



CITY OF PALO ALTO OFFICE OF THE CITY CLERK

November 27, 2018

The Honorable City Council
Palo Alto, California

Interviews of Candidates for the Architectural Review Board, the Parks & Recreation Commission, and the Planning & Transportation Commission

On Monday, November 5, 2018, City Council selected the following applicants to interview for the Architectural Review Board (ARB), the Parks & Recreation Commission (PRC), and the Planning & Transportation Commission (PTC). The City Council will be scheduled to vote to appoint candidates on Monday, December 3, 2018.

Parks and Recreation Commission

The four PRC applicants to be interviewed are as follows: 10 minute interviews

- | | | |
|----|-----------------------------|-----------------------|
| A. | David Moss (Incumbent) | 5:00 P.M. (via Skype) |
| B. | Anne Cribbs (Incumbent) | 5:10 P.M. (via Skype) |
| C. | Jeff Greenfield (Incumbent) | 5:20 P.M. |
| D. | Caleb Weinstein | 5:30 P.M. |

There are three open terms (Cribbs, Greenfield, and Moss) ending December 15, 2021 on the Parks and Recreation Commission.

Planning and Transportation Commission

The thirteen PTC applicants to be interviewed are as follows: 15 minute interviews

- | | | |
|----|-------------------|-----------|
| E. | Kelsey Banes | 5:40 P.M. |
| F. | Dena Mossar | 5:55 P.M. |
| G. | L. David Baron | 6:10 P.M. |
| H. | Rebecca Eisenberg | 6:25 P.M. |
| I. | Bern Beecham | 6:40 P.M. |
| J. | Brian Hamachek | 6:55 P.M. |
| K. | Thomas Siegel | 7:10 P.M. |

Due to the length of the meeting, a 30-minute break has been pre-scheduled at approximately 7:25 P.M.

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|----|--------------------|-----------|
| L. | Michelle Kraus | 7:55 P.M. |
| M. | Giselle Roohparvar | 8:10 P.M. |
| N. | Craig Yanagisawa | 8:25 P.M. |
| O. | Claude Ezran | 8:40 P.M. |

P.	Elaine Uang	8:55 P.M.
Q.	Carolyn "Cari" Templeton	9:10 P.M.

There are two open terms (Gardias and Monk) ending December 15, 2022 on the Planning and Transportation Commission.

Architectural Review Board

The six ARB applicants to be interviewed are as follows: 10 minute interviews

R.	Alexander Lew (Incumbent)	9:25 P.M.
S.	Curtis Smolar	9:35 P.M.
T.	Amparo Del Rio	9:45 P.M.
U.	Peter Baltay (Incumbent)	9:55 P.M.
V.	David Hirsch	10:05 P.M.
W.	Robert Gooyer (Incumbent)	10:15 P.M.

There are three open terms (Baltay, Gooyer, and Lew) ending December 15, 2021 on the Architectural Review Board.

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

Background

2.21.010 Architectural Review Board

There is created an Architectural Review Board consisting of five persons appointed by the City Council, and at least three of whom shall be architects, landscape architects, building designers or other design professionals. The Architectural Review Board shall have the powers and duties specified in this chapter, and shall comply with the procedures specified in this chapter.

(Ord. 5208 § 9, 2013: Ord. 4826 § 2 (Exh. 1 (part)), 2004)

2.25.010 Parks and Recreation Commission

There is created a parks and recreation commission composed of seven members who shall be appointed by and shall serve at the pleasure of the city council, but who shall not be council members, officers or employees of the city of Palo Alto. Each member of the commission shall have a demonstrated interest in parks , open space and recreation matters. All members of the commission shall at all times be residents of Palo Alto. (Ord. 4587 § 2 (part), 1999)

2.20.010 Planning and Transportation Commission

There is created a planning and transportation commission composed of seven members who are not council members, officers or employees of the city, who are residents of the city, and who shall be appointed by the city council.

(Ord. 4606 § 1 (part), 1999)

ATTACHMENTS:

- Attachment A: PARC - Moss, David (PDF)
- Attachment B; PARC - Cribbs, Anne (PDF)
- Attachment C: PARC - Greenfield, Jeff (PDF)
- Attachment D: PARC - Weinstein, Caleb (PDF)
- Attachment E: PTC - Banes, Kelsey (PDF)
- Attachment F: PTC - Mossar, Dena (PDF)
- Attachment G: PTC - Baron, L. David (PDF)
- Attachment H: PTC - Eisenberg, Rebecca (PDF)
- Attachment I: PTC - Beecham, Bern (PDF)
- Attachment J: PTC - Hamachek, Brian (PDF)
- Attachment K: PTC - Siegel, Thomas (PDF)
- Attachment L: PTC - Kraus, Michelle (PDF)
- Attachment M: PTC - Roohparvar, Giselle (PDF)
- Attachment N: PTC - Yanagisawa, Craig (PDF)
- Attachment O: PTC - Ezran, Claude (PDF)
- Attachment P: PTC - Uang, Elaine (PDF)
- Attachment Q: PTC - Templeton, Carolyn Bloodworth (PDF)
- Attachment R: ARB - Lew, Alexander (PDF)
- Attachment S: ARB - Smolar, Curtis (PDF)
- Attachment T: ARB - Del Rio, Amparo (PDF)
- Attachment U: ARB - Baltay, Peter (PDF)
- Attachment V: ARB - Hirsch, David (PDF)
- Attachment W: ARB - Gooyer, Robert (PDF)

Department Head: Beth Minor, City Clerk

Personal Information – Note: *The PARC regularly meets the fourth Tuesday of the month at 7:00 p.m.*

Name: David Moss
Address: [REDACTED]
Cell Ph [REDACTED]
 Home / Office Ph [REDACTED]
E- [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 or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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

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

How did you learn about 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:

I have been Parks and Rec commissioner for the past 3 years, and think I have had a meaningful impact. Also, I have an MBA from Santa Clara University. I've just retired from a 43-year career here in Palo Alto, Silicon Valley since 1977, and elsewhere as a programmer, business analyst, data quality analyst, and IT project manager.

Employment

Present or Last Employer: IT Consultant for Apex Systems at Wells Fargo

Occupation: Retired Nov 2017, Business Analyst, IT Project Mgr

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

3 years as current Palo Alto Parks and Rec Commissioner. My wife and I have raised 3 kids here in Palo Alto since 1977. I have held several volunteer positions through the years in the schools (Ohlone playground remodel, Gunn Foundation, Gunn Sports Boosters, Gunn new pool committee) and in AYSO (soccer coach, league ball manager), as well as East Palo Alto reading tutor, and Boy Scout troop trip coordinator. We went with the City Council last year to Oaxaca to help represent the city at the 50th anniversary of Neighbors Abroad.

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

I have been on Parks and Rec Subcommittees that focus on Open Space, fund raising, and liaison with several "Friends of..." organizations. We tackled and completed the 20-year Parks Master Plan, and am working on the Baylands Comprehensive Plan. Hiked 45 miles in July 2018 from Palo Alto to the Sea to bring attention to connectivity of regional Open Spaces, and wrote about it for the PA Weekly Aug 17, 2018. I love biking throughout the city and utilizing Foothills and Arasterdero preserve and my local parks, and have always been interested in issues that affect them. My work as a business analyst and IT project manager gave me years of experience as a productive member of teams, and a leader of teams to develop and deliver complex IT solutions. My volunteer activities have almost always been as a member of a committee, and I love the people interaction. As an analyst I am very good at breaking down issues into manageable activities, stating requirements, being a liaison between users, technical staff, and management, and also analyzing data. These skills are valuable in every committee and team. My areas of particular interest include expansion of and threats to open space, urban park fair usage, biking and hiking access.

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 I mentioned before, I have been on Parks and Rec Subcommittees that focus on Open Space issues, fund raising, and liaison with several "Friends of..." organizations. We tackled and completed the 20-year Parks Master Plan, and am working on the Baylands Comprehensive Plan. Hiked 45 miles in July 2018 from Palo Alto to the Sea to bring attention to connectivity of regional Open Spaces, and wrote about it for the PA Weekly Aug 17, 2018. With the fundraising subcommittee, we discussed raising money to implement the 20-year Parks Master Plan, especially Cubberley. I loved working on the Buckeye Creek restoration proposal and 7.7 acres in Foothills Park. On another front, I live near Cubberley and am most interested in their master plan and drumming up neighborhood participation, and was interested in neighborhood response to Palantir rental, Bernie Sanders rally, and soccer lights experiment this past winter. I am interested in any issue that represents an extension of or threat to our current open space and also the connectivity to those spaces from all parts of the city, in order to make them more accessible. I want more people out of their houses and out of their cars and into nature. Other recent issues that most interested me: the new golf course changes and impact on the Baylands, repairs to Emily Renzel marsh, 101 bridge to Baylands, and Magical Bridge Playground.

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

I am interested in all of the above issues as an extension of or threat to current open space and connectivity to them from all parts of the city, in order to make them more accessible to more people and build community. I want to accomplish some of the 20-year plan goals. I really want to expand the number and usable size of parks, thus my interest in the 7.7 acres in Foothills, the 10.5 acres carved from the golf course, the dedication of more city land for parks, the ATT property near Boulware and Fry's, and the development of rooftop parks at new development sites like at the JCC. I also want to support more community events like the wildly successful music-in-the-park and the July 4th Chili Cookoff. But also more lectures, community hikes, community picnics, night hikes, star parties, music in Arastradero Preserve, movie nights in Foothills Park and use of partner parks like JCC, more use of open space for camping nights, community weeding days, creek cleanups, and trash cleanup events, to mention a few. We want events that would expand interest in our open spaces and encourage people to want them.

- 4. Parks and Recreation 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:

Community Services and Facilities Element [LINK](#)

Natural Environment Element [LINK](#)

Baylands Master Plan [LINK](#)

Park Dedication Ordinance (Municipal Code) [LINK](#)

Bicycle - Pedestrian Transportation Plan [LINK](#)

Youth Master Plan [LINK](#)

Cubberley Community Advisory Committee Report [LINK](#)

yes, all of these over the past 3 years on this Parks and Rec commission.

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.

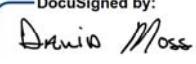
Address: Ferne Ave, Palo Alto

Cell Phone: _____

X Home / Office Phone: 650-494-7234

E-mail: ssow111@gmail.com

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

DocuSigned by:

Signature: 489FEF84C692442... Date: 8/22/2018

(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 – Note: The PARC regularly meets the fourth Tuesday of the month at 7:00 p.m.

Name: Anne Warner Cribbs

Address: [REDACTED]

Cell Ph [REDACTED]

Home / Office Ph [REDACTED]

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

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

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

How did you learn about this vacancy?

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 Stanford University Political Science

CEO Bay Area Sports Organizing Committee 20 plus years

Chair California Senior Games Association

Chair Bay Area Senior Games - annual event

Vice President United States Olympic Alumni

Director of Rich May Foundation - build privately funded full sized soccer/rugby field in East Palo Alt Parks and Recreation Commission Application

Employment

Present or Last Employer: Bay Area Sports Organizing Committee

Occupation: Organizing Sporting events,

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

Completing first term of PARC this December
Director and Vice Chair of San Jose Sports Authority
Chair of USA Table Tennis Board of Directors
Member of USA Ski and Snow Boarding Gender Equity Commission
Advisory Board member BAWSI - Bay Area Women's Sports Initiative

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

I love sports and the opportunities for all in every age group to play sports and enjoy the camaraderie and friend ship that come with sports.

I am committed to ensuring that our community provide playing fields, swimming pools and gyms for all in our community. I want to continue the vision that the founders of Palo Alto had when they set aside land for parks and facilities!

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](#)

1. Cubberly Future & planning
2. Dedicated Pickleball Courts
3. Dog parks - both rejuvenating the 3 current parks (not necessary for Peers which just opened) and creating new ones, spread about the City
4. Solutions for trash and garbage in our parks
5. A swim pool for South Palo Alto -funding and operating
6. Ability to create opportunities for private individuals to support new and on going projects.
7. Staff work load in the midst of budget cuts

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

1. Clear plan for Cubberly, even if it is only for the property (8 acres) controlled by the City.
2. Community outreach program working with neighborhood groups to help with trash and garbage in the parks
3. Dedicated pickleball courts with lights while working with tennis community to ensure they also have lighted courts.
Some of the above depends on private funding.. with clear rules about responsibility and obligations .. working with our great friends groups. I believe the pickleball group would help with funding for dedicated courts.

I also would like to continue to outreach to the community to ensure that all voices are heard.. including youth.

- 4. Parks and Recreation 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:

Community Services and Facilities Element [LINK](#)

Natural Environment Element [LINK](#)

Baylands Master Plan [LINK](#)

Park Dedication Ordinance (Municipal Code) [LINK](#)

Bicycle - Pedestrian Transportation Plan [LINK](#)

Youth Master Plan [LINK](#)

Cubberley Community Advisory Committee Report [LINK](#)

I am aware of these documents but have not reviewed.

I am aware of the Baylands Master Plan.

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to the Application and posted to the City's website.**

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Read the code, and check only ONE option below:

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OR

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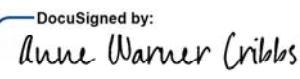
Address: 2275 East Bayshore Suite 115, Palo Alto, CA 94303

Cell Phone: 415-264-2067

 Home / Office Phone: 650-323-9400

E-mail: acribbs@basoc.org

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

DocuSigned by:

Signature: 099F38D431414F7... Date: 10/3/2018

(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).

Parks and Recreation Commission

Personal Information – Note: The PARC regularly meets the fourth Tuesday of the month at 7:00 p.m.

Name: Jeff Greenfield

Address: 3476 Waverley Street

Cell Phone: 650.766.0511

Home / Office Phone: 650.494.9331

E-mail: jeffg13@gmail.com

Are you a Palo Alto Resident? Yes No

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

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

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

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

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

How did you learn about the vacancy on the Parks and Recreation Commission?

Community Group

Email from City Clerk

Palo Alto Weekly

Daily Post

City Website

Flyer

Other: current PRC commissioner

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

Canopy Training:

- Tree Planting Leader
- Tree Pruning Leader

Soccer Certification:

- United States Soccer Federation (USSF) Level 8 Referee
- American Youth Soccer Organization (AYSO) Advanced Coach
- AYSO Advanced Referee (National certification in progress)

Personal:

- Education: BS Engineering, Harvey Mudd College

Employment

Present or Last Employer: Ericsson

Occupation: retired engineer

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

Current Community Roles:

- Parks & Recreation Commission Vice-Chair. Current Ad Hocs: Park & Facility Use Policy, Foothills Park, Park Rules & Muni Code, CIP, Park Dedication
- Current Liaison roles: Turf Management, Community Gardens, Safe Routes to School
- Canopy Volunteer: assessment, configuration and technical liaison for customization of global information systems (GIS) and mobile applications for tree mapping and surveying (for Canopy and Palo Alto Urban Forestry Department), tree pruning and planting, Young Tree Care and Great Oak Count surveying, tree database assistance
- Palo Alto Adult Soccer League (PAASL) Board member for the past 15 years, including two 3-year terms as PAASL President
- Soccer Referee: NHHS (high school), AYSO, Palo Alto Soccer Club (PASC), Stanford Soccer Club, PSV Union Soccer Club
- Gunn High School: Safe Routes to School and other assorted volunteer roles

Previous Community Volunteer Roles:

- Fairmeadow Elementary PTA Board Member - Site Council Representative
- Various volunteer roles at Fairmeadow Elementary, JLS Middle, and Gunn High Schools
- South Waverley Street Speed Humps Co-organizer
- AYSO Soccer Coach
- PASC Team Manager
- YMCA Youth Basketball Coach

Current Recreation Activities: hiking, soccer, biking, tree care & identification, gardening

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

- Palo Alto has been my home for the past twenty years and my wife and I have raised our two daughters here. My family has been fortunate to appreciate and enjoy the many wonderful resources and services that our community offers and we have a track record of contributing within our community.
 - My personal interests are well encapsulated within the "umbrella" of Parks and Recreation. These passions include soccer, hiking, trees and plants, biking, and general environmentalism and sustainability.
 - Over the past two calendar years as a Parks and Recreation Commissioner, I've worked on a broad range of issues aligned with the Parks & Rec Master Plan. Just a few include Foothills Park (opening the 7.7 acres, Buckeye Creek Hydrology Study), Park and Facility Rules (pickleball support, temporary lighting at Cubberley, corporate facility use guidelines), Community Gardens (reviewing current rules, seeking to add a new garden), Highway 101 Pedestrian/Bicycle Overpass review, 2017 CIP Budget review, turf management study, and many more.
 - I have thoroughly enjoyed my experience, but I feel that my work has only just begun! I would be privileged and honored to have the opportunity to continue to serve our community and contribute to the implementation of our Parks, Trails, Natural Open Space, and Recreation Master Plan.
-

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

Pickleball is an increasingly popular local recreation activity. This sport is very social and inclusive, and pickleball allows for 4-8 times more players to use the same space as tennis. The official current City policy only permits for tennis to be played on a tennis court.

The PRC recently supported an action recommending that the Field & Tennis Court Use Policy be amended to officially permit pickleball on selected tennis courts at Mitchell Court. Pickleball is already prevalent at this location and has been supported by CSD staff. Additionally, specific pickleball priority hours are called out.

While I have no vested interest in pickleball, I feel this is an important public issue to resolve. I want to ensure that the community is served optimally as we sort out how to support this new recreational endeavor. As a member of the Park and Facility Use Policy Ad Hoc, I have worked with staff on crafting a policy and process which balances the needs of our both our new pickleball and longstanding tennis communities.

Our work is not complete as we aim for dedicated pickleball courts to best serve our community. Staff has been very thoughtful in their approach, but this is a difficult balancing act. I am intimately familiar with the Field & Court Use Policy and I have used this experience to look for parallels with other recreation sports and our policies. I look forward to continuing development of a quality solution.

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

- Identify and nurture funding sources for Master Plan projects. We have a comprehensive aspirational document to guide our overall effort, but we need to identify financial resources to make these plans a reality. Prioritizing low cost projects is one viable way to make progress.
- The Foothills Park Buckeye Creek Hydrology Study has recommended a rare opportunity to restore riparian environment while addressing erosion and sedimentation issues. Funding is a challenge but this is a unique restoration and educational project for our city.
- Increase dedicated parklands within our community to meet our Master Plan goals. Gaps have already been identified. Identifying and acquiring new parklands is complicated, but must be pursued. Creative funding is required. We should also assure the continued enjoyment of undedicated park resources by formally dedicating them.
- Add one or more community gardens in Mid-Town / South Palo Alto. This region is currently underserved and this is a community amenity which is often mentioned and requested by residents. We are now close to announcing a new garden. Moving forward, we'll work to identify potential sites for purchase or lease and get creative with funding sources as needed.
- Improve grass playing field quality throughout our community. Completing a budgeted comprehensive turf management study is the first step. Identifying funding is a challenge.
- Environmental stewardship and sustainable best practices for our open spaces and parks. We must protect the cherished natural jewels of our city as outlined in the Master Plan.

4. Parks and Recreation 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:

Community Services and Facilities Element [LINK](#)

Natural Environment Element [LINK](#)

Baylands Master Plan [LINK](#)

Park Dedication Ordinance (Municipal Code) [LINK](#)

Bicycle - Pedestrian Transportation Plan [LINK](#)

Youth Master Plan [LINK](#)

Cubberley Community Advisory Committee Report[LINK](#)

- As a current PRC member, I am very familiar with the Palo Alto Parks, Trails, Natural Open Space, and Recreation Master Plan.
- As a current member of the PRC Park & Facility Use Policy, Park Rules & Muni Code, and CIP Ad Hoc committees, I am very familiar with various policies associated with Community Services and Facilities, particularly the Field & Racquet Court Use Policy.
- I am also familiar with or have reviewed portions of all other referenced documents.

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Address:

Cell Phone:

Home / Office Phone:

E-mail:

DocuSigned by:
Jeff Greenfield

80E14EB7F1104FF...

Signature: _____ Date: 10/12/2018

Personal Information – Note: *The PARC regularly meets the fourth Tuesday of the month at 7:00 p.m.*

Name: Caleb Weinstein

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

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

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

X

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:

In 1996 I earned a Bachelor of Arts Degree from Columbia College in New York in Urban Studies. I studied multiple aspects of Urban living across Architecture, History, Anthropology, Economics and Sociology. My study was supplemented with practical experience working at the New York City Department of Parks and Recreation on Capital Project, Concession Projects and licensing and directly for the Parks Commissio

Employment

Present or Last Employer: 21st Century Fox

Occupation: Media executive

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

I spent the last 9 years living in London, working across Europe, Middle East and Africa and have recently relocated to Palo Alto. My community experience was limited to my daughter's school.

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

I am a passionate believer in the beneficial aspects of architecture, city design and urban architecture, and in particular the impact green space and parks has on urban living.

While my direct work experience has focused on media I have spent 15 out of the last 20 years working extensively outside the United States across multiple cultures, which has taught me to appreciate all views which are presented in the variety of work styles.

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](#)

na

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

I would like to pursue which creates positive and enriching ways residents can engage and appreciate the parks spaces and programs the city of Palo Alto offers.

- 4. Parks and Recreation 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:

Community Services and Facilities Element [LINK](#)

Natural Environment Element [LINK](#)

Baylands Master Plan [LINK](#)

Park Dedication Ordinance (Municipal Code) [LINK](#)

Bicycle - Pedestrian Transportation Plan [LINK](#)

Youth Master Plan [LINK](#)

Cubberley Community Advisory Committee Report [LINK](#)

na

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.

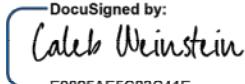
Address: _____

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:

Signature: _____ Date: 2/1/2017
E9895AE5C83C41E...

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Kelsey Banes
Addr [REDACTED]
Cell Ph [REDACTED]
 Home / Office Phone: [REDACTED]
E- [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 or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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

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

How did you learn about 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:

Licensed by the state of California as psychologist (PSY30184)
Psychology postdoctoral fellow, substance use/homelessness (2016-2017), Palo Alto VA Healthcare System
Ph.D. in clinical psychology (2016), Virginia Polytechnic Institute and State University
Predoctoral psychology intern (2015-2016), Missouri Health Sciences Consortium
M.S. in psychology (2011), Virginia Polytechnic Institute and State University
B.S. in psychology, applied social concentration (2009), California Polytechnic State University, San Luis Obispo

EmploymentPresent or Last Employer: VA Palo Alto Healthcare SystemOccupation: Psychologist, substance use disorder specialist**Describe your involvement in community activities, volunteering or with civic organizations:**

Throughout my education and early career as a psychologist, I've volunteered to provide mentorship and support to students, trainees, and the general community. While at Cal Poly, I provided peer support in the application process for changing majors to psychology (a stressful process at Cal Poly, as major changes are often denied within impacted majors). In graduate school, I served a peer-mentor to 1st-year graduate students and enjoyed informal mentorship relationships with undergraduate students whom I taught and/or supervised in research. I also volunteered to co-lead a support group for community members in Blacksburg, Virginia from anxiety and/or OCD.

I also have a history of volunteering in the planning and/or production of conferences within my communities, including the International Summit on Transdisciplinary Approaches to Violence Prevention (Blacksburg, VA), Homelessness and Mental Health Summit (Columbia, MO), and a continuing education conference on the implications of California's cannabis policy changes on healthcare practice (Palo Alto).

I credit Palo Alto with much of my civic engagement, as neighbors invited me to my first city council meeting which inspired by subsequent engagement in local planning issues. I've since enjoyed exploring Palo Alto's diverse neighborhoods and learning more about the challenges specific to each part of our community. I've also appreciated participating in the community planning processes for the Housing Work Plan and Cubberly Community Center.

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 hope that my presence on the Commission would serve to maintain and enhance quality of life in Palo Alto, as I am professionally and personally committed to many of Palo Alto's comprehensive plan goals, including increasing the supply of diverse housing options, reducing dependence on cars, protecting our natural environment, and fostering community. In my current professional role as a substance use disorder specialist within the Palo Alto VA Health Care System, I provide supportive services to veterans in VA Supportive Housing. I am experienced in providing evidence-based treatment to homeless and formerly homeless populations within outpatient, residential, and community-based settings. These experiences would enable me to provide staff and City Council with useful feedback on effectively addressing the needs of these diverse populations and in continuing to make strides toward greater inclusivity, as I would be able to provide a voice for vulnerable members of our community who may otherwise be marginalized.

More broadly, I believe that my skills as a psychologist could aide in improving the process of the Planning and Transportation Commission meetings. I am trained in listening, effective communication, and have extensive experience working collaboratively with people whose world views are incongruous with mine. I am well-practiced in being respectful, kind, and empathic, even when I may disagree with someone's views.

As a result of my training in clinical science, I am passionate about evidence-based decision making and skilled in critically evaluating the strengths and weaknesses of behavioral research. My research background has generally centered on habit change, so I would hope to provide useful evidence-based insights into human decision making, such as promoting health behaviors like daily walking/biking.

Finally, I am a millennial, a female, a public-sector employee, and a renter: I believe representation of all these demographics is important in order to guide policy decisions which will serve the needs of all Palo Altans.

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 interest to me which came before the Planning and Transportation Commission was the Housing Work Plan. I was involved in some of the community discussion of the Housing Work Plan and benefited from discussions with staff regarding limitations on housing production including parking minimums, FAR, density maximums, and height limits. Subsequently, I attended several of the Planning and Transportation Commission meetings during which an ordinance to take action on the plan was debated. I was encouraged that the plan included many changes which will move Palo Alto towards meeting our housing production goals. Specifically, I appreciate that the plan includes changes to streamline the legislative process to apply the application of the affordable housing overlay. Additionally, increasing FAR limits and reducing parking minimums near transit is consistent with the Comprehensive Plan's vision (which I support) of increasing access to transit-rich housing options.

-
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?

First, I would hope to see the Planning and Transportation improve meeting process in order to avoid polarization, reach consensus more efficiently, and improve quality of recommendations to council. I would seek to work toward this goal by modeling effective communication skills, as honed from my psychology training (e.g., active listening), and encouraging others on the commission to utilize the same tools to understand others and express themselves more effectively.

Two of Palo Alto's biggest challenges are traffic and parking demand; as such, I believe a goal of reducing car trips would support a livable, safe, and sustainable Palo Alto. I believe this goal can be facilitated by implementing programs as outlined in the Bicycle and Pedestrian Transportation Plan in order to make biking and walking safer and more enjoyable. Additionally, I hope Palo Alto will explore policy changes, including behavioral "nudges," to influence transportation decisions away from driving.

Transportation challenges would be further supported by increasing the supply of housing within transit-rich areas, such as California Avenue and Downtown. Progress toward this goal would additionally make Palo Alto more inclusive and equitable, as it would enable low-income people, seniors, and disabled people to remain in the community and access services in a safe and time-efficient manner. Furthermore, enabling more people to lead car-free lifestyles will benefit all Palo Altans by reducing demand for parking and reducing cars on the roads. I would anticipate that the goal to increase housing near transit will be, at least partially, facilitated by recent policy changes including the affordable housing overlay, as well as pending policy changes based on the Housing Work Plan. To supplement policies to enable increased production of inclusionary market-rate housing, I believe the city should seek opportunities to utilize public land to create more subsidized housing units.

In addition to the goal of increased housing production near transit, I would like to see the Commission explore policies to stave off displacement and loss of existing supply of multifamily housing. A useful metric in the future may be to measure a net gain in housing units produced relative to housing units lost in redevelopment. I would suggest accomplishing the goal of reducing housing unit loss by implementing barriers to "downzoning" such as requiring public hearing for demolition of multifamily housing. I would additionally recommend minimizing the harm to displaced renters by implementing relocation assistance 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.**

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 noted above, I hope to support to the broad goals of the Comprehensive Plan, with which I am familiar. I have additionally looked up specific items in the zoning code and familiarized myself with the South of Forest Area plans, as I reside within this zone. I have also reviewed the bicycle and pedestrian plan, which is of interest to me as an avid pedestrian and "interested but concerned" bicyclist.

I have begun reviewing the other documents and, if selected for the Commission, I will carefully review and utilize these thoughtfully-prepared documents to inform my questions and feedback to staff and Council.

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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: 795 Willow Rd. (180D), Menlo Park, CA

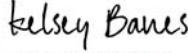
Cell Phone: (540) 315-1327

 Home / Office Phone:

E-mail: kelseybanes@gmail.com

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

DocuSigned by:



Signature: BDF6EEBCA3D2417...

Date: 10/17/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Dena Mossar

Address: 1024 Emerson St., Palo Alto CA 94301

Cell Phone: 650-575-0990

Home / Office Phone: _____

E-mail:

Are you a Palo Alto Resident? Yes No

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

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

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

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

1) engage in business with the City;

2) provide products or services for City projects; or

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

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

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

Community Group

Email from City Clerk

Palo Alto Weekly

Daily Post

City Website

Flyer

Other: _____

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

- B.A, Wayne State University, Sociology
- Graduate Work, State University of New York, Sociology
- Transportation Coordinator and Neighborhood Liaison, Palo Alto Medical Foundation, 1993-1997
- Co-Chair, Research Park Transportation Task Force, 1993-1997
- Founder, Palo Alto Try Transit Campaign, 1996
- Founder, Special Event Shuttle Program, 1996
- Member, Education and Outreach Committee, Housing Action Coalition, 1996 -1998

18 OCT 15 PM 1:12
CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Employment

Present or Last Employer: City of Palo Alto

Occupation: City Council member

Describe your involvement in community activities, volunteering or with civic organizations:
I have been active in the community since the 1980's. I was an advocate for land use and water quality policy. I was a founding member of my neighborhood association. I received the Clean Air Champion Award in 1997. I served on the City Council from 1998 - 2007; was Mayor in 2003. I served on multiple regional boards, including the Bay Area Air Quality Management District, Bay Conservation and Development Commission, Valley Transportation Authority and the San Francisquito Creek Joint Powers Authority. Recently I have served the City as a member of the Library Bond Oversight Committee and the current Stormwater Management Oversight Committee. I was also a member and Vice President of the Community Working Group from 2000 - 2015.

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 always been interested in governance and the complex problems facing communities as they both look back and look into the future. I am interested in how communities grapple with change while preserving their core values and the processes used to make decisions. The Planning Commission plays an important role in exploring issues and advising the City Council to help craft good public policy.

I am interested in land-use and transportation issues because they set the parameters for the community's future.

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 was interested in the Commission's review of draft recommendations for the Palo Alto Municipal Code Title 9 (Trees and Vegetation) because, as a City Council member, I participated in the creation of the tree protection ordinance. This updated section of the Municipal Code, properly enforced, achieves multiple community goals: preservation of community character; climate change and carbon capture; protection of native species and our rich native ecology; prevention of wildland fires; and encouragement for water-efficient landscaping.

I have also followed the discussion of accessory dwelling units (ADU's and JADU's). The extensive effort required to implement a workable ordinance that complies with our community vision has been warranted. ADU's should, over time, provide much-needed new housing in Palo Alto. I am interested in the extent to which these dwellings will, in fact, provide housing for those in our community whose income is insufficient for market-rate housing. The trade-offs are extensive, from parking, set-backs and rear-yard basements, to mechanisms to encourage new construction and conversion of existing non-compliant structures. Insuring that this State-mandated ordinance achieves its intended result is, I think, the crux of the problem.

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 Planning and Transportation Commission plays a key role in providing valuable information to the City Council. The Commission hears from the public and reviews recommendations from city staff for compatibility with community interests, planning documents, legal requirements and to ensure that appropriate attention has been paid to existing and future needs of the community.

As an advisory body, the Commission needs to be involved in the details, but hearings should acknowledge both public and staff input and focus on providing informed guidance to the Council.

In the course of its work, the Commission should be mindful and respectful of the time and effort members of the public have invested in topics of concern. Staff recommendations must also be respected as professional input, requiring serious attention.

The Commission, to be able to provide this respectful service, must focus on the task at hand, and limit repetitive, disrespectful or irrelevant conversation. The Commission is comprised of seven members with differing viewpoints, whose job requires working together to craft a recommendation. The Commission must work to build a team of members dedicated to their work and interested in public and staff input.

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](#)

I worked extensively with these documents when I was on the City Council. I participated in the community task force to develop the previous Comprehensive Plan. I recognize that there have been changes in the last decade and I look forward to exploring them anew. They are the backbone of our decision-making process.

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OR

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Address:

Cell Phone:

Home / Office Phone:

E-mail:

Signature:



Date: 10/14/2018

Personal Information – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: L. David Baron

Addr [REDACTED]

Cell Ph [REDACTED]

Home / Office Phone: use cell #

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

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

How did you learn about this vacancy?

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:

- experience reviewing complex, interconnected technical documents in the W3C's CSS Working Group (2000-present) and as an elected member of the W3C Technical Architecture Group (2015-present). I believe my experience in knowing how to review, learn about, and understand such documents applies well to reviewing and understanding things like zoning codes, plans, state laws, and other materials relevant to the PTC Planning and Transportation Commission Application

Employment

Present or Last Employer: Mozilla

Occupation: Distinguished Software Engineer

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

In a less traditional definition (thinking of a more global community), I have a long history of contributing to open source software and other online communities (such as OpenStreetMap and Wikipedia), since I was in high school. In college I got involved in the Mozilla project and in the development of technical standards for the World Wide Web, which led to my current employment at Mozilla.

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 believe planning and transportation issues are among the most important issues for local governments to handle well, for the long-term health of the world, the country, and the region. I approach them first as an environmentalist, because of the greenhouse gas emissions from transportation and also from climate control.

Transportation choices people make are heavily influenced by land use.

Planning and transportation are also important for our economy.

Gathering large groups of people together in metropolitan areas contributes to the spread of ideas and the vibrancy of our economy, yet today people are strongly discouraged from doing so due to the very high costs of housing in our economically-strongest regions, such as the bay area. Many people, and the nation's economy as a whole, would benefit from being more productive if they were able to live in the bay area and our other vibrant large metropolitan areas.

When I travel to other parts of the world (which I do quite a bit for business), part of what I pay attention to is how land use and transportation in other parts of the world are different from ours.

My experience reviewing interconnected technical documents is likely relevant to work of the PTC. As I've been following a number of the housing issues before the Council and the PTC recently, this has enabled me to understand implications of the Planning and Transportation Commission Application

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](#)

One of the issues repeatedly before the PTC this year has been the 2018 Housing Work Plan Ordinance. This is of interest to me because I believe the Bay Area needs substantially more housing, and I believe that for environmental reasons this housing should be primarily infill housing that makes already-developed parts of the Bay Area denser, and I'd like to see that infill fairly distributed across the Bay Area cities with good access to transit. The 2018 Housing Work Plan Ordinance has the goal of allowing slightly denser residential development in multifamily residential zones, and in allowing denser residential development in many mixed-use commercial zones to encourage the development of more housing in dense areas such as downtown and to shift the incentives for development in those areas away from office and towards housing. This is of interest to me because I believe it's the type of change that cities across the Bay Area need to make, and since I believe that more changes of its type are still needed, I'd like to help Palo Alto make them in a way that is appropriate for the city and its current and future residents.

-
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'd like to see the PTC help move Palo Alto towards allowing more housing development, particularly by allowing more dense development near downtown and California Avenue. I hope that the PTC can be involved in future evolution of Palo Alto's zoning code (like the evolution that has happened this year) that would allow this.

I'd also like to see evolution of the process towards being clearer. The rules should be as clear as possible, within the limits of what the community can be comfortable with. Clearer rules save everybody time and money, give everybody a clearer set of expectations, and allow new housing to be created more smoothly. We've seen this happen this year with the evolution of the ADU ordinance. I suspect the same approach, and the general application of this principle across other discussions, could ease other types of development.

On the topic of transportation, I'd like to see the PTC do what it can to help encourage all non-driving modes of transportation. This is good for the environment and helps to reduce the congestion that is a problem in many parts of the city. One way to do this is making roads safer and more comfortable for pedestrians, bicycles, scooters, and any other new modes of transportation. Another is to move towards having car users pay for the costs of what they're consuming (such as moving towards paying for the underlying cost of parking).

That said, all of these goals feel like ambitious statements, given the role of the PTC is to make recommendations to the City Council Application

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](#)

I've read parts of the Zoning Code and the Comprehensive Plan as part of understanding proposed ordinance changes and development proposals coming before PTC and the Council recently.

I've also read parts of the South of Forest Area plans as part of understanding the development of my neighborhood, and also referred to them a little bit more as part of understanding the zoning of the area. (My apartment from 2003-2012 was within the SOFA I plan area though in a building much older than the plan; my current (since late 2017) apartment is just outside of the plan area.)

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Address: ---

Cell Phone: ---

Home / Office Phone: ---

E-mail: dbaron@dbaron.org

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

DocuSigned by:



Signature: [915574C881254C8...](#) Date: 10/17/2018

(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).



L. David Baron

- [REDACTED]
- [REDACTED]
- [REDACTED]
- <https://dbaron.org/>

Education

- Conestoga High School, Berwyn, PA, USA, June 1998
- A.B. (Honors) in Computer Science, Harvard College, Cambridge, MA, USA, March 2003
 - also significant course work in Physics and in Economics (Harvard does not have minors)

Employment History

Mozilla, November 2003-present

- One of the first ten employees at Mozilla
- Promoted to Principal Software Engineer in 2012, to Distinguished Software Engineer in 2017
- significant contributions to direction of software engineering and standards policy and Mozilla
- significant software development, including:
 - redesigned incremental layout mechanisms, intrinsic width calculation, and table width calculation to fix numerous bugs and improve performance and maintainability (2005-2006)
 - Invented "reftest" regression test format and wrote initial test harness (2006).
 - wrote various tools for measuring and debugging memory leaks
 - redesigned data structures used to store CSS style sheets to reduce memory consumption and code size and simplify maintainance of code (2003)
 - Developed tools for analyzing crash reports to determine important external causes (2009)
 - Designed and implemented method for preventing history information from leaking through CSS :visited styles (2010)
 - Implemented direction-dependent CSS box properties (2004), CSS display:inline-block and display:inline-table (2007), media queries (2008), multiple background layers (2009), CSS transitions (2009), CSS calc() (2010), CSS animations (2011), and implemented or assisted with implementing other new features
- significant contributions to web standards, including:
 - participation in W3C CSS Working Group (2000-present), including as editor of 5 specifications: CSS Animations, CSS Color Module, CSS Conditional Rules Module, CSS Overflow Module, CSS Transitions
 - Mozilla's representative to the W3C Advisory Committee (2004-present)
 - elected member of W3C Technical Architecture Group (2015-present)
 - member of WHATWG Steering Group (2017-present)
- Negotiated technical aspects of hosting Firefox start page on Google servers (2004)

America Online, Netscape Client Product Development

- Senior Software Engineer, September-December 2001 (semester off college), April-September 2003
- Internships in summers from 1999 through 2002

Personal Information – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Rebecca Eisenberg

Address: 2345 Waverley St.

Cell Phone: 415-235-8078

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

Excluding your principal residence, do you or your spouse 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:

- Degree in Decision Sciences/Psychology from Stanford (phi beta kappa, departmental honors, 1990)
- Active CA Bar License in Good Standing (JD from Harvard Law, 1993)
- Trained Mediator, Counselor, Advisor, Negotiator; other trainings in conflict resolution, compromise, and coalition building.

Employment

Present or Last Employer: Private Client Legal Services

Occupation: Founder & Principal, Attorney

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

Nonprofit Board Memberships:

- Founding member of Craigslist Foundation (nonprofit of Craig Newmark)
- National and local Board Member, Legal Momentum (formerly known as the NOW Legal Defense and Education Fund) 2009-1012
- Advisor, Kiva.org (micro-finance to empower individuals in underdeveloped nations)
- Internal lead, MicroPlace (PayPal/eBay) and PureDigitalTechnology.org (Flip Video nonprofit)

Volunteer/Community Involvement:

- Greene Middle School, Hays Elementary School (PAUSD), Kehillah High School, Palo Alto Partners in Education (PiE)
 - Stanford University: Special Gifts/Fundraising/Development Committee, Reunion Homecomings
 - Harvard Law School Celebration 55,60,65 (Leadership Committee)
 - Palo Alto Little League
 - Congregation Beth Am, Los Altos Hills
 - Friendship Circle
-

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 was raised with the strong value that it is the responsibility of all of us to give back to our community. My father - a retired federal judge - and my mother - a teacher for 50 years - both continue to model this value; my father, by sitting on his local Board of Appeals, and my mother, by serving on several local nonprofit boards. I believe I could serve my community of Palo Alto as a PTC Commissioner.

Additionally, as a primary caretaker of 2 school-aged children (15 and 13) who live in Palo Alto, I offer a first-hand perspective that is essential to the PTC, yet has been missing from its ranks. The recommendations made by the PTC often have their greatest impact on children and parents who bike or drive to and from our schools, push strollers down sidewalks, and/or care for aging family members in our neighborhoods, yet the PTC historically lacks direct representation of any resident who serves as the primary caretaker of their kids.

I can fill that gap, and help represent those of us who see many sides to these issues --not just as business owner vs. resident, but also as parent who seeks safe streets (free of traffic), livable noise levels, and services for seniors, children, and people with limited mobility and budgets. I don't serve any one cause.

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 attended the most recent Planning Commission Meeting, on October 10.

What struck me at that meeting, more than any particular issue, was the lack of action and agreement taken by the Commission. Often it appeared that Commission members spoke past each other. Some interrupted each other. Some did not seem prepared. A couple arrived late or did not attend at all. In no case did the Commissioners appear to be influenced by each other or by those who were presenting to them.

Not surprisingly, few decisions were made.

I believe I would help move the Commission into a more positive, conciliatory, compromising, and productive direction. The Commission's job, as I understand it, is to make recommendations to the City Council so that the Council can take action and enact initiatives and projects to preserve and improve our way of life. When the decision-making Commission is not delivering these recommendations to the Council, our community is deprived of essential projects and services, and our community is harmed.

As an experienced attorney who negotiates agreements for a living, I understand the necessity for cooperation and compromise, and I have ~~skills in coalition-building and decision-making to help get things done. Importantly, also, I am willing to change my mind and to learn.~~

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 promise that if appointed to the Commission, I would do the following:

1. Arrive on time to every meeting.
2. Arrive prepared to every meeting.
3. Listen to the perspectives of presenters and other Commissioners.
4. Treat other Commissioners, department workers and community members with the utmost respect and courtesy.
5. Analyze every issue on a case by case basis, looking closely at the reports given to me and the facts and circumstances presented.
6. Approach every issue to the extent possible without any pre-existing bias or agenda.
7. Ask questions that seek to move the discussion closer to resolution rather than to distract, stall or cause division.
8. Take my responsibility to deliver advice seriously, with the understanding of the importance of moving items forward.

As an introvert, I am an excellent listener. I do not have ego invested in my decisions and am confident to change my mind. I am not driven by any agenda other than the agenda to serve my community of Palo Alto.

- 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 some experience with the documents. To the extent I do not, I am extremely good at reading and understanding legal and policy documents, and asking questions when I do not understand.

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

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"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."

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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:

Rebecca Eisenberg

Signature: -79002BDA03F4466... Date: 10/17/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Bern Beecham +/-

Address: 321 Cowper Street, Palo Alto, CA 94301 +/-

Cell Phone: 650-248-0903 +/-

Home / Office Phone: +/-

E-mail: bern@beecham.org +/-

Are you a Palo Alto Resident? Yes No

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

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

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

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

1) engage in business with the City;

2) provide products or services for City projects; or

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

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

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

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: _____

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

Palo Alto City Councilmember 2000-2007, Mayor 2004

Palo Alto Planning & Transportation Commissioner / Chair, 1990-99

Bay Area Water Supply and Conservation Agency Director / Chair

Northern California Power Agency Commissioner / Chair

Friends Palo Alto Junior Museum & Zoo Boardmember

Palo Alto Art Center Foundation Boardmember

Avenidas Boardmember

Palo Alto Library Foundation Boardmember

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

18 OCT 15 PM 1:12

Employment

Present or Last Employer: City of Palo Alto +

Occupation: City Councilmember +

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

Extensive involvement in civic activities at multiple levels:

- City government council, boards and commissions
- Regional government board and commissions
- Local nonprofit boards

Since 1990, I have continuously participated in a wide range of activities in support of civic improvement within Palo Alto. In addition to organizations mentioned above, I was a board member for the Ronald McDonald at Stanford and was co-president of the successful campaign supporting Measure N which funded the renovation and rebuilding of our libraries, including the new main library in south 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?

I served on the PTC for 10 years, including two years as Chairman. Although I've also served many years on other boards and commissions, I've always believed that the PTC's role and format offers the best opportunity for candid and diverse policy discussions. This format provides the seven commissioners the opportunity to jointly develop thoroughly reasoned recommendations to the Council through public discussion. This format also enables the Commission to more completely discuss public comments as well as to respond to the public, as appropriate, assuring the public that they and their concerns have been heard.

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 a strong interest in the ongoing issue of enabling affordable housing in Palo Alto, as exemplified by the previous year's Council and Commission meetings on Palo Alto Housing's Wilton Avenue project. The continuing strong growth in peninsula property values has priced many existing and prospective residents out of the market. Many of our even moderately well-paid neighbors, employees and family members cannot afford to live within an hour's commute. In addition to this inherent need, state agencies pressure the City to enable more housing than appears plausible. Constraints of high underlying land value, lack of funding and a paucity of large enough sites in suitable locations mean that realistic projects are often many years in the making. I believe I could help in the process of moving forward those projects that may be possible.

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Read the code, and check only ONE option below:

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

OR

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

Address:

Cell Phone:

Home / Office Phone:

E-mail:

Signature:

Bern Beecham

Date:

10/14/12

Personal Information – Note: *The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.*

Name: Brian Hamachek

Address: 152 Melville Avenue

Cell Phone: 650-556-4141

Home / Office Phone: 650-300-2664

E-mail: brian@hamachek.org

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

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

How did you learn about this vacancy?

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: I have been closely following this commission for some time.

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

Computer Science - University of California at Santa Barbara

Employment

Present or Last Employer: Social Foundry

Occupation: Technology Executive

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

Judge for the Palo Alto App Challenge
Volunteer at Hack Palo Alto
Stanford Technology Ventures Program Mentor
Member of Palo Alto Tennis Club
Member of Friends of Palo Alto Libraries
Founder of the Palo Alto Tennis Meet-up
Participant in Bike Palo Alto
Alumni/Advisor of Stanford StartX

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 its members have on protecting and guiding Palo Alto's future. My professional experience as a technology executive has given me many relevant skills, but I think 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 archived video from the Midpen Media Center: [LINK](#)

I feel invested in almost all of the topics that the commission has worked on recently. My interests span from the urban tree canopy, to the non-residential office space cap in the downtown area, to the revitalization of the El Camino Real corridor. My interests in these projects and others stem from my belief that their outcomes will greatly shape the Palo Alto of tomorrow.

-
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 to see the commission continue to preserve the unique character of Palo Alto while implementing necessary and desirable changes in thoughtful ways. I think this can only be accomplished by taking the time to view all aspects of a given project and then balancing the various interests and needs involved, while allowing the preservation of the nature and character of Palo Alto to have an outsized influence.

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 a result of actively following this commission for a number of years, I have references and reviewed each of the various documents above at different times.

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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.

DocuSigned by:

 Brian Hamachek

Signature: A60724805DDC4BA... Date: 10/17/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Thomas Siegel

Address: 345 Lelannd Avenue

Cell Phone: (650) 8622192

Home / Office Phone: (650) 3208527

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

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

How did you learn about 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:

I have MS in Industrial Engineering, and an MBA from Stanford U. I have led Google's Trust&Safety Team for the past 10 years with responsibility for user safety and product policy. In this capacity my team and I are responsible to create the principles, guidelines and rules that govern how all stakeholders use our products. I led a local non-profit based in Menlo Park and worked full time as community organizer in East Palo Planning and Transportation Commission Application

Employment

Present or Last Employer: Google Inc.

Occupation: VP, Trust & Safety

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

Member & Chairman, Board of Directors of ALTO School in Menlo Park (Alto is an integrated pre-K to 12th grade private IB school) from 2013-15

Citizen's Oversight Committee Member, Strong School Bond, Palo Alto Unified School District from 2018 (ongoing)

One East Palo Alto Neighborhood Improvement Initiative, worked full time as a community organizer in East Palo Alto sponsored by Hewlett Foundation and Haas Center Center for Public Service (Stanford) from 08/2001-07/2002

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

Economic prosperity and growth over the past 15 years have been beneficial to the city and Palo Altans in many ways, but also brought big challenges, among them traffic, affordability of living, in particular housing, and availability of valuable services. As a resident of the city for the past 14 years I have experienced the pressures and how the city and residents responded to them hands-on.

I hired hundreds of local employees over the past 10 years and the challenges of affordable living, commuting / traffic and availability of citizen support services, are an omnipresent issues that we think and talk about. As the Chairman of the Board of a private IB school in Menlo Park I was responsible to find a new physical home for 400+ students and staff in under a year, after we lost our local lease unexpectedly. In working with local cities, school boards, private landlords and state regulators I gained a deep appreciation and also experienced disappointments in seeing the challenges shared by non-profit organizations and small businesses to remain viable local entities. And yes, we found a new home for the school :)

I joined the Citizen's Oversight Committee, Strong School Bond, for PAUSD recently to participate more closely in the process of planning and construction of large scale physical infrastructure. I am currently involved in the planning and transportation commission application process for the Palo Alto

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](#)

One of the many topics of interest is the proposed expansion at Castilleja School. Concerns about traffic, big structure buildup in sensitive small scale neighborhoods and adherence to existing use permits are as important as the need for local educational institutions to thrive , esp. one as important as empowerment and education of girls in a time and place where equal opportunity for genders is still a distant goal. I found it very interesting to observe the Commission's process to establish a fair process and adequately balance the competing needs and priorities.

Balance and inclusiveness of ideas, priorities and concerns among the various groups of citizen is important not just for the process, but also for the results and final decisions. Listening to the voices of the community and engaging with them should be consistent, balanced and allow for broad based participation of everyone who is affected.

-
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?

Two of my goals as a member of the commission would be #1 the mitigation of traffic's impact on the quality of life #2 a balanced process to manage the benefits and perils of growth.

#1 While the need of Palo Altans to move around quickly and efficiently, to be welcoming to visitors and make reasonable accommodations to those passing through is unquestioned, we also need to pay more attention to the impact that increased car based traffic has had on the quality of life for those who live here or want to enjoy places such as downtown. We should provide more incentives or implement additional restrictions in areas where pedestrians and cars compete for space such as University and California Avenue. High Line in Manhattan is a great inspiration :)

#2 I don't believe that extreme approach are the way to go to solve the very difficult challenge of balanced growth. Encouraging diverse perspectives, open debate, fact based decision making and listening to community needs are important ingredients, and so is the willingness of decision makers to find balance and compromise between the various well founded needs. Also, as someone who led Google's product policy team for many years, I would like to continue efforts to establish clear guidelines, principles and rules, reducing the need for exceptions over time.

Planning and Transportation Commission Application

3 of 5

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](#)

n/a

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OR

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Address: _____

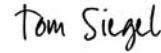
Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

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

DocuSigned by:



Signature: 027108840FDD4B5...

Date: 10/17/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Michelle Kraus

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Address: PO Box 116, Palo Alto CA 94301

18 OCT 17 AM 9:30

Cell Phone: 650-218-5540

Home / Office Phone:

E-mail: michellekraus@yahoo.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 or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1) engage in business with the City;

2) provide products or services for City projects; or

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

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

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

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: Present and Past Commissioners

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

Michelle is regularly called upon in her work to provide regulatory insight into policy issues, develop strategy, provide expert opinions and crisis management.

Areas of expertise:

* Land use to support housing, right of way and advanced transportation.

* Municipal, state, regional and federal regulations.

One of her areas of expertise is in the intersection of technology, innovation and policy.

Doctorate from Carnegie-Mellon University

Employment

Present or Last Employer: Tech & Politics, Hyperloop TT, Carbon Tracing
Occupation: Tech & Policy Advisory Services, Crisis Management

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

Member and Lead, Forty Four Percent -- citizens action group concerning Palo Alto housing, zoning and the President Hotel Apartments

Board Member, SheHeroes, a 501C.3 dedicated to engaging young girls with diverse careers and professional role models. (STEM)

Advisor, UBME, Hyperlocal community based platform for local businesses (digital Chamber of Commerce)

Member, President Obama's National Finance Council (4 years)

Member, DNC, Finance Council (16 years)

Member, Hillary Clinton's Finance Circle (2 years)

National Finance Co-Chair, John Kerry for President (3 years)

Member, National Advisory Council on STEM Education at the request of Silicon Valley's former Congressman Mike Honda

Founding Member, Menlo Park's Green Ribbon Task Force (2006)

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

Over the last years as I worked in advanced transportation and land use, and more recently with the citizen's action on municipal zoning and city ordinances - I have learned a great deal about the municipal and state regulations concerning housing, business, office space, right of ways, and transportation. I'd like to put this to good use with the City that I have lived, worked and prospered in.

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](#).

Downtown Commercial Caps. It was fascinating to hear the analysis of existing municipal code and moreover to understand the framework that the City has developed. Balancing commercial caps together with housing is complex as the City grows and the population changes. I got quite an education in historical municipal code for Palo Alto.

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'd like to focus on the balance between commercial caps and the growing need for housing complete with all of the policy issues. To accomplish, I'd like to become the 'go-to-expert' on land use and the associated costs, as well as, looking forward to the potential for advanced transportation solutions to alleviate traffic and parking issues.

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](#)

In particular, I have read the zoning codes and many of the area wide plans. I am familiar with the Comprehensive Plan and many aspects of the CA Environmental Quality Act from all of my years in environmental work.

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

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

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

Read the code, and check only ONE option below:

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

OR

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

Address:

Cell Phone:

Home / Office Phone:

E-mail:

Signature:



Date: 10/15/2018

Personal Information – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Giselle Roohparvar

Addr [REDACTED]

Cell Ph [REDACTED]

Home / Office Phone: [REDACTED]

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

1) engage in business with the City,

2) provide products or services for City projects, or

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

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

How did you learn about this vacancy?

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:

*Partner at law firm specialized in real estate & land use law with 10 yrs experience in the field. Advise cities & counties across CA on land use issues, and represent constituents & developers for/against projects before public agencies. *Georgetown University Law Center: J.D., emph. in real estate & historic preservation. *UC Davis Ext: Coursework toward Land Use & Environmental Planning Certificate

Planning and Transportation Commission Application

Employment

Present or Last Employer: Miller Starr Regalia

Occupation: Land Use & Real Estate Attorney

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

- * Member of Executive Committee for California State Bar, Real Property Section (state governing body for attorneys): Organized Continuing Legal Education courses, conferences, symposiums and social events for California real property attorneys. Serving 3-year term.
- * California Land Use & Policy Reporter: Authored and submitted monthly articles on recent land use cases for a 1-year commitment.
- * Georgetown University Alumni Association, Admissions Program: Interviewed undergraduate candidates for admission into university. Served as interviewer for past 4 years.
- * Georgetown University Law Center, Office of Career Services: Located internships, jobs and mentoring opportunities in California for Georgetown law students and alumni.
- * HomeAid Northern California (non-profit provider of housing for homeless): Participated in HomeAid fundraising drives and HomeAid Care Days as part of firm initiative.
- * San Francisco Chamber of Commerce: active member for past 3 years.
- * Urban Land Institute: active member for past 3 years.
- * Lectured and presented on real estate and land use topics in various forums as part of continuing legal education offering.

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

The type of work the Planning and Transportation Commission engages in is akin to the work I do in my professional career as a real estate and land use attorney. As part of my legal practice, I review and evaluate applications to public agencies, codes, charters, plans, environmental reports, maps, among other governmental and technical documents, on a daily basis. Therefore I would bring existing familiarity and experience with the pertinent underlying documents and processes of public agencies to the commission. Further, having represented and advised both constituents and public agencies, I am sensitive to the various perspectives that exist when evaluating a project, and will consider them equally. As a Palo Alto resident and homeowner, I want to join the Commission so that I can put my professional skills to use in helping our community and be involved in shaping its future. I want to help grow and enhance our community while also being thoughtful and deliberate in how that happens, so that such growth makes sense for all stakeholders. I am specifically interested in the Planning and Transportation Commission because it involves evaluating the short and long-term interests of Palo Alto and its constituents, and striking a harmonious balance between the interests of such constituents and attracting the right developers and projects to our community so we continue to allow for sensible growth.

Planning and Transportation Commission Application

- 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 Castilleja School Project is of particular interest to me as it pits two important but competing interests against each other. On the one hand, education is important to me and the primary reason our family moved to Palo Alto. It is understandable that Castilleja, which last modernized its school 50 years ago, would want to expand and offer greater facilities to its students and increase enrollment to keep up with demand. Yet, on the other hand, it is understandable that the residents in Old Palo Alto would not want to contend with congestion and traffic caused by the project in their residential neighborhood. As a baseline, traffic in Palo Alto generally tends to be aggravating, especially during rush hour.

The project raised tough planning and transportation issues. I appreciated the thought and deliberation that went into analyzing the project, including ensuring expansion occurred in a manner that was harmonious with the surrounding neighborhood, analyzing the possibility of re-routing traffic onto a public thoroughfare, building an underground garage, and coordinating off-site parking and shuttle service. I remain very interested in seeing how the project ultimately unfolds over time.

- 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 to see the Commission improve traffic and parking in Palo Alto. Congestion is especially bad in popular locations and during rush hour. In these instances, people will go to neighboring Mountain View or Redwood City for retail, dining, or even medical purposes in order to avoid traffic and parking in Palo Alto. This directly impacts revenue for our businesses and city. Traffic and parking are tough issues that don't have an easy answer. I would be open to hearing all ideas and suggestions, and thereafter studying them to see which would be best for the City in the long-term and provide the best outcome for the most stakeholders. In order to alleviate some of the vehicular traffic, my suggestion would be to make Palo Alto more bicycle, scooter and pedestrian friendly in order to encourage alternative modes of transportation. One option to evaluate would be to permit companies to distribute bikes or scooters across Palo Alto, which the public can then rent for transportation. This is now typical in cities such as San Francisco and Santa Monica, where bikes and scooters can be picked up and dropped off anywhere. However, any such permits should be limited in scope or number so as not to create a nuisance where bikes and scooters are literally littered all over city streets. Another suggestion, which requires little effort, would be to provide residents more information on existing alternative public transportation options, such as the free Palo Alto shuttle, through mailed flyers or other means of public notification.

- 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 extensive experience analyzing and litigating issues relating to the California Environmental Quality Act. Further, I have assessed documents similar to the above for cities and counties across California. While I do not have experience reviewing and analyzing the documents specific to Palo Alto, I am confident I will be able to quickly and easily familiarize myself with these documents as the need arises.

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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: 351 California St Suite 1110, San Francisco, CA 94104

Cell Phone: 650-733-8728

Home / Office Phone: 415-638-4800

E-mail: GiselleRooh@gmail.com

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

DocuSigned by:



Signature: 24AAE7AF3D7C44E...

Date: 10/14/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: craig yanagisawa

Address: 1085 Middlefield Rd

Cell Phone: 6504850054

Home / Office Phone: 6503271402

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

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

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

How did you learn about this vacancy?

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: phone call from city clerk

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

BSEE

Finished home remodel as owner/general contractor

Employment

Present or Last Employer: Western Digital Corp

Occupation: Engineer (presently retired)

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

Little League; coach, board member.

Babe Ruth; coach, board member.

Boy Scouts; Merit Badge counselor.

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 believe our city needs more input from the neighborhoods where changes are being made. Decisions need to be based on good data. As a former engineer in the private sector, I know that millions of dollars must be spent based on good data and customer satisfaction. My experiences include program management, design/development, and customer support engineering that will help our PTC be more effective.

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](#)

Ross Road Bike Blvd. I don't believe this project has met the expectations of most of the residents that live in that area. More importantly, there is no data nor any effort to get good data on the projects effectiveness.

Also missing are what goals were targeted and how they were met after construction. I am not a Transportation Engineer, but basic engineering principles were not met on this project that I can help improve the commissions purposes.

-
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?

Better customer satisfaction. Improve resident communications. Insist decisions are made on good data. Goals should be stated and results shown are the things I would insist on.

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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Helped represent Palo Alto Little League for the Comprehensive Plan several years ago.

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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.

DocuSigned by:

craig yanagisawa

Signature: D18B882FA818405... Date: 8/28/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Claude Ezran

Address: 770 Seale Avenue, Palo Alto, CA 94303

Cell Phone: 6502485706

Home / Office Phone: 6503242040

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

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

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2) provide products or services for City projects, or

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

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

How did you learn about this vacancy?

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:

- 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](#)

In its recent work, the Commission approved a series of important zoning reforms to encourage developers to build housing instead of offices and also to provide them with incentives to not operate just under the SB35 rules (which are very drastic for local communities, e.g. no parking requirements near transit areas, no ARB review, etc.).

This is a key development if the City Council follows-up positively on many of these recommendations as the City has been lagging in new housing construction, and especially for affordable housing. I am particularly concerned by the fact that many City or School District employees, and other people who serve the Palo Alto community have to commute very long distances to get to work here. This creates a lot of traffic and parking problems and is bad for the environment, and it decreases their quality of life.

-
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 housing, traffic and parking situations. I am particularly interested in:

- Building more affordable housing, especially near transit hubs.
- Providing local housing for teachers by supporting the recent county initiative.
- Making a dent to reduce the 3.0 ratio of jobs/employed-residents in Palo alto, by limiting office growth.
- 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.
- Expanding the Palo Alto Shuttle program, especially to better serve seniors and children going to school. Maybe we could collaborate with Stanford's Marguerite program.
- Making sure that our parking garages are well utilized before we build new ones.

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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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.

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.

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OR

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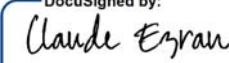
Address: _____

Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

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

DocuSigned by:


Signature: 5A606715ADD04AF... Date: 10/16/2018

(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 – Note: The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.

Name: Elaine Uang

Address: [REDACTED]

Cell Phone: [REDACTED]

Home / Office Phone:

E-mail: [REDACTED]

Are you a Palo Alto Resident? Yes No

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

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

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

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

1) engage in business with the City;

2) provide products or services for City projects; or

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

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

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

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: Friends _____

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

Master of Architecture University of Virginia, 2006

Registered Architect, California, C33990

LEED AP

B.A. Human Biology, Stanford University, 2000

Employment

Present or Last Employer: Van Meter Williams Pollack, LLP

Occupation: Architect

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

Since 2014, I have been active in Palo Alto civics, especially on Housing and Transportation issues. In 2014, I joined the 2015 2023 Housing Element Community Panel. Later that year, I also served on a Stakeholder Group for the Downtown Residential Permit Program. In 2015, as the Comprehensive Plan update began, I first served first on the Comprehensive Plan Leadership Group, to assist the city with outreach. Afterwards, I was also chosen to be a part of the Comprehensive Plan Citizen's Advisory Committee, and worked on the Transportation and Sustainability subcommittees.

In 2014, I also helped start a community group, Palo Alto Forward to support Better Housing and Transportation options. As a co founder and board member of Palo Alto Forward, I have worked with local, regional and int'l professionals, community members and city staff to organize over 30 educational events on topics like Missing Middle Housing, Taming Traffic, Dutch Cycling Embassy, Designing Peninsula Communities, and Lilypad Homes (ADUs) All our events have been open and free to the public, and brought together a wide range of people to discuss ideas, policies and best practices to manage some of our region's most complex and challenging issues.

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

More than 20 years ago, as a Stanford undergraduate, I was awed by the vibrancy and vision of Palo Alto. About 12 years ago, I resettled in Palo Alto because of the revisioned SoFa area - a great mix of housing, businesses and parks. I also loved how the Opportunity Center was built to support our most vulnerable residents.

Serving on the Planning and Transportation Commission is one of the most important ways to serve our amazing city and help craft an inclusive and viable future. Over the last 5 years, I have been increasingly concerned about our city's ability to meet some very pressing challenges: housing affordability, mobility, environmental resilience. As I spoke to more people about our challenges, I felt that my education and professional background could spur positive discussions and surface new ways of thinking about our built environment and the future of our community.

Architecture is the sum of buildings, spaces in between, and community design. It is social justice and environmental work to provide community members with places to live, work, move & thrive. As an architect and placemaker, I am adept at envisioning possibilities, but also understand technical, regulatory and process constraints....I am a pragmatic visionary. My professional experience synthesizing client/economic needs with community concerns and city policies is an important perspective for the Planning & Transportation 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 archived video from the Midpen Media Center: [LINK](#).

Last year's revised ordinance for Accessory Dwelling Units was a topic that I followed very carefully. When I first served on the Housing Element in 2014, ADUs were one of the policy items that won the most consensus among Community Panel members. Later, during the Comp Plan, I heard from many ADU supporters as well.

As an architect, I felt helpless that my neighbors and clients could not construct ADUs on their lots because PA was so strict. But I had organized very well-attended events on ADUs and knew there was support in the community for them. Some needed ADUs to care for adult children with disabilities. Others needed to care for older parents or wanted caretaker units. Some needed income to sustain them through retirement. For many people, ADUs were a solution to very important problems in their lives. However, it was not clear to most people HOW the constraints could be modified.

While there was concern about changing ADU policies, and some fear, as an architect, I had seen what prevented people from building ADUs in Palo Alto. I wrote many letters to and gave public comment on multiple occasions in front of PT&C and City Council. It was gratifying after a 1.5 years and many long evening meetings, when PTC and City Council both approved new ADU policies.

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 to see the Planning and Transportation Commission help expand Palo Alto's sustainable transportation and housing policies. We need to help people find a wider range of housing options so they can live here at all life stages. There are many ways to incentivize different types of housing, especially townhomes/rowhomes and historic models of middle housing. These discussions are currently being held and will continue to be.

We also need to move more people around more easily through low-carbon or carbon free means. First, we can cluster uses (parks, shops, libraries, workplaces and homes) in meaningful ways so people don't need to travel large distances between activities. Next, we can also shift our transportation network to make active or human powered transport safer and more attractive. We can also evaluate financial structures to support reliable, frequent transit (especially micro-transit) options.

While serving as a PT&C Commissioner is purely advisory to City Council, insights from PT&C can be a valuable resource.

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](#)

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

Baylands Master Plan [LINK](#)

The Palo Alto Comprehensive Plan is a document I am quite familiar with, having spent almost 3 years on the process of creating it.

I know sections of the Palo Alto Zoning code fairly well, especially for single and multiple family dwellings.

The SoFa plan, El Camino Master Plan and Baylands Master, I have some familiarity with, having briefly reviewed them as part of the Comp Plan although all of them predate the time when I began to pay attention to local issues.

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

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

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

Read the code, and check only ONE option below:

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

OR

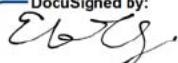
- I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website. I am providing the following alternate information and request that they use the following contact information instead.

Address:

Cell Phone:

Home / Office Phone:

E-mail: elaine_uang@yahoo.com

DocuSigned by:

67EB68598BC94D7...

Signature: _____ Date: 2018/10/16 _____

Personal Information – Note: *The PTC regularly meets the second and last Wednesdays of the month at 6:00 p.m.*

Name: Carolyn "Cari" Bloodworth Templeton

Addr [REDACTED]

Cell Ph [REDACTED]

Home / Office Phone: [REDACTED]

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

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

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

How did you learn about this vacancy?

- | | |
|---|---------------------------------------|
| <input checked="" 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:

- * Stanford University, Master of Liberal Arts (Palo Alto, 2017)
- * Vanderbilt Univ., BS in Classics & Comp. Sci. (1997), magna cum laude
- * 20-year career as a Technical Program Manager; worked in or adjacent to Palo Alto since 2006
- * Homeowner and resident of Palo Alto since 2005
- * Appointed to the North Ventura Coordinated Area Plan Working Group

Employment

Present or Last Employer: Google (retired 2017)

Occupation: Technical Program Manager

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

In the 13+ years since I moved to Palo Alto, I have been actively involved in COMMUNITY ORGANIZATIONS, including Barron Park Association, Peninsula Democratic Coalition, League of Women Voters, WIRE for Women, the Bayshore Progressive Democrats (co-founder & board), the Santa Clara Co. Democratic Party and the California Democratic Party (including caucuses: Progressive (board member), Women's, Veterans, and Rural). I also advocate for diversity in working groups with a focus on women and neurodiversity in tech.

My family volunteers at and participates in local SCHOOLS AND ENRICHMENT PROGRAMS. I am a former student at Preschool Family, a recent graduate of Stanford University, and a graduate of Emerge California. I also volunteer at Ohlone Elementary, PTA, Girl Scouts, Boy Scouts, and after school programs. My family attends numerous extra-curricular enrichment programs in Palo Alto community centers.

I also regularly attend or view City Council, PTC, School Board meetings, and participate in public conversations in neighboring cities and throughout the Bay Area.

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

In my professional career as a Technical Program Manager, I developed skills that will be valuable on the Planning and Transportation Commission. I have over 20 years' experience leading complex, cross-functional, multi-million dollar projects to success, through planning, communicating, getting buy-in, soliciting feedback, and working cross-functionally with designers, engineers, and stakeholders. During my 10+ years at Google, one of the teams I managed developed internal apps for the Google Real Estate and Workplace Services (REWS) team; during this time I gained experience with public and private transit, facilities, and growth planning.

Within the City of Palo Alto, I have raised my two children (10yo girl and 8yo boy), and together my family makes frequent use of the streets, bike paths, and walkways here in Palo Alto, as well as parks, hiking trails, campgrounds, and open spaces throughout the city. In 2016, I drafted a parking and drop-off protocol that improved traffic flow and safety at the First Baptist Church of Palo Alto (FBCPA). I have participated in public discussions about recommendations to and from the Planning and Transportation Commission, including the recent Ross Road and upcoming Charleston-Arastradero Corridor construction projects. I am also a member of the NVCAP Working Group.

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](#)

On September 12, 2018, the PTC heard the recommendations from the Urban Forestry Staff on how to incorporate new state regulations around trees and landscaping into the Palo Alto Municipal Code.

1) TREES ARE IMPORTANT to our City. Dangers associated with lack of maintenance of ill trees and weedy areas have become City-level issues in California in recent years due to risk of wildfires and property damage. I appreciated Staff's recommendation that "No net loss of canopy is one of the most important policy statements of the Urban Forest Master Plan that is also echoed in the City of Palo Alto Comprehensive Plan" (Staff Report #66653). The public comments were helpful in terms of airing expertise that was not included in the Staff Report and in representing the values held by the city's residents.

2) PROCESSES can become dated and inconsistent. The City of Palo Alto Comprehensive Plan does have portions that are out of date, and we benefit from periodic reviews of portions of the plan. Though an external change (in state level ordinances) drove Staff to put the item on the agenda, the PTC Commissioners used this opportunity to review the Plan for improvements, clarifications, and consistency. As a result, the edits that Staff recommended were vetted and improved before heading to the City Council for final approval. If appointed, I will advocate for our values and for process clarity.

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 Planning and Transportation Commission makes recommendations to the City Council on items that affect residents and workers in our community. Over the past few years, however, some of these recommendations have been overturned or debate has extended past PTC to City Council and then into the press due to widespread frustration among the residents. As a result, public trust in the City government has eroded somewhat. I believe that we can do better, and that we can rebuild that trust.

It is important to properly and thoroughly explore matters at the PTC so that when the recommendation comes before the City Council, consensus has been reached and a plan that works for the community is presented. If the Commissioners notice that Staff has not interacted sufficiently with the public, it should be possible to push back and ask for further study to be done. The opportunity cost for the City Council having to re-hash some of these recommendations has been significant, sometimes deferring other higher priority discussions (such as railroad planning) because public comments at Council were so extensive and intense.

If appointed, I will lend my voice toward sending high quality, well-vetted recommendations to the City Council.

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

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 limited experience using and applying these documents to date, though I have read portions of the Palo Alto Comprehensive Plan and the City Charter. I am working my way through the list, and will have reviewed all of them to varying degrees over the next 6 weeks.

[Note: Some of the above links do not work.]

Due to space constraints above, using this space for comments:

I checked yes about potentially being affected by the decisions of the PTC because my husband works for and holds stock in a company currently headquartered within the North Ventura Coordinated Area Plan boundaries.

You can find my work resume and some volunteer work on Linked In:
<https://www.linkedin.com/in/cari-templeton-420576/>

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OR

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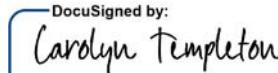
Address: _____

Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

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

DocuSigned by:

Signature: 81B67A6B2BC6470... Date: 10/17/2018

(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).

Architectural Review Board Application

Personal Information

Name: Alexander Lew

CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE

Address: [REDACTED]

18 OCT 17 PM 4:08

Cell Phone: [REDACTED]

Home / Office Phone: [REDACTED]

E-mail: [REDACTED]

Are you a Palo Alto Resident? Yes No

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

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

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

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

1) engage in business with the City;

2) provide products or services for City projects; or

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

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

How did you Learn about the vacancy on the Architectural Review Board?

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:

Columbia University, Master of Architecture

Washington University, Bachelor of Arts, major in architecture

Solomon ETC Architecture & Urban Design, Associate

Carrasco & Associates, designer

Stanford University Architect & Planning Office, drafter

California candidate for license (passed all national architectural exams)

Employment

Present or Last Employer: Self employed

Occupation: Designer

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

Architectural Review Board from 2008-2018. Served as chair in 2010 & 2017 and vice chair in 2009 & 2016.

Western Wheelers, a Palo Alto cycling club. Past board member, coordinator, and ride leader. I lead rides to places with architectural and social history.

Bike Palo Alto volunteer.

Grassroots Ecology (Acterra) volunteer.

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

Great buildings are sometimes created in a moment of time by a genius designer, but cities require a series of contributions by many people over decades. The transformative effect of good design is a lifelong pursuit of mine. The ARB plays its role in recognizing innovation, maintaining quality, and requiring compatibility. I strive to learn the diverse disciplines of land planning, building design, landscape design, and environmental stewardship through work and other activities.

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

The lack of housing projects in recent years is an issue. The recent workforce housing project at 2755 Page Mill barely got a 3-2 recommendation for approval. The ARB subsequently discussed the project with respect to the South El Camino Design Guidelines. Discretionary review is important, but California SB 35, SB 540, and AB 73 will allow ministerial approval of certain housing projects. The ARB should review the adequacy of the current code where ministerial review is allowed.

3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?

1) The new Comprehensive Plans calls for implementing or modifying the development standards for the ratio of office and residential in mixed use buildings, for land use transitions between residential and other areas, for pedestrian friendly design in mixed use buildings, and for bird friendly glazing. The ARB typically comments on zoning changes proposed by the staff and PTC. 2) The ARB should monitor the number of times a project is reviewed. The Planning Manager does keep track, but the ARB has only been intermittently reviewing project approval time lines. The number of meetings per project has been increasing a bit.

4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, staff may request that you bring hard copy print outs to the interviews.

University Avenue (1895 view attached). I selected this street because it took 100 years to develop as we know it. The original plat and buildings were not remarkable. Commercial uses were expanded into residential areas in the 1920s. Parking lots were added in the 1950s. Street trees, underground utilities, and brick bulb-outs were added in 1976. The good: 70' street width, 225' blocks, build-to line, 15'-75' wide storefronts, pedestrian friendly facades, 45' London Plane spacing, regulated signage, and subdued lighting. The bad: haphazard alleys, fragmented parking lots, and little oak tree protection. The 12' sidewalks could be wider.

5. Architectural Review Board 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](#)

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](#)

California Environmental Quality Act [LINK](#)

Permit Streamline Act [LINK](#)

Density Bonus Law [LINK](#)

Secretary of the Interior's Standards [LINK](#)

While on the ARB, I have read these documents as well as the Baylands Design Guidelines, Rail Corridor Study, and the Sign Code.

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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: 250 Hamilton Avenue, Palo Alto, CA 94301

Cell Phone:

Home / Office Phone:

E-mail: alexanderlew@att.net

Signature: 

Date: 10/17/2018

1895
PALO ALTO



- | | | | | |
|------------------------------------|---|--|---|---|
| 1. Freight depot | 10. Live Oak Stables | 17. Blacksmith & wagons | 22. Water tank for dirt roads | 25. First Presbyterian Church |
| 2. Palo Alto Feed, Fuel, & Express | 11. Peter's Candy | 18. Bookstore | 23. Sherman's Furniture | 26. Old school |
| 3. Palo Alto & University Stables | 12. Court | 19. Ledyard Building:
The Fair grocery
Doctor's offices (2nd fl) | 24. House on one acre
with lawn tennis court
(now Cogswell Plaza) | 27. Mixed use (now on Florence St) |
| 4. Hanson Lumber | 13. Thoit's Shoes | 20. Sigma Alpha Epsilon | 28. YMCA Reading Room
Nortree Hall (2nd fl) | 29. Decker oak & house (still standing) |
| 5. Southern Pacific train station | 14. Parkinson Lumber | 21. Billiards | 30. All Saints Episcopal Church | |
| 6. Bank of Palo Alto | 15. Photography Gallery | | | |
| 7. Oak Billiards | 16. Otter House:
Stoves
Boarding (2nd fl) | | | |
| 8. Hall's Drugs | | | | |
| 9. Palo Alto Hotel | | | | |
- © ALEX LEW 10/16/2018

Personal Information – Note: The ARB regularly meets the first and third Thursdays of the month at 8:30 a.m.

Name: Curtis Smolar
Address: 2345 Waverley Street
Cell Phone: 415-902-8901
X Home / Office Phone: 415-902-8901
E-mail: csmolar@Gmail.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 or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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

Excluding your principal residence, do you or your spouse 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>X</u> Email from City Clerk	<u> </u> City Website
<u> </u> Palo Alto Weekly	<u> </u> Flyer

Other: _____

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

I am a real estate attorney who has worked on architectural projects in the Bay Area for the past twenty years. I have practiced in front of the San Francisco Planning Department, San Francisco Board of Permit Appeals, San Francisco Board of Appeals and the Superior Court regarding issues of architectural design and urban planning

Employment

Present or Last Employer: Legalist, Inc.

Occupation: General Counsel

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

I have been heavily involved in San Francisco Little League, being on the board for 4 of the past five years. I have also been involved in issues regarding the Palo Alto School District.

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

I have specific experience, when I was a judge pro tempore with the San Francisco Superior Court mediating disputes between contentious neighbors regarding architectural issues. I have resolved dozens of cases either as a mediator, lawyer or trusted advisor regarding diverse architectural issues such as whether projects fit within the character of a neighborhood, if there is a character of the neighborhood, light issues, tree issues, size issues and a myriad of other disputes. I try to work towards a solution that will resolve disputes.

- 2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. If you have never been to a Board meeting you can view an archived video from the Midpen Media Center: [LINK](#)**

I have been following the proposal of the parking structure on 350 Sherman Avenue. I found conflicting incentives, i.e. the urgent needs of the business owners, and the architectural boards requirement that it not adversely affect the character of neighborhood. Specifically I agreed with the idea to modify the wall that was proposed for an area behind the staircase along the Birch Street frontage. I found the solution, the mosaic, to be an elegant solution to the problem.

-
- 3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?**

I look forward to the possibility of working with the people of Palo Alto to help preserve the diversity of architectural styles which helps define who we were as a community.

- 4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, Staff may request that you bring hard copy print outs to the interviews.**

1027 Bryant Street: I was impressed how the architects consulted historic photographs and documents to replace the front façade elements and return the home to its former relationship with the street.

350 Sherman Ave, the new police station. It is a big improvement to the previous building and integrates well with the neighborhood. The architectural board did a good job of working with the architect to improve its integration with the surrounding neighborhood.

-
- 5. Architectural Review Board 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](#)

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](#)

California Environmental Quality Act [LINK](#)

Permit Streamline Act [LINK](#)

Density Bonus Law [LINK](#)

Secretary of the Interior's Standards [LINK](#)

Palo Alto Comprehensive Plan (reviewed for previous board interview);
Zoning Code (Reviewed for a project in Los Altos); and
Permit Streamlining Act (for a project).

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Address: _____

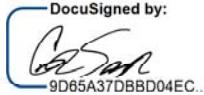
Cell Phone: _____

____ Home / ____ Office Phone: _____

E-mail: _____

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

DocuSigned by:

Signature:  Date: 10/17/2018

(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 – Note: The ARB regularly meets the first and third Thursdays of the month at 8:30 a.m.

Name: Amparo Del Rio

Address: 2749 Byron Street

Cell Phone: 925-683-3508

Home / Office Phone: 925-683-3508

E-mail: amparo@amparodesign.com

Are you a Palo Alto Resident? Yes No

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

Yes No

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

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

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

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

How did you learn about this vacancy?

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: _____

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

I'm a certified Interior Designer working as a free-lance designer. I work doing remodeling and additions in the peninsula as Amparo Del Rio, C.I.D.

I want to be involved in the community and help make the city a better place to live and work.

I have a certificate from UC. Berkeley extension in Interior Design and **Architectural Review Board Application** Interior Architecture. Also was an Art Director for 20 year before 1 of 5 Amparo Del Rio starting my free lance career as an interior designer in 2010. I'm presently pursuing my LEED certification.

Employment

Present or Last Employer: Amparo Del Rio Design

Occupation: Interior Designer

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

I have not had a chance to be involved in the City of Palo Alto. I moved here about 2 years ago.

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

I have been involved representing clients that have applied for a variance and have enjoyed the process of being part of deciding and convincing the Board to accept proposed projects.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. If you have never been to a Board meeting you can view an archived video from the Midpen Media Center: [LINK](#)

None

-
3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?

I would like to be a part of the Architectural Review so that I can help the city find better solutions and better design.

- 4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, Staff may request that you bring hard copy print outs to the interviews.**

Good architecture today is making building sustainable. Making the residents have access to parks and gardens. Walking and bicycle paths composting sites, permeable hardscapes, zero-energy building, green roofs, good public transportation, good ideas for water reclamation for irrigation, and good recycling programs.

-
- 5. Architectural Review Board 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](#)

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](#)

California Environmental Quality Act [LINK](#)

Permit Streamline Act [LINK](#)

Density Bonus Law [LINK](#)

Secretary of the Interior's Standards [LINK](#)

Zoning Code and Plans

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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.

DocuSigned by:

Signature: _____ Date: 2/21/2018
59238CB23AE1418...

(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 – Note: The ARB regularly meets the first and third Thursdays of the month at 8:30 a.m.

Name: Peter Baltay

Address: 654 Gilman Street Palo Alto CA 94301

Cell Phone: (415) 407-1621

 Home / X Office Phone: (650) 327-7573

E-mail: peter@toposarchitects.com

Are you a Palo Alto Resident? Yes X 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 or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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

Excluding your principal residence, do you or your spouse 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:

Bachelor of Arts-Columbia University 1984

Master of Architecture- University of Washington 1990

Licensed California Architect since 1995

Owner and Principal Architect of TOPOS Architects since 2000.

Employment

Present or Last Employer: TOPOS Architects (www.toposarchitects.com)

Occupation: Architect and builder

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

Current member of the Palo Alto Architecture Review Board

Past member of the San Mateo County Design Review Board

Past member of the Redwood City Architectural Review Board

Member of the Santa Clara County AIA

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

I am an experienced local architect. I have worked successfully with the Palo Alto Planning and Building Department on many projects. I have served on other design review boards and am familiar with the procedures and practices of public service.

I believe that it is important to "give back" to the community.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. If you have never been to a Board meeting you can view an archived video from the Midpen Media Center: [LINK](#)

Several new housing projects along El Camino Real significantly increase the height and massing of buildings in the area. Increased FAR allowances and ECR design guidelines anticipate an urban boulevard of three and four story buildings, yet the existing environment is predominantly older single story retail establishments.

The project at 2755 ECR (NE corner with Page Mill) is allowed a 2.0 FAR ratio, resulting in a tall and massive building envelope at a prominent corner. The project at 3001 ECR (near Frys Electronics) proposes four stories along most of the ECR frontage, per the ECR Design Guidelines.

Local architects are challenged to design (and the ARB to approve) buildings that remain compatible with the existing environment while retaining the much needed increased density. This dichotomy presents an architectural challenge of great interest to me , and of great importance to the city.

3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?

I would like to see the Architecture Review Board continue to improve as to how we provide clear and direct feedback to applicants. After each hearing we should make sure that the board has concisely stated what improvements are needed, perhaps even holding 'straw polls' where there is not a clear consensus.

I would like to see the Architecture Review Board provide early feedback to applicants regarding the completeness of an application (as compared to the content of the design), perhaps even before an application is deemed complete. In this manner, the formal review process can truly focus on the proposal at hand and not be sidetracked by uncertainties in the presentation.

I would like to see the Architecture Review Board hold post-construction reviews of notable projects, open to all, where the architect, planning staff and ARB members review the design, approval and construction process. By holding such an event annually, perhaps for one carefully selected project, we will gain valuable feedback to improve our process, and the public and other city agencies will gain insights into the work of the planning staff and ARB.

- 4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, Staff may request that you bring hard copy print outs to the interviews.**

Please see attached document.

-
- 5. Architectural Review Board 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](#)

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](#)

California Environmental Quality Act [LINK](#)

Permit Streamline Act [LINK](#)

Density Bonus Law [LINK](#)

Secretary of the Interior's Standards [LINK](#)

I am familiar with the Palo Alto Comprehensive Plan, having reviewed it on the ARB. I am familiar with the various design guidelines mentioned above, and have reviewed (and designed) numerous projects under their purview. I am well versed in the Palo Alto Zoning Code and refer to it on a daily basis.

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."

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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.

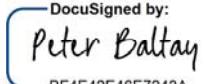
Address: _____

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:

Signature: _____ Date: 10/12/2018
BF4E42E46E7243A...

(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).



PETER BALTAY: Examples of successful Palo Alto projects

The Garden Court Hotel (1985)-520 Cowper Street

A good example of stepped massing and artful detailing to minimize the appearance of a large building. The hotel creates a pleasant and wonderful street arcade which enhances public liveliness and the pedestrian experience. The creative entry staircase and garage entrance also fit well into the streetscape.



Accel Partners Building (2017)-500 University Avenue

A recent addition to the University Ave. streetscape on a prominent corner, this building demonstrates that increased density can fit into our urban fabric. The deeply recessed and varied street level façade creates numerous opportunities for pedestrians and occupants to enrich the public life on University Avenue. While the building is of a modern style, the careful attention to exterior details and high quality craftsmanship allow it to be compatible with the eclectic urban fabric of Palo Alto.



Design Within Reach Storefront (2018)-355 University Avenue

This completely renovated storefront creatively opens the basement level to retail use, offering an enhanced visual display for passers-by and increasing the useful floor area for the owners, all while retaining the single-story massing prevalent along this section of University Avenue. The improved pedestrian sitting area and product display window around the corner on Florence Street represents a 'win-win' benefit for all, as the previous non-code compliant use was changed as part of the project.



Personal Information – Note: The ARB regularly meets the first and third Thursdays of the month at 8:30 a.m.

Name: David L Hirsch

Address: 798 Palo Alto Ave.

Cell Phone: 646 221 5158

Home / Office Phone: 650 494 4646

E-mail: davidlhirsch@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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Do you or your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to;

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

How did you learn about this vacancy?

Community Group

Daily Post

Email from City Clerk

City Website

Palo Alto Weekly

Flyer

Other: Palo Alto Forward

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

Harvard College BA 1957; The Cooper Union (Architecture) 1963-1966
Harvard Grad. School of Design MArch 1966-1968; Registered Arch. 1973
New York State; Sr. Urban Designer, Mayor's Off. of Development;
Founding Principal, Urban Architectural Initiatives 1996-2017

Employment

Present or Last Employer: Urban Architectural Initiatives

Occupation: retired

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

I am an Architect from Brooklyn, New York where I was active in my neighborhood's revitalization for many years. As a 7 year resident of Palo Alto I have used this time to experience the physical characteristics of the City, become aware of the community issues, attended many Board and Council meetings, join Palo Alto Forward, bike through many of the neighborhoods, study the varied Eichler communities, hike in Foothills Park and the Baylands, and stay current on the local news by following Palo Alto Online and the Weekly. Beyond this familiarization with the community, I have, as a new resident with 'fresh eyes', spent considerable time investigating the Ventura neighborhood and Fry's site, considering its potentials, recognizing its importance to both the residents and the neighboring commercial users. I intend to share my observations with the recently formed committee. I am also involved as a 'community fellow' with Concordia, the City's consultant for the Cubberly site, to assist them in their unique involvement of citizen participation to plan the future of this incredible resource for the multi-faceted cultures of Palo Alto to be shared with the PAUSD.

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

As an Architect coming from NYC to a small city allows for a different perspective on citizen involvement in the process of government. While there are lessons learned from both, there are unique opportunities in the latter which are not possible in the former. I cannot imagine that anyone would ask me, as a professional in NYC to consider the 'harmonious development of the City' or how to 'enhance the desirability of residence or investment in the City', 'attain the most desirable use of land and improvements', 'enhance the living conditions' or 'promote ... visual environments of high aesthetic value'. And yet those are the values we aspire to as architects, and those are the principles of the ARB.

Since living here I have hoped to be involved in some functional way with the community and independently pursued my interests, such as the Fry's site and its possible benefit to the Ventura neighborhood (the idea for a linear park) the Avenidas addition (a question of aesthetics), the issue of scale versus perspective in determining height limitations, (Palo Alto Online article) the personality of neighborhood (Eichler SSO presentation to the Council), the mix of culture in community (Cubberly).

These are some of my interests.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. If you have never been to a Board meeting you can view an archived video from the Midpen Media Center: [LINK](#)

One recent project I have followed through from preliminary presentations to final approval is the housing project at the corner of El Camino and Page Mill Drive by Windy Hill developers. The project was lauded in the original Council hearing for its emphasis on small sized units and described as 'work force' housing. For many of my professional years I have designed supportive housing for not-for-profit developers, approximately the same size as this project, but for single occupancy apartments without any parking requirement and with significantly smaller units than the most minimal one in this project, so I am familiar with this housing typology.

The ARB comments on the final submission (which passed with a 3-2 vote) were varied and insightful. There were many aspects of the submission that were definitely of high quality. It is a proper location for its intended use, although differing from its zoned use. It is well related to its residential neighboring context. Traffic issues relative to this significant intersection were carefully considered. Plantings throughout were discussed in horticultural detail.

But the Board spent less time considering that this extremely prominent site requires, as the ARB guidelines states, a building of 'high aesthetic quality'. In my opinion, this was not achieved.

3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?

These suggestions are made to streamline the hearing procedures, hopefully shorten the timespan for review, and fully utilize the talents and creative capabilities of the ARB members:

1. Abbreviate the review process, perhaps with an outline created by the members to focus attention on critical elements, so meetings do not go off-track.
2. Work with Planning to assure submissions are complete prior to calendaring the hearing.
3. Streamline the procedures for affordable housing in particular, because it is the major Council priority as well as a mandate from the State and ABAG.
4. Petition the Council to include the ARB and PTC as a super committee to jointly review major projects as they are submitted, such as the Ventura/Fry's planning and development or the Cubberly concept design. There are certainly design principles in large scale planning that involve the expertise of both Boards.
5. Encourage and allow the ARB to be more pro-active in proposing ideas to Planning, PTC and the Council.

- 4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, Staff may request that you bring hard copy print outs to the interviews.**

Photographs with text descriptions attached.

-
- 5. Architectural Review Board 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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California Environmental Quality Act [LINK](#)

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Density Bonus Law [LINK](#)

Secretary of the Interior's Standards [LINK](#)

I have read and tagged large portions of the Comp Plan and Housing Element, certain portions of the Zoning Resolution. I'm aware of the CEQA approval process (as filed by Planning). I have had significant experience with the national historic requirements of the Department of the Interior. I will catch up on this reading list prior to the beginning of my term, if I am selected.

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

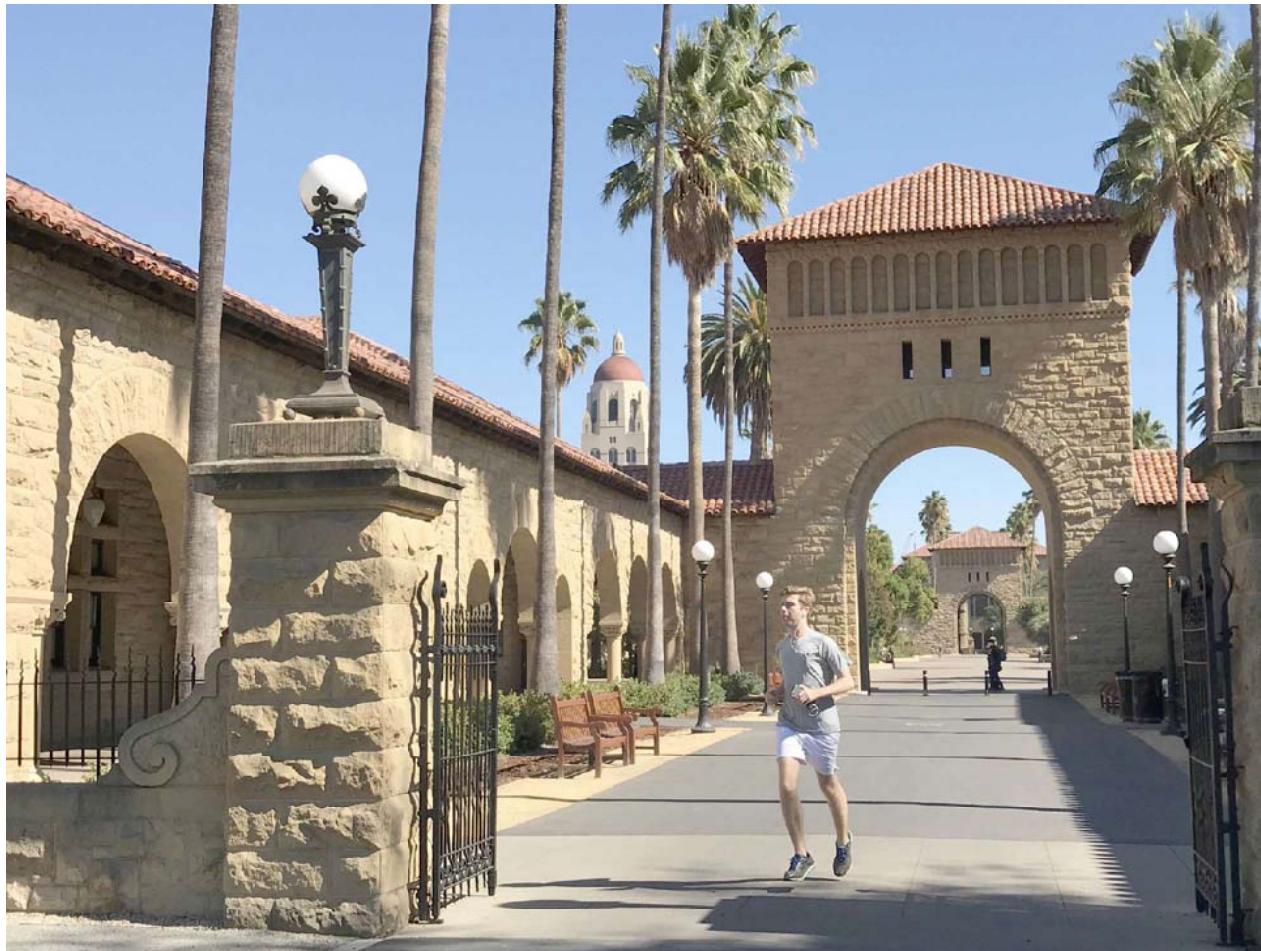
DocuSigned by:
David Hirsch

Signature: _____ Date: 10/15/2018

(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).





Architect: Henry Hobson Richardson
Landscape: Frederick Law Olmsted

The pre-eminent Architect and Landscape Architect of the mid- 19th Century designed the main quad of Stanford. I admire the massive rusticated stonework façade and arches, the overhanging red tiled roof, the continuity of the colonnades, the deeply recessed windows, the orthogonal planning with monumental entries. The entire complex is a consistent use of these elements.



Architect: Pei Cobb and Freed

These two symmetrical buildings are on axis to the previous photograph, a continuation of the campus grid. They maintain the related campus scale, but the flat stone arches are a modern, more delicately scaled design. The second floor is separated from the ground floor colonnade, defined around the entire perimeter with a setback of continuous windows with a repeat of the red tile deeply overhanging roof floating above. The large linear street lined palms are a dramatic relation to the lower buildings and a repetition of this path-defining feature.



Architect: Norman Foster

My favorite new Stanford campus building is the Bio-X. I like the way it sweeps around the two sides of a courtyard with all of the laboratories facing inward with floor to ceiling glass, revealing the fascinating inner work spaces with all of their complex apparatus and study areas. Perimeter walkways hung from the roof seems so appropriate for California weather with an open bridge connecting the two sides of the courtyard. Access to the centrally located open, deck level eating areas is convenient. The entire building benefits from the free flow of air throughout. The roof follows the curving shape of the building but floats free of the lower floors, a dramatic departure from the norm.



Architect: Polshek and Partners

Besides the addition to the Cantor, the successor firm continued at Stanford with the Bing and the Anderson. It is notable how the new wing attaches comfortably to the octagonal rear projection of the original building, but does so in its own modernist, cubist style, symbolic of the contemporary art of the new wing.



Architect: Joseph Bellomo

The office structures at University at Alma are a series of raw concrete, glass and expressed floor slab forms with a façade overlay of metal screening. The two buildings are designed as separate masses with the two-story one on University and the taller structure on the Alma corner. A passage between the two connects to High Street. I think the massing design decisions were carefully considered, especially the decision to divide the forms into separate elements and the use of the screening as a unifying and softening element. The assemblage fits the shape of the site and the passage as an urban gesture is notable.



Architects: (Original) Pedro de Lemas
(Later structures) Birge Clark and others.

The iconic block of Ramona Street never ceases to intrigue me. Light plays on all the varied forms creating a special effect. By having a single stucco palette with a general conformance to non-standard windows and varied forms allows the entire block to appear to be one expression although it was developed at different times and for different uses.



Architect: Unknown

The Hizashi multiple housing building on Lytton near Middlefield, though warn at the edges, is a hidden gem. I admire the way it plays with the shapes of the residences, walkways and stair towers to form a consistent expression. I think it is notable that the designers were careful to include the common use of the open courtyard interior space and to select very appropriate plantings as shading devices that are full-grown now. Because the building is elevated from the street, the below grade garage is filled with natural light, a pleasant departure from buildings with parking in the cellar.



Architect: David L. Hirsch

A house on a limited sized lot with easement setback requirements uses horizontal zinc faced surfaces, exposed steel and glass bays and clerestory frames with a contrasting bright colored stucco wall and soft, natural grasses and concrete slabs that mirror the receding pattern, and subtly lead to a glass enclosed lobby entrance.

Application Deadline: October 17, 2018 at 4:30pm

Architectural Review Board

**CITY OF PALO ALTO, CA
CITY CLERK'S OFFICE**

Personal Information – Note: The ARB regularly meets the first and third Thursdays of the month at 8:00 AM

Name: Robert Gooyer 18 OCT -4 PM 12:54

Address: 2074 Kehoe Avenue San Mateo, CA 94403

Cell Phone: (650) 740-800

Home Office Phone: (650) 349-6547

E-mail:

Are you a Palo Alto Resident? Yes No

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

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

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

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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 or your spouse own real property in Palo Alto? Yes No

How did you learn about the vacancy on the Architectural Review Board?

Community Group

Email from City Clerk

Palo Alto Weekly

Daily Post

City Website

Flyer

Other: _____

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

Bachelor's of Architecture degree from University of Arizona
Licensed architect in the state of California since 1980 #C-11,242
National Council of Architectural Registration Boards member #50,961
Principal of my own architectural firm since it's inception in 1990

Employment

Present or Last Employer: RCG Architecture

Occupation: Principal Architect

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

Current or past involvement with: Palo Alto ARB (including Chair), San Mateo Planning Commission (including Chair), Board member & Volunteer President of Coyote Point Museum, SMFCSD Facilities Implementation Plan Advisory Committee, PTA & Site Council K-12, Board member - American Institute of Architects, Master Commissioner - California Architects Board, Emergency Safety Assessment Inspector of the Office of Emergency Services & SMFCSD Foundation "Bids for Kids" Committee.

1. What is it about the Architectural Review Board that is compatible with your experience and of specific interest to you, and why?

I currently serve on the ARB and service to the community is very important to me. With my experience at this board as well as my serving for 8 years on the San Mateo Planning Commission I can continue to be an asset to the community.

2. Please describe an issue that recently came before the Board that is of particular interest to you and describe why you are interested in it. If you have never been to a Board meeting you can view an archived video from the Midpen Media Center: [LINK](#).

In my experience i find it is important to give all the issues the same importance because each one is important to the applicant and thus also to the community. I believe all projects brought before the Board need attention to make them a good fit for the residents of the city. A big issue for me is the misconception that the Board is only there to serve the developers who come before us. I believe our most important role is to be fair to all. Neighbors, city residents and applicants.

3. If appointed, what specific goals would you like to see the Architectural Review Board achieve, and why? How would you suggest accomplishing this?

Continue my quest to show that the Board is there to serve the entire community. Homeowners as well as applicants and strive to have the final approved project be the best solution for all. A sort of win-win solution. A good final solution takes hard work by the Board as well as cooperation from the applicant and some give-and-take from the neighborhood.

4. Please identify a project or projects that you find to be examples of good architecture, and explain why. You may attach samples, identify project addresses, or provide links. If you attach samples, Staff may request that you bring hard copy print outs to the interviews.

450 Bryant - Good reuse of the Historic Police Department in lieu of tearing it down.

Palo Alto Medical Clinic Infill. The development of a nice residential area where the clinic was formerly located.

The new "Design Within Reach" store on University Avenue.

The new development at 3223 Hanover on the Stanford Campus area.

The Hamilton Ave. parking garage. A garage is always difficult to make it look presentable.

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Cell Phone:



Home

Office Phone:

E-mail:

Signature: _____

Date: Oct 2, 2018