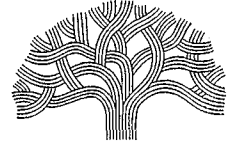


17 DEC 14 PM 3:51

CITY OF OAKLAND



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf

(510) 238-3141  
FAX (510) 238-4731  
TDD (510) 238-3254

Letter of Appointment

December 12, 2017

The Honorable City Council  
One Frank H. Ogawa Plaza, Second Floor  
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed the following persons as members of the **Affordable Housing & Infrastructure (Measure KK) Public Oversight Committee**, subject to City Council confirmation:

**Ellen Wu, Michael Pyatok, and Fernando Campos** to serve three-year terms to begin on January 1, 2018 and end December 31, 2020; and

**Ken Lupoff, Carol Fife, and Carol Bailey-Ray** to serve two-year terms to begin on January 1, 2018 and end December 31, 2019; and

**Lauren Westreich, Daniel Swafford, and Gary Jimenez** to serve one-year terms to begin on January 1, 2018 and end December 31, 2018.

This Committee will review relevant financial and operational reports related to the expenditure of Measure KK bond proceeds, provide reports to the City Council when necessary, and evaluate the impacts and outcomes of bond expenditures on the bond measure's stated goals, including social equity, anti-displacement and affordable housing.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".

Libby Schaaf  
Mayor



**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

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I have lived in Oakland for almost 20 years and have worked in Oakland for the past 14 years. Ever since I moved here, Oakland has touched my soul. I have appreciated the diversity of the people and terrain, and the city's "scrappy-ness," can-do attitude. It is with this love and commitment to Oakland that I am applying to participate on the City's Measure KK Oversight Committee. I have served on Oakland's Park and Recreation Commission for the past seven years, and served as Chair and Vice-Chair during my tenure. My experience on the commission has taught me a lot about the City, working with staff, and being an effective commissioner. For example, I helped streamline the agenda so we were more efficient, as well as participated in revising the ordinance for dogs in parks. My tenure on the Parks and Recreation Commission has left me with an interest to more deeply use my skills to ensure Oakland continues to thrive while meeting the needs of all of its residents. At the California Pan-Ethnic Health Network I advocated to prevent state budget cuts to health and human services, and served on the board of the California Budget and Policy Center. Through these experiences I learned a lot about the state budget, and its impact on county and city budgets. I have also been a nonprofit Executive Director for the past 15 years, so have first hand knowledge of developing and implementing a budget, albeit a much simpler one than the City's. In addition, Urban Habitat, the organization I currently oversee, centers its work on promoting racial, class, and climate equity by advancing anti-displacement, equitable land use, and transportation justice campaigns. All of these priorities are aligned with the goals outlined for Measure KK, which was approved enthusiastically by Oakland residents this past fall. Through our direct policy advocacy, we have supported numerous tenant protection movements, increased the role of community members in transit funding decisions, and pushed the region's governing agencies (namely the Metropolitan Transportation Commission and Association of Bay Area Governments) to proactively mitigate displacement through their transportation and infrastructure investments.

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***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

cv\_9\_17.pdf

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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SUMMARY OF QUALIFICATIONS • Doubled the size of nonprofit from 2.5 staff, \$300,000 annual budget to 8 staff and over \$1 million annual budget with a track record of consistent budget surpluses. • Diversified funding through foundation grants, individual donor campaign, contracts with government agencies and partner organizations, and corporate sponsorships. • Increased the organization's impact and influence as demonstrated by invitations to meetings by the Administration and legislature and appointments on state advisory committees. • Hired and retained effective staff. • Developed successful and trusting relationship with Board of Directors. PROFESSIONAL EXPERIENCE Leadership and Management • Led three comprehensive strategic planning processes, which successfully guided the organization's growth and programmatic direction, in addition to the development of the organization's first communications, fundraising, and evaluation plans. • Developed strong relationships with foundations and

other stakeholders, resulting in increased foundation, individual, and corporate giving. • Regularly exceeded annual fundraising targets, yielding consistent surpluses. • Created systems and documented policies for efficient internal operations, including the organization's first finance, operations, and Board policies manuals. • Incorporated skills assessments in the recruitment process to ensure the hiring of the "right person," conducted annual performance evaluations, and made difficult termination decisions. • Revised the finance system to accurately track and depict expenditures by program. Policy and Advocacy

- Set the annual policy agenda and identified the advocacy strategies to advance the organization's goals, which included assessing the political and economic environment and capitalizing on opportunities. • Oversaw the lobbying efforts of the organization's sponsored bills, including determining acceptable compromises. • Developed relationships with administrative agency and legislative staff through one-on-one meetings and participating in advisory committees. Program Development and Implementation
- Developed bilingual outreach project in partnership with three community organizations to promote availability of health care services. • Provided oversight for Neighbor-to-Neighbor project, which hired and trained health plan members who spoke Spanish, Cantonese, Vietnamese, and Farsi to administer health care satisfaction surveys. • Implemented "Helmet Safe Workshops" in which staff conducted presentations on bicycle safety. Communications and Messaging
- Created effective messages across a number of policy areas, such as health care reform and tax policy, using the latest framing research. • Developed relationships with mainstream and ethnic media reporters, resulting in regular articles and quotes in New York Times, Sacramento Bee, La Opinion, and Sing Tao Daily. • Helped create a cohesive and professional organizational look, which has resulted in reaching a wider audience through its website and publications. Coalition Building
- Founded and oversaw the coordination of the Having Our Say coalition, comprised of over 30 community leaders, immigrant rights activists, and advocates working to ensure health care reform is responsive to the needs of communities of color.

**EMPLOYMENT HISTORY**

Executive Director Urban Habitat, Oakland 2014 – Present  
 Executive Director California Pan-Ethnic Health Network, Oakland 2001 – 2014  
 Adjunct Faculty San Francisco State University 2004 – 2011  
 Consultant Community Health Center Network, Oakland 2000 – 2001  
 Program Officer Tides Foundation, San Francisco 1999 – 2000  
 Director of Health Education and Cultural/Linguistic Services Alameda Alliance for Health, San Leandro 1995 – 1999

**EDUCATION** Master of Public Health - University of California, Los Angeles  
 Community Health Sciences Department, June 1993  
 Bachelor of Arts - University of California, San Diego  
 Communication Department, June 1990

**APPOINTMENTS AND AFFILIATIONS**

- Metropolitan Transportation Commission's CASA, Committee to House the Bay Area, Steering Committee, 2017 - Present
- East Bay Housing Organizations Board of Directors, 2017 - Present
- Oakland Parks and Recreation Advisory Commission, August 2010 - Present
- California Budget and Policy Center Board of Directors, 2009 - 2016
- California Association of Nonprofits Board of Directors, 2012 - 2015
- Office of Health Equity, California Department of Public Health's Advisory Committee, 2013 - 2015
- Covered California's Plan Management and Delivery System Reform Stakeholder Advisory Group, 2013 - 2014
- Department of Health Care Services, Medi-Cal Stakeholder Advisory Committee, 2012-2014
- Managed Risk Medical Insurance Board, Board of Directors, Appointed by Senate President pro Tem Steinberg, 2011 - 2014
- Let's Get Healthy California Task Force's Expert Advisory Committee, Appointed by Secretary Diana Dooley, 2012

**CHAPTERS/STUDIES**

- Finocchio, Len and Wu, Ellen. "An Introduction to Health Care and Health Policy in the United States." In Foundation for Community Health Workers, 2nd edition, ed. Tim Berthold. San Francisco, CA: Jossey-Bass, 2016.
- Gans D, Kinane CM, Watson G, Roby DH, Graham-Squire D, Needleman J, Jacobs K, Kominski GF, Dexter D., and Wu E. Achieving Equity by Building a Bridge from Eligible to Enrolled. Los Angeles, CA: UCLA Center for Health Policy Research and California Pan-Ethnic Health Network, 2012.
- Fernandez, Alicia, Vilorio, Joyce, Wu, Ellen, et. al., The Impact of Race/Ethnicity and Language on Access and Experience of Care Among California's Commercially Insured Adults, February 2007
- Wu, Ellen and Martinez, Marty, Taking Cultural

Competency From Theory to Action, October 2006. • Nordyke, Bob, and Wu, Ellen, Policy Implications of Racial and Ethnic Differences in Managed Care vs. Fee-for-Service Utilization Disparities in California, October 2004.

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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I Agree \*

17 DEC 14 PM 8:52

ELLEN WU

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## **SUMMARY OF QUALIFICATIONS**

- Doubled the size of nonprofit from 2.5 staff, \$300,000 annual budget to 8 staff and over \$1 million annual budget with a track record of consistent budget surpluses.
- Diversified funding through foundation grants, individual donor campaign, contracts with government agencies and partner organizations, and corporate sponsorships.
- Increased the organization's impact and influence as demonstrated by invitations to meetings by the Administration and legislature and appointments on state advisory committees.
- Hired and retained effective staff.
- Developed successful and trusting relationship with Board of Directors.

## **PROFESSIONAL EXPERIENCE**

### **Leadership and Management**

- Led three comprehensive strategic planning processes, which successfully guided the organization's growth and programmatic direction, in addition to the development of the organization's first communications, fundraising, and evaluation plans.
- Developed strong relationships with foundations and other stakeholders, resulting in increased foundation, individual, and corporate giving.
- Regularly exceeded annual fundraising targets, yielding consistent surpluses.
- Created systems and documented policies for efficient internal operations, including the organization's first finance, operations, and Board policies manuals.
- Incorporated skills assessments in the recruitment process to ensure the hiring of the "right person," conducted annual performance evaluations, and made difficult termination decisions.
- Revised the finance system to accurately track and depict expenditures by program.

### **Policy and Advocacy**

- Set the annual policy agenda and identified the advocacy strategies to advance the organization's goals, which included assessing the political and economic environment and capitalizing on opportunities.
- Oversaw the lobbying efforts of the organization's sponsored bills, including determining acceptable compromises.
- Developed relationships with administrative agency and legislative staff through one-on-one meetings and participating in advisory committees.

### **Program Development and Implementation**

- Developed bilingual outreach project in partnership with three community organizations to promote availability of health care services.
- Provided oversight for Neighbor-to-Neighbor project, which hired and trained health plan members who spoke Spanish, Cantonese, Vietnamese, and Farsi to administer health care satisfaction surveys.

- Implemented “Helmet Safe Workshops” in which staff conducted presentations on bicycle safety.

**Communications and Messaging**

- Created effective messages across a number of policy areas, such as health care reform and tax policy, using the latest framing research.
- Developed relationships with mainstream and ethnic media reporters, resulting in regular articles and quotes in *New York Times*, *Sacramento Bee*, *La Opinion*, and *Sing Tao Daily*.
- Helped create a cohesive and professional organizational look, which has resulted in reaching a wider audience through its website and publications.

**Coalition Building**

- Founded and oversaw the coordination of the Having Our Say coalition, comprised of over 30 community leaders, immigrant rights activists, and advocates working to ensure health care reform is responsive to the needs of communities of color.

**EMPLOYMENT HISTORY**

<b>Executive Director</b> Urban Habitat, Oakland	<i>2014 – Present</i>
<b>Executive Director</b> California Pan-Ethnic Health Network, Oakland	<i>2001 – 2014</i>
<b>Adjunct Faculty</b> San Francisco State University	<i>2004 – 2011</i>
<b>Consultant</b> Community Health Center Network, Oakland	<i>2000 – 2001</i>
<b>Program Officer</b> Tides Foundation, San Francisco	<i>1999 – 2000</i>
<b>Director of Health Education and Cultural/Linguistic Services</b> Alameda Alliance for Health, San Leandro	<i>1995 – 1999</i>

**EDUCATION**

Master of Public Health - University of California, Los Angeles  
Community Health Sciences Department, June 1993

Bachelor of Arts - University of California, San Diego  
Communication Department, June 1990

**APPOINTMENTS AND AFFILIATIONS**

- Metropolitan Transportation Commission’s CASA, Committee to House the Bay Area, Steering Committee, 2017 - Present
- East Bay Housing Organizations Board of Directors, 2017 - Present
- Oakland Parks and Recreation Advisory Commission, August 2010 - Present

- California Budget and Policy Center Board of Directors, 2009 - 2016
- California Association of Nonprofits Board of Directors, 2012 - 2015
- Office of Health Equity, California Department of Public Health's Advisory Committee, 2013 - 2015
- Covered California's Plan Management and Delivery System Reform Stakeholder Advisory Group, 2013 - 2014
- Department of Health Care Services, Medi-Cal Stakeholder Advisory Committee, 2012-2014
- Managed Risk Medical Insurance Board, Board of Directors, Appointed by Senate President pro Tem Steinberg, 2011 - 2014
- Let's Get Healthy California Task Force's Expert Advisory Committee, Appointed by Secretary Diana Dooley, 2012

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- Gans D, Kinane CM, Watson G, Roby DH, Graham-Squire D, Needleman J, Jacobs K, Kominski GF, Dexter D., and Wu E. *Achieving Equity by Building a Bridge from Eligible to Enrolled*. Los Angeles, CA: UCLA Center for Health Policy Research and California Pan-Ethnic Health Network, 2012.
- Fernandez, Alicia, Vioria, Joyce, Wu, Ellen, et. al., *The Impact of Race/Ethnicity and Language on Access and Experience of Care Among California's Commercially Insured Adults*, February 2007
- Wu, Ellen and Martinez, Marty, *Taking Cultural Competency From Theory to Action*, October 2006.
- Nordyke, Bob, and Wu, Ellen, *Policy Implications of Racial and Ethnic Differences in Managed Care vs. Fee-for-Service Utilization Disparities in California*, October 2004.



**Profile**

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Michael

First Name

Pyatok

Last Name

Middle Initial

[Redacted]

Email Address

[Redacted]

Street Address

Suite or Apt

[Redacted]

City

CA

State

[Redacted]

Postal Code

Mobile: [Redacted]

Primary Phone

Business: [Redacted]

Alternate Phone

PYATOK Architects, Inc.

Employer

Principal

Job Title

**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I have been an architect for 50 years. I own an architectural firm in Oakland that specializes in the design of affordable housing for non-profit housing developers and public housing authorities. I have been a tenant organizer and long-time advocate for affordable housing. I have been a tenured professor of affordable housing policy and design at several universities, including Harvard, MIT, UC Berkeley, U of Oregon, U of Washington. I published a book about the design of affordable housing in 1996: 'Good Neighbors: Affordable Family Housing'.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

Michael Pyatok bio list 17.doc

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Michael Pyatok, FAIA Summary Bio -- Principal, Pyatok Architects, Inc. 1611 telegraph Avenue, Oakland, CA 94612 -- Professor Emeritus, University of Washington, Department of Architecture -- Internet Addresses: mpyatok@pyatok.com; Website: www.pyatok.com • Honors graduate of Harvard University's Graduate School of Design (M Arch, 67) and Pratt Institute's School of Architecture (B Arch, 66) • Architect and tenured professor of architectural design for 50 years, teaching at Penn State, Washington University, Harvard, MIT, UC Berkeley, Universities of Washington, Oregon, Texas • His practice serves non-profit organizations, private developers, government agencies and universities in building market-rate and affordable housing, mixed-use developments, community facilities and student housing • Since opening his office in 1984, he has designed over 35,000 units of affordable housing for lower-income households in the US and another 5000 in the Philippines, and 1500 in Malaysia. • Won over 150 local and national design awards. • 1969-70: Fulbright Scholar in Helsinki, Finland where he researched the housing policies of Scandinavia. • 1983-84: Harvard University appointed him a Loeb Fellow in 1983 to use the resources of the Business School and the Kennedy School for Public Policy to explore strategies for affordable housing in this age of shrinking public involvement. • 1995: he was elected to the College of Fellows of the AIA in recognition of his contribution to neighborhood planning and the design of affordable housing. • 1996: he was funded by the national AIA and the NEA to co-author the book Good Neighbors: Affordable Family Housing about design issues related to neighborhood planning and affordable housing; the Northern California Association of Nonprofit Housing Developers named him Housing Hero of the Year • 2001: Harvard University appointed him its Buchsbaum Professor of Affordable Housing. • 2001: Residential Architect Magazine featured him on its cover as the "Architect-of-the-Year" in recognition of the quality design he has brought to the affordable housing sector. • 2002: he was featured on the cover of Professional Builder Magazine as one of the "Thought Leaders" of the development industry • 2004-2007: Director, ASU/Stardust Center for Affordable Homes and the Family, Arizona State University • 2007: he was named by Builder Magazine and the NAHB as one of the 50 most influential people in the US housing industry. • 2011: he was inducted into the Marvin Design Hall of Fame by Builder Magazine • 2013: the AIA awarded him its Thomas Jefferson Award for Public Architecture in recognition of his national contribution to the design of affordable housing. • He has published articles about affordable housing, urban design, neighborhood planning, community participation in design and planning journals in the US, Europe, Latin America, Southeast Asia and Japan. He has an upcoming book titled Architecture, Housing and Capitalism to be released at the end of this year.

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filing of the FPCC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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I Agree \*

**Michael Pyatok, FAIA**  
**Summary Bio**

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- Principal, Pyatok Architects, Inc.  
~~██████████ Avenue, Oakland, CA 94612~~
  - Professor Emeritus, University of Washington, Department of Architecture
  - Internet Addresses: ~~pyatok1@pyatok.com~~ Website: [www.pyatok.com](http://www.pyatok.com)
- 
- Honors graduate of Harvard University's Graduate School of Design (M Arch, 67) and of Pratt Institute's School of Architecture (B Arch, 66)
  - Tenured professor of architectural design for 50 years, teaching at Penn State, Washington University, Harvard, MIT, UC Berkeley, Universities of Washington, Oregon, Texas
  - His practice serves non-profit organizations, private developers, government agencies and universities in building market-rate and affordable housing, mixed-use developments, community facilities and student housing
  - Since opening his office in 1984, he has designed over 35,000 units of affordable housing for lower-income households in the US and another 5000 in the Philippines, and 1500 in Malaysia.
  - He has won over 150 local and national design awards.
  - Fulbright Scholar in Helsinki, Finland where he researched the housing policies of Scandinavia.
  - Harvard University appointed him a Loeb Fellow in 1983 where he used the resources of the Business School and the Kennedy School for Public Policy to explore strategies for affordable housing in this age of shrinking public involvement.
  - 1995: he was elected to the College of Fellows of the AIA in recognition of his contribution to neighborhood planning and the design of affordable housing.
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  - 2011: he was inducted into the Marvin Design Hall of Fame by *Builder Magazine*
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  - He has published articles about affordable housing, urban design, neighborhood planning and community participation in journals in the US, Europe, Latin America, Southeast Asia and Japan. He has an upcoming book titled *Architecture, Housing and Capitalism* to be released at the end of this year.

# Fernando E. Campos

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## Labor Relations Representative

Results-oriented Labor Relations Representative with vision, strong work ethic, 9+ years of experience and a verifiable record of impeccable business and labor practices. A skilled and articulate professional interfacing with Members, Employer Associations, Employer Partners, Community Leaders, Union Affiliates, Agency Leadership and Elected Leaders. Adept at completing assignments on-time with a high commitment to exceptional performance, efficiency and accuracy. Versed in Federal, State and local Government laws and ordinances related to Labor Relations, Labor codes and Good Business Practices. Versed in Project Labor Agreements, Collective Bargaining Agreements, Project Stabilization Agreements and Community Benefits Agreements. Exceptional at relationship building and creating and implementing teams on diverse assignments. Political liaison and Campaign strategist for Labor.

## HIGHLIGHTS

### Top Down Approach

Developed more than 70 new partnerships with Employers, creating long lasting and fruitful business relationships.

### Team Efforts

Led collaborative of more than 8 affiliate agents throughout the Bay Area to successfully partner with Employers, working together with affiliate locals, and LiUNA partners.

### Community Efforts

Partnered with Community leaders to successfully support projects that directly impact community.

**City of Richmond Workforce Investment Board** – Board Member 2012-2014

**Alameda County Community Choice Energy** – Board Member 2015-2017

**Alameda County Board of Supervisors Recognition 2014** – Measure BB Campaign Efforts

## EDUCATION

University of California, Berkeley | Psychology | 1993-1998

## REFERENCES

Izaak Velez, International Representative  
Laborers International Union of North America  
(916) 871-7100

Fernando Estrada, Business Manager  
LiUNA Laborers Local 304  
(510) 581-9600

Scott Haggerty, Board Supervisor - District 1  
Alameda County Board of Supervisors  
(510) 272 - 6691

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**Profile**

Ken Lupoff  
First Name Middle Initial Last Name

oaklandparks@oakland.net  
Email Address

[Redacted] [Redacted]  
Street Address Suite or Apt

[Redacted] CA [Redacted]  
City State Postal Code

Business: [Redacted] Home: [Redacted]  
Primary Phone Alternate Phone

Oakland Parks and Recreation Foundation Executive Director  
Employer Job Title

**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

As ED for the Oakland Parks and Recreation Foundation, I oversee capital projects, manage grant funds, and also funds for many community groups, and also administer a youth scholarship program that helps 400-600 kids a year with enrollment costs for camps, after-school programs, and swim lessons at our city's recreation centers and swimming facilities. I have previously served on the Measure Y Oversight Commission, and am a current member of the Library Commission.

**Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.**

Ken Lupoff Resume 2017.docx  
Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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**QUALIFICATIONS SUMMARY** A results-oriented self-starter with 10 + years of relationship building experience. • Accomplished leader with strong project management skills, experienced in cultivating relationships with donors, government representatives, and grass-roots communities. • Dynamic spokesperson and advocate comfortable in a variety of settings with large or small groups. • Experienced at strategizing and implementing multiple projects from concept development through completion. • Consistent in finalizing assignments on time and within budget, balancing short & long term objectives. • Exemplary writing skills; donor appeal letters, articles, speeches, press releases, and promotional materials. **PROFESSIONAL EXPERIENCE** Executive Director Oakland Parks and Recreation Foundation, Oakland 2011 — Present • Maintain and enhance the Foundation's relationship with external stakeholders, including City of Oakland staff and elected officials, community groups, as well as partner organizations. • Serve as "public-face" and spokesperson for this organization. • Solicit and manage restricted fund donations, ranging from \$5,000 - \$300,000. • Project-manage year-round membership drive aimed at donors who give \$100 - \$1,000 annually. • Recruit business and community leaders for Board of Directors, Executive Committee, and various board committees. • Successfully managed Capital Projects grants, including an American Recovery & Reinvestment Act grant to fund the planting of 500 trees in West Oakland, one NFL funded grant through the Local Initiatives Support Corporation to seed-fund the development of an all-weather sports field at Madison Middle School Complex, and two Levi Strauss grants to fund the construction of a skate board park in West Oakland. • Managed merger process between Friends of Oakland Parks and Recreation (the Park Foundation's predecessor organization) and Oakland Parks Coalition, to create the Oakland Parks and Recreation Foundation. • Manage 90+ fiscal accounts for community groups and the City of Oakland's Parks department under the Foundation's 501 (c) 3 umbrella. • Supervise Program and Operations Assistant and financial services work done for the Parks Foundation by Nonprofit Suite. • Promoted from Interim Executive Director to Executive Director in 2012. • Served as officer of the Board of the Foundation's predecessor organization, Friends of Oakland Parks and Recreation, July 2009 - February 2011. **Communications & Outreach Consultant American Land Conservancy, San Francisco 2010** • Created and launched new communications and outreach initiatives for American Land Conservancy, a land trust that has protected over 250,000 acres to date. • Created internal messaging documents for staff and board of directors, containing talking points that highlighted ALC accomplishments and differentiated the organization from other, similar nonprofits. • Crafted external messaging documents as needed; press releases, op/ed's, ghostwrote letters for ALC president and other internal and external stakeholders. • Implemented social-networking campaign via Facebook and Twitter accounts. • Created, wrote, edited and oversaw layout of monthly email newsletter that is sent to donors, potential donors, agency partners, and landowners. Redesigned semiannual print newsletter; humanized ALC stories by featuring interviews with donors, landowners and agency partners. • Launched outreach initiative at trade shows, farmers markets and other venues where landowners and potential donors were likely to be found. • Supervised Communications Associate and intern. **Communications Manager Jewish Community Endowment Fund, San Francisco 2007 — 2009** • Created and managed all marketing and communications projects for the \$2+ billion Jewish Community Endowment Fund (JCEF), comprised of more than 900 donor advised funds, 74 supporting foundations and numerous programs. • Interviewed Endowment Fund supporters and wrote all articles for three separate annual newsletters. Supervised all aspects of design, production, printing and distribution of newsletters. • Produced all marketing collateral for JCEF donor events. Played key role in staging tribute event at San Francisco's de Young Museum for the Endowment Fund's top 400 donors, including production of all marketing collateral; 12 minute video, 120 page book, event program, donor invitations. • Worked with JCEF donors to help them draft "Book of Life" legacy messages. •

Successfully pitched Endowment Fund related stories to media resulting in articles in The San Francisco Chronicle, The San Francisco Business Times and other outlets. • Generated copy for Endowment Fund website and Federation blog. • Tracked budget for all JCEF marketing projects. • Supervised Endowment Marketing Administrator, intern and outside contractors. Senior Publicity Manager Berrett-Koehler Publishers, San Francisco 2001— 2007 • Designed and managed the implementation of publicity campaigns for 35 + titles per year, including publisher's first New York Times listed national bestseller. • Led branding initiative for current affairs titles. • Overhauled and continually reviewed publicity systems. • Acted as primary liaison with authors, coordinated media campaigns with outside publicists. • Made semi-annual trips to New York to meet with national media contacts. • Evaluated incoming book proposals as member of cross-functional Publication Board. Provided feedback for all cover designs, book titles and taglines to Editorial and Production departments. • Supervised Publicity Associate, various interns and outside publicists. • Promoted from Publicity Manager to Senior Publicity Manager in 2004. Publicity Director Encounter Books, San Francisco 2000 — 2001 • Created publicity systems in the first year of business for this nonprofit publisher. Designed and implemented publicity and marketing campaigns for 20 titles per year, with budgets of \$5,000 - \$40,000 per book. • Booked authors on national and local TV and radio programs (C-SPAN, CNN, regional NPR stations, etc). Arranged for print reviews in nationally distributed media. Managed national ad campaigns. Planned author tours. Coordinated media campaigns with outside publicists. • Supervised Publicity Assistant, various interns and outside publicists. EDUCATION Oakland, Chamber of Commerce, Leadership Oakland Program, 2013 – 2014 Planned Giving Basics – Northern California Planned Giving Council, 2008 B.A., History – San Francisco State University, 1993 HONORS & AWARDS City of Oakland, Office of Parks & Recreation, Salute to Excellence and Community Spirit Award, 2013 COMMUNITY SERVICE (CITY OF OAKLAND) 2016— Present Commissioner Oakland Library Advisory Commission 2009—2011 Executive Committee Member Friends of Oakland Parks and Recreation 2005—2006 Member Violence Prevention and Public Safety Oversight Committee 2003—2005 President NCPC Beat 21Y (Neighborhood Crime Prevention Council)

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPCC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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I Agree \*

**KEN LUPOFF**

17 DEC 14 PM 3:52

Phone: [REDACTED]

## QUALIFICATIONS SUMMARY

A results-oriented self-starter with 10 + years of relationship building experience.

- Accomplished leader with strong project management skills, experienced in cultivating relationships with donors, government representatives, and grass-roots communities.
- Dynamic spokesperson and advocate comfortable in a variety of settings with large or small groups.
- Experienced at strategizing and implementing multiple projects from concept development through completion.
- Consistent in finalizing assignments on time and within budget, balancing short & long term objectives.
- Exemplary writing skills; donor appeal letters, articles, speeches, press releases, and promotional materials.

## PROFESSIONAL EXPERIENCE

---

<b>Executive Director</b>	<b>Oakland Parks and Recreation Foundation, Oakland</b>	<b>2011 — Present</b>
---------------------------	---	-----------------------

- Maintain and enhance the Foundation's relationship with external stakeholders, including City of Oakland staff and elected officials, community groups, as well as partner organizations.
- Serve as "public-face" and spokesperson for this organization.
- Solicit and manage restricted fund donations, ranging from \$5,000 - \$300,000.
- Project-manage year-round membership drive aimed at donors who give \$100 - \$1,000 annually.
- Recruit business and community leaders for Board of Directors, Executive Committee, and various board committees.
- Successfully managed Capital Projects grants, including an American Recovery & Reinvestment Act grant to fund the planting of 500 trees in West Oakland, one NFL funded grant through the Local Initiatives Support Corporation to seed-fund the development of an all-weather sports field at Madison Middle School Complex, and two Levi Strauss grants to fund the construction of a skate board park in West Oakland.
- Managed merger process between Friends of Oakland Parks and Recreation (the Park Foundation's predecessor organization) and Oakland Parks Coalition, to create the Oakland Parks and Recreation Foundation.
- Manage 90+ fiscal accounts for community groups and the City of Oakland's Parks department under the Foundation's 501 (c) 3 umbrella.
- Supervise Program Operations Manager and financial services work done for the Parks Foundation by Nonprofit Suite.
- Promoted from Interim Executive Director to Executive Director in 2012.
- Served as officer of the Board of the Foundation's predecessor organization, Friends of Oakland Parks and Recreation, July 2009 - February 2011.

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<b>Communications &amp; Outreach Consultant</b>	<b>American Land Conservancy, San Francisco</b>	<b>2010</b>
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- Created and launched new communications and outreach initiatives for American Land Conservancy, a land trust that has protected over 250,000 acres to date.
- Created internal messaging documents for staff and board of directors, containing talking points that highlighted ALC accomplishments and differentiated the organization from other, similar nonprofits.
- Crafted external messaging documents as needed; press releases, op/ed's, ghostwrote letters for ALC president and other internal and external stakeholders.
- Implemented social-networking campaign via Facebook and Twitter accounts.
- Created, wrote, edited and oversaw layout of monthly email newsletter that is sent to donors, potential donors, agency partners, and landowners. Redesigned semiannual print newsletter; humanized ALC stories by featuring interviews with donors, landowners and agency partners.
- Launched outreach initiative at trade shows, farmers markets and other venues where landowners and potential donors were likely to be found.
- Supervised Communications Associate and intern.



**Communications Manager      Jewish Community Endowment Fund, San Francisco      2007 — 2009**

- Created and managed all marketing and communications projects for the \$2+ billion Jewish Community Endowment Fund (JCEF), comprised of more than 900 donor advised funds, 74 supporting foundations and numerous programs.
- Interviewed Endowment Fund supporters and wrote all articles for three separate annual newsletters. Supervised all aspects of design, production, printing and distribution of newsletters.
- Produced all marketing collateral for JCEF donor events. Played key role in staging tribute event at San Francisco's de Young Museum for the Endowment Fund's top 400 donors, including production of all marketing collateral; 12 minute video, 120 page book, event program, donor invitations.
- Worked with JCEF donors to help them draft "Book of Life" legacy messages.
- Successfully pitched Endowment Fund related stories to media resulting in articles in *The San Francisco Chronicle*, *The San Francisco Business Times* and other outlets.
- Generated copy for Endowment Fund website and Federation blog.
- Tracked budget for all JCEF marketing projects.
- Supervised Endowment Marketing Administrator, intern and outside contractors.

**Senior Publicity Manager      Berrett-Koehler Publishers, San Francisco      2001— 2007**

- Designed and managed the implementation of publicity campaigns for 35 + titles per year, including publisher's first *New York Times* listed national bestseller.
- Led branding initiative for current affairs titles.
- Overhauled and continually reviewed publicity systems.
- Acted as primary liaison with authors, coordinated media campaigns with outside publicists.
- Made semi-annual trips to New York to meet with national media contacts.
- Evaluated incoming book proposals as member of cross-functional Publication Board. Provided feedback for all cover designs, book titles and taglines to Editorial and Production departments.
- Supervised Publicity Associate, various interns and outside publicists.
- Promoted from Publicity Manager to Senior Publicity Manager in 2004.

**Publicity Director      Encounter Books, San Francisco      2000 — 2001**

- Created publicity systems in the first year of business for this nonprofit publisher. Designed and implemented publicity and marketing campaigns for 20 titles per year, with budgets of \$5,000 - \$40,000 per book.
- Booked authors on national and local TV and radio programs (C-SPAN, CNN, regional NPR stations, etc). Arranged for print reviews in nationally distributed media. Managed national ad campaigns. Planned author tours. Coordinated media campaigns with outside publicists.
- Supervised Publicity Assistant, various interns and outside publicists.

**EDUCATION**

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Oakland, Chamber of Commerce, Leadership Oakland Program, 2013 – 2014  
Planned Giving Basics – Northern California Planned Giving Council, 2008  
B.A., History – San Francisco State University, 1993

**HONORS & AWARDS**

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City of Oakland, Office of Parks & Recreation, Salute to Excellence and Community Spirit Award, 2013

**COMMUNITY SERVICE (CITY OF OAKLAND)**

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2016—Present	<b>Commissioner</b>	Oakland Library Advisory Commission
2009—2011	<b>Executive Committee Member</b>	Friends of Oakland Parks and Recreation
2005—2006	<b>Member</b>	Violence Prevention and Public Safety Oversight Committee
2003—2005	<b>President</b>	NCPC Beat 21Y (Neighborhood Crime Prevention Council)

**Profile**

17 DEC 14 PM 3: 52

Gloria \_\_\_\_\_ Bailey-Ray \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_ \_\_\_\_\_  
Email Address

\_\_\_\_\_ \_\_\_\_\_  
Street Address Suite or Apt

\_\_\_\_\_ CA \_\_\_\_\_  
City State Postal Code

Home: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Primary Phone Alternate Phone

\_\_\_\_\_  
Employer Job Title

**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

My professional experience has afforded me the opportunity to gain skills in the areas of fiscal responsibility/management and reporting. I am extremely interested in the dialogue around affordable housing and the impact that having affordable housing will have on the community. Having sound oversight/input on the bond proceeds/disbursements is a critical part of ensuring that the goals of the bond measure goals are met. which also includes social equity, anti-displacement and affordable housing.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

Business Consultant Resume 2017.doc  
Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Gloria Bailey-Ray, MPA, CPC Oakland, CA 94609 [REDACTED] [REDACTED]  
EXECUTIVE-LEVEL MANAGEMENT/CONSULTING • Highly skilled in evaluating business practices, identifying flaws in work processes and the ability to make recommendation for options and/or solutions through critical thinking and creativity • Dynamic speaker, trainer and presenter; skilled in delivering straightforward effective presentations in conflict resolution, dysfunctional team dynamics, DiSC profiles, leadership and communication • Strong communication skills demonstrated by providing clear, strategic vision to stakeholders • Highly effective in boosting sales revenues and impacting employee recognition, and productivity through advanced leadership and implementations • Superior capabilities in selection, recruitment/retention, training, and development of top performing talents CORE COMPETENCIES • Operations Management: Team Building, Human Resources, Personnel Benefits, Team Facilitation, Training/ Development • Research & Development: Strategic/Tactical Planning, Competitor Analysis Marketing Strategies, Policy/ Procedure Development, Problem Resolution and Risk Management • Organizational: P&L Management, Financial Reporting, Budget Planning/Preparation Expense Reductions, and Cost Control • Public/Business Relations: Seminars, Board Participation, Community Presentations and Team Facilitation PROFESSIONAL EXPERIENCE Business Consultant It's Essential, LLC (1/2013-present) • Proven expertise in functional area business processes and understands assigned and cross functional areas. • Develops cross-initiative integration plans while identifying duplicate initiatives that may exist and ensures that efforts are not duplicated. • Identifies opportunities for increasing business efficiency through improved manual and automated process systems. • Plans, coordinates and conducts the analysis of client business processes and functional requirements and the preparation of appropriate documentation to communicate and validate the information. • Provides on-going project management and status reporting at all levels. • Highly skilled in needs assessment, organization development, strategic planning, establishing priorities and delegating tasks • Strong collaborator employing a consultative approach with internal and external customers Gloria Bailey-Ray, MPA, CPC Résumé Page 2 Professional Experience (continued) Certified Professional Life Coach (2014-present) District Director of Sales & Marketing Kindred Healthcare (2012-2013) District Business Manager Valeant Pharmaceuticals (2012-2012) District Manager Novartis Pharmaceuticals Inc. (2006-2011) Account Manager/District Business Manager NitroMed Inc. (2004-2006) EDUCATION & TRAINING Master of Public Administration/Health Services Administration-USF-San Francisco, CA Bachelor of Arts /Humanities- New College of California-San Francisco, CA Assoc. Degree of Nursing- Garland County Community College-Hot Springs, AR Certified Professional Coach-Fowler Institute Academy Honors/Awards Women In Leadership-Lead for SF Bay Area (2010) Business Woman in Industry Award-City of Oakland (2003) Co-Chair for company's National Diversity Committee (2003) Community Outreach Executive Board Member Oakland Branch NAACP (2015-Present) Board vice-president of homeowner's association (2013-2015) Ambassador for American Stroke Association Multicultural Committee (2013) Board member for the San Leandro African American Council (2010-2012 Moderated health care panels for American Heart Association & American Stroke Association (2010-2013) Member of Toast Master International (2013) Participant & Supporter of Oakland YMCA-Youth & Government Program (2010-2013) Board Member of San Leandro AA Business Council (Sept. 2010-2012) Founder/Executive Director of Bay Area Networking Consortium (May 2009-May 2013) Business References Provided Upon Request Oakland, CA 94605 [REDACTED] [REDACTED]

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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I Agree \*

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OAKLAND  
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**Profile**

Lauren \_\_\_\_\_ Westreich \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Email Address

Every Dog Has Its Day Care \_\_\_\_\_  
Street Address Suite or Apt

\_\_\_\_\_  
City State Postal Code

Business: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Primary Phone Alternate Phone

\_\_\_\_\_  
Employer Job Title

**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

As a business owner in West Oakland I am, and have been, very actively involved in working with the community and the City of Oakland to improve things in West Oakland and beyond. I am currently a Director for the West Oakland Commerce Association and Chair the Under Maze Project Subcommittee for the West Oakland Business Alert. I was a member of the Infrastructure Working Group for Measure KK. I have owned my business for 20 years and have guided it through two major expansions requiring the purchase and renovation of industrial property. I served as a member of the Economic Development and Parks and Recreation Committees and the Significant Structures Working Group for the City of Emeryville and have served on many boards over the years.

**Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.**

LW\_resume.doc

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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**Please click the acknowledgement below.**

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I Agree \*

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# LAUREN WESTREICH

## EXPERIENCE

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1997-current	Every Dog Has Its Day Care <i>Founder and President</i> <ul style="list-style-type: none"> <li>■ Created the East Bay's first dog daycare facility.</li> <li>■ Was a pioneer in and helped define the dog daycare industry.</li> <li>■ Expanded to current 50,000 SF state-of-the-art facility in West Oakland.</li> <li>■ Employ more than 75 employees and care for well over 150 dogs daily.</li> </ul>	Oakland, CA
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## BOARDS AND COMMITTEES

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CURRENT	West Oakland Commerce Association <i>Director</i>	Oakland, CA
	Under Maze Project, West Oakland Business Alert <i>Chair</i>	Oakland, CA
	Advancement Committee, The Berkeley School	Berkeley, CA
	Brown Crew Association <i>Steward</i>	Providence, RI
PREVIOUS	Infrastructure Working Group, Measure KK	Oakland, CA
	Berkwood Hedge School <i>Director</i>	Berkeley, CA
	Berkeley-East Bay Humane Society <i>Director</i>	Berkeley, CA
	Economic Development Committee, City of Emeryville	Emeryville, CA
	Parks and Recreation Committee, City of Emeryville	Emeryville, CA
	Significant Structures Working Group, City of Emeryville	Emeryville, CA

**Profile**

Daniel \_\_\_\_\_ Swafford \_\_\_\_\_  
First Name Middle Initial Last Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
Suite or Apt

Oakland \_\_\_\_\_  
City

CA \_\_\_\_\_  
State

\_\_\_\_\_  
Postal Code

Home: \_\_\_\_\_  
Primary Phone

Mobile: \_\_\_\_\_  
Alternate Phone

Laurel District Association;  
Montclair Village Association \_\_\_\_\_  
Employer

Executive Director \_\_\_\_\_  
Job Title

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**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Not Submitted

**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

I work professionally and as a volunteer to organize and build community. My decision making is guided by the feedback of the populations I serve, and I strive to ensure active participation, ownership, by all the individuals and stakeholders in and around the service area. I have worked in leadership and Director positions with boards and councils to prepare, analyze and present data, with the objective of making informed, data driven decisions, achieving consensus whenever possible. I deeply value the cultures and history of our Oakland neighborhoods, and as an Oakland native I see the value of Oaklanders driving the growth and ingenuity of this great city.

***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***



**Please paste the text of your resume or curriculum vitae below.**

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Daniel Swafford Phone: [REDACTED] Email: [REDACTED] **PROFESSIONAL RESUME** An ardent self-starter, analytical, and committed to excellence. A meticulous organizer who works well with groups and individuals. Looking to focus on local organization, business, and community development. The success of our communities lies in the health of and opportunities for its individuals. **SKILLS SUMMARY** • Program and Personnel Management – Executive Director experience with collaborative leadership style; strategic planning based on assessed needs/vision; establish performance standards and evaluation criteria based on expected results - experience in writing operations manuals, management contracts, and individual development plans • Team Builder – communicate effectively to define and support each role, inspire involvement through an inclusive approach to setting and achieving goals - use of surveys, educational forums, newsletters, and meeting management • Relationship Building – positive and diverse network of Oakland's political, business, and non-profit professionals • Organization – accounting, records, and data preparation for presentation or public record; use of QuickBooks, SalesForce, Zoho, Illustrator, WordPress, and cloud based management and communication tools • Media Development – proficient in multi-media marketing, branding, placement, and public relations **PROFESSIONAL** Executive Director – Montclair Village Association, 2011 – Present **EXPERIENCE** – Laurel District Association, 2015 – Present • Oversee daily operations of both the Montclair Business Improvement District (BID) a 501(c)(3) non-profit, comprised of 230 businesses; and the Laurel BID, comprised of 80 property owners • Implement Association(s) vision through business attraction, event management, public art installation, community partnerships with schools, non-profits, and service groups • Manage vendors, sub-contractors, and staff, contract negotiations and fulfillment • Support the respective Boards of Directors, standing and ad-hoc committees • Maintain budgetary and legal compliance in respect to the MVA/LDA Board(s), City of Oakland, and the Brown Act - Sunshine Ordinance • Facilities and asset management, financial analysis and forecasting • Business support to strengthen local economy, foster culture of shopping local, independently owned businesses, creating a destination district Executive Associate – MMHA The Managers' Mentors, Inc. 2000 - 2011 • Human Performance Technology - Design and support of staff development programs, department organization analysis, strategic planning, individual skill development and knowledge transfer for corporate, non-profit, education, and government clients • Needs Assessment - Statistical analysis and vision alignment, programming design • Organizational Design - Implementation plan for training and mentoring programs, draft participant guidelines for facilitators, coordination team, mentors and mentees • Staff training – Set benchmarks, design coursework, evaluate program effectiveness, and capture deltas for continuous improvement Mentor Coordinator, Basic Skills Workshop Facilitator – Laney College 2001 - 2008 • Design and facilitate workshops on life skills supporting education and career planning • Project Manager - Each One Reach One campus-wide mentoring program **ORGANIZATION** Founder and Managing Director – Oaktoberfest in the Dimond fundraiser 2008 - Present **MANAGEMENT** Create a non-profit, regional event, to build relationships within the community, highlight Oakland cultures, and generate revenue for sustaining community development projects • Treasurer & Budget Chair - achieved profitability for \$130K event in the second year, year-to-year growth of +20% in vendor participation, revenue, and attendance • Attracting thousands of visitors to the Dimond commercial district • Involve youth in the production and fundraising, and ensure hands-on, age appropriate, learning opportunities throughout the event • Showcase local schools, non-profits, artists, and craft food & beverage vendors Chairman and Director –

Dimond Improvement Association 2005 - Present Developed the mission of Involvement Builds Community • Facilitate public process for the \$2.4M Fruitvale Alive Streetscape renovation • Survey community needs and formulate strategic plan to direct activity of the non-profit • Spokesperson and media liaison • Design and organize volunteer roles for litter removal, streetscape planting and park maintenance, communication, and marketing • Implement over \$200K in fundraising activities Special Advisor — City Of Oakland Small Business Taskforce 2016-2017 • Worked with small businesses leaders from across Oakland and in different business sectors, conducting outreach to understand the needs of diverse communities • Presented findings and initial recommendations to Mayor Schaaf and Economic Development Director and Staff Founder and Chairman – Oakland Police Beat 22X Neighborhood Crime Prevention Council (NCPC) 2007 – 2010, Treasurer 2007 – 2009 • Outreach to residents and merchants, 8,000+ homes, to address public safety priorities • Formation of Steering Committee, define roles and responsibilities and recruit diverse members of the community • Oversee formation and support of working committees to address priorities • Draft bylaws, preside over elections and community meetings Coordinator – Dimond Public Art project Connect area youth with community artists to promote hands-on learning • Garnered funds for public art installations • Oversight of RFP and artist outreach to ensure grantees meet community priorities Board-member – YMCA Point Bonita Outdoor Education Center 2005 - 2012 Outdoor education program oversight and curriculum review, use nature as the teaching aid • Facilitate annual fundraising event for underprivileged students • Strategic planning for program and facilities expansion, collaboration with National Park Directors and foundation boards

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**Please click the acknowledgement below.**

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I Agree \*

**Profile**

Gary

First Name

F

Middle Initial

Jimenez

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

Oakland

City

Suite or Apt

CA

State

[Redacted]

Postal Code

Home: [Redacted]

Primary Phone

Mobile: [Redacted]

Alternate Phone

SEIU Local 1021

Employer

Vice President

Job Title

**Which Boards would you like to apply for?**

Affordable Housing & Infrastructure Bond Public Oversight Committee : Submitted

**Interests & Experiences**

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**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

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Gary Jimenez [REDACTED] To Whom It May Concern I am writing to express my interest in the Affordable Housing & Infrastructure Bond Public Oversight Committee created by Measure KK in 2016. As Vice President of the Alameda Labor Council and Vice President East Bay of SEIU 1021, a union that represents over 55,000 members in Northern California, I believe I have the skill set needed to effectively oversee this important Public Oversight Committee. I have a long and proven track record of working with, listening to all communities and for advocating for those whose voices are so often unheard and have been successful in getting those voices heard. I can also help the community navigate and work with the various elements of the City's leadership through my long standing relationships that I have built as a Labor leader in Oakland. As a City, we have to take strong steps to bring drastically needed affordable housing and build out our public infrastructure in Oakland. In particular, as my resume indicates, I have direct experience representing the diversity of Oakland, including Oakland residents of low income communities of color. As a Vice President of SEIU 1021 and the Alameda Labor Council, I have experience with financial management, fiscal audits, and capital planning. Additionally, as a Steering Committee member of the Measure JJ campaign, I have extensive relationships in the affordable housing community. I would be honored to serve and have been recommended by Josie Camacho, Executive Secretary-Treasurer of the Alameda Labor Council, AFL-CIO. Attached is my resume. Sincerely, Gary Jimenez SEIU 1021 Vice-President Gary Jimenez, SEIU 1021 Vice-President 2115 [REDACTED]

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***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

[Affordable Housing Resume.docx](#)

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Union Involvement • SEIU 1021, Vice President, responsible to oversee East Bay jurisdictions representing union members in Oakland: City of Oakland, Port of Oakland, Laney Peralta Community College; Oakland Unified School District, Oakland Housing Authority; and BART, Alameda County Workers, Alameda County Medical Center, Hayward, Union City, Fremont, San Ramon, Albany, Berkeley, Richmond, and Emeryville; K-12 schools, most community colleges; Union City, Union Sanitary, Hayward and HARD • SEIU 1021 represents over 55,000 members in Northern California; 12,000 in Alameda County; 7,000 in Oakland • Responsible to work with union chapter leaders to develop leadership, build unity, and recruit participation • Member of Alameda Labor Council Executive Committee which represents over 100,000 AC members • SEIU 1021 Alameda County COPE delegate since 2004 • SEIU 1021 Fremont shop steward since 2002 representing members and enforcing the Collective bargaining agreements • SEIU 1021 Fremont delegate to schools industry council for all public schools • SEIU 1021 Executive Board delegate since 2004 • SEIU 1021 Rank and File member for 21 years • Employed with Fremont Unified School District as bus driver, maintenance worker and Custodian 2 at Forest Park Elementary Community Experience • Fair Economy Campaign Co-Chair which is a partnership with community groups including ACCE Alliance of Californians for Community Empowerment; PICO church based grassroots organizations. Our coalition's goals recognize that the economic crisis was not caused by the actions of working families, but by the unregulated practices of the banking industry and corporations who refuse to take responsibility for this crisis. • Campaign Co-Chair, FF Campaign: SEIU 1021, along with our Lift Up Oakland coalition partners, dozens of endorsing organizations, and hundreds of volunteers, collected 33,682 voter signatures to put Measure FF on the ballot. Measure FF raised the minimum wage to \$12.25 with 5-9 paid sick days. The measure went into effect on March 2, 2015, and workers receive annual raises indexed to inflation. • Campaign Co-Chair for Measure JJ, the campaign to Protect Oakland Renters. Measure JJ will: 1. Flips the petition so landlords, not tenants, must petition to raise the rent over annual inflation; 2. Extends Just Cause through 12/31/1995 to cover more units; and 3. Strengthens the accountability and transparency of the Rent Board References Josie Camacho, Alameda Labor Council, Executive Secretary Treasurer, [REDACTED], Jahmese Kathleen Myers, EBASE, Campaign Director, [REDACTED] Anthony Panarese, ACCE, [REDACTED]

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**Please click the acknowledgement below.**

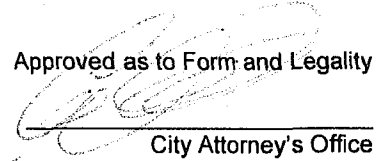
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I Agree \*

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City Attorney's Office

# OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

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**RESOLUTION CONFIRMING THE APPOINTMENT OF ELLEN WU, FERNANDO CAMPOS, MICHAEL PYATOK, LAUREN WESTREICH, DANIEL SWAFFORD, KEN LUPOFF, CAROLL FIFE, CAROL BAILEY-RAY, AND GARY JIMENEZ AS MEMBERS OF THE AFFORDABLE HOUSING & INFRASTRUCTURE (MEASURE KK) PUBLIC OVERSIGHT COMMITTEE**

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, Ordinance No 86,335, adopted July 19, 2016, approved the placement and language of Measure KK on the ballot, called for the City Council to establish a Board of the responsibility for citizen oversight of the measure to review relevant financial and operational reports related to the expenditure of bond proceeds, provide reports to the City Council when necessary, and evaluate the impacts and outcomes of bond expenditures on the bond measure's stated goals, including social equity, anti-displacement and affordable housing; and

**WHEREAS**, Ordinance No 13,403 C.M.S, adopted November 29, 2016, creates the Affordable Housing & Infrastructure Public Oversight Committee to assure fair and equitable distribution of Measure KK bond funds; and

**WHEREAS**, the Public Oversight Committee is to be comprised of nine members appointed by the Mayor and subject to confirmation by the City Council where each Councilmember may recommend one Committee member to the Mayor for appointment; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has appointed **Ellen Wu, Fernando Campos, Michael Pyatok, Lauren Westreich, Daniel Swafford, Ken Lupoff, Carroll Fife, Carol Bailey-Ray, and Gary Jimenez**; subject to confirmation by the City Council; now, therefore, be it

**RESOLVED**: That pursuant to City Charter section 601, the City Council confirms this mayoral appointment to the Affordable Housing & Infrastructure (Measure KK) Public Oversight Committee as follows:

**Ellen Wu** to serve a three-year term that begins January 1, 2018 and ends December 31, 2020;

**Fernando Campos** to serve a three-year term that begins January 1, 2018 and ends December 31, 2020;

**Michael Pyatok** to serve a three-year term that begins January 1, 2018 and ends December 31, 2020;

**Ken Lupoff** to serve a two-year term that begins January 1, 2018 and ends December 31, 2019;

**Carol Fife** to a two-year term that begins January 1, 2018 and ends December 31, 2019;

**Carol Bailey-Ray** to serve a two-year term that begins January 1, 2018 and ends December 31, 2019;

**Lauren Westreich** to serve a one-year term that begins January 1, 2018 and ends December 31, 2018;

**Daniel Swafford** to serve a one-year term that begins January 1, 2018 and ends December 31, 2018; and

**Gary F. Jimenez** to serve a one-year term that begins January 1, 2018 and ends December 31, 2018.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB,  
KAPLAN AND PRESIDENT REID

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of  
the City of Oakland, California