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OAKLAND

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Letter of Appointment

June 9, 2014

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints the following person as a member of the following Board or Commission, subject to the City Council's confirmation:

WILDFIRE PREVENTION AND ASSESSMENT DISTRICT ADVISORY BOARD

Susan Greenberg Piper, Mayoral appointment to a District One seat, recommended by Councilmember Dan Kalb, to serve the three-year term beginning July 1, 2014 and ending June 30, 2017, filling the seat previously held by Robert Sieben, MD.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

Resume of Susan Greenberg Piper

Education

1971 BS Journalism, Northwestern University
Evanston, Illinois

1978 MPH Health Services Administration
UCLA School of Public Health
Los Angeles, California

Experience

1/11-9/12 **Special Assistant to Mayor Jean Quan—
Communications
City of Oakland
Oakland, California**

Full time Communications Director for Mayor Jean Quan, providing media relations and communications services, including maintaining two websites, Facebook, Twitter and weekly e-newsletter. Also coordinated Mayor's Mentoring Initiative, Oakland Mentoring Forum and organized special events. Responsible for developing informational material for media briefings and for the public, including the State of the City Report for 2011.

4/04—12/10 **Policy Analyst
Oakland City Councilmember Jean Quan
Oakland, California**

Part-time council aide to one of the seven city council members, providing constituent services, policy analysis, public relations, community outreach to residents of Montclair and District 4 in the City of Oakland. Primary focus on city's seismic retrofitting programs; park stewardship facilitation, planning & implementation; weekly e-newsletter and media relations.

1/85--- **Susan Piper Public Relations
Oakland, California**

Providing strategic public relations, marketing communications and issue management consulting services to educational institutions, health services organizations, non profit organizations and public agencies (see attached list of clients and services).

7/1/98-9/7/99

**Special Assistant to the Superintendent
Oakland Unified School District**

Managed a staff of five, providing public information, media relations, community outreach, publications and crisis communications for the sixth largest school district in California. Served as a member of the Superintendent's Executive Council and advised both the Superintendent and the Board of Education on communications issues.

10/82-12/84

**Vice President, Corporate Communications
Alta Bates Corporation
Berkeley, California**

Managed public affairs and corporate communications services for one of the Bay Area's largest health care systems: Alta Bates Hospital, Alta Bates Hospital-Albany, Alta Bates Health Services and Guardian Skilled Nursing Facilities.

3/78-10/82

**Director of Public Affairs
Alta Bates Hospital
Berkeley, California**

Managed a department of eight, responsible for marketing communications, issue management, media relations, internal communications and community relations.

7/77-3/78

**Susan Piper Public Relations
Los Angeles, California**

Provided consulting services to health care organizations.

9/74-7/77

**Director of Public Relations
Hollywood Presbyterian Medical Center
Los Angeles, California**

Managed a department of three, responsible for media relations, internal and external communications, marketing communications. Originally hired as Assistant Director of Public Relations 11/73.

1/72-11/73

**Editor, KPBS Guide
The KPBS Stations-Public Television & Radio
San Diego, California**

Wrote and edited monthly magazine, coordinated external communications.

3/71-9/71

**Assistant Director of Public Relations
Grant Hospital
Chicago, Illinois**

Wrote and edited monthly employee newsletter, assisted with media relations, special events and other public relations activities.

6/69-9/69

Intern

Long Island Jewish Medical Center

New Hyde Park, New York

Summer internship with the public relations department of a major university hospital; wrote press release and articles for the employee newsletter and community publications.

Honors/Community Services

- 2013 Co-chair, Keep Oakland Firesafe campaign to renew Oakland's Wildfire Prevention Assessment District
- 2013--present Member, Oakland Education Cabinet Public Relations Committee
- 2013--present Member, Board of Directors, United Policy Holders
- 2009-10 Campaign Coordinator, Jean Quan for Oakland Mayor 2010, providing campaign coordination and support for the steering committee.
- 2002, 2006 Campaign Coordinator, Neighbors for Jean Quan, providing overall campaign coordination during both the primary and general election run-off campaign of newly elected City Councilmember Jean Quan, Oakland District 4 and for her reelection in 2006.
- 2000-2001 Member, Oakland Parents Together, providing parent education and support in the Oakland Public Schools
- 1999 First Place
California School Public Relations Association
Annual Report to the Community
Oakland Unified School District and Oakland Coalition of Congregations
- 1999 Award of Merit
California School Public Relations Association
Friday E-mail, Oakland Unified School District
- 1999 Award of Merit
California School Public Relations Association
District-wide High School Catalog
Oakland Unified School District
- 1998-present Rotary Club of Oakland, Member; Chair of the Educational Support and Public Relations Committee, Director for fiscal 2003-2006
- 1996—2002 Member, Oakland Education Cabinet
- 1994--2005 Co-chair, Friends of the Oakland Public Schools for Measure C (1994) and B (1996) campaigns, Member, Friends of Oakland Public Schools Measure A (2000) and Measure B (2001) Campaigns
- 1993--present Chair, Hiller Highlands CORE Steering Committee (Disaster Preparedness)
- 1991--present Member, North Hills Landscape Committee

1984 President, Hospital Public Relations Academy (national professional organization)
1977-78 President, Southern California Hospital Public Relations Association
1974--present Public Relations Society of America

Who's Who in American Women

Who's Who in Public Relations

Outstanding Young Women of the Year 1980 Edition

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DRAFT

CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPOINTING SUSAN GREENBERG PIPER AS A MEMBER OF THE WILDFIRE PREVENTION AND ASSESSMENT DISTRICT ADVISORY BOARD

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. 12556 establishes procedures for the creation of special assessment districts for fire suppression, prevention, and preparedness within designed areas of the City of Oakland, including the establishment of an advisory committee for the district; and

WHEREAS, Resolution No. 78305 creates the Wildfire Prevention Assessment District and the Wildfire Prevention Assessment District Advisory Board, which provides oversight and program recommendations for the Assessment District, and plays a key role in the continued implementation of vegetation management programs and the development of fuel management strategies; and

WHEREAS, Resolution No. 78305 specifies that the Mayor shall appoint two (2) constituents who live in the Assessment District, one of whom shall be a firefighter by profession, to serve as follows: initially, one appointee shall serve for a term of two years, the second appointee shall serve for a term of three years, and thereafter, each subsequent appointment shall be for a term of two years; and

WHEREAS, Resolution No. 78305 specifies that the At-large Councilmember shall appoint one (1) constituent who lives in the Assessment District and who shall serve for a term of two years; and

WHEREAS, Resolution No. 78305 specifies that each of the four (4) Wildfire Prevention Assessment District Councilmembers shall appoint two (2) constituents each, who live in the Assessment District to serve as follows: initially one appointee shall serve for a term of two years, the second appointee shall serve of a term of three years, and thereafter, each subsequent appointment shall be for a term of two years; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Susan Greenberg Piper upon the recommendation of Councilmember Dan Kalb for District 1 Representative to serve a three-year term on the Wildfire Prevention and Assessment District Advisory

Board, 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 appointment of Susan Greenberg Piper to a District One seat on the Wildfire Prevention Assessment District Advisory Board for a three-year term beginning July 1, 2014 and ending June 30, 2017, filling the seat previously held by Robert Sieben, MD.

**IN COUNCIL, OAKLAND, CALIFORNIA,
PASSED BY THE FOLLOWING VOTE:**

AYES – KALB, GIBSON MCELHANEY, SCHAAF, GALLO, BROOKS, REID,
KAPLAN AND PRESIDENT KERNIGHAN

NOES –
ABSTENTIONS-
ABSENT-

ATTEST:

LATONDA SIMMONS
City Clerk and Clerk of the Oakland City Council