

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 15, 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 reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

Public Safety and Services Oversight Commission

Carlotta Brown, to the Public Safety and Services Violence Prevention Oversight Commission, serving as the District Six representative for the term beginning April 21, 2021 and ending April 20, 2023, filling the seat previously held by herself.

Thank you for your assistance in this matter.

Sincerely,


Libby Schaaf
Mayor

Profile

Carlotta

First Name

L.

Middle Initial

Brown

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Home: (510)

Primary Phone

Home: (408)

Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Public Safety & Services Violence Prevention Oversight Commissions - 2014: Submitted

Interests & Experiences

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

January 23, 2021 City Administrators Office City of Oakland 1 Frank Ogawa Plaza 3rd Floor Oakland, CA 94612 Re: City of Oakland Boards & Commissions Openings Dear City Administrator: Kindly accept the enclosed resume as an expressed interest in joining Oakland's Boards and Commissions to contribute and develop my skills. As you will note from my enclosed resume, I possess a number of strengths and attributes which uniquely qualifies me for a Board & Commission position. The key proficiencies I possess which relate directly to your job requirements include: Self Starter - understanding of an organization's diversity, inclusiveness, and retention opportunities and legal obligations. Correspondence – compose high-level communications including documents on-behalf of an executive relating to strategic plans, initiatives, and public engagement notices. Professionalism - perceived as trustworthy, competent, and respectful to others. Relationship Building - successful in building strong collaborative relationships across socio-economic spheres. Diverse Representation - identifying underrepresented needs and strategizing compliant solutions. Service Orientation - delivering customized and tailored solutions for government, residents, and businesses. I am convinced that my broad experience to date has equipped me with a strong set of valuable competencies that meet your needs. I would welcome the opportunity to meet with you to discuss ways in which my capabilities might suit your needs. Please consider my application and direct your response to the contact information provided above. Thank you again for your time and consideration. Kindest regards, Carlotta L. Brown, M.P.A.

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.

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

CARLOTTA L. BROWN, M.P.A. Cell (510) [REDACTED] | [REDACTED]@gmail.com | <https://bit.ly/CitrineAndBrown> AREAS OF EXPERTISE Business & Donor Correspondence | Call Time | In-Person/Virtual Meeting & Event Planning | Diversity, Equity, & Inclusion | Project Management | Communications | Executive Administrative Support | Discretion & Confidentiality | Scheduling & Travel Arrangements SOFTWARE PeopleSoft | NGP-VPN | ActBlue | Raiser's Edge | MailChimp | Wordpress | Google Suite | Windows & MAC OS | Microsoft Office | SharePoint | Prezi | Canva | Action Network | Zoom | Excel & Google Sheets | PowerPoint & Google Slides PROFESSIONAL AFFILIATIONS & TRAINING Advance Camp | Bay Area Urban League Young Professionals | The Collective PAC's Black Campaign School | Delta Sigma Theta Sorority, Inc. | National Democratic Training Committee | National Forum for Black Public Administrators EDUCATION Campaign Finance Fellow – National Democratic Training Committee Staff Academy – Washington, DC 3/20 CONTINUING EDUCATION COURSEWORK: Spreadsheet Best Practices, Call Time, Donor Research & Engagement, Campaign Finance Laws, Managing Fundraising Data, Digital Fundraising, Fundraising Events, NGP-VPN, Fundraising Plans, and more M.P.A. – Master of Public Administration – San Jose State University – San Jose, CA 12/14 B.A. – Political Science – San Jose State University – San Jose, CA 12/07 PROFESSIONAL EXPERIENCE Campaign Finance Director – Re-Elect Rebecca Kaplan for City Councilmember At-Large – Oakland, CA 9/20 – Current ▪ Met campaign fundraising goals by delivering virtual events, call-time, strategic donor outreach and engagement, and social media ▪ Victorious over 500K+ in IE from Lyft and Uber , endorsed by Senator Bernie Sanders, victory virtual celebration host committee featured Congresswoman Barbara Lee, Councilmember Sheng Thao, and Councilmember Nikki Fortunato Bas Fundraising Assistant (Volunteer) – Barbara Lee for Congress – Oakland, CA 4/16 – Current ▪ Work closely with Financial Director by assisting fundraising activities including call time, thank you letters, events, and donor research Executive Assistant to the CFO – San Mateo Transit District – San Mateo, CA 1/20 – 3/20 ▪ Coordinated and facilitated purchase order and contract administration activities for Finance Department including preparing purchase requisitions, purchase orders, check distributions, voucher payments, weekly verification of ~150 payments totaling over millions of dollars National Advancer – Kamala Harris for the People – Baltimore, MD 5/19 – 12/19 ▪ Provided site and press coordination as a P2 and S2 for Iowa swing events attended by hundreds of people for Senator Harris' frontrunning 2020 Presidential campaign ▪ Stage-crafted broadcasted interviews, rallies, photo-ops, and town hall meetings shown on CNN, PBS, and more national and local news outlets Fellow – California Democratic Party – Oakland, CA 10/18 – 2/19 ▪ Managed and recruited support for local, statewide, and nationwide 2018 Midterm Election GOTV: Stacy Abrams & Tony Thurmond ▪ Oversaw Oakland, California headquarters site by proxy of manager and organized and hosted phone banking events Sr. Administrative Analyst – Bay Area Rapid Transit (BART) – Oakland, CA 1/16 – 12/16 ▪ Restructured and maintained database system that tracked all costs related to contractor bids for transportation related projects ▪ Managed internal and external communications and government-mandated publishing related to BART Board of Directors meetings Diversity & Inclusion Employee Resource Group Manager – Intel Corporation – Santa Clara, CA 4/09 – 8/14 ▪ Secured more than \$10,000 in funding to implement programs relevant to diversity and inclusion recruitment and retention ▪ Authored communications and talking points for intra-company articles distributed to 5,000+ employees Executive Assistant to Vice President – Intel Corporation – Santa Clara, CA 4/09 – 8/14 ▪ Managed a team of 8 for a global organization that spanned across 13 cities in 6 countries, and had a multi-million-dollar budget ▪ Implemented large-scale STEM programs aligned with President's Obama's "Stay With It Campaign" serving over 700 people across 18 cities ▪ Executed logistics and privacy for two international Intel acquisitions using independent judgment, confidentiality, and discretion COMMUNITY INVOLVEMENT Chairperson & Commissioner, City of Oakland Safety & Services Oversight Commission – Oakland, CA 10/17 – Current Co-Chair, Political Awareness & Social Action Committee – Delta Sigma Theta Sorority, Inc. – Oakland, CA 10/18 – Current Political Education Committee Member, Black Women Organized for Political Action (BWOPA), Oakland, CA 8/20 -- Current

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 *

CARLOTTA L. BROWN, M.P.A.

██████████ • ██████████@gmail.com • [LinkedIn](#)
Government & Policy | Diversity, Inclusion & Equity | Communications

Results-oriented with over 10+ years of experience in managing private-public partnerships, policy, diversity & inclusion, and communications utilizing public speaking, data driven strategy and implementation, addressing senior audiences on sensitive matters, and campaign staff support.

CAREER HIGHLIGHTS

Fellow – California Democratic Party – Oakland, CA 10/18 – Current

Manage Oakland, California headquarters site by proxy of manager and managing the communications function

Manage and recruit support for [local, statewide, and nationwide 2018 Mid-Term Election campaigns with GOTV](#)

Work cooperatively with media representatives, elected and appointed public officials, and the public

Marketing and public relations techniques, technologies, and platforms, including social media and content strategy and tactics, special events planning, community engagement, visual storytelling, and data visualization

Vice Chair & Commissioner – City of Oakland Safety & Services Oversight Commission – Oakland, CA 10/17 – Current

Oversee the administration of revenue collection and spending, and the implementation of programs funded through public policy [Measure Z](#)

Review the annual financial audit, supervise and guide the evaluation, and make policy recommendations and regular reports to the Mayor and City Council

Present complex problems in simple terms through consideration of audience needs and developing their understanding and confidence in objectives

Ensure that racial and class-consciousness, and systemic inequalities are directed to be inclusive and equitable

Member of the Advisory Board – The East Oakland Collective – Oakland, CA 1/16 – 01/19

Write and edit public comments and counter proposals addressing policy issues and proposed solutions to include equity and agency for marginalized groups

Support outreach strategy of campaigns through the use of media planning and digital media strategy, and civic and economic programs including I Love Being Black, KQED, [The United Nations](#), The East Bay Express, Feed the Hood, and more

Develop political strategy and priorities by identifying critical paths and conversion points, tracking legislation, creating targeted ads to tell a narrative about people of color, and dismantling systemic inequality

Build and maintain relationships with government officials, community leaders, and residents as a champion for equity and inclusion across the City of Oakland, CA

Operations Partner – University of California – Oakland, CA 5/17 – 9/17

Created and edited high-level, confidential presentations and communications for distribution and use regarding system- wide quantitative and qualitative data, policies, and strategic planning

Worked cross-functionally with senior management to execute strategic initiatives regarding employee relations, retention, and development

Managed budget and expenses for three University of California – wide organizations

Developed Case Management Systems to track compliance with State and Federal regulatory government policies

Diversity & Inclusion Manager – Intel Corporation – Santa Clara, CA 4/09 – 8/14

Created a collegiate diversity recruitment strategy and program that was adopted by two Vice Presidents whom committed ten

thousands of dollars in funding to implement the program pilot

Liaised between executive staff and 50+ members to gather concepts on ways to improve diversity, retention and recruitment,

Ensured that corporate diversity policy met state and federal guidelines

Implemented the [ACSEF Science Fair](#) to advance STEM enrichment for underrepresented communities

Advising senior-level managers about communications, news media, and community implications and alternatives for decisions, policies and programs

Operations Partner – Intel Corporation – Santa Clara, CA

4/09 – 8/14

Authored communications for intra-company articles that were distributed to 5,000+ employees

Executed large-scale programs interfacing with government organizations such as President's Obama's ["Stay With It Campaign"](#), and 3 new Alameda County based STEM fairs serving over 700 students across 18 cities to create access for diverse learners

Oversaw a team of 8 for a global organization that spans across 13 cities in 6 countries, and had a multi-million dollar budget

Managed logistics and privacy for two international Intel acquisitions using independent judgment, confidentiality and discretion

AREAS OF EXPERTISE & TECHNICAL PROFICIENCIES

- Stakeholder Management
- Race, Women, & LGBT
- Ability to interact and influence cross-culturally worldwide
- Fundraising & Voter Engagement
- Cannabis, Sex Trafficking, Economic Development
- Strategy & Conflict Resolution

EDUCATION

M.P.A. – Masters of Public Administration – San Jose State University – San Jose, CA

Coursework Highlights: Related Coursework: Human Resources Administration, Policy Analysis & Evaluation, Organizational Theory, Quantitative Data Analysis with SPSS, Budgeting Principles

B.A. – Political Science – San Jose State University – San Jose, CA

Coursework Highlights: Public Policy, Local Government & Politics, Constitutional Law: Civil Rights, Politics & Public Opinion, Public Administration

INTERNSHIPS

City of San Jose – Office of Sam Liccardo – San Jose, CA

Organized community meetings averaging two dozen attendees, strategized solutions and synthesized resident concerns, conducted research using Open Data technology and industry expert consultations, and crafted social media content, newsletters and calls for public comment regarding transportation and public policy affecting the City of San Jose's predominately Latinx neighborhoods

CommUniverCity San Jose – San Jose, CA

Developed campaign strategy that included usage of grassroots' marketing tactics, and delivering planning and transportation solutions by managing cross-functional relationships with Local and State agencies and resident feedback and data, and educate and work with public to garner support for capital projects

PROFESSIONAL AFFILIATIONS & ACCOMPLISHMENTS

Barbara Lee for Congress – Campaign Volunteer

Bay Area Urban League Young Professionals – Member of the Social Committee

California Democratic Party – Member & Volunteer

Delta Sigma Theta Sorority, Inc. – Co-Chair of Political Awareness & Involvement Committee

National Forum of Black Public Administrators – Chair of the Emerging Leaders Committee

Students for Obama, San Jose State University – Member & Volunteer


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF CARLOTTA BROWN AS A MEMBER OF THE PUBLIC SAFETY AND SERVICES VIOLENCE PREVENTION OVERSIGHT 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, the 2014 Oakland Public Safety and Services Violence Prevention Act (the "Safety and Services Act") adopted by the voters of Oakland, November 4, 2014 in the General Municipal Election creates the Public Safety and Services Violence Prevention Oversight Commission to evaluate, inquire, and review the administration, coordination, and evaluation of strategies and practices mandated by the Safety and Services Act; and

WHEREAS, the Safety and Act specifies that the Public Safety and Services Violence Prevention Oversight Commission shall consist of nine (9) members, one member recommended by the Mayor and one member recommended by each City Council member, with all Commission members being appointed by the Mayor and confirmed by the City Council in accordance with City Charter Section 601; and

WHEREAS, the Safety and Services Act specifies that at least two (2) members will have experience working with service-eligible populations, two (2) members will reflect the service-eligible populations, and two (2) members will have professional law enforcement or criminal justice background while all other members will have general experience in criminal justice, public health, social services, research and evaluation, finance, audits, and/or public policy; and

WHEREAS, the City Council adopted Ordinance No. 13303 C.M.S. establishing that Public Safety and Services Oversight Commission members serve two-year terms, and no more than three consecutive terms; and

WHEREAS, Mayor Libby Schaff has reappointed Carlotta Brown to serve a two-year term on the Public Safety and Services Oversight 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:

Carlotta Brown, to the Public Safety and Services Violence Prevention Oversight Commission, serving as the District Six representative for the term beginning April 21, 2022 and ending April 20, 2024, filling the seat previously held by herself.

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