

**STAFF REPORT FOR CALENDAR ITEM NO.: 9
FOR THE MEETING OF: March 14, 2024**

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 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. This year, seven regular seats on the committee are open to be filled.

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 Transbay 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 from January 2024 through February 2024. The TJPA received fifteen (15) applications, including six (6) from current members who reapplied.

After reviewing all applications, staff is recommending that the Board of Directors reappoint four (4) members to the CAC and appoint three (3) new members to fill the seven (7) open seats:

1. Martin Munoz Bicycle Advocate (reappointed)
2. Anthony Nachor Member of a Planning or Good Government Non-Profit Organization (reappointed)
3. Natasha Paterson Local Resident from District 6 (reappointed)
4. Jocelyn Thompson Environmentalist (reappointed)
5. Kia Kolderup-Lane Local Business from District 6 (new)
6. Ruhama Tereda Regional Transit Advocate (new)
7. Nadia Woodmansee Regional Transit Advocate (new)

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 <https://www.tjpa.org/about-tjpa/citizens-advisory-committee>, distributed via e-mail to TJPA's various outreach lists, discussed at CAC and TJPA Board meetings, circulated to our partner agencies, published in citywide and community newspapers, posted on multiple social media networks and distributed to various community organizations, including:

- AC Transit
- Accion Latina
- Bay Area Bicycle Coalition
- Berkeley Chinese Students and Scholars Association
- Black Student Unions
- Building Owners and Managers Association of San Francisco (BOMA)
- California High-Speed Rail Authority
- CCSF Bicycle Advisory Committee
- Chinese Student Association at University California Berkeley
- Consulate General of Mexico
- Contemporary Jewish Museum
- Cycles of Change
- East Bay Bike
- Executives Association of San Francisco
- La Raza Community Resource Center
- Latino Association of Graduate Students in Engineering and Science (LAGESE)
- Latino Community Foundation & San Francisco Bay Area Society of Hispanic Professional Engineers
- Light House for the Blind and Visually Impaired
- Literacy for Environmental Justice
- Livable City
- Local Universities
- Metropolitan Transportation Commission
- Multiple Student Associations at San Francisco State University
- People Organizing to Demand Environmental and Economic Rights (PODER)
- Pilipino Association of Scientists, Architects, and Engineers (PASAE)
- Regional Chambers of Commerce
- San Francisco Bay Area Society of Hispanic Professional Engineers
- San Francisco Bicycle Coalition
- San Francisco Cycling Club
- San Francisco Department of the Environment
- San Francisco Filipino Cultural Center
- San Francisco La Raza Lawyers Association
- San Francisco Mayor's Office on Disability

- San Francisco Municipal Transportation Agency
- San Francisco Planning and Urban Research Association (SPUR)
- San Francisco Transit Riders
- San Francisco Yellow Bike Project
- San Francisco Youth Commission
- San Mateo County Transit District
- Society of Asian Scientists and Engineers (SASE)
- South of Market Business Association
- The Nature Conservancy
- TransForm
- Veterans Services at San Francisco State University
- Western Contra Costa Transit Authority
- Women of Color Collective (WOCC)

APPLICATIONS RECEIVED

The TJPA received 15 applications which includes seven men, four undeclared, and four women. Five applicants are East Bay residents, three are North Bay residents, and seven are San Francisco residents. The applicants' ethnicities are as follows: one is Asian American, two are Caucasian, one is Chinese, one is Ethiopian, one is Hispanic/Latinx, one is Latino, one is Multi-Ethnic, one is Native American, four are undeclared, and two are White.

RECOMMENDATIONS FOR APPOINTMENT TO THE TJPA CAC

Staff recommends approval of candidates in seven indicated categories, pursuant to Article 2, Section 4 of the Bylaws of the TJPA CAC . The recommended members include two men, two undeclared, and three women. The recommended applicants' ethnicities are as follows: one is Asian American, one is Caucasian, one is Ethiopian, one is Hispanic/Latinx, two are undeclared, and one is White. One of the recommended applicants is an East Bay resident, one is a North Bay resident, and five are San Francisco residents.

NEXT STEPS

The attached resolution appoints seven (7) recommended applicants for membership on the TJPA CAC. Appointed members will be contacted and invited to the next meeting of the TJPA CAC, which will be held on April 9, 2024 at the TJPA office at 425 Mission Street, Suite 250, San Francisco, CA 94105.

TIMELINE

March 14, 2024	TJPA Board of Directors Considers Recommended CAC Membership
April 9, 2024	Next TJPA CAC Meeting

RECOMMENDATION

Adoption of the resolution approving the appointment of seven members to the TJPA CAC as recommended.

ENCLOSURES

1. Applications of recommended TJPA CAC Members
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 call for a CAC comprised of fifteen members; and

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

WHEREAS, Seven positions on the CAC are open for appointment or reappointment; and

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

WHEREAS, The following current members of the TJPA CAC are recommended for reappointment:

1. Martin Munoz Bicycle Advocate
2. Anthony Nachor Member of a Planning or Good Government Non-Profit Organization
3. Natasha Paterson Local Resident from District 6
4. Jocelyn Thompson Environmentalist; and

WHEREAS, The following individuals are recommended for appointment to the vacant seats on the TJPA CAC:

1. Kia Kolderup-Lane Local Business from District 6
2. Ruhama Tereda Regional Transit Advocate
3. Nadia Woodmansee Regional Transit Advocate; and

WHEREAS, The recommended TJPA CAC members include individuals with a diverse range of interests, expertise and backgrounds and represent the regional nature of the Transbay Program; now, therefore, be it

RESOLVED, That the TJPA Board of Directors appoints the recommended applicants to serve as members 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 March 14, 2024.

Secretary, Transbay Joint Powers Authority



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Martin Munoz
(Please type or write legibly)

Home Address: [REDACTED]

City: San Francisco County: San Francisco Zip Code: 94117

Email: [REDACTED] Home Phone: [REDACTED]

Contact Phone: [REDACTED] Occupation: Social Media Manager

Employer: Roku, Inc. Position: Social Media Manager

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

Affiliation(s) Please check all that apply.
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 Transit Center**
- Local Resident from District 6 (zip code 94105 or 94107)
- Local Business from District 6 (zip code 94105 or 94107)
- Environmental**
- 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.

As a daily Muni rider, I use the 7 Haight/Noriega line (which terminates at the Transbay Transit Center) to get to and from the Lower Haight and downtown San Francisco for work and pleasure. I also spend time advocating for safer infrastructure for pedestrians and cyclists, as demonstrated by my involvement in the successful campaign to win a permanent car-free JFK and Slow Streets network as well as advocating for improved transit infrastructure, most recently participating in the outreach around transit-only lanes to speed up the 22 Fillmore line through the Mission. My activism is rooted in equity for the most vulnerable who are a) most likely to depend on transit b) most like to suffer from environmental racism.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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	TJPA 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):

As a daily Muni rider in San Francisco for 8 years+, a weekly Caltrain commuter down to the South Bay, and someone who has never owned a car, the future and success of the Transbay Transit Center, the Portal, and regional buses are not only touchpoints of my day-to-day life, but also an indispensable link for the future of our beautiful City and region.

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

My goal sitting on this CAC would be to guide this project to timely completion with a laser focus on creating positive outcomes for vulnerable populations, many of which depend on transit for their day-to-day lives.

References

	Name	E-mail	Phone
1.	Luke Bornheimer, SF Community Spaces	_____	_____
2.	Erik Mebust, Dir. of Comms (Scott Wiener)	_____	_____

Applications are considered active for one year from the date of signature. Completed applications should be submitted to the Transbay Joint Powers Authority via email cac@tjpa.org or by mail to 425 Mission Street, Suite 250, San Francisco, CA 94105 by February 16, 2024.

Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

SIGNATURE

1/12/24
DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other _____



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: **NACHOR, EMMANUEL ANTHONY B.**
(Please type or write legibly)

Home Address: [REDACTED]

City: **Novato** County: **Marin** Zip Code: **94947**

Email: [REDACTED] Home Phone: [REDACTED]

Contact Phone: [REDACTED] Occupation: **Transportation Planner**

Employer: **San Francisco Transit Riders** Position: **Volunteer**

Ethnicity: **Asian-American** Gender: **Male**
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check all that apply.
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 Transit Center
- 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.

As a Marin County-based transportation planner who actively volunteers with two San Francisco-based transit advocacy groups and is a frequent transit user, I am committed to make the TJPA as successful as it can be by expanding my advocacy for more robust transit connections in the San Francisco Bay Area through participating in TJPA's efforts in bringing needed rail and bus connections from throughout California to the heart of San Francisco, aside from the services already using the terminal (Muni, AC Transit, Golden Gate, WestCAT, Greyhound, and Amtrak). I am also committed to make Transbay Terminal a premier tourist attraction in the region by using my prior experience as an advocate for more accessible, affordable, and reasonable transit service to bring more transit services to the terminal, coupled with bringing in more amenities and features residents, workers, and tourists will enjoy.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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	Sonoma-Marin Area Rail Transit	Member since March 2023
#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):

See attached resume.

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

As a transportation planner and regional transportation advocate, I believe that the Transbay Terminal deserves to be a true multimodal hub for the Bay Area and the State of California by linking transit connections to all users, be it a frequent commuter or an occasional visitor. I would like the board to further collaborate with other, neighboring projects like Link21 and continue pursuing The Portal so that a continuous, circular rail link can be established throughout the Bay Area, with Transbay Terminal being a key hub in that network.

References

	Name	E-mail	Phone
1.	Raquel Pinderhughes	[REDACTED]	[REDACTED]
2.	Richard Lee	[REDACTED]	[REDACTED]

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Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

SIGNATURE [REDACTED]

1/22/2024
DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other _____

Qualifications and Skills

- Very knowledgeable of the current state of public transit and planning needs of San Francisco and the Bay Area
- Can travel extensively for analytical work
- Extensive knowledge of travel demand modeling and transportation planning
- Excellent oral and written communication skills
- Tagalog: native, second language
- Highly proficient with MS Office and Mac programs, Web Design (HTML), ArcGIS, and Sketchup
- Able to produce highly detailed, comprehensive reports and analyses backed with extensive statistical data, and providing photographic and technical references

Education

San Jose State University August 2016 to December 2019
Masters in Urban and Regional Planning, focusing on regional and local transportation planning

San Francisco State University June 2010 to May 2015
B.A. Urban Studies and Planning

Relevant Coursework and School Projects

- Research Methods & Quantitative Analysis
- Data Analysis
- Land Use Planning
- Introduction to GIS
- Sustainable Transportation Planning
- Urban Planning Laws
- Special Research: Viva Calle San Jose
- Regional Transportation Planning
- Urban Design in Planning
- Urban and Regional Growth Management
- Geography of Ethnic Communities
- Sustainable Urban Development
- Urban Planning Policy Analysis
- Urban Community Organizing

Seamless, Sustainable, Smart: Reimagining Novato's Public Transportation Network Fall 2019
Masters Planning Report, earned Honors Distinction from San Jose State University's Urban and Regional Planning, went on the field to analyze Sonoma-Marín Area Rail Transit's upcoming service expansion in Novato.

Diridon to Downtown: A Community Assessment Report Spring 2019
A capstone report showcasing the state of infrastructure and development around Downtown San Jose, focusing on San Jose Diridon Station's future development with Google and other companies, awarded the 2020 American Planning Association Student Project Awards and APA NorCal Academic Award of Excellence.

Transforming the El Camino Real Corridor: A Case Study on the Future of Transit-Oriented Development in Santa Clara County Spring 2015
Undergraduate Thesis Paper, received a perfect score from Urban Studies and Planning, talked to multiple transit officials and staffers via phone to understand transit-oriented development and went on the field to analyze El Camino Real's challenges and opportunities for improvement.

Relevant Work Experience

Sonoma-Marín Area Rail Transit March 2023 to Present
Citizens Organizing Committee Member
Advised the transit agency on mobility, connectivity, and service-related matters.

Transbay Joint Powers Authority March 2022 to Present
Citizens Action Committee Member
Advised the Authority on improving services and features at the Transbay Terminal.

Seamless Bay Area June 2018 to Present
Volunteer
Developed ideas and suggestions on improving transit connectivity in the Bay Area.

**San Francisco Transit Riders
Volunteer/Intern**

January 2017 to Present

Designed and implemented San Francisco Transit Week events in 2017, 2019, 2021, 2022, and 2023. Currently a member of the organization's Regional Transit Working Group.

**Safe Transportation Research and Education Center (SafeTREC)
University of California-Berkeley Internship**

June 2011 to December 2011

Analyzed pedestrian and vehicular movements around the university's periphery and developed ideas on how to improve traffic flows.

Extracurricular Activities

American Mensa

November 2022

National High-Speed Rail Leadership Summit

September 11 to 13, 2018

APTA Public Transportation and Universities Conference

June 24 to 26, 2018

Participated in a forum as a panelist on the future of public transportation from a student perspective.

Phi Kappa Phi

Spring 2018

New Partners for Smart Growth Conference

January 31 to February 3, 2018

High Speed Rail California Symposium

May 19 to 22, 2017

Rail-Volution

October 9 to 12, 2016

Phi Beta Kappa

Spring 2008

References to be provided upon request



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Natasha Paterson

Name: _____
(Please type or write legibly)

Home Address: _____

City: San Francisco County: San Francisco Zip Code: 94105

Email: _____ Home Phone: _____

Contact Phone: _____ Occupation: Strategy Consultant

Employer: EY Parthenon Position: Director

Ethnicity: _____ Gender: _____
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check all that apply.
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 Transit Center
- 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 am legally blind, live adjacent to the Transbay Terminal and commute to work (in the district) by walking through either the Salesforce Park or the third level of the Transit Center. I have been a strong advocate for myself with TJPA as a disabled person and look forward to expanding that advocacy to help others. I also bring a strong understanding of business and corporate governance.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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):
See attached resume.

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

Be an advocate for people of all levels of ability so they can enjoy the amenities of the Transit Center and Rooftop Park, and can easily access public transit.

References

	Name	E-mail	Phone
1.	Lauren Tanny	[REDACTED]	[REDACTED]
2.	Bryan Hair-Palmer	[REDACTED]	[REDACTED]

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Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

SIGNATURE

01/12/2024
DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other _____ Invited to apply by TJPA executive

NATASHA PATERSON

San Francisco, California

Experienced investment analyst, researcher, and management consultant with broad industry focus, including technology, healthcare, energy and natural resources, utilities, financial services, and consumer retail. Passionate about leading, mentoring, and empowering teams to deliver insights to clients and managers. Reputation for building diverse networks and managing relationships with internal and external stakeholders and partners

Experience

EY PARTHENON

San Francisco, California

Director, Private Equity & Technology

2022-Present

Managed commercial due-diligence and strategy projects in the technology sector

- Led in-depth analysis of market size, competitive dynamics, and product end markets to inform investment decisions
- Advised technology companies' senior management teams on product perception and adoption drivers, product roadmap, and growth strategies

CORNERSTONE RESEARCH

San Francisco, California

Associate

2016-2020

Consulting firm supporting testifying experts with economic and financial analysis for all phases of commercial litigation and regulatory proceedings

- Managed teams and provided thought leadership in more than 15 engagements across practice areas including Antitrust, Consumer Fraud and Product Liability, Corporate Governance, Financial Institutions, Intellectual Property, International Arbitration, and Securities
- Collaborated with a leading global energy expert as part of an international arbitration involving a global energy company and a Middle Eastern utility to determine the competitive price of natural gas for an \$18b project
- Provided detailed analyses to the United States Department of Justice Antitrust Division on merger synergies for a proposed \$48b healthcare merger between two of the United States' largest healthcare insurers
- Supported a Harvard Business School professor in a matter involving \$165m in potential damages attributed to the alleged failure to disclose material information to the market by the management of a \$5b biotech company
- Led survey design to assess consumers' behavior and expectations related to data privacy for a \$1b litigation involving alleged consumer data privacy law violations

FIDELITY INTERNATIONAL

Sydney, Australia

Equity Research Summer Analyst

2015

Global investment manager with over \$700 billion in assets under management, providing comprehensive investment solutions to institutions and individuals

- Presented a deep-dive industry review of the Australian consumer brands sector to Fidelity's global investment team, including comprehensive analysis of industry specific metrics and trends
- Launched coverage of six stocks after conducting primary research, including interviewing top management and industry experts, surveying end consumers and performing extensive modelling; recommended BUY ratings on three stocks to portfolio managers
- Created a framework for investing in consumer brands companies using industry-wide analysis of stock performance, incremental margins, returns, and correlation

THE VICTORIAN FUNDS MANAGEMENT CORPORATION

Melbourne, Australia

Equities Analyst

2011-2013

Institutional investment manager with over \$45 billion in assets under management, providing comprehensive investment management services to state pension funds, insurance entities and endowments

- Produced and presented investment recommendations and supporting analysis, covering gold mining, basic materials, utilities, and oil and gas sectors
- Developed and maintained strong relationships with company executives and industry analysts; represented VFMC at conferences, investor tours, and management presentations
- Built flexible and detailed valuation model for the gold mining sector, used across numerous peer group companies, improving direct investment decisions (\$50m investment)
- As lead analyst for energy and utilities, became subject matter expert on the utilities' regulatory framework, electricity generation and distribution, and gas and electricity energy markets (\$40m investment)

Education

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

Chicago, IL

Master of Business Administration

2014-2016

Concentrations in Analytic Finance, Economics, and Entrepreneurship

- Selected as Portfolio Manager of Student Managed Investment Fund (\$1.75m AUM)
- Co-chair of Investment Management Group; active member of CREDIT, Hedge Fund, and Epicurean Groups
- Elected by peers to represent cohort in alumni-judged Leadership Challenge case competition

YALE UNIVERSITY

New Haven, CT

Bachelor of Arts in Economics (GPA: 3.40; Distinction in Economics)

2006-2010

- Among eight prize finalists of 169 seniors, for senior thesis on the impact of temperature change on GDP
- Board Member and Treasurer of the Yale Club of Australia (Jan - Jul 2014)

Additional Information

- Transbay Joint Powers Authority Citizens Advisory Committee member, advising the TJPA Board on the urban transformation of downtown San Francisco and the linkage of the SF Bay Area's regional transportation networks
- Volunteer consultant supporting the Foundation Fighting Blindness Retinal Degeneration (RD) Fund's fundraising efforts, investments, and portfolio company management
- United States Permanent Resident



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Jocelyn Thompson
(Please type or write legibly)

Home Address: [REDACTED]

City: San Francisco County: San Francisco Zip Code: 94105

Email: [REDACTED] Home Phone: [REDACTED]

Contact Phone: [REDACTED] Occupation: Environmental Attorney (retired)

Employer: Apollo Silver Corp. Position: Independent Board Member

Ethnicity: White Gender: Female
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check all that apply.
Membership requires that you fit within one of the categories below.

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- Daily MUNI Rider on a line that serves the Transit Center
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- 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 have been a homeowner in District 6 since 2011 and a resident since 2017.

I have been an environmentalist since the first Earth Day and for many years was recognized by Chambers and Partners and others as one of the top environmental attorneys in California.

I have been a member of the SF Bicycle Coalition since 2017, and cycle regularly.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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):

Please see attached resume. In September 2023 the TJPA Board appointed me to complete the term of another member. The past few months have been informative and exciting for me.

I hope to contribute more to the TJPA's mission going forward.

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

Contribute the perspective of a local resident affected by the benefits and burdens of living near a major transit hub, and assist the TJPA in its mission of improving regional transit.

References

	Name	E-mail	Phone
1.	Jennifer Hernandez	[REDACTED]	[REDACTED]
2.	Kerry Konrad	[REDACTED]	[REDACTED]

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Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

[REDACTED SIGNATURE]

SIGNATURE

Please redact my contact information, if allowed.

January 31, 2024
DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other : **Announcement at CAC monthly meeting**



JOCELYN THOMPSON



Areas of Expertise

Jocelyn Thompson recently concluded a 37-year career as a highly sought-after environmental attorney. She advised top-level management of government entities and Fortune 100 companies on strategies to accomplish their development goals within the constraints of environmental and land use laws. Ms. Thompson excelled in shepherding complex projects through the challenging, multistep process from conception, through environmental review and public hearings, to approval, construction and operation. She also advised clients regarding on-going compliance with ever-evolving environmental standards, especially air quality and water quality laws.

Personal Statement

I was born and raised in the East Bay, first Hayward, and then the Diablo Valley. I can still remember when BART service began on the Concord line, and as a suburban high schooler I could suddenly travel into Berkeley without parental involvement. Ever since, to me regional transit has stood for mobility and independence.

College and law school took me to Southern California. I spent most of my career working from offices in Los Angeles, but the office location was immaterial to the location my clients. I regularly handled matters throughout California and our neighboring states. I have always remained connected to the Bay Area through work as well as family.

In 2011 I began my return to the Bay Area with the purchase of a home in District 6, and I moved here full time in 2017. My husband and I wanted to reduce our dependence on private automobiles, thereby reducing associated air emissions and other negative impacts. In San Francisco, we see a city full of people and jobs, schools, culture and recreation, tied together with a dizzying network of transportation modes. I walk or cycle to stores, venues or medical appointments up to 4 miles from home and take public transit for destinations farther afield. Our car leaves the garage only once or twice a month, usually when we are headed outside the area.

I retired from the practice of law at the end of 2019, and am now investing my energies in my community. That said, my long career as an environmental lawyer makes me especially well prepared for a position on the TJPA CAC. I am comfortable reading traffic reports and transportation plans, I understand the connection between transportation and air quality, and I have years of experience in navigating planning and zoning issues. On the CAC, my perspective as a local resident will be informed by my decades of experience in transportation and development matters.

Professional Background

Jocelyn Thompson was a partner at Alston and Bird, LLP, and predecessor firms from 1989 through 2019. Her clients included businesses engaged in development and processing of natural resources, energy generation (natural gas, wind, solar, geothermal), heavy manufacturing, infrastructure and goods movement. Because California's stringent environmental programs long ago abandoned exemptions for government activities, public entities also sought Ms. Thompson's counsel. She advised on project design and requirements for environmental review under the US National Environmental Policy Act, the California Environmental Quality Act, the California Coastal Act, and other environmental and land use laws. She represented clients in proceedings before regulatory and legislative bodies with approval authority. When approvals were challenged, she worked with governmental attorneys to defend them through administrative appeals and litigation. She argued cases before the Supreme Court of California and the US Ninth Circuit Court of Appeal, as well as trial and intermediate appellate courts.

Ms. Thompson is a member of the California Bar, and is a member (inactive) of the Texas Bar.

Professional Chronology

2008-2019	Partner, Alston & Bird, LLP
1989-2008	Partner, McClintock, Weston, <i>et al.</i> and then Weston, Benshoof, <i>et al.</i>
1986-1988	Associate, McClintock, Weston, <i>et al.</i>
1982-1986	Attorney, Exxon Company, USA.

Professional Awards and Accolades

- Ranked as one of California's top attorneys in environmental law by *Chambers USA* in their annual surveys of U.S. attorneys, 2003-2019
- Listed in the area of Environmental Law by *The Best Lawyers in America*© each year from 2007 to 2019, and as a "Lawyer of the Year" in 2017
- Recognized in the 2015 edition of *Who's Who Legal: Environment*

Professional & Community Engagement (former positions)

- American Bar Association, Section on Natural Resources, Energy and Environmental Law: co-chair of the Air Quality Committee; co-chair of the Water and Wetlands Committee
- California Construction and Industrial Minerals Association, legal lead, Air Quality Committee
- The Ventura Hillside Conservancy
- The Wildwoods Foundation, board member

Educational Background

- University of California, Los Angeles (J.D., 1982)
- University of California, Santa Barbara (B.A., 1978)



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Kia Kolderup-Lane
(Please type or write legibly)

Home Address: [REDACTED]

City: San Francisco County: San Francisco Zip Code: 94115

Email: [REDACTED] Home Phone: [REDACTED]

Contact Phone: 415-238-6323 Occupation: Technology

Employer: Salesforce Position: Sr. Government Affairs Mgr

Ethnicity: White Gender: Female
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check all that apply.
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 Transit Center
- 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.
Salesforce has been a partner of the TJPA since the inception of the Transbay Center.

We have over 7,000 employees in our downtown SF offices who take Caltrain, BART,
AC Transit, MUNI, Bike, and walk to work and we strive to ensure that their commutes
and those of businesses around are good. We would like to have a voice on the CAC.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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):
Please see resume attached.

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

My goals are to represent Salesforce and the voice of other businesses in District

References

	Name	E-mail	Phone
1.	Amy Waggoner	[REDACTED]	[REDACTED]
2.	Alyssa Sherman	[REDACTED]	[REDACTED]

Applications are considered active for one year from the date of signature. Completed applications should be submitted to the Transbay Joint Powers Authority via email cac@tjpa.org or by mail to 425 Mission Street, Suite 250, San Francisco, CA 94105 by February 16, 2024.

Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

SIGNATURE/ [REDACTED] _____ DATE 2/16/2024

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other _____

PROFESSIONAL SUMMARY

Seasoned self-starter and government affairs leader with expertise in the public and private sectors. Leverages background in advocacy and community engagement to inform strategy and stakeholder management. Demonstrated success in leading teams for cross-functional strategic projects, building subject matter expertise, representing leaders and interests, managing complex projects under tight deadlines, executing policy communications, navigating regulatory affairs, and utilizing data-driven metric tracking.

PROFESSIONAL EXPERIENCE

Sr. Government Affairs Manager, State and Local Government, CA & Southwest

San Francisco, CA

Salesforce

December 2023 – Present

- Represent Salesforce's interest with key government officials and policymakers, including executive and legislative leaders, and high-level administration officials on a wide range of public policy priorities
- Act as the primary point of contact for state and local government stakeholders, civic organizations, industry and policy associations
- Analyze legislative and regulatory proposals to assess relevance and impact to Salesforce
- Draft advocacy materials and position papers for internal and external communications
- Support strategic Government Affairs events and global government bilateral visits occurring in our San Francisco headquarters.

Communications Manager, Economic Recovery

San Francisco, CA

City and County of San Francisco

February 2023 – Present

- Developed and implemented communications strategy on San Francisco Economic Recovery including strategic messaging, campaign development, stakeholder and community engagement, news media relations, multi-media, public relations.
- Acted as the official spokesperson to media and served as a liaison to other city agencies, partnering agencies, community and merchant associations, and business stakeholders to ensure communications was comprehensive and consistent. Managed weekly coalition meetings, interagency meetings, and press briefings on economic recovery.
- Fielded daily press inquiries and pitched weekly stories to change the narrative from #doomloop to "boomloop" in 6 months, managing citywide and nationwide PR campaigns and using personal community stories from small businesses for digital storytelling.
- Drafted over 25 press announcements in partnership with Mayor Breed's Press Office, prepared regular written policy briefings for press interviews and events for the Mayor and executives, launched inaugural "Good News Newsletter," and tracked San Francisco economic recovery metrics regularly, resulting in the creation of two major quarterly updates.

Public Policy Manager, State and Local Public Policy

San Francisco, CA

Twitter

May 2021 – January 2023

- Managed portfolio of states including California, New York, and Western States, serving as primary point of contact with state and local government officials to drive business relationships, policy discussions, and government engagement with Twitter.
- Developed 14 Policy Playbooks; conducting research into tech policy issues while working with other Twitter team members to fashion policy solutions that met the legitimate needs of policymakers, while advancing the interests of Twitter users and company leadership.
- Identified and supported opportunities to ensure that key government representatives understood and could effectively utilize Twitter around special moments such as National Voter Reg Day, Vote Early Day, and key public health efforts for vaccinations
- Represented Twitter at high-tech industry gatherings, policy associations, and coalition meetings and spoke publicly on policy panels at events and conventions Twitter's positions on various policy issues including content moderation, data privacy, and taxation.
- Educated lawmakers and partners at the city and state level of the power of Twitter by conducting over 50 mission critical, strategic trainings across the United States, sharing relevant information on product features as well as our safety guidelines and approach to mis and disinformation reporting for public health content and political content.
- Served as the Public Policy representative and conduit for the Real Estate and Workplace team as well as all external events and company leadership related needs in relation to the company's interactions with city, state, and federal government visiting Twitter, making sure the company was in compliance with COVID-19 workplace reopening policies, and the company's physical footprint.

Public Affairs Specialist San Francisco, CA

Independent Consultant

August, 2019 – April 2021

- Led a variety of high impact policy, communications and research projects with private and public partners on a contract basis for short term public policy and public affairs consulting. My diverse client portfolio included clients from water utilities in California, to Spin (micromobility), to working on cutting edge GOTV campaigns for 2020 and getting the word out about vaccinations with TikTok influencers in 2021 through digital media ads.

2020 Presidential Campaigns (Senator Kamala Harris & Senator Cory Booker)

San Francisco Bay Area

West Coast Advance Lead

April 2019 – December 2019

- Served the National Advance Teams of Senator Kamala Harris and Senator Cory Booker as a freelance Site Lead, supporting the Senators on a broad range of events and program coordination for their campaigns for President of the United States.
- Translated policy messaging into action by developing a strategy for event-based public engagement.

KIA KOLDERUP-LANE

Hustle (a Peer-to-Peer text messaging company)

Chief of Staff to the CEO & Public Policy Lead

New York City, NY & San Francisco, CA

June 2017 – May 2019

- Reported directly to the Co-Founder and CEO; led strategic projects and worked on duties as assigned to support the most pressing needs of the CEO and the company as it grew from 20-250 employees during my 2-year tenure.
- Managed external affairs, representing the company in appearances, while managing client relationships to produce VIP company events with the marketing and sales teams to engage progressive advocacy organizations and Democratic Party candidates.
- Led public policy, overseeing the day to day management of the company's Federal lobbying consultants and supporting long-term goals of the company as an emerging technology platform in the telecommunications arena.
- Helped the company mitigate regulatory risk by launching a bi-partisan coalition, the "P2P Alliance," to advocate for clear peer to peer text messaging regulations from the FCC, identifying and engaging key partners in the SMS and telecommunications industry that could strengthen the coalitions message and relationships for passing TCPA text messaging reform. Garnered bi-partisan support and from Congress through engagement, and secured unlikely support from diverse stakeholders such as the NAACP and the RNC.

Hillary for America

State Youth Vote Director - Wisconsin

Madison/Milwaukee, WI

August 2016 – December 2016

- Oversaw the Youth Vote program, managing 9 Organizers and over 250 volunteers across the State of Wisconsin.
- Mobilized the largest turnout of any other interest group in the State of Wisconsin in 2016, with over 3 Million voters, contributing to winning the Youth Vote across the state and nation-wide for Hillary for America.
- Established and sustained close relationships with local and statewide interest groups, political leaders, and elected officials to coordinate and organize strategic events and programming throughout 8 key regions in the state.

Office of Congresswoman Nancy Pelosi, Speaker of the House

Sr. Field Representative

San Francisco, CA

June 2014 – August 2016

- Regularly appeared on behalf of Speaker Pelosi as her district liaison in over 100 community engagements including local government and community meetings, site visits, events, and panels representing the federal government and Democratic Leadership in order to meet daily and long-term goals, while performing duties as assigned.
- Advised the congresswoman on local political, and policy issues, tracking legislation at the city and statewide level.
- Led the District Office's outreach operations, implementing strategy to ramp up the district's community roundtable programming by cultivating close relationships with San Francisco community leaders and focusing on diverse, integral issue areas and targeted outreach – successfully leading to a change in average attendance from 5 to 17 monthly participants.
- Regularly planned and orchestrated press conferences to amplify the Democratic Party's policy messages with curated personal stories, narratives, and locations that served as a backdrop to highlight key messaging points.
- Prepared 10-20 page written reports providing research and background on key issues, policy, and stakeholders to support Speaker Pelosi during events, meetings, press conferences, and speaking engagements and prepared correspondence on her behalf.
- Managed issue areas of technology, education, workforce development, and the future of work, leading Democratic initiatives such as the Innovation Agenda 2.0, the Department of Labor Apprenticeship Program, and the Women's Economic Agenda.

San Francisco Citizens Initiative for Technology and Innovation (sf.citi)

Project Manager

San Francisco, CA

June 2012 – June 2014

- Established civic-tech trade association led by Ron Conway and Mayor Ed Lee to leverage the power of the technology sector for civic innovation projects – scaled the organization from 71-500 member companies, in 2 years.
- Led the organization's legislative and political efforts, spearheading the "Payroll Tax Reform" ballot initiative; building a coalition of hundreds of San Francisco tech companies, small businesses, community organizations and non-profits while raising hundreds of thousands of dollars from corporate donors and political partners to ultimately win with 73% of the vote.
- Tracked new legislation and regulations affecting the organization's membership and drafted summaries and position papers.
- Led working group on SFUSD Vision 2025 program and "Circle the Schools" initiative, in partnership with Salesforce.
- Regularly appeared before the SF Board of Supervisors and state legislators on behalf of the organization and its members to advocate for issues of importance around rent and housing legislation (Airbnb), commuter charter busses (Google), and TNCs (Lyft/Uber) at the outset of the Sharing Economy; coordinated with member companies and the Mayor's communications teams to ensure messaging goals were met.

The California Faculty Association (SEIU), Sonoma State University

Organizer

Rohnert Park, CA

September 2008 – May 2012

- Organized over 75 events in Sonoma County, the Bay Area, and Sacramento over three years.
- Led statewide lobbying days; recruiting students, faculty, and administrators, to engage California legislators, and the Governor to achieve common goals for California's higher education through legislation and reform.

EDUCATION

UC Berkeley, Goldman School of Public Policy

Master of Public Affairs

Berkeley, CA

May 2020

Sonoma State University

Bachelor of Arts in Political Science

Rohnert Park, CA

May 2012



TRANSBAY JOINT POWERS AUTHORITY
Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Ruhama Tereda
(Please type or write legibly)

Home Address: [REDACTED]

City: San Francisco County: San Francisco Zip Code: 94109

Email: [REDACTED] Home Phone: [REDACTED]

Contact Phone: [REDACTED] Occupation: Researcher

Ethnicity: Ethiopian Gender: Female
(Voluntary Information) (Voluntary Information)

Affiliation(s) Please check all that apply.
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 Transit Center
- 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 have been a researcher for the Nor Cal Carpenters Union since August 2022. One of my main responsibilities is staffing our Executive Secretary Treasurer who is a California Transportation Commissioner on matters that come before the CTC. This work involves learning about California transportation policy and analyzing problems and proposals through their potential impacts on working people throughout the state.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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):

Resume attached.

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

I want to help build the interconnected, environmentally sustainable, and efficient transportation system that I want to live in. I think this future can exist if we meaningfully work towards our state climate goals while recognizing that for a majority of Californians, public transit is inaccessible. I believe that a just transition requires policies that confront this reality by materially easing inequitable burdens across different incomes, creating coalitions of environmental, industry, and labor groups to support ambitious projects, and seeking community engagement to help guide this transformation.

References

	Name	E-mail	Phone
1.	Dan Calamuci	[REDACTED]	[REDACTED]
2.	Anthony Carroll	[REDACTED]	[REDACTED]

Applications are considered active for one year from the date of signature. Completed applications should be submitted to the Transbay Joint Powers Authority via email cac@tjpa.org or by mail to 425 Mission Street, Suite 250, San Francisco, CA 94105 by February 16, 2024.

Please note that the information you provide 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 your 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 redacted from publicly available copies. Where residence is relevant, a portion of the address (such as street name and zip code) may be disclosed.

Ruhama Tereda
SIGNATURE

2/16/2024
DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other: My organization



ACADEMICS & HONORS

Duke University — B.A. (2022)

- Major: Public Policy

Undergraduate Honors Thesis: “More than Just “Essential”: NC Poultry Workers’ Perceptions of COVID-19 and Collective Bargaining” —2022

- Received Highest Distinction

US Presidential Scholar — 2018

- Recognized as one of 161 high school students for academic achievement in Washington, D.C. as part of 1964 Presidential Executive Order

American Legion Auxiliary Girls State Governor — 2017

- Elected by peers of nearly 400 South Dakotan student delegates to the highest elected position
- Served as ALA Girls State Rep for elected state officials

WORK EXPERIENCE

Nor Cal Carpenters Union—Strategic Researcher (Summer 2022-Present)

- Staff Commissioner Jay Bradshaw on matters presented to the California Transportation Commission
- Represent the Nor Cal Carpenters in public hearings regarding transportation policy
- Research emerging renewable energy projects and policies
- Conduct strategic research to inform organizing campaigns

North Carolina AFL-CIO— Intern (Fall 2021, Spring 2022)

- Research, interview, and produce a 4-part podcast on North Carolina Labor history using audio software
- Assisted with organizing participant materials for the Annual NC AFL CIO Convention

Student Action With Farmworkers (Into the Fields) — Piedmont Health, Migrant Health Intern (Summer 2021)

- Fundraised over \$1000 dollars for Students Action with Farmworker through an online campaign
- Completed 60 health assessments for H2A farmworkers
- Assisted in 2 COVID-19 testing and vaccine drives for farmworkers
- Participated in 2 popular theater outreach events for 20 farmworkers to discuss occupational health safety

DESTA (Duke’s Ethiopian and Eritrean Student Association) — Co-President (2020-2021)

- Oversaw the completion of social media, event planning, and community service activities of the executive board
- Created voter education flyers distributed to local Ethiopian and Eritrean diaspora for the 2020 election

Huang Fellowship — Fellow (Summer 2019)

- Conducted research on women’s representation in healthcare innovation leadership through a situational analysis of the Innovations in Healthcare portfolio
- Created a podcast episode and presented a Ted Talk focused on science communication for a lay audience

Women Inspired Health Strategies Bass Connections — Research Assistant (2020-2021)

- Completed a stakeholder analysis and power map with research team to inform a policy recommendation for the implementation of women-centered at-home cervical screening in Cajamarca, Peru
- Created a theory of change for the Women Inspired Health Strategies Model

LANGUAGES

- English: Fluent (verbal, written)
- Amharic: Fluent (verbal)
- Spanish: Intermediate (verbal, written)



TRANSBAY JOINT POWERS AUTHORITY

Adam Van de Water • Executive Director

APPLICATION FOR MEMBERSHIP ON THE TJPA CITIZENS ADVISORY COMMITTEE

Name: Nadia Woodmansee
(Please type or write legibly)

Home Address: [Redacted]

City: Oakland County: Alameda Zip Code: 94610

Email: [Redacted] Home Phone: N/A

Contact Phone: [Redacted] Occupation: TDM Professional

Employer: San Francisco Giants Position: Transportation Manager

Ethnicity: (Voluntary Information) Gender: (Voluntary Information)

Affiliation(s) Please check all that apply. Membership requires that you fit within one of the categories below.

- Checkboxes for affiliations: Daily Caltrain rider into San Francisco, Daily AC Transit Transbay Rider into San Francisco, Daily MUNI Rider on a line that serves the Transit Center, 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 live in Oakland and ride AC Transit Transbay buses to San Francisco. Due to my work schedule, I use Transbay buses for my commute, sometimes 5+ days per week and regularly ride to San Francisco on weekends to spend time with family and friends.

As the Transportation Manager for the San Francisco Giants, I represent a business based in Mission Bay with an interest in both the operation of Salesforce Transit Center and the Downtown Rail Extension project.

Applicants who currently sit on another regional CAC that advises on matters relevant to the 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):

In addition to being a regular AC Transit Transbay rider, my career is based in TDM (Transportation Demand Management). I have worked for major

Bay Area businesses overseeing employee commuter programs striving to reduce single occupancy vehicle trips to employer offices and campuses. I currently work for

the SF Giants managing employee commuter programs, overseeing gameday transportation systems, and implementing the TDM Plan at Mission Rock. My complete resume is attached.

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

I hope to provide input on how best to improve the operation of Salesforce Transit Center from both the perspective of a daily Transbay rider and an employee of a

Mission Bay-based business that supports the use and expansion of the regional public transit network. I would love the opportunity to share feedback on The Portal and learn more about how the project will expand connectivity to the downtown core of San Francisco.

References

	Name	E-mail	Phone
1.	lowayna Pena	[REDACTED]	[REDACTED]
2.	Joshua Karlin-Resnick	[REDACTED]	[REDACTED]

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[REDACTED]

SIGNATURE

02/15/2024

DATE

How did you hear about us?

- TJPA Website/Search Engine (Google, Yahoo, etc.)
- Email
- Newspaper
- Word of Mouth
- Social Media
- Other _____

NADIA WOODMANSEE

INTRODUCTION

I am a TDM professional with a background in corporate commuter programs and large event venue transportation operations. I have previously been involved in local transportation advocacy efforts in San Mateo County. I'm passionate about bicycle and pedestrian safety and promoting public transportation.

- Demonstrated ability to take initiative, lead projects, and solve problems.
- Highly organized and experienced at engaging in multiple projects simultaneously without sacrificing quality.
- Kind and supportive, with a positive attitude and passion for environmental sustainability.

AREAS OF EXPERTISE

- Local bicycle advocacy efforts
- Corporate commuter programs and alternative transportation modes
- Vendor management
- Customer service
- Fleet management
- Fleet electrification
- Written communications & marketing campaigns
- Microsoft Suite 365
- Adobe Illustrator
- Wordpress
- Mailchimp

ACADEMIC BACKGROUND

University of California, Santa Cruz
Environmental Studies, B.A.

- Highest Departmental Honors in Environmental Studies

PROFESSIONAL EXPERIENCE

Transportation Manager

San Francisco Giants, San Francisco | August 2022 - Present

- Oversee all gameday and event transportation systems such as partnering with local public transit agencies, managing Oracle Park parking lot/garage operations, overseeing Bicycle Valet operations, and Accessibility Shuttle operations.
- Manage all Oracle Park employee commuter programs and benefits including a daily transportation stipend, employee parking demand management, and employee communications plan.
- Implement TDM Plan at Mission Rock by partnering with a residential building management company and all commercial tenants to manage parking demand and encourage the use of public transit to/from the development and neighborhood.

Transportation Coordinator

Tesla, Fremont | June 2021 - July 2022

- Oversee day-to-day bus and shuttle operations such as tracking and reporting daily ridership data, responding to rider questions and concerns, working closely with the shuttle vendor, act as project manager for shuttle related launches such as opening new shuttle stops, and training and overseeing dispatchers.
- Support in the development of new programs, most recently a new app-based carpool program.
- Engage in employee outreach by organizing high impact, site specific tabling events to promote new shuttle routes; present at weekly new hire orientations to 300+ employees; and create transportation collateral for Tesla recruiters to share with prospective employees.
- Designed, built, and maintain websites with up-to-date information, policies, and communications for all transportation programs using Microsoft SharePoint.
- Draft and send all transportation communications and create maps and marketing materials using Adobe Illustrator.

Transportation Coordinator

Genentech, South San Francisco | March 2020 - June 2021

- Managed all bicycle program operations such as researching and developing an electric bicycle loaner program & bike-share program, organizing and advertising cycling-related events (Bike to Work Day, etc.), distributing and overseeing campus bicycle locker rentals, communicating with bicycle commuters, and restocking campus stores with bicycle supplies.
- Drafted and sent all communications and newsletters for every TDM program, created graphics and marketing materials using Adobe Illustrator, and designed, created, and maintained program websites using WordPress.
- Led, organized, and managed the demo of new electric motor coaches and coordinated and problem solved the charging of demo vehicles.
- Analyzed daily bus and shuttle ridership data, organized data into easily digestible graphs for the team to review, and proposed continual improvements to the programs, one of which being a service reduction of underutilized routes which saved the program \$2 million.
- Partnered and worked closely with various other teams such as Design and Construction, Security, Environmental Health and Safety, and others.
- Reviewed vendor invoices.

Transportation Intern

Genentech, South San Francisco | June 2019 - March 2020

- Supported high impact TDM programs - commuter buses, campus shuttles, and bicycling - that encourage Genentech's workforce of 12,000 employees to commute using alternative modes.
- Developed and maintained partnerships with vendors and strategized plans for program pilots, launches, and scaling for rollouts to the entire workforce.
- Conducted a research project about electric vehicle charging infrastructure across the United State that helped the Corporate Vehicles program move toward a fully electric corporate vehicle fleet program by showing that it was possible.
- Facilitated and lead all team meetings, took notes, and organized meetings to ensure they were productive and useful.