

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

September 14, 2021

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

Dear President Bas and members of the City Council:

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

Budget Advisory Commission

Margaret Grimsley to serve a first three-year term beginning October 1, 2021 and ending September 30, 2024, retaining the seat she currently holds.

Sarah Price to a second three-year term beginning October 1, 2021 and ending September 30, 2024, retaining the seat she currently holds.

Thank you for your assistance in this matter.

Sincerely,


Libby Schaaf
Mayor

Profile

Margaret Grimsley
First Name Middle Initial Last Name

[Redacted]

[Redacted]

Suite or Apt
CA 94610
State Postal Code

Oakland
City

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

AAA NCNU Senior Manager
Employer Job Title

Which Boards would you like to apply for?

Budget 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 manage a multi-million dollar budget for my company, and have implemented cost saving ideas that are saving the company hundreds of thousands annually. As a life-long Oakland resident, I've been following Oakland's budget decisions with some consternation. Our investment in the safety and wellness of our citizens is miniscule, relative to our investment in policing and regulating our citizenry, especially our marginalized communities (mostly of Black and brown folks). I am excited to participate in making actionable recommendations to correct the imbalance. This includes making city administration and services more efficient and accessible for all of our citizens, in all of our communities.

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.

mg_resume5.doc
Upload a Resume

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

[Redacted] 4
Expertise and Experience Process Optimization – Design and implement major end-to-end process improvements using structured methodologies including process reengineering, statistical analysis and organizational design. Adept at grasping complexities and responding with a "take charge" attitude. Project Management – Extensive experience and education as a project manager. Especially effective at overcoming obstacles and working through constraints. Proven record of exceeding project goals,

including budget and scheduling targets. Successful execution of major projects, including: ° implementation of business support systems, e.g. travel booking, sales incentive, billing and customer relationship management ° establishment of a joint business client/IS operational review process to identify and eliminate process defects ° creation of a cross-functional change management process for enhancements to legacy and evolving systems ° process redesign of service delivery workflows that simultaneously reduce expense and increase capacity Business Analysis – Highly skilled at problem solving related to core businesses and IT architecture. Able to find and understand pain points. Excellent at interviewing and understanding business stakeholders needs. Exceptional Communicator – Strong communication skills, oral and written, for both external and internal purposes. Extensive experience in the development of executive materials. Great “active” listener, highly sensitive to the internal and external customer voices. Collaborates well with business and technical people at all levels. AAA NCNU Emeryville, CA Operations Support Manager • Optimization and automation of operational processes within AAA NCNU • Liaise between IT and the business to recommend and prioritize system changes • Partner with key executives to introduce company-wide change and process redesign programs • Review and analysis of customer complaint logs to identify painpoints and design solutions • Quality assurance of customer billing and renewal statement production, according to service levels • Vendor management of third-party production suppliers and service providers • Costing and delivery of internal operational services such as production print, mail, inventory fulfillment and management for corporate and branch offices • Design and execution of exception processes related to missing systems’ functionality and systems defects CSAA - AAA NCNU Fairfield, CA Project Manager/Forms Administration • Manage operational projects from inception to completion on time, on budget, and to scope, including systems deployments, consolidation and decommissioning, process engineering, document • Manage small staff of business and systems analysts to deliver on departmental objectives American Express Phoenix, AZ Director, Customer Experience, Small Business Card - OPEN • Leverage change management expertise to help account managers achieve strategic objectives • Monitor and report customer service performance data, including NPS and account manager effectiveness to the Senior VP of OPEN • Manage financial performance of initiatives to ensure benefit realization & enable reallocation of funds for growth California State Automobile Association San Francisco, CA Manager, Process Strategy and Planning • Lead a team of process improvement professionals to develop and redesign processes for operational efficiency, new product launches and systems implementations • Identify and implement process/product improvement alternatives to optimize yield, efficiency, throughput, and performance for various products (e.g. Insurance, Travel, Membership) • Develop and present business cases and financials to support operational and revenue improvements • Analyze internal data and customer data to identify root-cause of operational issues. • Complete role and responsibility analysis (activities, process and metrics) to facilitate re-structuring efforts. • Liaise between IT and the business to prioritize system changes • Partner with key executives to introduce company-wide change and process redesign programs Project Manager • Manage all aspects of projects from requirements definition through implementation as required to deliver projects on time, on budget and to quality specifications. • Act as the primary liaison between firm project teams and vendors/service providers, and held primary responsibility for successful completion of engagements. • Identify, evaluate and select vendors/service providers and represent the business client in negotiating contract terms and conditions. • Select, recruit and lead cross-functional teams with business or technical skills to design, develop, test, install and deploy hardware, software, new work processes or business activities. • Collaborate with technology partners to facilitate technical support of systems-related projects. • Serve as business advisor on both internal and external projects to managers and executives. • Determine, procure and manage allocation of financial, human, technical, and physical resources • Participate in organizational development activities such as coaching, training and change management processes for team development and project focus Operations Manager • Manage three primary operational areas; underwriting records storage and retrieval; data print and mail services; and document imaging. • Built operational plans to support existing and anticipated work volumes • Business case analysis of equipment and systems-related capital purchases • Develop project plans (and budgets) to support departmental and corporate strategic plans • Coach and develop of supervisors and front-line staff – United States Postal Service, Pacific Area Sales South San Francisco, CA Sales Support Manager and National Account Manager Team Lead • Develop and support Pacific Area (Calif. and Hawaii) National Accounts sales agents • Conduct market and customer research for National and District sales personnel • Develop and implement sales evaluation and incentive programs for National Account Managers • Build sales plans for National Accounts (customers generating \$10,000,000 or more in revenue) Education Harvard University Cambridge, MA Bachelor of Arts, Sociology The George Washington University Washington, DC Masters Certificate, Project Management

Certifications/Accreditations Process Master Hammer Institute, Cambridge MA Project Management
Professional Project Management Institute Financial Management for the Non-Financial Manager
Continuing Education Program, Columbia University, NY Manager Development Program Personnel
Decisions, Inc. MI

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 *

Margaret Grimsley



Expertise and Experience

Process Optimization – Design and implement major end-to-end process improvements using structured methodologies including process reengineering, statistical analysis and organizational design. Adept at grasping complexities and responding with a “take charge” attitude.

Project Management – Extensive experience and education as a project manager. Especially effective at overcoming obstacles and working through constraints. Proven record of exceeding project goals, including budget and scheduling targets. Successful execution of major projects, including:

- implementation of business support systems, e.g. travel booking, sales incentive, billing and customer relationship management
- establishment of a joint business client/IS operational review process to identify and eliminate process defects
- creation of a cross-functional change management process for enhancements to legacy and evolving systems
- process redesign of service delivery workflows that simultaneously reduce expense and increase capacity

Business Analysis – Highly skilled at problem solving related to core businesses and IT architecture. Able to find and understand pain points. Excellent at interviewing and understanding business stakeholders needs.

Exceptional Communicator – Strong communication skills, oral and written, for both external and internal purposes. Extensive experience in the development of executive materials. Great “active” listener, highly sensitive to the internal and external customer voices. Collaborates well with business and technical people at all levels.

AAA NCNU

Emeryville, CA

Operations Support Manager

- Optimization and automation of operational processes within AAA NCNU
- Liaise between IT and the business to recommend and prioritize system changes
- Partner with key executives to introduce company-wide change and process redesign programs
- Review and analysis of customer complaint logs to identify painpoints and design solutions
- Quality assurance of customer billing and renewal statement production, according to service levels
- Vendor management of third-party production suppliers and service providers
- Costing and delivery of internal operational services such as production print, mail, inventory fulfillment and management for corporate and branch offices
- Design and execution of exception processes related to missing systems' functionality and systems defects

CSAA - AAA NCNU

Fairfield, CA

Project Manager/Forms Administration

- Manage operational projects from inception to completion on time, on budget, and to scope, including systems deployments, consolidation and decommissioning, process engineering, document
- Manage small staff of business and systems analysts to deliver on departmental objectives

American Express

Phoenix, AZ

Director, Customer Experience, Small Business Card - OPEN

- Leverage change management expertise to help account managers achieve strategic objectives
- Monitor and report customer service performance data, including NPS and account manager effectiveness to the Senior VP of OPEN
- Manage financial performance of initiatives to ensure benefit realization & enable reallocation of funds for growth

California State Automobile Association

San Francisco, CA

Manager, Process Strategy and Planning

- Lead a team of process improvement professionals to develop and redesign processes for operational efficiency, new product launches and systems implementations
- Identify and implement process/product improvement alternatives to optimize yield, efficiency, throughput, and performance for various products (e.g. Insurance, Travel, Membership)
- Develop and present business cases and financials to support operational and revenue improvements
- Analyze internal data and customer data to identify root-cause of operational issues.
- Complete role and responsibility analysis (activities, process and metrics) to facilitate re-structuring efforts.
- Liaise between IT and the business to prioritize system changes
- Partner with key executives to introduce company-wide change and process redesign programs

Project Manager

- Manage all aspects of projects from requirements definition through implementation as required to deliver projects on time, on budget and to quality specifications.
- Act as the primary liaison between firm project teams and vendors/service providers, and held primary responsibility for successful completion of engagements.
- Identify, evaluate and select vendors/service providers and represent the business client in negotiating contract terms and conditions.
- Select, recruit and lead cross-functional teams with business or technical skills to design, develop, test, install and deploy hardware, software, new work processes or business activities.
- Collaborate with technology partners to facilitate technical support of systems-related projects.
- Serve as business advisor on both internal and external projects to managers and executives.
- Determine, procure and manage allocation of financial, human, technical, and physical resources
- Participate in organizational development activities such as coaching, training and change management processes for team development and project focus

Operations Manager

- Manage three primary operational areas; underwriting records storage and retrieval; data print and mail services; and document imaging.
- Built operational plans to support existing and anticipated work volumes
- Business case analysis of equipment and systems-related capital purchases
- Develop project plans (and budgets) to support departmental and corporate strategic plans
- Coach and develop of supervisors and front-line staff –

United States Postal Service, Pacific Area Sales

South San Francisco, CA

Sales Support Manager and National Account Manager Team Lead

- Develop and support Pacific Area (Calif. and Hawaii) National Accounts sales agents

Nov. '06 – Jul. '08

Mar. '03 – May '06

Jan. '99 - Mar. '03

Nov. '95 - Jan '99

Oct. '93 – Jun. '96

- Conduct market and customer research for National and District sales personnel
- Develop and implement sales evaluation and incentive programs for National Account Managers
- Build sales plans for National Accounts (customers generating \$10,000,000 or more in revenue)

Education

Harvard University

Cambridge, MA

Bachelor of Arts, Sociology

The George Washington University

Washington, DC

Masters Certificate, Project Management

Certifications/Accreditations

Process Master

Hammer Institute, Cambridge MA

Project Management Professional

Project Management Institute

Financial Management for the Non-Financial Manager

Continuing Education Program, Columbia University, NY

Manager Development Program

Personnel Decisions, Inc. MI

Profile

Sarah _____ K _____ Price _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Oakland _____ CA _____ 94610 _____
City State Postal Code

Home: (_____) _____ Home: (415) _____
Primary Phone Alternate Phone

SFUSD _____ Senior Project Manager _____
Employer Job Title

Which Boards would you like to apply for?

Budget Advisory Commission: Submitted
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 spent my life and career tackling challenging urban issues. Raised in struggling DC public schools, I have devoted my career to improving urban systems including youth development, affordable housing, parks, public infrastructure, and now schools. I believe my passion and experience in public development will make me a valuable asset to the housing and infrastructure or budget oversight boards.

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.

resume.pdf
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 *

SARAH PRICE



MUNICIPAL REAL ESTATE AND CAPITAL PROJECT PROFESSIONAL
Cross-Functional & Cross-Industry Experience

EXPERIENCE

AUGUST 2017 – PRESENT

SENIOR PROJECT MANAGER, SAN FRANCISCO UNIFIED SCHOOL DISTRICT

- Project manager of major renovations of variety of school campus totaling over \$50M. Duties include all aspects of design, bidding, contracting, negotiations, hiring and managing consultants, invoicing and payments, budgeting, scheduling, and entitlement.

AUGUST 2015 – JULY 2017

DEVELOPMENT SPECIALIST FOR TRANSBAY PROJECT AREA, SAN FRANCISCO OFFICE OF COMMUNITY INVESTMENT AND INFRASTRUCTURE (OCII)

- Duties include entitlement, coordinating design review, and assistance with negotiations for six (6) complex private/public developments in the Transbay Project Area totaling 3,200 housing units, 800,000 sf of office, and 90,000 sf of retail.
- Project manager of Under Ramp Park (\$25M) and Transbay Park (\$15M). Duties include oversight of all aspects of design, bidding, contracting, negotiations, hiring and managing consultants, invoicing and payments, budgeting, scheduling, entitlement, environmental review and community outreach.

JULY 2011 – AUGUST 2015

CAPITAL PROJECTS COORDINATOR, CITY OF LONG BEACH, CA DEPARTMENT OF PUBLIC WORKS

- Project manager of capital improvement projects including \$2.2M LEED-Gold Orizaba Park Community Building, \$7.6M LEED-Certified East Police Station, \$8M+ in new parks, multisite solar panel installation, electric vehicle charging stations, retrocommissioning of City facilities, utility undergrounding, street resurfacing and complete street project, and tenant improvements. Duties include all aspects of design, bidding, contracting, negotiations, hiring and managing consultants, invoicing and payments, budgeting, scheduling, and entitlement.
- Program Manager of the City's streetlight system and fundraised and developed the program to convert all 32,000 lights to LED which saved City \$300,00 annually in electricity and maintenance costs.
- Managed implementation of \$4.5M Federal American Recovery and Reinvestment Act grant (ARRA) for municipal facility energy retrofits that saved City \$150K+ annually in energy savings.
- Recruited, hired, and managed department's interns (4)

JUNE 2010 – JUNE 2011

MANAGEMENT ASSISTANT, CITY OF LONG BEACH, CA CITY MANAGER'S OFFICE

- Duties included preparation of policy recommendations and City Council memos, staff assistance for labor negotiations, drafting State Legislature Bills, marketing and branding research, staff recruitment, business attraction activities, and preparation of project and department budgets in Budget Office

JANUARY 2009 – MAY 2010

GRADUATE STUDENT INTERN, CLIFFORD BEERS HOUSING

- Analyzed property for acquisition, prepared pro-formas, and coordinated application for tax-credits for affordable housing project that resulted in \$10.4M allocation from State

APRIL 2009 – AUGUST 2010

PART-TIME TEACHING ASSOCIATE, JOHNSON & JOHNSON MANAGEMENT DEVELOPMENT INSTITUTE

- Provided business consulting services and taught management and finance skills to managers of health and early education nonprofits in Los Angeles and Sub-Saharan Africa
- Supervised five employees

OCTOBER 2005 – MAY 2007

PROGRAM ASSOCIATE, URBAN STRATEGIES COUNCIL

- Coordinated five-person research team to analyze data and organized community meetings for hundreds of residents to gather input in order to write the Implementation Plan of the Community Benefits Agreement for the Hunters Point Shipyard development

EDUCATION


MASTERS IN BUSINESS ADMINISTRATION (MBA), UCLA 2010

MASTERS IN URBAN PLANNING (MAUP), UCLA 2010

BACHELORS OF THE ARTS (BA), EMORY UNIVERSITY (ATLANTA, GA) 2004

CERTIFICATIONS AND INTERESTS

- **Certifications:** LEED Green Associate (2012), Public Mediation and Dispute Resolution (2010)
- **Membership:** Urban Land Institute (ULI)
- **Hobbies and fun facts:** Have visited 30+ countries on 6 continents, avid hiker and Sierra Club member, played varsity soccer at Emory University


City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF MARGARET GRIMSLEY AND SARAH PRICE TO THE BUDGET 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. 13337 C.M.S, adopted November 3, 2015, creates the Budget Advisory Commission to advise the Mayor and City Council on topics deemed important to the fiscal health of the City, encourage public participation and input into fiscal decision making, and improve the transparency and accountability of City fiscal information and decision making; and

WHEREAS, the Budget Advisory Commission shall be composed of 15 members appointed by the Mayor and confirmed by the Council in accordance with Section 601 of the City Charter; and

WHEREAS, three members are selected by the Mayor, two members are recommended by the Chairperson of the Finance and Management Committee, one member is recommended by each Councilmember, one member is recommended by the City Auditor, and one member is recommended by the Chairperson of the Community Economic and Workforce Development Committee; and

WHEREAS, the Honorable Mayor Libby Schaaf, upon the recommendation of the corresponding councilmembers, reappoints **Margaret Grimsley** and **Sarah Price** now therefore be it

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of:

Margaret Grimsley to serve a three-year term beginning October 1, 2021 and ending September 30, 2024, retaining the seat she currently holds.

Sarah Price to a second three-year term beginning October 1, 2021 and ending September 30, 2024, retaining the seat she currently holds.

3109014v1

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, KALB, KAPLAN, REID, TAYLOR, THAO AND PRESIDENT
FORTUNATO BAS

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

ASHA REED
City Clerk and Clerk of the Council
of the City of Oakland, California