



CITY OF PALO ALTO OFFICE OF THE CITY CLERK

April 6, 2015

The Honorable City Council
Palo Alto, California

Selection of Applicants to Interview on April 15, 2015 for the Human Relations Commission, the Public Art Commission and the Utilities Advisory Commission

Staff is requesting the City Council select the candidates to be interviewed for the Human Relations Commission, Public Art Commission and Utilities Advisory Commission. Interviews are scheduled for Wednesday, April 15, 2015 at 6:00 P.M. Each Council Member will receive a selection sheet to use in determining who will be interviewed.

Copies of all applications are attached. Some applications may be redacted at the request of the applicant. A full set of non-redacted applications will be emailed to Council Members directly.

Enclosed are:

- 1) Eight applications submitted for the Human Relations Commission for three terms (Bacchetti, Chen and Morin), ending on April 30, 2018; and
- 2) Six applications for the Public Art Commission for three terms (Kavanaugh, Miyaji and Tobak) ending on April 30, 2018; and
- 3) Six applications submitted for the Utilities Advisory Commission for two terms (Melton and Waldfogel), ending on April 30, 2018.

Recommendation

The requested action is for each Council Member to fill out the selection sheet indicating which of the candidates they will be interviewing. The City Clerk will announce who will be interviewed at the same meeting. Candidates who receive four or more votes will be scheduled for an interview.

Applicants

Human Relations Commission

1. Theresa Chen (incumbent)
2. Anita Gat
3. Shelly Gray
4. Diane Morin (incumbent)

5. Sea Reddy
6. Alice Smith
7. Valerie Stinger
8. Mark Weiss

Public Art Commission

1. Eric Beckstrom
2. Loren Gordon
3. Christine Kelly
4. Ben Miyaji (incumbent)
5. Caroline Mustard
6. Mila Zelkha

Utilities Advisory Commission

1. Michael Danaher
2. Timothy Gray
3. Natalia Kachenko
4. Walter Loewenstein
5. Judith Schwartz
6. Lisa Van Dusen

ATTACHMENTS:

- ATTACHMENT A: HRC Chen, Theresa (PDF)
- ATTACHMENT B: HRC Gat, Anita (PDF)
- ATTACHMENT C: HRC Gray, Shelly (PDF)
- ATTACHMENT D: HRC Morin, Diane (PDF)
- ATTACHMENT E: HRC Reddy, Sea (PDF)
- ATTACHMENT F: HRC Smith, Alice (PDF)
- ATTACHMENT G: HRC Stinger, Valerie (PDF)
- ATTACHMENT H: HRC Weiss, Mark (PDF)
- ATTACHMENT I: PAC Beckstrom, Eric (PDF)
- ATTACHMENT J: PAC Gordon, Loren (PDF)
- ATTACHMENT K: PAC Kelly, Christine (PDF)
- ATTACHMENT L: PAC Miyaji, Ben (PDF)
- ATTACHMENT M: PAC Mustard, Caroline (PDF)
- ATTACHMENT N: PAC Zelkha, Mila (PDF)

- ATTACHMENT O: UAC Danaher, Michael (PDF)
- ATTACHMENT P: UAC Gray, Timothy (PDF)
- ATTACHMENT Q: UAC Kachenko, Natalia(PDF)
- ATTACHMENT R: UAC Loewenstein, Walter (PDF)
- ATTACHMENT S: UAC Schwartz, Judith (PDF)
- ATTACHMENT T: UAC Van Dusen, Lisa (PDF)

Department Head: Beth Minor, Acting City Clerk

Personal Information

Name: Theresa L. Chen

Address: [REDACTED]

Cell Phone: [REDACTED]

☒ Home / ☐ Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

☐ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Education:

Ph.D., Pharmacology, University of Rochester, Rochester, New York

M.A., University of Missouri, Columbia, Missouri

B.S., National Taiwan University, Taipei, Taiwan

Experience:

Training: Stanford University School of Medicine

Academic Research: Stanford University School of Medicine, Palo Alto VA Health Care System

Biotechnology Research, development and management: Abbott Laboratories, Genentech Inc., California Biotechnology

Teaching: Notre Dame de Namur University, Department of Natural Sciences

Board member: America Chinese Evangelical Seminary

Consultancy Experience: Vidasym Pharmaceutical Co., Abbott Laboratories, Cedars-Sinai Medical Center, UCLA, Abbott Laboratory, Diagnostic Division, Incyte Genomics, Amgen, Inc.

License and certification of training: California Resident Insurance Producer License, National Council for Certified Personal Trainer Certificate

Relevant to the job at Human Relations Commission:

My experience in research and development equipped me with the analytical skill which has helped me to examine and understand the complex situations facing the city government and the diverse population of the city.

My teaching, project management and consultation skills accumulated over the years has helped me to outreach, communicate and establish relationship with the nonprofit organizations and members of the community

Employment

Present or Last Employer: Stanford University Medical Center

Occupation: Research Associate, Scientist

Describe your involvement in community activities, volunteer and civic organizations:

Starting in 2011, I have given a series of bilingual (Mandarin Chinese/English) seminars at the Senior Friendship Day, an ongoing Wednesday morning program of Palo Alto School District, co-sponsored by Avenidas and the City of Palo Alto Recreation Department. Many of the attendees of the program are newly arrived foreign-born seniors speaking Mandarin Chinese only. The topics of discussion included the introduction to American culture, etiquettes, American history, Palo Alto city government and health care services including a session on Affordable Care Act. The information and knowledge gained by the participants have helped new comers to better integrate into the community.

Starting early 2014, I joined the outreach efforts of Claudia Keith, Chief Communication Officer of the city to establish connection to the local Chinese community. This is in conjunction of city's broad effort to solicit community inputs and feedbacks.

For the past 18 months, I have volunteered with members of local churches at Hotel de Zink and Breaking Bread Hot Meal programs sponsored by InnVision Shelter Network in collaboration with the churches to serve the homeless population in the community.

In addition to my volunteer work in Palo Alto, I also give seminars on health issues and health care systems at Chinese churches in Cupertino, Milpitas and San Jose.

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

I am interested in bringing a diverse population of residents together to help the advancement of our community. As an immigrant myself, being in this country my life has been benefited immensely by the surrounding communities. During this time, I have had an opportunity to pursue graduate education in a world-class university and settled with my family in Palo Alto, one of the best cities to live in this country. I

In the recent years, there is a dramatic increase in Asian population in Palo Alto starting from the new millennium reaching 27.1% in 2010 (data from Census Bureau). The total of foreign-born population reached 31%; many of them are recent immigrants with various culture background and possess a variety of talents.

It is my passion to facilitate the process so they are able to quickly adapt to the new environment to be contributing members of the community. I believe the strength of a community bases on the diversity of the population. Being a community member who settled ahead of many of the new comers, I would like to contribute to the process.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I found the issue on affordable housing for the middle- and low-income families is of particular interest to me. Last year, the Commission established an affordable housing subcommittee consisting of Commissioner Ray Bacchetti and myself.

We gathered facts on income level, job category, housing cost, inbound/outbound commuters. From the 2007-2014 Housing Element, we got an overall understanding on existing and past policies and practices for the city to obtain and maintain affordable housing. The data indicate that the current housing shortage as a result of market-driven economy is driving the city away from a diverse and inclusive society.

For example, due to the recent economic boom in the Silicon Valley, affordable housing has been difficult to obtain. The supply of available housing lags way behind the demand. Almost a third of the households in the city paying a cost-burden of rental expense (more than 30% of income). According to the 2011 data by the US Census Bureau, Center for Economics Studies, among nearly 90,000 jobs in Palo Alto, only 8.4 % were occupied by the residents of the city. A large proportion of the employees who commute to work because they cannot afford the rent in the city that include a quarter of the workforce who is at the extreme low income level. For workers who are at the middle/lower high income level and are willing to pay a cost-burden, they are unable to find decent housing due to short supply. The shortage of affordable housing not only reduces the socioeconomic diversity but also contributes to the increase in traffic and parking problems in the city.

In late 2014 our subcommittee completed a draft report and together with our Commission Chair O'Nan brought this matter to discuss with city's planning officers. I am very proud and excited to take part in this process that serves this group of socioeconomic disadvantaged population and help building a diverse and inclusive community.

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

I would like to see the Commission fulfill its mission by ensuring all members of our diverse community receive fair treatment and equal access to public resources and are aware of available of private resources. I believe we can accomplish this by:

1. Better understanding the needs of the community as it undergoes significant demographic changes. The Commission now schedules visits each year to organizations who serve the needy. To expand our efforts, my suggestion is to seek more direct connections with these populations by attending meetings and events of clients served by these agencies. For example, we can connect with the Asian community by joining special events such as Chinese New Year. I believe we can better serve the diverse groups of our residents by establishing relationships with them and listening to their needs.
2. Exploring and recommending new ways for the city government to connect with various diverse groups and individuals of the community. The successful Senior Summit we recently held is an example. The discussion there brought groups and expertise together and ideas derived from the meeting may foster new ways for solving problems facing senior community. For new immigrants, making multimedia education materials available for them to learn about Palo Alto can help the city connect with them. I suggest our Commission to come up more ideas to foster new ways of connections to these and other key demographic groups.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

Human Services Needs Assessment: I participated in the meetings with the stakeholders, focus groups and the review of the draft report. I talked with the community members in focus groups, and listening to their concerns deepened my understanding of their needs. My knowledge of other funding and provider groups helped to devise means to better meet the needs of community via collaboration to facilitate and enhance the delivery of the services.

Currently I am serving on the Human Services Resource Allocation Process (HSRAP) subcommittee that will recommend funding allocations to the City Council. This work includes reviewing the grant proposals of the nonprofit organization applicants and discussing them with other subcommittee members and the city's human services manager. Through my participation, I have gained a deeper understanding of each organization's services and goals, enabling me to make well-informed funding recommendations.

Consent to Publish Personal Information on the City of Palo Alto Website

California Government Code Section 6254.21 states, in part, "No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual." The full code is attached. *This consent form will not be redacted and will be attached to the Application and posted to the City's website.*

The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:

☐

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR

☒

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address: 4000 Middlefield Road, Palo Alto, CA 94303, Rm. T-2

Cell Phone:

☐ Home / ☒ Office Phone: 650-463-4906

E-mail: Mary.Constantino@cityofpaloalto.org

Signature: Theresa L. Chen Date: 2/26/2015

15 MAR -3 AM 10:32

Personal Information

Name: Anita Gat

Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☐ Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

- 1) engage in business with the City,
- 2) provide products or services for City projects, or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

- | | |
|---|---------------------------------------|
| ☒ Community Group | ☐ Daily Post |
| ☐ Email from City Clerk | ☐ City Website |
| ☐ Palo Alto Weekly | ☐ Flyer |

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Relevant Education/Certification:

Senior Professional in Human Resources (SPHR) from the Society for Human Resource Management (SHRM), last certification received in 2009.

Experience:

Ten years experience as Director/VP of Human Resources in a Silicon Valley high-tech company (AG Processing Technologies, Inc.) achieving outstanding results in recruitment & retention, employee relations, compensation, benefits, performance management, career development, team building, strategic planning, goal setting and organizational development.

- Provided advice and counsel to managers and supervisors regarding personnel practices, policy and employment laws and handled all grievances, performance improvement plans, and legal liaison.
- Minted a jobs classification ladder and global competitive salary structure, focused on equal pay for equal work, after overseeing an evaluation of 350 positions.
- Created and rolled out long-term motivation and retention programs which stemmed attrition and improved enterprise-wide performance and ROI, including a career development program.
- Improved internal processes and systems through audits, standardization, process simplification and Intranet-accessible policies and procedures.
- Ensured compliance with all state and federal discrimination and employment regulations.

License:

State of California, Bureau of Real Estate
Salesperson License #01912656

Professional Registration:

NAR - National Association of Realtors
CAR - California Association of Realtors

Employment

Present or Last Employer: Keller Williams Realty, Palo Alto

Occupation: Licensed salesperson

Describe your involvement in community activities, volunteer and civic organizations:

I have volunteered at the OFJCC, Chabad of Greater South Bay, Second Harvest Food Bank and private and public schools. In my real estate practice, I have collected coats and sweaters for the past three years for One Warm Coat, and volunteer each year at RED Day, Keller Williams Realty's annual day of service. I volunteer for the Cultural Committee of Keller Williams Realty, Palo Alto. I'm a member of Santa Clara Valley Audubon Society and the Cornell Lab of Ornithology and the Fine Arts Museums of San Francisco.

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

The HRC deals with all types of human relations matters as the City of Palo Alto interacts with its citizens. I think there is great compatibility between the HRC and my experience, which at its most simplistic, is two-fold: 1) experience gained through my career as the head of Human Resources for 10 years in Silicon Valley, doing all manner of work with and through employees, customers, vendors, M&A professionals, and the Board of Directors and, 2) experience gained through my career in real estate in the mid-Peninsula for the past 4 years, working with buyers who are young professionals, with and without families, and sellers who hark from the boomer and senior community. These are very diverse groups demographically and working with each presents its own set of challenges to solve.

I am passionate about affordable housing, both ownership and rentals, and senior issues. I juggled all the Commission's "factors of concern" in high-tech and still work with those parameters today in my real estate career.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

An issue that came before the Commission recently that I am interested in is low income housing. The Commission generated a report on that issue for the City of Palo Alto in October 2014. I am interested in this issue because it intersects with my chosen career and my natural empathy with people who are squeezed out, sometimes after a lifetime of enjoying life on the Peninsula. I meet people like this every day. Many of those who work in our beautiful city are unable to live here because they are priced out of the real estate market. Yet, an extremely high percentage do the daily commute into our city, adding to pollution and congestion.

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

Affordable housing is a difficult issue to address in more than theory. If the HRC could achieve one goal I'd like it to be to identify and understand the roadblocks that keep the city from acting when potential affordable housing sites are identified. Why would I like to see the HRC achieve this goal? Because it's important, has not been solved and needs to be tackled.

By understanding the choke points beyond which no movement seems possible, we could make goals to identify ways to break through the roadblocks.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

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OR

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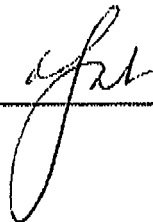
Address: 505 Hamilton Ave, Suite 100, Palo Alto CA 94301

Cell Phone: 650-906-0640

☐ Home / ☒ Office Phone: 650-424-8500

E-mail: anita@anitagat.com

Signature: _____



Date: _____

3/2/15

15 MAR -3 AM 10: 22

Personal Information

Name: Shelly Gordon Gray

Address: 4250 El Camino Real, Apt. A104

Cell Phone: 650 248-6975

Home/Office: 650 856-1607

Email: sgordon@g2comm.com

Are you a Palo Alto Resident?

☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

☐ Yes ☒ No

Are you available and committed to complete the term applied for?

☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

- 1) engage in business with the City,**
- 2) provide products or services for City projects, or**
- 3) be affected by decisions of the board or commission you are applying for?**

☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto?

☐ Yes ☒ No

How did you learn about the vacancy on the Human Relations Commission?

☒ Email from City Clerk

List relevant education, training, experience, certificates of training, licenses or professional registration:

Answer: I am a public relations professional for 20+ years, with expertise in writing, crafting compelling prose and messages for business clients that persuade company stakeholders and journalists to cover clients' products and services. Development in presentation and performance; ability to engage and persuade specific audiences to take action, from educating, motivating and entertaining audiences to persuading city councils in Bay Area to take favorable action on behalf of Sierra Club initiatives. Studies and performance in theater including improv, play acting, solo performance and standup comedy.

Public relations business owner for 15 years with clients in healthcare and technology, from small businesses and startups to larger medical systems and private enterprise like Sutter Health and IBM. Fierce advocate for clients, in relentless pursuit of positive results that has helped clients boost revenues, improve reputations, and, in the digital and social media world, drove website traffic and promoted conversations based on PR and media relations initiatives.

Attended San Jose State University as graduate student in communications and public relations.

Employment

Present or Last Employer: G2 Communications Inc., public relations and marketing firm, since 1997

Occupation: Principal of G2 Communications Inc. – PR/communications professional, email marketing/communications

Describe your involvement in community activities, volunteer and civic organizations:

Answer: Have been a volunteer for over 40 years, and continue to participate in global and local causes – most recently in the Sierra Club – promoting legislation to stop industrial clear cutting of private forests in CA. Led initiative to compel city councils to sign resolutions in favor of stopping clear cutting. Presented at city council meetings throughout Santa Clara (including Palo Alto) and San Mateo Counties. Met with individual city council members to gain support; met with mayors to get buy-in and have initiative put on city council meeting agendas. Presented at council meetings. Used theater and presentation skills to make case and win support. So far ½ a dozen city councils have signed resolutions or supported legislation through their legislative agenda priorities for the year.

I served for 2 years as a volunteer mediator with the Palo Alto Mediation Program. Co-mediated at least ½ a dozen cases. In one case, parties resolved conflict within 20 minutes of starting mediation, due to my thorough and effective case development work with both parties.

Was a founding member of Global Women's Leadership Network – a program for training women throughout the world to take on bold initiatives to empower women to end their own hunger and poverty. A long-time volunteer with the Hunger Project – fundraiser, conference producer – chaired a conference in Monterey County, featuring Leon Panetta, then Congressman of Monterey County. Volunteered at homeless shelter/Project 90 program for San Mateo County. Helped residents create resumes and prepare for job searches. Some clients had never held paying positions. Helped them ferret out life skills to turn into skills for compensation. Have held volunteer positions for several spiritual centers based on Buddhist and Kriya Yoga (Yogananda's work) traditions. Volunteered for reading program at East Palo Alto elementary school, helping nonnative students improve reading – pronunciation and comprehension skills. Volunteered with women's leadership program called At the Well, helping recruit women in leadership positions to present and give inspirational talks. Facilitated 12 step program for women in Redwood City women's correctional facility. Volunteered with Monterey County Commission on the Status of Women – produced women's award program, recognizing top 10 most influential women in the county. Produced and recruited participants for day-long workshops and events, including workshop for community couples network, communications workshop, fashion workshops, weekend personal development workshops. Created and led PR workshops for Foothill College and in private settings. Served on the journalism department advisory board for De Anza College.

Women & Money Salon: Lifting the Fog – Co-founded an organization focused on educating women on becoming financially literate. Explored time banking and other alternatives to the traditional transaction economy, creating personal banks, and recruited women to share their experiences of financial empowerment.

What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

Answer: My experience as a PAMP volunteer taught me patience, compassion and understanding of conflicts between neighbors, and landlords/property managers and tenants. Worked with people in vulnerable positions who needed advocacy while providing equal representation to both parties to conduct mediation sessions with equanimity. Also volunteered as PAMP representative for charter school conflict between Los Altos school board and parents, which was resolved. Attended monthly meetings and ongoing training sessions and met with a mentor to improve mediation skills. Also attended nonviolent communication group for 6 months, learning distinctions of no violent discourse. Work with homeless shelter residents and the women's jail inmates has helped me develop compassion for people who, in most cases, came from dysfunctional families and made poor choices that affected their circumstances in negative ways.

All of this work can be directly applied to the work of the HRC, and supporting people in the community, in need of services that they may not have access to on their own. I can be a voice for elderly, disabled, homeless, fixed or low income residents, all in need of support.

In Palo Alto, and Silicon Valley people suffering economic, emotional, physical challenges are largely invisible and under-represented. My personal development and concern about global and local inequities is what attracts me to the HRC. I hope to join the Commission and work in partnership with City Council and nonprofit agencies to provide the services to meet the most critical needs, while also helping the agencies improve program outcomes.

I'm particularly interested in working with the HRC to develop a study and solutions to help women in abusive relationships (see last question). Interested in helping solve homes problem in Palo Alto through increasing shelter healthy food and job training resources. Also working with seniors in need and low income residents to live comfortably and safely in their homes is of interest.

Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.

Answer: Interested in the microenterprise assistance program and giving low income families the financial support to start and grow their own businesses. Big proponent of micro lending and micro finance that has proven to lift people out of poverty. Was introduced to microfinance a decade ago through the Hunger Project which began offering micro loans to women in developing countries. Learned about Mohammed Unnus's work in microfinance, solving humanitarian problems through business solutions. Produced a fundraiser for the Global Women's Leadership Network by sponsoring a filmmaker who had produced a film about Mohammed Yunnus's social entrepreneur work. Also volunteered with Opportunity Fund, a Silicon Valley organization that funds small business projects for low income families. Had a chance to talk to some of the recipients of the O/F loans and record their inspiring stories for publication. Past member of the Silicon Valley Microfinance Network and helped the organization find a facility to hold their meetings in our area. (Despite the name, the organization was holding meetings in San Francisco, since they couldn't find a local sponsor.)

Also had the opportunity to provide PR services for a philanthropy consultancy, which included a former VP for the Robert Wood Johnson Foundation. The two consultants helped foundations better understand the goals and effectiveness of grantees' social change programs in order to achieve greater results. In the role I played, I successfully positioned the consultants as media sources for national newspaper articles covering the nonprofit world. In the process I learned a lot about the greater need for oversight in the foundation/grantee relationship that could be of benefit to the HRC's role in supporting local nonprofits who receive city-funded grants.

If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

Answer: I would like to see the HRC explore the issue of domestic violence in Palo Alto. Domestic violence is erroneously associated with low income couples and families. But domestic violence crosses economic strata and couples of affluence are no exception. A domestic violence organization, Women of Means Escape Network, assists women of affluence living in Los Altos Hills, who are, in many cases financially dependent on their husbands and don't have the resources to leave their abusive relationships. Just like the homeless, these women are hidden from our view. They suffer in silence because of shame, because their husbands are successful executives, or because of fear of violent retaliation. A friend of mine who headed the Commission on the Status of Women for Santa Clara County, surveyed women in the county to identify their top concerns and then seek support for services from the County Board of Supervisors. Domestic violence was the number one issue affecting these women. While I have not worked directly with resource agencies for women in abusive relationships I did host a presentation for affiliates of the Global Women's Leadership Network. It was given by a young woman who created a task force at Stanford to address the problem of violence toward female students on campus. I would like to see the HRC form a task force or committee to investigate this problem in our community and provide a safe haven for women to come forward who have been/are being abused by their partners. I would be interested in spearheading such a committee. Based on research results I would take the lead to identify resources, such as shelters, but also look at the methodology developed by the Women of Means organization (I happen to know the founder and served on their Board of Advisors in the past) to create a similar resource for women in need, in Palo Alto.

Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment LINK

Muni Code 9.72 –

Mandatory Response Program LINK

Community Services Element of the Comprehensive Plan LINK

Answer: I do not have experience with these documents.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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Address: 4250 El Camino Real, Apt. A104, Palo Alto, CA 94306

Cell Phone: 650 248-6975

☐ Home / ☒ Office Phone: 650 856-1607

E-mail: sgordon@g2comm.com

Signature: Shelly Gordon Gray Date: 3/4/15

Personal Information

Name: Diane J.N. Morin

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Address: [REDACTED]

-2 AM 11:55

Cell Phone: [REDACTED]

☐ Home / ☒ Office Phone: [REDACTED]

E-mail [REDACTED]

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

- 1) engage in business with the City,
- 2) provide products or services for City projects, or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

- | | |
|---|--|
| ☒ Community Group | ☐ Daily Post |
| ☒ Email from City Clerk | ☒ City Website |
| ☒ Palo Alto Weekly | ☐ Flyer |

Other: Email from Mr. David Carnahan

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Commissioner, Human Relations Commission

Attorney: Certified Family Law Specialist, former District Attorney, Member of Legislative Committee for Family law Executive Committee

Mediator: 20 years of experience in Family Law as part of Law Offices (practice)

Collaborative Practitioner: 15 years of experience in Family Law as part of law practice.

- Mediation (3 week long classes over 10 years and recent intensive 5 day training through Center for Mediation in Conflict in Marin Co.), Mediation Roundtable participant (entire Bay Area), member of two collaborative Practice Groups (San Mateo and Santa Clara, in which I am Executive Secretary).

Employment

Present or Last Employer: Law Offices of Diane J.N. Morin

Occupation: Attorney, Certified Family Law Specialist, Mediator, Collaborative Law

Describe your involvement in community activities, volunteer and civic organizations:

I have taken as much advantage as possible of the opportunities to be part of community activities through my appointment as Human Relations Commissioner. I found there has been a steep learning curve for the first two years, but it was a challenge I enjoyed. I have attended meetings focusing on issues regarding the "unhoused"/homeless, regarding the issues surrounding the proposed sale of Buena Vista, the meetings involving the Comprehensive Plan and numerous other activities. Recently, I was excited to attend the "Senior Summit", organized by Commissioner O'Nan, which invited various community organizations (city, county, private, public and non-profit) collaborate to share information and visions regarding existing and future needs of seniors in our communities. I was a member of the HRC subcommittee to review the HSRAP funding and grant proposals and CDBG grant proposals and assisted in updating information the HRC received from organizations that are partly supported by HSRP funding, such as SALA, DreamCatchers, InnVision Shelter Network, Community Technology Alliance, Avenidas, the MayView Community Health Center and the Palo Alto Housing Corporation. As part of the review and reporting of their grant funding, I met with many of the staff and leaders of these groups over the past 3 years. I attended CAHRO, the California Association of Human Relations Organizations and the more meetings of the local sister city and County (Santa Clara) HRC commissions.

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

I have lived in Palo Alto for approximately 25 years, the longest period of time I have lived in any City in my life. I am self-employed and interested in community activities and organizations both as they directly affect my life and also as they relate to conflict management and alternative dispute resolution. This directly relates to my profession as a California and International divorce attorney, as a collaborative attorney (professional) and as a mediator. I am almost 65 years old, bi-cultural, tri-lingual and was raised in another country, so I am deeply interested in issues of diversity and communication between people from different backgrounds and cultures. For example, as a single parent, I raised my daughter in Palo Alto to appreciate other cultures and as a result, she speaks French and Chinese fluently, and enjoys communicating with people from all walks of life. As I am now considered a "senior", and plan to remain in Palo Alto, I am crucially interested in all issues concerning affordable housing and maintaining a reasonable standard of living for different groups in Palo Alto. As we all know, it is almost impossible for young people to afford to rent or buy property in Palo Alto and concomitantly difficult for many older residents to be able to continue to afford to live in Palo Alto. I am interested in learning about what the problems/possible solutions are to addressing the problem of having Seniors continue to live here and how to have continued diversity in income and cultures in the citizenry of Palo Alto. Moreover, as I work in both Santa Clara and San Mateo counties, I am interested in finding connections in equivalent organizations, i.e. Human Relations Commissions at the city and county level.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

My interest was caught by most of the issues that came before the Commission during the past 3 years that I have served. I have learned from my fellow commissioners and others who are skilled in management and community service. Of particular interest to me is the issue of seniors and how to survive on limited income in Palo Alto. The increasingly high income standard of living in our community makes it a desirable place to live, as it has so many resources and attracts energetic people and businesses, with innovative ideas; however, I fear it is becoming less welcoming to those with little or no income, which includes people with valuable life experiences and wisdom. This may undermine a culture of compassion which is invaluable if we want more connection between people in the community, i.e. that the citizens of Palo Alto feel included in the fabric of the town and that it is truly felt by most to be "our Palo Alto". Hence, I am interested in affordable housing, as it relates to seniors who already live in our city and to maintaining a diversity of people--income and cultural diversity and a compassionate citizenry. Issues concerning public safety (the police department, the issues of vehicle habitation etc.), will always interest me due to my interest in dispute resolution, and as a District Attorney and as a homeowner in Palo Alto. For example, in reading my prior application (4 years ago) for the HRC, I note that I listed this as a goal. I have been involved in the concerns that came before the Council in the past 3 years regarding vehicle habitation.

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

For the first two years that I was on the Human Relations Commission I feel like I needed to devote considerable time to internalizing both substantive information (to understand CDBG and HSRAP as one among many examples) and to learn how to communicate with those connected to HRC. I now want to act on the commission. I would like to see the HRC achieve several goals, chief among which: (1) To follow-up on the "Additional Special Needs" assessment/report that was drafted over the past year chiefly by Commissioners O'Nan, Bacchetti and Chen. Several specific areas were identified as increasing areas of need, such as affordable housing, ways to interconnect agencies that already have HSRAP or CDBG funding, such as Avenidas and MidPeninsula Housing, so that those living in the city subsidized housing can have easier transportation to the La Comida meals; (2) to continue to work with agencies that focus on seniors and their needs, such as those that attended the "Senior Summit" last month, to address Palo Alto's growing percentage of citizens who are seniors or super-seniors in the next twenty-years. I wish to be a part of the innovative thinking, on the part of the HRC on the above issues. Additionally I would like to follow-through with a goal of finding counterparts in local city and county governments, i.e. the HRC's in Santa Clara County and other cities (Mountain View) to see what other programs exist regarding dealing with problems we are facing, i.e. the growing senior population, vehicle habitation, the homeless, and the more vulnerable component of our populations such as those with mental disabilities. Commissioner Savage and I have been attempting to publicize the existence of the HRC to the public to increase its value to the Council and to be seen as relevant to the community at large (as a conduit to city government). Lastly, I wish to continue to work on subcommittee on public safety issues, which currently includes Commissioner Savage and Stone, as this is a subcommittee in which I feel my past experience is unique and relevant.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

My experience with these documents comes from working, for the past three years as a Human Relations Commissioner. For example, I met occasionally with Chief Burns or members of the Staff on a quarterly or bi-yearly basis as part of the HRC subcommittee that would report back to the HRC regarding new developments or concerns.

In the past, I occasionally interacted with the Department of Public Safety when I worked (in San Jose and Palo Alto) as a Deputy District Attorney. At that time, for example, I came to know Chief Burns and other police officers.

In 2014, I participated in several of the public meetings associated with the updating of the Comprehensive Plan.

Consent to Publish Personal Information on the City of Palo Alto Website

California Government Code Section 6254.21 states, in part, "No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual." The full code is attached. *This consent form will not be redacted and will be attached to the Application and posted to the City's website.*

The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:



I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR



I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address: 2225 E. Bayshore Rd., Ste. 200, Palo Alto, CA 94303-3220.

Cell Phone: 650/799-8355

☐ Home / ☒ Office Phone: 650/473-0822

E-mail: dianejn.morin@gmail.com

Signature: _____

Diane J. N. Morin

Date: _____

3/1/15

Human Relations Commission

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

15 MAR -3 PM 4:44

Name: SEA SEELAM REDDY

Address: 747 STANFORD AVENUE, PALOALTO CALIFORNIA 94306

Cell Phone: 650-465-3535

☐ Home / ☐ Office Phone: 650-857-0240

E-mail: PALOALTOLIFE@GMAIL.COM

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☐ Yes ☒ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

☐ Community Group

☒ Daily Post

☒ Email from City Clerk

☒ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: ANNOUNCEMENT DURING MONDAY NIGHT MEETINGS

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Executive Management Certificate, Claremont Graduate School, June 1994

M.S in Industrial Engineering, Texas Tech University, Dec 1974

B.E in Mechanical Engineering, Osmania University, May 1973

Effective Negotiating by Karrass

Effective Presentations Boeing Learning Center

Several management training courses at Northrop, Hughes and Boeing and VMware

Employment

Present or Last Employer: THE BOEING COMPABY; VMWARE as a consultant contractor

Occupation: Program Manager, Project Manager, Applications Manager, Customer Engagement Manager

Describe your involvement in community activities, volunteer and civic organizations:

- 1.0 Candidate for City Council Nov 2014 election
- 2.0 Several volunteer activities at VMware - feed thanksgiving dinners etc
- 3.0 Several volunteer activities at Boeing and Hughes
- 4.0 Vice-President of Boeing Seal Beach Hispanic organization
- 5.0 Frequent speaker on Integrity and Ethics
- 6.0 Support Elizebeth Learning Center in Los Angeles
- 7.0 Student body activities in Hyderabad during undergraduate studies
- 8.0 Hired a deaf person on the job at Hughes
- 9.0 Managed a small company Ludlum assembly and test at age 24
10. Managed groups of teams for a 8000 people organization at Hughes organizing Y2K
11. Managed a diverse group of professionals at Hughes

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

I am a people oriented person with a lot of exerience.

I want to help city of Palo Alto to be the best it can be.

I want service oriented Palo Alto City hall

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

- 1.0 Homelessness
- 2.0 Affordable housing
- 3.0 Integrity based hiring and managing
- 4.0 Relationship with Stanford
- 5.0 Relationship with School board and Teachers
- 6.0 Helping anti-suicidal efforts to help teens
- 7.0 Building bridge between growth and no growth
- 8.0 Limiting expansion of offices
- 9.0 Improving quality of hires
- 10. Improving staff performance
- 11. Performance reviews
- 12. Partnering with service providers and partners
- 13. Improving services
- 14. Connect with seniors
- 15. Connect with youth
- 16. Connect with stay-home moms
- 17. Resolve conflict

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

- 1.0 Building integrity
- 2.0 Building diversity
- 3.0 Respect difference of opinion
- 4.0 Bring service focus
- 5.0 Hire smart people and not relatives or people that I know and favor
- 6.0 Be ten time better
- 7.0 Strive for excellence

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

Line manager for 20 years at Ludlum, Aerojet, Northrop, Hughes, and Boeing dealing with people and reporting to executives; working with partners

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OR

☐ I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address: 747 Stanford Avenue

Cell Phone: 650-465-3535

☒ Home / ☐ Office Phone: 650-857-0240

E-mail: paloaltolife@gmail.com

Signature: Seelam (Sea) P Reddy Date: March 3, 2015

Seelam (Sea) P Reddy

Sea Seelam Reddy is a 41 year resident of US and a naturalized citizen since 1984. He moved to the bay area in January 2012 to work for VMware as a contract consultant in mergers and acquisitions engineering and IT integration and divestitures.

Sea, chose to retire in Palo Alto after careful consideration for his retirement. He lived in India until age 20, in Texas until age 25 and moved to California in 1977. Sea lived in Manhattan Beach, Redondo Beach, El Segundo, Irvine and Newport Coast and owned homes/condos/townhouses.

He claims that there is no place like Palo Alto and specially College Terrace. His fondness for continued involvement with technology firms and start-ups drew him to Palo Alto. He chose College Terrace area after he fell in love with the Library we have and beauty of small town and village like life.

Sea has graduate degrees from Texas Tech University - 1974 and Claremont Graduate University -1994 in addition to a bachelor's degree in Mechanical Engineering from Osmania University - 1973, Hyderabad India. Also, Sea attended University of Southern California, Missouri State University taking graduate level computer science and systems engineering classes while he was working in the industry.

Sea lived in southern California since 1997 till 2010 and worked for Aerojet Ordnance, Northrop, Hughes and Boeing before he retired in 2010 after 22 year with Hughes/Boeing in satellite services, manufacturing and defense high technology area.

He claims that he worked for some of the best companies there and was involved in DIRECTV startup at Hughes HCL. He worked on several mergers and acquisitions IT integration and divestiture activities; most prominently forming United Launch Alliance ULA for Boeing and Lockheed Martin with 50% ownership

Sea was a candidate for Palo Alto city council in the November 2014 and campaigned for Innovation and integrity. He did not take campaign donations. His views can be read in his campaign website www.PaloAltoLife.org

Sea has a large family in the bay area. He has three children, Vanessa, 35, a graduate of UC Berkeley and Dartmouth and now works in Basel Switzerland working for Genentech/Roche; Leila 33, a graduate of Concordia University, a small school in Irvine and now lives in Goodyear Arizona pursuing Child Care management and real estate and a son Andrew, a chemical engineer from University of Michigan and working in Los Angeles.

Sea's nephew Hershey Avula was student body president at Stanford in 2008 and his brother #2 Seelam JM Reddy came to live in the bay area in 1980 and 2003 and now lives in Pleasanton. His sister lives in Fresno and her husband is a doctor practicing since 1992.

Sea has continued desire to serve the community and would like any inputs via email or knocking at his door on 747 Stanford Avenue or mornings at Starbucks or at Equinox. He welcomes email at PaloAltoLife@gmail.com

Regards, Sea Seelam Reddy, 747 Stanford Avenue Palo Alto, CA 94306, USA.

650-465-3535 cell 650-857-0240 landline 949-857-2000 cell 650-384-0060 VoIP

I am diabetic; so please take ~5 to 10 years off the living; but I am not giving up.

I am 5'10", 195 pounds; I feel like 22.

<https://www.youtube.com/watch?v=niVVIOP2pms>

I am retired from Boeing after having worked 22 years in LA, Manhattan Beach, Irvine, Newport Beach/Newport Coast. Now I live in Palo Alto after trying Fremont which I hated.

I moved here to the bay area Jan 2012. I worked at VMware in Palo Alto for nearly 23 months.

I have three children; two I raised 34, 32; one not; he is 26. I am about 62 (do not have my birthday because I was 3rd child; was not a girl; my parents did not write my birthday).

My aunts; say I am 2-3 years younger than my 2nd brother.

Endorsements for Sea=Seelam Reddy
2014 Palo Alto City Council 2014 Election

John Spradling, a friend from Torrance known him since 1990:

William S Johnson

Publisher - Palo Alto Weekly

Sir;

I've known Seelam Reddy and his family for nearly a quarter century. I knew his mother, who passed recently, a kind, honest and good person, just like her son. Seelam will serve the citizens of Palo Alto well. Let me cite an example. Five years ago I was hospitalized with a rare viral caused autoimmune disorder that the local physicians had not seen prior. Upon hearing of my illness Seelam spent an entire day phoning medical contacts within his family's circle of physicians and associates to see if they could be of assistance. I didn't ask him to do anything, he took it upon himself to try to help me while I was hospitalized and extremely sick. That's the kind of person Seelam is, and that's the kind of person you want as a Palo Alto city council member. I strongly recommend your organization endorse Seelam for the City Council position, he'll do his best to serve the community.

Jon Chaykowski, Manhattan Beach, known him since 1999

Dear Mr. Johnson,

My name is Jon Chaykowski and I wish to communicate my sincerest endorsement for Seelam Reddy for City Council.

I have known Seelam since 1999 as a business associate and then a friend. I worked along side of him when he was the Project Manager of Hughes Aircraft Company's efforts to address the Year 2000 crossover issues addressing the company's computers, plus its satellites in space and earth tracking stations at many locations around the globe. This was a major concern for the company, because of the many complex computer systems that must operate continuously and without a single hiccup. The number of worldwide systems, both commercial and military, that depended upon continuous communication was large. Seelam Reddy was in a position of great exposure to and expectations by Senior Executives at Hughes and different satellite companies using our satellites. Internally, there were numerous disciplines under his purview and his responsibilities required both technical and interpersonal skills to have all parties and activities run smoothly. I was there with him during the year long lead up and also through the actual event across many time zones. I observed a very professional and skilled leader. Clearly, Seelam Reddy would be an asset to your City Council.

Personally, Seelam also is a very special person. He is a very pleasant and caring person. More importantly, he is a friend who one can count upon.

As for a resident of Palo Alto, he surprised me in his fondness of this community. Recently, when I visited him, Seelam was a one-man salesman for the community. I live in Manhattan Beach and enjoy its many pluses. However, through an extensive walking and driving tour through Palo Alto with - and by - Seelam, I gained a large appreciation for his new community and Seelam's sincere feelings for Palo Alto. Two things were obvious. Seelam Reddy thinks Palo Alto is the place to live and I know that Palo Alto is fortunate to have him in Palo Alto.

All of the above said, my opinion in a nutshell is that the residents of Palo Alto would be wise and rewarded by electing Seelam Reddy to City Council.

Sincerely,

Jon Chaykowski

Endorsements for Sea=Seelam Reddy
2014 Palo Alto City Council 2014 Election

 Like this comment

Posted by **Sea REDDY**

a resident of Downtown North

0 minutes ago

Hello Palo Alto citizens:

I respect PA Weekly picks/recommendation for the five out of twelve.

However, you have your own mind; and have every right to really think a lot more that what the Weekly say.

I request/plead for your vote for the following reasons I stated in the voter information pamphlet. I am making case for ME/I because you will gain from my 'get tough' on 'Integrity' and 'Openness' and 'Innovation'. I have the energy and training. This is not a place for new comers that are light on training and experience.

Below, I provide my proposed agenda; my character references that people that have known me since 25 years back.

Ultimately it is your choice and I would like to earn your vote:

Our proposed plan:

- I am for 'openness and transparent governance'. No more hidden agendas.
 - No tall building that are eye sores; keep/make Palo Alto a Green city.
 - Beautify Palo Alto and respect our trees.
 - I am for innovation; design/implement technology to solve our transportation, health care and school issues.
 - No new taxes; strive to lower taxes; not raise taxes.
 - Not many new laws- use existing; Smart spending; controlled and careful growth; fix pot holes; paint street signs.
 - Solve traffic problems; goal is zero deaths on our Palo Alto roads. Implement innovative methods for transporting our young children, college students, and seniors. •
 - Keep the spirit of Palo Alto that we know; invite new innovators like Theranos, VMware and other that are around us.
 - No projects that lower the quality of neighborhood and property values. Keep our town cleaner; remove trash -fines for littering. Refurbish old buildings and use innovative energy
 - Make Palo Alto 'the best city it can be in USA' for this size of town.
- A Boeing/Hughes retiree-BE Mechanical, MS Industrial Engineering
Studied under Peter Drucker@ Claremont Graduate School.

CHARACTER Counts!

I requested a very few friends to provide 'character' recommendation.

Here is a 'glimpse' of it:

John Spradling, a friend from Torrance known him since 1990:

Endorsements for Sea=Seelam Reddy
2014 Palo Alto City Council 2014 Election

William S Johnson

Publisher - Palo Alto Weekly

Sir;

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Sincerely,

Jon Chaykowski

Endorsements for Seelam Reddy
2014 Palo Alto City Council 2014 Election

Cherie De Gomez, a friend and co-worker since 1996

Dear Mr. Johnson,

Seelam Reddy and I have been co-workers and personal friends for the better part of 15 years. Through that time, I have come to know his character and his work ethic which are both beyond reproach. I worked as a personal assistant to the head of Information Technology at Hughes Aircraft Company and then also at The Boeing Company. Seelam was always held in high esteem and was often selected to work on projects that were vital to our company. I remember as far back as the Year 2000 project that he was hand selected to assure the company's success. Since then, he was chosen consistently to work on valuable data intensive projects.

His care and concern for people is always evident as he judiciously knows when and how to exert his influence properly, weighing the situation's outcome based upon both fact and feeling, using both his intuition and wisdom.

I strongly believe he would make an outstanding city councilmen and that you should seriously consider his candidacy.

Sincere Regards,

Cherie de Gomez

Irfan Patthan, a VMware R&D Engineer

To: bjohnson@pawebly.com

To the folks of Palo Alto Weekly,

I am writing today to share my professional experience with Seelam Reddy. I met Seelam while working at VMware, Inc where he was one of the Project Managers dealing with Acquisitions & Mergers and also leading other projects. I work in the Data Center so any Acquisitions or Relinquishment of Companies that had their systems in the Data Center we were the group to get them IN our OUT. Mr. Reddy would contact us weeks and sometimes even months in advance to give us a heads up that we should be expecting hardware in or systems would be leaving the Data Center. He gave us adequate time to prepare and helped us out in the whole planning process and making sure we had enough information. When we didn't have enough information he would set up meetings between the parties which could provide the information and whoever needed it to eliminate the amount of back and forth going on. During his time at VMware, Mr. Reddy helped make the process very smooth and completed his tasks professionally. While working on these processes I got to know Seelam more on a personal level and have kept in touch with him and consider him to be a great asset in both the professional and personal world.

Regards,

- Irfan

Mark Goldhamer

William S. Johnson

Publisher, Palo Alto Weekly

I am a former coworker of Seelam Reddy during his employment in the Information Technology department at Boeing. He was the project manager for the acquisition of Frontier Systems, an unmanned helicopter company, and I was the technical subject matter expert assigned to integrate the IT aspects of the company into Boeing. We worked with each other on other projects as well, but an acquisition tends to be the kind of work where every type of unknown pops up when you least

Endorsements for Sea=Seelam Reddy
2014 Palo Alto City Council 2014 Election

expect it and I got to see Seelam handle them all in a competent and efficient manner. I could talk about other work situations, but I'd like to relate one of my own experiences in running for office because it touches on how Seelam's candidacy will be considered.

In 1992 I ran for Fountain Valley school board. We had issues at that time with how closed schools would be handled.....whether to build houses on those sites, etc. We also had issues about at what grade the district would identify children for the Gifted And Talented program. And we had a problem assistant superintendent who the teachers were unhappy with because she publicly lied about more than one issue. The teachers union agreed with my positions on all the issues but would not endorse me even though they only partially agreed with the views of the candidates that they did endorse.

Their reason for not endorsing me was that they didn't think I was going to put up a serious campaign because I publically stated that I would not be posting lawn signs (Fountain Valley already bans signs on public areas). In the end, the endorsed candidates won, though I was only a few hundred votes behind. The endorsements, not the lawn signs were a big factor. I walked most of the district prior to the election and actually had people tell me that even though they agreed more with my positions on the key issues, they were going with the teacher's endorsements.

So, please look at Seelam's positions and decide if that is what you want or not....your endorsement will matter.

Mark Goldhamer

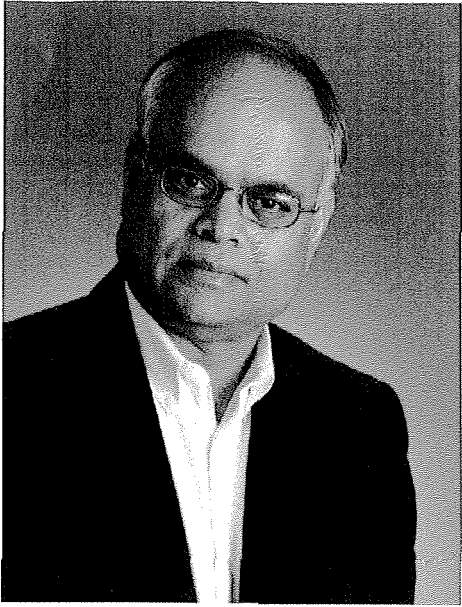
Seelam P Reddy

747 Stanford Avenue, Palo Alto, CA 94306

paloaltolife@gmail.com

Work References

Name	Contact info	Phone	years known	Company
Brent Mckay	Manager, Infrastructure	[REDACTED]	2012 – 2+ years	VMware
Tung Liao	Manager at Hughes	[REDACTED]	1989 – 25 years	Hughes, HCI
Denise Patrick	M&A ULA Program mgr	[REDACTED]	2000 – 14 years	Boeing
Radha Radhakrishnan	Senior VP at Boeing	[REDACTED]	1998 – 16 years	Boeing & Hughes



Personal Information

Name: Alice Schaffer Smith

Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

☐ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

BA History

JD Law

I am retired after 36 years in the IT industry, starting as an IBM Systems Engineer and in 1977 as an attorney, mostly as in house counsel for major UK and US computer companies. I lived and worked in England for 22 years from 1980 to 2002. My roles included principal legal negotiator for complex transactions as well as providing training to the entire staff on corporate ethics and commercial awareness, educating all the staff on what their contractual and legal obligations meant, including copyright infringement and understanding negligence, misrepresentation, etc.

Status: inactive attorney

Employment

Present or Last Employer: **self**

Occupation: **retired attorney**

Describe your involvement in community activities, volunteer and civic organizations:

My volunteering activities include: California North Committee of Human Rights Watch; have been on the board of the ACLU/Northern California; currently the chair of the Mid-Peninsula Chapter of the ACLU, as well as the co-chair of the Dean Democratic Club of Silicon Valley, Nominating Committee Chair for the LWV of Palo Alto, board member of Greater Good Haiti (a 501(c)(3) charity dedicated to eliminating illiteracy in Haiti, a CERT and Red Cross volunteer and Membership Chair of Fortnightly Music Club. My roles in many organizations have been either to chair or to help with development or membership issues. I have taught classes for the American Constitutional Society and the American Civil Liberties Union on constitutional rights and privileges in local middle and high schools.

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

Involved in housing advocacy for 40 years, including low income and fair housing.

Interested in elimination of death penalty, promoting juvenile justice, advocating for restorative justice, reduction of homelessness, advocating for rights of those with disabilities and encouraging PA to have more economic justice.

PA Human Relations Commission helps the city council to focus on issues and investments relating to social services for our community.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).
Recommendations of budget priorities.

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?
Relationship of the HRC to the Palo Alto City Council and the social agencies which are served by the investments from the city.

Should the HRC be involved in advocating for the Buena Vista residents? What can we do to fund public services which are needed in Palo Alto. How do we ensure that we prevent students from having any access to e-cigarettes? What is the role of the HRC in the suicide prevention programs which the schools have been working on?

I don't have a specific agenda. I think my experiences and interests might be useful on the HRC.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

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The full code can be read here: [LINK](#)

Read the code, and check only ONE option below.

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OR

☒ I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

☒ Home / ☐ Office Phone: 6504933554

E-mail:

Signature: Alfred Smith Date: 2/5/2015

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Name: Valerie Stinger

Address: 721 Christine Drive, Palo Alto, CA 94303 15 MAR -3 PM 1:07

Cell Phone:

☒ Home / ☐ Office Phone: 650-493-6043

E-mail:

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

☐ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

B.A., Economics, Goucher College

MBA, University of Santa Clara

Palo Alto Library Advisory Commission, 2005-2011, Chair, 2008

Employment

Present or Last Employer: Consultant, Biotech; Consultant, Developing Economies

Occupation: Retired

Describe your involvement in community activities, volunteer and civic organizations:

For the last 15 years, I have been involved in Palo Alto activities and global programs.

On the local level, serving on the Library Advisory Commission was the most involving and satisfying concentrated effort. I was actively involved researching and compiling the LSMAR, the strategic plan for our city libraries; communicating with neighborhoods and Council members; implementing the strategy, that is working with architects, public art selection, and city committees. During the bond campaign, I volunteered to support passage of the bond issue. The engagement was positive. Besides an updated library system for the city, it was a personal lesson on how much focused energy democracy requires, even to pass one bond issue for one community.

On an international level, I have worked and volunteered in developing economies, with HIV/AIDS awareness, gender issues, and small/micro entrepreneurship. I developed a program to provide basic business training and access to HIV/AIDS counseling and testing, which was implemented in Lesotho and Southern Sudan. These trainings were directed to the poorest of the poor, to facilitate their initiative for their economic well-being. I also developed a curriculum for women in the Middle East and North Africa. Additionally, during this period, I worked on the business planning for numerous organizations and coops in Africa and the former Soviet Union, helping them move from a subsistence level to economic independence

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

The Human Relations Commission provides an avenue, for me, to be involved in the promotion of civic values on my home turf. My hope for Palo Alto is that the resources and infrastructure exist to give a diverse population a fair chance and a framework to act on his/her own initiative. My professional and volunteer experience give evidence, I hope, to the planning, implementation, and collaboration skills I would bring to the Human Relations Commission.

My interest in the Commission is broad. I am proud to live in Palo Alto. It is important to me that, as the city grows, we continue to care for diverse populations and budget to provide human services. I do, in addition, have specific interest in one area, the Senior Summit. I am currently in the throes of caring for my 92-year old mother and can project from my singular experience to the broader community. The experience is horrific. We have an aging demographic segment and we need a community vision and strategy to optimize services. The HRC can bring attention and focus to this segment's needs. The HRC can prioritize and provide visibility to the agencies with expertise serving this segment.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

See above, please.

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

- Continue to review and amend, as needed, the City's Human Services Needs Assessment and Resource Allocation Process to ensure that it addresses the next five year period.
- Continue to assess the budgeting process so that funding for services is maintained even in fluctuating economies.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#)

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OR



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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: **Valerie Stinger**

Digitally signed by Valerie Stinger

DN: cn=Valerie Stinger, o, ou,
email=vhs101@yahoo.com, c=US
Date: 2015.03.03 00:22:51 -08'00'

Date: **03MAR2015**

Human Relations Commission

Personal Information

Name: MARK WEISS

Address: 1788 OAK CREEK DR #217, PALO ALTO, CA 94304

Cell Phone: 650.305.0701

☒ Home / ☐ Office Phone:

E-mail:

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Human Relations Commission?

☐ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: David Carnahan

List relevant education, training, experience, certificates of training, licenses, or professional registration:

1. JUST TODAY, FOR ABOUT AN HOUR I WAS TALKING WITH A NICE LADY FROM STEVENSON HOUSE, ABOUT ELDER CARE.
2. EARLIER TODAY, FOR ONE HOUR, I HELD A VIGIL AT LYTTON PLAZA, RE SUSAN O'MALLEY "COMMUNITY ADVICE".
3. PRETTY CONSISTENTLY, SINCE 1977, AS STUDENT BODY PRESIDENT OF Terman, AND ON-GOING 37 YEARS, I FILL MY DANCE CARD WITH VARIOUS "HUMAN RELOCATION" MATTERS, SOME MORE FORMAL THAN OTHERS. AUTO-DIDACT, MOSTLY.

Employment

Present or Last Employer: President, Earthwise Productions of Palo Alto

Occupation: concert promoter / artist manager / blogger

Describe your involvement in community activities, volunteer and civic organizations:

I've fairly consistently been involved in civic engagement since 1977, when Cheryl Putt Preising my classmate tapped me on the shoulder at brunch and suggested I run for Terman Junior High Student Body President.

AND MY BUSINESS STARTED AS A SOCIAL EXPERIMENT AS MUCH AS A FOR-PROFIT, TO BRING PEOPLE TOGETHER. IT WAS A REACTION TO ROBERT KING RIOTS, AND FIRST GULF WAR; IT'S ALSO A SPIN-OFF OF BAY AREA ACTION / EARTH DAY.

1. What is it about the Human Relations Commission that is compatible with your experience and of specific interest to you, and why?

I ALSO SPOKE IN AUGUST²⁰¹⁴, TO COUNCIL, ABOUT FERGUSON, M.O. AND HOW IT RELATES TO HERE, ABOUT THE CONTINUUM OF NEIGHBORHOOD WATCH AND UNIFORMED PUBLIC SAFETY, I SPOKE FOR 2 MINUTES, NOV 25, 2014 TO A GROUP OF 100 STANFORD STUDENTS WHO HAD MARCHED TO 250.

I'VE ADMITTED IN PUBLIC, I THINK IT WAS HOUSING RENT SUB-COMMITTEE, THE STRAIN OF MY 40% RENT Δ.

4. Human Relations Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

Human Services Needs Assessment [LINK](#)

Muni Code 9.72 – Mandatory Response Program [LINK](#)

Community Services Element of the Comprehensive Plan [LINK](#) - I OWN A HARD COPY OF

I'VE WRITTEN MORE THAN 100 ARTICLES ON MY
PLASTIC ACTO BLOG ON THESE ISSUES, (AND ANOTHER
1,000 ON THE ARTS, 500,000+ WORDS ALL IN ALL SOME OF
IT MAY HAVE BEEN READ BY, AND PARTIALLY INFLUENCED,
EVEN BY CHAOS THEORY, AND INDIRECTLY, CURRENT LEADERSHIP
AND THEIR / OUR UTTERANCES, AND "OUR PALO ALTO").

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OR



I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address: ~~1788 Oak Creek Drive #217, Palo Alto, CA 94304~~

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: _____

Max Wen

Date: 3/2/15

3/3/15 7:40 pm

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I WORKED IN 2009 WITH CLAYDE EZZAN
TO PRODUCE FIRST WORLD MUSIC DAY.

I THINK WE CAN DO BETTER, EVEN HERE, ON
GIDDER V. WAINRIGHT. I WROTE ABOUT "SEAN BERRY CASE",
HERE, AS AN ABERKATION OF JUSTICE.

AND SEE BELOW, RE "HEALTHY COMMUNITY".

3. If appointed, what specific goals would you like to see the Human Relations Commission achieve, and why? How would you suggest accomplishing this?

This is my response to 1, 2, and 3 combined. I can explicate if interviewed for position by
Council: an example of what I do privately and how I am perceived:

Software995 Support
Nov 4, 2014

To

me 'Bern King' 'Esther Berndt' 'Esther Wojcicki' 'Leah Garchik' 'Mike
Havern' 'Mike Krigel' 'Mike Park' 'Akira Tana' 'Paul and EJ Hong' 'Paul Hong' 'Paula
Kirkeby' 'Brian Keith Evans' 'Peter Drekmeier' 'Greg Zlotnick' 'Matt Maltz' 'Nick Sturiale'
'Brian Moore' 'Steve' 'Eric Cohen' 'ERIK ROSENBERG' 'Erik Allen' 'Sarah Cameron
Sunde' 'Sunny Dykwell' 'Jim Newton' 'Jim Yardley' 'Terry Acebo Davis' 'Jonathan
Yardley' 'Eric Fanali' 'Eric Walczak' 'Ross Eltherington' 'Eric Hanson' 'Brian Gaul'
Mark,

I just voted. I voted for a single candidate for council. I voted for you. Last night, a friend
of Sam's committed suicide. This is very troubling. There are serious issues in Palo Alto.
Of all the candidates, I think you are best suited to address them.

Sincerely,

Scott Rothstein
735 La Para Avenue
Palo Alto, CA

I got about 2,100 votes, and ~ 9,000 all-fines.



Public Art Commission

Personal Information

Name: Eric Beckstrom

Address: 325 Middlefield Road

Cell Phone: 650-847-8351

☐ Home / ☐ Office Phone: 650-847-8351

E-mail: Eric@BeckstromArchitecture.com

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: Friend who serves on PA Historic Board, Margaret Wimmer

List relevant education, training, experience, certificates of training, licenses, or professional registration:

See attached Resume.

Architect/Planner for 26 years in many cities, SF, NYC, London, Stockholm, Lund, Rockport, Stowe

Recent Master Studies in Sustainable Urban Design-Lund University, Sweden

Employment

Present or Last Employer: Beckstrom Architecture/Planning + Consulting

Occupation: Architect

Describe your involvement in community activities, volunteer and civic organizations:

Please see resume.

Involved in many community groups, from SF Urban tree planting, Immigrant Family Resource Center-SF, Gang Resource Center-SF, Bay Chamber Concerts-Rockport, Waldorf Schools, etc.

Also workshops with groups, from Peking University, Lund University, Swedish Business group, etc.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

Public Art is integral to the quality of public life.

Active interest since studies at the SF Institute for Urban Studies housed at the SF Art Institute-1984.

Silicon Valley/Palo Alto thrive for a number of reasons. The public space in Palo Alto is unique with small lots, sidewalks, mature trees and a very diverse population. The chance encounters in the public realm actually provide a foundation for the health of the community: culturally, economically, socially.

I would be honored to assist the commission in its mission and endeavors.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

The 101 Bike Bridge will perhaps be the most 'public' of Palo Alto public art elements. It combines the closeup, active engagement of pedestrians and bicyclists who will use it to go to the Baylands along with the thousands of 101 users who will pass under in a matter of seconds. So perhaps this work illustrates very different qualities of engagement. Public art can perform a 'dance' of engagement at all hours of the day. What is that we want these forms to address? Perhaps it is celebration of shared public space. Celebrations can be quiet and intimate or loud and for the masses. Palo Alto is 'connected' to the rest of the world with the 'tech' ancestry here. This tech ancestry is ironically intimately connected to people through feel at their fingertips on keyboards to their visual imagination through pixels on screens.

The innovation gestation setting of Palo Alto is alive precisely because of its rich public space web which allows networking. This networks thrives in a city of sidewalks, small lots, mixed uses, large and small streets under a canopy of mature and diverse trees. The nature element brings living sculpture to ground these technological endeavors. The sidewalk culture is intensely important here on so many levels. Therefore some cities may have public art in typical civic settings which may in fact have very little actual public engagement whereas Palo Alto 'lives and breathes' with its sidewalk culture. This Sidewalk culture expands into large nature areas such as the 'Dish' and now the Meadowlands with this amazing opportunity of the 101 pedestrian bridge to bookend both sides of Palo Alto.

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

I am fascinated by group intelligence and process. What does it take to allow and support active discussions to sieve out the most relevant qualities of any endeavor? It is an honor to see the thorough and thoughtful thinking of the PA Arts commission in the podcasts. As the Commission goes forward how can it assess what places and works of art engage to the highest level? What is that highest level and how can the PA Arts Commission support projects that engage all of our senses? In today's digital age what is the role or challenge of public art? What are the tactile qualities that allow the public to pause and reconsider their sense of their own community and their role in it?

An approach which I have used in other settings allows structured and varied discussions to allow the salient issues to reveal themselves. Everyone has artistic passions and perspectives, how to give voice to this in the process of furthering Public Art's role? In my past board experience I was mainly called to serve on committees which form the basis of arts: Economic committees, Strategic committees, etc. I would hope to share this other thinking to support and engage with the other members of the Commission. Thank you.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

I have read through the document. It covers a lot of ground/landscape. Perhaps a shorter synopsis of the same document on one page might be interesting. It is obvious from the podcasts that the PAC members embrace and comprehend the essence of this document.

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OR



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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: _____



Date: _____

3/15/2015

President, Beckstrom Architecture/Planning + Consulting Inc. Palo Alto, CA
 Registered: CA C25632, ME ARC2779, NCARB #46,854, VT 2188(lapsed)
 Web-www.BeckstromArchitecture.com; email- Eric@BeckstromArchitecture.com

EDUCATION

2011-2015 **Lund University**, Lund, Sweden, Masters Program Sustainable Urban Design-SUDES/HDM
 2002-2004 **Waldorf Foundation Studies** (Pedagogical/Teacher training), 2-year program.
 1987-88 **Pratt Institute**, Brooklyn, New York, **Bachelor of Architecture** (5-year)
 1986-87 **The Architectural Association**, School of Architecture, London, England
 1984 **San Francisco Center for Architecture and Urban Studies**, San Francisco, California
 1981-85 **Oklahoma State University**, Architecture, Mechanical Engineering and Philosophy

EMPLOYMENT HISTORY

2014-present **President**, Beckstrom Architecture/Planning + Consulting, Palo Alto, CA/ Rockport, ME.
 2014-present **Consultant**, AWA-Ana Williamson Architect, Menlo Park, CA
 2003-2013 **Principal**, Beckstrom Architecture & Planning, Rockport, ME. Grew firm to 6 people.
 2000-2003 **Principal**, Cushman + Beckstrom, Inc. Architecture & Planning, Rockport, ME/ Stowe, VT. Grew firm to from 3 to 12 people.
 1995-2000 **Associate Partner/Architect A.I.A.**, M. B. Cushman Design, Inc., Stowe, VT.
 1991-95 **Architect**, David S. Gast & Associates, San Francisco, CA.
 1990-91 **Arkitekt**, Rosenbergs Arkitektkontor AB, Stockholm, Sweden.
 1990 **Arkitekt**, Can Arkitektkontor AB, Stockholm, Sweden.
 1988-90 **Intern Architect**, Pei, Cobb, Freed & Partners, New York, New York.
 1988 **Intern Architect**, Hellmuth, Obata, and Kassabaum, New York, New York.
 1985-88 **Intern Architect**, Omrania U.K. Ltd., London, England.
 1987 **Historical Researcher**, Waterfront Development Corporation, London, England.
 1985 **Intern Architect**, Lister, Drew & Associates, Walton-on-Thames, England.
 1982/83 Summer **Stonemason**, Mike Shelton Construction, Tulsa, Oklahoma
 1981 **Actor/Biker #2**, Walt Disney Movie 'Tex', <http://www.imdb.com/title/tt0084783/>
 1980 Summer **House Framer-wood**, Doug Lee Construction, Tulsa, Oklahoma
 1979 Summer **Motorcycle/Bicycle Mechanic**, Cyle Kart Racers, Tulsa, Oklahoma

ACTIVITIES

2014 Innovation Workshop Leader, VINNOVA/foretagarna Business Association, San Francisco/Silicon Valley, CA
 2013-14 Guest Lecturer, Lund University Industrial Design, Architecture, Business School, Lund, Sweden
 2011 Guest Lecture/Graduate project jurist, Peking University, Beijing, CN
 2003-2013 Board Member, Bay Chamber Concerts, Rockport, ME.
 2002-2005 President/Board Member, Ashwood Waldorf School, Rockport, ME
 2005 Water Workshop-Steiner Institute, Herbert Dreiseitl, LA
 1998 Architecture/Form/Ecology International Conference Participant, Jarna, Sweden.
 1999-2002 Expert Witness, Vermont Environmental Board, Cell tower relocation, case success.
 1998-2002 Garfield Hyde Park Neighbors Alliance, GHNA, Neighborhood Advocacy Group, VT.
 1997-99 Mountain Choraliers Choir, Lamoille County, VT.
 1996-97 Building Committee, Lake Champlain Waldorf School, Shelburne, VT.
 1995 Board Member, Good Samaritan Family Resource Center, SF, CA.
 1993-95 Member, Precita Valley Neighbors, SF, CA. Neighborhood relations, park renovations.
 1993-94 Board Member, Mission Neighborhood Inner City tuition free Waldorf School, SF, CA.
 1994 Board Member, Precita Valley Community Center, Youth/Gang Prevention Center, SF, CA.
 1995 Organizer, Friends of the Urban Forest, SF, CA. - street planting- 60 street/40 houses.
 1993-95 Member, A.I.A. Task Force on the Environment, San Francisco, CA.
 1982 Movie, Biker 2, 'Tex' Disney movie; Screen Test for Francis Ford Coppola - 'The Outsiders'
 1976-81 Motocross Racer, 250cc and 125cc, Intermediate class
 1975-1981 Eagle Scout.

Personal Information

Name: Loren Gordon

Address: 428 Maple Street, Palo Alto, CA 94301

Cell Phone: 650-269-6489

☒ Home / ☐ Office Phone: 650-321-2189

E-mail: lilikg428@gmail.com

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: Jim Migdal

List relevant education, training, experience, certificates of training, licenses, or professional registration:

I have a Bachelor's degree from the University of Colorado and a Master's degree of Business Administration from the University of San Francisco. I'm drawn to the art world because both my mother and sister are artists. In my first job after college, I worked for a San Francisco investment bank (Montgomery Securities) that had an extensive collection of modern art and antiques. In November 2014, I co-hosted an art show in my home. I love to be surrounded by paintings, photographs, sculpture, or art of any kind. My experience includes volunteer work at SFMOMA in the past and a current position on the Membership Executive Council at the Cantor Arts Center.

Employment

Present or Last Employer: Bank of America (Montgomery Securities)

Occupation: Human Resource Mgmt., Vice President, Corporate Finance and Syndicate +

Describe your involvement in community activities, volunteer and civic organizations:

I served on the Addison PTA executive board as the co-chair of Outreach and Education. I have held many positions at my children's elementary school (Charles Armstrong School) including organizing and chairing fundraisers and supporting teachers. I currently volunteer at the Brentwood School on behalf of All Students Matter, volunteer for the California Transplant Donor Network, serve on the executive board of Gamble Garden and on the Membership Executive Council of the Cantor Arts Center.

For the past six years, I have been involved with Gamble Garden, an estate owned by the City of Palo Alto. I have twice co-chaired the Spring Tour, Gamble's largest fund-raising event and served on the board for five years. This Palo Alto experience has made me aware of our citizens' interest in open space, public parks, gardens and beauty. Working with individual homeowners who share their gardens with the public during the Spring Tour, I learned there is a feeling that beautiful landscape, natural tranquility and outdoor sculpture is important to our community. Art and beauty matter.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

I am passionate about sharing works of art with the public. Recently, Richard Serra's Sequence sculpture left the Cantor Arts Center to find its new home inside the SFMOMA. When I visited the Cantor last week, I heard many people comment on missing the sculpture. The presence of this piece simply brought them joy. It was an outdoor installation that was accessible to everyone for free. I heard similar comments from those who visit Gamble Garden. They just enjoy being outdoors surrounded by interesting and beautiful trees and plants.

I'm interested in joining the Public Art Commission because I deeply care about art for all. I support maintaining the pieces in the collection and bringing in new art. I'm very excited to experience art in the University Avenue underpass and still smile every time I walk by one of Greg Brown's murals.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I have not attended a Commission meeting. Thank you for making the meetings available online. I found the December 18th meeting regarding the public art master plan for Palo Alto interesting. Barbara Goldstein presented the plan and outlined how she and Gail Goldman intend to engage the public. I would love to be a part of this process. We are fortunate to have this team working for our city.

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

We are fortunate to have space for land art. It is wonderful to discover Patrick Dougherty's stickwork sculpture and incredible to walk over to check out Andy Goldsworthy's Stone River. I would like to see more natural land art in Palo Alto. Those who live our town enjoy our mild weather and make time to be outside. Palo Alto is one of the best places to live in our nation and deserves a destination art piece that you'd find in urban areas such as San Francisco. It would be interesting if this piece was natural.

We could accomplish this by partnering with corporations, using funds (percent for art) from several new projects, and creating an event around the new installation. I realize that finding the right artist, location and funding can take years. However, we live in a well-connected city and we can get this accomplished.

Another goal I have is to engage the youth of our community. I believe in getting youth more involved in public art. The commission could invite young artists to submit works for temporary shows in public buildings or ask for a young writer to write an article or blog about a new installation.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

Thank you very much for making this plan available. I have reviewed it.

Consent to Publish Personal Information on the City of Palo Alto Website

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The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:

☒

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR

☐

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: Loren Gordon Date: 03-03-15

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Name: Christine Miller Kelly

Address: [REDACTED]

15 MAR -3 PM 4:25

Cell Phone: [REDACTED]

☒ Home / ☐ Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

☒ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: Vikki Toback, Outgoing Commissioner

List relevant education, training, experience, certificates of training, licenses, or professional registration:

BFA Washington University in Fine Arts, Major in Painting, 1992

BFA California College of the Arts in San Francisco, Major in Industrial Design, 2007

Art Gallery Intern: Greenberg Gallery in Saint Louis, 1991

Gallery Director: Martin Schweig Studio & Gallery, Saint Louis, 1992-1994

Art Director: eToys, Santa Monica, CA 1998-2001

Art Director: Ask Jeeves, Emeryville, CA 2002-2003

Design Intern, IDEO, San Francisco, 2005.

Product Design & Graphic Design Consultant, 2007-Present

Lecturer in the School of Art & Design: San Jose State University, 2012-Present.

Employment

Present or Last Employer: San Jose State University

Occupation: Lecturer in School of Art & Design (Industrial Design Program)

Describe your involvement in community activities, volunteer and civic organizations:

While my son was at Walter Hays I was a room parent for 2 years in a row. I also served on the Core Values committee of the school.

I was the Events Chair of the PTA for Synapse School for 2 years in a row.

I volunteer regularly in my kids' classrooms at Synapse School.

I like to leverage my skills to be helpful to my community. For example I designed Synapse School's Middle School Catalogue working closely with the Director of Outreach and the Head of School. I also worked closely with Synapse Board Members to design the Strategic Plan for the school. You might say I am "on-call" for all school design projects.

My youngest daughter is in a co-op nursery school and I help in the classroom on a regular basis.

I volunteer for my boys' Palo Alto Little League teams and volunteer in many of my kids' activities.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

As an artist, designer, teacher and a parent of 3 young children, I would like to see art become a value that is more integrated into local culture. We have been home owners in Palo Alto since 2007 and prior to that we lived in San Francisco. I love this community and strongly believe that it's a wonderful place to live, work and a supportive community in which to raise a family. What I miss about city life is the daily exposure to arts and culture. In Silicon Valley we have the resources to make this happen. Some of our neighboring communities have had exciting exhibits that pushed the boundaries of what we usually see such as the Los Altos / SFMOMA collaboration. I am interested in finding ways to integrate art and design into our lives for the community and for my children.

As an artist, designer and teacher I am accustomed to critiquing and discussing art and design with empathy. I am also trained and experienced in evaluating effective concepts by somewhat objective standards and requirements. I love to look at and discuss art! I think I would be great at helping to select artists and work closely with them on development and installation.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I'm excited about the variety of public art works in development this year. From the Barbara Grygutis sculpture at Stanford Research Park to the University Avenue tunnel and the Adobe Creek Bridge design these are exciting ways to integrate public art into everyday life. I am specifically interested in the University Avenue project because it brings together world class contemporary artists with a highly functional project in a highly trafficked area. This will be exciting to watch.

I am also interested in learning more about the Public Art Master Plan that is currently in development. I'm excited to see that a plan is being developed and would love to be on the team who implements it.

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

1. I would love to see more public, innovative artwork in accessible places. There are some amazing pieces hidden around town such as the Stanford GSB Monuments to a Change as it Changes by Peter Wegner and the Patrick Dougherty piece at the Art Center. We need more of this in our community and I'm hopeful that with the new Master Plan there will be the means and motivation to make it happen.

2. I would also love to see more functional design pieces integrated into the community such as the bicycle racks in downtown Palo Alto. With a little investigation, I know we could find opportunities to add art and design to functional projects that could improve the primary purpose while delighting the observer.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

I have no experience with the Municipal Arts Plan.

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Read the code, and check only ONE option below:



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OR



I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

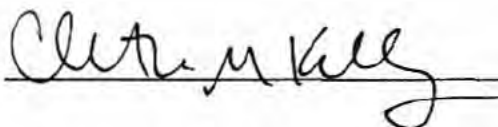
Address: 1535 Edgewood Drive, Palo Alto CA 94303

Cell Phone: 415-706-9789

☒ Home / ☐ Office Phone: 650-561-3365

E-mail: cmillerkelly@gmail.com

Signature: _____



Date: 03/03/15

Public Art Commission
Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

15 MAR -3 AM 11:40

Name: Ben Miyaji

Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☐ Office Phone: None

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☐ Yes ☒ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☐ Yes ☒ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: Current Commissioner on Public Art Commission

List relevant education, training, experience, certificates of training, licenses, or professional registration:

City of Palo Alto Public Art Commission, May 2013 to Present:
Vice-chair, Jan 2014 to present.

City of San Jose Arts Commission, July 1992 to February 2015.

Chair 2003-2006

Vice-chair, 1995-96, 2000-2002

Chair Public Art Committee, 2006-2007

Chair Norman Mineta San Jose International Airport Public Art Master Plan
Committee 2004

Metro Newspaper Public Art Person of the Year 2004

Employment

Present or Last Employer: Retired (Last employer - Siemens Corporation)

Occupation: Contentment pursuits (Project Leader)

Describe your involvement in community activities, volunteer and civic organizations:

I have been a member of the City of San Jose Arts Commission from June 1992 to February 2015. I served as chair of the commission from 2003 to 2006 and chair of Public Art Committee of the Arts Commission in 2006-2007. I also chaired the Norman Mineta San Jose International Airport Public Art Master Plan Steering Committee in 2004. I was named Metro Newspaper Public Art Person of the Year in 2004. I have served on the City of Palo Public Art Commission since June 2013 and currently serve as the vice-chair. I was co-president of the Parents Auxiliary at Children's Musical Theater of San Jose and served on the board of directors in 1991-1992 and 1997-1999. As a docent at the Japanese American Museum of San Jose, I lead tours of the museum to guests that request a guided tour. I am a volunteer Marriage Commissioner for the County of Santa Clara and have performed over 4,500 marriage ceremonies.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

I have been involved in public art for over 20 years and it is a passion of mine. I believe public art is the soul of a city and great cities have great public art. The Public Art Master Plan process that is just starting is of great interest to me and I believe my experience in this area will be very helpful in the development of the plan.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

The percent for public art by private development ordinance that was enacted in January, 2014. At least a dozen projects have come before the Public Art Commission for review and comment. These projects are a way to add powerful and innovative pieces of public art to the Palo Alto landscape.

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

Completion of the first Public Art Master Plan (PAMP) for Palo Alto. The PAMP is an important document to help shape the future of public art in Palo Alto. Input from the city council, city staff and the community will be used to formulate the PAMP. The Public Art Commission can be the interface between the city council, city staff and the community and the consultants that will be writing the PAMP.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

The Municipal Arts Plan (MAP) is the Public Art Commission's "roadmap" for public art. Recent discussions have included updating the MAP to more reflect recent developments in technology and how the PAMP can influence public art in Palo Alto.

Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

☐

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OR

☒

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address: 1313 Newell Rd Palo Alto, CA 94301

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail: Ben.Miyaji@gmail.com

Signature: _____

Ben Miyaji

Date: March 2, 2015

Public Art Commission

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Name: Caroline Mustard

15 MAR -3 PM 4:34

Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☐ Office Phone:

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☐ Yes ☒ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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- 2) provide products or services for City projects, or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

- | | |
|--|---------------------------------------|
| ☐ Community Group | ☐ Daily Post |
| ☐ Email from City Clerk | ☐ City Website |
| ☐ Palo Alto Weekly | ☐ Flyer |

Other: Jim Migdal asked me to make this application

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Graduate of Brighton University Faculty of Arts (BA Fine Art, Painting).
Lifetime of working as an art director, graphic designer, marketing and public relations for small non profits, following working for large ad agencies (Young & Rubicam).
I recently moved to the Bay Area to join my family in Atherton. In the past three years I have gone back to my fine art roots through my introduction to the iPad as a tool to create fine art - with much inspiration from a painter who had huge impact on me when I was young - David Hockney.
With another, I formed the Mobile Art Academy to forward the subject of using mobile devices for creativity. We partnered with the Pacific Art League, and much of my own work has centered around Palo Alto where I have held two exhibitions of my own art work. This work can be seen on my art blog: carolinemustard.tumblr.com
I have been teaching for the past three years at Pacific Art League, Filoli, City of Menlo park and City of Los Altos Recreation Departments, Menlo School etc.
I am currently working closely with the Art Coordinator for PAUSD, Sharon Ferguson, to introduce her art teachers to iPad art and will be leading a workshop in March for that purpose.

Employment

Present or Last Employer: Mobile Art Academy

Occupation: Education Director and co-founder

Describe your involvement in community activities, volunteer and civic organizations:

I do not have any long lasting involvement, but recently spent a day at the VA in Menlo Park at their day long art workshop, working with vets showing them how to paint on their iPads! I have also volunteered help at the different schools I have worked with - Menlo School, Los Altos Christian School etc.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

I have a huge regard for the immense impact this city has had on the world in terms of the tech industry and Stanford scientists. I see it as a hub of the american renaissance. However I feel that there is a gap between the subjects of art and technology that needs to be bridged so they join forces in creative ways. I want to help make that happen, not just with mobile digital art, but with good art in any fine art genre. I want to help enhance the city with art to express the true creativity that exists here.

I feel I have experience in making things happen in the art world, of forging ahead with new ideas, especially in the meeting of art and technology.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I am not familiar with the commission as such, but was interested in issues that Jim was telling me about. I tried going to the link, but when I did that I lost all the info I had typed into this document, so I will leave it at that!

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

I would like to see the creative spirit of Palo Alto expressed more visibly in the community. I would like to encourage the many start ups and large tech companies to join us in sponsoring great modern art that belongs here to Palo Alto. I would like to see us create a young artist incubator and bring in some avant large artistic creations that makes Palo Alto a leading artistic center for the world, just as it is a leader in tech.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

I have no experience with this document.

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Read the code, and check only ONE option below:

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OR

☒

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Address: 668 Ramona Street, Palo Alto

Cell Phone: 650 289 8148

☐ Home / ☐ Office Phone:

E-mail: caroline@mobileartacademy.com

Signature: _____ Date: 2/24/2015

Public Art Commission
Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Name: Mila Zelkha

15 MAR -3 PM 4:34

Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☐ Office Phone:

E-mail: [REDACTED]

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☒ Yes ☐ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Public Art Commission?

☒ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

I am a graduate of Rhode Island School of Design where I earned two degrees, a Bachelor of Fine Arts and a Bachelor of Architecture in 2001. My professional career to date includes architectural design (Associate AIA), construction management, and business development of social entrepreneurial ventures and nonprofit organizations that focus on the built environment. I have had the opportunity to serve as both a competition judge in the U.S. Green Building Council's 2003 design competition, as well as participate on the design team of finalist, Gabriel Feld, for the Perth Amboy Design Competition.

Employment

Present or Last Employer: InnVision Shelter Network

Occupation: Nonprofit Administration

Describe your involvement in community activities, volunteer and civic organizations:

I am a Commissioner on the Santa Clara County Homeless Healthcare Governing Board and I serve on the Board of Directors of the Palo Alto Housing Corporation, a nonprofit developer of affordable housing.

I am a member of the City of Palo Alto Sustainable Climate Action Plan Advisory Group as well as the City's Comprehensive Plan Update Leadership Group.

I am a member of the League of Women Voters and a Fellow of the Palo Alto Chamber of Commerce's Leadership Palo Alto 2014 program.

I am volunteer at Ohlone Elementary School in Palo Alto, among other activities.

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

Please see attached page.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

I am interested in seeing how the Public Art in Private Development Ordinance which was passed in January of last year will contribute to the funding of more temporary and permanent public art throughout the City.

In addition, I am looking forward to the creation of the City's Public Art Master Plan and am excited to see this effort engage the public through community outreach and public participation. I hope this process helps staff and the Commission synthesize any emerging themes around how public art can enhance quality of life, foster economic development and create vital public spaces during a year when our City will be thinking about "place making" in a variety of ways.

3. If appointed, what specific goals would you like to see the Public Art Commission achieve, and why? How would you suggest accomplishing this?

A primary goal would be to work towards the creation of the Public Art Master Plan now that the City has selected a consultant to facilitate that process. As a Commissioner, I would support staff in their review of the consultant's research and planning efforts, provide perspective, feedback and suggestions as needed, and support in efforts to have a broad spectrum of Palo Altans engage in the community outreach component.

A second, short term goal includes supporting the implementation of an online database of the City's public art collection with mobile app for accessing educational info about the artwork.

And finally, I am interested in continuing to support Artists in Residence, exploring how we might be able to replicate the kind of residency program that brought about the Greg Brown murals we know today.

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

Consent to Publish Personal Information on the City of Palo Alto Website

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The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:

☐

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR

☒

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail: mila.zelkha@gmail.com

Signature: _____ Date: _____

4. Public Art Commission Members work with the document listed below. If you have experience with this document, please describe that experience. Experience with this document is not required for selection.

Municipal Arts Plan [LINK](#)

15 MAR -9 PM 1:10
CITY OF PALO ALTO
CITY CLERK'S OFFICE

Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

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OR

☒ I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail: mila.zelkha@gmail.com

Signature: Mila N. Zelkha Date: 2/2/15

Attachment to Application for City of Palo Alto's Public Art Commission

Applicant: Mila Zelkha

15 MAR - 9 PM 1:10

1. What is it about the Public Art Commission that is compatible with your experience and of specific interest to you, and why?

I, like other Palo Altans, have had the good fortune of living my days with the art of Greg Brown. His public murals are some of my earliest memories of civic pride.

Having grown up in Palo Alto, I became close friends with a band of brothers that included Greg's son. Hovering in mid-air or catching us off guard with his booming laugh, hanging out with Greg at his home meant that we were surrounded by both art and joy. We could be ourselves with Greg and celebrated even if we tried on a tough exterior... an egg shell was an egg shell and yet with Greg it could be a sweetheart leaning in with affection.

As we grew up and paired off, Greg gave us each a work of art - a series of wedding portraits for each couple. The drawing Greg drew of me... about to ride a roller coaster at the boardwalk... my eyes are closed and hopelessly in love. What a gift I have been able to enjoy, living with this art every day over the years, an experience that opened my eyes to see in a way I never had before and that is very different than that of visiting something once in a gallery or museum for a few moments.

In 2003, the Palo Alto Art Center held an exhibition of Greg's work titled "Unlikely Saints". Neighbors, friends, and Palo Altans of all kinds were found in Greg's work - people who we interact with every day - the owner of the art supply store, the pharmacist realistically presented with an electric radiance that only Greg could capture.

I believe however it is the public art of Greg Brown, especially of his murals done through the City of Palo Alto's Artist in Residence program several decades ago, is what has had and will continue to have a lasting impact on our entire community.

Public art that we can live with - that gives us pause and inspires us - is a most valuable gift because it is really the gift of unlocking something inside of us - one where our eyes open, showing us how we love life, how to see.

I would like to serve on the City of Palo Alto's Public Art Commission to share the profound experience of living with art to all who come to this wonderful city, to take the time in our ordinary days to see more, feel more, and love & celebrate all of the unlikely saints out there and our potential.

15 MAR 16 AM 9:43

Personal Information

Name: Michael Danaher

Address: 1355 Hamilton Ave

Cell Phone: 650-714-8530

☐ Home / ☒ Office Phone: 650-320-4625

E-mail: mdanaher@wsgr.com

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Utilities Advisory Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: discussion with commission member

List relevant education, training, experience, certificates of training, licenses, or professional registration:

B.A. Yale

J.D. Stanford

Member of California Bar

Employment

Present or Last Employer: Wilson Sonsini Goodrich & Rosati

Occupation: Attorney

Describe your involvement in community activities, volunteer and civic organizations:

After stints in government service, my wife and I returned here in the 80's. While our children were in school my community service was youth-oriented, including at least 14 seasons of AYSO coaching, Assistant Scoutmaster of my son's Boy Scout troop, support person for my wife's Girl Scout troop and a period of teaching math enrichment to the more advanced math students at Duvenick. I also served for a number of years as president of the Palo Alto Adult Soccer League.

After our son and daughter left home I have devoted more time to support of environmental groups and clean energy and energy efficient projects, as discussed below.

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

I am a life-long environmentalist and spend time every day on the climate crisis and possible responses. I was one of the leaders in building our cleantech team at the law firm; we are now among the most active in the country. I (and my colleagues) devote substantial time to helping create, build, finance and expand companies with new technologies and business models for alternative energy and resource efficiency.

Through working with companies, attending conferences, and discussions with colleagues and with entrepreneurs, scientists, investors, business leaders, energy companies and others, I am exposed to critical thinking and new initiatives on almost all the fields under the purview of the UAC, including energy supply, technology and business model innovation for renewable energy and the implications for utilities, technologies and strategies for energy efficiency in the built environment, water use, demand side management and more. I've also worked with businesses in the telecom/datacom sector and have some familiarity with FTTH technologies.

In addition to domain exposure, I've been fortunate to gain substantial business experience. As a corporate attorney at the firm for 28 years, I've worked with hundreds of companies, attended thousands of board meetings, budget reviews and strategic reviews, learned from working with some of the talented people in tech, and learned too from watching so many mistakes being made. Along the way I've become a student of boards and their decision-making processes.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

Like many, I'm deeply concerned about the water shortage and think about it whenever I turn on the tap. I lived here during the 1976-7 drought but this may be the new normal, either because we're in a cyclic "megadrought," climate change or both. I'm aware of some of the actions the Utilities department has taken but I'm interested in hearing about the long-term strategy, both supply-side and demand-side. I'm also interested in investigating whether, as part of a long-term supply-side strategy, there may be opportunities to purchase water rights from farmers, perhaps from farmers who could use the money to invest in efficient water technology.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

It would be presumptuous at this stage for me to suggest goals. I am so impressed with the quality of the Utilities department work and so proud of how innovative and enlightened Palo Alto has been. From its clean energy programs, to incentives and consulting services for energy efficiency in new construction, to support for new technologies and more, Palo Alto is a model of best practices. I have much to learn before I can make proposals.

I do have areas of inquiry. I'll mention two. First, I'd like to understand, from the Utility department perspective, the relative efficiency of grid-scale renewable energy, community solar, roof-top solar and energy efficiency initiatives, and to understand how Palo Alto and its residents can get the most bang for their money. Second, most utility companies are restricted by PUC rules including limits on what investments they may include in their rate-base. I'd like to understand how much flexibility Palo Alto has relative to most utilities and whether there are leadership opportunities for Palo Alto to demonstrate new approaches.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

The Utilities Strategic Plan [LINK](#)

The Long Term Electric Acquisition Plan [LINK](#)

The Gas Utility Long-term Plan [LINK](#)

Urban Water Management Plan [LINK](#)

Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan [LINK](#)

Utilities Quarterly Update for the most recently reported quarter [LINK](#)

I have read most of these but that is all.

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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature:

Michael Daul

Date: 3/15/2015

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Name: Timothy Gray

Address: 4173 Park Blvd.

15 MAR -2 AM 10:34

Cell Phone: 650 493-3000

☒ Home / ☐ Office Phone: 650 858-2738

E-mail: Timothygray@sbcglobal.net

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Utilities Advisory Commission?

☒ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Certified Public Accountant, Consultant to Large Companies throughout the nation, avid interest in Environmental impact of community energy policies, customer of Palo Alto Natural Gas Vehicle station, Palo Alto Home Owner, and Participant in Palo Alto Green.

Employment

Present or Last Employer: Treasury Advocates, Self Employed,
Occupation: Consultant to San Mateo Medical Center and other hospitals.

Describe your involvement in community activities, volunteer and civic organizations:

Active advocate of fairness, transparency, and integrity in local government.

Frequent speaker at City Council Meetings.

Former candidate for Palo Alto City Council.

Palo Alto Utilities customer for 20 years.

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

I am interested in pursuing and maintaining zero emission in the least costly basis.

I am interested in being an advocate for the residential customers. This would include making sure that all transactions between the Utilities Enterprise and the Palo Alto General Fund are fairly reflected in arm-length transactions, are transparent, and fairly reflect the economics of the transactions.

As a former journalist, I have experience in communicating information of community interest.

As a Corporate finance leader, I am practiced in communicating complex economic transactions in simple and understandable terms that deliver a common understanding to stake-holders with all levels of experience.

My corporate career has been dedicated to promoting a customer-focus approach to service in all areas of professional performance.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

The conversion of Palo Green into a new way to engage citizens in purchasing green energy and generally speaking, opportunities to purchase carbon offsets.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

I would like to prove and communicate to the Utility customers that they are receiving the lowest rates possible as a result of innovative and efficient operations of the Utility Enterprise.

I would be very interested in finding the economic balance that would allow the City to move forward with undergrounding utility lines, and to promote the roll-out of greater access to the fiber-optics network in an economically responsible way.

Advocate for efficient Utility operations to preserve local ownership of the Utilities, and to deliver an "ownership dividend" to residential and corporate customers.

To the extent possible, I would advocate for policies that increased solar and promoted alternative energy sources, within reasonable economic constraints. I would champion community efforts to lessen the carbon footprint of Palo Alto within very pragmatic parameters.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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The Long Term Electric Acquisition Plan [LINK](#)

The Gas Utility Long-term Plan [LINK](#)

Urban Water Management Plan [LINK](#)

Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan [LINK](#)

Utilities Quarterly Update for the most recently reported quarter [LINK](#)

I have general awareness of these concepts, but have not studied or had experience with these plans.

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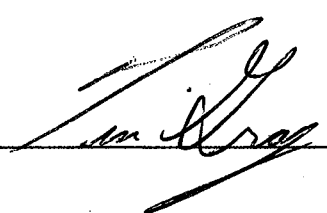
Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: _____



Date: March 2, 2015

Utilities Advisory Commission Application

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Personal Information

Name: Natalia Kachenko

Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☒ Office Phone:

E-mail: [REDACTED]

15 JAN 23 PM 3: 23

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

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- 2) provide products or services for City projects; or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Utilities Advisory Commission?

- | | |
|--|--|
| ☐ Community Group | ☐ Daily Post |
| ☐ Email from City Clerk | ☒ City Website |
| ☐ Palo Alto Weekly | ☐ Flyer |

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Executive MBA, Global; MS Mechanical Engineering; BS Mechanical Engineering; Certified internal Quality Auditor, TS16949- 2009; ISO 9001- 2008 Quality Management Systems (QMS), Automotive Production;

Employment

Present or Last Employer: TE Connectivity

Occupation: Engineering Manager, TE Connectivity Sensor Solutions

Describe your involvement in community activities, volunteer and civic organizations:

pausd PTA volunteer

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

I view this as an opportunity to contribute to my local community integrating conservation, community, culture and commerce in developing sustainable practice

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

Implementing elements of lean management that integrates set of activities designed to achieve reasonable waste reduction and energy conservation using minimal resources and funds

Consolidating commission commitment to empowerment, education, and environmental awareness programs,

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Address: Palo Alto resident

Cell Phone: n/a

☐ Home / ☐ Office Phone:

E-mail:

Signature: Natalia Kachenko Date: 1/23/2015

Personal Information

Name:

Walter Loewenstein

Address:

Cell Phone:

☒ Home / ☒ Office Phone:

E-mail:

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

15 MAR 16 AM 10:57

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

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- 2) provide products or services for City projects, or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you Learn about the vacancy on the Utilities Advisory Commission?

☐ Community Group

☐ Daily Post

☒ Email from City Clerk

☐ City Website

☒ Palo Alto Weekly

☐ Flyer

Other: _____

List relevant education, training, experience, certificates of training, licenses, or professional registration:

B.S. U of Puget Sound
1 yr U of Washington
PhD Ohio State University
Elected Member National Academy of Engineering
Fellow, American Physical Society
Fellow, American Nuclear Society
President American Nuclear Society
Professional Engineer - California
Two summers at Los Alamos National Lab.
19 years at Argonne National Lab
20 years at Electric Power Research Institute
10 years independent energy consultant

Employment

Present or Last Employer: Electric Power Research Institute; Consultant

Occupation: Research Engineer and Applied Physicist

Describe your involvement in community activities, volunteer and civic organizations:

Member and Chairman of emergency planning group following flood of 1998

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

My whole professional life was and is focused on energy and electricity with emphasis on safety culture and mechanisms on domestic and international arenas

2. Please describe an Issue that recently came before the Commission that is of particular Interest to you and describe why you are interested in it. If you have never been to a Commission meeting

- ① Rationales and source of money for every rebates
- ② Where is there a merge between fact and political correctness

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

15 MAR -3 PM 4: 10

Personal Information

Name: Judith Schwartz

Address: 2330 Bryant Street, Palo Alto, CA 94301

Cell Phone: 650-906-9927 (both home and office)

E-mail: Judith@tothept.com

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

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Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

- 1) engage in business with the City,
- 2) provide products or services for City projects, or
- 3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☐ Yes ☒ No

How did you learn about the vacancy on the Utilities Advisory Commission?

Other: ☐ posting on NextDoor and regular emails from PAUAC

List relevant education, training, experience, certificates of training, licenses, or professional registration:

I am a nationally recognized expert in consumer engagement, utility communications, dynamic pricing, strategies to support low-income families, and energy literacy programs. My company, To the Point is a strategic marketing and systems consultancy working on the leading edge of human-centered design, communication and marketing programs, systems analysis, and applied technology since 1987. Since 2007, I have been on the forefront of sustainability issues, grid modernization, alternative energy, and the digital home. Working at the nexus of public policy, technology, communications, and business; I bring an unusual perspective that crosses functional disciplines to cut to the heart of the problems and solutions.

Municipal utilities (electricity, water, gas) are my clients, subjects of research studies I've prepared, and participants in symposia and workshops that I've organized. Therefore, I am very familiar with the distinct governance, financial, and management issues that affect public power organizations. I am happy to provide a list of relevant publications and video productions.

My husband and I moved to Palo Alto in March 1982 when I went to work for Apple Computer. My high-tech career focused on deploying and introducing disruptive technologies including personal computers, Internet, ERP, and other novel application areas. I was previously the president and co-founder of a water treatment start up that was ahead of its time. The utility industry can be viewed through a similar lens of policy, technology, and behavioral transformation.

Employment

Present Employer: To the Point

Occupation: Consultant

Describe your involvement in community activities, volunteer and civic organizations:

- Currently serve on 2 boards: Family and Children Services of Silicon Valley (Palo Alto) and the Association for Demand Response and Smart Grid (a national organization);
- Past board member for the Silicon Valley Arts Council, Palo Alto Womans Club, Friends of Huddart and Wunderlich Park, and an advisory board member for CHAPS, an equestrian group underwriting riding scholarships for foster children and veterans.
- Experience with over 30 nonprofits as board member, senior staff, consultant, pro-bono contributor;
- Past advisor to board, staff, and volunteer development organizations serving Silicon Valley;
- Designed fundraising programs and promotions for capital, operating, membership campaigns for museums, social service agencies, and community groups;
- 30-year track record of building strategic alliances, partnerships, and encouraging individual employees and colleagues to collaborate and do their best work.

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

In my work in this sector, I have seen the pivotal role commissions play in guiding utilities and how challenging it can be to educate commissioners on the subtleties of the issues. I have developed stakeholder education programs, collaborating with regulators; utilities such as EWEB, SDG&E, Hydro One, National Grid, PG&E, Pepco; leading scientists, analysts, consumer advocates, and technology companies. A panelist at the FERC Technical Conference for the National Action Plan for Demand Response, I was the Strategic Communications Consultant to the NAPDR Coalition of Coalitions which included APPA. I was a member of the leadership team for the Department of Energy Smart Grid Consumer Engagement Working Group identifying best practices in customer and stakeholder outreach. I was a member of the CPUC Technical Working Group on Smart Grid Goals, program manager for the IEEE PES Community Summit Program, and have written or co-authored publications for the Smart Grid Consumer Collaborative, Association for Demand Response and Smart Grid, National Action Plan on DR, the Institute for Electric Efficiency, and DEFG.

I would bring to the UAC a deep understanding of what it takes to involve, listen to, and communicate with communities and varied stakeholder groups. Residents are more likely to support activities and investments by their utility if they can see how the organization is serving their own goals and priorities rather than simply the utility's objectives.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.

Sustainability and Climate Action Plan Briefing. As the City Sustainability Officer noted, "the easy parts have been done and it is now time to challenge ourselves to meet the long-term goals for GHG reductions." Specifically noted as targets were CA 80% reduction by 2050; 80% by 2030 along with cities like Fort Collins; and the California moonshot goal to be climate neutral within 10 years or less. My participation and leadership in industry conferences, research, and working groups have given me a realistic view of the tradeoffs and efficacy among technology and financial investments, policy changes, and behavioral change. Claims and aspirational goals often do not match up with reality. As someone who crafts coherent stories and frameworks, I feel that I could capably assess what is being proposed for Palo Alto. I was particularly taken by the "How good is good enough and what is realistic to achieve that level?" discussion as I think that cuts to the heart of the matter for all of the resources and services managed by Palo Alto.

I was heartened to hear that RMI consultants leading the design charrette felt so many elements were already happening in our City. However, I see a gap between that assessment and my own perception as a City resident who is both knowledgeable and concerned about these issues. The public engagement goals sound great and I would love to see more people in the community actively involved. I believe that one needs to look at the big integrated systems picture in order to address "mitigation vs adaptation" and "vision vs operations."

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

There are a great many people and businesses in Palo Alto who are interested in responding to climate change and in creating and/or adopting technologies that enable more efficient use of energy, gas, and water to save money, reduce waste, and detect outages/leaks.

We are one of the epicenters of EV adoption and with the recent requirement that new homes must include EV charging capability, it is likely this trend will accelerate with the range of attractive new EVs and hybrids coming on the market. That is likely to increase penetration of rooftop solar in Palo Alto as electric vehicles will make those investments more viable.

In addition to this increase in intermittent supply and load, another risk for Palo Alto's electricity supply is the single transmission power line through the Colorado substation. In the event of a major disruption at the substation, power could be cut to the city for an extended period of time. These factors combined with the utility's increasing dependence on contracts for solar generation, means the City will need a mix of advanced storage at different scales and demand side technology solutions to cost-effectively manage this impending challenge.

Goal: Build upon community aspirations and economic and sustainability goals to obtain support for investment in new infrastructure and programs that will allow a portfolio of options that matches the diverse priorities of city residents and commercial customers.

How: We can accomplish this by learning from other jurisdictions, embracing proven best practices for stakeholder and community engagement that are achieving these goals in other cities across the country. We also can leverage the technology experts and innovation that are part of our community to encourage optimum solutions and "next practices." For example, managing drought conditions can be better executed with the same kinds of technologies and outreach techniques that are proving successful with electricity and gas delivery.

Palo Alto leaders like to envision our city as an exceptional example of green, sustainable, smart city. I believe the reality can match the vision if we are open to the voices and experiences of others who are further down the path. We can share those lessons with our City Council, utility staff, and citizens so they can be reassured that activities new to Palo Alto are reasonable steps, that we are setting realistic expectations, and we are in a position to validate requests for investment.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

The Utilities Strategic Plan [LINK](#)

The Long Term Electric Acquisition Plan [LINK](#)

The Gas Utility Long-term Plan [LINK](#)

Urban Water Management Plan [LINK](#)

Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan [LINK](#)

Utilities Quarterly Update for the most recently reported quarter [LINK](#)

Consent to Publish Personal Information on the City of Palo Alto Website

California Government Code Section 6254.21 states, in part, "No state or local agency shall post the home address or telephone number of any elected or appointed official on the Internet without first obtaining the written permission of that individual." The full code is attached. *This consent form will not be redacted and will be attached to the Application and posted to the City's website.*

The full code can be read here: [LINK](#)

Read the code, and check only ONE option below:



I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

OR



I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: _____



Date: 3 March 2015

Utilities Advisory Commission

Personal Information

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

15 MAR -3 PM 5:18

Name: Lisa Van Dusen

Address: 1111 Greenwood Avenue, Palo Alto, CA 94301

Cell Phone: 650-799-3883

☐ Home / ☐ Office Phone:

E-mail: lvandusen@mac.com

Are you a Palo Alto Resident? ☒ Yes ☐ No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members? ☐ Yes ☒ No

Are you available and committed to complete the term applied for? ☒ Yes ☐ No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700.

Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

1) engage in business with the City,

2) provide products or services for City projects, or

3) be affected by decisions of the board or commission you are applying for? ☐ Yes ☒ No

Excluding your principal residence, do you own real property in Palo Alto? ☒ Yes ☐ No

How did you Learn about the vacancy on the Utilities Advisory Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: friends

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Please see attached.

Employment

Present or Last Employer: SV2 - Silicon Valley Social Venture Fund

Occupation: Director of Partner Engagement & External Relations

Describe your involvement in community activities, volunteer and civic organizations:

Please see attached.

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

Please see attached

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#).

Please see attached.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

Please see attached.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: _____

Lisa C. VanDusen

Date: 3/3/15

City of Palo Alto - Utilities Advisory Commission
Application Addendum from Lisa Van Dusen - 3/3/15

List relevant education, training, experience, certificates of training, licenses, or professional registration:

Education:

- A.B. Brown University
- Certificate in Innovation Leadership (Leading by Design), California College of the Arts
- Stanford Continuing Studies, UC Berkeley Extension: coursework in clean tech innovation, accounting and other topics

Relevant work experience:

- *SV2 – Silicon Valley Social Venture Fund* (2013- present): Director of Partner Engagement & External Relations. Responsible for developing and stewarding key strategic relationships throughout Silicon Valley; ensuring meaningful SV2 Partner/donor engagement and education; spearheading key initiatives, including impact investing, revenue diversification, and leadership cultivation. Participated in Environment Grant Round (current Grantee, *FoodShift*, is focused on changing paradigms for food waste and food recovery). (I have recently been notified that I will be recognized by the *Silicon Valley Business Journal* with the 100 Women of Influence - Silicon Valley 2015 Award which will be conferred in May 2015).
- *Leadership Palo Alto* (2012-2013): Co-directed the re-launch and redesign of this civic leadership development program.
- *Precourt Institute for Energy* (2011): Stanford University, special projects.
- *Wave One Palo Alto*, Chief Operating Officer (2009-2010): Helped lead initiative to transform small commercial buildings and their tenants in Downtown Palo Alto into sustainable facilities and organizations through a full spectrum of sustainable practices.
- *Embarcadero Media, Palo Alto Weekly and Palo Alto Online* (1989-2008): Director of Sales & Marketing, then Marketing Director, and finally Co-founder and Director, Palo Alto Online. While directing Palo Alto Online, was responsible for setting rates, generating revenue, and reaching tipping points for both site usage and profitability. Both the *Palo Alto Weekly* and Palo Alto Online received numerous top awards for excellence related to my work from the California Newspaper Publishers Association, Peninsula Press Club and Association of Alternative Newsweeklies during my tenure.
- *Cable Communications Cooperative of Palo Alto* (1983-1989): Founding Executive Director, then Sales & Marketing Director. Spearheaded successful effort to win the Midpeninsula cable franchise for a local consumer cooperative, and later played key leadership roles regarding contracts with Pacific Bell and Heritage Cablevision, rates, and programming. Cable Co-op was an early test bed for new data communications technologies and was one of the first providers of broadband cable data services to a public school in the country. Extensive experience in working with the City of Palo Alto and Palo Alto member-subscribers.

Describe your involvement in community activities, volunteer and civic organizations:

I have been extensively involved in community activities, volunteer and civic organizations throughout my life, especially in Palo Alto and Silicon Valley, since I began working and living in Palo Alto in the 1980s. The following partial list details the extent of my engagement with civic life – both current and past.

Current:

- *City of Palo Alto Sustainability/Climate Action Plan Advisory Council (S/CAP)*
- *Carbon Zero Institute*, Board of Directors [LINK]
- *Palo Alto Art Center Foundation*, Emeritus Board (previous service included two terms on the Board of Directors and Communications Committee Chair for the Capital Campaign)
- *Planned Parenthood*, member Planned Parenthood Mar Monte Peninsula Breakfast Committee (previously member of the Board of Directors of Planned Parenthood Golden Gate)
- *First Person*: creator and host of online video interview series featuring people who live boldly in Silicon Valley
- *Mentor*: I provide advice and support numerous social entrepreneurs and young professionals, including many alumni of Leadership Palo Alto
- Artist and illustrator: illustrated *Objects & Oddities*, illustrator for 826Michigan.org

Previous:

- *Woman's Club of Palo Alto*, Co-founder/producer of Landmark Leaders Speaker Series, 2012-13 & 2013-14
- *Boy Scouts of America, Troop 57*: Committee Chair and Board of Review Chair
- *Crystal Springs Uplands School* (Co-chair of annual campaign, member of Capital Campaign Committee)
- *Leadership Midpeninsula*, Class of 2001
- *Walter Hays Elementary School*, Environmental Co-chair (as the first in this role in PAUSD, instituted student recycling team leaders program, no garbage lunch initiative, collaborated with City Bicycling Team, and helped develop and deliver 5th grade curriculum on waste reduction)
- *Free The Children*, founding member of California advisory board
- *Friends of the River* (formerly on foundation board, advisory board, white water rafting guide working on river conservation and wise water policy advocacy)
- Volunteer (fundraiser/canvasser) several national, state, and local political campaigns

1. What is it about the Utilities Advisory Commission that is compatible with your experience and of specific interest to you, and why?

I would be honored to serve on the Utilities Advisory Commission for several reasons:

- **As a lifelong sustainability evangelist:** I would work tirelessly to help achieve measurable goals for Palo Alto's Sustainability and Climate Action Plan (S/CAP), using all of the current tools available to the UAC and helping to develop new ones when necessary. As a member of the Sustainability/Climate Action Plan Advisory Council, I would seek to maintain and enhance communications between the UAC and the Advisory Council to assist in creating, recommending, and implementing utility-related solutions. One area that interests me particularly is reducing our reliance on natural gas to work toward a carbon neutral energy stream.

- **As a long-time customer of CPAU:** I would seek to ensure safe, reliable and affordable utilities service for all members of our community. I believe it is critical to have the “user vantage point” clearly in mind as the UAC navigates some difficult challenges ahead. In addition to my own experience as a ratepayer, I became familiar with the concerns of facilities managers and commercial ratepayers through my work with Wave One, which involved water, electricity, natural gas, garbage, compost and recycling services. The insights I gained and the relationships I developed through my work with Wave One could be helpful to UAC.
- **As a former telecommunications professional:** I would endeavor to find solutions that will meet the needs of ratepayers, our community as a whole, and the CPAU. Because Cable Co-op was a member-owned cooperative, I have had extensive experience in finding new ways to align consumer needs with business goals. In addition to setting rates and enhancing customer service, my experience in constructing and maintaining the cable plant, particularly in concert with other companies, could prove useful as the City proceeds with the proposed fiber project and other telecommunications initiatives. I personally negotiated agreements with multi-unit dwellings, businesses and other commercial customers for cable service, which provides some context and understanding related to CPAU. My work with Cable Co-op also helped me to develop a vision of how vibrant, local telecommunications services can benefit our community.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting you can view an archive here: [LINK](#)

- **Community Solar program:** I believe that a Community Solar Program could be an effective way to accelerate adoption of solar for residential property owners. The combination of lower costs, paired with neighbors learning and pursuing this opportunity potentially in clusters, could result in speedier adoption and hopefully overall lower cost.
- **Expansion of CLEAN program:** I first became acquainted with the Clean Coalition several years ago and have followed their work since. The opportunity for more ratepayers to become producers of renewable energy seems like a win for all parties involved. I believe there is substantial untapped potential for participation here.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and why? How would you suggest accomplishing this?

- **Realistic Carbon Pricing and Revenue Neutral Carbon Tax or Other Alternatives:** I believe the UAC should re-examine how the City prices carbon at present and whether that price should be adjusted in light of current science and research. In addition, I am interested in exploring a revenue neutral carbon tax or other alternatives, such as a collection of complementary “fee-bate” programs that could be used as tools for reaching or perhaps exceeding the “moonshot” proposed by the City’s Chief Sustainability Officer, Gil Friend. The importance of realistic pricing and strong price signals cannot be overstated. The more we can bring prices into alignment with the true costs of greenhouse gas externalities, the more we can accelerate the transition to sustainability, and the more all CPAU customers will be more motivated to achieve carbon neutrality or even to become “net carbon negative.” There are many exciting paths forward for Palo Alto, and I would particularly like to see the UAC do as much as possible to assist the City Council and the community as a whole to realize our sustainability goals. (I attended

the Citizen's Climate Lobby session on Pricing Carbon on February 20th in San Francisco, and was pleased to learn more about some of the options available to the City.)

- **Supporting and effectively communicating the need for appropriate rate increases as necessary:** As water and other rates rise, I would seek creative approaches to educating everyone in our community about the need for rate increases. Through service on the UAC, I would seek to help articulate and communicate both the reasons for higher rates and the opportunities (through education, greater efficiency, rebates, and other approaches) to maintain not only satisfactory but high levels of service, while avoiding a "deprivation mindset." I would seek to work with civic groups, other organizations, and a wide range of citizen and commercial rate-payers to help shape plans for any necessary rate increases and then to work with them to communicate justifications for those increases within their respective networks.
- **Encouraging new sources for locally generated renewable energy:** I would encourage collaboration with the Clean Coalition, and commercial and residential property owners to facilitate increased solar and other renewable energy production. In addition, I would work to continue to shepherd the anaerobic digestion plant forward in a prudent fashion as an energy-generating solution that addresses our organic waste challenges and opportunities.
- **Learning and cooperative action:** Finally, and perhaps most importantly, I would seek to learn from and work cooperatively with everyone involved in shaping policy for CPAU. This includes not only the members of the UAC and the leadership and staff of CPAU, but also the City Council, City Staff, and advisory groups, such as the S/CAP Advisory Council and CEAP. The goals that our community has set for itself will be achieved most effectively when we work together. If I have the honor of serving on the UAC, one of my personal objectives will be to learn as much as I can from the prior and continuing work of other members of the UAC, so that the initiatives that I would offer and support would be pursued within the context of existing plans and knowledge. I would also take a personal interest in promoting effective communication between the S/CAP Advisory Council and the UAC.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

I have looked through all of the documents below, but do not claim to understand their nuances. I will, however, do everything possible to educate myself and to become familiar with all documents that would be relevant to serving on the UAC.

The Utilities Strategic Plan [LINK](#)

The Long Term Electric Acquisition Plan [LINK](#)

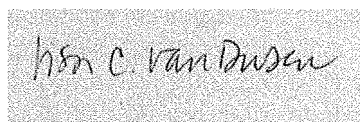
The Gas Utility Long-term Plan [LINK](#)

Urban Water Management Plan [LINK](#)

Ten-Year Electric Energy Efficiency Plan and

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Utilities Quarterly Update for the most recently reported quarter [LINK](#)



Signature: _____ Date: 3/3/15