



CITY OF PALO ALTO OFFICE OF THE CITY CLERK

January 9, 2017

The Honorable City Council
Palo Alto, California

Direction Regarding Unscheduled Vacancy on the Planning and Transportation Commission; and Potential Appointment of one Candidate to the Planning and Transportation Commission for an Unexpired Term Ending December 15, 2018

Recommendation

Discuss the unscheduled vacancy on the Planning and Transportation Commission (PTC) and:

1. Vote to appoint one of the candidates that have already been interviewed to the vacant term; *or*
2. Direct Staff to schedule interviews with candidates from the last PTC recruitment conducted in the Fall of 2016; *or*
3. Direct Staff to conduct a special recruitment to seek new applications for the PTC.

Discussion

Should Council decide to make an appointment from candidates previously interviewed, this appointment can take place on January 9, 2017. New Council Members who did not participate in the last interviews are able to watch the recording of the interviews, review the applications and vote on who they would want to fill the opening from those candidates.

A recording of the September 27, 2016 Interviews is available online:

<http://midpenmedia.org/city-council-101/>

The 12 PTC Candidates are as follows:

1. Eisenberg, Rebecca
2. Ezran, Claude
3. Hamachek, Brian
4. Hirsch, David
5. Ingle, Frank
6. Kachenko, Natasha
7. Kralik, Gabriel
8. Kraus, Michelle
9. Pease, Christian
10. Resmini, Jessica
11. Singh, Reshma
12. Subramanian, Srinivasan

These applications are attached. Some applications may be redacted at the request of the applicant. A full set of non-redacted applications have been provided to Council Members directly

Background

On September 27, 2016, the Council interviewed 15 applicants for the PTC. On October 4, 2016, the Council appointed Przemek Gardias, Ed Lauing, and Doria Summa to the PTC.

On November 8, 2016, Adrian Fine was elected to the City Council. Pursuant to [Municipal Code Section 2.20.010](#), Council Member-Elect Fine's unexpired term on the Planning and Transportation (PTC) is made vacant by his election and assumption of office to the City Council on January 3, 2017. His unexpired term on the PTC expires December 15, 2018. On November 28, 2016, Council directed Staff to agendize a discussion of this unscheduled vacancy in January 2017.

ATTACHMENTS:

- Attachment A: PTC - Eisenberg, Rebecca (PDF)
- Attachment B: PTC - Ezran, Claude (PDF)
- Attachment C: PTC - Hamachek, Brian (PDF)
- Attachment D: PTC - Hirsch, David (PDF)
- Attachment E: PTC - Ingle, Frank (PDF)
- Attachment F: PTC - Kachenko, Natasha (PDF)
- Attachment G: PTC - Kralik, Gabriel (PDF)
- Attachment H: PTC - Kraus, Michelle (PDF)
- Attachment I: PTC - Pease, Christian (PDF)
- Attachment J: PTC - Resmini, Jessica (PDF)
- Attachment K: PTC - Singh, Reshma (PDF)
- Attachment L: PTC - Subramanian, Srinivasan (PDF)

Department Head: Beth Minor, City Clerk

Personal Information

Name: Rebecca Eisenberg

Address: 2345 Waverley St.

Cell Phone: 415-235-8078

 Home / x Office Phone: 415-235-8078

E-mail: rebecca@privateclientlegal.com

Are you a Palo Alto Resident? x 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 x No

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

California state law and the City's Conflict of Interest Code [LINK](#) require 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 x No

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

How did you learn about this vacancy?

- | | |
|------------------------------------|---------------------------|
| <u> x </u> Community Group | <u> </u> Daily Post |
| <u> x </u> Email from City Clerk | <u> x </u> City Website |
| <u> </u> Palo Alto Weekly | <u> x </u> Flyer |

Other: I subscribe to the City of Palo Alto City Council Meeting Agendas/Minutes/Reports

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

- * Active Member of the California Bar since 1993 in Good Standing.
- * Degree in Decision Sciences Psychology with Phi Beta Kappa and Department Distinction from Stanford University, 1990.
- * Law Degree from Harvard Law School, 1993.
- * Trained suicide prevention counselor, Stanford Bridge.
- * Board of Directors, Legal Momentum (formerly known as the National Organization for Women Legal Defense Fund national board), 2009-2012
- * Board of Directors, Craigslist Foundation, Treasurer, Founding member, 1999-2007.
- * Board of Advisors, Kiva.org (Microfinance Nonprofit), 2006-2009.

Employment

Present or Last Employer: Private Client Legal Advisors

Occupation: Principal & Founder, Managing Attorney

Describe your involvement in community activities, volunteering or with civic organizations:

Non-Profit Board Memberships:

- * Board of Directors, Legal Momentum (formerly known as the National Organization for Women Legal Defense Fund national board), 2009-2012.
- * Board of Directors, Craigslist Foundation, Treasurer, Founding member, 1999-2007.
- * Board of Advisors, Kiva.org (Microfinance Nonprofit), 2006-2009.
- * Board of Advisors, The Webby Awards, and Member, International Academy of Arts and Sciences, 2003-present.

Volunteer Contributions:

- * Walter Hays Elementary: Parent Volunteer
 - * Jordan Middle School: Parent Volunteer
 - * Leadership Circle, Palo Alto Partners in Education (PiE)
 - * Participant, present at many/most PAUSD School Board Meetings and PA City Council Meetings.
 - * Stanford University: Special Gifts / Fundraising / Development Committee, Stanford Homecoming Reunion 1995, 2000, 2005, 2010, 2015.
 - * Harvard Law School: Celebration 55 Executive Organizing Committee, Celebration 60 Committee.
 - * Whitefish Bay High School, Whitefish Bay, WI: Reunion and Fundraising Coordinator,
 - * Brandeis Hillel Day School, San Francisco, CA: Development, Marketing and Admissions Committee (formerly); Room Parent (formerly)
 - * Hillary Clinton for President, 2008, 2016
-

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

I am an attorney, a mother, a wife, a working professional, a bicyclist, a rider of public transit, and a dog owner. I have both teenage kids and also aging parents. My mother was a teacher for 50 years. My father, a retired federal judge, sits on the Board of Planning Appeals in the suburb of Milwaukee, WI where I was born and where I lived until I left to attend Stanford in 1986. I was raised with the strong value that it is the responsibility of all of us to give back to our community, and this is what I seek to do as a member of the Planning and Transportation Commission.

I am an experienced business attorney who represents individuals in their personal transactions, including large investments (such as real estate and angel investments) and their employment compensation negotiations. I focus on helping my clients maintain amicable relationships while also achieving positive outcomes. I am skilled at helping my clients and the other side better understand each other and discover areas of mutual interest. I am an empathetic listener, compassionate advocate and creative mediator, and I am proud of my record of achieving mutually beneficial resolutions that amicably serve diverse interests. I believe that these skills and experiences would make me an asset to the Commission as I serve the diverse interests of Palo Alto residents and stakeholders.

Additionally, I am educated and well-versed in matters involving real estate regulations, housing codes, transportation plans and urban planning. In 1992, I wrote a law review article analyzing the potential impact of CA's Prop 13 and responding to the Supreme Court's ruling of its constitutionality. Since becoming an attorney, I have appeared before the SF Planning Commission and negotiated resolutions to real estate disputes on behalf of clients. I am a creative and effective problem-solver.

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](#)

I watch PTC meetings via webcast and am strongly interested in the matters discussed.

One issue that recently came before the Commission of particular interest to me is the plan of improving the safety and flow of the Embarcadero Corridor between El Camino and Bryant. I care for several reasons. First, both of my children ride their bikes to and from school, friends' houses and activities on a daily basis. Their normal routes usually contain bike lanes, but it is extremely difficult for them to bike to or from any activities at Stanford or visit friends who live across El Camino due to the lack of any safe bike path across El Camino. A few of my children's friends witnessed bikers being hit by cars as they attempted to cross El Camino. Meanwhile, pedestrian face similar challenges and drivers face gridlock. I appreciate the hard work done by the Commission to enable peaceful and safe co-existence among drivers, bikers, pedestrians and riders of public transit.

Additionally, I have followed the conversations about housing density, and proposed amendments to the city Plan and zoning codes to increase the availability of affordable housing while also maintaining the character and beauty of our neighborhoods. In particular, I enjoyed the public forum where the Commission received feedback about amendments that would enable a larger number and size of secondary housing units. I found the personal statements of residents, requesting this amendment in order to help them keep their families together, and in order to help them afford to stay in Palo Alto, to be moving and meaningful.

In sum, the Commission's work impacts the lives of the residents of our community on the most consequential levels - such as keeping children safe, and families together.

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?

I am committed to working hard to help achieve the following goals, among others:

1. Bike safety/bike-car-pedestrian-public transport co-existence. Ideas:
 - A. Research feasibility of additional bridges or tunnels for pedestrians and cyclists similar to the Homer Street tunnel/highway 101 bridge.
 - B. Research public transportation options -- are residents of available public transit options? Is public transit meeting the community's needs, or is ridership more of a marketing issue? Can we improve this situation?
 - C. Research means of enforcing bike lanes by drivers, to keep the roads as safe as possible for cyclists and ideally make cycling more of a feasible option for adults and children alike.
 - D. Explore other means to enable biking and public transit over driving.
2. Housing: Palo Alto's shortage of affordable housing harms our community by pricing out families, seniors and public servants, and reducing diversity. Although much of this problem stems from Prop 13, there are some things we can do on a local level:
 - A. Research the feasibility of allowing second units on lots, including both small in-laws and larger SFHs. Some existing structures may be able to accommodate multiple families, and many larger lots may accommodate multiple homes.
 - B. Re-consider requirements regarding off-street parking, including for new homes and housing units. Consider alternate means of lessening traffic and street parking, such as prohibiting overnight parking on streets (a policy enforced by numerous other cities, including the one where I grew up) and increasing the accessibility of bike lanes and public transit.
 - C. Work towards streamlining the development process so that community concerns can be addressed, but also so that new housing can be built in a timely manner.
 - D. Work to inspire trust in the community so residents know we hear their concerns.

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

I am a policy nerd. I enjoy reading codes, rules, laws, and regulations. I have submitted comments in response to governing bodies' proposed rules and regs, including the U.S. Securities and Exchange Commission (see, e.g., <https://www.sec.gov/comments/s7-06-13/s70613-460.pdf>). I am detail-oriented, patient, educated, and hard-working, and I have a strong ability to read and analyze.

As to these specific documents:

Comprehensive Plan: I have read and considered much of the Plan, particularly as referenced and discussed in PTC meetings and materials. I admire the hard work and conscious thought given by the Commission and others who have strived to craft a Plan that best serves the diverse needs of our community.

Zoning Code: I have read through these codes mostly as they relate to proposed development projects, including controversial proposed residential projects as well as proposed amendments, including those which seek to expand income opportunity and the availability of affordable housing. I also have researched the zoning code in order to advise clients regarding proposed renovations and new home construction.

City Charter: I have read through many provisions of the City Charter. I wish it were written in more accessible plain English. In general, I am skilled at reading charters.

CEQA: I have read relevant provisions when referenced in PTC meetings and materials, as is the case with the other docs listed above.

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: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  79002BDA03F4466... Date: 9/14/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).



Rebecca L. Eisenberg, Esq.

2345 Waverley St.
Palo Alto, CA 94301
(415) 235-8078

rebecca@privateclientlegal.com

OVERVIEW:

Effective attorney and general counsel for organizations & individuals. Detail-oriented, empathetic, efficient. Problem-solver.

EDUCATION:

Harvard Law School, J.D., June 1993

- Editor, *Harvard Law Review*.
- *Harvard Law Record*, journalist and columnist.
- *Harvard Women's Law Journal*, contributor and editor.
- Harvard Women's Law Association, vice president.
- ABA, President of Harvard Law Chapter.
- Graduated *Cum Laude*.

Stanford University, B.A. Psychology/Decision Sciences, June 1990

- *Phi Beta Kappa* elected junior year.
- Departmental distinction.
- Boothe Prize for Excellence in Writing.
- Cap & Gown Honor Society; Phi Psi Honor Society.
- President, Stanford Undergraduate Psychology Association (SUPA).
- Peer Tutor, Calculus, Stanford Center for Teaching & Learning.
- Orientation Coordinator, Transfer Students, Stanford Office of Residential Education, 1989.
- Program Advisor, Ujamaa and Naranja, Stanford Office of Residential Education, 1987-1988.
- Peer Counselor, the Bridge, 1987-1990.
- Teaching Assistant, Prof. Philip Zimbardo, Psychology 1, 1987-1990.

PROFESSIONAL EXPERIENCE:

Private Client Legal Advisors, San Francisco, CA

Principal & Founder, 1/2013 - Present

Operate boutique legal services firm, providing following services:

- Serve as outside GC for nonprofit organizations, technology companies, angel funds, entrepreneurs and executives. Locate, hire and manage specialized outside counsel; serve as intermediary between client and firms.
- Assist a variety of clients with matters involving regulatory compliance, employment matters, compensation, Fair Pay Act compliance, HR policies, financings and corporate transactions, as well as commercial agreements, licensing, employment disputes, litigation management, dispute resolution, public relations, and other business and legal affairs on behalf of founders, executives, non-profits, companies and start-ups.
- Analyze, negotiate and advise firms, companies and individuals on their real estate and finance-related documents – warrants, convertible notes, stock purchase agreements, articles of incorporation and related corporate documents; provide actionable advice for stakeholders regarding different options and potential outcomes based on quantitative analysis of liquidity flowing through cap tables, interest accruing over time, types of collateral, and otherwise.
- Handle governance issues on behalf of a variety of organizations, including Board Meetings, public filings, and regulatory and legal compliance; ensure compliance with privacy laws and disclosure mandates.
- Provide legal consulting on Human Resources issues, including compensation, compliance and risk reduction.

Vouch Financial Inc., San Francisco, CA

General Counsel, Head of Human Resources & Corporate Secretary 5/14 to 3/15

Financial technology company's first GC & Head of HR (4th employee), handled all legal & HR matters, including:

- Built and established legal department and legal function, including budget and hiring plan.
- Served as Board Secretary, drafted board resolutions, shareholder consents and board meeting minutes.
- Ensured compliance with all governance regulatory compliance including privacy and disclosure requirements.
- Secured new company office space, negotiated real estate transactions, handled office improvements and renovations in cost-effective and efficient, yet highly successful manner.
- Handled 2 rounds of venture capital financing, as well as venture debt line; advised on all financial transactions.
- Established compliant HR system & structure, with a focus on risk reduction, recruiting & retention; established all legal and HR form agreements, company manuals and policies; trained employees on compliance.
- Created compensation programs with focus on compliance, recruiting and retention.

- Ensured regulatory and legal compliance with lending regulations (state and federal).
- Drafted company outward- and inward-facing policies, including privacy policies, user agreements, loan agreements, guarantor agreements, terms of use, license agreements, electronic communications agreements, credit consents and other legal agreements for website users, borrowers and guarantors.
- Negotiated all contracts with strategic business partners, investors, lenders, customers, and vendors.

reddit Inc., San Francisco, CA

General Counsel, Head of Finance and Head of Human Resources, 1/12 to 1/13

As company's first GC, handled all legal, finance and HR matters for reddit, including:

- Negotiated and executed successful spin-off of reddit Inc. from Advance/Conde Nast.
- Served as Board Secretary; drafted & distributed resolutions, consents and board minutes.
- Created and implemented reddit's Legal, Human Resources and Finance departments.
- Created and managed reddit's human resources systems, including vacation policy and benefits; ensured regulatory and legal compliance, trained employees, drafted all employee agreements and policies.
- Handled, managed and trained staff members to respond to all Subpoenas, DMCA requests, infringement letters and other inbound legal communications.
- Established compensation systems and ensured compliance and consistency.
- Created reddit's first budget plans, handled management of books.
- Created and implemented reddit's Stock Option Plan; handled investment round and all corporate legal matters.
- Negotiated all commercial agreements; drafted all standard contracts; handled all other legal matters.

Trulia, Inc., San Francisco, CA

General Counsel, 3/10 to 12/11

As company's first GC, handled all legal issues for this fast-paced Internet start-up in the real estate industry, including:

- Handled M & A transactions, including acquisition of start-up Movity.
- Handled financial transactions, including closing high-figure loan financing.
- Handled, drafted, negotiated all other corporate and commercial transactions, including business development, sales, licensing, co-marketing and other commercial contracts, as well as real estate leases and transactions.
- Handled human resources issues, including handbooks, terminations, separation agreements and stock issues.
- Managed IP portfolio, including patents and trademarks.
- Managed litigation, including several patent infringement lawsuits; obtained very favorable settlement.
- Handled legal issues in product development, including terms of use, privacy policies and issuing associated with User Generated Content.
- Served on Senior Management Team, contribute to corporate strategy.

Pure Digital Technologies, Inc., San Francisco, CA

General Counsel, 9/08-9/09

Handled all legal issues for this consumer electronics technology company that provides the popular line of Flip Video handheld digital video camcorders. Handled successful Exit: Merger of Pure Digital with Cisco Systems, Inc in \$615 million transaction.

- Led \$630 Million merger with Cisco, in addition to all other corporate transactions.
- Successfully settled multi-million dollar (claimed) patent suit, managed all other litigation and threatened litigation.
- Handled all commercial transactions, licensing, sales and business development deal support (technology, software, content, co-marketing), including with Facebook, Product (RED), YouTube, MySpace, AOL and other industry leaders.
- Led HR legal organization, provided advice, contracts, separations, consulting, conflict management.
- Handled intellectual property portfolio: patents, trademarks, copyrights.
- Leader on executive management team, provided strategic decision making, interfaced with Board of Directors.
- Managed and hired resources, handled legal budget of approximately \$4 million.

AdBrite, Inc., San Francisco, CA

Vice President, General Counsel & Secretary of the Board, 3/07-9/08

As company's first GC, handled all legal matters for this Internet startup in the online advertising space.

- Handled corporate governance/securities: minutes, resolutions
- Negotiated/drafted all commercial transactions: licensing, sales, real estate
- Handled Intellectual Property: Managed IP portfolio, all patents, copyrights, trademarks, DMCA.
- Successfully avoided litigation/managed risk: disposed of issues before they lead to lawsuits; create policies.
- Provided executive management, leadership.

PayPal, Inc., an eBay Company, San Jose, CA

Senior Counsel, Senior Director, Assistant Secretary 7/01-3/07

Joined company as second attorney, and assisted with IPO, Secondary Offering and Public Company Merger.

- Corporate development: assisted with IPO, secondary offering and public company merger with eBay Inc.
- Commercial Transactions: Handled all commercial transactions for the company.
- Sales: Supported sales team for \$1.5 billion revenue company; create standardized documents and train salesforce.
- Intellectual property: Advised executives on intellectual property matters & compliance, handle IP licenses and strategy.
- International: supported business clients in Asia, Europe and Canada.
- Product Development: Analyzed all product specifications; drafted licenses and terms.
- User Agreement and Privacy Policy: drafting and maintenance, enforcement.
- Marketing and Content: Reviewed all marketing and other content; advised company on issues and risks.
- Management: Build and managed commercial legal team comprised of ten attorneys and staff.
- Risk management, litigation management, departmental processes.

Ecast, Inc. (Internet-based music and games company), San Francisco, CA

Vice President of Legal and New Market Development, 9/99-6/01

- Helped raise more than \$18 M for the company, worked with investors.
- Managed strategic and business development as well as most legal and corporate development.
- Successfully closed deals including: digital music licensing with all 5 major labels, film/gaming licenses, wireless distribution deals, \$7 million dollar software license/equity investment agreement with UK company.
- As the first licensed attorney to join the executive team of this fast-paced start-up, also served as lead on risk management, compliance and marketing review, as well as delivered competitive analysis and business strategy.

Cole Valley Group Consulting, San Francisco, CA

Consultant: Internet business strategy, M&A advising & marketing, 10/95-10/99

- Provided strategic, technical marketing and business development services for numerous clients including Pixar, Quokka, Yoga Journal, Adjacency, Inc. (now Sapient), StarMine, Cyborganic Media, MediaCast, Sound Exchange Records, Electric Minds, Verbum and ChemisTree, among other start-ups and new media companies.
- Wrote over 10 business plans for start-ups, which as a group raised over \$30M in venture financing; consulted start-ups and established companies on mergers & acquisitions and other exit strategies; advised on intellectual property strategies.
- Consulted on intellectual property and strategic legal matters, including contributing to *Rembrandts in the Closet*, book on IP business strategies written by SmartPatents CEO (now Aurigin).

CBS MarketWatch, San Francisco, CA

Columnist, Internet and Technology Issues, "NouveauGeek," 7/98-4/01

- Featured Internet strategy expert on Internet's most visited financial news site; contributed over 100 columns.
- Columns covered both technology strategic issues as well as high tech legal issues, including a high profile series on Microsoft's Antitrust Trial, UCC2(b), Antitrust and Copyright infringement in digital media.
- Awarded WELL journalism award for column which revealed privacy strategy behind WebMD/Healthcon merger.

The San Francisco Examiner

Internet business columnist, 6/97-10/99

- ▲ Wrote Net Skink, a bi-weekly column on Internet issues featured in the Sunday Chronicle's Business Section.

Cyborganic Media

Director, Product Management and Corporate Development, 11/95-10/97

- Very early member of start-up team on this too-early MYSPACE-like company (community and content aggregator)
- Produced and managed Cyborganic's first Web product, GeekCereal.com.
- Hired, trained, managed and edited group of 12 individuals creating, updating and managing Web site GeekCereal.com.
- Contributed to Cyborganic business plan, helped raise angel funding.

U.S. Court of Appeals, 5th Circuit, Houston, TX

Judicial Law Clerk, Chief Judge Carolyn Dineen King, 8/95-11/95.

U.S. District Court, District of Columbia, Washington, DC
Judicial Law Clerk, Honorable Gladys Kessler, 8/94-7/95.

U.S. District Court, Central District of California, Los Angeles, CA
Judicial Law Clerk, Honorable A. Andrew Hauk, 8/93-8/94.

Morrison & Foerster, San Francisco, CA
Summer Associate, business law and litigation, 1992.

Ross & Hardies, Chicago, IL
Summer Associate, business law and litigation, 1991.

BAR:

- Active Member of the California Bar and the Federal Bar, Central District of California, sworn in 1993.

BOARD MEMBERSHIPS:

- Board of Directors, Legal Momentum (formerly known as the National Organization for Women Legal Defense Fund national board), 2009-2012.
- Board of Directors, Craigslist Foundation, Treasurer, Founding member, 1999-2007.
- Board of Advisors, Kiva.org (Microfinance Nonprofit), 2006-2009.
- Board of Advisors, The Webby Awards, and Member, International Academy of Arts and Sciences, 2003-present.
- Board of Advisors, Skinny Scoop – www.theskinnyscoop.com
- Board of Advisors, Broadband Mechanics (Marc Canter's Company), 2004-present.

PUBLICATIONS:

Regulatory Affairs:

- Rebecca Eisenberg, Proposed Rule Amendments to Regulation D, Form D and Rule 156 Under the Securities Act, <https://www.sec.gov/comments/s7-06-13/s70613-460.pdf>
- Rebecca Eisenberg, Nordlinger v. Hahn: the Unconstitutionality of California's Proposition 13, Harvard Law Review, 1992 (available upon request).

Academic Writing:

- Rebecca Eisenberg, Beyond Bray: Obtaining Federal Jurisdiction to Stop Anti-Abortion Violence, 6 Yale Journal of Law and Feminism 155 (1994). <http://digitalcommons.law.yale.edu/cgi/viewcontent.cgi?article=1086&context=yjlf>
- Note, Pornography, Equality, and a Discrimination-Free Workplace: A Comparative Perspective, 106 Harvard Law Review 1075 (1993). <http://www.omino.com/~dom/clips/porno.html>
- Book Note, An Unladylike Response to Legal Conceptions of Women (reviewing Faludi, Backlash), 105 Harvard Law Review 2104 (1992). <http://www.omino.com/~dom/clips/faludi.html>

Popular Media Writing:

- Weekly column, Net Skink, San Francisco Chronicle 1996-1999.
- Weekly column, Nouveau Geek, CBS MarketWatch, 1997-2000.
- Regular contributor, Wired, Red Herring, Upside, Fast Company, Time Daily, Entertainment Weekly, Ms. Magazine.
- List of published clips available by request and online: <http://www.omino.com/~dom/clips/>

EDUCATION / VOLUNTEER ROLES:

- Special Gifts / Fundraising / Development Committee, Stanford Homecoming Reunion 1995, 2000, 2005, 2010, 2015.
- Harvard Law School Celebration 55 Committee; Harvard Law School Celebration 60 Committee.
- Reunion and Fundraising Coordinator, Whitefish Bay High School, Whitefish Bay, WI.
- Development Committee, Brandeis Hillel Day School, San Francisco, CA
- Room Parent, Brandeis Hillel Day School, San Francisco, CA
- Parent Volunteer, Walter Hays Elementary School, Palo Alto, CA
- Parent Volunteer, Jordan Middle School, Palo Alto, CA

AWARDS & SPEAKING ROLES:

- Award Winner, *Top 25 Women on the Web*, 1999 (Judge, *Top 25 Women on the Web* 2000, 2001).
- Award Winner, WELL Writing Award, Journalism and Overall Grand Prize, 2000.
- Appeared as industry expert on CNBC's *Hardball with Chris Matthews*, and PBS *Computer Chronicles* and *Internet Café*. Was regular on ZDTV/TechTV's *Silicon Spin*.
- Expert on consumer protection online; featured in full-length chapter interview in the 2000 book, *Web Rules: How the Internet is Changing the Way Consumers Make Choices* by Tom Murphy.
- Planning Committee member and panel organizer/moderator, Celebration 60: Women's Leadership Summit at Harvard Law School, 2013; Panelist, Celebration 55: Women's Leadership Summit at Harvard Law School, 2008, led by United States Supreme Court Associate Justice Elena Kagan.

Personal Information

Name: Claude Ezran

Address: 770 Seale Avenue, Palo Alto CA 94303

Cell Phone: 650-248-5706

Home / Office Phone: 650-324-2040

E-mail: claude@ezran.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 and the City's Conflict of Interest Code [LINK](#) require 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 this vacancy?

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input checked="" type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: _____

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

- MBA, Harvard Business School
- MSEE, Ecole Superieure d'Electricite (France)
- BS, Advanced Math & Physics, Lycee Louis Le Grand (France)

Employment

Present or Last Employer: Oorja Fuel Cells

Occupation: Director of Marketing

Describe your involvement in community activities, volunteering or with civic organizations:

- Human Relations Commission, including vice-chair and chair: 2008-2014
 - Founder, Palo Alto World Music Day: 2009-Present
 - Member of the Board of Directors, Palo Alto Recreation Foundation (PARF) 2010-Present
 - Member of Steering Committee for Measure A (school parcel tax): 2005
 - Treasurer of the PTA Council: 2004-2007
 - Member of the Board of Directors, Cable Co-op: 1992-1998
-

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

I have a passion for public service and would like to continue to serve my community.

While on the Human Relations Commission for six years, I was exposed to many of the Planning & Transportation Commission's critical issues.

Furthermore, I supervised the design and building of my current home from 2009 to 2011 and had to frequently interact with the Development Center. Based on my experience, I presented a series of recommendation to Curtis Williams, the Director of the Planning Department at the time, just as he was starting to improve 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 archived video from the Midpen Media Center: [LINK](#)

The commission is heavily involved in the Comprehensive Plan update, a very important document that will determine the future of Palo Alto for years to come. Currently we have strongly opposed point of views among the citizens of Palo Alto and the Council. On one side we have the so called "residentialists" who advocate for the preservation of the character of our neighborhoods and for slow, tightly controlled growth, and on the other side we have the proponents of housing growth, especially for affordable housing. If selected to be a member of the commission, I will strive to find compromises that can somewhat satisfy both camps because they both have very valid concerns. I believe that sharp divisions are not healthy especially if they continue to linger for too long because they might not lead to the best decisions and the best long term outcome for Palo Alto. I will do my best to be a peacemaker.

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?

I would like the Commission to continue to assist the City Council in improving the traffic and parking situations. I am particularly interested in:

- Transportation Demand Management to reduce traffic. It will be important for the commission to review the progress made by the Palo Alto Transportation Management Association and assist it as needed.
- Greater coverage of Palo Alto with bike-sharing stations. We currently are below the critical mass; more stations are needed to allow this worthwhile program to take off.
- Expanding the Palo Alto Shuttle program, especially to better serve seniors and children going to school.
- Better coordination and connections between the different transportation modes (e.g. Caltrain , VTA, Stanford's Marguerite Shuttle, Palo Alto's Shuttle, bike stations, etc.) to make public transportation more seamless, faster, and more popular.
- Automatic counting of available parking garage spaces and street display with electronic signs. Let's better use the assets we already have.

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

As part of my duties as a Human Relations Commissioner, I reviewed several chapters of the Comprehensive Plan: Transportation, Housing Element and Community Services. I sent many detailed comments to Staff regarding these chapters.

Over the years, I also participated in many community meetings organized by the City's Planning Department, including several of the Our Palo Alto community meetings.

I am familiar with several of the Zoning Code designations, but not in detail.

I have heard about CEQA many times, but I am not an expert.

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

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Address: _____

Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  _____ Date: 9/7/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Planning and Transportation Commission

Personal Information

Name: Brian Hamachek

Address: 160 Lowell Avenue

Cell Phone: 650-556-4141

Home / Office Phone: 650-556-4141

E-mail: brian@brianhama.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 Planning and Transportation Commission?

- | | |
|--|--|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input checked="" type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: _____

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

University of California at Santa Barbara, Computer Science

Employment

Present or Last Employer: Nearby

Occupation: CEO

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

Expert Judge - Palo Alto Civic Hackathon

Program Participant - Palo Alto Community Emergency Response Team

Alumni Advisor - Stanford StartX

Student Mentor - Stanford Technology Ventures Program

Volunteer - Hack Palo Alto

Captain - Palo Alto USTA Team

Member - Palo Alto Tennis Club

Founder - Palo Alto Tennis Meetup

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

I have lived in Palo Alto nearly my entire life, so this commission is of particular interest to me because of the direct role it's members have on protecting and guiding Palo Alto's future. My professional experience as a technology executive has given me many relevant skills, but it is my extensive personal history and deep affection for our city that makes me such a valuable resource to this commission.

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 very interested in phase 2 of the Embarcadero Road Improvement Project. I grew up a few blocks from Town and Country, attended Palo Alto High School, and later lived in a home only a block off Embarcadero Road. I have driven, walked, and biked the length of Embarcadero Road thousands of times over the past three decades. I have seen the amount of traffic on it explode. I have experienced the anxiety of riding a bike along the underpass at Alma. I have stood at the corner of Emerson while waiting for a break in traffic so I could quickly dart across as a pedestrian. I think that this experience gives me a very unique perspective in understanding the pain points and evaluating the proposed solutions.

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?

Ultimately, I would like to see the commission continue to preserve the unique character of Palo Alto. This city is at a critical point in time, and the decisions made by this commission will determine the type of city Palo Alto becomes. There is no denying that many aspects of the city need to change to accommodate the changing reality of the larger Bay Area, but the changes need to be done thoughtfully and always with the goal of preserving what makes the city so amazing. I think my first-hand experience growing up, studying, working, starting a business, and living in both an apartment and homes here allows me to understand many different point of views and develop the best solutions for everyone.

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.

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](#) and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

Having attended/watched many PTC meetings and in order to better understand the issues of the city, I have, over the years, become somewhat familiar with the Palo Alto Comprehensive Plan, the City Charter, and the El Camino Real Master Plan. I am currently far less familiar with the other documents.

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

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Address:

Cell Phone:

Home / Office Phone:

E-mail:

DocuSigned by:

4FC231DCF7F4453...

Signature: _____

Date: 8/25/2016

Personal Information

Name: David L. Hirsch

Address: 798 Palo Alto Ave.

Cell Phone: 646-221-5158

Home / Office Phone: 650-494-4646

E-mail: dhirsch@uai-ny.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 and the City's Conflict of Interest Code [LINK](#) require 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 this vacancy?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: visit to the City Clerk's Office

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

Harvard College BA Philosophy 1957
 The Cooper Union Architecture 1963-1966
 Harvard GSD 1966- 1968 MArch
 Architectural Intern 1968-1971 Residential and Educational Facilities in NYC
 Registered Architect 1973 New York State, Connecticut
 Senior Urban Designer 1974-1978 Office of Downtown Brooklyn Development & Mayors Office of Development
 Principal in Architectural Firms: 1978-1998 Bier, Baxt Hirsch & Hirsch/Danois
 Founding Principal in Architecture firm to present: Urban Architectural Initiatives (UAI)

Employment

Present or Last Employer: Urban Architectural Initiatives

Occupation: Architect, Urban Designer

Describe your involvement in community activities, volunteering or with civic organizations:

Board Member: Park Slope Civic Council - Community neighborhood civic group responsible for promoting the commercial and residential development of the community in the early days of a major transformation and rehabilitation of the neighborhood.

Member of the professional study group in Park Slope to prepare documentation of the neighborhood's historic character and present the findings to the NYC Landmarks Commission to achieve a successful designation as an historic area, one of first in NYC.

Board Member of the Brooklyn Center for the Urban Environment (BCUE), a youth after school environmental organization located in Prospect Park, Brooklyn. Oversaw the renovation of the cellar space of the Tennis House, an historic structure in Prospect Park, for use as classroom, laboratories and exhibit space.

Volunteered with other members of the Civic Council to monitor a homeless shelter in a neighborhood church during nighttime hours.

President of the Board of the Pine Lake Park Cooperative in Cortland Manor, Westchester, NY, a coop summer campgrounds for approximately 50 families.

As an architect, developed many supportive & affordable housing projects in Brooklyn and the Bronx for not-for-profit agencies, my major professional commitment for the past nearly 25 years.

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

My wife and I have lived in a dense urban neighborhood in Brooklyn and witnessed the progression from 1970 to the present; from many rooming houses to mostly home ownership; from very few cars and kids playing stick ball in the street to all blocks filled with cars and double parked on street sweeper days and with too much traffic to allow kids in the street. In contrast we find Palo Alto to be a traffic nirvana, except when forced to use 101. Traffic and parking issues seem reasonable and manageable here for us as residents. Admittedly the commercial users and certain neighborhoods have a problem, which appear to be recognized and solutions are being considered.

A similar transition from a neighborhood where houses in 1970 were affordable even to a draftsman are now priced beyond any normal architects salary. Park Slope similar to Palo Alto has a significant aging population who prefer to remain where they are familiar with the neighborhood, their taxes are low, etc. So the few houses that are for sale are astronomically expensive. The social consequences of this condition is the same in all areas of the country where gentrification has prevailed.

Again, my experience with Brooklyn convinces me that it is important for younger people to seize the initiative in developing and affordable communities where they can actively improve their own environment as we did.

Although not part of my professional resume, I continue to study general planning concepts and believe I can contribute to possible modifications in the various use districts with suggestions that would be beneficial for organized and reasonable growth.

PS. The population of Park Slope and Palo Alto are the same.

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](#)

I have been fascinated to read the articles in Palo Alto Online, and particularly the responses by members of the community. It seems that the pro and con dialogue manages to reveal the essence of the issues and while not of literary quality, they definitely are impressive in their inclusiveness. The Kate Downing story and its reverberations was particularly interesting. My comment above about people seizing the initiative to improve their community wherever it is, I believe, is applicable to Ms. Downing.

But the issue of affordable housing is not as critical to the generally higher income level employees as in Kate's case as it is to the lower salary levels of the many city employees or those at Stanford. New York City has many many areas within the city boundaries that are available for affordable housing developments and has the availability of a tax credit system that provides extra financing to support most of these developments. Also it has instituted affordable housing quotas for developers of market rate developments. One of my prime interests in joining this board is to learn the extent of the existing affordable housing being provided by Palo Alto relative to its more needy population.

I was interested in the recently described mini-units at 500 square feet each for the smallest ones. Our office (UAI) has been building these kind of units for NFP's that are funded by the New York State Office of Mental Health for their supportive housing initiatives. And most of our units are around 350 = 400 SF.

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?

Definitely not sure how to accomplish it, but noting that California Street is an upcoming commercial area that reminds me of a street improvement I helped implement in Brooklyn as an urban designer: the Fulton Street Mall. This was intended to be an improvement that maintained the viability of a shopping area that was in decline. Our hope was that there would be a concurrent and denser housing development surrounding this revitalized commercial street. It has finally happened, 25-30 years later.

The baylands is an area I have visited many times. It is a great natural resource and very close by. Not sure what is planned for it, but think it could be a special draw without losing its quality as a nature preserve.

I would be cautious about too much or too rich growth. There is an ecological balance for any community, so that increasing density sometimes makes a small city too dense, too busy, uncomfortable. Right now I think University Avenue has a fantastic buzz. I credit this to all of the techies who are dreaming away at their business adventures. It is exhilarating to see them in their open plan offices tucked into every available loft space. I'm not convinced they need the glitzy office buildings, however. They do better when they take a more ordinary loft space and play with it. I would wish Palo Alto could control this development more without letting the developer out-price these precious start ups.

Depending on what is realistic, these are some of the areas I would like to explore with fellow board members and to focus on, only if there is a chance my input could bear fruit some day.

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

Baylands Master Plan [LINK](#)

As a Palo Alto newbie I will have some homework to do. Frankly, I just make the limitation of 4 years residency. I followed my daughter and family to California to enjoy retirement near my family, bought a property here and built a house that managed to get through the rigorous DOB approval process, so my new commitment here is quite serious.

I've been following the Avenidas addition and have actively expressed an opinion at HRB and ARB hearings concerning that important Birge Clark building based on my fairly extensive historic projects in New York: the Farley Post Office Terracotta replacement (McKim Meade and White); the Litchfield Villa in Prospect Park (Alexander Jackson Davis); the Herbert Street Police Building; and others. This experience on Avenidas in the last year has led to an appreciation of the open nature of the planning staff who welcomed my input. So I promise to study all of the above listed documents and visit all areas under consideration until familiar with them as a relevant guide for the review of the Commission's agenda.

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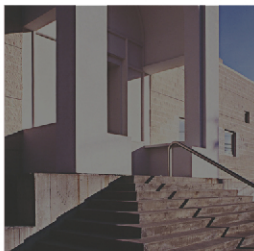
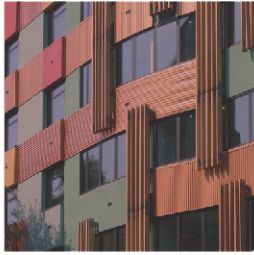
The phone number / address can be non-public and different than the address collected on page one.

DocuSigned by:
David L. Hirsch
F9D08CABD7FE413...

Signature: _____ Date: 9/14/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).



UAI URBAN ARCHITECTURAL INITIATIVES

Urban Planning

Architecture

Interior Design

The Woolworth Building

233 Broadway, Suite 2150

New York, New York 10279

t: 212.979.1510 f: 212.979.1737

visit us at

www.uai-ny.com

Urban Architectural Initiatives (UAI) is an architectural and planning firm with extensive experience in housing and community facilities, as well as residential, religious, commercial, and historic restoration projects. A primary focus has been serving nonprofit, community-based organizations that provide housing, treatment and social services to various special needs populations including the homeless, mentally ill, senior citizens, and single mothers. The practice draws on the varied experiences of its principals and staff, combining a strong interest in urban building types with a broad and in-depth knowledge of the construction industry.

UAI was formed by David Hirsch and Tony Shitemi in 1996, and has grown to become a diverse, eighteen-person firm. After establishing site-specific parameters, we engage our clients in the full design process to define and understand their program, culminating in a design charrette that explores concepts of space and image appropriate to the project. We have comprehensive experience working with government regulating and funding agencies whose projects require greater attention to the allocation of resources. UAI uses the latest in BIM/CAD technology to produce design and construction drawings; and we have fully integrated sustainable design in our practice to achieve buildings that reduce energy costs, are ecologically friendly, and provide a healthy indoor environment.

Our mission is to provide the most creative design solution to satisfy all the different challenges; the site, the client's specific program, zoning and building code requirements, community concerns, agency oversight, budget constraints, etc. Our buildings are warm and welcoming, providing a built environment that supports and enhances the lives of individuals, families, and communities.



UAI in The Woolworth Building Lobby

Architecture

- Architecture
- Code Compliance Studies
- Conditions Surveys
- Construction Supervision
- Facilities Analysis
- Historic Restoration
- Site Design
- Specifications

Planning

- Feasibility Studies
- Space Programming
- Land Use Studies
- Site Master Planning
- Site Selection Studies
- Urban Planning
- Zoning

Interiors

- Interior Design
- Space Planning



David Hirsch
RA

David is a principal and co-founder of UAI. In a wide-ranging career prior to starting the firm with Tony Shitemi in 1996, David pursued professional interests in photography and urban design, which have shaped and complemented his architectural sensibilities as lead principal on many notable projects. Among them are a series of new supportive housing buildings for a well-known non-profit provider in Harlem and the Bronx, an addition to a well-established educational and religious facility in Long Island, and the rehabilitation and conversion of a historic Brooklyn police station to residences. David has also spearheaded the firm's forays in development, with a rehabilitation of historic row houses in Westchester County and more recently, a condo development in Brooklyn.



Anthony K. Shitemi
AIA, NOMA

Tony is a principal and co-founder of UAI. He contributes to the firm a clear understanding of zoning, code and practical building issues developed over decades of experience, combined with sensitivity to each client's specific needs. Tony has guided the successful completion of an extensive roster of building projects, including additions, rehabilitations of existing buildings, historical restorations and new construction throughout the New York metropolitan region. Tony values participating in developments that are beneficial to the community: schools, community centers, housing for special needs populations, commercial, and civic facilities



Alen Moghaddam
AIA

Alen has worked for UAI for over ten years, becoming a principal of the firm in 2014. He has been the project manager for several of the firm's largest and most recognized projects, including a 118-unit, 8-story award-winning apartment building in the Bronx and a 98 bed, 7-story supportive housing facility for mothers rebuilding their lives and their relationships with their children following incarceration. Alen also completed the difficult task of successfully completing the design and renovation of UAI's office space in the Woolworth Building for a very demanding group of clients.



Akiko Kyei-Aboagye
AIA, LEED AP

Akiko joined UAI in 2006 and has since worked as project manager and designer on a variety of projects for many different clients. She became a principal of the firm in 2014, and continues to manage projects of all scales and sizes, from clinic renovations to new buildings. Recently completed building projects include a new 65-unit, 4-story supportive housing facility as well as a 40-unit, 6-story apartment complex, both in the Bronx. Akiko has also served on a technical committee working with stakeholders from across the building and construction industry to revise and update the New York City Building Code.



Jorge Chang
AIA, LEED BD+C

Jorge began as a junior architect at UAI in 2006, and was quickly promoted to project manager and then associate. Over the past several years, Jorge has worked on a broad range of new construction and rehabilitation projects. Notable among them are an 87-unit, 6-story residential building with supportive service space for veterans and low-income adults in East Harlem and a 51-unit, 4-story apartment complex for low-income senior citizens in East New York. Jorge's interest in sustainability in a practical, real world sense has led him to obtain his Leadership in Energy and Environmental Design (LEED) Accredited Professional Building Design + Construction, and to pursue further specialization within the field.

KANDAKE HOUSE

435 EAST 119TH STREET, NEW YORK, NY

Client | Greenhope Service for Women
Sponsor | OASAS & HHAP
Cost | \$11 million



EXTERIOR FACADE



Greenhope Services for Women is a non-profit organization with a mission to empower women affected by substance abuse and the criminal justice system and to help them reclaim their lives. Kandake House is Greenhope's new 43,000 SF facility which operates three programs: Residential Treatment, Day Treatment, and Outpatient Services, including an ambulatory medical suite open to the general public. The facility's complex program includes Administrative offices, classrooms, sleeping quarters, daycare, cafeteria, a terrace garden, and greenhouse.

The front facade is a rich weaving of metal, brick, and stucco that draws on the patterning of West African textiles and, in particular, Kente Cloth. The facade curves to the East, optimizing views of the Harlem River, but also invoking the billowing of colorful fabrics in the wind.

Environmentally responsible design has been integral to the building design which exhibits both passive and active energy-saving methods. The building received the Energy Star Building Label, as certified by NYSERDA.



GREEN ROOF TERRACE



CAFETERIA



DETAIL VIEW



LOUNGE



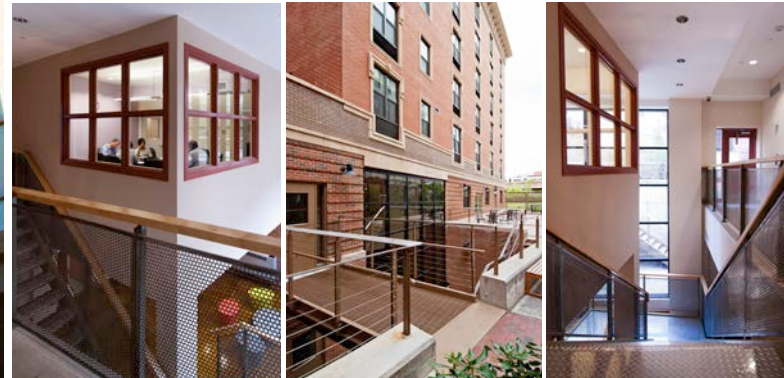
LOBBY

ODYSSEY HOUSE PARK AVENUE

113 EAST 123RD STREET, NY, NY

Client | Odyssey House
 Sponsor | Office of Mental Health
 Cost | \$9.2 million

FRONT FACADE



CONFERENCE ROOM

REAR YARD

ACCESS STAIR

Odyssey House Park Avenue on 123rd Street in Harlem has been designed as a 34,000 SF, six-story building funded by the New York State Office of Mental Health. Continuing the Odyssey House tradition of supporting individuals recovering from substance abuse problems, the building will house counseling offices and group meeting facilities on the ground floor and cellar, with 50 efficiency apartment units for program participants on the floors above.

The main lobby opens up to the rear garden via an elevated walkway over a sunken courtyard and lower level lounge, drawing people into the activity areas of the building. A key element of the therapeutic process at Odyssey House is art and creative expression, and the building features many areas for the display of original work by the program participants, including exterior display panels in the rear garden that are a highlight of the landscaping design.

CEDARS / FOX HALL 745 FOX STREET, BRONX, NY

Client | City Cedars, L.P.
 Major Sponsors | HDC, HHAP, NYSERDA, LPC
 Cost | \$20 million



BECK STREET ELEVATION

The design embraces the centrality of historic Fox Hall by rendering the new eight-story residential portion as a backdrop, which wraps and offsets the renovated landmarked structure. Programmatically, Fox Hall serves as the main hub for activity and community gathering at the heart of the project. On the interior, the central, open stair wrapping a free-standing brick wall reinforces this centrality.

Cedars was awarded a NYSERDA grant to be a pilot project for the agency's Multi-Family High-Rise Energy Star Program. With this grant, the design team implemented a ground-source geothermal well system for heating and cooling which, along with other energy-saving measures will reduce the energy consumption of the building by more than 40%. The design also includes a modular green roof, low VOC paints and adhesives, and high recycled content finishes. Cedars was completed in Fall 2009 and has been awarded a LEED Gold rating.



FOX HALL



GREEN ROOF



VIEW FROM EAST 156TH STREET AND BECK STREET



LONGWOOD CLUB CIRCA 1895

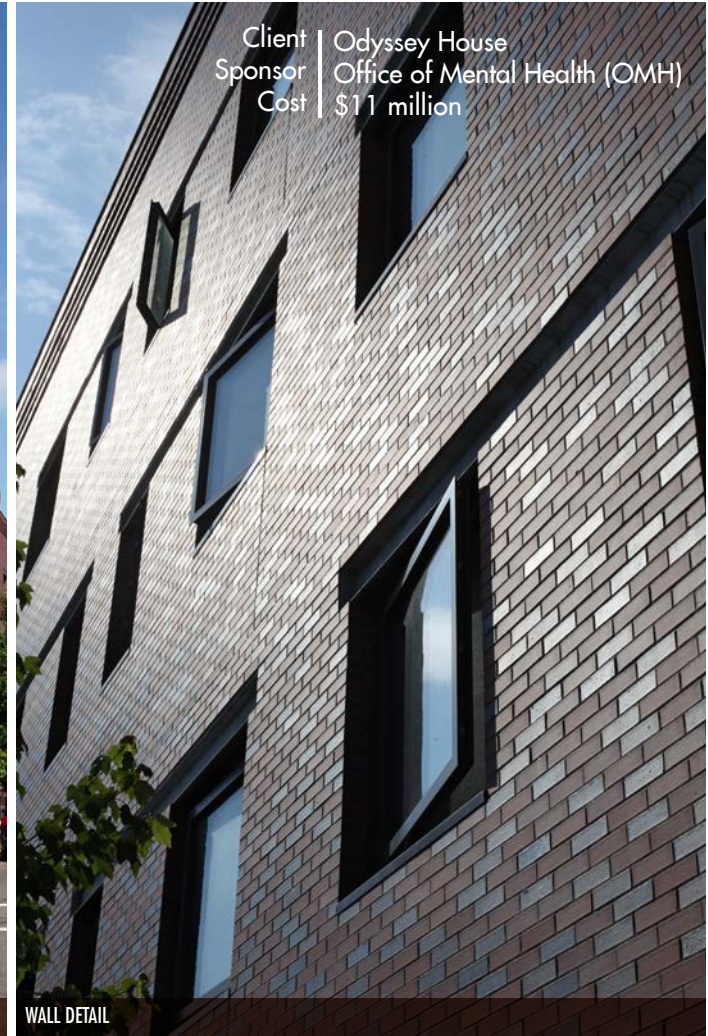


VIEW FROM EAST 156TH STREET AND FOX STREET

880 TINTON AVENUE BRONX, NY



VIEW FROM CORNER

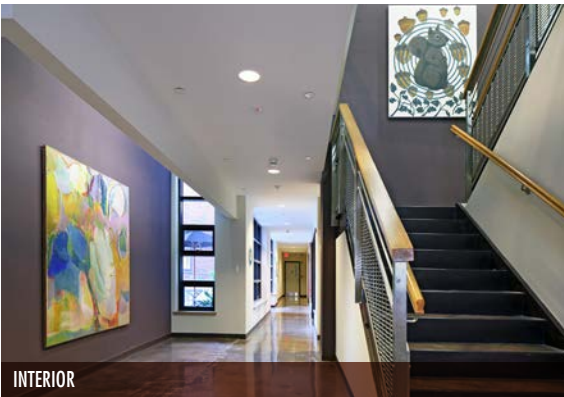


WALL DETAIL

Client | Odyssey House
Sponsor | Office of Mental Health (OMH)
Cost | \$11 million



BRICK DETAIL



INTERIOR



INTERIOR BRIDGE

880 Tinton Avenue is a four-story building in the Bronx for Odyssey House, sponsored by the NYS Office of Mental Health. It consists of 65 studios and common spaces that embrace the many programs that are part of the recovery and development process for the tenants. The rear yard has been designed with an amphitheater, including a performance platform and ascending levels of seating to accommodate the theater program and acts as assembly space for participants of the running program.

The design responds to the prominent corner site with a tower-like projection clad in a curtain wall showcasing double-height tenant lounges and program spaces that can host the various art and computer workshops. In a constant effort to create a sustainable, maintainable building for the owners, simple energy conservation features are planned for the building which is pursuing an Energy Star Building label as certified by NYSERDA.

Client | Odyssey House
 Sponsor | Office of Mental Health (OMH)
 Cost | \$10 million

715 SOUNDVIEW AVENUE

BRONX, NY



THE GLENMORE

91 JUNIUS STREET, BROOKLYN, NY



CORNER RETAIL FROM STREET



RESIDENTIAL ENTRY VIEW

Client	Women In Need
Sponsor	HPD / HHAP
Cost	\$54 million

The Glenmore is a 161-unit building under development by Women In Need. Located in East New York, Brooklyn, the lot is currently occupied by an abandoned storefront church and a parking lot. Adjacent to the north are two shelters run by WIN, creating a campus of WIN buildings in East New York. The building went through several height and mass iterations in order to obtain the required zoning variances to meet Board of Standards and Appeals (BSA) approval, culminating in the current scheme, which accommodates a six-story building with a 7,000 SF side yard and commercial space at the ground floor.

There will be low-income and affordable studios, one-, two-, and three-bedroom apartments, with laundry and exercise facilities in the cellar. Community rooms and support services for the tenants and community residents and 24 parking spaces are provided. Much-needed housing, soil remediation for the site, and more green space, are among the benefits that this building will bring to the neighborhood.

PSCH/CHRISTA APARTMENTS

491 EAST 165TH STREET, BRONX, NY



LOBBY

Client
 PSCH, Inc
 CHRISTA

Sponsor
 NYS Office of
 Mental Health

Cost
 \$12 million



ELEVATION DETAIL

PSCH/CHRISTA Apartments is a new 10-story residence with 58 apartments located in Melrose in the Bronx. There will be a mix of studio, one and two-bedroom apartments, a lounge, recreation room, laundry space, and counseling offices. A sunken courtyard brings light into the cellar and leads to generously landscaped gardens at the rear.

The narrow site, just 50' wide, requires a poured-in-place concrete structure, in order to meet seismic forces while consuming the least amount of usable space. The facade is punctuated by ample windows and elegantly combines brick and stucco, with metal



BUILDING ENTRY

SILVERLEAF HALL

Client | The Lantern Group, Inc.
 Sponsor | NYC, HPD & NYS HHAP
 Cost | \$18 million

480 EAST 176TH STREET,
 BRONX, NY



SUNKEN COURTYARD



DORMER DETAIL



REAR YARD



ENTRY DETAIL

Silverleaf Hall is a 118-unit, 130,000 SF apartment building developed by The Lantern Group, completed in Spring 2006.

The units are for low-income families earning below 60% of Area Median Income. 35 of the units, scattered throughout the building, are reserved for homeless families that have been recommended for permanent housing by the New York City Homeless Shelters. More than 50% of Silverleaf's tenants are from the surrounding Tremont neighborhood of the Bronx.

The landscape, canopy, reinvented mansard roof, high-quality finishes, and other design details provide a sense of welcome and pride for tenants.

Personal Information

Name: Frank Ingle

Address: 814 Richardson Ct

Cell Phone: 6507993813

Home / Office Phone: 6507993813

E-mail: frankwingle@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 and the City's Conflict of Interest Code [LINK](#) require 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 this vacancy?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input checked="" type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: _____

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

AB Math, MSE Mechanical Engineering, Ph.D. Bioengineering, and NIH Postdoc in physiology.
 Licensed Professional Engineer (EE) in the State of California E 12250.
 Past Instructor of electronics at Caltech, Asst. Prof. Biomedical Engineering U. Virginia, and Consulting Professor (part time) Stanford.
 VP R&D at Medasonics, Manager and Research Fellow at ACS Guidant, Manager at Axon Instruments, VP R&D at Surx, Cofounder, CEO and CTO at Instruments for Science and Medicine, and Senior Research Fellow at Boston Scientific Electrophysiology Division.
 More than 50 issued US patents and about 25 patents pending. Recently minimally retired and still active in advanced development and mentoring. Eagle Scout, former scoutmaster

Employment

Present or Last Employer: Boston Scientific Electrophysiology Division (now retired)

Occupation: Senior Research Fellow

Describe your involvement in community activities, volunteering or with civic organizations:

Mentor Silicon Valley Scholars

Mentor Stanford graduate courses in medical devices

Past president, Early Risers Toastmasters

Volunteer 7th grade science Jordan Middle School

CalPoly Industrial Advisory Board, Biomedical Engineering Dept.

Past president Santa Clara Valley IEEE/EMBS chapter

Judge, Santa Clara County Science Fair

Judge, California State Science Fair

Strong advocate for putting the issue of binding arbitration in the City Charter to the voters.

Strong advocate for preservation of neighborhoods

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

As a 35 year resident of Palo Alto, I can appreciate and represent the issues of the local community. As a licensed professional engineer, I can bring technical expertise to the many complex and multidisciplinary issues facing the city in the future, including traffic, congestion, population density, Caltrain electrification, and High Speed Rail projects. As a former full time and continuing part time professor, I can weigh issues fairly and present the pros and cons of arguments on both sides. As an entrepreneur and small business owner, I can understand the needs of business and weigh them against the desires of residents while trying to find solutions reflecting the needs of each.

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](#)

As an example, the PTC meeting of 8/10/16 concerning the IR Process Audit Reportd (ID 6936). This is a very controversial issue among Palo Alto citizens. The basic problem is that the City has not adopted a policy defining the rights of the new property owner v. those of the nearby residents. The IR process was in my opinion pretty good, in that it provided guidelines and examples of designs which conformed to the guidelines and designs which do not. A city consultant advised a neighbor that the guidelines "have the force of law". This is not true, and led to a series of time consuming and expensive delays. The Director in approving a permit request is apparently required to confirm that the design is in conformity to the guidelines. However, most two story houses do compromise the intent and statement of the guidelines. The guidelines are OK as is, but the interpretations are strained and the appeal of the Director's decision to himself is the opposite of "due process. what is needed is a top down approach. The City should define policy and the appeal process. The decisions made by the Planning Department should become precedents which are retained in a list to guide the Department in making future similar decisions. This list should be made available to the architectural community, so they can know what design features might be disallowed. And the permit application should also be top down, so that the difficult issues such as height and privacy can be decided before the complete design is done. This will minimize friction, cost, and delay. I recommend that the PTC discuss and consider this issue and make a recommendation to the City Council if a consensus can be reached. While this issue might be said to fall into the ARB realm, the same issues and same approaches are worthy of consideration for commercial properties.

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?

A key issue for the present and future of Palo Alto is traffic congestion and parking. The roads designed and constructed in the 1950's are not adequate for the pressure of today's dynamic economy. Making this much more difficult is the multiple government agencies, commercial interests, and Stanford involved in the possible solutions. We now have a jobs/residences ratio of about 3/1, which insures that the situation will rapidly become more difficult. The possible construction of High Speed Rail will cut our city in two, requiring extensive modifications of traffic avenues, underpasses and overpasses. Even addition of electrification of Caltrain may require extensive changes to the present infrastructure. Huge detailed plans and reports are necessary, but not informative to the citizens and not persuasive to them. What is needed is to distill each issue down to a single page or two with possible approaches, outcomes, and pros and cons. Without this, it will be difficult to motivate the citizens to make wise choices. Who better than the PTC to do this and to assist the City Council in making wise choices they can communicate effectively to the citizens?

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

Palo Alto Comprehensive Plan, transportation chapter: Lots and lots of good ideas and aspirations, but not listed in the order of priority. No one actually works on all possible ideas at once. What is needed is to decide on perhaps ten desired outcomes and under each what project can accomplish the outcome. Finally, projects are not all of the same scale. Some are quick and inexpensive, while others are long term and costly. The City needs to decide which to fund today, which next year, and so on, and to fit the tasks into the available budget or resources available.

Housing element chapter: Same comment. If we do not plan short term and long term, we can accomplish nothing. However, the complex plan cannot be achieved all at once and competes with other demands for resources. What is needed is to order the priority of tasks that can reasonably be accomplished within the time and budget available. Detailed plans are required for these, and more general plans are adequate for other tasks for future implementation. Needs change over time, so very detailed plans are not appropriate for the tasks which are not likely to be in the priority list.

Zoning code: This is the essence of what PTC does. What is needed is a methodical look at what works well and where there is friction, as well as considering what zoning changes will be needed to accommodate the new needs generated by implementing the Comprehensive Plan.

El Camino Real Design Guidelines: This is the responsibility of the ARB, and extreme changes and challenges are expected in the very near future.

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: _____

The phone number / address can be non-public and different than the address collected on page one.

DocuSigned by:
Frank Ingle
3E86F9AC52D54EA...

Signature: _____ Date: 9/13/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Natasha Kachenko

Address: [REDACTED]

Cell Phone: [REDACTED]

___ Home / X Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? X 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 X No

Are you available and committed to complete the term applied for? X Yes ___ No

California state law and the City's Conflict of Interest Code [LINK](#) require 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 X No

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

How did you learn about this vacancy?

___ Community Group

___ Daily Post

X Email from City Clerk

___ City Website

___ Palo Alto Weekly

___ Flyer

Other: _____

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

MBA Global International Business, MSME, Certified TS 16949 auditor, Engineering

Employment

Present or Last Employer: TE Connectivity

Occupation: SR Manager Engineering,

Describe your involvement in community activities, volunteering or with civic organizations:

Palo Alto Unified School District (PAUSD) Enrollment Management Advisory Committee,
Co-Chair
Inclusion & Diversity California Leader, TE Connectivity
PTA member, PAUSD

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

Prefer participate in Planned Community Zones, Open Space development, reviewing and helping making recommendations to City Council in facilitating Palo Alto for safer environment and proper land use

- 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](#)**

Interested about collaboration options with TMA programs / incentives, developing realistic approach on providing solutions to shift the travel modes of PA commuters and residents. Work commute is an indefensible practice and it is vital that Palo Alto partner with businesses commuters and the community to engage with TMAs to making Palo Alto mobile.

-
- 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?**

I suggest partnering with businesses commuters and the community residence, developing incentive programs, research, establishing community dialog & forums

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.

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Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

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

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

Baylands Master Plan [LINK](#)

as prior experience is not required - none having, but I am familiar with CEQA review process, its applicable impact

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Address: Palo Alto, CA

Cell Phone: _____

Home / Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  _____ Date: 9/6/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Gabriel P. Kralik

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

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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 this vacancy?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input checked="" type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: _____

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

I hold a chemical engineering degree from Notre Dame. I worked as an engineer in the field of welding coatings design for four years then attended Law School at Notre Dame. I practiced as a patent litigator in New York City then moved to the west coast when I was married. I held the position of general counsel and chief patent counsel for technology companies including here in the Bay Area. Currently I have begun a law consulting practice and am affiliated with the Santa Clara County's Office of Human Relations where I serve as a mediator. Recently, I was nominated to join Palo Alto's mediation program as a mediator.

Employment

Present or Last Employer: Thuja Global

Occupation: Attorney/Mediator

Describe your involvement in community activities, volunteering or with civic organizations:

In 2013, our family came to Palo Alto from Pleasanton where we had lived for about 10 years. We have two young children 9 and 5. I am active in my church St. Albert the Great, having served as a catechist and as a representative and secretary of the church board. I am currently attending Diocesan Leadership training in San Jose. I have served as a YMCA basketball coach to my son at the local midtown branch. I am currently involved as a mediator both for the County of Santa Clara and here in Palo Alto. Last year, I attended Leadership Palo Alto.

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

Both Planning and Transportation are matters of importance to the community. Given the success of the region in creating jobs, especially in the technology sector, traffic and parking to, from, and within Palo Alto is experiencing throughput challenges. This traffic impacts how we live and work in our community. Planning, such as the approval of apartments and buildings, goes hand in hand with traffic. Understanding overall impacts and assuring ourselves that the quality of life here will not be compromised is a key issue. Being able to share our way of life with those in our communities, such as providing affordable housing for our safety workers and teachers, is an important issue to address. Serving the needs of local businesses as a partner so that the City plays a supportive role and is a helpful force is important.

- 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](#)**

A recent issue of affordable housing near transportation including on Page Mill and ECamino has come up. There was a plan and in the description provided by the Palo Alto Weekly, it was apparent that the community has established goals that in part the plan responds to. The impression taken was that we as a community have a methodology, objectively, for scorecarding the development. This includes parking, traffic, proximity to transportation, etc. I am interested in this development because it gives hope that the Palo Alto community can attract technology workers to both live and work here.

-
- 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?**

I think it is very important to be supportive of Planning and Transportation solutions that foster our long-term goals. I am for objectively scorecarding plans including for safety, security, livability and quality of life. I believe it important for a Planning Commissioner to work within guidelines of City policies.

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.

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Zoning Code [LINK](#)

City Charter [LINK](#)

California Environmental Quality Act [LINK](#)

El Camino Real Design Guidelines [LINK](#)

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

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

Baylands Master Plan [LINK](#)

while I have not utilized the above documents, I am aware of their existence and purpose. They provide important context to planning and transportation decisions. As a commissioner, I will do my level best to test consistency with the goals of these plans. I think an important question to ask and to explore is whether planning and transportation issues decided within Palo Alto have impacts on neighboring communities, regional areas including the county and beyond. It will be very important to establish a knowledge base and a methodology for staying current and aware of impacts to any decision. That methodology will include getting to know persons concerned with Traffic and Planning here locally and beyond.

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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: 877 Sharon Court Palo Alto, CA 94301

Cell Phone: 6508478644

Home / Office Phone: 6503846512

E-mail: gabekralik@thujaglobal.com

The phone number / address can be non-public and different than the address collected on page one.

Signature:  35DEAC4438B7438... Date: 9/7/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).



GABRIEL PATRICK KRALIK

QUALIFICATION SUMMARY

General Counsel, Chief Intellectual Property Counsel, Corporate Secretary

Areas of expertise:

TEAM CREATION AND MANAGEMENT - STRATEGIC PLANNING - COMMERCIAL LAW AND LITIGATION - INTELLECTUAL PROPERTY GROWTH, LICENSING AND MONETIZATION - PATENT, TRADEMARK, COPYRIGHT AND TRADE SECRET LITIGATION - MERGERS & ACQUISITIONS - PROCUREMENT, MARKETING, SALES AND DISTRIBUTION STRATEGY - BUDGET MANAGEMENT - CORPORATE GOVERNANCE AND ENTITY STRUCTURING - COMPLIANCE TRAINING - LABOR AND EMPLOYMENT LAW - IMMIGRATION LAW - ENVIRONMENTAL LAW – MEDIATION - STATE AND LOCAL GOVERNMENT LAW - ANTI-COUNTERFEITING AND ANTI-PIRACY

THUJA GLOBAL – Palo Alto, CA

October 2013 to Present

<http://www.thujaglobal.com>

FOUNDER, PRESIDENT, PRINCIPAL SHAREHOLDER

A California Law Corporation specializing in the legal representation of technology clients: providing advice and support for the strategic management, protection and enforcement of intellectual property assets; providing in-house general and intellectual property counsel services through a concierge practice model; providing case representation in intellectual property lawsuits as well as in related proceedings before the United States Patent & Trademark Office, driving strategies and tactics to successfully challenge or defend patents involved in litigation; and representing clients in, as well as serving as neutral for, the mediation of complex disputes.

IN-HOUSE COUNSEL EXPERIENCE

COREL CORPORATION – Ottawa, Ontario CANADA; Subsidiary in Menlo Park, CA

October 2012 to October 2013

Consumer software developer, manufacturer and supplier of graphics, productivity, digital media and compression programming, including operations in US, Canada, UK, China, Japan and Taiwan; company is privately owned by a technology buyout-oriented equity capital firm based in San Francisco, CA.

GENERAL COUNSEL AND CHIEF PATENT COUNSEL

Created and managed a nine-person legal group supporting three distinct business units with OEM and internet consumer-based sales models. Company operations included international research, development, sales and distribution of consumer software products.

- Responsible for directing Corel's legal defense of patent infringement, consumer class action and commercial litigation. Defended licensing audits by MPEG and Dolby and represented Corel's interests in the context of third party infringement allegations and licensing overtures.
- Co-developed, together with outside counsel Global Trade Expertise, an audit of trade classification issues based upon the migration of sales and distribution models inherent with the changeover to subscription-based revenues.
- Created piracy protection model for key products, formulating and implementing take-down strategies and liaising with business leads on consumer conversion methodologies.
- Participated in the development of tax planning for business operations, including formulating recommendations to minimize tax burdens and risk, coordinating with finance and treasury on the holding and transfer of intellectual property assets in the context of the creation of an outward-bound licensing program.
- Attended and participated in quarterly board meetings and special board meetings presenting status reports on open legal matters, risks and potential monetization opportunities. Conducted legal risk assessment reviews with outside auditors in connection with the preparation of the annual audit. Participated in transfer pricing valuation exercises in connection with the reassignment of intellectual property holdings.
- Grew Corel proprietary holdings in key technology areas, filing thirty new patents prior to the shift of the US patent system in March 2013 to a "first-to-file" model under the American Invents Act.

GABRIEL PATRICK KRALIK

— PAGE 2

- Created, with outside corporate counsel, model agreements for the conversion of foreign research and development teams into separate corporate entities with contract-based milestones for the development of product maintenance and software version iterations adding incremental feature sets. Utilizing this model, converted Corel's Shanghai development operations into a third-party service provider.
- Directed post-divestiture representation of Corel in a dispute over the novation of U.S. Government defense contracts. Co-negotiated post-transaction modifications to global revenue sharing agreement for WinDVD software including to resolve industry standard royalty obligations.

PPC – Syracuse, NY

October 2008 to June 2012

Global designer, manufacturer, and supplier of connector technology products for telecommunications industries, including broadband, satellite, and wireless sectors; privately-owned company has operations in the U.S., Denmark, China, and St. Kitts. Broadband division was sold to Belden in 2012 for \$517 Million.

VICE PRESIDENT, GENERAL COUNSEL, CHIEF PATENT COUNSEL & CORPORATE SECRETARY

Managed company's global legal representation and presided over a tripling in size of PPC's patent portfolio. Built and managed an internal and external legal framework to advance corporate objectives of growth, profitability, and innovation.

- Grew \$25M in annual broadband connector product revenue by obtaining and enforcing two General Exclusion orders through successful litigation of coaxial cable connector patents in proceedings before the International Trade Commission, the Court of Appeals for the Federal Circuit and through Customs import detention proceedings.
- Guided growth of PPC's patent portfolio to spur revenue gains in the broadband, satellite and wireless divisions; attained a #18 global ranking in the 2011 Institute of Electrical and Electronics Engineers' (IEEE) Patent Power survey for telecom equipment and in the 2008 *Wall Street Journal* rankings for Excellence in Technology Strength.
- Saved \$3M in annual legal costs through negotiated alternative-fee arrangements with outside legal firms and the establishment of a seven-person internal legal department responsible for handling corporate, commercial, litigation support and worldwide patent prosecution practice areas.
- Directed legal representation to support and protect PPC's manufacturing operations in the U.S., Denmark, St. Kitts, and mainland China.
- Participated in the creation and updating of PPC's five-year strategic plan together with business, finance and manufacturing leads.
- Spurred development of PPC's nascent PerfectPath consumer products brand within the Custom Electronic Design and Installation Association market sector, devising and executing successful trademark registrations and designing form agreements for product distribution.
- Steered corporate acquisition of Evolution Broadband, conducting intellectual property due diligence to inform acquisition strategy. Managed PPC's corporate restructuring project, including incorporations in the Netherlands, India, Brazil and China, and the dissolution and consolidation of certain U.S. (real-estate holding companies), the U.K. and St. Kitts entities. Coordinated representation of PPC's tax interests through State and Federal lobbying firms leading to the construction and expansion of its Upstate New York research, development and production operations. Represented PPC in local government hearings to obtain zoning variances needed for approval of facility construction projects in East Syracuse, New York.
- Served as Secretary to the Board of Directors, drafting minutes and resolutions and managing corporate governance. Served as a director of multiple international affiliate entities.
- Managed the company's representation of Employment disputes including EEOC Complaint matters. Provided oversight to the resolution of workplace disputes. Developed management training modules for anti-harassment and lawful response practices in view of proposed "card check" modification to union organizing laws. Defended PPC in a federal district court trade secret misappropriation case brought by competitor subsequent to the hiring of a C-level sales executive, winning dismissal of the allegations.
- Defended PPC in State Court landlord-tenant dispute concerning rent obligations due in the context of a roof collapse that had necessitated transfer of manufacturing and finished product warehouse operations.
Litigated to favorable conclusion a commercial dispute with the supplier of automated product assembly equipment based on supplier's failure to achieve contract milestones and operation requirements related to output, versatility and quality.

GABRIEL PATRICK KRALIK

— PAGE 3

- Directed PPC's representation of environmental cleanup liability associated with Super Fund sites, obtaining favorable settlements of liability.
- Secured research, development, and licensing agreements with Rochester Institute of Technology to obtain competitive market edge in the development of diagnostic sensors for radio frequency connectors.

FINISAR CORP. – Sunnyvale, CA

December 2001 to September 2008

World's largest supplier of optical communication components and subsystems. In 2008, company merged with Optium of Horsham, PA to create the current entity now with \$949M in annual revenue and 8,000 global employees.

GENERAL COUNSEL

Directed Finisar's worldwide legal representation, including to support operations in the US, China, Singapore, Germany and Malaysia. Recruited and managed a nine-person in-house legal team, overseeing a \$9M annual budget. Built Finisar's widely-acclaimed patent portfolio with 2008 holdings exceeding two thousand patents and applications. Formulated, developed, and executed commercial legal initiatives including to drive company growth in collaboration with business leads, achieving approximately four times' growth, from \$125 Million annual revenue in 2002 to \$500 Million annual revenue in 2008.

- Grew optoelectronic patent portfolio, achieving a #1 ranking in the 2006 Institute of Electrical and Electronics Engineers' (IEEE's) Patent Power survey. Developed domestic and international patent protection for Finisar's pioneering digital diagnostics optical transceiver technology, including directing patent prosecution before the European Patent Office, leading to dominant market position.
- Collaborated with Cisco Systems and global law enforcement agencies to promote anti-counterfeiting procedures in transceiver manufacture, protecting company and industry interests. Negotiated key long-term supply agreements with Cisco with a delta business increase of \$100M in annual sales.
- Delivered substantial cost savings through negotiation of intellectual property provisions for key acquisition targets – Infineon's fiber optics business and Honeywell's VCSEL division, allowing vertical integration in the manufacturing supply chain for transceiver components. Structured, negotiated and executed overall deal terms in acquisitions of New Focus, Big Bear, Kodeos, and Azna.
- Grew revenue and market capital by directing the sale of photodiode patents and technology of the Sensors division to Goodrich. Divestment moved Finisar into quarterly profitability in 2005.
- Led successful defense of securities class-action lawsuits concerning employee options pending in California State and Federal courts and IPO laddering claims in New York Federal court. Secured re-listing of company stock on NASDAQ exchange in response to delisting proceedings.
- Responded to and successfully defended Finisar in a Department of Labor audit of company's 401(k) practices.
- Provided oversight to Finisar's immigration representation, implementing annual goals for securing H1B visas for key technical employees.
- Managed trade representation, insuring compliance with import-export restrictions, giving oversight to securing favorable product import classifications and insuring qualification of goods for "Buy America" requirements. Represented Company before U.S. Customs, resolving country-of-origin marking issues.
- Advised a cross-functional development and production operations team on meeting RoHS product certification and WEEE electronic product disposal rules. Responded to Bay Area Air Quality Management District emission citations, resolving fines and providing compliance proofs for the Company's Fremont, California production facility.
- Brought suit and earned favorable settlement in Oregon state court against commercial supplier of defective transceiver photodiodes.
- Designed and implemented company's Sarbanes-Oxley compliance program serving as the Chief Compliance Officer to the Disclosure Subcommittee of the Audit Committee, overseeing quarterly sub-certifications. Attended and participated in Audit and Board Meetings, including substitute drafting of minutes and resolutions. Implemented legal compliance and risk reduction measures, collaborating with Finisar's internal audit function. Interfaced with outside auditors on a quarterly basis to identify material liabilities.
- Introduced tax and duty optimization methods through strategic corporate structuring and inter-company intellectual property sharing agreements. Worked with outside counsel to create tax efficient structures for business transactions.

GABRIEL PATRICK KRALIK

— PAGE 4

- Provided legal support for contract matters related to the global procurement, marketing, sales and distribution functions in the Company's Transceiver and Network Tools divisions. Participated in ISO operations audits.
- Collaborated with outside counsel on U.S. and International compliance training including the development and monitoring of FCPA compliance guidelines for transacting business overseas.

SCHERING-PLOUGH CORPORATION— Kenilworth, NJ

May 1999 - August 2000

Top-tier pharmaceutical research, development and manufacturing company and maker of the popular over-the-counter allergy medication, Claritin. Company merged with Merck in 2009.

SENIOR LITIGATION COUNSEL

Managed patent litigation docket for three Company divisions, Key Pharmaceuticals, Consumer Products and Animal Health, earning district court victories and favorable settlements. Negotiated resolution of ANDA infringement matters utilizing a "first ANDA filer" settlement model to protect Company revenues in patent expiry transitions. Structured settlement was later upheld as lawful after FTC review.

OUTSIDE COUNSEL EXPERIENCE

GRAY CARY WARE & FREIDENRICH, LLP — Palo Alto, CA

2000 to 2001

OF COUNSEL

- Defended Finisar Corp. in patent infringement assertions brought by Methode and Stratos Lightwave, Rockwell Automation, and Agilent/Avago, resulting in favorable settlements, cross-licenses and freedom to operate. Supervised team of fourteen lawyers and paralegals, directing efforts in discovery processes and claim construction proceedings. For Finisar, strategically consolidated Methode and Stratos patent infringement matters within the San Jose division of the Northern District of California, successfully defending summary judgment motions brought by plaintiffs, leading to a favorable mediation outcome.
- Led discovery motion aspects of trial representation of nCube in patent litigation adverse SeaChange; trial resulted in the identification of design-around solution and freedom to operate hotel information technology system using RAID-4 architecture not covered by the patent-in-suit.
- Directed licensing and antitrust representation of Bridgestone adverse Asahi (Japan), resulting in the maintenance of a long-term license and technology sharing agreement for butadiene rubber technology.

FISH & RICHARDSON — New York, NY

1996 to 1999

SENIOR LITIGATION ASSOCIATE

- With a seven-member trial team led by Attorney James Pooley, won a unanimous patent defense jury verdict in favor of Adobe adverse Quantel regarding flagship Photoshop product, earning National Law Journal recognition as a "Best Defense Win" for 1997.
- Represented Astra Pharmaceutical AB (Sweden) in ANDA opinion matter concerning prescription heart medication (calcium channel blocker), forming basis for client's successful defense against early generic market entrants.
- Negotiated licensing agreement for Olicom A/S (Denmark) adverse IBM, securing client's right to freely operate in the field of token-ring networking technology.
- Advocated for Adaptec in Lanham Act, counterfeiting and trademark litigation, protecting company's SCSI adapter products, obtaining favorable civil court dispositions.
- Represented Collagen Corporation in a California State Court trade secret misappropriation suit adverse Matrix, leading to a favorable settlement.

GABRIEL PATRICK KRALIK

— PAGE 5

MORGAN & FINNEGAN – New York, NY
LITIGATION ASSOCIATE

1989 to 1996

- Part of successful trial team which won plaintiff's verdict behalf of RVI in the District of Delaware for patent rights covering ibuprofen-pseudoephedrine combination over-the-counter medication (verdict later overturned on appeal on obviousness grounds).
- Represented clients on intellectual property litigation and prosecution matters, including Procter & Gamble, W.L. Gore, Syva, Brown & Williamson, Richardson-Vicks, Beam-Tech, AccuScan and Sibjet.

EDUCATION

Notre Dame Law School – Notre Dame, IN

Juris Doctor - 1989

University of Notre Dame – Notre Dame, IN

Bachelor of Science in Chemical Engineering – 1982

ADMISSIONS

State Bars of New York, New Jersey and California; Supreme Court of the United States; U.S. Court of Appeals for the Federal and Second Circuits; U.S. District Courts of New Jersey, Southern District of New York, Eastern District of New York, Western District of New York, Northern District of New York; .United States Court of International Trade; and United States Patent & Trademark Office (Registration No. 34,855).

PROFESSIONAL TRAINING, PROJECTS AND PUBLIC SERVICE

2015 Program Mediator and Case Developer, Santa Clara County Office of Human Relations
2015 Vice President, Saint Frances Cabrini Foundation
2014 Graduate of the County of Santa Clara Dispute Resolution Mediation Skills Program;
2012 Graduate of the Pepperdine University School of Law STAR Mediation Program;
2004 Candidate for Mayor, City of Pleasanton, CA.; and
2000 Candidate for Justice, New York Supreme Ct, 9th District.

Personal Information

Name: Michelle Kraus
Address: [REDACTED]
Cell Phone: [REDACTED]
 Home / X Office Phone: [REDACTED]
E-mail: [REDACTED]

Are you a Palo Alto Resident? X 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 X No

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

California state law and the City's Conflict of Interest Code [LINK](#) require 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 X No

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

How did you learn about this vacancy?

- | | |
|-----------------------------------|--------------------------|
| <u> </u> Community Group | <u> </u> Daily Post |
| <u> </u> Email from City Clerk | <u> </u> City Website |
| <u> </u> Palo Alto Weekly | <u> </u> Flyer |

Other: Council Member Liz Kniss

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

Doctorate, Carnegie-Mellon University -- analytical skills
Co-Founder, Carbon Tracing -- sustainability and business
Co-Founder, Green Ribbon Task Force of Menlo Park -- now Menlo Sparks -- sustainability and business concerns in the City
Head, Government Affairs, Hyperloop Transportation Technologies -- transportation issues and policy
Advisory Services to clients such as: CLCV in partnership w the League of Cities, Sierra Club on AB 32, No on 90 (Takings Initiative)

Employment

Present or Last Employer: Hyperloop Transportation Technologies

Occupation: Head of Global Government Affairs, Regulation and Policy

Describe your involvement in community activities, volunteering or with civic organizations:

Very involved in local, state and federal policy issues, candidates and issues based campaigns.

Serve as an ambassador for global, federal, and state leaders and groups visiting Palo Alto and Silicon Valley companies to encourage collaboration, policies and funding.

Host and co-host US elected officials visiting Palo Alto and Silicon Valley.

Conduct briefings on the community and issues of importance for those visiting Palo Alto and Silicon Valley.

work to mentor and advise women students from the community in their career endeavors.

Board Member, SheHeroes.org to impact the lives of girls, particularly in technical and professional careers.

Member, Advisory Committee on STEM Education for Congressman Mike Honda.

National Finance Committees for Hillary for America; President Barack Obama; and the Democratic National Committee.

Have worked with the AAPI communities for over a dozen years to encourage civic and political activities; and identification of key immigration issues.

Board Member, US-Asia Innovation Gateway that takes delegations of local elected officials to China

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

I am very involved in current and future transportation strategy development that will impact the way that our cities operate. Recently, have held meetings at the Department of Transportation with Secretary Fox talking about different forms regulation, policy and funding for new and innovative modes of transportation that are both more cost efficient and sustainable over time. I believe that: i) Palo Alto should lead Silicon Valley in terms of planning and the future of transit; ii) new modes of transit will impact the way Palo Alto plans and operates; iii) furthermore, these new modes may impact the tax structures going forward that fund City operations.

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](#)

The complexities discussed in the Commission regarding the financing of the Below Market Rate Program are something I want to understand in more detail as the Commission gets further studies and recommendations from Staff.

Their discussion appears to be inclusive of both moderate and low-end affordable housing units to purchase and to rent; as well as the long term effects of the impact fees charged to developers along with tax credits in a complex schema between corporate and nonprofit.

The Commission asked significant questions, and wants additional analysis in the form of a further elasticity studies with other regional cities.

In the end, it appears that if the economy remains strong that the effect of the proposed increase in impact fees will yield potentially an additional \$2M to the Affordable Housing Fund. Yet the questions concerning the impact on developer activity are significant.

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?

There are three areas:

- Advanced transportation and it's impact on the city. Will it change the way the downtowns and surrounding neighborhoods are developed and configured?
- Rental units across generations. How is the Commission addressing these issues for cross generational units particularly close into transportation hubs?
- Affordable housing for purchase and rental. Given the influx of tech works and the dirth of inventory, how do we as a City see the future?

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [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.”

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: 488 University Avenue, Palo Alto 94301

Cell Phone: 650-218-5540

Home / Office Phone: _____

E-mail: michellekraus@yahoo.com

The phone number / address can be non-public and different than the address collected on page one.

Signature:  Date: 9/14/10

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Christian Pease
Address: [REDACTED]
Cell Phone: [REDACTED]
___ Home / X Office Phone: [REDACTED]
E-mail: [REDACTED]

Are you a Palo Alto Resident? X **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** X **No**

Are you available and committed to complete the term applied for? X **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** X **No**

Excluding your principal residence, do you own real property in Palo Alto? ___ **Yes** X **No**

How did you learn about this vacancy?

- X 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 Film Production
MBA
7+ years public sector experience
20+ years private sector experience: large corporate, small business, start-up
2+ years non-profit, experience

Employment

Present or Last Employer: Nellie Analytics Inc.

Occupation: Consultant - Producer

Describe your involvement in community activities, volunteering or with civic organizations:

Faith-based - Church school, the un-housed, food programs
School volunteer
Girl Scouts volunteer
Youth theater volunteer

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

I grew up and was educated in Palo Alto and then returned sixteen years later as a renter.

Over time my wife and I where fortunate enough to become Palo Alto home owners. But we had first started in other cities to build-up enough equity and for our incomes to increase in order to afford our family home.

We wanted to make Palo Alto our long-term, if not life-long place of residency, because of its fine quality of life and wonderful amenities, such as libraries and parks. But our immediate and most compelling motivation was the quality of the schools. We wanted our child to attend public school, but of course, we also wanted her to have access to the best education possible.

I believe this a shared, common thread among many Palo Alto residents, both new and long-term, as well as those who aspire to live here. I would like to keep that thread alive for future generations of Palo Alto residents, because I believe it is a core part of maintaining and cultivating a community-committed and involved citizenry.

As the city evolves - as it moves toward the third decade of the twenty-first century, it seems apparent to me that the issues - both in their promise and potential difficulties - of good transportation and planning, are at the center of what is necessary not just to keep that thread alive, but for it to prosper.

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](#)

I am new to this, so to prepare, I have reviewed meeting minutes and other documentation available on-line.

Overall, it appears there are major issues, such as reviews of development projects and planning elements, for example, Below Market Rate/Affordable Housing, the Architectural Review Board, Comprehensive Plan, etc., to deal with. But there are also smaller, less intensive, yet relevant items to contend with, such as those having to do with the role and contribution of the Transportation Management Association and impacts of the Stanford General Use Plan.

I am interested in two "go-forward" issues:

First, is the convergence of issues relative to the Comprehensive Plan. Successful adoption of the new Comprehensive Plan is my greatest concern, because the level of consensus with respect to its outcomes, impacts the Commission, as well as Council governance, not to mention public confidence in how Palo Alto addresses its problems and opportunities.

Second, I see a possibility for learning from and adjusting Planning and Transportation Commission operations per its strengths and weaknesses – both apparent and perceived. I will urge the new Commission, together with staff, to reflect (for no more than two hours) on the past several years of its own meetings with the goal of starting 2017, with an eye towards greater productivity and community confidence building.

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?

The first and most important goal is support for the post-November election City Council. We all must be focused on deliberate and timely adoption of the next Comprehensive Plan. At the same time, the Commission will be expected to address other issues that flow to it. During the first year this will be very demanding and I am prepared to devote significant time to grounding myself in all aspects of this before and during the Commission meetings.

I also believe this commitment requires respectful listening to staff and members of the community – something I will work hard to do. In particular, the past work of the Community Advisory Committee must be acknowledged, so that new plans and policies flow effectively to the Council. I believe that consensus will evolve and that the Commission must do its best to clarify any unresolved controversy in support of the Council.

Zoning and effective land use within the "rules of the game" is paramount in our city where land is so scarce and in such high demand, while we are at the same time both blessed and challenged by unprecedented private sector economic success and expansion. The Planning and Transportation Commission must exemplify effective city government, which furthers Palo Alto, both as a good place to live, as well as one of on-going commercial opportunity.

I am particularly interested in the universe of transportation options – existing and emerging - for Palo Alto and the region. As to transportation issues within the purview of Palo Alto governance, I want to fully understand the concepts and realities of Loss of Service and Vehicle Miles Traveled, as well as the current and potential go-forward contributions of the Transportation Management Association, as well as key infrastructure challenges, planning, and funding.

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

The Zoning Code, City Charter, and the California Environmental Quality Act are detailed legalistic documents, which I will require some explanation and guidance from city legal and planning staff, while being sensitive to their workloads.

The Palo Alto Comprehensive Plan and its successor will require my personal study time. As much as possible, I will seek expertise from fellow commissioners and staff. I am particularly interested in land use and the concepts of Coordinated Area Plans and work being done by the Community Advisory Committee.

Also, the El Camino Real Design Guidelines and El Camino Real Master Plan Study appear to be quite important to near-term and medium-term commercial and housing development. It seems commissioners should consider past studies together with the new Comprehensive Plan, including relevant Coordinated Area Plans (such as the South of Forest Avenue and the Baylands Master Plan, as examples) for guidance in this regard.

Also, prior to serving on the Commission, I will study past National Citizens Surveys to better understanding how citizens view our city, its livability, and government services.

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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: 650.329.9069

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  _____ Date: 9/14/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Jessica Resmini

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 and the City's Conflict of Interest Code [LINK](#) require 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 this vacancy?

- | | |
|---|---------------------------------------|
| <input checked="" type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: _____

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

Architect

Employment

Present or Last Employer: FS3Hodges

Occupation: Project Manager

Describe your involvement in community activities, volunteering or with civic organizations:

Volunteer at Ohlone Elementary School

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

I am interested in Planning and Transportation as it applies to the city I'm raising my children in and my background in Planning and Architecture.

- 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](#)**

As a resident, I'm interested in the symbiotic relationship between housing, public transportation, bicycle/ pedestrian safety, and vehicular traffic.

-
- 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?**

Initial goals would be safety and responsible growth. I would need more information to make suggestions.

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

I don't have in-depth experience with these documents other than on specific small, residential architectural projects.

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Address: _____

Cell Phone: _____

Home / Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  _____ Date: 9/3/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Reshma Singh

Address: 115 Embarcadero Road Palo Alto CA 94301

Cell Phone: 978-394-0590

Home / Office Phone: 6506657172

E-mail: greshmasingh@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**

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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 this vacancy?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: Met Adrian Fine from PTC who encouraged me to apply

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

Education:
Bachelors in Architecture New Delhi, India
Masters in Landscape Architecture, Harvard University
LEED AP, PMP

Current professional role: Program Director, Building Technologies and Urban Systems (Green buildings R&D) at Lawrence Berkeley National Lab

Details on linked in profile:
<https://www.linkedin.com/in/reshma-singh-leed-ap-pmp-37495227?trk=hp-identity-photo>

Employment

Present or Last Employer: Lawrence Berkeley National Lab

Occupation: Program Management

Describe your involvement in community activities, volunteering or with civic organizations:

Palo Alto Schools

1. Parent Network Co-chair at Palo Alto High School
2. Volunteered extensively at Walter Hays, Jordan, and Paly
3. Ran a garden club at Walter Hays

Gamble Gardens, Palo Alto:

Volunteered and was docent for three years for the annual Spring Tour

Community Organization; Teach indian (punjabi) language at community school in San Jose on Sunday afternoons

Previous Town Council experience: Co-chair of the Acton-Boxborough Cultural Council, MA; selected grant winners and disbursed state cultural grants for town activities

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

My current professional work is in smart buildings and cities, particularly around building energy systems and energy efficiency. I bring experience in working across public and private sector partners on buildings technologies, design, lifecycle performance, and building industry trends. Data driven investment and decision-making around optimizing land use planning, mixed-use zoning, and forecasting by using city, neighborhood and district level data is critical for innovation in design and planning.

I believe that this might be a synergistic set of skills to add to the current team of the PTC who are passionate about doing what is best for the town. Collaboratively, we can advance our hometown of Palo Alto as a resilient, sustainable community, and a model for city development.

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](#)

The community process is an inclusive, (if long) process where diverse perspectives and voices are heard and addressed

One of the issues that piqued my interest is the Draft EIR with four high level planning scenarios that were designed to test a range of possible land-use, transportation, jobs and housing choices. Some of my work is at the level of scenario planning and I enjoy participating in envisioning, communicating and decision making, selecting from what are possible 'standard business-as-usual' BAU to 'target-driven' to 'heroic' scenarios. I am looking forward to understand and participate in how the debates evolve, and decisions are made and implemented.

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?

Bringing innovative methods and technologies for energy-efficient built spaces, and smart mobility that will bring economic, social and environmental benefit.

In order to accomplish this, I would like to work together as part of the PTC towards a consistent set of methods and metrics for selection of development projects using a triple bottom line cost-benefit framework. This type of framework is becoming a critical, overarching driver for building projects all over the world. This pertains to three considerations, i.e. what is the impact of the building on the economic cost (profit), what is the environmental cost (planet), and how do you gain any social benefit (people, i.e. occupants comfort and productivity). This framework can be used while making decision ranging across aspects such as residential density planning to high-speed mobility. And this would entail implementation of both physical built form as well as behavioral methods in order to generate impact at speed and scale.

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.

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 and Appendices [LINK](#)

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

Baylands Master Plan [LINK](#)

I have worked in the Harvard (Cambridge MA) Planning and Real Estate Office, and used similar documents. But I am afraid, I haven't yet looked into PA specific documents as yet.

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: _____

The phone number / address can be non-public and different than the address collected on page one.

DocuSigned by:
Reshma Singh
1E900B395FAF4E7...

Signature: _____ Date: 9/12/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).

Personal Information

Name: Srinivasan Subramanian

Address: 2803 Kipling St

Cell Phone: 6506468010

Home / Office Phone: 6503300535

E-mail: chiniblade@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 and the City's Conflict of Interest Code [LINK](#) require 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 this vacancy?

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Daily Post |
| <input type="checkbox"/> Email from City Clerk | <input type="checkbox"/> City Website |
| <input type="checkbox"/> Palo Alto Weekly | <input type="checkbox"/> Flyer |

Other: Neighbor

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

Masters degree in Computer Science
 25+ years experience in high-tech industry as engineer and engineering manager.
 Stanford Advanced Project Management certification
 Resident of Palo Alto since 1999
 Leadership Palo Alto, Fellow Class of 2015

Employment

Present or Last Employer: Cisco Systems, Inc.

Occupation: Engineer

Describe your involvement in community activities, volunteering or with civic organizations:

Block Preparedness Coordinator in Neighborhood Emergency/Disaster Preparedness
Exec VP of Paly PTSA (served 1 year)
Elected Parent Representative on Paly Site Council (Served 2-year term)
Participated in School Board discussions during open forum, social media policy, investing in technology in classrooms, etc.

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

My interest in serving the community is foremost. Having raised two children here in Palo Alto, I have seen the growth and changes around me. My interest in joining the commission is to bring a different perspective to the issues based on my background and experiences but still rooted in the community's values, apply my skills to listen and learn about the issues, gather and analyze data, and build consensus around solutions that serves the community at large well.

- 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](#)**

Individual Review (IR) process is an example of a recent issue that came before the Commission that was interesting. It was interesting because these issues are not simple slam-dunk issue but involved and requires an understanding of the IR process in place, its purpose, and data on what works well and the areas of improvement.

-
- 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?**

The goal to achieve is growth with discipline that balances the needs and living standards of the people of our community, neighborhoods, economy, and the environment. Treating each issue separately in their context, listen and learn from the people involved, explaining the purpose of the ordinances, and having open and transparent discussions would help accomplish the goals that would still be rooted in the community's identity.

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.

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

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

Baylands Master Plan [LINK](#)

I have reviewed Palo Alto Comprehensive Plan but cannot say that I can recall all aspects of it.

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Home / Office Phone: _____

E-mail: _____

The phone number / address can be non-public and different than the address collected on page one.

Signature:  Date: 9/14/2016

(Optional) **Additional Attachment(s)**

If you would like to submit a resume, work sample, etc. along with your Application, Check this box and click “Attach” to upload your document(s).