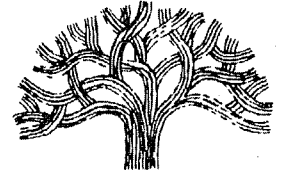


OFFICE OF THE CITY CLERK
OAKLAND

16 SEP -2 PM 2:18

CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3rd FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

August 23, 2016

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

Dear President Gibson McElhaney and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has appointed and reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

Commission on Persons with Disabilities

Frank Sterling, Mayoral appointment to serve a three-year term beginning September 3, 2014 and ending September 2, 2017, filling the seat previously held by Olivia de Jimenez.

Jian Hong, Mayoral reappointment to serve a three-year term beginning September 3, 2016 and ending September 2, 2019, retaining the seat he previously held.

Thank you for your assistance in this matter.
Sincerely,

A large, stylized handwritten signature in black ink, which appears to be "Libby Schaaf".

Libby Schaaf
Mayor

16 SEP -2 PM 2:18

CITY OF OAKLAND BOARDS AND COMMISSIONS APPLICATION



Name: Frank Sperling Home Phone: _____

Address: _____

Type of Employment: Retired management consultant

Employer: Self

Work Phone: n/a

Work Address: n/a

Board or Commission you wish to serve on: Mayor's Commission on Persons with Disabilities

Why do you wish to serve as a member of the Board/Commission? I would like to work for improving quality of life for all disabled persons in Oakland. I want to ensure that all accessibility and availability of resources are easy to obtain.

What experience do you have in this topic area? Since 2009, I have been a full-time caregiver for my son who sustained and survived a severe stroke. He now lives with ambulatory, vision, and communication challenges. As his healthcare, accessibility, and inclusion advocate, I know his challenges and the need to ensure community compliance to ADA.

Experience serving on Boards and/or Commissions: Served on: Moraga Planning Commission and UC Berkeley Alumni Association board of directors. Elected to Moraga Town Council and served as Mayor. Elected to Moraga-Orinda Fire District Board and served as President. See resume for more complete list.

Approximate hours available per month to spend on Board/Commission activities: 15

Organizational Memberships: See resume

Volunteer Activities: See resume

Please list two references with telephone numbers:
Richard Olsen - (925) 286-8114
David Trotter - (925) 876-1503

Applicant's Signature: Frank Sperling Digitally signed by Frank Sperling Date: 2016.07.22 08:50:31 -07'00' Date: 7/22/2016

1. What is your experience with disability (personal or professional)?
The MCPD's goal is to achieve equal representation of the diversity of disability experiences, including but not limited to:

- Physical
- Sensory
- Deafness
- Blindness
- Psychiatric
- Learning
- Intellectual

2. Do you have knowledge in one or more of the following areas?
Please describe.

- Housing rights
- Employment rights
- Education rights
- Transportation rights
- Physical access requirements (California Building Code and Federal Standards & Guidelines)
- Assistive technology
- Self-Advocacy
- Community organizing

While I have knowledge in nearly all of the categories above,
my strongest knowledge set is in those categories that I have checked.

3. Do you have knowledge of how municipal government organizations work and the budget process? Please describe.

I have intimate knowledge on how municipal government work because of my service in MOFD and Town of Moraga leadership. I have reviewed, modified, and approved budgets for Town of Moraga. Ensured annual expenditures tracked to budget. Chaired finance committee for Moraga-Orinda Fire District. Reviewed, modified, and approved budgets for MOFD.

4. Do you have professional expertise in one or more of the following areas? Please describe.

- Architecture
- Urban planning
- Civil engineering
- Law
- Public administration
- Fiscal policy
- Legislation
- Construction Management
- Project Management
- Event Planning

- Served on Moraga Planning Commission and held position of Chairman.
- MBA in finance and many years of experience developing budgets and managing to the budget.
-Managed numerous multi-million dollar projects and have held PMP certification
-Oversaw and managed numerous professional events - in role of Marketing Dir.

5. MCPD seeks representation that reflects the diversity of Oakland including but not limited to ethnicity, race, religion, sex, language, and district of residence. How would you contribute to the diversity of the MCPD?

As a senior (62+) who has given up his lucrative professional career to care for a disabled child, I can bring a unique perspective to the commission.

6. To be eligible candidates should be residents or work in Oakland. Exceptions may apply for individuals with unique expertise on a case by case basis so anyone interested is encouraged to apply. Do you live and/or work in Oakland? If not, what motivates you to join the MCPD?
I live in Oakland.

Operational Effectiveness, Project Management, and Financial Consulting

***Proven change agent, excellent communicator and team builder, innovative and tenacious
problem solver***

Broad and deep knowledge and experience delivering successful results in the following areas:

- Operational Analysis and Process Improvement
- Program and Project Management
- Strategic Planning
- Strategic and Tactical Marketing
- Operations Management
- P&L Management
- IT Solutions Implementation
- M&A Post-merger Integration

FS3 Group, LLC
Founder and CEO

2003-Present

▪ **Consulting Services:**

- Perform operational, financial, and marketing management functions
- Manage programs and projects utilizing as-appropriate project methodologies
- Develop business and marketing plans in alignment with organizational strategies and vision
- Partner with senior management to analyze and re-engineer corporate structures and processes
- Integrate people, processes, and systems following corporate mergers and acquisitions

▪ **Sample Engagements:**

Perot Systems / Stanford Hospital

Project Management and Operational Effectiveness consulting and contract work.

- Developed work-flow processes for all aspects of customer facing work
- Implemented automated monitoring tools which tracked and reported Service Level Agreement metrics
- Identified operational improvements which reduced service penalties by several hundred-thousand dollars and improved client satisfaction
- Reduced intra-departmental data reporting and analysis time equal to 2 FTE in a highly siloed organization

Dreyer's Grand Ice Cream

Strategic Financial Modeling

- Created and implemented a financial planning maturity model which re-focused and re-prioritized long- and short-term financial planning direction

GNU Group (nationally recognized graphic design firm)

Direct all projects and operations – oversaw staff of 21 FTE

- Developed and implemented automated systems to track projects, work-product processes, sales pipeline status, and internal resource loads – reducing project administration overhead by 25%.
- Utilized cross-platform database to seamlessly integrate Mac/PC environment
- Performed gap and SWOT analysis of existing processes and marketplace norms – modified operational workflows which reduced project completion times by 15%

CLEC (startup landscape construction firm)

Chief Marketing Officer and COO

- Directed operation of start-up business resulting in revenue and client base exceeding business plan by 25%

CALIFORNIA STATE AUTOMOBILE ASSOCIATION

1999-2003

Senior Program Manager – Enterprise Project Office

- Recruited by new management team to establish project management organization critical for revitalizing stagnant organization via portfolio management, standardized methodology, and improved project success rates.
- Led team of professionals (27 FTE) to successfully deliver major marketing, operations, IT, and real estate projects valued at over \$100 million resulting in over \$20 million annual savings in budgetary and operational efficiencies.
- Managed process mapping and process improvement group. Standardized workflows implemented and project ramp-up times reduced by 20%.
- Personally managed successful projects and programs involving Database Integration, PeopleSoft Financials, Branch Office Consolidation, ASP Outsourcing, Desktop Management, Website Enhancement, Release Management, and Software Training.

MERCER HR CONSULTING

1992-1999

Director of Marketing – Western Region Operations

- Grew annual sales revenue by 20% through introduction of coordinated marketing activities among seven offices and 100+ business developers.
- Consolidated multiple client database / data management systems resulting in lowered staff support costs, lower user frustration, and improved management reporting.
- Managed public relations activities for proprietary research ensuring appropriate media placement and message delivery. Acted as spokesperson to press and media on numerous issues.
- Moved decentralized and siloed organization to consolidated, third generation CRM solution. Obtained Board of Directors approval for national CRM proposal that projected investment payback within 12 months.

UNION BANK OF CALIFORNIA

1986-1991

Vice President – Middle Market Business Strategies (1990-1991)

- Designed and implemented telemarketing program utilizing internally and externally acquired mailing lists to populate and distribute client opportunities with individual bankers. Higher than projected response rate resulted in \$50,000 in new business in first year.
- Shifted business development efforts from passive to aggressive by removing historic barriers resulting in sales increase of 15% and revenue increase of 19%.
- Implemented relationship-based customer valuation model which improved client profitability by 10%.

Vice President – Product Management & Planning (1986-1990)

- Established consumer Product Management organization at multi-state banking system.
- Developed products and services for upscale clients resulting in value-add to clients, increasing annual revenues by \$5 million+.

SECURITY PACIFIC NATIONAL BANK

1982-1986

Vice President – Group Product Manager

- Successfully managed \$11 billion portfolio of products resulting in multi-million dollar annual revenue growth and concurrent increases in customer satisfaction.

Previously held positions of increasing responsibility at:

- **First Interstate Bank** – Senior Marketing Research Analyst
- **Coastwide Title Services** – Operations Manager (Managed staff of 15)

COMMUNITY LEADERSHIP and INVOLVEMENT

Director, Cal Alumni Association Board of Directors (2007-2012)

President and Director, Moraga-Orinda Fire District (Elected Position) (2006-2013)

Mayor and Councilmember, Town of Moraga (Elected Position) (1994-1998)

Director, Moraga Education Foundation (2004-2005)

President, Moraga Historical Society (1999)

Director, Central Contra Costa Solid Waste Authority (1996-1997)

Inspirational Speaker – American Heart and Stroke Association (2013-Present)

EDUCATION and PROFESSIONAL CERTIFICATIONS

MBA, Finance/Marketing, University of California, Berkeley

BS, Business, University of California, Berkeley

PMP, Project Management Professional Certification, Project Management Institute

Frank Sperling Resume

16 SEP -2 PM 2:18

CITY OF OAKLAND BOARDS AND COMMISSIONS APPLICATION



Name: Jian Hong Home Phone: _____

Address: _____

Type of Employment: Freelance graphic designer

Employer: _____

Work Phone: _____

Work Address: same as above

Board or Commission you wish to serve on: Mayor's Commission on Persons with Disabilities

Why do you wish to serve as a member of the Board/Commission?
I want to help people with disabilities remove physical barriers and represent the challenges they face.

What experience do you have in this topic area?
As a wheelchair-bound person with a disability, I have faced many physical barriers, from public transportation to stairs, curbs, hills, buildings, etc.

Experience serving on Boards and/or Commissions:
I have been serving MCPD since May 2015. I participate in helping shape policies and improve supportable accessible built environment for people with disabilities.

Approximate hours available per month to spend on Board/Commission activities: 3 hours

Organizational Memberships: None

Volunteer Activities: See attached CV

Please list two references with telephone numbers:
Lorena Valdez, UC Berkeley's Program Director, Transfer Student Services, 510.643.6285
Kirsten T. Saxton, Mills College's Professor of English and Director of MA Program, 510.430.2214

Applicant's Signature:  Date: 8/15/2016

Note: Personal information submitted (including home address and telephone number) is kept confidential

1. What is your experience with disability (personal or professional)?
The MCPD's goal is to achieve equal representation of the diversity of disability experiences, including but not limited to:

- Physical
- Sensory
- Deafness
- Blindness
- Psychiatric
- Learning
- Intellectual

I have been a wheelchair user since my 1997 car accident that left me paralyzed from shoulders down.

2. Do you have knowledge in one or more of the following areas?
Please describe.

- Housing rights
- Employment rights
- Education rights
- Transportation rights
- Physical access requirements (California Building Code and Federal Standards & Guidelines)
- Assistive technology
- Self-Advocacy
- Community organizing

None

3. Do you have knowledge of how municipal government organizations work and the budget process? Please describe.

None

4. Do you have professional expertise in one or more of the following areas? Please describe.

- Architecture
- Urban planning
- Civil engineering
- Law
- Public administration
- Fiscal policy
- Legislation
- Construction Management
- Project Management
- Event Planning

None

5. MCPD seeks representation that reflects the diversity of Oakland including but not limited to ethnicity, race, religion, sex, language, and district of residence. How would you contribute to the diversity of the MCPD?

I am currently the only wheelchair user in the MCPD committee and can contribute to the diversity of the MCPD by providing insight of the difficulties wheelchair users faces in our inaccessible built environment.

6. To be eligible candidates should be residents or work in Oakland. Exceptions may apply for individuals with unique expertise on a case by case basis so anyone interested is encouraged to apply. Do you live and/or work in Oakland? If not, what motivates you to join the MCPD?

I have been living in Oakland since 2009.

Jian Hong

EDUCATION

Laney College—Associate of Science/Certificate in Architecture, present
Laney College—Associate of Arts/Certificate in Applied Graphic Design/Digital Imaging, May 2016
Mills College—MFA in creative nonfiction, May 2011
University of California, Berkeley—B.A. in English, May 2007

EXPERIENCE

9/14-Present

Freelance Graphic Designer

- Design logos, business cards, newsletter, brochures, booklets, menus, posters, brand identity, package design

Non-fiction freelance writer for The Potrero View, San Francisco, December 2012-April 2013

- Newspaper writing and editing

WORK IN PROGRESS

Wheels (memoir project)

PUBLISHED WORKS

“Hill Residents Wendy MacNaughton and Caroline Paul Publish Lost Cat.” The Potrero View, San Francisco, April 2013 (p19, p26)
“A Life of Rugs.” The Potrero View, San Francisco, March 2013 (p19)
“Killing Time at a Local Laundromat.” The Potrero View, San Francisco, February 2013 (p5)
“Navigating Muni in a Wheel Chair.” The Potrero View, San Francisco, February 2013 (p6, 26)
“Downtown High School Principal Enjoys Job.” The Potrero View, San Francisco, December 2012, (p 11 and S16)
“Wheels.” *Mills College Community Teaching Project Anthology 2009-2010*, Oakland, CA
“A Resource Guide for Students with Disabilities.” *UC Berkeley’s Transfer Student Handbook: A Guide For New Transfers 2005-2006*, Berkeley, CA

HONOR & AWARDS

Mills College Teaching Assistant, 2010-2011
Osher Reentry Scholar, 2005-2006, 2006-2007
Alice and Don Slater Outstanding Achievement Scholarship, 2004
Asian Pacific American Leadership Scholarship, 2004
Michillinda Women’s Club Scholarship, 2003
National Science Foundation Computer Science, Engineering and Mathematics Scholarship Program, 2002-2004
Disabled Student Programs Scholarship, 2001

PRESENTATIONS & CONFERENCES

Guest Speaker, “Being a Writer,” English 269AB Foundations in Reading and Writing, College of Alameda, CA, October 2011
Presenter, “Mapping Travel Memoir Catfish and Mandala with Google Maps and Earth,” Mills College, CA, May 2011
Presenter, “Teaching Writing,” Theories and Strategies of Teaching Writing Class, Mills College, CA, November 2010
Panelist, Real Life Plenary Session – “Self-Determination,” Asians and Pacific Islanders with Disabilities of California (APIDC), Long Beach, October 2010
Presenter, “Music and Writing,” Theories of Creativity and Teaching of Creative Writing, Mills College, CA, May 2010
Presenter, “Memoir Writing,” Theories of Creativity and Teaching of Creative Writing, Mills College, CA, April 2010
Attendee, “Real People, Real Voices,” Disability Rights Organization ADAPT Conference, Tennessee, March 2006
Presenter, Prospective Student Workshop, Transfer Center, UC Berkeley, April 2005

Jian Hong

Panelist, "Student Life," Prospective Student Workshop, Transfer Center, UC Berkeley, March 2005

Panelist, Disability Awareness Student Panel, UC Berkeley, March 2005

Presenter, "College Writing: English 1A," Pasadena City College, CA, March 2003

TEACHING EXPERIENCE

Laney College, CA, Spring 2016

Teacher Assistant for Photoshop 36

- Assisted students in developing basic Photoshop skills

Laney College, CA, Fall 2015

Teacher Assistant for Introduction to Graphic Design 231

- Assisted students in developing graphic arts skills, using Adobe Illustrator, Indesign, and Photoshop

College of Alameda, CA, Fall 2010

English Teaching Assistant for Pre-transfer English 201AB

- Led small groups, facilitated discussions, tutored, assessed homework, and lectured on grammar

Mercy Retirement and Care Center, Oakland, CA, July 2010

English Instructor

- Taught five elders creative writing including poetry, fiction, and nonfiction

Mills College's Community Teaching Project, Oakland, CA, Spring 2010

English Instructor for Oakland Word

- Taught Cantonese speakers once a week for five weeks creative memoir writing

Berkeley Technical Academy, Berkeley, CA, Summer 2007

English and Math Tutor

- Tutored high school students twice a week in English and in math fundamentals including algebra, geometry and basic math

East Bay Conservation Corporation, Oakland, CA, Spring 2006

English and Math Tutor

- Tutored over 13 students once a week in English and in math fundamentals including algebra, geometry and basic math

EDUCATIONAL EXPERIENCE

Theories and Strategies of Teaching Writing Class, Fall 2010

Mills College, Oakland, CA

- Participated in a graduate class that facilitated the creation and development of a personal grading rubric, sample syllabus, and personal teaching philosophy

Theories of Creativity and Teaching of Creative Writing, Spring 2010

Mills College, Oakland, CA

- Participated in a graduate class that facilitated the creation and development of a personal grading rubric, admission requirements for creative writing programs, creative writing undergraduate major, sample syllabus, and personal teaching philosophy

ACADEMIC SERVICE

University of California, Berkeley; Transfer, Re-Entry and Student Parent Center

Intern, Spring 2005

- Wrote a resource guide for Students with Disabilities

University of California, Berkeley; Transfer, Re-Entry and Student Parent Center

Outreach Mentor, Fall 2005-Spring 2006

- Conducted outreach for prospective Vista Community College students by visiting the college over 30 times, answering prospective students' questions regarding life at Cal and admissions procedures

University of California, Berkeley; Disabled Student's Residence Program (DSRP)

Outreach Recruiter, Fall 2005; Peer Mentor, Fall 2005-Fall 2006

- Visited Vista Community College and Pasadena City College to encourage the enrollment of students with disabilities into UC Berkeley
- Developed a resource guide for prospective students with disabilities
- Mentored an incoming UC Berkeley student, assisted and supported student in college transitions

Jian Hong

VOLUNTEER EXPERIENCE

5/15-Present

Mayor's Commission on Persons with Disabilities (MCPD), Oakland
Commissioner

- Advise the Mayor and City Council on issues affecting the disability community
- Review and comment on City policies, programs and actions

4/16-Present

MCPD's City Infrastructure Committee
Transition Plan Subcommittee Advisor

- Provide City of Oakland staff with feedback regarding its plans to update its Buildings and Facilities and Right-Of-Way Transition Plans.

Transportation Subcommittee Commissioner

- Tackle any/all issues affecting people with disabilities' transportation access

6/16-Present

MCPD's Facebook Administrator

- Maintain and update MCPD's Facebook page

580 Split, Oakland, CA, May 2009

Reader for the annual journal of the arts and letters in nonfiction at Mills College

- Critiqued stories

SKILLS

AutoCAD, SketchUp, HTML, CSS, Dreamweaver, Photoshop, Illustrator, InDesign, Windows Live Movie Maker, Microsoft Word, Excel, Powerpoint, Audacity, Acrobat, Portrait Drawing

LANGUAGE

Fluent in Cantonese

Jian Hong

mhong123@gmail.com

15 August, 2016

Libby Schaaf
Mayor
1 Frank H. Ogawa Plaza
Third Floor
Oakland, CA 94612

Dear Mayor Schaaf,

I am writing to apply for a second term for a volunteer Disability Commissioner position.

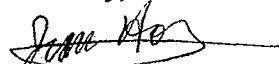
I have had many opportunities to learn how to advocate for people with disabilities in Oakland since I joined MCPD in May 2015. The Bus Rapid Transit Project particularly fuels my interest even more in universal design. As a wheelchair "user/expert," I have faced many physical challenges such as wheelchair inaccessible built environment. Even nowadays, I find many buildings lack the concept of universal design, despite the fact that many companies, whether for profit or non-profit, have spent millions of dollars on renovations. Lacking universal design in our built environment propels me to pursue a master's degree and a PhD in architecture in order to help remove the physical barriers for people with disabilities.

I am also interested in learning more about affordable housing for people with disabilities, in addition to the Infrastructure committee and the Transportation/Transition Plan subcommittee of MCPD. In the past, I could not find wheelchair accessible affordable housing. Because of this, I forced myself to withdraw from St. Mary's College in Moraga in 2007. Two years later I applied to graduate school at Mills College and had the same problem. I had no other alternative except living on campus. Working with other MCPD commissioners, I hope to build a strong support network to help ease the transition of finding accessible affordable housing for wheelchair users.

I enclose with this letter my CV and completed application.

Thank you for your time and consideration. I look forward to speaking with you about the volunteer Disability Commissioner position.

Sincerely,

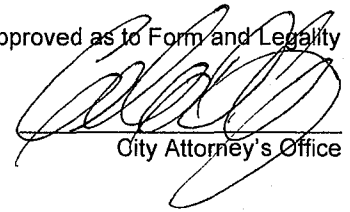


Jian Hong

CC: Christine Calabrese, ADA Programs Division Manager

16 SEP -2 PM 2:18

Approved as to Form and Legality


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY HONORABLE MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF FRANK STERLING AND THE REAPPOINT OF JIAN HONG TO THE COMMISSION ON PERSONS WITH DISABILITIES

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. 9968 C.M.S., adopted August 5, 1980, and amended by Ordinance No. 11864 C.M.S., adopted March 12, 1996, created the Commission on Persons with Disabilities to address issues germane to accessibility, services and civil rights for persons with disabilities; and

WHEREAS, the Commission on Persons with Disabilities consists of fifteen (15) members serving three year staggered terms with no more than two consecutive terms; and

WHEREAS, 51% of Commission members must be persons with disabilities; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Frank Sterling and reappointed Jian Hong subject to confirmation by the City Council; now, therefore, be it

RESOLVED: That pursuant to City Charter section 601 the City Council hereby confirms the Mayor's following appointment to the Commission on Persons with Disabilities:

Frank Sterling, for a three-year term beginning September 3, 2014 and ending September 2, 2017, filling the seat previously held by Olivia de Jimenez.

FURTHER RESOLVED: That pursuant to City Charter section 601 the City Council hereby confirms the Mayor's following reappointment to the Commission on Persons with Disabilities:

Jian Hong, for a three-year term beginning September 3, 2016 and ending September 2, 2019, retaining the seat he currently holds.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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