

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

March 3, 2022

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 appointed the following person as members of the following board or commission, subject to City Council confirmation:

Police Commission

Karley Ordaz to the Police Commission to serve as Alternate Commissioner beginning March 16, 2022 and ending October 16, 2023, filling the seat previously held by Marsha Peterson.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

Karely Ordaz

CAREER PROFILE

Public sector leader with 10+ years of experience working in local government and community-based organizations. Strengths include executive leadership, management, community organizing, stakeholder engagement, fundraising, and policy analysis. Proven ability to align teams around strategic initiatives and build private-public partnerships.

CORE COMPETENCIES

Bilingual (English & Spanish) | Leadership | Strategy | Policy | Communications | Management | Advocacy | Change Management | Public Speaking | Generalist | Project Management | Diplomacy

PROFESSIONAL EXPERIENCE

[The Unity Council](#)

Chief of Staff

Oakland, CA – December 2020 – present

- **Executive Adviser:** Advise CEO in various areas including strategy, politics, advocacy, policy, partnerships, and special projects
- **Advocacy & Intergovernmental Affairs:** Drive the organization's advocacy efforts and serve as liaison to local, regional, state and federal governments

[Hamilton Families](#)

Chief of Staff

San Francisco, CA – October 2018 – December 2020

- **Change Management & Leadership Alignment:** Led the transition of 4 CEOs. Planned and executed strategic planning sessions for two leadership teams. Supported and advised CEOs in culture, management, strategy, operations and personnel.
- **Operations & Fundraising:** Strengthened internal communication systems across six sites and 150 employees by revamping processes and clarifying expectations. Wrote weekly internal newsletter. Oversaw workflows in finance, operations, administration, development, human resources, programs, data & evaluation, and strategic partnerships. Raised over \$500,000 in unrestricted funds and managed key donor relationships.
- **Board Governance:** Strengthened board governance by amending bylaws and updating key governance documents. Led strategic discussions between the board and the executive team during transitions.
- **Cross Departmental Initiatives:** Managed and led organizational consultants providing cross-departmental services in the areas of mental health, board governance, and diversity, equity and inclusion (DEI).

City of Oakland, [Office of Mayor Libby Schaaf](#)

Oakland, CA - March 2015 – September 2018

Special Assistant to the Mayor

- **Policy & Legislation:** Served as Mayor's policy advisor on various issues including human trafficking, immigration, illegal dumping, and gender equity. Wrote Sanctuary city legislation adopted by the Alameda County Conference of Mayors in 2017.
- **Communications & Public Relations:** Served as liaison to Spanish-speaking communities in the Bay Area. Managed media relations, coordinated interviews, prepared talking points and led the Mayor's Spanish language communication strategy. Produced written and online communications, including press releases, talking points, media advisories, speeches, briefing materials, and social media posts. Translated documents from English to Spanish and vice-versa.
- **Leadership & Advocacy:** Chaired the City of Oakland's Task Force on the Commercial Sexual Exploitation of Children (CSEC) and tripled membership by engaging cross sector stakeholders. Led process for CSEC Awareness Training for city employees and co-developed trauma-informed curriculum. Wrote the Task Force's annual reports. Partnered directly with the Alameda County District Attorney to transition the Task Force to the County. Led community efforts in support of [AB 1206](#) passed in 2017.
- **Community Outreach:** Developed community engagement strategies to increase civic engagement and saturate the Mayor's priorities. Led the institutionalization of the [Civic Design Lab](#). Co-developed the [Oakland Promise Ambassador Program](#). Led community engagement process for the hire of the OPD Chief of Police in 2016.
- **Special Projects & Initiatives:**
 - **1) Resilience & Climate Change:** Co-developed Oakland's resilience agenda presented at the United Nations (UN) Conference on Sustainable Urban Development ([Habitat III](#)) in Quito, Ecuador. Wrote application that won the City of Oakland the Global Green City Award presented by the 11th Global Forum on Human Settlements.

Karely Ordaz

- **2) Private-Public Partnerships:** Led the planning, development, launch and implementation of reportjohn.org, an iOS & Android app used to report sex buyers to the Oakland Police Department, increasing reports of sex offenders by 100%. The app was highlighted in the [New York Times](http://www.nytimes.com) in 2016.
- **3) Events:** Planned and executed the first [Bay Area Women's Summit in 2016](http://www.bayareawomen.org), a regional conference focused on equity and the economic advancement of women in the workforce. Raised over \$3M. Coordinated high profile guest speakers and conducted outreach to attract approximately 2,000 attendees. Developed the Mayor's commitments to advancing economic equity for women and ensured those commitments were met within a year.

City of Oakland, [City Council](#)

Oakland, CA - March 2013 - March 2015

Policy Analyst & Constituent Liaison

- **Policy Analysis:** Monitored, researched and analyzed local, state and federal policy issues and legislation. Authored legislation including the unanimously adopted [Censure Policy](#).
- **Community Engagement:** Used data to assess needs of the Council district, served as a liaison to all neighborhoods, cultivated and maintained relations with businesses, nonprofits, and community leaders. Received, processed, and responded to constituent requests.
- **Lobbying:** Lobbied for state legislation banning sweepstake casinos (AB 1439) and legislation to allow the City to tow vehicles of people caught dumping illegally or sexually exploiting minors (AB 1206). Coordinated across city departments to close five sweepstake casinos in the Fruitvale District.

American Indian Model Schools (AIMS)

Oakland, CA - August 2012 - March 2013

Secretary to the Board of Directors

- **Administration:** Prepared board meeting agendas, minutes, and policies. Researched, compiled, and prepared the organization's response to the Notice of Violation, Notice of Revocation and FCMAT report.
- **Compliance:** Monitored compliance with the Ralph M. Brown Act, California Education Code, the California Public Records Act, and applicable regulations.

EDUCATION

University of California, Berkeley

Goldman School of Public Policy
Master of Public Affairs Candidate
Expected Graduation: August 2022

University of California, Berkeley

College of Letters & Science
Bachelor of Arts in American Studies
Concentration: Environment, Policy and Public Health

COMMUNITY LEADERSHIP

East Oakland Boxing Association, Current Board Chair

Oakland, CA - 2016 – present

Led executive search process, fiscal oversight, strategic planning, fundraising, partnership cultivation, supervision of Executive Director.

Amethod Public Charter Schools, Board Member & Past Chair

Oakland, CA - 2015 – 2019

Fiscal oversight, development and implementation of five-year strategic plan, managed relationships with school districts, growth management.

Alameda County-Oakland Community Action Partnership, Board Member

Alameda County - 2013 – 2015

Provided anti-poverty funding in the areas of job training, employment placement and housing & community development for households at or below 100% of the Department of Health and Human Services federal poverty guidelines.

Profile

Karely _____ M _____ Ordaz Salto _____
 First Name Middle Initial Last Name

 Email Address

 Street Address

 Suite or Apt

 City

 State

 Postal Code

 Primary Phone

 Alternate Phone

The Unity Council _____
 Employer

Chief of Staff _____
 Job Title

Which Boards would you like to apply for?

Police Commission: Submitted

Interests & Experiences

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

1. Experience Managing Response to OPD Misconduct: For 2 years, I served as the Chair of the Commercial Sexual Exploitation of Children (CSEC) Taskforce where I led a group of service providers, law enforcement, policy and community leaders to strengthen the social safety net and trauma-informed response to the issue of CSEC in Oakland. When the OPD's sexual misconduct was uncovered in 2016, I was tasked with responding to stakeholder needs, anger, and mistrust. As a response to the misconduct, the Task Force advocated for and secured funding for CSEC Awareness Training across all community-facing City of Oakland departments including OPD. I helped design the curriculum and led the implementation of the trainings across city departments. 2. Policy & Legislative Experience: As a legislative aide in the City Council and Mayoral aide, I understand the public policy process and have experience writing policy. I'm currently pursuing a Master of Public Affairs from the Goldman School of Public Policy at UC Berkeley where I'm strengthening my skills. I also understand the inner workings of the City of Oakland. 3. Governance Experience: I have close to a decade of governance experience either working with boards as staff or serving on boards as a director. I've managed executive director transitions, approved multi-million dollar budgets, and raised dollars in support of organizations. 4. Oaklander & Woman of Color: I grew up in East Oakland and understand the public safety challenges in the city. I am also aware and in support of community policing and reducing the negative impact policing has on people of color.

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_Karely_Ordaz_Jan_2022_.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 *