

**STAFF REPORT FOR CALENDAR ITEM NO.: 9
FOR THE MEETING OF: September 13, 2012**

TRANSBAY JOINT POWERS AUTHORITY

BRIEF DESCRIPTION

On February 15, 2007, the TJPA Board of Directors approved the appointment of the fifteen inaugural members to the TJPA Citizens Advisory Committee (TJPA CAC). The inaugural CAC meeting was held in April of 2007, and the newly appointed members drew lots to determine which would serve initial one year terms and which would serve full two year terms. The expiration of subsequent terms has been staggered accordingly.

The TJPA CAC bylaws specify that members be selected to represent the following constituent categories:

1. Daily Caltrain Rider into San Francisco
2. Daily AC Transit Transbay Rider into San Francisco
3. Daily MUNI Rider on a line that terminates at or passes through the Transbay Terminal
4. Local Resident from District 6
5. Local Business from District 6
6. Environmentalist
7. Member of a planning or good-government non-profit organization
8. Representative from labor
9. Bicycle advocate
10. Disabled advocate
11. San Francisco based public transit advocate
12. Regional transit advocate
13. Regional transit advocate
14. Member of the citywide (San Francisco) business community
15. Member with expertise in real estate development or real estate finance.

The criteria for membership were established to ensure a qualified committee of regional stakeholders with a diverse array of knowledge and interest/advocacy aligned with the principal components that define the Program. Membership requires affiliation with at least one category, and the bylaws further specify that this mix of representation be preserved when replacement members are appointed to the CAC.

The TJPA solicited applications for new and returning members between January 2012 and March 2012 with applications for membership accepted through March 23, 2012. The TJPA received twenty-one applications including six current members who reapplied.

At the May 10, 2012 meeting, staff brought to the Board of Directors recommendations for eight appointments to the CAC. The Board approved seven of those appointments, but requested that staff conduct additional outreach for a candidate to fill the Environmentalist seat.

Based on the additional outreach, the TJPA received four additional applications. After reviewing all applications, staff is recommending that the Board of Directors appoint Mark Garcia as a new member to fill the Environmentalist seat.

APPLICATION SOLICITATION OUTREACH

Prior to forming the CAC, TJPA staff developed, and the TJPA Board of Directors approved, an application for membership that asks for qualifications for membership, a statement of the applicant's objectives and goals, and affiliation(s) and references. This same application has been used in soliciting new members.

The call for applications was posted on the TJPA website at www.transbaycenter.org/cac, distributed via e-newsletter to the more than 250 people on the TJPA outreach list, shared with TJPA board members, and distributed to various community organizations including:

- San Francisco Chamber of Commerce
- Oakland Metropolitan Chamber of Commerce
- San Mateo Area Chamber of Commerce
- San Francisco African American Chamber of Commerce
- San Francisco Chinese Chamber of Commerce
- Oakland Chinatown Chamber of Commerce
- San Francisco Hispanic Chamber of Commerce
- Alameda County Hispanic Chamber of Commerce
- Japanese Chamber of Commerce
- Korean American Chamber of Commerce of the North Pacific Coast
- Korean American Chamber of Commerce of Silicon Valley
- Consulate General of Mexico
- Sierra Club
- San Francisco Department of Environment
- San Francisco Bay Area Society of Hispanic Professional Engineers
- San Francisco State University and University of California, Berkeley student organizations
- San Francisco Youth Commission
- California Student Sustainability Coalition
- Literacy for Environmental Justice
- San Francisco La Raza Lawyers
- The Nature Conservancy
- People Organizing to Demand Environmental and Economic Rights
- La Raza Community Resource Center
- Accion Latina

Finally, applications were available at the TJPA Office. The TJPA received applications at the office in person and via US Postal Service, facsimile, and e-mail.

APPLICATIONS RECEIVED

The deadline for applications was March 23, 2012. As of that date, the TJPA had received two applications for the Environmentalist seat. In an effort to solicit a broader pool of new applicants after the May Board meeting, the announcement was redistributed to the TJPA outreach list, TJPA Board members and the community based organizations listed above. This extension resulted in the receipt of four additional applications.

The four new applications for membership are from men of which two applicants are San Francisco residents and two are from the East Bay. The applicants included one Korean American, one Hispanic, one African American, and one Caucasian.

After applications closed, one of the candidates withdrew his application, and, in so doing, endorsed the application of Mark Garcia.

RECOMMENDATION FOR APPOINTMENT TO THE TJPA CAC

The Staff recommends approval of Mark Garcia for appointment in the environmental category, pursuant to Article 2, Section 4 of the Bylaws of the Transbay Joint Powers Authority Citizens Advisory Committee. The recommended candidate is a male Hispanic from Contra Costa County.

NEXT STEPS

The attached resolution appoints one recommended applicant for membership on the TJPA CAC. The appointed member will be invited to the next meeting of the TJPA CAC, which will be held on October 9, 2012 at the TJPA offices at 201 Mission Street, Suite 2100.

TIMELINE

September 13, 2012
October 9, 2012

TJPA Board of Directors Approves CAC membership
Next TJPA CAC Meeting

RECOMMENDATION

Adopt the resolution approving the appointment of one member to the TJPA CAC as recommended.

ENCLOSURES

1. Application of recommended TJPA CAC Member
2. Resolution

**TRANSBAY JOINT POWERS AUTHORITY
BOARD OF DIRECTORS**

Resolution No. _____

WHEREAS, On October 27, 2006, the Transbay Joint Powers Authority (TJPA) Board approved the creation of the TJPA Citizens Advisory Committee (TJPA CAC) and Bylaws; and

WHEREAS, The approved TJPA CAC Bylaws calls for a CAC comprised of fifteen voting members; and

WHEREAS, The TJPA CAC first met on April 10, 2007; and

WHEREAS, One position on the CAC is open for appointment; and

WHEREAS, The TJPA has solicited applications for membership from the public and received six applications; and

WHEREAS, Mark Garcia is recommended for appointment to the Environmentalist vacancy on the TJPA CAC; and

WHEREAS, The recommended applicant has a history of involvement and advocacy with environmental organizations and adds to the wide range of interests, expertise and backgrounds of the CAC members; now, therefore, be it

RESOLVED, That the TJPA Board of Directors appoints the recommended applicant to serve as a member of the TJPA CAC.

I hereby certify that the foregoing resolution was adopted by the Transbay Joint Powers Authority Board of Directors at its meeting of September 13, 2012.

Secretary, Transbay Joint Powers Authority



TRANSBAY JOINT POWERS AUTHORITY

Marla Ayerdi-Kaplan • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Mark R Garcia
(Please type or write legibly)

Home Address: _____

City: Richmond County: Contra Costa Zip Code: 94804

Email: _____ Home Phone: _____

Other Phone (work/cell): _____ Occupation: Information Technology

Employer: The Greenlining Institute Position: Systems Administrator

Ethnicity: Hispanic Gender: Male
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check at least one.

Membership requires that you fit within one of the categories below.

- Daily Caltrain rider into San Francisco
- Daily AC Transit Transbay Rider into San Francisco
- Daily MUNI Rider on a line that serves the Temporary Terminal
- Local Resident from District 6 (zip code 94105 or 94107)
- Local Business from District 6 (zip code 94105 or 94107)
- Environmentalist
- Member of a planning or good-government non-profit organization
- Representative from labor
- Bicycle advocate
- Disabled advocate
- San Francisco based public transit advocate
- Regional Transit advocate
- Member of the citywide (San Francisco) business community
- Member with expertise in real estate development or real estate finance

Please explain your qualifications with respect to the affiliation(s) you checked above.

I worked as a volunteer, committee member, and team leader on environmental projects. I was an advisor and project manager for businesses performing economic and social development in fragile environments. I currently work at an organization committed to bringing environmental justice and green jobs to the bay area and the state of California. I am also a member of an economic council working to improve the jobless rate while lowering pollution in the city of Richmond.

Applicants who currently sit on another regional CAC that advises on matters relevant to the Transbay Transit Center will have priority for membership on the TJPA CAC.

Check here if you are a member of another regional Citizens Advisory Committee.

List CAC _____ Member since _____
#2 _____ Member since _____
#3 _____ Member since _____

Summary of Applicant's Qualifications for Membership (You may attach a resume. Please limit your attachment to no more than three pages):

I have a masters in business with special emphasis in environmental economics as well as studies in dispute resolution from the top rated school in the nation. I have studied and written business plans and strategic goal formulas for companies and organizations relating to and focusing on urban environmentalism.

Statement of Applicant's Objectives/Goals if accepted for membership on the TJPA Citizens Advisory Committee:

1. Make sure construction is done in a environmentally friendly manner.
2. Encourage the synchronization of train/bus schedules so the entire bay area has timely access to transportation.
3. Make sure high speed/electric rail systems have the resources to become the lowest polluting and most efficient transportation system in the world. +

References

Name	E-mail	Phone
1. <u>Vien Truong</u>		
2. <u>Orson Aguilar</u>		

Applications are considered to be active for one year from the date of signature. Completed applications should be submitted to the Transbay Joint Powers Authority, 201 Mission Street, Suite 2100, San Francisco, CA 94105 or via e-mail to TJPACAC@transbaycenter.org

Please note that the information you include in this application, and resumes and other material provided in connection with it, may be made available to the public. If you do not want a home address, telephone number, email address, or fax number disclosed, please indicate that fact in the space below the signature line. The information will be deleted from the publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

Mark K. Garcia 06/29/2012
SIGNATURE DATE

How did you hear about us?

- TJPA Website\Search Engine (Google, Yahoo, etc.)
- Email\Newsletter
- Newspaper
- Word of Mouth
- Twitter\Facebook
- Other _____

Mark R. Garcia

Solution-oriented and highly analytical candidate with years of economic and environmental experience. Expertise in business and technology systems as well as community driven projects. Proven ability to find solutions quickly and methodically with a focus on research and surveys to improve success and create a more aware and empowered client base. Team player with excellent communication skills and the ability to provide excellent guidance and support.

Education

Masters of Business Administration
Graziadio School Of Management, Pepperdine University, Malibu, California

Advanced Bachelor of Arts, Economics for Business Management
Occidental College, Los Angeles, California

Work Experience

The Greenlining Institute
Berkeley, CA
Systems Administrator

December 2011 - Present

- Manage all computer and data systems for the company including email, website, and audio/visual equipment.
- Work directly with communications team and other departments to make high quality presentations, website pages, and social media campaigns.
- Help the environmental justice and consumer protection teams for economic based arguments for being environmentally friendly and resource efficient.

Moorpark College
Thousand Oaks, CA
IT Support Specialist

July 2011 - December 2011

- Coordinated and performed the data migration and upgrade of staff computers.
- Worked with the environmental club to improve recycling and energy efficiency of the campus
- Created, tested, and helped implement the rollout of software upgrades across the campus.

Digitech Industries
Las Vegas, NV
Operations Manager

2010 - 2011

- Led team installs for large clients including network setups, server and desktop system installations, and software migrations.

- Created training manuals and company policy with regards to diagnosing and repairing broken computers and networking equipment. Developed a support flow chart to help team members solve problems in an orderly fashion. Also helped update a training guide to create a consistent process amongst all employees.
- Helped social media team with designing marketing campaigns for small companies including blogs, Facebook and Twitter accounts.

Bonafide Management Systems, Thousand Oaks, CA
Agoura Hills, CA

2006 – 2010

Director of Operations and Support

- Led support team in solving high level customer problems such as running complex reports and designing better business processes. Also trained new support members in how to trouble shoot basic support problems and how to do follow up and using ticketing system.
- Performed testing and repairs on malfunctioning hardware including servers, personal computers, VOIP phones, scanners, and POS machines.
- Answered incoming phone calls and emails handling support related problems. Performed trouble shooting via desktop sharing software, in person, and on the phone to resolve hardware and software performance issues.

Professional Development

Heal the Bay (Los Angeles), Volunteer and Member (2006-2011)

Friends of the Los Angeles River, Volunteer and Youth Committee Member (2000-2011)

Friends of Red Rock Canyon (Nevada), Volunteer and Team Leader (2010-2011)

Economic Development Council (Richmond, CA) (2012-2015)