



THE HONORABLE SHENG THAO • MAYOR OF OAKLAND

CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612 • (510) 238-3141 • SThao@OaklandCA.Gov

Letter of Appointment

January 16, 2023

Dear President Bas and members of the City Council:

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

Bicyclist & Pedestrian Advisory Commission

David Ralston, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by himself.

Enjoleah Daye, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by Michael Lok.

Cynthia Herrera, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by Andrew Campbell.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Sheng Thao".

Mayor Sheng Thao

Profile

David

First Name

Ralston

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

[Redacted]

City

[Redacted]

State or Zip

[Redacted]

State

[Redacted]

Postal Code

What City Council district do you live in?

District 2

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

BAAQMD

Employer

Senior Policy Advisor Planning Division

Job Title

Which Boards would you like to apply for?

Bicycle & Pedestrian Advisory Commission: Submitted

Interests & Experiences

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

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.

Upload a Resume

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

Please click the acknowledgement below.

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.

I Agree *

Profile

Cynthia _____ C _____ Herrera _____
First Name Middle Initial Last Name

Email Address

Street Address

City

Suite or Apt

State Postal Code

What City Council district do you live in?

District 5

Primary Phone

Alternate Phone

BankLab Architecture _____ Program Coordinator /
Employer Community Liaison
Job Title

Which Boards would you like to apply for?

Bicycle & Pedestrian Advisory Commission: Submitted

Interests & Experiences

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

My experience working as a Program Coordinator and Community Organizer at the East Oak and Collective, my degree in Landscape Architecture, and my personal use of Oak and's bike facilities are most relevant to the Bicycle and Pedestrian Advocacy Commission's mission in several ways. These traits as a community member, organizer, and interested design can align with the commission's mission to improve the conditions and safety of pedestrians and cyclists in the respective communities. At the East Oak and Collective, I started as an Organizer in the Community Planning Department. My first project was working on a feasibility study called Power The People. This project aimed to get East Oak residents access to the Martin Luther King Jr. Shoreline by investigating existing socioeconomic and physical barriers, zero-waste modalities, accessibility, and culturally competent programming. Individuals and partnerships in East Oak could advocate for better infrastructure, such as safer sidewalks, dedicated bike lanes, and improved traffic calming measures by engaging in community organizing efforts. I assisted in advocacy efforts for safer streets through community bike rides and guerrilla design tactics where community members gathered to post up slow street signage and other temporary calming infrastructure. This aligns with the commission's mission to promote the needs and rights of pedestrians and cyclists and ensure their voices are heard in matters that affect their safety and accessibility. Furthermore, community organizing taught me to gather input from residents, identify areas of concern, and work together to develop solutions and advocate for change by hosting monthly community planning meetings related to the Power The People project. There was also another project named Mobility For All, in which I helped plan a program that would distribute e-bikes and traditional bikes to individuals facing unemployment or underemployment as a means of cost-effective transportation. While I was not present to see how the program performed, I learned to take input from previous versions of this program to accommodate more needs. The commission can benefit from the insights and perspectives brought forth through community organizing efforts in East Oak and, helping to guide their recommendations and initiatives in an often overlooked place. While my knowledge is not specific to East Oak and/or community organizing efforts there, I can provide general information, tips, and strategies on how to engage in community organizing and advocate for improved bicycle and pedestrian infrastructure. My studies as an undergrad at UC Berkeley to pursue Landscape Architecture as a career have given me some insight into designing public spaces that are safe, accessible, and attractive for pedestrians and cyclists. I can apply this knowledge to develop recommendations and proposals for infrastructure improvements that promote walking and cycling as safe and viable modes of transportation. As part of my studies, I have also learned how to incorporate sustainable design and green infrastructure initiatives into my work. By incorporating green infrastructure elements like bioswales, rain gardens, and permeable paving into bicycle and pedestrian infrastructure projects, we can help improve water quality, reduce the impact of stormwater runoff, improve air quality, and provide other environmental benefits. Moreover, landscape architecture balances the physical and natural environment with social and cultural factors. In the same way, the Bicycle and Pedestrian Advocacy Commission's mission seeks to promote a safe and sustainable transportation system that is equitable and accessible to everyone, regardless of socioeconomic background. I can help the commission identify how to balance physical infrastructure improvements with social and environmental priorities to create a comprehensive system that benefits the community. As a first-generation Latina from East Oak and, I enjoy sharing the unique experiences and perspectives I have been gifted as a first-generation Oaklander. Exposure to multiple cultures, diversity, art, and social justice movements inspires me to be more active with my community. As I explore a career in Landscape Architecture and possibly Urban Planning, I look forward to restoring the relationship between the people of Oakland and our local leadership. Overall, my experiences provide me with relevant skills and knowledge that can contribute to achieving the Bicycle and Pedestrian Advocacy Commission's mission.

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.

[Cynthia Cta Herrera Resume.pdf](#)

Upload a Resume

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

Please click the acknowledgement below.

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I Agree *

Cynthia Citlalli Herrera



EXPERIENCE

BlinkLab Architecture, Oakland, CA

Program Coordinator / Community Liason

UNE 2023 - PRESENT

- Communicate with community members and clients about upcoming events and project schedule.
- Review project framework and goals with project team leader. Participate in project meetings, provide logistical and administrative support.
- Project Communication & Graphic Production. Issue marketing assets to Community Outreach or print production teams.
- Participate in project meetings, provide logistical and administrative support.

East Oakland Collective, Oakland, CA

Program Coordinator

MARCH 2022 - JUNE 2023

- Oversaw existing projects and programs to serve and accommodate East Oakland's most vulnerable demographics in areas involving finance, resource distribution, and access to affordable transportation modalities
- Establish strategic plans and led the implementation of forthcoming projects by creating timelines, marketing packets, and strategies for outreach
- Maintains relationships with project stakeholders, community members, partners, staff, and technical assistants through social media engagements, check-in meetings, and participating in informational interviews

Project Assistant / Community Organizer

MARCH 2022 - JULY 2022

- Assembled publicly sourced data to analyze existing infrastructure and environmental conditions to create a Project Storymap using the ESRI ArcGIS software
- Strengthened the number of fully completed in-person study surveys by providing step-by-step guidance to over 50 different families

EDUCATION

The University of California, Berkeley - B.A. of Landscape Architecture

AUGUST 2016 - MAY 2021

- Minor in City and Regional Planning
- Co-Founded a student-led Landscape Club consisting of 10 total members

COOP Careers, San Francisco - Data Analyst Apprentice

AUGUST 2022 - DECEMBER 2022

- Developed data analytics skills in Excel, SQL, Tableau, and Python over 17 weeks of hands-on remote training, workshops, and projects
- Leveraged Excel and Google Sheets to create graphs and pivot charts. Utilized conditional formatting, VLOOKUP, and formulas. Cleaned, sorted, and filtered data sets up to 20 MB
- Managed Client Projects in a team of five people. Focused on collaboration, data visualization, and insights to make data-driven recommendations for Teranga Food's future marketing strategies

PROJECTS & PROGRAMS

- [Power The People: MLK Shoreline Access Study](#) MARCH 2021 - TBA 2023
- Mobility For All 2023: Direct Access to Transportation Relief TBA 2023
- Data Analytics Client Project: Teranga Foods NOVEMBER 2022

CERTIFICATES & SKILLS

- Google Beginners Data Analytics 2022
- Coursera Google Analytics Certificate for Courses 1-6
- Data Analytics Software: SQL, Microsoft Sheets, Tableau, Microsoft Excel, ArcGIS Online
- Design Software: Photoshop, Adobe InDesign, Rhinoceros 3D: Rhino, AutoCAD, SketchUp

Profile

Enjoleah _____ Daye _____
First Name Middle Initial Last Name

Email Address

Street Address

City

Suite or Apt

State Postal Code

What City Council district do you live in?

District 4

Primary Phone Home Phone

Employer Job Title

Which Boards would you like to apply for?

Bicycle & Pedestrian Advisory Commission: Submitted

Interests & Experiences

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

I believe that my qualifications are a perfect fit for the Oak and Bicycle Advisory Commission's mission. As someone who is an activist, educator, and advocate, my passion for promoting cycling as a sustainable mode of transportation is deeply rooted. I have had the privilege of working as a transportation planner/planning manager for 14 years, specializing in mobility hubs and bike/pedestrian infrastructure. Through this work, I have been able to contribute directly to the commission's objective of enhancing bicycle infrastructure citywide. I am also actively involved in local and state boards, such as Contra Costa BAC and Bike East Bay, which demonstrate my dedication to advancing bicycle safety. This experience has provided me with valuable insights into best practices and highlighted my collaborative approach to addressing broader transportation challenges. As the Chapter Leader of the Back Grads Bike Organization: Bay Area Chapter, my leadership reflects my commitment to diversity within cycling. This position has enabled me to foster inclusivity and secure access to cycling opportunities for all. During the pandemic, I took the initiative to revitalize the Back Grads Bike chapter, which showcases my adaptability and proactive approach to addressing evolving community needs. Last year, my activism, educator, and transportation planning background, coupled with my commitment to safety and inclusivity, make me a valuable asset to the Oak and Bicycle Advisory Commission. My experience and passion align perfectly with the commission's mission to enhance cycling conditions, promote safety, and cultivate a diverse cycling community.

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[EDaye Resume.docx](#)

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I Agree *

ENJOLEAH S. DAYE

A transportation leader, whose passion for advancing racial equity informs using mobility powered communities through inclusive community engagement and equitable planning processes.



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San Francisco Bay Area

WORK EXPERIENCE

SENIOR TRANSPORTATION PLANNER | Caltrans California Department of Transportation

2023 - present | Sacramento, CA

- Coordinate and support California Integrated Mobility (CIM) in engaging with vital stakeholders and leadership, including CalSTA, HCD, CARB, OPR, and other relevant working groups.
- Oversee grant applications, updates, and project management for federal grant programs associated with the California Integrated Travel Project (Cal-ITP). This involves senior multi-stakeholder outreach, grant writing, project management, and identifying new opportunities, including unconventional funding sources.
- Lead CIM's initiatives concerning data standards and modernization of National Transit Database (NTD) reporting, encompassing GTFS, GTFS-RT, TIDES, and collaboration with standards organizations like AASHTO, MobilityData, Open Mobility Foundation, and TRB as necessary.

SENIOR PLANNING ASSOCIATE | Alta Planning + Design

2022 - 2023 | Oakland, CA

Reconnecting Communities Federal Grant Application Support Services: Ridgeland, MS

- I led the City of Ridgeland Grant Application for the federal Reconnecting Communities (RCP) pilot program, which fund reconnecting communities that were previously cut off from economic opportunities by transportation infrastructure.

Safe Streets and Roads for All Federal Grant Application Support Services: Fremont, CA

- I led the City of Fremont's Grant Application for the federal Safe Streets and Roads for All (SS4A) program, which fund regional, local, and Tribal initiatives through grants to prevent roadway deaths and serious injuries among the region's most vulnerable groups.

Mountain View Safe Routes to School Program (Phase II): Mountain View, CA

- I led the second phase of Mountain View's citywide Safe Route to School program, which serviced 21 public and private schools with education and encouragement to get more students walking and bicycling to school.

WSDOT Interstate Bridge Replacement Program: Vancouver, WA

- I drafted the Active Transportation Existing Conditions analysis for the SEPA Supplemental Draft Environmental Impact Statement (SDEIS).

LEAD TRANSPORTATION PLANNER | WSP

2020 - 2021 | Oakland, CA

I-5 Rose Quarter Improvement Project

- Provided technical assistance on feasibility studies, transit development plans, policy documentation and research, and other analyses and communications.

- Engaged community and project partners through creative coalition building.
- Worked in the Transportation Planning Group, provided project management services for the **Bay Area Carpool Program**.

PLANNER | City of Everett

2019 - 2020 | Everett, WA

- Provided guidance and support on permit processes, municipal code compliance, zoning regulations, and land use application review. Contributed to the SEPA Environmental Impact Statement (EIS) for **Rethink Zoning** a multi-year up-zoning initiative to ensure development regulations support a range of taller and/or denser housing.
- Facilitated stakeholder engagement and community outreach events and designed surveys for community improvement projects.
- Prepared and made presentations to Planning Commission, City Council, or other local boards.

SENIOR PLANNER | North Jersey Transportation Planning Authority

2015 - 2017 | Newark, NJ

- Streamlined submittal of the Purpose and Need Screening phase of project delivery processes following FHWA Congestion Management Program (CMP).
- Project manager for planning and corridor studies.
- Implemented guidance procedures to optimize the problem statement submittal process to NJDOT.
- Provided planning assistance at workshops, peer exchanges, and other related community outreach.

TRANSPORTATION PLANNER | Jacobs

2014 - 2015 | Morristown, NJ

Northern Branch Corridor Project

- Contributed to the NEPA Supplemental Environmental Impact Statement (SEIS) natural resource chapters that summarized determination of significance.
- Contributed to the documentation of local plans for the **New York Rising Community Reconstruction Program** including vulnerable communities severely impacted by Hurricanes Sandy, Irene and by Superstorm Lee.
- Evaluated alternatives for impacts to Wetlands, Floodplains, Environmental Justice, Threatened and Endangered Species and Land Use.
- Evaluated project needs, opportunities, community assets, and risks while developing strategies for building resilient infrastructure.

PROGRAM MANAGER | GoCarma

2012 - 2014 | Washington, DC

- Managed the development and implementation of the dynamic rideshare program **WeGo Military** including project scope, performance measures and outreach strategies, and provided support to cross-functional teams.
- Reviewed and reported on program progress and deliverables. Synthesized data analytics (descriptive and diagnostic) using app dashboard and MS Excel into insights on program performance.
- Managed multiple stakeholders through pilot implementation cycles.
- Organized stakeholder and community outreach and engagement events. Developed and implemented outreach strategies and communications including, newsletters/blog posts, web content, surveys, and social media messaging.

- Recruited over 400 participants and created 20 new carpools to reduce SOV trips (40%), VMTs and GHG emissions.

PLANNER | Radin Consulting Inc.

2009 – 2012 | Newark, NJ

Washington Metropolitan Area Transit Authority Capital Improvement Project

- Produced project scoping, technical writing, and other project-related tasks associated with the planning and development of the Silver Line for 28 existing and six planned rapid transit stations.
- Contributed to the NEPA Categorical Exclusion (CE) documentation for the **Lehigh Line Third Track Enhancement Project**. The analysis included Environmental Justice, Hazardous Waste and Materials, Wetlands, Floodplains, and Land Use.
- Coordinated with United Fish and Wildlife Service and New Jersey Department of Environmental Protection for data requests and approvals.

EDUCATION

Bachelor of Arts in Urban Planning and Public Policy | Rutgers University – Edward J. Bloustein School of Planning and Public Policy | New Brunswick, NJ

- Minor in Political Science
- College Honors Degree Recipient

LEADERSHIP EXPERIENCE

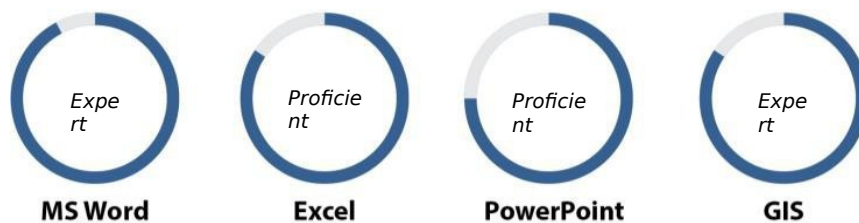
Caltrans Bicycle Advisory Committee (CBAB):
Member

Association for Commuter Transportation (ACT)
Member

Transport Oakland:
Fundraising Chair

Bike East Bay: Vice Chair

SKILLS



APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR SHENG THAO

**RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF
DAVID RALSTON AND APPOINTMENT OF ENJOLEAH DAYE
AND CYNTHIA HERRERA AS MEMBERS OF THE BICYCLIST
AND PEDESTRIAN ADVISORY COMMISSION**

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. 18815 C.M.S., adopted February 4, 2014, created the Oakland Bicyclist and Pedestrian Advisory Commission to advise City Council and staff on bicyclist- and pedestrian- specific policies, projects, and programs, and on the accommodation of bicyclists and pedestrians in all transportation plans, policies, projects and programs, and to provide annual reports to the Public Works Committee of the City Council, to summarize the Commission's work over the course of the year, and to identify key policy issues affecting the safety of and access for bicyclists and pedestrians in Oakland; and

WHEREAS, the Bicyclist and Pedestrian Advisory Commission consists of nine members serving three-year staggered terms with no more than six consecutive years of service by any Commissioner; and

WHEREAS, the Honorable Mayor Sheng Thao reappoints David Ralston and appoints Enjoleah Daye and Cynthia Herrera to each serve on the Bicyclist and Pedestrian Advisory Commission 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 reappointment of:

David Ralston, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by himself.

Enjoleah Daye, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by Michael Lok.

Cynthia Herrera, to serve a three-year term on the Bicyclist and Pedestrian Advisory Commission beginning January 1, 2024 and ending December 31, 2026, to fill the seat previously held by Andrew Campbell.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –
ABSENT –
ABSTENTION –

ATTEST: _____
ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California