance Center, Partner
 Shoebox Ventures, General Counsel

EDUCATION & LICENSES (select)

J.D., cum laude
 M.S., Industrial Chemistry
 Licensed to practice before the California Bar and USPTO

RECOGNITIONS (select)

Silicon Valley Business Journal 100 Women of Influence
 IAM World Leading IP Strategist
 Leadership from Within, HP Co. Technical Women Conference

PUBLICATIONS (select)

Women Securing the Future with TIPPSS for IoT: Trust, Identity, Privacy, Protection, Safety, Security for the Internet of Things, Springer
 Multiple Patents and publications

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 5/12/2021

Commission or committee of interest: Library Commission

Name: Aldora Lee

Education: MA (Stanford) Ph.D.(University of Colorado)

Civic affiliations and community activities, including service on other commissions or committees:
* Friends of the Menlo Park Library - Board Member
* English in Action, (EIA) Stanford U., Volunteer (One-on-one English conversation)
* Photographer for seasonal Friends' book sales
* Volunteer at Stanford Health Library Front Desk (past)
* Advocate for Bell Haven Library

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:
As a member of the Friends of the MP Library, i have been active in both Commission and special Library committee activities. I feel fortunate to have participated in various committees and programs of the Menlo Park Library.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:
This is a new opportunity, as the role of the library in Menlo Park stretches and expands..

Aldora Lee
Signature

5/13/21
Date

OFFICE USE ONLY:	
Application received: <u>5/19/2021</u>	Address verified in City Limits (if necessary): <input checked="" type="checkbox"/> By: <u>JAH</u>
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No (Initials)
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
Considered by City Council: _____	Appointed: <input type="checkbox"/> Yes <input type="checkbox"/> No
If appointed, term ends: <u>4/30/2025</u>	

Personal information:			
Name: ALDRA LEE	Number of years as a Menlo Park resident: 20+		
Resident address: [REDACTED]	City: MENLO PARK	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address: n/a	City:	State:	Zip:
Business phone: n/a			
How did you hear about this opportunity?			
<input type="checkbox"/> Local newspaper	<input checked="" type="checkbox"/> Email	<input checked="" type="checkbox"/> City website	
<input type="checkbox"/> Nextdoor	<input type="checkbox"/> Patch.com	<input type="checkbox"/> Other	MENLO PARK LIBRARY Friends Board
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Business phone:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Home phone:	<input type="checkbox"/> Yes	<input type="checkbox"/> No
	Email:	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 9, 2021

Commission or committee of interest: Library Commission

Name: Vamsi Krishna Velagapudi

Education: BA Mathematics (Cambridge University), MSc Economics (University of London), MBA (City Business School)

Civic affiliations and community activities, including service on other commissions or committees:

Prior active resident in Islington, London, United Kingdom; including multiple local affiliations in civic bodies - school governor (City of London Academy Highbury Grove), member of Islington health action board and board member for Friends of Highbury Fields (local park)

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

I understand that the Library Commission provides ongoing advice related to the maintenance and operation of Menlo Park's libraries and library systems. As an amateur writer and father prodding his kids to read AND write more, I have a vested interest in contributing to a health library system.

While I am relatively new to Menlo Park (a transplant from the UK), I do have extensive experience in helping to advise and manage public resources (school, parks); coupled with my business management experience (banking, consulting & tech), I believe I would be able to contribute to a range of topics related to the operation of our libraries.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

I am particularly keen to promote the art and habit of writing, for kids as well as adults. As a member, I would of course like to contribute to ongoing topics related to operations. In addition, I would like to explore programs to promote writing (and not just reading)

Signature

April 9, 2021

Date

OFFICE USE ONLY:

Application received: 4/9/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2022 or 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

Personal information:			
Name: Vamsi Krishna Velagapudi		Number of years as a Menlo Park resident:	
Resident address: [REDACTED]	City: Menlo Park	State: CA	Zip: 94025
Mailing address (if different):	City:	State:	Zip:
Phone: [REDACTED]	Email: [REDACTED]		
Business address:	City:	State:	Zip:
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):	Cellphone:	<input type="radio"/> Yes	<input type="radio"/> No
	Business phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Home phone:	<input type="radio"/> Yes	<input type="radio"/> No
	Email:	<input checked="" type="radio"/> Yes	<input type="radio"/> No

COMMISSION AND COMMITTEE APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: 04/15/2021

Commission or committee of interest: [redacted] Planning Commission

Name: Cynthia Harris

Education: AB Quantitative Economics, Stanford University; MBA Strategy and Marketing, Haas School of Business, UC Berkeley

Civic affiliations and community activities, including service on other commissions or committees:

please see attached

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities:

please see attached

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

please see attached

Cynthia Harris
Signature

4/15/2021
Date

OFFICE USE ONLY:

Application received: [redacted] 5/20/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH
(Initials)

Appointed Yes No

Appointed Yes No

Appointed Yes No

Personal information:			
Name: Cynthia Harris		Number of years as a Menlo Park resident: 25	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone: [REDACTED]		Email: [REDACTED]	
Business address:		City:	State: Zip:
Business phone:			
How did you hear about this opportunity:			
<input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input checked="" type="checkbox"/> Other <u>Housing Elements; Karen Grove</u>			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input checked="" type="radio"/> Yes <input type="radio"/> No
		Business phone:	<input type="radio"/> Yes <input type="radio"/> No
		Home phone:	<input type="radio"/> Yes <input type="radio"/> No
		Email:	<input type="radio"/> Yes <input type="radio"/> No

Civic affiliations and community activities, including service on other commissions or committees:

My community experience in Menlo Park has been centered on public education. I raised 2 children in Menlo Park, attending MPCSD and Sequoia Union District schools. Throughout their school years, I volunteered on MPCSD PTO Council as financial secretary and treasurer. In addition, I held various PTO positions at Encinal, head room parent positions at Laurel and Encinal, and served as a music booster at M-A and Hillview.

Aside from service related to my children's education in Menlo Park, I have been active in official appointments and ad hoc roles with SHE-CAN (Supporting Her Education Changes a Nation), UC Berkeley's Institute for the Study of Societal Issues (ISSI), M-A's AVID Program, and the Ravenswood Education Foundation (REF), where I also worked and taught in the music program at REF schools. I led the marketing of UC Berkeley's Haas Alumni Network board, where I developed and executed programming for alumni in the Bay Area.

The SHE-CAN program, in particular, has been a major focus for the past 6 years. SHE-CAN is a 501(c)3 non-profit that builds female leadership in post-conflict countries by selecting and empowering young women with full scholarship American higher education, professional mentorship, and leadership training, so as to return to their home countries with the skills needed to reform their nations. I am currently mentoring two young scholars from Cambodia and Liberia, who have been living and studying here in the US. Additionally, I have Co-Chaired SHECAN's Revolution 2.0 gala, which raised \$500K. www.shecan.global

I would like to leverage the proficiencies I have gained from these non-profit positions combined with my broader business education and experience to serve our community locally. I have particular interest in housing and racial equity, and intend to serve in these two areas. I attended the "Housing Elements 2.0" workshop and a few "Let's Talk Housing" Countywide Community Meetings as part of my exploratory agenda.

Describe your understanding of the responsibilities of the commission or committee that you are applying for and how your personal community or professional experience relate to these responsibilities

The housing commission is charged primarily with advising the City Council on housing programs and policies including those that address supply, distribution, maintenance, environmental impact, and affordability. As a strategic marketing consultant with my own successful, independent practice – Cynthia Harris Marketing LLC, the three main activity areas in which I engage my clients are: Market Strategy and Analysis, Consumer Insights, and Innovation. Menlo Park's housing priorities align with these three skill areas:

1. **Market Strategy and Analysis:** To make recommendations to the City Council on issues related to housing policy, to implement Council policy decisions, and to represent the City where needed on housing matters.

In my consultancy, I evaluate opportunities, find the client product/market fit, make recommendations to senior management, and commercialize new products and programs. Similarly, the housing commission is tasked with initiating, evaluating, maintaining, and reviewing housing policies and programs, and presenting findings to the City Council. I have attached a snapshot of a few recent projects my company has completed.

2. **Consumer Insights:** To provide a conduit of information to the community about affordable housing programs, and to collect information back from the community regarding housing matters for presentation to the City Council.

My consulting business focuses on achieving deep understanding of consumers by leading qualitative (interview, ethnographic, and focus group-based) and quantitative research. This research requires deep listening and consumer insight mining to drive evidence-based strategic business decisions. I hope to apply these methods to ensure that the Housing Commission and City Council has an accurate and comprehensive understanding of community attitudes including all of our Menlo Park constituents. Based on this research, the Commission and Council may formulate strategic messaging to the community including our current residents so they may embrace the benefits of an inclusive, diverse, and racially and socioeconomically equitable mix of housing.

3. **Innovation:** To review and recommend on the Housing Element of the general plan.

Many people who work in Menlo Park cannot afford to live in the community. At this beginning of the new Housing Element, it is crucial that we can be advocates for affordable housing and find creative ways to increase our stock of housing without negative impact on existing residents and housing. The Housing Commission will be called upon for the primary contribution as we survey opportunities for new housing in Menlo Park. In my consultancy, I specialize in revealing white-space opportunities through the intersection of consumer insights, market trends, and technology. I lead brainstorming sessions with clients from all over the globe to cultivate innovative solutions to situations complicated by competing interests and goals. This type of innovation will be key to arriving at consensus and ensuring the success of the upcoming Housing Element.

Describe why you want to serve on this commission or committee and what you hope to accomplish as a member:

My perspective on housing has evolved. When my children were in elementary school, I was taught that the MPCSD schools were “basic aid” and therefore did not receive additional funding per student — additional housing, and the additional students it would entail, would increase class sizes and be detrimental to the quality of the schools in Menlo Park. As my children progressed through the school system, I came to challenge that line of thinking, and firmly believe that the addition of students from diverse backgrounds, facilitated by inclusive, integrated housing, will only enhance the education of all children. While in the Menlo Park schools and after graduation, my children actually sought exposure to more diversity, including attending colleges in the South. I have seen the racial inequities in Menlo Park intensify, and will work towards change. I am committed to advocate for growing the available (affordable) housing stock, but also recognize and respect the conservative perspective many of my fellow residents maintain. I will innovate to find mutually beneficial opportunities, work to achieve consensus, and evangelize the benefits of affordable housing and racial and socioeconomic equity to my fellow constituents.

I have proven that I can facilitate the growth of companies — I am transitioning to facilitate the growth of our community. I acknowledge my relative inexperience in government service, and will approach this new mission with openness and humility. I have the capacity to do the job, as well as the devotion to work through thorny housing issues with my fellow Housing Commission team.

Menlo Park is a delightful place to live with its tree-lined streets and walking access to services. I am fortunate to have purchased a home, built a business, and raised my children here. We need to mitigate this housing crisis so that others may be able to share in this richness. I look forward to reviewing and understanding the Commission’s work to date, and to assisting City Council in its planning for a more inclusive, integrated community with a spectrum of depth and vibrancy.

Thank you for your consideration of my application to join the Menlo Park Housing Commission.

Recent Engagements

- Engaged by Fortune 50 Company to create Strategy and Go-To-Market plan for a brand relaunch that would revolutionize the category with a new environmental technology. Developed consumer insights to guide product offering, positioning, market segmentation and customer journey mapping.
- Created and taught a week-long Marketing and Finance workshop to middle managers of a global Manufacturing Corporation based in Japan. The workshop develops leadership, team and project skills while teaching topics in marketing and finance in a global environment with managers from all over Asia, Europe, and the Americas.
- Performed business review of main verticals for large Tech Company in advance of marketing function reorganization. Recommendations led to sweeping changes in promotion strategies for increased profitability; additionally, initiated customer insight work that led to substantial improvements to upcoming product launches.
- Developed a lean start-up approach to innovation for a large Food Company to help them bring new products to market more efficiently and effectively, while shifting away from deep-rooted organizational norms and habits. Advised CEO on best path forward for success, and worked with VP of Innovation for implementation – leading to several award-winning new products.
- Engaged by CMO of VC-backed Cannabis Company to build a comprehensive understanding of the CBD consumer. Designed and executed consumer research plan including both qualitative and quantitative to understand uses, benefits, & needs; and mined deep insights to create unique positioning. Developed creative brief & presented to advertising agency.

ADVISORY BODY APPLICATION

City Manager's Office - City Clerk
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 12, 2021

Advisory body of interest: (1) Planning (2) Parks and Recreation

Name: Peter Joshua

Education: BSc. and MBA

Civic affiliations and community activities, including service on other advisory bodies, commissions or committees:

Past President of the Juventus Sports Club (Redwood City)

Past President and current board member of the Silicon Valley Soccer Academy

Both organizations foster youth sports at a competitive level on the Peninsula. My strong focus with these organizations is to create a level playing field for kids from diverse communities and provide equal opportunities independent of economic background.

Describe your understanding of the responsibilities of the advisory body that you are applying for and how your personal community or professional experience relate to these responsibilities:

Provide city officials and counselors with objective advise with respect to issues brought before the commission. Focus on improvement on the quality of life for residents in the community. In doing so balancing the needs of diverse constituents. Fundamentally I believe that public service is a custodianship of our community for future generations, it is our responsibility to provide to the next generation a natural and economic environment that allows for both family and individual growth. I offer a diverse background, born in South Africa, having lived in Canada and Europe and now in the bay area for more than 20 years, my experience will bring a unique perspective city issues. I am also a small business owner, understanding the challenges faced in growing a business in an increasingly economically challenging environment. I believe my background reflects the diversity of the community.

Describe why you want to serve on this advisory body and what you hope to accomplish as a member:

Allow small business the space and physical resources to grow, making sure that implementation of city regulation provides both small retail and B2B business an opportunity to participate in the growing economy, this promotes local employment and more work where you live. Sensible development with an eye on resource limitations such as water (Hetch Hetchy is a fragile infrastructure), examining the use of recycled water as an alternative where practical. Protection of the environment and green space such as recreational space both for family and sports activities. Developers inclusion of green space must be more than a token to meet regulations but contribute in a meaningful and functional way to the community. Maintain affordable housing as part of a development plan providing for city employees and other civil servants such as teachers/police/firefighters a home in the community that they seve and protect. As well as protecting neighborhoods of diverse ethnicity from over development and gentrification. Diligent custodians for future generations.

Peter Joshua

Signature

April 12, 2021

Date

OFFICE USE ONLY:

Application received: 4/12/2021

Considered by City Council: _____

Considered by City Council: _____

Considered by City Council: _____

If appointed, term ends: 4/30/2025

Address verified in City Limits (if necessary): By: JAH

Appointed: Yes No

Appointed: Yes No

Appointed: Yes No

(Initials)

Personal information:			
Name: Peter Joshua		Number of years as a Menlo Park resident: 13	
Resident address: [REDACTED]		City: Menlo Park	State: CA Zip: 94025
Mailing address (if different):		City:	State: Zip:
Phone: [REDACTED]		Email: [REDACTED]	
Business address: [REDACTED]		City: San Jose	State: CA Zip: 95131
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		Business phone:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		Home phone:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		Email:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

ADVISORY BODY APPLICATION

City Manager's Office - City Clerk
 701 Laurel St., Menlo Park, CA 94025
 tel 650-330-6620 fax 650-328-7935



Please type or print clearly. You may attach additional pages, if necessary. This is a public document.

Date: April 12, 2021

Advisory body of interest: (1) Planning (2) Parks and Recreation

Name: Peter Joshua

Education: BSc. and MBA

Civic affiliations and community activities, including service on other advisory bodies, commissions or committees:

Past President of the Juventus Sports Club (Redwood City)

Past President and current board member of the Silicon Valley Soccer Academy

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Describe why you want to serve on this advisory body and what you hope to accomplish as a member:

Allow small business the space and physical resources to grow, making sure that implementation of city regulation provides both small retail and B2B business an opportunity to participate in the growing economy, this promotes local employment and more work where you live. Sensible development with an eye on resource limitations such as water (Hetch Hetchy is a fragile infrastructure), examining the use of recycled water as an alternative where practical. Protection of the environment and green space such as recreational space both for family and sports activities. Developers inclusion of green space must be more than a token to meet regulations but contribute in a meaningful and functional way to the community. Maintain affordable housing as part of a development plan providing for city employees and other civil servants such as teachers/police/firefighters a home in the community that they seve and protect. As well as protecting neighborhoods of diverse ethnicity from over development and gentrification. Diligent custodians for future generations.

Peter Joshua

 Signature

April 12, 2021

 Date

OFFICE USE ONLY:
 Application received: 4/12/2021
 Considered by City Council: _____
 Considered by City Council: _____
 Considered by City Council: _____
 If appointed, term ends: 4/30/2025
 Address verified in City Limits (if necessary): By: JAH
 Appointed: Yes No (Initials)
 Appointed: Yes No
 Appointed: Yes No

Personal information:			
Name: Peter Joshua		Number of years as a Menlo Park resident: 13	
Resident address: ██████████t		City: Menlo Park	State: CA
Mailing address (if different):		City:	State:
Phone: ██████████		Email: ██████████	
Business address: ██████████		City: San Jose	State: CA
Zip: 94025			
Business phone:			
How did you hear about this opportunity: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Email <input checked="" type="checkbox"/> City website <input type="checkbox"/> Nextdoor <input type="checkbox"/> Patch.com <input type="checkbox"/> Other _____			
If I am appointed, the City is authorized to post the following information on the city website (please select at least one):		Cellphone: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Business phone: <input type="checkbox"/> Yes <input type="checkbox"/> No Home phone: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Email: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Table 1: Community Engagement and Outreach Committee applications by district		
Table 1: Applications by district	Applicant	District
Community Engagement and Outreach Committee	Victoria Robledo	1
Community Engagement and Outreach Committee	Yadira DiSiena	1
Community Engagement and Outreach Committee	Dan McMahon	2
Community Engagement and Outreach Committee	Heather Leitch	2
Community Engagement and Outreach Committee	Lesley Feldman	2
Community Engagement and Outreach Committee	Nehezi Ollarvia	2
Community Engagement and Outreach Committee	Aaron Spaulding	3
Community Engagement and Outreach Committee	Cynthia Harris	3
Community Engagement and Outreach Committee	Max Fennell	3
Community Engagement and Outreach Committee	Carol Marshall Mayer	4
Community Engagement and Outreach Committee	Michal Bortnik	4
Community Engagement and Outreach Committee	Rich Cline	4
Community Engagement and Outreach Committee	Soody Tronson	4
Community Engagement and Outreach Committee	Tiffany Dao	4

Table 2: Complete Streets Commission applications by district		
Table 1: Applications by district	Applicant	District
Complete Streets Commission	Jk Jensen	3
Complete Streets Commission	Aurora Brosnan	4
Complete Streets Commission	Brian Altman	4
Complete Streets Commission	Sally Cole	4
Complete Streets Commission	Lizbeth King	5

Table 3: Environmental Quality Commission applications by district		
Table 1: Applications by district	Applicant	District
Environmental Quality Commission	Daryl Bulloch	2
Environmental Quality Commission	Michael Meyer	2
Environmental Quality Commission	LinhDan Do	3
Environmental Quality Commission	Angela Evans	5
Environmental Quality Commission	Cheryl Schaff	5

Table 4: Finance and Audit Committee applications by district		
Table 1: Applications by district	Applicant	District
Finance and Audit Committee	Matt Norrington	3
Finance and Audit Committee	Carol Wong	4
Finance and Audit Committee	Brian Westcott	5

Table 5: Housing Commission applications by district		
Table 1: Applications by district	Applicant	District
Housing Commission	Victoria Robledo	1
Housing Commission	Heather Leitch	2
Housing Commission	Nevada Merriman	2
Housing Commission	Chelsea Nguyen	3
Housing Commission	Cynthia Harris	3
Housing Commission	Jeff Schmidt	3
Housing Commission	Brian Altman	4
Housing Commission	David Thomas	4
Housing Commission	Rachel Horst	4
Housing Commission	Soody Tronson	4

Table 6: Library Commission applications by district		
Table 1: Applications by district	Applicant	District
Library Commission	Aldora Lee	4
Library Commission	Vamsi Velagapu	4

Table 7: Parks and Recreation Commission applications by district		
Table 1: Applications by district	Applicant	District
Parks and Recreation Commission	Peter Joshua	2

Table 8: Planning Commission applications by district		
Table 1: Applications by district	Applicant	District
Planning Commission	Peter Joshua	2
Planning Commission	Cynthia Harris	3

Community Engagement and Outreach Committee Recruitment

Name	Council District	Age (years)							Ethnicity and Race					Housing Status			Menlo Park Resident (years)	
		18-30	31-40	41-50	51-60	61-70	71-80	80+	Asian	Hispanic or Latino	White or Caucasian	Black or African American	Native Hawaiian and other Pacific Islander	Write In	Renter	Homeowner		Years
Victoria Robledo	1					X										X		10
Yadira DiSiena	1		X							X						X	5	9
Dan McMahon	2				X						X					X	27	27
Heather Leitch	2					X					X					X	23	23
Lesley Feldman	2		X								X					X	2	2
Nehezi Ollarvia	2			X								X			X		1.5	1.5
Aaron Spaulding	3			X							X				X		12	12
Cynthia Harris	3				X						X					X	23	25
Max Fennell	3		X									X			X		6	5
Carol Marshall Mayer	4							X			X					X	26	26
Michal Bortnick	4			X							X				X		21	3 months
Rich Cline	4				X						X					X	20	20
Sody Tronson	4				X									Middle Eastern	X		9	10
Tiffany Dao	4		X						X						X		3	3