



CITY OF PALO ALTO OFFICE OF THE CITY CLERK

March 22, 2021

The Honorable City Council
Palo Alto, California

Appointment of a Candidate to an Unfinished Term on the Planning and Transportation Commission

Recommendation

Staff recommends City Council vote to appoint one (1) candidate to a position on the Planning and Transportation Commission (PTC) with a partial term ending December 15, 2021.

Discussion

On January 13, 2021, Staff received a resignation from a Planning and Transportation Commission member whose term expires December 15, 2021. On February 8, 2021, the City Council directed Staff to proceed with a special two-week recruitment for this vacancy, with an application deadline of February 23, 2021. During this recruitment, the Clerk's Office received two applications. Interviews of the two candidates were held on Wednesday March 10, 2021 and, during the interview, applicant Arthur Keller withdrew his application.

In addition, City Clerk Staff contacted previous applicants for the Planning and Transportation Commission to confirm whether they would like to be considered for this open position. The full list of eligible candidates for this position is listed below.

Planning and Transportation Commission

Vote to appoint one candidate to the PTC with an unfinished term ending December 15, 2021. The candidate to receive at least four votes (required) will be appointed.

1. Bobi Adle
2. Doug Burns
3. Bryna Chang
4. Rebecca Eisenberg
5. Kathy Jordan
6. Kevin Ma
7. Jessica Resmini

Copies of the applications are attached to this Staff Report.

ATTACHMENTS:

- Attachment A: Boards and Commission Applications- PTC Vacancy March 2021 (PDF)

Department Head: Beth Minor, City Clerk

**Boards and Commission Applications
Planning and Transportation Commission Vacancy**

March 22, 2021 Appointments

1. Bobi Adle
2. Doug Burns
3. Bryna Chang
4. Rebecca Eisenberg
5. Kathy Jordan
6. Kevin Ma
7. Jessica Resmini

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM)

Name: Bobi J Adle

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

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 or your spouse have an investment in, or do you or your spouse 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 or your spouse own real property in Palo Alto? ☐ Yes ☒ No

How did you learn about the vacancy on the Planning and Transportation 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: (621 characters)

My current position involves logistics and transportation at a large Tech Company. I handle the logistics of 372 locations that feed around 75,000 meals a day pre-pandemic.

Employment

Present or Last Employer: Bon Appetite Management Company

Occupation: District Manager

Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

I have been a part of Abilities Uniteds program of real world training for their people resulting in learning of skills and usually employment for most who would not have been able to get jobs.

I am a very bad juggling clown for Ronald McDonald house cheering up children and struggling parents dealing with illness. The joy from doing this negates my awful juggling skills.

I am a part of a program called Surfers for Autism where we teach kids and adults on the spectrum how to surf as part of a fundraising program. It is a great way to help them learn to push beyond their percieved limits and also a great way to educate.

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

My experience in logistics and transportation is a big part of what I can bring to the table. I wonder how many people really understand what it takes to make a city as amazing as Palo Alto so special.

I have been part of the Greenmeadow Association and was a part of the board there that oversaw community guidelines. I currently live in the Charleston Meadows area and sit on the architectural board for the overlay. Here we try and work with the homeowners and make sure that zoning laws are adhered to while keeping the classic look of the Eichlers intact. It is often tricky managing new owners and red tape with permits but we do a great job keeping the community happy and eager.

Living in NY for many years public transportation has been a huge part of my life and I understand how important it is to keep the community moving without stagnating the growth.

I am an avid bicyclist and want to continue working with the city to make the bike corridors friendly to cars and bicyclists. The changes to Ross road and Charleston have been a dividing issue in the community and I want to be a part of helping out with the communication.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

Parking spaces have been an issue in Palo Alto for a while. Building garages and permit parking has been a sticky situation with lots of folks on both sides of it digging in their heels. I want to help mend those fences and help make what the city and its people need a priority.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

The Baylands master plan has been one of my personal issues to watch. It is such an important part of our local area and I want to be a part of maintaining it.

The El Camino Master Plan is a huge issue and will need a lot of people willing to get together and figure out how best to make it the central part of our community.

California avenue is a large focus for me since it has the ability to be such a huge part of our city but is not yet.

4. Planning and Transportation 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. (1380 characters)

Palo Alto Comprehensive Plan [LINK](#)

Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

El Camino Real Master Plan Study [LINK](#)

Area Plans such as the South of Forest Avenue (SOFA) I and II Plans [LINK](#)

Baylands Master Plan [LINK](#)

I do not but wish to get involved more.

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." *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: (Please type or sign) Bobi J Adle Date: 11/17/2020

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM

Name: Doug Burns

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

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 or your spouse have an investment in, or do you or your spouse 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 or your spouse own real property in Palo Alto? ☐ Yes ☒ No

How did you learn about the vacancy on the Planning and Transportation 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: (621 characters)

Accounting Degree UCSB

Employment

Present or Last Employer:

Occupation:

Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

member of BPA association
member of BPA pathways Committee
member of PAN

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

Born and raised in Palo Alto. I take a lot of pride in my community and would like to help shape its future. Also worked in Palo Alto for many years.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

Very interested in the grade separation project and have attended many community and XCAP meetings.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

Moderate growth and keeping the character of the community.
Improved bike/pedestrian pathways.

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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: (Please type or sign) Doug Burns Date: Nov 7, 2020

Planning and Transportation Commission

Personal Information – Note: The PTC regularly meets the second & last Wednesdays of the month at 6 P.M.

Name: Bryna Chang

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 or your spouse have an investment in, or do you or your spouse 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

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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:

How did you learn about the vacancy on the Planning & Transportation Commission?

(Select more than one if applicable)

- ☐ Community Group
☐ Email from the City
☒ Palo Alto Weekly

- ☐ Daily Post
☐ City Website
☐ Flyer

Other: Parks and Rec Commissioner Jeff Greenfield

List relevant education, training, experience, certificates of training, licenses, or professional registration: (621 characters)

MBA 2003, Stanford Graduate School of Business, Stanford University
BS Biology, 1997, Stanford University

I have strong skills in strategy, operations, and teamwork. Most recently, I lectured at the Stanford Graduate School of Business on "Innovation and Problem Solving" and "Critical Analytical Thinking." Prior to that, I ran the MBA Program Office at Stanford, where I was responsible for the strategy and operations of one of the top MBA programs in the US; I also spent time directing the Stanford Public Management Program. I have past experience in internet product management and management consulting.

Employment ☐ Current Employer ☒ Last Employer

Employer: Stanford University (Graduate School of Business)

Occupation: Lecturer

Describe your involvement in community activities, volunteer and civic organizations: (1311 characters)

I have been a dedicated volunteer with Palo Alto Schools for many years:

- Gunn High School Site Council, 2020 - present
- JLS Middle School Site Council, 2018 - present
- JLS Middle School PTA Executive Board, VP Community Service, 2019 - present
- JLS Middle School PTA Executive Board, VP Membership, 2017-2019
- PAUSD Elementary Report Card/Progress Report Committee, 2013-2015
- Hoover Elementary Site Council Chair, 2012-2013
- Hoover Elementary Site Council, 2011-2013, 2014-2016
- Hoover Elementary Green Team parent leader, 2014-2019
- Hoover Elementary Room Parent, 2010-2019
- Hoover Elementary Project Cornerstone ABC Reader (social emotional learning/anti-bullying), 2014-2018

In addition, I have worked with a number of community organizations:

- Silicon Valley Boychoir Board of Directors, 2015 - present (Treasurer, 2018 - present; President 2016 - 2018)
 - Greenmeadow Community Association swim team head data committee, 2020 - present
 - Palo Alto Little League team manager/coach, 2014
-

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

I have watched Palo Alto change over the last 40 years, in some ways for the better, and in some ways which I wish were different. I grew up here and attended Nixon, JLS, and Gunn. Fourteen years ago, after living in Menlo Park for a few years, my husband and I chose to move back to Palo Alto because we valued the community character and city services that make Palo Alto different from surrounding cities and a wonderful place to live. Since I am rolling off of some of my larger community commitments this spring, I am now hoping to engage more deeply in this city that has given so much to me and my family.

Years ago, I first started thinking about transportation and planning in the context of the impact on traffic on our neighborhoods and the ability of our kids to get safely to and from school, especially along Charleston, where as a traffic safety volunteer for Hoover Elementary, I'd witness close calls between kids and commuters on a daily basis. I participated in some of the Charleston corridor planning meetings. I realized our city's population doubled during the day, and learned about the housing/jobs imbalance, something that our city inadvertently created over the course of many years.

Because many new developments seem likely to be built in the southern half of Palo Alto, I'm particularly interested in representing south Palo Alto neighborhoods as we work on addressing housing and other issues.

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 archived videos from the [Midpen Media Center](#). (1311 characters)

One of the biggest issues of interest to me was the discussion of the North Ventura Coordinated Area Plan in January. It's exciting to think about transforming the only remaining part of Palo Alto near transit and retail centers that also has large parcels. This part of the city along El Camino needs to be revitalized, and I hope the plan injects energy into a neighborhood that has received so little investment. Done well, it could really improve the quality of life for families currently living in the area, and make a small dent in the housing shortage. That said, there are significant financial hurdles to making the plan what the community wants it to be (park space and affordable housing without increasing office space). I hope we can find some creative solutions that push boundaries a bit with respect to financing, and I hope the city has the will to do it.

Second, the issue of allowing medical office use at Town & Country is of urgent interest right now. What the City does now is going to have effects that reverberate for decades to come. We need a more comprehensive solution that can be applied to all retail in Palo Alto that has been affected by the pandemic, rather than a piecemeal approach, and we need it quickly, because landlords are bleeding cash.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this? (1587 characters)

1. To conduct city business fairly and efficiently while incorporating a wider range of voices in Palo Alto. I'm hoping to provide a conduit for the Asian community to get involved, since I have so many relationships from the days I was a Hoover parent (Hoover is over 80% Asian or South Asian).
2. Related to the first issue, I'd like to see greater involvement of families with school-age children in decisions that the PTC makes. These folks are often too busy to pay attention to issues beyond the schools, and yet from talking to them, I know they are interested. Anything that affects Palo Alto also affects the quality of life for Palo Alto families, and yet many times, families are unaware. We can generate awareness by plugging into the Palo Alto Council of PTAs (PTAC).
3. To continue building connections between the City and PAUSD when it comes to planning and transportation. Planning and transportation issues impact our schools, and schools impact our planning and transportation. The simplest example is the school commute, but there are land use questions as well, such as with Cubberley. I'd do this by reaching out to the School Board (I have already been working with Jesse Lodomirak), District Office, and school sites, as appropriate.

4. Planning and Transportation 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. (1380 characters)

[Palo Alto Comprehensive Plan \(2017\)](#)

[Zoning Code](#)

[City Charter](#)

[California Environmental Quality Act](#)

[El Camino Real Design Guidelines](#)

[El Camino Real Master Plan Study \(2007\)](#)

[Area Plans such as the South of Forest Avenue \(SOFA\) I \(2000\) and II \(2003\) Plans](#)

[Baylands Master Plan \(2008\)](#)

With the exception of the Palo Alto Comprehensive plan, I do not have specific experience with any of the above documents other than that I am aware of the existence of all of them. I participated in community surveys leading up to the development of the Palo Alto Comprehensive Plan and have read the entirety of the Comp Plan.

5. Please confirm that you have read the Boards and Commissions Handbook: ☒ Yes ☐ No

Signature: (Please type or sign) Bryna Chang Date: 2/23/2021

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM)

Name: Rebecca Eisenberg

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

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 or your spouse have an investment in, or do you or your spouse 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 or your spouse own real property in Palo Alto? ☐ Yes ☒ No

How did you learn about the vacancy on the Planning and Transportation Commission?

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

Other: Palo Alto City Council Meeting where you voted on this.

List relevant education, training, experience, certificates of training, licenses, or professional registration: (621 characters)

JD, Harvard Law School, 1993. Editor, Harvard Law Review.
BA, Stanford, Psychology/Decision Science, 1990, Phi Beta Kappa.
Member of California Bar and Federal Bar, CD Calif. sworn in Dec 1993.

- 30 years of legal experience, including:
- Senior Counsel, PayPal (IPO, Secondary Offering, Merger w/eBay)
 - General Counsel, Trulia (1st atty, IPO prep)
 - GC, Flip Video/Pure Digital (Merger w/Cisco)
 - GC, Reddit (Spin-off, Re-corp, Re-capitalization)

Experience/expertise in:

- Land use transactions
- Budget oversight
- Municipal Finance
- Secured transactions
- Tax law & policy
- Contract negotiation
- Ethics

Employment

Present or Last Employer: Private Client Legal Services, Boutique Law Firm
Occupation: Negotiate high-value transactions for execs/entrepreneurs

Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

I spent most of 2020 running for City Council. Although I did not win, I am proud that I received almost 8000 votes -- and spent only approx \$7000. I believe that money has no place in politics, so tried to live those values.

My solid results reflect the time & energy I put into meeting with Palo Alto residents & small business owners, to hear their perspectives & understand their concerns. Rather than hobnob with wealthy donors, I went door to door, ringing doorbells and standing back 6 feet to meet the residents. It was a privilege each time a resident took time to meet me and share their views.

Running for office was a humbling experience, and it also reinforced the great impact that our local government officials and their appointed volunteers have on the day to day lives of people in our community.

When I visited 801 Alma St., I heard the challenges that many residents face in meeting their subsidized rents. When I spoke with small businesses on University and California Ave, I heard the frustration of seeing their landlords receive pandemic relief funds that did not trickle down to them. When I spoke with seniors at Channing House, I heard their appeals for affordable housing to live near their grandkids.

We must do better for our community. I want to serve that worthy goal.

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

Land is a limited resource, and due to its particular scarcity in Palo Alto, it is extraordinarily valuable. Hence, decisions our City makes regarding land use can carry the financial of a NASDAC IPO. Plus, what we decide today impacts generations to come. The responsibility is heavy.

I have watched the Planning Commission make decisions that I believe may have been based on incomplete information. For example, some may have approved a housing development without knowing the size of the homes. Other times, they appeared to be unduly influenced by expensive attorneys representing wealthy applicants. Fancy attorneys do not impress me, as I myself am an expensive fancy lawyer and have outperformed the best of them.

What I fear the City Council does not recognize is that when it appoints attorneys who represent commercial developers for a living to the PTC, those attorneys often have conflicts of interest. These land use lawyers are bound by ethical rules always to act in the best interest of their clients, which may limit their independence to approve and recommend measures that may disadvantage their client base. For example, they may not be wholly free to approve fees and taxes if those measures could impact clients.

Palo Alto deserves Planning Commissioners whose sole duty is to represent the best interest of our community. I pledge to do that, entirely free of conflict. I will stand up for residents and small businesses.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

I continue to be concerned about special treatment afforded Castilleja. According to public records on Palo Alto's website, Castilleja has been in violation of its Conditional Use Permit virtually each year since the CUP was granted in 2000.

In 2013, the City of Palo Alto sent a notice to Castilleja that Castilleja needed to comply with its CUP, or else Castilleja's CUP would be revoked and Castilleja would leave its 6+ acres on 55 RH-1 lots in Old Palo Alto. In a letter from Nanci Kauffman, Castilleja promised that it would fully comply by 2018, or else Castilleja would submit to CUP Revocation Hearings. Ms. Kauffman also promised not to apply for an amended CUP until and unless Castilleja complied with its 2000 CUP.

Nonetheless, currently the City Council is nearing approval of an amended CUP, even though Castilleja never complied with its 2000 CUP. Also, Castilleja never was charged its full Muni Code penalties of \$500/violation/day.

This perceived special treatment of Castilleja has harmed our community. Given RHNA requirements, we need all residential land to be used for residential purposes or risk state intrusion under SB35. If Castilleja were to move to a commercially zoned site, it would not need a CUP.

Our City must enforce its own laws for our community's best interest.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

First, I would fill a representation gap by serving as the only renter on an official city Commission that regularly makes decisions that impact renters. Additionally, not only do I rent my family home in Palo Alto, but also my husband and I are landlords. In order to afford our rent in Old Palo Alto, we rent out the home we bought in 2003 in San Francisco. As both a tenant and landlord, my perspective is both valuable and missing on the Commission.

Second, in terms of goals, I seek to provide the best, most informed, and least biased advice to the City Council on matters regarding planning and transportation. I have skin in the game in that I live here and my husband and I chose to raise our children here, but that skin does not comprise conflict of interest, because neither my husband (also an attorney) nor I make a living serving commercial developers, homeowners, or any other interest that regularly comes before the Commission. If such a conflict, or a potentially perceived conflict were to arise, I will disclose any/all potential conflicts, and recuse myself when appropriate, erring on the side of recusal in the best interest of the community.

As you know, I have applied for the Planning Commission in the past. The most recent time I applied, instead of interviewing during my assigned 15 minutes, I spent the time drawing attention to a problematic perceived conflict of interest on the Commission. I believe that conflicts of interest erode trust, so exposing it was important for the community's interest.

This time I will interview instead. Thank you.

4. Planning and Transportation 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. (1380 characters)

Palo Alto Comprehensive Plan [LINK](#)

Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

El Camino Real Master Plan Study [LINK](#)

Area Plans such as the South of Forest Avenue (SOFA) I and II Plans [LINK](#)

Baylands Master Plan [LINK](#)

Having just run for City Council, I often was asked for my opinion on matters that relate to these documents and plans. To do my best work, I carefully read through most of these docs and plans. As an attorney for 3 decades, I am skilled at reading codes and plans.

I also recognize, as a veteran negotiator, that every document is subject to multiple interpretations, and the job of an attorney is to interpret source material in most favorable light to my client. In this case, my client is the City.

I urge the City Council to consider that when it appoints lawyers who represent commercial developers for a living, it appoints not just those individuals, but also the professional biases that these lawyers are ethically bound to carry with them when they analyze any and all documents. It is virtually impossible to expect a lawyer who is ethically bound to represent a party who negotiates against a city, then to prioritize the interest of the city over that of their client. This ethical bind harms our community.

I do NOT represent commercial developers, nor do I represent ANY special interest that comes before the Planning Commission. That means I no longer represent homeowners in their appeals (although both my husband and I have done so in the past), nor do I represent any other interested party.

My whole undivided ethical obligation is for the community.

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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

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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: (Please type or sign) Rebecca Eisenberg Date: 11/17/2020

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM)

Name: Kathy Jordan

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 or your spouse have an investment in, or do you or your spouse 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 or your spouse own real property in Palo Alto? ☒ Yes ☐ No

How did you learn about the vacancy on the Planning and Transportation Commission?

☐ Community Group

☐ Daily Post

☐ Email from City Clerk

☐ City Website

☐ Palo Alto Weekly

☐ Flyer

Other: friend

List relevant education, training, experience, certificates of training, licenses, or professional registration: (621 characters)

BA Political Science, Stanford University
MSM, GSB, Stanford University
Project Manager, Tiburon, Inc.

Employment

Present or Last Employer: Women's Tennis Association

Occupation: Player representative

Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

President, Palo Alto Plaza HOA

Member, Parent and Student Advocate, Independent Parents Association

Co-Secretary, Palo Alto Council of PTAs

Volunteer at Duveneck elementary, Jordan MS and Paly.

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

I'm very interested in the current debate surrounding housing and transportation. In my view, this debate stems from the housing affordability difficulties in California, and in Palo Alto itself.

As I see it, one camp of housing advocates have been pursuing a vision of retaining urban core job centers served by public transportation as their model, while seeking to encourage the building of market rate and below market rate housing. This camp seeks to accomplish this by incentivizing building dense (market rate) housing near public transportation, serving these core urban job centers. Further, the building of this desired housing would be encourage by reducing or modifying previous important requirements, such as parking, CEQA, zoning, or other. At the same time, this camp has also sought to impose requirements on the building of the market rate housing, such as incorporating a required % of below market rate units. Further, these advocates also seem to have generally pursued eliminating single family home zoning as one of their proposals to driving the addition of more housing units.

This debate has raged on in discussing jobs/housing ratios, their implications, possible solutions, state policy and central planning, local control, and so forth. It's certainly of great interest to me as we own real estate here in Palo Alto, but also in terms of the outlook for the state.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

Certainly the proposed Castilleja expansion project is one what would be of particular interest to me. I am interested because the City has a very difficult role, with quite a controversial project placed before it, one which would disrupt the existing neighborhood and the adjacent main east west artery for quite awhile, while expanding the negotiated use (# of students) of the residing entity, which had previously violated an existing City use permit.

This expansion project has proponents and detractors and involves a very valued all girls school, which has many alumni and supporters in the community.

The project also proposes a large underground garage, which may have impact underground to neighbors and to the water table.

All of these factors make this project one of great interest and of great import to the community.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

My goal would be to make sure the Planning and Transportation commission places respect for private property rights uppermost in any decision making, and, of course, adhering to the zoning code of the City of Palo Alto.

As for why --- private property rights are the foundation of our free market society, and the reason that those who have accumulated savings would feel comfortable investing those savings in housing development, in businesses, and in other economic sectors, all of which leads to employment and prosperity.

4. Planning and Transportation 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. (1380 characters)

Palo Alto Comprehensive Plan [LINK](#)

Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

El Camino Real Master Plan Study [LINK](#)

Area Plans such as the South of Forest Avenue (SOFA) I and II Plans [LINK](#)

Baylands Master Plan [LINK](#)

I have had experience with the Zoning Code -- when building a home in Palo Alto.

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Address:

Cell Phone:

☐ Home / ☐ Office Phone:

E-mail:

Signature: (Please type or sign) Kathryn Jordan

Date: 11/10/2020

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM)

Name: Kevin Ma +

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 or your spouse have an investment in, or do you or your spouse 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 or your spouse own real property in Palo Alto? ☐ Yes ☐ No

How did you learn about the vacancy on the Planning and Transportation 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: (621 characters)

No direct credentials. Was a former multiple-time teaching assistant at Berkeley, where I graduated with a B.S. in Electrical Engineering and Computer Sciences.

Employment

Present or Last Employer: Rubrik



Occupation: Software Engineer



Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

Mitchell Park library volunteer, worked on STEAM programs with children, tech assistance for the nontechnical. Was going to assist on VR efforts until the pandemic hit.

Los Altos library volunteer (started since PACL was a bit slow on the volunteer uptake). Assisted with general library assistance before shifting to ESL tutoring.

League of Women Voters of Palo Alto member, recently assisted with Pro-Cons presentations

Sierra Club - Loma Prieta member. Monitor local Climate Action Plans and land use developments all over the Peninsula.

Unitarian Universalist Church of Palo Alto member, assisting with the Green Sanctuary Committee and assisting with A/V work.

Block Preparedness Coordinator in Ventura.

Also volunteer(ed) at Stanford Health, Foothill Observatory, Stanford's Code-in-Place program, Code for San Jose, Rapid Response Network, SURJ.

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

The Planning and Transportation Commission does the important work of guiding what the city should look like under the Comprehensive Plan; to retain the unique things that make up Palo Alto but also open towards new ideas and change. For housing, we should be creating communities that allow for a full diversity of neighbors, from the service workers that commute from long distances to the children who would like to stay in their hometown. For transportation, we should be creating a community that moves beyond the car-centric paradigm and instead towards a walkable, bikable one with robust transit to allow people to get where they need to be.

PTC also has a strong environmental component, given that how people live and work have major environmental impacts. Reducing the amount people drive and allowing the land to better house people will bring the greenhouse gas emission reductions demanded by our own 80x30 goal, if the desire to never see another murky-brown or bright-red sky is not enough. My work with the Sierra Club has been to further progress in the fight for environmental improvements here, as well see with the SCAP.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

There was a recent study session regarding the renter community in Palo Alto. As a renter, I believe the city still has much to do to assist the community, especially when taking the Hotel President history into account. The study session pointed out that 37.48% of our renter population are cost-burdened, and given the patchwork of tenant protections and the current financial crisis, that number is bound to go higher or people are unfortunately leaving this community. We should be planning for a city that allows people to be less stressed about keeping their homes.

There was also a recent discussion of SB 743 and its shifting of the CEQA transportation metric from Level of Service to Vehicle Miles Traveled. We need to address our system that leads people to drive long-distances, creating environmental impacts. As such, our planning should be prioritizing transit, whether it be focusing on our Caltrain stations as core transit hubs or creating a bus transit network that can reduce traffic and encourage connectivity throughout the city. This, along with better plans on bikeable, walkable infrastructure, should also assist in reducing our internal traffic concerns; this will require better communication with PABAC among others.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

I would like to see the Planning and Transportation Commission achieve greater public outreach to hear all voices within the community. This can be done by focusing outreach efforts like meetings or mailing lists to communities that are not heard very often in this space, such as renters, youth, and disadvantaged communities. Note that this outreach is not solely towards them but should add on our current communication efforts. Perhaps this can be tied with assistance from the Center for Deliberative Democracy in order to produce a solution acceptable to many.

4. Planning and Transportation 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. (1380 characters)

Palo Alto Comprehensive Plan [LINK](#)

Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

El Camino Real Master Plan Study [LINK](#)

Area Plans such as the South of Forest Avenue (SOFA) I and II Plans [LINK](#)

Baylands Master Plan [LINK](#)

I am familiar with the City Charter, the Comprehensive Plan, and CEQA, but I will further put in the work to digest and research all of these documents. As a former college teaching assistant, I would like to also boil down these documents to be able to provide others with an accessible way to understand these important documents.

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Address:

Cell Phone:



☐ Home / ☐ Office Phone:

E-mail:

Signature: (Please type or sign) Kevin Ma

Date: 10/20/20

Planning and Transportation Commission

Personal Information (Note: The PTC regularly meets the second and last Wednesdays of the month at 6 PM)

Name: JESSICA RESMINI

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

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

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

How did you learn about the vacancy on the Planning and Transportation 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: (621 characters)

B.S. Env. Design, University of California, Davis
California Licensed Architect
LEED Accredited Professional
Project Manager of PAUSD Bond Projects
Owner, ADU Collective - Resmini Architects, Inc.

Employment

Present or Last Employer: ADU COLLECTIVE - RESMINI ARCHITECTS, INC

Occupation: ARCHITECT

Describe your involvement in community activities, volunteering or with civic organizations: (1311 characters)

Relevant community volunteer activities:

Serving on the ADU task force working with local homeowners, architects, and city staff to implement the State ADU Guidelines.

Pro-Bono Design and Architectural services. I have provided extensive pro-bono work for Palo Alto Little League on the Middlefield Ballpark redesign.

Chair of the Coastsides Design Review Committee in San Mateo County. This appointment includes ensuring new development is compatible with coastal communities. In this role, I was able to help many proposals successfully navigate the process while finding common ground with the surrounding community.

Guest lecturer at University of California Davis, I taught about the fundamentals of Architecture as it applies to socially responsible and sustainable design. As a board member of the Cuesta La Honda Guild, I helped make critical decisions and policies regarding the water district, recreational facilities and roads for hundreds of homes.

Serving as CVC Chair and other local school positions. In our local schools including Ohlone Elementary School & JLS I have held roles such as CVC-Co Chair, member of our Parent Leadership Team and PiE representative. As a Co-Chair of the Core Values Committee at Ohlone Elementary School, our primary focus is facilitating and fostering common goals between parents and staff.

1. What is it about the Planning and Transportation Commission that is compatible with your experience and of specific interest to you, and why? (1449 characters)

As an Architect, I have in depth experience working with zoning regulations, building codes, city departments and managing many complex projects, but I feel my greatest compatible assets to the PTC would be my keen ability to listen, empathize, facilitate a team, speak candidly and explore every option in order to find common ground.

On a personal level, our family roots go back to the 1960's and my personal experience as a resident, parent, renter, landlord and small business owner give me many perspectives to draw from when considering Palo Alto's future. As a result, I feel deeply connected to Palo Alto and my specific interest in PTC is helping shape a future for my children here as those that have gone before us.

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 archived video from the Midpen Media Center: [LINK](#) (1311 characters)

A couple issues that interest me before the Commission are Below Market Rate Housing, 2nd Unit Dwellings, and the status of the Comprehensive Plan. Given the space, number of people, and the mission of Palo Alto, we are pushing the boundaries in every way.

Responsible growth will take a mindset of cooperative synergy where the whole is greater than the sum of its parts.

Affordable housing issues are interesting to me because they are key to preserving a vibrant, youthful and diverse community, where young families come to live, work, and invest in our public education system.

The Comprehensive Plan interests me because it's critical to have defined goals and priorities to examine daily decisions through a greater lens.

3. If appointed, what specific goals would you like to see the Planning and Transportation Commission achieve, and why? How would you suggest accomplishing this?(1587 characters)

There are many challenges our community will need to wrestle with in the coming years: how to grow and where, how to address the complicated regional pressures we face and how to preserve and enhance the quality of life enjoyed in Palo Alto.

My goal while sitting on the PTC would be to find the symbiotic relationship between our cherished neighborhoods and responsible growth. While I understand growth is inevitable, I feel it's important to preserve the neighborhood character and the small town feel.

I don't think any of these issues are mutually exclusive and I would like to help facilitate the partnership between our community and the policies that shape it, through a listening partnership, by examining data, by considering all the variables and by presenting well thought out options to our City council.

4. Planning and Transportation 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. (1380 characters)

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El Camino Real Design Guidelines [LINK](#)

El Camino Real Master Plan Study [LINK](#)

Area Plans such as the South of Forest Avenue (SOFA) I and II Plans [LINK](#)

Baylands Master Plan [LINK](#)

I have in-depth experience working with a variety of governing documents throughout many Jurisdictions across Northern California. I've read the PA Comp Plan and used the PA zoning code. I am familiar with CEQA. I feel very comfortable navigating such documents as needed.

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Address: [REDACTED]

Cell Phone: [REDACTED]

☐ Home / ☐ Office Phone:

E-mail: [REDACTED]

Signature: (Please type or sign) _____ Date: 11-17-20



January 31, 2017

City Council Members
City of Palo Alto

Sent via Email

Dear Council Members:

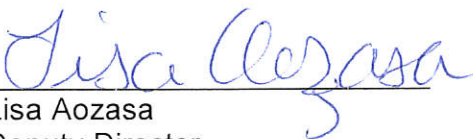
SUBJECT: Recommendation in Support of Jessica Resmini for the Palo Alto Planning and Transportation Commission

I am writing to provide a strong positive recommendation for Jessica Resmini, who has applied to be a member of the City's Planning and Transportation Commission. Jessica served for 5 years from 2008 to 2013 as the Chair of San Mateo County's Coastside Design Review Committee (CDRC), and I worked with her closely in that capacity.

Jessica was a true leader for the CDRC, which is comprised of two architects and residents from the unincorporated communities of Montara, Moss Beach, El Granada and Miramar. Residents of these communities are known for being passionate about the preservation of their community's natural and built environment, and are very vocal, articulate and knowledgeable regarding the County's design review regulations. Jessica presided over the CDRC's monthly meetings with poise and compassion, keeping the often spirited debate over proposed development projects on topic and on time. In particular, Jessica used her architectural training and expertise and knowledge of the regulations to help develop alternatives that both the applicant and community members could agree on, which often resulted in an approved project that satisfied all parties to the greatest extent feasible.

I am certain that Jessica would be a valuable addition to your Planning and Transportation Commission, and would be happy to answer any questions you may have regarding Jessica's service on the CDRC. Please feel free to contact me at 650/363-4852 or laozasa@smcgov.org.

Sincerely,


Lisa Aozasa
Deputy Director

LAA:aow – LAABB028_WAN.DOCX

