

## **2.7 Agreement with the State of California, Office of Planning and Research, California Volunteers for Phase Two Grant Funding for TogetherSJ.**

### **Recommendation:**

Adopt a resolution authorizing the City Manager or her designee to execute an Agreement between the City of San José and the State of California, Office of Planning and Research, California Volunteers to accept the Phase Two Grant Funding for TogetherSJ in the amount of \$1,000,000 and to negotiate and execute additional amendments and related documents without further City Council action.

CEQA: Not a Project, File No. PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project which may result in a potentially significant physical impact on the environment. (City Clerk)



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Toni Taber, CMC

**SUBJECT:** See below

**DATE:** March 22, 2024

---

Approved

Date

---

**COUNCIL DISTRICT: CITYWIDE**

**SUBJECT: Agreement with the State of California, Office of Planning and Research,  
California Volunteers for Phase Two Grant Funding for TogetherSJ**

## **RECOMMENDATION**

Adopt a resolution authorizing the City Manager or her designee to execute an Agreement between the City of San José and the State of California, Office of Planning and Research, California Volunteers to accept the Phase Two Grant Funding for TogetherSJ in the amount of \$1,000,000 and to negotiate and execute additional amendments and related documents without further City Council action.

## **SUMMARY AND OUTCOME**

The recommended action accepts grant funding in the amount of \$1,000,000 that the City of San Jose ("City") will receive from California Volunteers to continue the TogetherSJ Program through FY2025-2026.

## **BACKGROUND**

In July 2023, the Mayor's Office was awarded a \$1,000,000 grant under the Connecting Neighbors to Neighbors program (Phase One) from the State of California, Office of Planning and Research, California Volunteers for fiscal year 2023-2024. The funding helped launch Phase One of the TogetherSJ programs, which focused on building neighbor-to-neighbor engagement through emergency preparedness trainings, beautification initiatives, neighborhood association activities, and other volunteer programming – with the goal of increasing social capital and civic pride. In the first year of TogetherSJ, in utilizing the grant funds from Phase One, San José experienced a 220% increase in volunteerism over the last fiscal year, a milestone supported by 20 TogetherSJ neighborhoods. In addition, programming removed 138,000 lbs. of trash, and early data shows a 95% increase in neighborhood association attendance. All funds for TogetherSJ Phase One must be expended by the end of June 2024, though the City is requesting an extension to September 2024.

California Volunteers opened the grant opportunity for a second year (Phase Two). The solicitation was available through a competitive process and local city governments with existing programming that strengthens social connections were eligible to apply.

On February 9, 2024, Mayor's Office, with the support of the City Manager's Office, submitted a proposal for \$1,000,000 in grant funding to amplify the impact of TogetherSJ by expanding to Phase Two of its program and continue enabling neighborhoods to take ownership in creating a safer and more resilient city. Phase Two will expand on the total number of neighborhoods supported by TogetherSJ from 20 to 40 total neighborhoods. In addition, Phase Two will incorporate a Third Places strategy which will be pivotal in delivering a long-lasting positive impact at the neighborhood level. A "Third Places" strategy leverages community organizations and centers that connect neighborhoods and other communal locations to deliver impact at the neighborhood level. (Please see the Analysis section for more detailed information on Third Places). TogetherSJ Phase Two will focus on supporting neighborhoods and communities by offering three main resources:

1. A portfolio of initiatives that address community needs, which will be supported through surveys and direct input from communities;
2. A calendar of events giving neighbors ample opportunity to strengthen their bonds; and
3. Partnering with a diverse range of local collaborators, including Third Places such as nonprofits and community centers, to strengthen the community's utilization of local resources and feeling of camaraderie.

On March 1, 2024, California Volunteers notified the Mayor's Office of its intent to award a grant to the City. If approved by Council, the grant agreement term will be from the Council approval date to January 31, 2026, and the Mayor's Office will implement Phase Two of the program.

## **ANALYSIS**

Without the continuation of the TogetherSJ program, and the award of the \$1,000,000, the Mayor's Office would not be able to expand TogetherSJ to more San Jose neighborhoods or support each neighborhood with the time and resources they need to drive long-lasting positive impact in their communities. Further, continuation and expansion of the TogetherSJ grant introduces new strategies and resources that will uniquely position the Mayor's Office to build the existing TogetherSJ program to more neighborhoods, and in addition, to offer a more high-touch approach with each neighborhood it serves. The new strategies that the Mayor's Office plans to employ are to 1) incorporate prior learnings directly from the TogetherSJ program, 2) solicit and integrate feedback directly from the neighborhood stakeholders, and 3) to leverage local partners and "Third Places."

As mentioned above, a "Third Places" strategy leverages community organizations and centers that connect neighborhoods and other communal locations to deliver impact at the neighborhood level. These community spaces, distinct from home (first place) and work (second place), serve as hubs for social interaction, collaboration, and shared experiences. In other words, a "Third

HONORABLE MAYOR AND CITY COUNCIL

March 22, 2024

Subject: Agreement with the State of California, Office of Planning and Research, California Volunteers for Phase Two Grant Funding for TogetherSJ

Page 3

Places" strategy allows TogetherSJ to broaden its reach and impact through partnerships at the local level. A "Third Places" strategy also ensures that volunteers not only contribute to initiatives led by the local government but also have the opportunity to spearhead projects that align with the unique needs and aspirations of their neighborhoods.

TogetherSJ Phase Two encourages the adoption of "Third Places" within neighborhoods, such as community centers, parks, and local businesses, as focal points for community-building activities. By revitalizing these spaces, the aim is to bring neighbors together and create a resilient community where residents feel empowered and supported. Overall, TogetherSJ Phase Two underscores the commitment of the Mayor's Office to foster meaningful connections and strengthen the fabric of San José's neighborhoods.

### **EVALUATION AND FOLLOW-UP**

As described below, \$100,000 of Phase Two funding is expected to be recognized and appropriated in the FY2023-2024 Year-End budget process, and the remaining \$900,000 will be recognized and appropriated as part of future budget processes. No additional follow-up actions with the City Council are expected at this time. The Mayor's Office will continue to communicate informational updates about the program.

### **COST SUMMARY/IMPLICATIONS**

The 2023-2024 Modified Budget currently includes \$1,000,000 for the Phase One of the City's TogetherSJ Program from the State of California. Acceptance of the Phase Two grant would provide the City an additional \$1,000,000 on a reimbursement basis that must be expended by January 2026. Actions to recognize \$100,000 of Phase 2 funds are anticipated to be brought forward during the 2023-2024 Year-End budget process, and the remainder amount of \$900,000 will be recognized and appropriated as part of future budget processes.

### **COORDINATION**

This memorandum has been coordinated with the Department of Transportation; Office of Cultural Affairs; Public Works; Parks, Recreation & Neighborhood Services; the City Manager's Office; and the Office of Mayor Matt Mahan.

### **PUBLIC OUTREACH**

This memorandum will be posted on the City's Council Agenda website for the April 9, 2024 City Council meeting.

### **COMMISSION RECOMMENDATION AND INPUT**

No commission recommendation or input is associated with this action.

HONORABLE MAYOR AND CITY COUNCIL

March 22, 2024

Subject: Agreement with the State of California, Office of Planning and Research, California Volunteers for Phase Two Grant Funding for TogetherSJ

Page 4

**CEQA**

Not a Project, File No. PP17-004, Government Funding Mechanism or Fiscal Activity with no commitment to a specific project which may result in a potentially significant physical impact on the environment.

**PUBLIC SUBSIDY REPORTING**

This item does not include a public subsidy as defined in section 53083 or 53083.1 of the California Government Code or the City's Open Government Resolution.

A handwritten signature in black ink, appearing to read 'Toni Taber', with a stylized, circular flourish at the end.

TONI TABER, CMC  
City Clerk

For questions, please contact Amanda Wong, Senior Analyst, at [amanda.wong@sanjoseca.gov](mailto:amanda.wong@sanjoseca.gov) or (408) 535-1260.

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES

**STANDARD AGREEMENT**

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

CV2311407

PURCHASING AUTHORITY NUMBER (If Applicable)

OPR-0650

1. This Agreement is entered into between the Contracting Agency and the Contractor named below:

CONTRACTING AGENCY NAME

Office of Planning and Research, California Volunteers, hereinafter referred to as STATE

CONTRACTOR NAME

City of San Jose, hereinafter referred to as CONTRACTOR/GRANTEE

2. The term of this Agreement is:

START DATE

March 04, 2024 or Upon Approval

THROUGH END DATE

January 31, 2026

3. The maximum amount of this Agreement is:

\$ 1,000,000.00 [One Million Dollars and No Cents]

4. The parties agree to comply with the terms and conditions of the following exhibits, which are by this reference made a part of the Agreement.

Exhibits	Title	Pages
Exhibit A	Scope of Work	33
Exhibit B	Budget Detail and Payment Provisions	2
Exhibit B.1	Cost Sheet	2
+ - Exhibit C *	General Terms and Conditions	Online
+ - Exhibit D	Special Terms and Conditions	13
+ - Exhibit E	Resumes	36

Items shown with an asterisk (\*), are hereby incorporated by reference and made part of this agreement as if attached hereto.

These documents can be viewed at <https://www.dgs.ca.gov/OLS/Resources>

IN WITNESS WHEREOF, THIS AGREEMENT HAS BEEN EXECUTED BY THE PARTIES HERETO.

**CONTRACTOR**

CONTRACTOR NAME (if other than an individual, state whether a corporation, partnership, etc.)

City of San Jose

CONTRACTOR BUSINESS ADDRESS

200 E Santa Clara Street, Floor 17

CITY

San Jose

STATE

CA

ZIP

95113

PRINTED NAME OF PERSON SIGNING

Sarah Zarate

TITLE

Director, City Managers Office

CONTRACTOR AUTHORIZED SIGNATURE

DATE SIGNED

STATE OF CALIFORNIA - DEPARTMENT OF GENERAL SERVICES

**STANDARD AGREEMENT**

STD 213 (Rev. 04/2020)

AGREEMENT NUMBER

**CV2311407**

PURCHASING AUTHORITY NUMBER (If Applicable)

**OPR-0650****STATE OF CALIFORNIA**

CONTRACTING AGENCY NAME

Office of Planning and Research, California Volunteers

CONTRACTING AGENCY ADDRESS

1400 10th Street

CITY

Sacramento

STATE

CA

ZIP

95814

PRINTED NAME OF PERSON SIGNING

Anthony Chavez

TITLE

Director of Operations

CONTRACTING AGENCY AUTHORIZED SIGNATURE

DATE SIGNED

CALIFORNIA DEPARTMENT OF GENERAL SERVICES APPROVAL

EXEMPTION (If Applicable)

Exempt - SCM Vol 1, Section 4.04(A)(4)

## A. Summary

The better connected a neighborhood is, the better protected a neighborhood is – because when neighbors know neighbors, they look out for each other in an emergency, in a disaster, and on any given Tuesday. This togetherness is what creates a safe, clean, resilient city, and it's the goal of our TogetherSJ program. Emergency preparedness resources and education will promote neighborhood connection and resiliency before and after disasters. Providing opportunities for neighbors to engage in emergency preparedness not only reduces fear, anxiety, and losses that accompany disasters, but increases social capital within your community. In conjunction, increasing resources and projects towards beautifying the city, will increase the overall quality of life for our community.

In the first year of this program (Phase One of TogetherSJ), we focused on establishing relationships with and between residents in our 20 focus neighborhoods by leveraging additional staff capacity made possible by the Neighbor-to-Neighbor grant to organize clean-ups, tree plantings, neighborhood association meetings, and social activities. And in doing so, we've seen how a common goal unites a community, working towards that goal boosts social capital, and achieving that goal improves civic pride – creating a positive feedback loop that invites expanded engagement.

The work we completed in Phase One of the TogetherSJ program provides a glimpse into what is possible when we create better connected neighborhoods. San José experienced a 220% increase in volunteerism over the last fiscal year, a milestone supported by our 20 Together SJ neighborhoods and the programming we've organized utilizing the initial grant funds. We reduced graffiti, removed 138,000 lbs of trash, and early data shows a 95% increase in neighborhood association attendance. Our Community Relations Coordinators colleagues, Rheya Pawar and Myrna Srouji, who joined our team in October of 2023, bolstered our outreach efforts and accomplished a number of early goals:

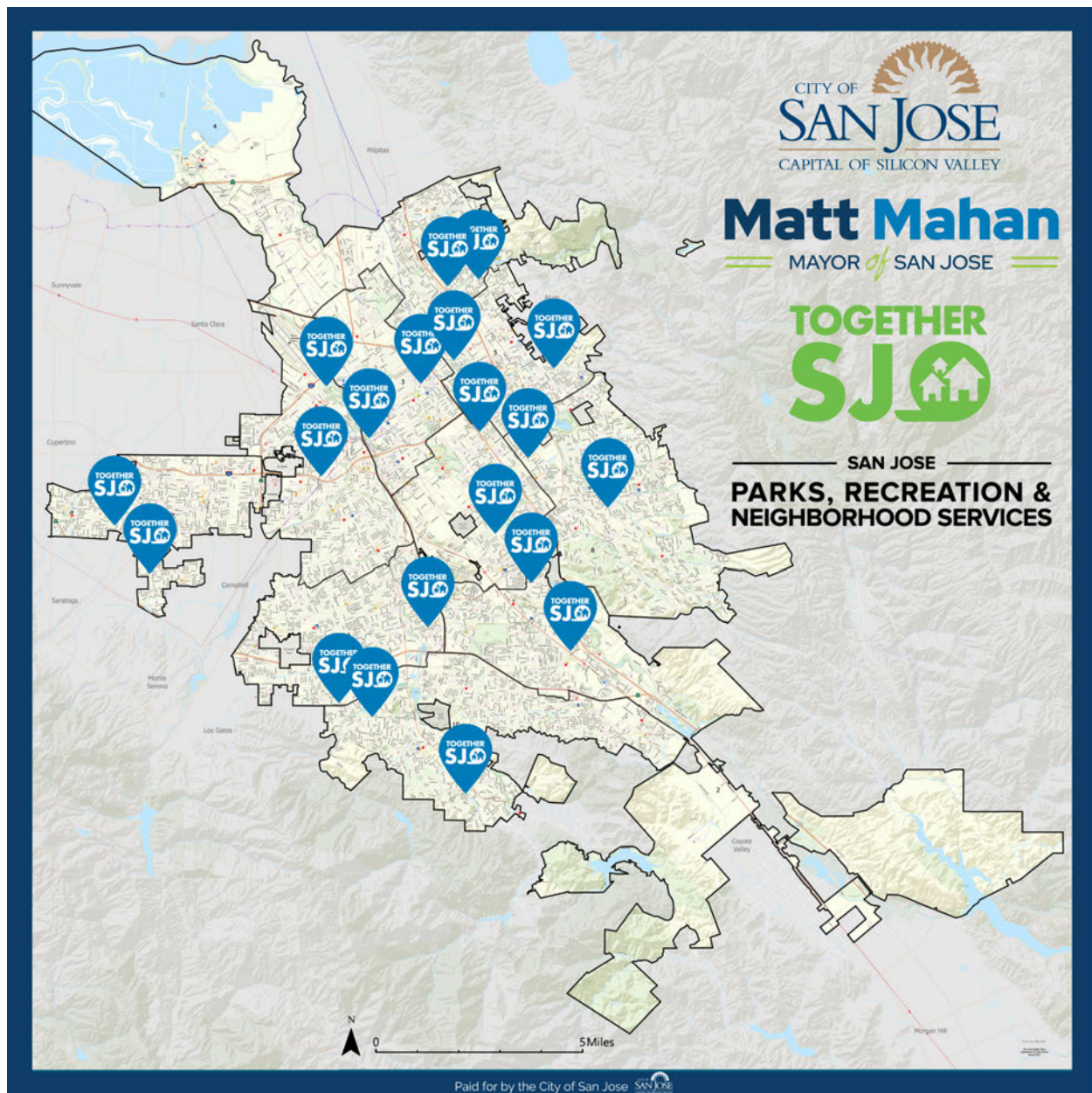
- Collected 1366 “baselining” surveys in our 20 selected neighborhoods to measure levels of social cohesion, perceptions of neighborhood quality of life and the efficacy of city government, and initial indications of residents’ goals for their neighborhoods;
- Supported the board of each neighborhood association in hosting new events, such as holiday parties, and worked with them to establish a regular cadence of monthly meetings resulting in a total of 105 events in Phase One;
- Trained neighborhood leaders in community organizing, including outreach methods such as social media, email programs, and creation of fliers and mailers in order to involve more neighbors in clean-ups, dumpster days and other activities in the neighborhood;
- Connected with neighborhood leaders weekly to address and solve any concerns.



Building on our learnings and the early success of our TogetherSJ program, the City of San José's Mayor's Office is excited to continue creating connected communities one neighborhood at a time. As we embark on this exciting next phase (Phase Two), the City of San José seeks \$1,000,000 in grant funding to amplify the impact of TogetherSJ. Using these dollars, we will build on the strong foundation of TogetherSJ by:

- Making a visible difference in neighborhoods by adding staff capacity to reach more residents across another 20 focus neighborhoods and graduating neighborhoods out of the program that meet our criteria;
- Adding key corridors and “third places” to the scope of our work in order to provide opportunities for change in the immediate vicinity of our core focus areas;
- Expanding climate resilience projects, such as tree plantings and emergency preparedness trainings, to the repertoire of activities for neighborhood participation;
- Expanding opportunities for social gatherings within neighborhoods, recognizing the integral role they play in nurturing strong community ties;
- Building out our neighborhoods so they can focus on collective action around issues, providing high quality training and supplies that allow neighbors to have a direct impact.

Since the launch of TogetherSJ, we've witnessed the vital role that civic pride plays in building social capital — the shared love of a place creates an initial connection, and the maintenance of that place ensures a lasting relationship. Our proof of concept exists in the data, but it also exists in the neighborhoods — in the nods and smiles on the faces of passing neighbors, in the well-maintained community parks and gardens, and in the willingness to connect. There is a sense of community and shared drive in our 20 focus neighborhoods that if spread throughout the city, would help solve the biggest problems we face today. We hope to continue this important work and become a model that communities across the state and nation look to when attempting to reduce loneliness, stoke civic engagement, and enlist the help of residents in solving the crises we face today. After all, all politics are local.



A map of neighborhoods from the TogetherSJ program established with the Neighbor-to-Neighbor grant in the City of San José

## A.1 Project Management Plan

### Introduction and Goals

The City of San José's Mayor's Office is excited to further the positive impact TogetherSJ has already made on communities and neighborhoods. In Phase Two of TogetherSJ, we will incorporate learnings from Phase One and create even more authentic opportunities for connections. In addition, we will strive to support neighborhoods on their journey towards self-sufficiency by incorporating best practices from Phase One, collaborating with partners to identify and survey neighborhoods, and in conjunction with partners and Third Places, offer the residents of San José ample opportunity to engage.

The project management plan for Phase Two of TogetherSJ will focus on supporting neighborhoods and communities by offering three main resources:

1. A portfolio of initiatives that address community needs, which will be supported through surveys and direct input from communities;
2. A calendar of events giving neighbors ample opportunity to strengthen their bonds; and
3. Partnering with a diverse range of local collaborators, including Third Places such as nonprofits and community centers, to strengthen the community's utilization of local resources and feeling of camaraderie.

In addition, Phase Two of TogetherSJ will prioritize themes for its initiatives and events that focus on topics most important to San José. Through prior surveys and focus groups, San José community members have shared they are passionate about initiatives that positively impact quality of life, such as efforts around beautification and emergency preparedness. In addition, they have communicated an appreciation and eagerness for training initiatives that enable them to take ownership of and lead their communities in such quality of life initiatives.

Our overarching goal is to ensure that we create a positive and long-lasting impact on the communities we work with, and more importantly, that we help these neighborhoods thrive in a self-sufficient and sustainable way. [You may refer to Section D.4](#) for more information on our approach to graduating neighborhoods. One way we've done this in Phase One of TogetherSJ is through beautification projects, such as neighborhood creek clean-ups. During the creek clean-up projects, volunteers were trained and given the tools to declutter and remove waste from their local creeks. As a result, we've seen volunteers gain a newfound ownership of their shared spaces and a desire to maintain them.

## Roles and Responsibilities



Caption: Mayor Matt Mahan cleaning up the Cadillac - Winchester neighborhood with the neighborhood association and volunteers.

We will lead Phase Two of TogetherSJ with a Core Project Team and a Leadership Team.

Our Core Project Team will be fully embedded with neighborhoods and communities. The team will consist of two program managers who will directly supervise and lead the implementation of the Together SJ program across all 20 neighborhoods. In addition, there will be team members assigned to neighborhoods based on their experience, language capabilities, and existing networks within those geographic locations. Having individuals assigned to neighborhoods will allow TogetherSJ to combine a systemized approach on program management with a tailored approach that is more responsive to the needs of specific neighborhoods and communities. This Core Project Team will build relationships and collaborate with local partners in surveying neighborhoods and building out the portfolio of initiatives.

Our Leadership Team will provide ongoing support and shared services to the Core Program Team across the life cycle of Phase Two of TogetherSJ. Members of the Leadership Team will focus on coaching the full team, monitoring the progress of TogetherSJ, and ensuring there is effective implementation of TogetherSJ.

Below is a table outlining the roles and responsibilities of the TogetherSJ (Phase Two) team. Note that all team members listed below have extensive experience in community outreach, especially within under-resourced neighborhoods, and are knowledgeable with regards to Together SJ work. [You may reference section B.2.a](#) for more information on TogetherSJ's exposure to under-resourced neighborhoods

Name	Title	Experience	Tasks for Together SJ
Matthew Quevedo	Deputy Chief and Director of	- Led projects for the Neighborhood Outreach	- Ensure the effective implementation of the



	Neighborhood Services	<p>Team, coordinated weekly community clean-ups, and ensured that the office is answering constituent concerns</p> <ul style="list-style-type: none"> <li>- Maintained and bridged community relationships between neighborhood associations, community-based organizations, and city services.</li> <li>- Reported to the Mayor on city-wide issues, identifying resolutions by connecting to appropriate city resources</li> </ul>	<p>program through regular check-ins</p> <ul style="list-style-type: none"> <li>- Work with TSJ staff to facilitate and plan events for neighborhoods</li> </ul>
Vanessa Gonzalez	Deputy Director of Neighborhood Services	<ul style="list-style-type: none"> <li>- Managed staff by overseeing reports, weekly staff meetings, constituent work, and coordination of community events.</li> </ul>	<ul style="list-style-type: none"> <li>- Ensure the effective implementation of the program through regular check-ins</li> <li>- Ensures the completion of monthly reports and submissions</li> <li>- Work with TSJ staff to facilitate and plan events for neighborhoods</li> </ul>
Rheya Pawar	Together SJ co-lead	<ul style="list-style-type: none"> <li>- Focused on the development of 10 neighborhood associations in the TogetherSJ program Year 1</li> <li>- Developed unique and critical relationships within neighborhoods in the northern &amp; eastern part of San Jose</li> </ul>	<ul style="list-style-type: none"> <li>-Continue to directly supervise and lead the implementation of the Together SJ program in her 10 neighborhoods while expanding to other neighborhood</li> <li>-Continue to assist with program reporting</li> </ul>

		-Increased the number of residents that volunteer, serve their communities and mobilize to take civic action.	
Myrna Srouji	Together SJ co-lead	<ul style="list-style-type: none"> <li>- Focused on the development of 10 neighborhood associations in the TogetherSJ program Phase One</li> <li>- Developed unique and critical relationships within neighborhoods in the southern &amp; western part of San José</li> </ul>	- Continue to directly supervise and lead the implementation of the Together SJ program in her 10 neighborhoods
Aden Kassaye	Neighborhood Services Community Outreach Coordinator	- Developed and maintained positive relationships with community residents, local businesses, and stakeholders while implementing recreational activities promoting a healthy lifestyle	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.
Cristian Cornejo	Neighborhood Services Community Outreach Coordinator	- Organized community events, such as clean-ups, throughout San José & engaged with thousands of residents	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.
Emily Lansing	Neighborhood Services Community Outreach Coordinator	<ul style="list-style-type: none"> <li>- Coordinated beautification projects with neighborhood groups and city administration</li> <li>- Developed positive working relationships</li> </ul>	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.

		with neighborhood leaders, council offices, and the community.	
Leilani Gomez	Neighborhood Services Community Outreach Coordinator	<ul style="list-style-type: none"> <li>- Assisted Field Director in communications with staff, volunteers, community leaders, and media outlets.</li> <li>- Organized and staffed Meet &amp; Greets for candidates.</li> </ul>	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.
Stephen Ngo	Neighborhood Services Community Outreach Coordinator	<ul style="list-style-type: none"> <li>- Was the neighborhood liaison for two Council Districts, providing support in addressing neighborhood concerns and coordinating events</li> <li>- Guided new Councilmembers to ensure understanding of council meeting guidelines and norms.</li> </ul>	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.
Tara Dang	Neighborhood Services Community Outreach Coordinator	<ul style="list-style-type: none"> <li>- Coordinated beautification projects with neighborhood groups and city administration</li> <li>- Coordinated annual events celebrating Vietnamese heritage.</li> </ul>	- Work with Together SJ co-lead to ensure the seamless execution of events and activities related to the program.

You may reference [section D.6](#) to see the resumes and qualifications of the full TogetherSJ Phase Two team

## B. Scope of Work

### B.1 Methodology / Approach to Work

#### **Introduction to Partner Strategy**

To ensure a comprehensive and effective implementation of the TogetherSJ program, the Mayor's Office will collaborate closely with local neighborhood and community groups and local, regional, and state government agencies. TogetherSJ Phase Two aims to leverage these partnerships for enhanced community engagement in beautification, environmental projects, social events, and emergency preparedness.

#### **Collaboration with Community Groups and Nonprofits**

Recognizing the valuable contributions of existing community groups and nonprofits, Phase Two of TogetherSJ will deepen its partnerships with organizations like Keep Coyote Creek Beautiful, South Bay Clean Creeks Coalition, and TrashPunx. These organizations are key groups that help facilitate clean-ups and beautifications across San José. Exploring outside funding options will be a priority to further strengthen collaborations, particularly in high-need areas.

#### **Collaboration with Local Agencies**

The TogetherSJ program has successfully fostered community engagement and resilience in San José, with key contributions from city departments in Phase One. As the scope of Together SJ expands we will continue our partnerships with these city departments in Phase Two:

<b>City Department:</b>	<b>Program:</b>
Parks, Recreation, and Neighborhood Services	-Beautify SJ -Volunteer Management Unit -Project Hope
Office of Emergency Management	-CERT
Fire Department	-Fire Services -Public Information Team
Environmental Services	-Climate Smart SJ
10 District Council Offices	-Communications Liaison -Neighborhoods Liaison



### *BeautifySJ Grants*

Building on the success of year one, the "BeautifySJ " grant will complement Phase Two of TogetherSJ by supporting neighborhood beautification projects citywide. The grant amount was increased to \$150,000 in FY 23-24, and additional dollars are proposed this year to support its continued growth. Our team will work collaboratively with partners in City Hall, ensuring accessible funding for various initiatives such as tree planting, landscaping, art installations, and litter removal. Working with BeautifySJ will allow us to streamline the application processes and encourage widespread participation.

### *Volunteer Management Unit*

The Parks Recreation and Neighborhood Services (PRNS) Department Volunteer Management Unit (VMU) offers weekly volunteer events throughout the year that allow residents to spend time outdoors, connect with others, and do good for their community. The VMU team hosts multiple volunteer events every month that are free to attend. In addition to offering a fun outdoor experience for residents, these events are crucial to making sure our City's parks and trails stay clean, safe, and maintained so they can continue to be enjoyed by the community. Volunteers help beautify these spaces by picking up trash, gardening, performing maintenance work and more. The TogetherSJ team will regularly partner with VMU to amplify events and leverage city resources to connect with more residents in our Together neighborhoods.

### *Project Hope*

Project Hope is an innovative neighborhood engagement and empowerment program that aims to improve the quality of life in the City of San José by promoting creation of neighborhood associations in underserved areas stressed by crime, blight and violence.

Project Hope's objectives are:

- Creating sustainable, organized group of community leaders
- Promoting a safer and cleaner environment
- Developing informed residents who can access City services
- Creating community partnerships that support ongoing efforts

The TogetherSJ program partners with Project Hope in the Plata Arroyo neighborhood of East San Jose. In Phase Two, we will work more closely with them on "Third Places".

### *CERT*

Building on the success of Phase One, Phase Two of TogetherSJ will leverage disaster preparedness as a platform to unite residents. Collaborating with Community Emergency Response Teams (CERT) educational initiatives will be expanded to train neighbors in disaster response, community building, and environmental restoration. At the southernmost tip of the San Francisco Bay, San José and its neighborhoods are uniquely impacted by two of the most severe

faults in the world: San Andreas and Hayward. The need for our neighborhoods to be well prepared for an earthquake is one of the greatest factors in our application for the Neighbor-to-Neighbor grant.

#### *Fire Department*

Every year, California experiences major wildfires that affect countless communities throughout the state; San José is no exception. The East Foothills and Almaden Valley communities are especially vulnerable; however, any home that resides in or near the wildland-urban interface area is at risk. There are proactive steps one can take to help protect themselves and their home. Collaborating with the fire department will allow us to teach our TogetherSJ neighborhoods about fire safety.

#### *Climate Smart SJ*

As community partnerships develop, the second-year initiative will train neighborhood leaders to promote climate-smart practices. This includes disseminating information on San José Clean Energy's programs and initiatives focused on reducing carbon emissions and enhancing environmental sustainability.

#### *District Council Offices*

For the effective implementation of Together SJ Phase One, our team worked closely with District Council Offices across San José's 10 districts. Collaborating with council offices allows for clear organization and planning of events for neighborhoods. Our team will continue to build on these relationships into Phase Two in order to ensure neighborhoods have access to all resources.

#### **Collaboration with Key County and State Agencies:**

- *Valley Water (Santa Clara Valley Water District):* Partnering with Valley Water is crucial for sustainable environmental restoration and water resource management. Their expertise will contribute to the success of climate resiliency initiatives including neighborhood projects where associations can collaborate with Valley Water on their agency land.
- *Santa Clara County:* Close coordination with Santa Clara County will enhance disaster preparedness efforts, leveraging their resources and community networks to ensure a cohesive and inclusive approach. The County Public Health and Office of Emergency Management can help us better connect with residents and train them to better understand the roles of local governments in climate resilience and emergency preparedness matters.

- *State of California:* Engaging with the State of California, especially the team at California Volunteers, will provide access to broader resources, expertise, and strategic guidance, strengthening the overall impact of the TogetherSJ program. We hope to further connect with the California Office of Emergency Services and College Corps.
- Valley Transportation Authority (VTA): Working with VTA will engage volunteers to clean and prevent littering on the highways in Santa Clara County. Trash on the highways is hazardous to drivers, the environment, and residents. Partnering with VTA will help change residents' attitudes and behaviors towards throwing litter on the highways and instead using garbage cans or recycling containers.
- California Department of Transportation (Caltrans): Communities along the state Highways in all 58 California counties stand to benefit from Clean California. Caltrans will ramp up trash collection efforts and incorporate sustainable landscapes along state highways. Caltrans will fund projects on local streets and roads, tribal lands, parks, pathways and transit centers through a new grant program to clean up and enhance public spaces.

### **Third Place Strategy**

We believe a Third Place strategy will greatly enhance our ability to positively impact neighborhoods. As we'd experienced with Phase One of TogetherSJ, we witnessed shortcomings in our program's effectiveness due to certain geographical boundaries, and we believe a Third Place strategy will remove many hurdles we'd previously run into. For example, a certain neighborhood in Phase One was negatively impacted by activity at a shopping center which was proximate to the neighborhood but located within an adjacent neighborhood. If we had previously leveraged a Third Place strategy, we would have been able to work with the community as a whole, and positively impact the impacted neighborhood.

In short, a Third Place strategy will open up greater opportunities for TogetherSJ given it allows us to expand from a neighborhood-only strategy to a whole community approach.

To empower residents to take ownership of their communities, TogetherSJ will encourage neighborhood associations to adopt "Third Places," community organizations and centers that connect neighborhoods and other communal locations. By providing residents with access to Third Places, we aim to facilitate independent project planning and execution, fostering a sense of autonomy and community pride. This approach ensures that volunteers not only contribute to initiatives led by the local government but also have the opportunity to spearhead projects that align with the unique needs and aspirations of their neighborhoods. These community spaces,

distinct from home (first place) and work (second place), serve as hubs for social interaction, collaboration, and shared experiences.

TogetherSJ Phase Two encourages the adoption of "Third Places" within neighborhoods, such as community centers, parks, and local businesses, as focal points for community-building activities. By revitalizing these spaces, we aim to bring neighbors together and create a resilient community where residents feel empowered and supported. This strategy underscores the commitment of the Mayor's Office to foster meaningful connections and strengthen the fabric of San José's neighborhoods.

### *Schools*

Recognizing the importance of social infrastructure, efforts will be made to collaborate with schools through school-based programs. Phase Two of TogetherSJ will continue to engage schools as major hubs for the program. Schools will play a key role in building bridges across several neighborhoods, especially as schools can often be seen as a community center. Working with schools will help to increase participation across volunteerism, and initiatives that educate the next generation on the importance of relationships and social connections.

### *Parks and Community Centers*

Parks and Community Centers are meaningful locations to facilitate social interaction. They offer various amenities, local resources and feelings of ownership to the community and provide opportunities to connect for social events or organize beautification projects. Parks and Community Centers allow for neighborhoods to increase participation through volunteerism.

## B.2 Tasks Deliverables

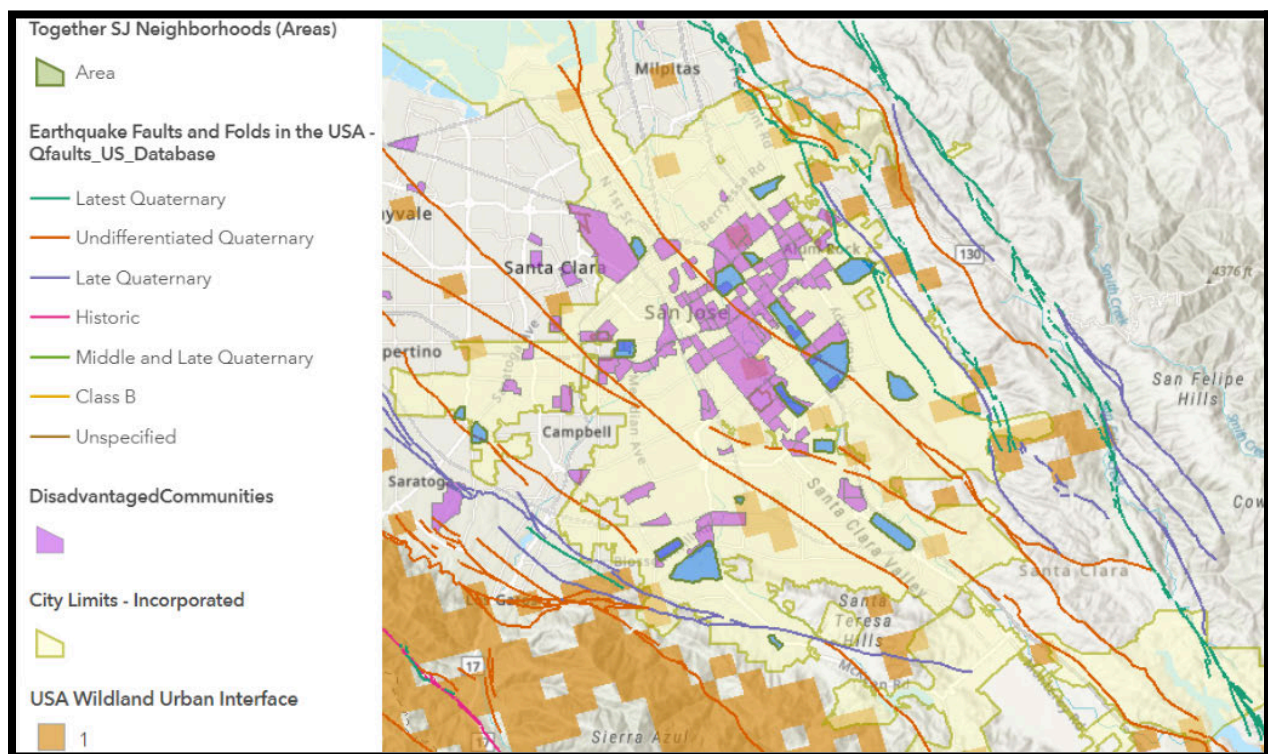
### **B.2.a Task 1**

#### **Select neighborhoods in under-resourced areas and move forward with selected TogetherSJ neighborhoods**

For Phase One, we followed a multi-pronged approach to identifying under-resourced neighborhoods that we plan to build upon for the selection process of Phase Two. Our approach for Phase One included a mix of data analysis, on-the-ground experience, and partner collaboration to home in on aspects that would qualify a neighborhood for the TogetherSJ program. The data analysis included researching criteria from [SB535](#) and geospatial data. Given our approach for neighborhood selection in Phase One was effective and resulted with all neighborhoods being either under-resourced or exposed to emergency/climate vulnerabilities, we believe we can employ a similar methodology to Phase Two. During Phase One of TogetherSJ, the Mayor's Office received a total of 113 applications city-wide. We selected 20 neighborhoods

in which TogetherSJ could have the greatest positive impact, such as under-resourced communities and those that are centrally located within emergency areas (such as fire or flood zones). Of the 20 neighborhoods that were selected for phase one, eleven fall within, or border, neighborhoods that meet the criteria found in [SB 535](#) (with some even falling below the federal poverty levels). The remaining nine neighborhoods fall within areas that are impacted by fire, flood, earthquake, or other emergency criteria.

Below illustrates how we can use a geospatial map to support our neighborhood selection process. Please note that for Phase Two's neighborhood selection, we will complement this data with on-the-ground experience and partner input.



Expanding upon what we've learned in Phase One of TogetherSJ, we will employ a thoughtful approach to selecting the 20 additional neighborhoods based at least one of the following criteria:

- Neighborhood associations that are looking to expand their boards and add new members;
- Neighborhood associations that have recently lost experienced members who once played an integral role in their neighborhood;
- Neighborhoods that are under-resourced, as defined by SB 535 and based on our intimate understanding of the existing conditions of the neighborhood.

We believe that these neighborhoods are most in need of our program, and would benefit greatly from the ongoing training, support, and engagement opportunities of TogetherSJ.

In addition, we've set an aspirational goal for Phase Two to help lead neighborhood associations towards self-sufficiency, eventually "graduating" out of TogetherSJ. As neighborhoods graduate out and meet the criteria by displaying positive increase in social capital, volunteerism, and cleaner neighborhoods, we determine a successful metric. In essence, a TogetherSJ neighborhood will always be a part of the TogetherSJ program, and our team will continually work with neighborhoods to improve their quality of life. [You may reference section D.4](#) which provides an example of the criteria that would be used to graduate neighborhood associations.

### **B.2.b Task 2**

#### **Survey neighborhoods to determine priorities and activities of interest**

To understand the baseline needs and interests of the neighborhood, our team will conduct surveys at the beginning of the program in the selected neighborhoods. Together SJ Phase One utilized a model survey that helped us secure 1366 surveys. In order to effectively gather information on the communities' priorities, we will tailor the future surveys to better meet new goals of Together SJ Phase Two. [You may reference section D.3](#), which is an example of the surveys utilized in Phase One. We will build off of the survey templates from Phase One as we launch Phase Two surveys.

Our team will collaborate with neighborhood association boards and distinct council offices to ensure comprehensive survey coverage. Phase One of TogetherSJ utilized door-to-door canvassing, emails, and in-person interviews. We will continue to employ these outreach methods in Phase Two, while including the use of mailers.

After successful collection of survey responses, our team will share the high-level findings with California Volunteers and provide a summary of the survey data to the respondents with a presentation. [You may reference section D.3](#) which shows a sample presentation handout. Neighborhoods will be able to visualize the progress from the beginning of the contract to the end.

### **B.2.c Task 3**

**Host a kick-off block party or similar event to signal the start of Phase Two of TogetherSJ and help welcome the 20 new neighborhoods into the program.**

After we've selected and surveyed the additional neighborhoods, we will organize a kick-off block party or community event in order to welcome the neighborhoods and present our findings. These findings will be based on the surveys that residents took. [You may reference section D.3](#) to see an example of surveys given out during Phase One of TogetherSJ. We will use the kick-off block party as a way to facilitate connections among neighbors and outline the goals of our program. We will share the details of this event with Cal Volunteers staff, utilizing the sign-in process given to us to ensure that we capture data.

Below are some examples of past kick-off block party events where we introduced neighborhoods to the TogetherSJ program. Please note that for Phase Two of TogetherSJ we will not focus on public safety. The below is only for illustrative purposes.

- *Neighborhood Conference 2023*: we partnered with city staff from BeautifySJ and Parks, Recreation and Neighborhood Services, to kick off Phase One of Together SJ. During this conference, we were joined by community leaders, neighborhood association board members, and over 200 neighbors for short training sessions focused on everything from “how to form a neighborhood association,” to conversations with San José Police Department (SJPD) Captains on public safety. Special guests included former County Supervisor Blanca Alvarado, Mayor Matt Mahan, former Mayor Sam Liccardo and special guest Professor Robert Putnam from Harvard University, author of *Bowling Alone*.
- *National Night Out 2023*: this annual event is dedicated to better connecting neighbors with local first responders. During the 2023 event, Mayor Matt Mahan, Director of BeautifySJ Olympia Williams, and SJPD Captain Spears traveled to 10 different neighborhood associations across the city to connect with neighborhood leaders and inform them of the Neighbor-to-Neighbor grant and the burgeoning TogetherSJ initiative. This event generated press and helped us secure early applications for the TogetherSJ program.

#### **B.2.d Task 4**

##### **Develop and facilitate projects**

Surveys will once again play an important role in how we work with our neighborhoods. Based on the findings of the initial surveys, the TogetherSJ team, in collaboration with local partners and Cal Volunteers, will tailor projects for each neighborhood. For a sample of these projects [you may reference section D.1 and D.2](#). We will create and facilitate projects, including local volunteer opportunities, community engagement events, and training sessions to meet the goals of the neighborhood and in-line with our plans for working with neighborhoods to adopt “Third Places.”



We will want to ensure at least one project per neighborhood aligns with community engagement, climate action, disaster preparedness, or volunteer opportunities. With a goal of leading towards autonomous neighborhoods, we will educate the neighborhoods and their leaders on how to incorporate marketing strategies and various modes of engagement to ensure that ongoing efforts start with a sound framework. We can manage these projects using databases such as Golden Volunteers and co-brand with California Volunteers. Our team will collect contact information from all attendees and enter the information into Golden Volunteers. This will help us in fulfilling project reporting requirements, including a calendar of events, informing California Volunteers two weeks prior, listing partner organizations, sharing visual content via Box, bi-monthly reporting, and summarizing attendance and participation.

To set expectations for our ability to facilitate projects in Phase Two of TogetherSJ, we are sharing our prior approach from Phase One. We aim to incorporate learnings and best practices from Phase One into Phase Two. Some examples of our approach in Phase One are:

Plan for Dumpster Day (Climate Action & Community Engagement):

Preparation and Coordination: First, we scheduled a meeting with the neighborhood association to finalize logistical details: date, time, location, and the number of dumpsters required. We then coordinated with Beautify SJ to confirm the reservation.

Outreach: We initiated outreach efforts through various channels: door-to-door canvassing, neighborhood association social media platforms, mass emails, mailers, and the Golden Volunteers tool for recruitment. These measures ensured that we had a sufficient number of volunteers activated for each event.

Event Execution: The night before, we set out parking barricades to block cars from parking in the designated bin zones — a method for traffic management. We also established a traffic flow plan to prevent congestion. Volunteers were assigned to either help manage the bins or collect residents' information as they sign into the event.

Post-Event: We ensured the proper collection of dumpster bins at the end of the event, sent thank-you messages to volunteers and participants, and collected feedback to improve future events.

Plan for Hot Cocoa and Crafts Event (Social & Community Engagement):

Preparation and Coordination: We first scheduled a meeting with the neighborhood association to finalize logistical details, including the date, time, and location.



Outreach: We initiated outreach efforts through various channels: door-to-door canvassing, neighborhood association social media platforms, mass emails, mailers, and the Golden Volunteers tool for recruitment. These measures ensured that we had a sufficient number of volunteers activated for each event.

Event logistics: We outlined the necessary elements required for a successful event, such as supplies, reservations for any spaces, and food.

You may reference [Section D.1](#), which includes a number of various events or projects we anticipate for Phase Two.

## **B.2.e Task 5**

### **Attend Quarterly neighbor-to-neighbor grantees meetings**

As with Phase One, we will continue to attend regular meetings with fellow grantees to share learnings and insights. During these meetings we will present a comprehensive update on TogetherSJ's progress and outcomes. Additionally, we will provide Cal Volunteers with a list of planned events well in advance, so that staff has the opportunity to join us.

## **B.3 Work Plan for “TogetherSJ” Initiative**

Advancing from Phase One, the budget in Phase Two considers the increase in total number of events as we double the size of the program. This funding is crucial in helping us reach the goals we've outlined. Our total proposed budget for Phase 2 of TogetherSJ will include \$299,764 for labor costs and \$700,000 for equipment costs.

Please note that the labor costs listed in the Cost Proposal Worksheet ([referenced below in this section – B.3 Work Plan](#)) are average rates that we calculated by staff member title and classification. For labor costs, we have a small team of experienced community organizers who will be spearheading the next phase of Together SJ.

Phase One has shown us that the equipment items below are the most necessary for successful implementation. They include:

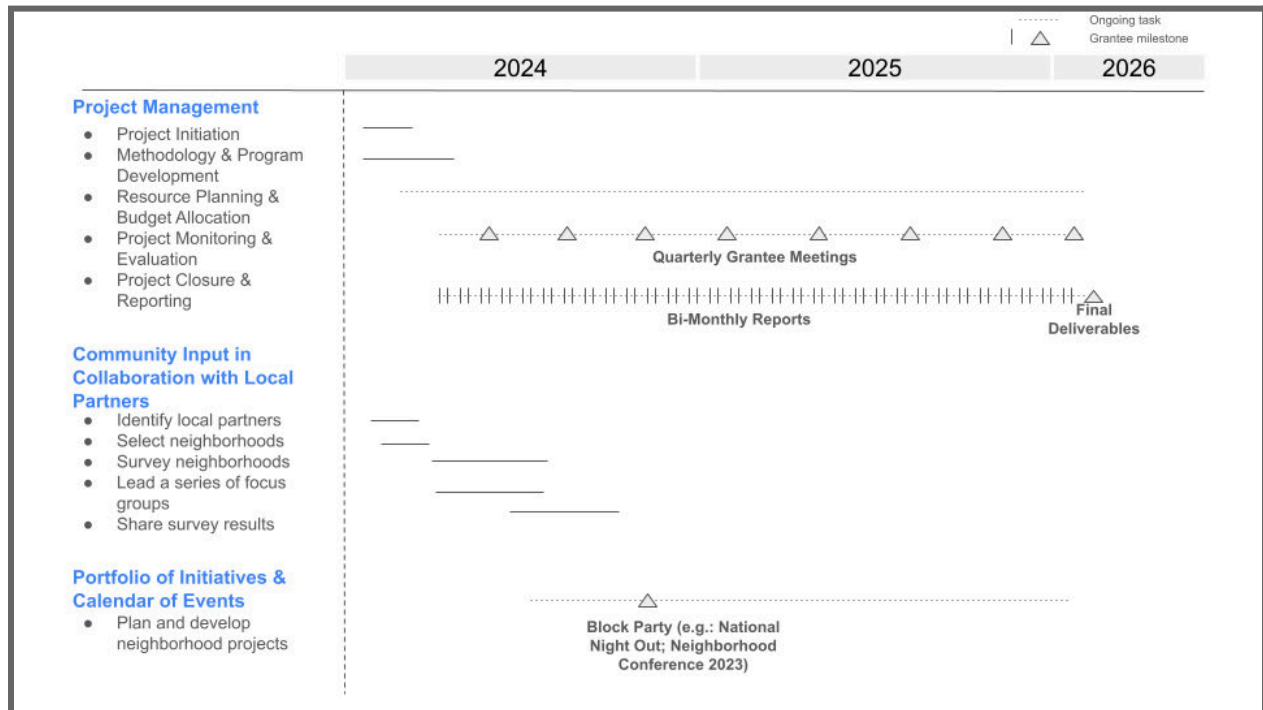
- Printed materials to market our events to the residents — as we saw in Phase One, mailers were quite helpful in allowing us to spread the word, and in addition, we'd like to provide neighborhoods with materials (for example, light post banners, permanent signs) that will bring sense of pride and inclusiveness to the neighborhood;

- Emergency preparedness kits which serve as a way to incentivize residents to join our emergency preparedness-themed events — which is crucial in strengthening community bonds and preparing residents to have a community plan in place;
- Vehicle purchase/rental to give us autonomy in coordinating litter/blight removal is a vital tool for being able to streamline clearing illegal dumping. By securing a dumpster on site and collecting illegal dumping we cut down on the amount of trips (to the dump). Equipment like vehicles and dumpsters will make a meaningful impact in a neighborhood and help us convey to our partners across the City that we are prepared to share and own the responsibility of beautifying San José. We will also make sure that the funds are used for delivery and storage transportation.
- Meals during our Neighborhoods Conference to help secure a large number of attendees and engage people through the long breakfast and lunch hours. In Phase Two, TogetherSJ will host events that exceed 6 hours to ensure residents are able to spend meaningful time together and are learning about different topics, policies, or other important updates for their neighborhood. Providing meals can help ensure attendees remain engaged throughout the event.
- Budget set aside for dumpster days to aid in the eradication of illegal dumping and bring the community together.
- Graffiti equipment, as well as beautification supplies, which allow us to mobilize residents around keeping their own city clean and feeling a renewed sense of personal responsibility.

## B.4 Work Schedule

The work schedule below highlights three main parts of our overall program: Project Management, Community Input in Collaboration with Local Partners, and Portfolio of Initiatives and Calendar of Events.

This image is an executive snapshot of the Phase Two work schedule. Below, we've outlined each phase in more detail.



### Project Management

#### **Project Initiation - March 2024 - April 2024**

1. Appoint Project Manager/Principal Investigator: Matthew Quevedo
2. Finalize project management plan, team structure, and organization
3. Obtain written approval from the State for the designated Project Manager/Principal Investigator
4. Conduct a kickoff meeting with the Project Management Team, leveraging insights from lessons learned in Phase One
5. Establish roles and responsibilities, set up communication channels, and implement project documentation systems

#### **Methodology and Program Development March 2024 - May 2024**

1. Review and enhance the logical and feasible methodology for the program, incorporating lessons learned

2. Ensure alignment of the proposal with program objectives and community needs
3. Collaborate with stakeholders, considering input and feedback for improved program design
4. Detail the sequence and relationships of major steps for program implementation
5. Determine methods for performing the work, including training and support activities
6. Conduct an internal review and quality assurance process, applying insights from Phase One

**Resource Planning and Budget Allocation March 2024 - May 2024; Ongoing**

1. Collaborate with the City Manager to explore additional funding opportunities, building on partnerships strengthened in Phase One
2. Coordinate with stakeholders to identify and allocate necessary resources for program implementation
3. Develop a budget plan aligned with allocated funds, applying lessons from Phase One
4. Regularly monitor and report on budget utilization and expenditure, incorporating improvements from Phase One

**Project Monitoring and Evaluation March 2024 - January 2026**

1. Measure program progress against the established plan, incorporating improvements from Year 1
2. Collect and analyze data on community engagement, project outcomes, and impact
3. Conduct regular evaluations to assess the effectiveness and efficiency of program activities
4. Identify areas for improvement and implement necessary adjustments
5. Prepare progress reports and present findings to stakeholders, including the City Manager and State
6. Ensure transparency and accountability in project monitoring and evaluation processes

**Project Closure and Reporting March 2024 - January 2026**

1. Summarize achievements, challenges, and lessons learned during program implementation
2. Document best practices and success stories for future reference and replication
3. Prepare a comprehensive project closure report, including project outcomes and recommendations

4. Conduct a final meeting with the Project Management Team to review the project's overall performance
5. Share the project closure report with stakeholders, highlighting the impact of the program
6. Facilitate knowledge transfer and handover of responsibilities to relevant stakeholders or ongoing initiatives, applying lessons from Phase One

Note: We've included a sample schedule with projected dates. This schedule builds upon our learnings from Phase One. We are prepared to regularly monitor and adjust the schedule based on real-time demands.

#### **Community Input in Collaboration with Local Partners March 2024 - July 2024**

1. Identify and engage local partners – build relationships, understand preferences for working together, collaborate on best method to co-organize surveys and initiatives
2. Select neighborhoods – work with local partners to select the neighborhoods
3. Survey neighborhoods, include focus groups, and share survey results – tailor surveys to neighborhoods by offering the appropriate language, accessibility needs; surveys will be a combination of door-to-door, in-person, online, paper; combination of in-depth interviews

#### **Portfolio of Initiatives and Calendar of Events**

1. Integrate the Neighbor-to-Neighbor program model into the TogetherSJ initiative, drawing on Phase One experiences
2. Initiate activities to build strong networks and collaboration among neighborhoods
3. Implement training programs and support initiatives for residents and businesses
4. Engage community groups and nonprofits in program activities, leveraging lessons learned
5. Coordinate beautification efforts, tree planting, and cleanup events with neighborhood associations and businesses
6. Conduct community outreach and engagement activities led by community outreach coordinators
7. Execute program-related events and activities under the guidance of the Event Lead
8. Recruit and coordinate volunteers for active participation, building on lessons from Phase One
9. Regularly monitor and evaluate project progress against the established plan
10. Maintain documentation of activities, achievements, and challenges throughout the execution phase

## C. PROJECT REPRESENTATIVES

The Project Representatives for this agreement are:

Organization:	Office of Planning & Research	Mayor's Office - City of San José
Name:	Elissa Lee, Director of Community Engagement	Matthew Quevedo, Deputy Chief of Staff
Address:	1400 Tenth Street Sacramento, CA 95814	200 E Santa Clara Street, 17th Floor San José, CA 95113
Phone:	N/A	408-772-2171
Email:	<a href="mailto:elissa.lee@cv.ca.gov">elissa.lee@cv.ca.gov</a>	<a href="mailto:matthew.quevedo@sanjoseca.gov">matthew.quevedo@sanjoseca.gov</a>

Organization:	Mayor's Office - City of San José
Name:	Renu Grover, Deputy Chief of Staff & Chief Operating Officer
Address:	200 E Santa Clara Street, 17th Floor San José, CA 95113
Phone:	973-452-4424
Email:	<a href="mailto:renu.grover@sanjoseca.gov">renu.grover@sanjoseca.gov</a>

Direct all contractual inquiries to:

Organization:	Office of Planning & Research	Mayor's Office - City of San José
Name:	Paul Wong, Accounting & Procurement Specialist	Vanessa Gonzalez, Deputy Director of Neighborhood Outreach
Address:	1400 Tenth Street Sacramento, CA 95814	200 E Santa Clara Street, 17th Floor San José, CA 95113
Phone:	N/A	408-535-4900
Email:	<a href="mailto:paul.wong@cv.ca.gov">paul.wong@cv.ca.gov</a>	<a href="mailto:vanessa.gonzalez@sanjoseca.gov">vanessa.gonzalez@sanjoseca.gov</a>

Direct all financial inquiries to:

Organization:	Office of Planning and Research	Mayor's Office - City of San José
Name:	Accounts Payable	Vanessa Gonzalez, Deputy Director of Neighborhood Outreach
Address:	1400 Tenth Street Sacramento, CA 95814	200 E Santa Clara Street San José, CA 95113
Phone:	N/A	408-535-4900
Email:	<a href="mailto:AccountsPayable@opr.ca.gov">AccountsPayable@opr.ca.gov</a>	<a href="mailto:vanessa.gonzalez@sanjoseca.gov">vanessa.gonzalez@sanjoseca.gov</a>

Organization:	Mayor's Office - City of San José
Name:	Rheya Pawar, Program Lead: TogetherSJ
Address:	200 E Santa Clara Street San José, CA 95113
Phone:	408-821-9400
Email:	<a href="mailto:rheya.pawar@sanjoseca.gov">rheya.pawar@sanjoseca.gov</a>

## D.1 Events / Projects (Minimum of 5 per Month - 100 / 133 per Year):

In Phase Two of the TogetherSJ program, our ambitious schedule aims to deliver a multitude of community events focused on fostering engagement, connection, and resilience across neighborhoods in San Jose. Each participating neighborhood is slated to host at least one event per month, ensuring a consistent and vibrant calendar of activities throughout the program duration. These events will span a diverse range including block parties, clean-up initiatives, educational workshops, and disaster preparedness training. By aligning with the overarching program goals, these gatherings will actively contribute to building social capital. Through this extensive series of events, TogetherSJ is poised to leave a lasting imprint on the fabric of San José, creating neighborhoods that thrive on collaboration, unity, and a shared commitment to community betterment. The Mayor’s Office will actively involve residents in the planning and execution of these events to ensure the success of the TogetherSJ program in building social capital.

Example of events:

Event	Third places Involved	Outreach method	Partners	Number of expected attendees	Volunteers	Type of initiative
Kickoff Block Party	Parks, libraries	Mailers, Canvassing, Social media	District council office	100	20	Social/community
Neighborhood Conference	Community space, venue	Mailers,, Social media	District council office	250	20	Social/community, beautification
Tree Planting in Parks & Third Places	Parks, corridors, schools	Mailers, Canvassing, Social media	City PRNS Department, Beautify SJ	50	10	Social/community, beautification/clean-up
Emergency Preparedness Event	Community center, library	Mailers, Social media	Office of Emergency Management	40	5	Social/community, emergency preparedness
Utility Box Murals	Parks, corridors, schools,	Canvassing, Social media	City PRNS Department	30	5	Social/community, beautification/clean-up
Dumpster Day Clean-up	Community area, parks	Canvassing, Social media	Beautify SJ, District office	100	10	Social/community, beautification/clean-up



'Drinks on the Driveway' Block Party	Parks, community areas	Canvassing, Social media	District office	100	5	Social/community
Community Workshops and Classes (ex. arts and crafts)	Community areas	Mailers, Social media, canvassing	District office	70	5	Social/community
Neighborhood Pool and BBQ Party	Parks, community areas	Mailers, Social media, canvassing	District office	70	5	Social/community
Movie Nights in the Park	Parks	Mailers, Social media, canvassing	District office, PRNS department	50	5	Social/community
Neighborhood vs. Neighborhood Sports Tournament	Parks, community areas	Mailers, Social media, canvassing	District office, PRNS department	50	5	Social/community
Quarterly Neighborhood Clean-up	Parks, corridors, community areas	Mailers, Social media	Beautify SJ, Environmental Services	25	20	Social/community, beautification/clean-up
Targeted Blight Removal/Beautification	Parks, corridors, community areas	Mailers, Social media, canvassing	Beautify SJ, PRNS department	30	25	Social/community, beautification/clean-up
Leaf Raking/Gutter Clean-up	Near-by streets, parks	Canvassing	Beautify SJ	25	20	Social/community, beautification/clean-up
Community Paint by Numbers Mural	Community areas, parks	Mailers, Social media, canvassing	District office	100	5	Social/community, beautification/clean-up
Charity Fundraising Event	Parks	Mailers, Social media, canvassing	District office	80	5	Social/community

Cultural Exchange Events	Community centers	Mailers, Social media, canvassing	District office	50	5	Social/community
Community Garden Initiative	Parks, community areas	Mailers, canvassing	PRNS department	50	5	Social/community, beautification/clean-up
Community Potluck Dinners	Parks, community areas	Mailers, Social media, canvassing	District office	40	5	Social/community
Talent Show	Parks	Mailers, social media	District office	100	5	Social/community
Ice-cream Social	Parks	Mailers, Social media, canvassing	District office	30	5	Social/community
Holiday Party	Community areas	Mailers, Social media, canvassing	District office	100	5	Social/community

## D.2 Sample Calendar of Events (Minimum of 5 per Month - 100 / 133 per Year):

Below is a calendar that provides a diverse set of events throughout the year, engaging residents and promoting a sense of community. Note that these dates are subject to change, based on the varying needs of neighborhoods. In addition to these, regular monthly meetings will be held in each of our TogetherSJ partners. Ultimately, we expect to complete around 200 events in our collective TogetherSJ neighborhoods.

### Neighborhood Quarterly Calendar for TogetherSJ Program - Phase Two



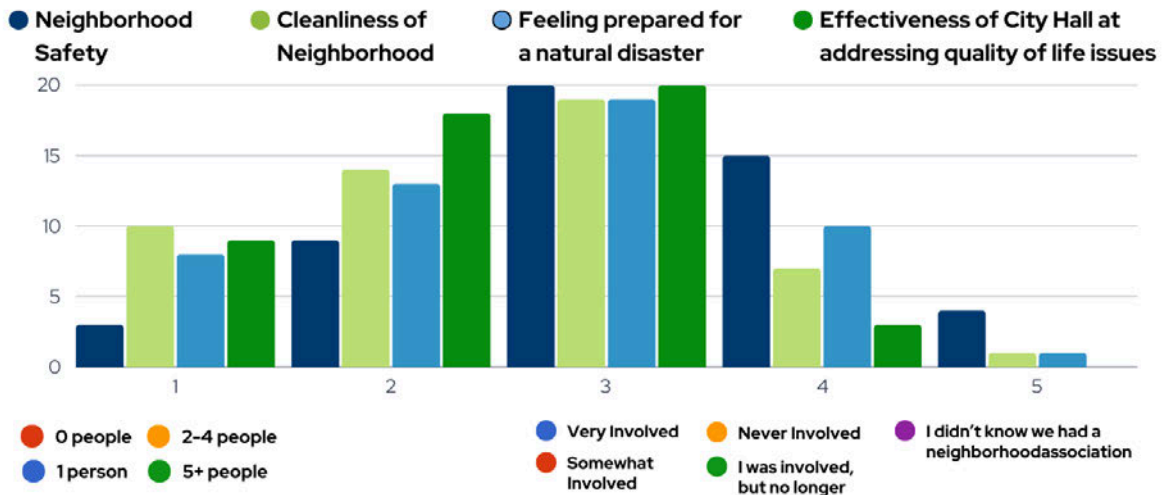
### D.3 Survey Used in Phase 1 of TogetherSJ:

NAME NEIGHBORHOOD SURVEY	
PERSONAL INFORMATION:	
FIRST NAME	LAST NAME
PHONE #	EMAIL ADDRESS
QUESTIONNAIRE	
<p><b>How many neighbors are you on a first name basis with?</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2-4</span> <span><input type="radio"/> 5+</span> </div>	
<p><b>How many of your neighbors have you had a conversation with in the past year?</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2-4</span> <span><input type="radio"/> 5+</span> </div>	
<p><b>How involved are you in your neighborhood association?</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> I didn't know we had a neighborhood association</span> <span><input type="radio"/> I was involved, but am no longer</span> <span><input type="radio"/> Never Involved</span> <span><input type="radio"/> Somewhat Involved</span> <span><input type="radio"/> Very Involved</span> </div>	
<p><b>Have you participated in an organized neighborhood activity in the past year (e.g. National Night Out, neighborhood association meeting, block party, neighborhood clean-up, etc.)?</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> Yes</span> <span><input type="radio"/> No</span> </div>	
<p><b>Have you ever used 311 to request a city service or report a neighborhood issue?</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> Yes</span> <span><input type="radio"/> No</span> </div>	
<p><b>On a scale of 1 - 5, how safe is your neighborhood? (1 = not safe, 5 = very safe)</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2</span> <span><input type="radio"/> 3</span> <span><input type="radio"/> 4</span> <span><input type="radio"/> 5</span> </div>	
<p><b>On a scale of 1 - 5, how clean is your neighborhood? (1 = not clean, 5 = very clean)</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2</span> <span><input type="radio"/> 3</span> <span><input type="radio"/> 4</span> <span><input type="radio"/> 5</span> </div>	
<p><b>On a scale of 1 - 5, how prepared do you feel you are for a natural disaster? (1 = not prepared, 5 = very prepared)</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2</span> <span><input type="radio"/> 3</span> <span><input type="radio"/> 4</span> <span><input type="radio"/> 5</span> </div>	
<p><b>On a scale of 1 - 5, how effective is City Hall at addressing quality of life issues in your neighborhood? (1 = not effective, 5 = very effective)</b></p> <div style="display: flex; justify-content: space-around;"> <span><input type="radio"/> 0</span> <span><input type="radio"/> 1</span> <span><input type="radio"/> 2</span> <span><input type="radio"/> 3</span> <span><input type="radio"/> 4</span> <span><input type="radio"/> 5</span> </div>	
<p><b>What is the top concern in your neighborhood (Rank 1-5)?</b></p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <span>Trash, graffiti, etc.</span> <span>Public Safety</span> <span>Homelessness</span> <span>Loneliness</span> <span>Other</span> </div>	
<p><b>If "other" please specify here:</b></p> <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>	

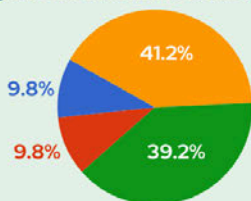


# MELODY SERENADE SURVEY REPORT

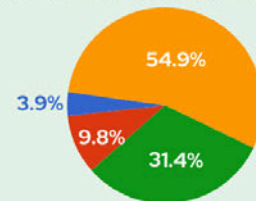
## CONFIDENCE CHART



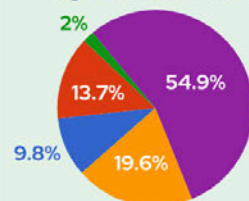
How many of your neighbors are you on a first name basis with?



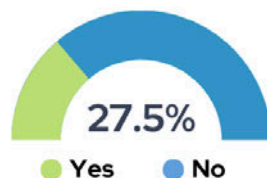
How many neighbors have you had a conversation with this year?



How involved are you in your neighborhood association?



Have you participated in an organized neighborhood activity in the past year?



Have you ever used 311 to request a city service or report a neighborhood issue?



## TOP CONCERNS



## D.4 Criteria for selecting graduating neighborhoods

In order to ascertain if a neighborhood is self-sustaining, we will use the following criteria:

<b>Community Engagement</b>	-Active participation in community events and initiatives hosting at least one clean-up, dumpster day and social event a year. -Well-established neighborhood associations with monthly meetings.
<b>Local Leadership</b>	-Presence of empowered community leaders and advocates. -Successful execution of neighborhood-led projects.
<b>Infrastructure and Amenities</b>	-Well-maintained third places and advocacy to keep them maintained.
<b>Civic Involvement</b>	-Increase advocacy on issues that affect the neighborhood and neighbors.
<b>Communication and Information Sharing</b>	-Effective neighborhood communication channels established such as email and social media. -Regular dissemination of important information to residents educating on events and regular meetings.
<b>Resilience Planning</b>	-Neighborhood-specific emergency preparedness plans.
<b>Social Inclusivity</b>	-Efforts to ensure inclusivity and diversity. -Community-driven initiatives promoting a sense of belonging for all residents.

By meeting these criteria, a neighborhood demonstrates self-sustainability and readiness to graduate from the TogetherSJ program. Regular evaluation and collaboration with the community can help gauge progress and ensure ongoing success.

## D.5 Project Work Plan - Hours and Budget Estimation

1. Project Initiation (March 2024 - April 2024)
  - a. Confirm project scope and objectives with the City of San José team and California Volunteers
  - b. Confirm / re-confirm key stakeholders and partners for the program
  - c. Kickoff project plan and timeline established from RFA application
  - d. Allocate initial resources and staff time
  - e. Plan project kickoff meeting in the summer of 2024 through a neighborhoods conference or National Night Out event.
  - f. - Develop initial survey for existing neighborhoods and added neighborhoods
  - g. Staff Hours: 200
  - h. Budget: \$75,000
2. Planning and Resource Allocation (May 2024 - July 2024)
  - a. Detailed project planning and coordination with neighborhoods for the calendar year
  - b. Resource allocation and procurement plan developed
  - c. Risk assessment and mitigation planning with city staff and partnering agencies
  - d. Budget refinement and recommendations made in coordination with California Volunteers
  - e. Staff Hours: 1,000
  - f. Budget: \$150,000
3. Implementation and Execution (August 2024 - December 2025)
  - a. Execute project activities according to the plan and adopted calendar
  - b. Monitor progress and adjust as necessary
  - c. Regular team meetings, updates and discussions with neighborhood leaders of the 40 neighborhoods
  - d. Quality control measures and budget analyzed to better understand progress
  - e. Finalize survey and share updates with neighborhoods
  - f. Staff Hours: 3,000
  - g. Budget: \$600,000
4. Project Closure and Documentation (January 2026)
  - a. Conduct comprehensive testing
  - b. Ensure project deliverables meet quality standards
  - c. Address any identified issues
  - d. Finalize all project activities

- e. Document lessons learned
- f. Prepare final project report
- g. Conduct project closure meeting
- h. Staff Hours: 373
- i. Budget: \$75,000

Total Staff Hours: 4,550

Total Budget: \$1,000,000



**EXHIBIT B**  
**BUDGET DETAIL AND PAYMENT PROVISIONS**

**A. INVOICING AND PAYMENT**

1. For services satisfactorily rendered, and upon receipt and approval of the invoice for each completed task and deliverable, the State agrees to compensate the Grantee for actual expenditures incurred and in accordance with the rates specified in accordance with this agreement. **All costs include items such as but not limited to labor, meetings, reproduction costs, reports, subgrantees, and any miscellaneous items necessary to perform the tasks of this project.**

The total cost of this agreement will not exceed **\$1,000,000.00**

The following items must be included and all unit rates must be extended and totaled in the invoice:

- Overhead;
  - Personal service costs showing position rates per unit of time;
  - Fringe benefits cost citing actual benefits or a percentage of personal services cost;
  - Operating expenses including rent and supplies;
  - Equipment costs specifying equipment to be bought and the disposition of equipment at the end of the grant;
  - If there are any travel expenses outlined in the budget, then expenses are not to exceed the travel and per diem rates set at the rate specified by CalHR for similar employees or verification supplied that such rates are not available to the contractor. For invoicing: include breakdown of receipts, and the names and title of travelers. For hotel receipts, do not include the confirmation printouts; include the actual receipt that shows payment has been made and there is a zero balance. Do not include tip or gratuity amounts; CalHR prohibits paying for tips and gratuities. For more information visit: <http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>
  - Other specific breakdown required.
2. Invoices shall include the Agreement Number and shall be submitted electronically only. Invoices shall not be submitted more frequently than monthly and not less frequently than quarterly in arrears.

Invoices must be submitted via e-mail to:

[AccountsPayable@opr.ca.gov](mailto:AccountsPayable@opr.ca.gov)

Include the Project Manager in the CC line of the email so they are aware that an invoice has been submitted.

**EXHIBIT B**  
**BUDGET DETAIL AND PAYMENT PROVISIONS**

**B. BUDGET CONTINGENCY CLAUSE**

1. It is mutually agreed that if the Budget Act of the current year and/or any subsequent years covered under this Agreement does not appropriate sufficient funds for the program, this Agreement shall be of no further force and effect. In this event, the State shall have no liability to pay any funds whatsoever to Contractor or to furnish any other considerations under this Agreement and Contractor shall not be obligated to perform any provisions of this Agreement.
2. If funding for any fiscal year is reduced or deleted by the Budget Act for purposes of this program, the State shall have the option to either cancel this Agreement with no liability occurring to the State, or offer an agreement amendment to Contractor to reflect the reduced amount.

**C. PROMPT PAYMENT CLAUSE**

Payment will be made in accordance with, and within the time specified in, Government Code Chapter 4.5, commencing with Section 927.

**D. BUDGET REVISIONS**

All changes to the budget for this agreement must come in the form of request and be sent via e-mail directly to the project representative for this agreement and copy the contract officer in the e-mail. All changes to the budget must justify why the revisions are needed. The project representative and contract officer will review the request for approval and processing.

A formal amendment is not required if a budget is being revised to shift line-item funds within the associated task deliverable budget. Prior documented approval of such change shall be made by the project representative and the contracts officer. All other budget revisions are subject to a formal amendment process. All amendment and budget revision requests are to be determined at the discretion of the contract officer.

THE REMAINDER OF THIS PAGE WAS LEFT BLANK INTENTIONALLY

Applicant	City of San Jose							
<b>COST PROPOSAL WORKSHEET</b>								
<b>PROJECT STAFF - LABOR COSTS</b>								
<b>LABOR</b>			<b>HOURS</b>		<b>RATE</b>		<b>TOTAL</b>	
	<b>Loaded Rates (indirect costs included in the hourly rate)</b>							
	Council Aide		100		\$36.33		\$3,633.00	
	Council Assistant		700		\$58.13		\$40,691.00	
	Council Community Relations Coordinator		1200		\$48.84		\$58,608.00	
	Council Community Relations Director		700		\$67.20		\$47,040.00	
	Council Community Relations Representative		400		\$41.30		\$16,520.00	
	Council Policy and Legislative Director		400		\$75.19		\$30,076.00	
	Council Policy and Legislative Advisor		200		\$60.94		\$12,188.00	
	Intergovernmental Relations Advisor		20		\$110.73		\$2,214.60	
	Mayor		100		\$120.87		\$12,087.00	
	Mayor's Executive Officer		600		\$100.69		\$60,414.00	
	Mayor's Public Information Officer		100		\$140.10		\$14,010.00	
	Secretary To Mayor		10		\$80.74		\$807.40	
	Senior Council Assistant		20		\$73.74		\$1,474.80	
	<b>Actual Rates (overhead listed below)</b>							
	<b>Other (describe):</b>						0	
				@			\$ -	
		<b>Sub-Totals:</b>	<b>0</b>	@	<b>\$0</b>		<b>\$299,763.80</b>	
<b>DIRECT COSTS (OTHER THAN LABOR)</b>								
	Travel Costs			@			\$0	
	Equipment and Supplies (Itemized)							
	Printed Materials (Mailers/Pamphlets, Banners, Lawn Signs, etc.)						\$90,236.20	
	Emergency Preparedness Kits (First Aid Kits, flashlights, emergency blankets, etc.)						\$20,000.00	
	Events / Equipment Rental (Chairs, Tables, Table Cloths, Venue Rental, etc.)						\$20,000.00	
	Vehicle Purchase or Rental (Van or Truck for Supplies Delivery / Clean-Ups)						\$60,000.00	
	Gasoline, Insurance and Maintenance for Vehicle						\$15,000.00	
	PPE for Together Team (Jackets, Gloves, Vests, Safety Glasses, Boots, etc.)						\$10,000.00	
	Meals (Neighborhood Conference, Spring Emergency Prep Training and etc.)						\$20,000.00	
	Dumpster Days and Dumping /Recycling Fees from Clean-Ups						\$125,000.00	
	Graffiti Abatement Equipment and Trainings (Paint, Clean-Up Equipment, and etc. )						\$35,000.00	
	Storage @ \$600 / month						\$10,000.00	
	Murals - At least 10 murals @\$10,000 each						\$100,000.00	
	Tree Planting						\$95,000.00	
	Contingency						\$100,000.00	

		Other Direct Costs (Itemized)			@			\$700,236.20	
		Insert description(s) including item summary, and purpose/use							
			Sub-Totals:					\$ -	
			TOTALS:					\$1,000,000.00	

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

**A. Excise Tax**

The State of California is exempt from federal excise taxes, and no payment will be made for any taxes levied on employees' wages. The State will pay for any applicable State of California or local sales or use taxes on the services rendered or equipment or parts supplied pursuant to this Agreement. California may pay any applicable sales and use tax imposed by another state.

**B. Settlement of Disputes**

1. In the event of a dispute, Grantee shall file a "Notice of Dispute" with OPR within ten (10) days of discovery of the problem. Within ten (10) days, the OPR shall meet with the Grantee and Project Representative for purposes of resolving the dispute.
2. Any dispute concerning a question of fact arising under the terms of this Agreement which is not disposed of within a reasonable period of time by Grantee and State employees normally responsible for the administration of this Agreement shall be brought to the attention of the Director or designated representative of each organization for resolution. The decision of the State Executive Officer or designated representative shall be final.
3. In the event of a dispute, the language contained within this Agreement shall prevail over any other language including that of the proposal.
4. The existence of a dispute not fully resolved shall not delay Grantee to continue with the responsibilities under this Agreement which is not affected by the dispute.

**C. Subgrantees**

Nothing contained in this Agreement or otherwise, shall create any Grantual relation between the State and any subgrantees, and no subGrant shall relieve the Grantee of its responsibilities and obligations hereunder. The Grantee agrees to be as fully responsible to the State for the acts and omissions of its subgrantees and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by the Grantee. The Grantee's obligation to pay its subgrantees is an independent obligation from the State's obligation to make payments to the Grantee. As a result, the State shall have no obligation to pay or to enforce the payment of any monies to any subgrantee.

After the Grant agreement has been executed, if there are subgrants valued at \$2,500.00 or more that are needed to be added, then the Grantee must request the addition of subgrantees. The Grantee shall provide in its request for authorization all particulars necessary for evaluation of the necessity or desirability of incurring such cost and the reasonableness of the price or cost. Three competitive quotations shall be submitted, or adequate justification provided for the absence of bidding.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

**D. Stop Work Order**

The State reserves the right to issue an order to stop work in the event that a dispute should arise, or in the event that the State gives Grantee a notice that the Agreement will be terminated. The stop-work order will be in effect until the dispute has been resolved or the Agreement has been terminated.

**E. Termination**

1. In addition to the rights under Exhibit C of the Standard Agreement, State reserves the right to terminate this Agreement at its sole discretion at any time upon thirty (30) days prior written notice to Grantee.
2. In the case of early termination, Grantee shall submit an invoice in triplicate and a report in triplicate covering services to termination date, following the invoice and progress report requirements of this Agreement. A copy and description of any data collected up to termination date shall also be provided to State.
3. Upon receipt of the invoice, progress report, and data, a final payment will be made to Grantee. This payment shall be for all State-approved, actually incurred costs that in the opinion of State are justified, and shall include labor, and materials purchased or utilized (including all non-cancellable commitments) to termination date, and pro rata indirect costs as specified in the proposal budget.
4. If, after award and execution of the Agreement, the Grantee's performance is unsatisfactory, the Agreement may be terminated for default. Default is defined as the Grantee failing to perform services required by the Agreement in a satisfactory manner.
5. OPR reserves the right to terminate this Agreement without cause upon thirty (30) days written notice to the Grantee, or immediately in the event of default or material breach by the Grantee.

**F. Amendments**

1. No amendment or variation of the terms of this Agreement shall be valid unless made in writing, signed by the parties, and approved as required. Amendments must come in the form of a request and be submitted to the Grant Manager for review. The Grant Manager will work with the OPR/CV Grants Office to approve and process the amendment request. No oral understanding or agreement not incorporated in this Agreement is binding on any of the parties.
2. OPR reserves the right to amend this Agreement through a formal written amendment, signed by the parties, and approved by the Dept. of General Services' Office of Legal Services, if required.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

3. A change to the total agreement amount, whether reducing or increasing, would warrant a formal amendment. A change to the term start and end dates, would warrant a formal amendment.
4. Changes of up to twenty percent (20%) of the total dollar amount in this agreement of the existing line items outlined in Exhibit B.1 – Cost Sheet shall be made by providing a written request to OPR before submission of the affected invoice and shall be effective upon written approval from the Grant Manager and California Volunteers. Total costs cannot exceed the maximum grant fund amount set forth in this Agreement. Once effective, the change shall be deemed incorporated into the Grant Agreement.
5. The Grantee may replace the current subgrantee(s) with new subgrantee(s) during the agreement and must provide written request to the Grant Manager stating:
  - Name of new subgrantee(s) who is replacing the current subgrantee(s)
  - Justification of why this new subgrantee(s) is replacing the current subgrantee(s)
  - Scope of responsibility remains the same as the previous subgrantee(s) which this new subgrantee is replacing
  - The subgrantee(s) hours and rates remain the same
  - No new line items shall be added to Exhibit B.1 – Cost Sheet
  - The costs for the new subgrantee(s) shall not, in any shape or form, modify the costs which is already present in Exhibit B.1 – Cost Sheet
  - Funds allocated in Exhibit B.1 – Cost Sheet for the subgrantee(s) is not overspent
  - A competitive process was done to select a new subgrantee to replace the old subgrantee
6. The Grant Manager will make reasonable efforts to respond in writing within fifteen (15) working days from receipt of request to approve or deny the request for amendment, including the reason for the decision.
7. The Grant Manager will make reasonable efforts to process amendments within thirty (30) days of the approval date. The amendment will not be in effect until both Parties' Authorized Signatories or designees have signed the Grant Agreement amendment.

**G. Insurance**

**1. Commercial General Liability**

Grantee must furnish to the State a Self-Insurance Letter to remain in effect at all times during the term of this Grant. Grantee shall maintain the equivalent of general liability insurance on an occurrence for with limits not less than \$1,000,000 per occurrence for bodily injury and \$2,000,000 aggregate for bodily injury and property damage liability.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

In the case of Grantee's utilization of subgrantees to complete the Granted scope of work, Grantees shall include all subgrantees as insured under Grantee's insurance or supply evidence of insurance to the State equal to policies, coverage and limits required of Grantee.

2. Automobile Liability (if applicable)

Grantee must furnish to the State a Self-Insurance Letter to remain in effect at all times during the term of this Grant. Grantee shall maintain the equivalent of motor vehicle liability with limits not less than \$1,000,000 combined single limit per accident. Such insurance shall cover liability arising out of a motor vehicle including owned, hired and non-owned motor vehicles.

3. Worker's Compensation and Employers' Liability

State acknowledges that Grantee is self-insured for workers' compensation and has obtained authorization to do so from the State Department of Industrial Relations.

**When performed on State owned or controlled property, Grantee agrees to waive its rights of recovery against State for benefits paid on its self-insured workers' compensation program.**

4. General Provisions Applying to all Policies

- a) Inadequate Insurance – Inadequate or lack of the equivalent of the insurance required does not negate the Grantee's obligations under the Grant.

H. Force Majeure

Except for defaults of subgrantees, neither party shall be responsible for delays or failures in performance resulting from acts beyond the control of the offending party. Such acts shall include but shall not be limited to acts of God, fire, flood, earthquake, other natural disaster, nuclear accident, strike, lockout, riot, freight embargo, public regulated utility, or governmental statutes or regulations superimposed after the fact. If a delay or failure in performance by the Grantee arises out of a default of its subgrantee, and if such default of its subgrantee, arises out of causes beyond the control of both the Grantee and subgrantee, and without the fault or negligence of either of them, the Grantee shall not be liable for damages of such delay or failure, unless the supplies or services to be furnished by the subgrantee were obtainable from other sources in sufficient time to permit the Grantee to meet the required performance schedule.

I. Computer Software

Grantee certifies that it has appropriate systems and controls in place to ensure that State funds will not be used in the performance of this Grant for the acquisition, operation, or maintenance of computer software in violation of copyright laws.



**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

**J. Ownership of Work and Copyrightable Materials**

Any works developed during and/or pursuant to this agreement by Grantee, including all related copyrights and other proprietary rights therein, as may now exist and/or which hereafter come into existence, shall belong to State upon creation, and shall continue in State's exclusive ownership upon termination of this agreement. Grantee further intends and agrees to assign to State all right, title and interest in and to such materials as well as all related copyrights and other proprietary rights therein.

Grantee's obligations under this provision shall survive the expiration or termination of this Agreement.

- 1) OPR reserves the right to any copyrightable materials developed under this Agreement. Upon acceptance of the copyrightable materials developed under this Agreement, and payment of the sums then due under the terms of the Agreement, OPR shall have the sole and exclusive right, title, and interest (including trade secret and copyright interests) in the copyrightable materials. Grantee and his or her subgrantees hereby assign(s) all rights, title, and interest (including trade secret and copyright interest) in any copyrightable materials developed under this Agreement to OPR.
- 2) OPR, at its discretion, may grant a nonexclusive and paid-up license to Grantee and his or her subgrantees to use said copyrightable materials. Grantee and his or her subgrantees agree to cooperate with and assist OPR to apply for and to execute any applications and/or assignments reasonably necessary to obtain any patent, copyright, trademark, or other statutory protection for all copyrightable materials.
- 3) Grantee and his or her subgrantees shall not disclose any copyrightable materials, any of the deliverables thereof, or any portion thereof, to any other organization or person without the written consent of OPR.
- 4) Grantee and his or her subgrantees shall not use the copyrightable materials, any of the deliverables thereof, or any portion thereof, in any other work performed by this Agreement subject to any license granted without the written consent of OPR.
- 5) Grantee's obligations under this provision shall survive the expiration or termination of this Agreement.

**K. Confidentiality of State Information**

It is expressly understood and agreed that information Grantee receives from State in performing its obligations under this Agreement may be deemed confidential by State. Therefore, Grantee agrees to:

- 1) Observe complete confidentiality with respect to such information, including without limitation, agreeing not to disclose or otherwise permit access to such information by any person or entity in any manner whatsoever.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

- 2) Ensure that Grantee's employees, agents, representatives, and independent Grantees are informed of the confidential nature of such information and ensure by agreement or otherwise that they are prohibited from copying or revealing, for any purpose whatsoever, the contents of such information or any part thereof, or from taking any action otherwise prohibited under this section.
- 3) Not use such information or any part thereof in the performance of services to others or for the benefit of others in any form whatsoever whether gratuitously or for valuable consideration, except as permitted under this Agreement.
- 4) Notify State promptly and in writing of the circumstances surrounding any possession, use or knowledge of such information or any part thereof by any person other than those authorized by this paragraph.

**L. Confidentiality of Data and Working Documents**

- 1) Grantee shall not disclose data or documents or disseminate the contents of the final or any preliminary report without express written permission of OPR's Grant Manager.
- 2) Permission to disclose information or documents on one occasion or at public hearings or workshops held by OPR relating to the same shall not authorize Grantee to further disclose such information or documents on any other occasion.
- 3) Grantee shall not comment publicly to the press or any other media regarding the data or documents generated, collected, or produced in connection with this Grant, or OPR's actions on the same, except to OPR staff, Grantee's own personnel involved in the performance of this Grant, at a public hearing, or in response to questions from a legislative committee.
- 4) Grantee shall require each of its employees or officers who will be involved in the performance of this Grant to agree to the above terms.
- 5) Each subGrant shall contain the foregoing provisions related to the confidentiality of data and nondisclosure of the same.

**M. Evaluation of Consulting Agreements**

Pursuant to Public Grant Code (PCC) Sections 10367 and 10369, the Grantee providing consultant services of \$5,000 or more shall be advised in writing that the performance will be evaluated. The evaluation shall be prepared on a Grant/Grantee Evaluation Sheet (STD. 4), within 60 days after completion of the agreement and maintained in the Agreement file. Any negative evaluations will be sent to the Department of General Services, Office of Legal Services (DGS/OLS) and a copy sent to the Grantee within 15 days. The Grantee shall have 30 days to prepare a statement defending his or her performance under the Grant and to send it to OPR and DGS/OLS.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

**N. DVBE AUDIT**

Grantee agrees that the State or its delegate will have the right to review, obtain, and copy all records pertaining to Grantee's compliance with the Disabled Veteran Business Enterprise (DVBE) requirements as contained in Public Grant Code sections 10115 et. seq. Grantee agrees to provide State or its delegate with any relevant information requested and shall permit State or its delegate access to its premises, upon reasonable notice, during normal business hours for the purposes of interviewing employees and inspecting and copying such books, records, accounts, and other material that may be relevant to a matter under investigation for the purpose of determining compliance with the DVBE requirements. Grantee further agrees to maintain such records for a period of three years after final payment under this Agreement.

**O. DVBE Subgrantee Participation and Reporting Requirements**

1. In the event the Grantee committed to provide DVBE subgrantee participation for this Agreement, the Grantee shall comply with their DVBE subgrantee participation commitment throughout the term of this Agreement. In the event this Agreement is amended to increase the maximum Agreement amount, the Grantee shall comply with their DVBE subgrantee participation commitment for the additional amount.
2. Upon completion of this Agreement, the Grantee shall download from [www.dgs.ca.gov](http://www.dgs.ca.gov), complete, sign, and submit to OPR with the final invoice for payment a Prime Grantee's Certification - DVBE SubGranting Report (STD 817) certifying all of the following:
  - a) The total dollar amount the Grantee received under this Agreement.
  - b) This Agreement number and the name, address, and certification ID number of all DVBE subgrantees that participated in the performance of this Agreement.
  - c) The total dollar amount and percentage of this Agreement's total dollar amount the Grantee committed to each DVBE subgrantee.
  - d) The total dollar amount the Grantee paid each DVBE subgrantee.
  - e) That all payments under this Agreement have been made to the DVBE subgrantee(s).
  - f) The actual percentage of DVBE participation that was achieved. Upon request, the Grantee shall provide proof of payment for the work.
3. OPR will withhold \$10,000.00 (or the full dollar amount if less than \$10,000.00) from the final payment, until the Grantee complies with the certification requirements above. In the event the Grantee fails to comply with the certification requirements above, the Grantee shall be allowed to cure the defect after written notice. Notwithstanding any other law, if, after at least 15 calendar days but not more than 30 calendar days from the date of written notice, the Grantee refuses to comply with the certification requirements above, OPR shall permanently deduct

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

\$10,000.00 (or the full dollar amount if less than \$10,000.00) from the final payment (Military and Veterans Code Section 999.7).

4. A person or entity that knowingly provides false information shall be subject to a civil penalty for each violation (Military and Veterans Code Section 999.5; Government Code Section 14841).
5. The Grantee agrees to comply with the rules, regulations, ordinances, and statutes that apply to the DVBE program as defined in Section 999 of the Military and Veterans Code, including, but not limited to, the requirements of Section 999.5(d).

**P. Replacement of DVBE Subgrantees**

1. Per Military and Veterans Code Section 999.5, a DVBE subgrantee may only be replaced by another DVBE subgrantee and must be approved by the Department of General Services (DGS).
2. The Grantee's failure to seek a substitution and adhere to the DVBE participation level identified in the Grantee's bid (when applicable) may be cause for termination of this Agreement, recovery of damages under rights and remedies due to the DMV, and penalties outlined in Military and Veterans Code Section 999.9; Public Grant Code Section 10115.10, or Public Grant Code Section 4110.

**Q. DVBE Subgrantee Invoices**

To ensure that DVBE participation is applied correctly, all DVBE subgrantee invoices submitted to the Grantee must include this Agreement number.

**R. Incompatible Activities**

1. Grantee's staff assigned to perform services shall not:
  - a. Participate in a criminal investigation or prosecution.
  - b. Engage in any conduct that is clearly inconsistent, incompatible, or in conflict with his or her assigned duties under this Agreement, including but not limited to, providing services that could be compensated by OPR.
  - c. Use information obtained performing services under the Agreement for personal gain or the advantage of another person.
  - d. Disclose any confidential information to anyone, including but not limited to: materials labeled as confidential, personal identifiable information, legal and criminal documentation.
  - e. Provide or use the name of persons or records of OPR for a mailing list, which has not been authorized by OPR.
  - f. Represent himself or herself as a OPR employee.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

- g. All confidential information obtained during the performance of this Agreement shall be held in strict confidence and shall not be provided to persons not authorized to receive the information.
- h. It shall be the Grantee's responsibility to ensure that all staff assigned to provide services under this Agreement is made aware of and abides by these provisions as stated in this section of Exhibit D, Special Terms and Conditions. If an assigned staff is unwilling or unable to, or fails to abide by these provisions, the staff shall no longer be assigned to perform services in this Agreement and OPR shall not reimburse Grantee for expenditures incurred, including staff salary.

**S. Operating Expenses**

- 1. The Grantee may charge expenses to various line-item allocations as part of its operating expenses, including but not limited to: rent, utilities, postage, and telephone. Such expenses are generally identified as "direct costs".
- 2. The Grantee shall ensure that expenses that are classified as "direct costs" are not also included in the "indirect cost" or "overhead" categories. Indirect costs are those costs that are incurred for a common or joint purpose or a cost that is not readily assignable to a specific operating expense line-item. OPR reserves the right to deny any expenses that are deemed ineligible by the State.
- 3. The Grantee shall submit, upon OPR's request, a copy of the indirect cost allocation plan demonstrating how the indirect cost rate was established. All costs included in the plan shall be supported by formal accounting records, which substantiate the propriety of such charges.
- 4. The Grantee shall submit requests to the Grant Manager or designee via e-mail for review and prior written approval of any budget modification for line items under the operating expense category such as an increase to rent or offsetting savings from one line item to another.

**T. Training-Related Reimbursement**

- 1. Grantee shall obtain prior approval from OPR for the location, costs, dates, agenda, instructors, instructional materials, and attendees at any reimbursable training seminar, workshop or conference and over any reimbursable publicity or educational materials to be made available for distribution. The Grantee shall be required to acknowledge the support of OPR when publicizing the work under the Agreement in any media.
- 2. All such costs must be disclosed in the Budget of this agreement, include in the amount as stated in Exhibit B, Budget Detail and Payment Provisions. Grantee must submit training requests to the Grant Manager for review and approval prior to taking training. Approval for reimbursement for the requested training is at the discretion of OPR.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

**U. Travel Reimbursement**

The Grantee shall obtain written authorization via email from the Grant Manager or designee at least five (5) business days prior to any in-state travel for which the Grantee intends to seek reimbursement. Any reimbursement for necessary travel and per diem shall be at the rates currently in effect as established by CalHR. Current travel rates can be found at:

<http://www.calhr.ca.gov/employees/Pages/travel-reimbursements.aspx>.

No out-of-state travel is authorized under this Agreement.

**V. Record Retention and Examination of California Auditor**

For the purpose of determining compliance with GC section 8546.7, the Grantee and any Subgrantees shall maintain all books, documents, papers, accounting records, and other evidence pertaining to the performance of the Agreement, including but not limited to, the costs of administering the Agreement and documents as stated in Exhibit B, Budget Detail and Payment Provisions. All parties shall make such materials available at their respective offices at all reasonable times during the Agreement period and for a minimum of three (3) years from the date the record is created. The State, the State Auditor, or any duly authorized representative of the Federal government having jurisdiction under Federal laws or regulations (including the basis of Federal funding in whole or in part) shall have access to any books, records, and documents of the Grantee that are pertinent to the Agreement for audits, examinations, excerpts, and transactions, and copies thereof shall be furnished if requested.

**W. Ownership of Work Product and Data – Integrity and Security**

1. All work product as a result of the work performed by the Grantee under this Agreement, shall be owned by OPR and shall be considered works made for hire by the Grantee to OPR.
2. All intellectual property rights, ownership and title to all reports, documents, plans, and specifications produced as part of this Agreement will automatically be vested in OPR and no further agreement will be necessary to transfer ownership to OPR. The Grantee shall furnish OPR all necessary copies of data needed to complete the review and approval process.
3. Grantee shall comply with the following requirements to ensure the preservation, security, and integrity of State-owned data on portable computing devices and portable electronic storage media:
  - a. Encrypt all State-owned data in transit and where existing technology enables encryption at rest, stored on portable computing devices and portable electronic storage media. Data encryption shall use cryptographic technology that has been tested and approved against exacting standards, such as Federal Information Processing Standard (FIPS) 140-2 Security Requirements for Cryptographic Modules.

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

- b. Encrypt, as described above, all State-owned data transmitted from one computing device or storage medium to another.
- c. Maintain confidentiality of all State-owned data by limiting data sharing to those individuals Granted to provide services on behalf of the State, and limit use of State information assets for State purposes only.
- d. Notify the Grant Manager within 24-hours of any actual or attempted violations of security of State-owned data, including lost or stolen computing devices, files, or portable electronic storage media containing State-owned data.
- e. Advise the owner of the State-owned data and the OPR Grant Manager of vulnerabilities that may present a threat to the security of State-owned data and of specific means of protecting that State-owned data.
- f. Grantee shall use the State-owned data only for State purposes under this Agreement.
- g. Grantee shall not transfer State-owned data to any computing system, mobile device, or desktop computer without first establishing the specifications for information integrity and security as established for the original data file(s).
- h. The Grantee's staff assigned to perform services for OPR must adhere to the following provisions. Staff shall NOT do the following when handle State-owned data:
  - Share individual login ID and password with anyone else.
  - Walk away from their computer without locking the screen (Ctrl+Alt+Delete}.
  - Leave documents with Personal Identifiable Information (PII) unattended on printers or fax machines, or in cubicles, offices or conference rooms.
  - Visit untrusted websites or open any attachments or links from untrusted email.
  - Uninstall or disable anti-virus software and automatic updates.
  - Install any unauthorized or unlicensed software.
  - Plug a mobile phone, personal USB drive or other peripheral device into the network system or desktop computer.
  - Disclose any PII information to unauthorized users.
  - Send any PII via email. Staff should use encrypted email if they must send email containing PII.

## X. Economic Sanctions

On March 4, 2022, Governor Gavin Newsom issued Executive Order N-6-22 (the EO) regarding Economic Sanctions against Russia and Russian entities and individuals. "Economic Sanctions" refers to sanctions imposed by the U.S. government in response to Russia's actions in Ukraine, as well as any sanctions imposed under state law.

All primary Grants and sub-Grantees, primary Grantees, and sub-awardees, agree that they have reviewed Executive Order N-6-22 and attest that they are in compliance with it prior to

**EXHIBIT D**  
**SPECIAL TERMS AND CONDITIONS**

submitting their response to a solicitation, and prior to entering into a Grantual or grant agreement.

OPR will check the Office of Foreign Assets and Controls Sanctions List to ensure entities are not listed. Any entity found not being in compliance with Executive Order N-6-22 shall have their offer automatically disqualified, or Grant or grant voided.

By submitting an offer against a solicitation, the Grantee or Grantee represents that the Grantee or Grantee nor any of its sub-Grantees or sub-awardees are not a target of Economic Sanctions.

Should the State determine the Grantee, sub-Grantees, Grantee or sub-awardees are a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Grantee's bid/proposal any time prior to grant execution, or, if determined after grant execution, shall be grounds for termination by the State. See more at the following hyperlink to the online directory:

<https://www.gov.ca.gov/wp-content/uploads/2022/03/3.4.22-Russia-Ukraine-Executive-Order.pdf>.

The EO also directs all agencies and departments that are subject to the Governor's authority to take certain steps, including directing that all state Grantees and grantees with agreements valued at \$5 million or more to report to the agency/department regarding their compliance with economic sanctions imposed by the U.S. government in response to Russia's actions in Ukraine, as well as sanctions imposed under state law, if any.

If the total value of this Agreement is valued at \$5 million dollars or more, the Grantee or Grantee agrees to provide report on their compliance with these economic sanctions. This report will be submitted on the Grantee or Grantee's official letterhead and will identify the actions they have taken to ensure compliance with these sanctions, and that the Grantee of Grantee has verified that all of their sub-Grantees or sub-awardees, if any, are also in compliance with these economic sanctions.

**THE REMAINDER OF THIS PAGE WAS INTENTIONALLY LEFT BLANK**



ADEN KASSAYE

[REDACTED]

### Objective

As a professional with a proven track record of enhancing analytical and problem-solving abilities through previous experiences as Assistant Property Manager/ Administrative Assistant, Recreation Specialist, and Business Development Manager, I am actively seeking a position that will challenge and further develop these skills. With my diverse background, I have gained a comprehensive understanding of how to remain poised under pressure, work effectively in a team setting, and exhibit strong leadership qualities.

My deep motivation to continue professional development and desire for growth opportunities make me an excellent candidate for any organization looking for an adaptable, proactive, and results-driven team player. Whether working collaboratively or independently, I have demonstrated a high level of resilience in high- pressure situations and possess exceptional communication and negotiation skills. If you are looking for an individual who can bring a diverse set of skills and experiences to your team and thrive in a dynamic environment, I would be an asset to your organization.

### Work Experience

City of San Jose

**Council Community Relations Representative** | May 2023 – Present

- Lead community engagement efforts, fostering positive relationships with residents, organizations, and businesses to promote unity and connectivity within San Jose.
- Oversee communication strategies to effectively convey the City of San Jose's mission, values, and initiatives, ensuring clear and consistent messaging to residents and stakeholders.
- Resolve community concerns promptly and diplomatically, implementing proactive measures to anticipate and address potential conflicts while maintaining positive relationships.
- Coordinate and execute successful community events, managing logistics and resources within budget constraints to drive increased participation and positive feedback.

Gamma Court Apartments

**Assistant Property Manager/ Administrative Assistant** | August 2020 – February 2023

- Assists with the preparation and execution of lease agreements and addendums
- Maintains and updates resident records and files in accordance with company policies and regulatory requirements
- Performs basic accounting tasks such as processing resident payments, preparing bank deposits and reconciling accounts
- Coordinates with maintenance staff and vendors to ensure timely completion of work orders and repairs
- Conducts regular property inspections to ensure adherence to safety and maintenance standards
- Responds to emergency situations and coordinates with appropriate personnel as necessary
- Assists with the planning and execution of resident events and activities
- Provides exceptional customer service to residents and prospects through effective communication and problem-solving skills

- Perform general office tasks, including answering phones, responding to emails, and maintaining office supplies
- Manage tenant and applicant inquiries, respond to requests for information, and maintain accurate records
- Coordinate with maintenance staff and contractors to schedule repairs and ensure timely completion of work orders

City of San Leandro

**Recreation Specialist** | July 2017 – April 2023

- Develop and implement recreational programs and activities that promote healthy lifestyles and meet the needs & interests of community residents
- Ensure that all recreational programs and activities meet established standards for safety, quality, and customer satisfaction
- Manage recreational facilities and equipment, including scheduling, maintenance and repairs
- Coordinate with the management team to plan and schedule recreational activities and events
- Collect and analyze feedback from community residents regarding recreational programs, events, and services offered by the City of San Leandro
- Develop and maintain positive relationships with community residents, local businesses, and other stakeholders to ensure ongoing support for recreational programs & activities
- Maintain accurate records and reports related to recreational programs, activities, and services
- Stay up-to-date on industry trends and best practices in recreational programming and management

San Pedro Square Market

**Business Development Manager** | Jan 2016 – May 2020

- Developed and implemented staff training programs to improve sale skills, cash management, inventory management, and customer follow-up
- Oversaw vendor management activities, negotiated pricing for contracts, and ensured vendor compliance with contractual terms and obligations
- Developed growth strategies to increase month-to-month sales revenue and customer satisfaction
- Recruited, hired, and trained new employees, mentoring them in merchandise and customer service knowledge
- Maintained accurate records of sales, revenue, invoices, and other relevant data for performance analysis and reporting purposes
- Worked closely with the marketing team to develop promotional campaigns and advertising strategies to increase brand awareness and customer engagement
- Collaborated with cross-functional teams to ensure timely delivery of products and services to customers
- Conducted market analysis and competitive research to stay informed of industry trends, competitors, and opportunities

Education|Volunteer Bachelor of  
Science Degree in Social Sciences, Sociology  
*Cal State East Bay, Hayward, CA*

Certified Occupancy Specialist (ID # 37357097) Tax  
Credit Specialist

#### **Campaign Volunteer – City of San Jose**

- Assisted with organizing and setting up campaign events, including rallies, fundraisers, and meet-and- greets with the candidate
- Conducted research on key issues and policies relevant to the campaign, and provided briefings and talking points to volunteers and campaign staff
- Helped to recruit and train new volunteers, providing guidance on campaign messaging and tactics
- Utilized social media platforms to promote the candidate and campaign events, and engage with potential voters
- Assisted with data entry and analysis, including tracking voter contact information, survey results, and other key metrics
- Provided input and feedback on campaign materials such as flyers, posters, and social media graphics, ensuring messaging was clear and effective
- Attended local community events and meetings to build relationships with voters and stakeholders, and promote the candidate's platform
- Coordinated with campaign volunteers to ensure that efforts were effectively reaching key voter demographics.

**Alejandra Leynez Chantres**

**Professional Experience**

---

**Policy and Legislative Director**

**03/23-Present**

**City of San José, Mayor Matt Mahan**

- Secure \$1M in state grant funding to implement policy priorities; programming includes beautification, climate resiliency, and disaster preparedness events to foster civic engagement among residents
- Advise on policy matters; and prepare lines of questioning, memorandums, and letters for Council, Board of Directors, and other regional Commission meetings
- Collaborate with city administration and intergovernmental partners at the County and State levels to advance policy and funding priorities to address homelessness, mental health, and transportation issues

**Senior Legislative Assistant**

**08/19-01/23**

**U.S. House of Representatives, Congresswoman Linda Sánchez  
(hybrid)**

**Washington, D.C. and San Mateo, CA**

- Developed and managed 12+ policy projects covering broad portfolio, including health care, immigration, trade, retirement, and labor
- Crafted political and legislative strategy: advanced 6 priorities through the federal legislative process and obtaining over 20 endorsements on key legislation
- Analyzed federal regulations, proposed legislation, and political landscape to assess impacts on California stakeholders; advised leadership accordingly
- Collaborated with senior White House and agency officials, communications team, counsel, Congressional staff, and external partners to drive policy agenda
- Consulted on communications strategy to amplify key priorities; edited newsletters, press releases, and social content in English and Spanish; ensured cultural competency when speaking to Latina/o/e audiences
- Secured federal funding for community projects addressing local needs, including \$1 million in fiscal year 2022 and \$6 million in fiscal year 2023
- Managed legislative, communications, and administrative teams working in fast-paced environments

**Government Relations and Communications Intern**

**06/19-08/19**

**Trust for America's Health  
D.C.**

**Washington,**

- Collaborated with internal staff and coalition partners to develop engagement strategy; secured 10 meetings with key policymakers and staff
- Conducted background research for legislative and regulatory advocacy; authored comment letter, gaining support from over 100 public health organizations

**Legislative Fellow**

**08/18-05/19**

**Congressional Hispanic Caucus Institute (CHCI), Congresswoman Lucille Roybal-Allard  
D.C.**

**Washington,**

- Reviewed testimonies, reports, and policy documents to prepare principal for oversight and budgetary hearings
- Prepared letters, fact sheets, and other correspondence to convey priorities to governmental and external partners

**KP Launch Intern**

**06/17-08/17**

**Kaiser Permanente**

**Oakland, CA**

- Conducted qualitative and quantitative research to assess impact of workforce programs; developed recommendations and presented deliverables before senior leadership and teams ranging from 5-50 people

### **Leadership Experience**

---

**Deputy Director of Professional Development**

**02/22-11/22**

**Congressional Hispanic Staff Association (CHSA)**

**D.C.**

**Washington,**

- Programmed monthly networking events and panel discussions aimed at fostering community and providing resources to help Latina/o/e staff advance their careers

### **Education**

---

**University of California, Berkeley**

**May 2018**

**Bachelor of Arts, Public Health**

**Berkeley, CA**

**Ben Irwin**

**Work Experience**

**Office of San Jose Mayor Matt Mahan — Speechwriter — Dec. 2023 - Present**

- Ensure San Jose Mayor Matt Mahan is prepared for any and all external speaking engagements, interviews and events.

**San José Spotlight — Politics and Government Reporter — Aug. 2023 - Nov. 2023**

- Covered local politics and city hall, developed sourcing for in-depth reporting on local issues and told stories beyond breaking news in San Jose.

**The Stockton Record — Government/Education Reporter — Feb. 2022 - July 2023**

- Covered local government and education for the daily newspaper in Stockton, CA. Informed readers beyond breaking news by developing a beat and sources to report on the decisions local leaders make and how that affects Stocktonians in a city poised for change. Also cover breaking news as needed.
- The education beat started with developing sourcing to report on Stockton Unified, the state's 15th largest public school district, the subject of state and federal investigations that did not comply with public records requests or subpoenas. As of January I was put on education full-time.

**The Sun-Gazette — Reporter — Oct. 2020 - Feb. 2022**

- Reported news, feature and enterprise stories for the weekly newspaper covering Tulare County, CA. Covered local government and issues like elections in rural California and unincorporated areas struggling with undrinkable water.
- Shot and edited photos, designed pages for print and uploaded stories to the publication's website.

**The Express at Sacramento City College — Web Adviser — August 2019 - June 2020**

- Managed the website of the online-only, student-run newspaper, mentored students and editors and produced a weekly podcast on reporter's insights of highlighted stories.
- Wrote stories, produced podcast episodes and designed the online layout for a major project funded by a California Humanities grant about socioeconomics affecting City College students.

**Capital Public Radio — Podcast Intern — Spring 2020**

- Assisted with production of "The Drive," a podcast about personal stories on the road to leadership, and research for "Californialand," a future installment of CapRadio's environmental podcast.
- Gathered audio in the field, pulled audio clips for coworkers, and helped report out written and broadcast news stories, including coverage on the Super Tuesday election and the coronavirus pandemic.

**Education**

**Certificate in Education Finance — Georgetown University — June 2023**

**Associate in Arts in Journalism — Sacramento City College — May 2020**

**Bachelor of Science in Planning, Urban Planning, minor in Sustainability — Arizona State University — May 2016**

**Skills**

**Proficient:** AP style, photography, research, social media  
**Skills:** Adobe Audition, Logic Pro, field audio equipment  
**Learning:** Spanish **Programs:** Microsoft Office; Adobe InDesign, Photoshop and Premiere; Wordpress

Cristian Cornejo

**Office of the Mayor of San Jose - Mayor Matt Mahan**

Neighborhood Outreach Coordinator

*July 2023 –*

*Current*

- Own the Mayor's brand within a particular community – his visibility, reputation, responsiveness, neighborhood engagement, and service to residents.
- Attend neighborhood, district, business, or association meetings and community events with the Mayor, and on behalf of the Mayor, to gather information on resident concerns.
- Respond to constituent inquiries and policy questions with a relentless focus on excellent customer service and mobilize City resources for residents.
- Develop and maintain positive working relationships with neighborhood leaders, council offices, community organizations, city staff, residents, small business owners, non-profit organizations, and government agencies.
- Prepare and advise the Mayor on talking points and local issues, mainly by providing hyper-local expertise.
- Research and prepare background information for the Mayor relative to issues pending before the City Council.
- Coordinate beautification projects, cleanups, and civic improvements with neighborhood groups and City administration.
- Handle logistics for meetings, programs, or other civic functions on behalf of the Mayor.

**San Jose City Council District 7 - Councilmember Esparza**

Community Relations Manager

*August 2021 –*

*January 2023*

- Reestablished Neighborhood Associations and built trusting relationships with community members through casework.
- Supported grassroots organizing for policy initiatives focusing on low-income communities of color.
- Led the District 7 Dumpster Day Program to reduce illegal dumping which served over 1,000 residents and removed 332.05 tons of waste from our communities.
- Developed and implemented community engagement strategies to bring resources to residents through Multicultural Events, Family Movie Nights, National Night Out, and Litter Clean-Ups
- Build coalitions of support to bring more resources to our residents including with nonprofit organizations, government agencies, community leaders, and private partners.

- Implemented COVID -19 Response and Recovery initiative resulting in hundreds of residents securing vaccination appointments and providing residents with housing information.

**San Jose City Council District 7 Office - Councilmember Esparza**

Council Aide

*August 2020 –*

*August 2021*

- Conducted outreach activities connecting residents with services provided by the City of San Jose.
- Secured additional federal funding by increasing the District's Census self-response rate by 7% compared to a 2% increase Citywide through implementing Census Field Operations.
- Assisted with policy research focusing on quality-of-life issues.

**Soccer Shots Bay Area**

Soccer Coach

*August 2018 –*

*March 2020*

- Coached and mentored children aged 8 years old and under teaching basic soccer skills
- Implemented State's Early Childhood Education Standards through character development and skill-building activities.

## **Emily Lansing Experience**

### **City of San Jose Mayor's office, San Jose - *Outreach Coordinator***

January 2023 - Present

- Organize community events throughout San Jose engaging with thousands of residents
- Develop and implement plans to increase engagement and volunteer recruitment.
- Coordinate and organize clean ups throughout the city engaging with neighborhoods and community organizations as well as interjurisdictional organizations.

### **Matt Mahan for Mayor, San Jose - *Field Director***

January 2022 - November 2022

- Coordinated and implemented over 300 community events throughout all of San Jose and engaged with over 5,000 residents
- Worked closely with community leaders to engage and communicate upcoming events
- Identify and recruit field team members

### **Destination Home, San Jose - *Community Partner Liaison***

July 2021 - November 2021

- Acted as main point of contact between management, partner agencies, and external community.
- Educated community partner agencies on the Emergency Rental Assistance Program.
- Improved program effectiveness by implementing strategic process improvements.
- Participated in community workshops to promote different programs and educate public on available services.

## **Education**

**Liberty University** 05/2021

Master of Arts : Public Policy

**University of Nevada, Reno** NV 05/2019

Bachelor of Arts : Sociology And Communications

**West Valley College** CA 05/2016

Associate of Arts : Communications



EMILY MUNGUIA

## PROFESSIONAL EXPERIENCE

---

### **Office of Mayor Matt Mahan, City of San Jose 10/2023 – Present** *Council Policy & Legislative Director*

- Cultivate and maintain collaborative relationships with diverse stakeholders including City Council offices, governmental agencies, community organizations, and residents, serving as a liaison for the Mayor's Policy Team for homelessness and blight.
- Coordinate effectively with City administration and driving policy priorities through the governmental and legislative process, while conducting thorough research on best practices.
- Synthesize complex information and craft articulate and comprehensive correspondence, memoranda, and reports outlining the mayor's policy initiatives.
- Represent the Mayor at various civic functions, meetings, and community events, requiring flexible availability on evenings and weekends, while also addressing constituent inquiries and concerns with diplomacy and efficiency.

### **California Department of Housing & Community Development (HCD)**

**07/2021 – 10/2023**

*Special Projects Analyst, Office of the Director*

- Directly support the Advisor to the Director and the HCD Director and assist with Department-wide projects related to policy research, strategic initiatives, and project management during the largest increase in funding in California's affordable housing history.
- Designed and implemented an intake and vetting process for all speaking requests across the Department, averaging 20 requests per quarter. Create briefings for confirmed engagements for the Director and Chief Deputy Director that included funding data points, communications strategy, and policy priorities for the department. Lead coordination with divisions on data requests and analysis, and preparation of response to internal and external partners.
- Streamline and manage the Director's Office approval routing pipeline for departmental policy changes and funding approvals. Initial reviewer of all policy-oriented documents, regulations, guidelines, funding announcements, and budget materials, and provide summaries for the Director's weekly review and approval. Direct all feedback and approvals within the Department and facilitate approvals with the Business, Consumer Services and Housing Agency and the Governor's Office.
- Translate and synthesize technical reports, legislative analyses, policy briefs, and reputable news articles into condensed summaries to inform decision makers. Develop memos, reports, and resolutions and communicate with a range of partners and stakeholders, including senior leadership, elected officials, community members, and the general public.

### **Urban Institute, Washington, DC**

**10/2017 – 06/2021**

*Development Associate – Major Gifts and Individual Giving (promoted twice within)*

- Managed a portfolio of 100+ high net-worth donors and prospects of a nationally recognized research organization by mapping network connections and drafting cultivation plans with value propositions;

developing stewardship strategy memos; and creating solicitation messaging that conveyed the impact of Urban's work leading to a revenue of \$1.5 million in flexible funding.

- Successfully launched Urban's Policy Leadership Council (PLC), an exclusive membership of community, business, and policy leaders who serve as thought partners and advisors to Urban's research agenda. As of my departure, the PLC was a 21-member cohort with a projected contribution of approximately \$200,000.
- Advised the Chief of Staff and Executive Office on engagement opportunities for the Board of Trustees, PLC, and high value donors and prospects. Opportunities included intimate dinners to preview Urban's research agenda with Urban's experts, invitation to biannual board dinners with elite speakers such as former Governor Deval Patrick and Ford Foundation President Darren Walker, and member-only cultivation events. These opportunities resulted in solidifying PLC as an elite membership during its inception and increased Trustee prospects.
- Partnered with Finance and Accounting teams to report progress towards our fundraising metrics and forecast revenue projections. Presented reports to Urban's President and the Vice President of Philanthropic Partnerships for discussion on mapping attainable and challenging goals for next year and identifying suitable metrics.

**Amnesty International, Washington, DC**

**08/2017- 10/2017**

*Field Representative*

- Exceeded weekly fundraising goals by building quick relationships with prospects and strong interpersonal skills to cultivate and steward new monthly donors to Amnesty International
- Contributed to grassroots efforts by creating provocative dialogue on international adversities like the Syrian refugee crisis and local grievances like excessive use of force by police.

**PROFESSIONAL DEVELOPMENT**

---

**Community TaxAid, Washington, DC 2019 & 2020 Tax Season *IRS-Certified Tax Preparer***

- Assisted low-income, Spanish-speaking clients with tax preparation services by reviewing their wages and income, determining their eligibility for tax credits, and submitting their return to the IRS. Certification included four four-hour training sessions on tax law and filing, appropriate Spanish terminology and translation, and an IRS exam. Certification is applicable for one tax season.

**Latinx Affinity Group at Urban Institute, Washington, DC**

**2020 – 2021**

*Co-Lead*

- Managed a cohort of 30+ members and successfully celebrated Hispanic Heritage Month by developing programming that included featuring two external speakers, releasing blog posts, and a podcast episode on Critical Value featuring Marta Tienda.

**HumanitiesDC, Washington, DC**

**06/2017 – 08/2017**

*Grant Management Intern*

- Reviewed grant proposals for the restoration of culture of the Washington Metropolitan area and managed marketing portals for the DC Living Heritage Network.

**School of Social Sciences at University of California, Irvine  
06/2017**

**02/2017 to**

*Research Assistant*

- Drafted literature review proposals, conducted research, and facilitated interviews on corrupt systems in corporate organizations and police departments.

**EDUCATION AND TECHNICAL SKILLS**

---

**University of California, Irvine - *Sociology, B.A.***  
**2017**

**Earned June**

**Skills**

Quantitative and qualitative research experience. Native proficiency in Spanish and English. Proficient in Microsoft Office Suite and database experience includes Foundation Directory Online, iWave Prospect Research, NOZASearch, Box, Slack, and Salesforce.

**Jim Reed**

Top Skills: Public Relations, Sponsorship, and Strategic Planning

**Experience**

**Office of San Jose Mayor, Chief of Staff**

January 2015 - Present (9 years 1 month)

Manage team in the San Jose Mayor's Office for the previous city's 65th Mayor, Sam Liccardo and now 66th Mayor, Matt Mahan

**City of Scotts Valley**

Mayor, 2017-2018, Councilmember 2007-2017, and 2018- Dec 2022

Elected in 2007, re-elected in 2010, 2014, 2018; Mayor, 2009-10, 2013-14, 2017-18.

**San Jose Silicon Valley Chamber of Commerce**

Vice President, Public Policy

February 2013 - December 2014 (1 year 11 months)

Directly manage all aspects of San Jose Silicon Valley Chamber's policy research, public advocacy and political action while helping launch REDI economic development initiative.

**Self-Employed**

Public Affairs and Communications Consultant

January 2007 - February 2013 (6 years 2 months)

Developed and implemented communications campaigns for public advocacy, political and corporate clients.

**Press-Banner (weekly newspaper)**

Editor/General Manager

January 2006 - January 2007 (1 year 1 month)

Oversaw P&L and all aspects of 20,000 circulation weekly newspaper serving Scotts Valley/San Lorenzo Valley in Santa Cruz County, CA; journalist and contributor.

**Nokia**

Marketing Manager

April 2000 - January 2006 (5 years 10 months)

Directed marcom team responsible for internal communications, public relations support, case studies, sales tools, product rollout and lifecycle support, advertising, and brand compliance for Internet business unit.

**V One Corp**

Director of Corporate Communications

June 1995 - April 2000 (4 years 11 months)

Rockville, Maryland, United States

Oversaw non-investor communications and marketing teams for publiclytraded tech startup after joining as 13th employee.

**Education**

George Mason University BA, Double Major: History/Government and Politics

**KEITH HERTZBERG**

**B.S. Business Administration-Management**

San Jose State University

2021- 2023

Magna Cum Laude

Gary J. Sbona Honors Program - Management Concentration

Two semesters as a Student Consultant for Community Housing Developers

**A.S. Business Administration-Management**

De Anza College

2018 - 2021

Magna Cum Laude

**Neighborhood Outreach Coordinator**

January 2023 - Present

**City of San Jose - Office of Mayor Matt Mahan**

Spearheads the setup process for the Freshdesk SaaS solution for constituent inquiries

Organizes performance data reports for the Mayor's review

Continued inbox management to meet responsiveness SLAs

Facilitates and staffs community events hosted or attended by the Mayor

Drafts Mayor's talking points for speaking engagements

Serves as Mayor's Office liaison and support in Council Districts 2, 9, and 10

June 2021 - November 2022

**Field Outreach/Volunteer Coordinator**

**Matt Mahan For Mayor of San Jose**

Managed a team of high school and college volunteers (Field Outreach Team - 30 volunteers)

Designed volunteer assignments on SmartVan for weekly campaign outreach

Facilitated weekly volunteer canvassing events and meetings

Trained and mobilized new volunteers using the NGP MiniVan App

Prepared appropriate campaign materials for volunteer distribution

Directly engaged with community members and voters (~8,000 doors)

**Pool Manager Park Almaden Apartment Complex**

May 2021 - October 2022

**San Jose Home Owner Association Services**

Enforced apartment complex regulations

Directly engaged with apartment tenants

Coordinated seasonal storage and setup

August 2018 - April 2019

**Sales Associate**

**Summit Uniforms**

**LEADERSHIP AND ACTIVITIES**

**Eagle Scout**

December

2017

Troop 234 - South San Jose

Three Silver Palms, One Gold Palm

**Vigil Honor**

August

2016

Order of the Arrow - Saklan Lodge

- Saklan Lodge Chief (2016 - 2018)

**LEILANI GOMEZ**

**Neighborhood Outreach Coordinator- Office of Mayor Matt Mahan, City of San Jose**

1/2023- Current

- - District organizing through community outreach
- - Response to constituent requests
- - Supervising internship program
- - Interview and onboard interns
- - Volunteer Engagement for community events

**Matt Mahan for Mayor – Deputy Field Director**

8/2022- 11/2022

- - Assisting Field Director in a variety of communications with staff members, volunteers, community leaders and media outlets.
- - Organizing and staffing Meet & Greets for candidate to attend
- - Maintaining database of information regarding supporters and Meet & Greet Hosts
- - Develop appropriate metrics and manage systems of accountability for staff and volunteers.

**Matt Mahan for Mayor – Latino Outreach Coordinator**

3/2022- 8/2022

- - Responsible for outreach for the campaign in Latino communities throughout San Jose and many other additional tasks.

**Pinnacle Strategy LLC – Government Affairs Director**

6/2021- Current

- Manage firms Government Affairs and political portfolio
- Reviewed weekly Council agendas for multiple cities.
- Managed special events contract for the San Jose Chamber of Commerce.

Mackenzie Mossing

**EXECUTIVE SUMMARY:**

B.S. degree in Animal Science; seven years of experience working with government agencies, organizations, and elected officials to advance policies related to parks and recreation, affordable housing and homelessness, land use, and open space preservation; strong ability to understand and communicate complex issues; poised, confident, and competent team-builder who excels in fast-paced environments.

**EDUCATION:**

**California Polytechnic State University | San Luis Obispo, California | Graduated June 2015 *Bachelor of Science in Animal Science, GPA 3.5***

**EXPERIENCE:**

**Office of Mayor Matt Mahan | San Jose, California | January 2023 – Present *Chief Policy Officer*** - Oversees strategy deployment, and greater internal and external accountability through management of Mayor's policy portfolio

- Manage, direct, and lead the Mayor's eight-person policy team responsible for delivering progress in the Mayor's priority policy areas
- Draft memoranda in response to Council items to promote the Mayor's position, with a particular focus on items related to homelessness, parks, open space, and blight
- Draft policy direction and initiatives for the Mayor's FY 2023-2024 Budget Messages, which guide development of the city's \$5.3 billion budget
- Prepare and staff the Mayor for Council meetings, meetings with stakeholders and partners, press conferences, and community events

**Office of Mayor Sam Liccardo | San Jose, California | August 2018 – January 2023**

***Deputy Chief of Staff and Senior Policy Advisor*** - Key advisor to the mayor; responsible for a diverse portfolio of initiatives related to policy, administration, and communications

- Progressed and communicated the mayor's priorities to build affordable housing, combat homelessness, and preserve parkland and open space
- Directed the mayor's budget process for FY 2022-2023, which guided development of the city's \$5.9 billion budget
- Coordinated city staff, stakeholders, philanthropists, developers, and service providers to rapidly expand San Jose's inventory of quick-build housing to 1,000 units for unhoused residents
- Managed the mayor's core initiative to streamline accessory dwelling unit permitting processes, leading to a 10-fold increase in approved permits

**Santa Clara Valley Audubon Society | Cupertino, California | September 2016 – August 2018**

***Environmental Advocacy Associate*** - Advocated for conservation goals related to sensible land use, parkland preservation and development, and habitat conservation

- Fostered working relationships with elected officials, government agencies, corporations, non-profit organizations, and community members in Santa Clara County
- Researched, interpreted, and provided written and oral recommendations in response to 50+ land use and policy proposals
- Produced staff reports, memoranda and recommendations for a board of directors, and conservation articles for a bi-monthly newsletter

**Save the Elephants | Samburu, Kenya | January – March 2016**

***Intern*** - Participated in long-term monitoring and tracking of elephants located in Samburu National Reserve

- Collected and analyzed samples from 38 elephants for a graduate research study
- Audited birth, death, identification, and observation data collected from 900 elephants

DRAFT--Contact the Office of the City Clerk at (408)535-1260 or CityClerk@sanjoseca.gov for final document.

- Engaged with local tribes, pastoralists, and farmers to build rapport and support for conservation efforts

**Conservation Ambassadors Inc. | Paso Robles , California | July 2013 – August 2015 Zookeeper – Cared for 180 exotic animals at a non-profit wildlife rescue and education facility**

- Supervised a team of over 60 volunteers and 10 interns
- Lead more than 150 educational tours for the public
- Participated in the planning and execution of fundraising events
- Maintained the facility to comply with safety standards and AZA accreditation
- Communicated wildlife conservation challenges and solutions in educational programs



**Matt Mahan**

---

**Experience**

**City of San Jose**

Mayor

January 2023 - Present

Focused on creating a cleaner, safer, more affordable city through four policy areas: crime, homelessness, blight and economic development.

**City of San Jose**

Councilmember, District 10

January 2021 - January 2023

Represented District 10, advocating for common-sense solutions to end the era of encampments, clean up our neighborhoods and invite investment in housing and good jobs. Worked with neighbors to help create brand-new neighborhood associations and strengthen the bridge between our communities and City Hall.

**Clean Energy Citizen Advisory Committee, City of San Jose**

Commissioner

February 2018 - December 2020

Appointed to four-year term on citizen advisory commission to advise on the rollout of San Jose's community choice energy program.

**Center for Inclusive Democracy, University of Southern California**

Advisor

July 2018 - December 2020

Formerly the California Civic Engagement Project at UC Davis. The CID is a nonpartisan research center led by Dr. Mindy S. Romero that conducts a range of national and multi-state research initiatives exploring voting behavior, civic engagement, electoral and economic research, the intersection of social justice and democracy, and more.

Inclusive civic and political participation is critical in addressing disparities in social and economic well-being, and can improve health, education and employment outcomes.

**Brigade**

CEO & Cofounder

June 2014 - December 2020

Brigade was the world's first voter network. Our mission was to empower voters to shape the policies and elections that affect their lives by declaring their beliefs, organizing with like-minded people and taking collective action.

**SPUR**

Research Fellow

April 2020 - December 2020

Conducted research and published a report on the sole topic of downtown revitalization and efforts to build a lively urban core in San Jose.

**Silicon Valley Leadership Group**

Board Member

April 2013 - December 2020

JVSV is a public-private civic organization that brings together business, government, education, labor and community leaders and organizations to address pressing regional issues, such as climate protection, economic development, resilience, civic technology, and workforce and education challenges. Chair of the Strategic Planning Committee since 2017.

**California Civic Engagement Project, University of California, Davis**  
Advisory Committee Member  
April 2015 - July 2018

Formerly the California Civic Engagement Project at UC Davis. The CID is a nonpartisan research center led by Dr. Mindy S. Romero that conducts a range of national and multi-state research initiatives exploring voting behavior, civic engagement, electoral and economic research, the intersection of social justice and democracy, and more.

Inclusive civic and political participation is critical in addressing disparities in social and economic well-being, and can improve health, education and employment outcomes.

#### **Causes**

CEO & President March 2012 - June 2014

COO May 2011 - March 2012

VP, Partnerships 2008 - 2011

Causes launched in 2007 as one of the first third-party Facebook applications. It attracted over 186M users in 157 different countries who used the platform to raise awareness for important causes and fundraise tens of millions of dollars for registered nonprofits in the US and Canada.

Responsible for all internal operations, including executive team meetings and reporting, financials, and hiring and onboarding processes. Worked closely with CEO to define and execute company strategy.

Managed Business Development, Nonprofit Services and User Support teams that oversaw 20,000 nonprofit partners and launched the company's initial revenue products, which included subscription tools, display advertising, and branded sponsorships. Grew revenue to over \$2M per year before moving into COO role.

#### **Teach for America**

Corps Member  
June 2006 - June 2008

Taught 7th and 8th grade English and History and coached soccer at Joseph George Middle School in Alum Rock, San Jose.

#### **Education**

##### **Harvard University**

Cambridge, MA  
2001 - 2005

Bachelors of Arts, Social Studies

Magna Cum Laude

- Student Body President
- Paul Revere Frothingham Award
- Kirkland House Social Science Achievement Award
- Student Representative to Harvard Curricular Review Steering Committee
- Student Representative to Allston Campus Planning Committee

Matthew Quevedo  
Servant Leader  
San Jose, California, United States

**Summary**

I am passionate about local politics, my community and its history. Feel free to reach out to me at

[REDACTED]

**Experience**

City of San José  
2 years 6 months  
Deputy Chief of Staff to Mayor Matt Mahan  
January 2023 - Present (6 months)  
City Council, Mayor's Office

Chief of Staff to Councilmember Matt Mahan  
January 2021 - December 2022 (2 years)  
City Council, District 10

Matt Mahan for Mayor of San José  
Campaign Manager & Consultant  
December 2021 - November 2022 (1 year)

Silicon Valley Leadership Group  
4 years 3 months  
Director, Housing, Transportation & Community Engagement Policy  
January 2018 - January 2021 (3 years 1 month)  
San Jose, CA

Senior Associate, Housing, Transportation, & Community Engagement  
November 2016 - January 2018 (1 year 3 months)  
San Jose, California

Measure RR  
Field Director  
August 2020 - November 2020 (4 months)

Worked hard to help pass Measure RR to Rescue Caltrain. Great team and campaign! Thank you to the 2/3s of voters across Santa Clara, San Mateo and San Francisco Counties for supporting.

Matt Mahan for City Council San Jose District 10  
Campaign Manager  
2019 - March 2020 (1 year)  
San Jose, CA

Yes on Measure B - Santa Clara County  
Campus Outreach Coordinator  
August 2016 - November 2016 (4 months)  
San Jose, CA

Connected with students from the ten College Campuses throughout Santa Clara County. We encouraged thousands of students to vote all while gaining Student Government endorsements, positive press pieces in student newspapers and hosting town hall forums

**Megan White**

**SUMMARY**

Passionate Executive Assistant and Executive Business Partner with strong organizational skills and attention to detail. Dependable team member. Excels in multi-tasking, flexibility and working in a fast-paced environment.

**PROFESSIONAL EXPERIENCE**

**City of San Jose**

Chief Administrative Officer | Office of Mayor Matt Mahan

January 2023 – Present

- Owner of Mayor's calendar in an extremely fast, ever-changing environment with many competing priorities.
- Coordinate numerous meetings and events with various stakeholders.
- Work cross-functionally with teams to effectively prepare the Mayor.
- Oversee Mayor's Administrative Assistant Secretary and Receptionist.

**Bloom Energy**

Executive Assistant to Marketing Vice Presidents

September – December 2022

- Supported 9 Vice Presidents within Marketing team with numerous tasks including: calendar management, travel, meeting coordination, catering etc.
- Assisted marketing team and policy team with budget management, meeting planning and collateral prep.
- Maintained a high level of confidentiality and worked with discretion.

Executive Assistant to EVP of Policy & Government Affairs

August 2020 – September 2022

- Managed ever-changing calendar with numerous competing priorities.
- Worked directly with Executive to drive team objectives and manage numerous projects.
- Oversaw team budget of ~\$2 million dollars and helps team allocate funds for various consultants, event sponsorships, political contributions etc.
- Collaborated with elected leaders' offices, community members and executives to advance the mission of the company to provide clean, resilient affordable energy for all.
- Planned and executed various onboarding sessions for new hires and interns.
- Assisted in the planning of the Stars & Strides charity run/walk by coordinating steering committee meetings, race logistics, internal/external promotions, and day-of support.

**Silicon Valley Leadership Group**

Sr. Executive Assistant to President & CEO

January 2020 – August 2020

Executive Assistant to President & CEO

November 2018 – January 2020

- Acted as a liaison between CEO and C-level executives, elected officials, community partners, and member company representatives.
- Understood organization's priorities to efficiently coordinate meetings, exceed goals and help our community.
- Organized quarterly board meetings and monthly member meeting logistics. Partnered with Senior Events Manager to plan and execute eight large signature events annually ranging from 400-1000 attendees.

Office Manager

October 2015 – December 2020

- Managed office operations and served as organization gatekeeper.
- Assisted Management with creation, review, and execution of project budgets.

Administrative Coordinator

May – August 2014

- Worked in collaboration with CEO's Executive Assistant to plan CEO's daily schedule, meeting collateral and driving directions.
- Assisted Office Manager with creating meeting materials and day of event support.

**SKILLS**

Microsoft Office Suite, Oracle, Zoom video conferencing, QuickBooks, Salesforce, Eventbrite.

**EDUCATION**

Concordia University Irvine 2015 GPA – 3.79 Dean's List/Cum Laude Bachelor of Arts in Business

Administration with Management emphasis; double minor in Marketing & Communication

Michael Lomio

[REDACTED]

## EDUCATION

*University of California, Merced*  
Majors: B.A. Economics; B.A. Political Science

*Graduated December 2015*

## PROFESSIONAL EXPERIENCE

*Office of San José Mayor Liccardo & Mahan, Sr. Land Use & Economic Development Policy Advisor* *May 2022 – Present*

- Cultivate and maintain strong collaborative partnerships with builders, developers, city staff, and other organizations
- Conduct research and advocate on behalf of the Mayor to advance citywide policy priorities
- Support the advancement of various projects and policies moving through multiple departments
- Help facilitate the success of economic development goals by coordinating and communicating with key stakeholders

*Office of San José City Councilmember Pam Foley, Senior Policy Advisor & Press Secretary* *February 2019 – May 2022*

- Analyzed and recommended policy proposals and advised the Councilmember on weekly legislative decisions
- Negotiated with other elected officials and staff to further the Councilmember's political agenda
- Drafted and pitched op-eds, produced press releases, letters, memoranda, and talking points
- Managed the Councilmember's official social media channels, distributed mass email correspondence and newsletters

*Silicon Valley Leadership Group, Director of Government Relations* *March 2016 – February 2019*

- Oversaw the professional development of 2 government relations associates and 1 coordinator
- Staffed the government relations committee to develop tactical outreach to our public sector partners and electeds
- Prepared and wrote policy briefs and informational materials on critical issues impacting business competitiveness
- Built meaningful relationships at the local, state, and federal levels of government

*The White House – Office of Digital Strategy, Intern* *September 2015 – December 2015*

- Composed, edited, and distributed daily White House emails to over 200,000 recipients
- Generated concise analytical reports from complex data sets to inform future strategy decisions
- Drafted and published daily blogs on the White House website, WhiteHouse.gov
- Collected and prepared content for internal White House communications

*California High-Speed Rail Authority, Communications Intern* *September 2014 – August 2015*

- Assisted with the planning and opening of various community workshops and presentations
- Developed slide decks and informational materials for public events
- Chaperoned, provided tours, and worked with the press to advance the high-speed rail project's messaging
- Planned, wrote, edited, and distributed official high-speed rail talking points and press releases

*Office of Congressman Jim Costa, Congressional Intern* *August 2013 – June 2014*

- Wrote daily official correspondence on behalf of Congressman Jim Costa
- Communicated constituent concerns to capital staff
- Greeted numerous constituents, listened to their grievances, and provided referrals
- Represented the Congressman at various public events

MYRNA SROUJI

**EDUCATION**

---

**Jerusalem**

**The Hebrew University of Jerusalem**

*Master in International Law and Human Rights*

Graduated Magna cum laude

Graduated June 2023

**Relevant Coursework:** International Human Rights Law, Human Rights and the Law of the Territory, Transitional Justice, Non-State Actors in International Law, Israel & International Law

**San Jose State University**

*Bachelor of Arts in Political Science*

Graduated Summa cum laude

**San Jose, California**

Graduated August 2019

**Honors:** Dean's Scholar 2015-16, President's Scholar 2016-19, Humanities Honors Program, Political Science Department's Outstanding Senior for 2019

**WORK**

---

**Office of the Mayor – San Jose**

*Program Supervisor*

**San Jose, California**

October 2023

- I am currently working on a pilot program that strengthens neighborhood associations and teaches them to be self-sufficient in order to build resilient communities

**Bay Area Council Economic Institute San Francisco, California** *Research Assistant* January 2021 – August 2021

- Worked alongside the Director of the Institute to produce the [report](#) "Silicon Valley to Silicon Wadi: California's Economic Ties with Israel"
- Assisted in other reports centered around international economics with an emphasis on the ways in which the Bay Area shapes and is shaped by the global economy

**Office of the Councilmember – San Jose San Jose, California** *District 4 Councilmember Policy Aide & Executive Assistant* November 2019 – January 2021

- Briefed and prepared the Councilmember ahead of his committee meetings by researching and writing memos on topics such as housing and homelessness, technology and innovation, and community development
- Jointly oversaw the San Jose District 4 budget, including management and facilitation of over 100 thousand dollars in grant funding to organizations
- Served as the liaison for the office, drafting and sending detailed communications, both written and verbal, on behalf of the Councilmember to constituents/organizations

**Pillsbury Winthrop Shaw Pittman LLP Palo Alto, California** *Summer Intern* June 2018 – August 2018

- Participated in practical training and provided support to the legal and secretarial department, including maintaining and updating files for corporate litigation
- Assisted associates, preparing various legal documents such as signature packets and case files

**Haifa Municipality Haifa, Israel** *Project Development Intern* June 2017 – August 2017

- Researched challenges facing impoverished communities and developed different sustainable projects to combat the
- Developed the first after-school community center for intercity children (in the downtown community) and contributed to curriculum development

**SKILLS & ACTIVITIES**

---

**Languages:** Native in English, Arabic; Basic Proficiency in Hebrew, German

**Skills:** Grant management, Python (beginner), Qualtrics, Microsoft Word, PowerPoint, Excel

Renu Grover

## SENIOR ADVISOR ACROSS PUBLIC, PRIVATE, & NON-PROFIT

### ORGANIZATIONS

**15+ years' experience supporting or working directly for leaders across government, nonprofit, and commercial companies** from McKinsey, BART, Johns Hopkins University, Children's Aid, Egon Zenhder, Flatiron School, Girls Who Code, and Gerson Lehrman Group. Expertise in partnering with executives to develop and implement long-term strategies.

**Track record of strategic projects across large, matrixed organizations.** Successfully launched BART's COVID-19 and hybrid remote work policies for 4,000+ employees. Advised BART and Google REWS (real estate) on an employee engagement strategy for a new HQ relocation. Partnered with the Dean of the University of Wyoming to redesign educational MA, EdD, PhD programs.

**Effective collaborator and manager.**  
Hired the inaugural program staff at iMentor Bay Area, managed a team of 13 client services professionals at Flatiron School, and managed a team of 3 knowledge professionals at Egon Zenhder. Worked directly with CEOs of large government agencies, universities (Dean), and nonprofits.

### PROFESSIONAL EXPERIENCE

City of San Jose, San Jose, CA

2024 — Present

#### Deputy Chief of Staff, Office of Mayor Matt Mahan

- Function as the de facto Number Two in the Mayor's Office in the absence of the Mayor's Chief of Staff.
- Set and track comprehensive goals for performance and achievement against tight deadlines.
- Problem-solve resource constraints with the Chief of Staff and team leads.

McKinsey, San Francisco, CA

2023 — Present

#### Management Consulting – McKinsey Public Sector

- Design and lead the Firm's strategy to serve State & Local Government agencies through business development, capture management, and proposal and research writing.
- Create state-specific go-to-market strategies that incorporates detailed budget review, policy research, market intelligence and relationship mapping.
- Develop new relationships and industry presence by attending, networking, and presenting at industry conferences to build awareness with and regularly engage public sector leaders.
- Lead strategy and change management projects for State leaders across the Western United States.

Guidehouse, San Francisco, CA

2022 — 2023

#### Associate Director, State & Local Government — West Region

- Grew relationships with existing and new transportation and education clients in California, Utah, Colorado, and Washington states by delivering high quality work products, partnering, and coaching executives, and leveraging relationships to identify add-on and new contract opportunities.
- Harvest new accounts by professional networking, leading efforts for responses to RFPs, and participating in oral pitches for government agencies, special districts, and city and state governments.

- As a project leader, manage scope and budget of public sector projects, by guiding clients through the phases of a project’s life cycle, and mentoring consultants to accomplish day-to-day tasks and produce quality deliverables
- Lead strategy and change management projects through focus groups, stakeholder interviews, executive visioning sessions, all-hands discussions, and strategic communication.

## **BART, Oakland, CA**

**2020 — 2022**

### **Strategy & Change Management Lead**

**2020 — 2022**

- Reported directly to the General Manager (GM) of BART as a utility player on projects that require in-depth strategic analysis and implementation of cross-District initiatives.
- Created Board presentations for the Executive team (GM, Deputy GM, Chief of Police, Head of Maintenance & Engineering) synthesizing strategic discussions and progress of pilot programs.
- Partnered with Executive Team to develop and implement BART’s inaugural hybrid remote work policy. Led a team of external consultants to perform a market analysis, conducted focus groups and stakeholder interviews, worked with the IT, Human Resources, and Labor Relations teams, ultimately agreeing to 40% working remotely/ 60% onsite.
- Led employee engagement for the District’s programming, construction, and move to a new Oakland-based headquarters. Developed an internal advisory board of employees to act as liaison to front-line staff, wrote district-wide communication, led town halls, and managed up to the executive team with issues and concerns.
- Advised Chief of Police on organizational development projects such as: succession planning, team-building, and strategic planning for a pilot Bureau, Progressive Policing & Community Engagement.

### **Principal, Strategy**

**2020 — 2020**

- Hired to develop BART’s 5-year strategic plan. Created a robust process and alignment with stakeholders.
- Led the District’s COVID-19 task forces on rebuilding ridership and employee re-entry. Managed a variety of department leaders: Systems Safety, HR, Labor Relations, IT, Real Estate, Operations, Maintenance & Engineering. Put together a strategic plan for returning employees back to the office safely and for rebuilding ridership. Developed market analysis, worked with labor unions and project managed goals of fully sanitizing all BART buildings.

## **Consultant (Self-Employed), San Francisco CA**

**2016 — 2020**

- Advised the public sector (Louisiana State, University of Wyoming), nonprofits (Girls Who Code, Children’s Aid, Unicef), and commercial clients (Flatiron School, Google, Johns Hopkins University).
- Selected engagements:*
1. **Dean of University of Wyoming:** Created strategy and roadmap to redesign the educational leadership programs (MA, EdD, PhD). Interviewed stakeholders, performed market analysis, led a series of leadership workshops, and ultimately built alignment on recommendation with the executive team.
  2. **Children’s Aid:** Hired by Centerbridge Foundation to manage a team of Bain consultants and serve as the liaison with CEO and frontline staff at Children’s Aid. Assessed the 25 community school programs, led a series of strategic workshops with the executive team and the front-line staff, to set the stage/visioning experience, and ultimately selected which programs would close/remain.
  3. **Dean of Johns Hopkins University School of Education:** Advised entering “safe schools” market in response to surge of shootings. Assessed whether a safe schools program would fit the current portfolio of programs, ran competitive analysis, and presented recommendations to the Dean and executive team.
  4. **Flatiron School (coding bootcamp):** Managed and coached a team of 13 client services professionals in charge of helping clients land jobs out of bootcamp. Created a Salesforce database that could identify early warning signals if a client was not progressing and taking insights from ~10K students’ past performance. Additionally wrote a grant for Flatiron School to New York State and won \$1.5M.



**Founding Associate Director of Strategy, iMentor, San Francisco, CA**

**2015 — 2016**

- Served as the Deputy to the Executive Director. Ran strategic analysis of the public education market to identify potential partners. Met with cities, school districts, principals and "pitched" iMentor's program model.
- Launched the Bay Area Site after successfully raising \$1M through fundraising from corporations and individuals.
- Hired the initial program staff of 5: head of corporate partners, head of program, program managers who eventually would be in the schools.
- Created inaugural Young Executive Board through developing relationships with rising star employees in Bay Area.

**Client Relations, Private Equity, Egon Zehnder, New York, NY**

**2013 — 2014**

- Managed 3 knowledge management professionals and led relationship management for the Private Equity business.
- Created and rolled out a new coverage model where each global private equity client had a single point of contact, streamlining the client experience.

**Client Relations, Gerson Lehrman Group, New York, NY**

**2010 — 2013**

- Managed clients across investment banking, private equity, and hedge funds in the retail/consumer practice area.
- Created the first ever global retail tour bringing investors to China to tour retail factories/manufacturing facilities.
- Arranged a set of small/private meetings (white glove service offering) with investment clients and industry experts.

**ADDITIONAL EXPERIENCES**

**Research and Broker Relations, Hoplite Capital Management:** Performed analysis on investor sentiment. Met with brokers regularly to develop relationships and uncover opportunities for enhanced services. (2007 – 2010)

**Chief of Staff Fellowship, OnDeck, San Francisco, CA:** Lead the cohort monthly Zoom.

**2024 CIT Fellow, Leadership California**

**Volunteer, 826 Valencia, San Francisco, CA**

**Admissions Ambassador, Columbia School of International and Public Affairs (SIPA)**

**Member of Columbia's Northern California Alumni Association**

**EDUCATION & LANGUAGES**

**Columbia University, Master's in Public Administration, Concentration in Organizational Development**

- Scholarship to Columbia Law School's Center for Public Research and Leadership

**George Washington University, Bachelor's in Classical Humanities**

**Conversational (Beginner) in Hind**

Rheya Parwar

B.A. in Political Science and Pre-Law Studies || Program Lead

**City of San Jose: Office of Mayor Mahan, San Jose — *Program Lead: TogetherSJ***

October 2023 - Present

- Develop and maintain key relationships among neighborhoods, community groups, local and state agencies
- Facilitate events in neighborhoods
- Implement pilot program within 20 selected neighborhoods
- Meet program reporting requirements between city and California Volunteers, Office of the Governor
- Manage successful grant and implementation
- Offer conflict resolution to community and neighborhoods

**United States House of Representatives, San Mateo — *Congressional District Intern***

August 2022 - January 2023

- Assisted in conducting research on various topics related to legislation and policy issues.
- Responded to constituent inquiries via phone, email, and mail.
- Provided support with event planning such as fundraisers and town hall meetings.
- Provided assistance during special events such as press conferences or receptions.
- Performed clerical duties through phone answering, mail distribution, and database updating.
- Wrote correspondence to constituents.
- Reviewed concerns of constituents to determine required governmental action.

**Prestige Foods Inc, Northern California — *Operations Manager***

September 2019 - October 2023 **Operations Manager**

- Performed cost analysis for various projects to determine budget requirements.
- Ensured compliance with safety regulations and maintained a safe work environment for all personnel.
- Managed staffing needs through recruitment, selection, onboarding and training, and disciplinary action as necessary.
- Resolved customer complaints promptly while ensuring customer satisfaction remained at optimal levels.
- Directed day-to-day operations by spearheading short-term and long-term strategies to achieve business plan and profitability goals.

**ABOUT ME**

I recently received my Bachelor's in Political Science and a Pre-Law studies certificate awarded by the Graduate Division of Studies. I aim to further my education in politics and the legal system. I am seeking an employment opportunity to complement my educational journey and enhance my knowledge.

**SKILLS**

Business Development.

Conflict Resolution.

Leadership.

Customer/Constituent Service.

Grant Application/Management.

Stakeholder Management.

Project Management.

Public Speaking.

Public Relations.

Critical Thinking.

**RYAN E. COONERTY**

**WORK EXPERIENCE:**

**San Jose Mayor Matt Mahan, *Senior Advisor***

*2023 to Present*

- Manage federal, state and local governmental relationships for the Mayor of San Jose, California, the 11th largest city in the United States.
- Develop legislative strategies in the areas of housing, public safety, climate resilience and workforce development.
- Advise Mayor and his team on city results-based management strategies and practices.

**An Honorable Profession Podcast, *Founder & Co-Host***

*2018 to Present*

- Co-host An Honorable Profession podcast interviewing the next generation of American political leaders as well as eminent thinkers focused on public service and democracy.
- Produced more than 200 episodes with 90,000 listens featuring guests such as Pete Buttigieg, Dr. Leanna Wen, Bakari Sellers, dozens of mayors, legislators and statewide elected officials.

**University of California, Santa Cruz, *University Lecturer***

*2003 to Present*

- Teach courses for two decades in the Politics, Legal Studies and Jewish Studies programs.
- Developed a field study program for the Legal Studies program that places dozens of students a year in internships and provides them with professional development.
- Courses taught: Law of Democracy; Civil Liberties; Problems in Constitutional Law; Jews, Anti-Semitism and the American Legal System; International Law.
- Selected as a UC National Center for Free Expression and Civic Engagement Fellow in 2021 for which I developed a curriculum exploring the free speech and antisemitism issues in the Skokie case.

**Panetta Institute for Public Policy at Cal State University, Monterey Bay, *Faculty***

*2021 to Present*

- Teach Santa Clara Law School Fellows about leadership and policy development.
- Lead seminars on public leadership for Congressional interns and student government leaders.

**VeriCarbon, *Policy Advisor***

*2022 to Present*

- Advise carbon credit block chain technology start-up on legislative, business development and partnership opportunities.

**Drivr, *Advisory Boardmember***

*2022-Present*

- Provide strategic and policy advice on strategy to start up dedicated to increasing compensation for last mile delivery drivers and other untipped workers.

**County of Santa Cruz, *Supervisor & Board Chair***

*2015 to 2023*

- Represented the 3<sup>rd</sup> District in Santa Cruz County. Elected in 2014 and reelected in 2018 with more than 76% of the vote.
- Oversaw \$1B annual budget and 2,700 employees focused on social services, transportation, public safety and land use for 285,000 county residents.
- Implemented groundbreaking policies relating to disaster recovery, resilience, early childhood interventions, local economic development, and renewable energy
- Instituted continuous process improvement, outcome-driven strategic and operational plans, and workforce development for the first time in County history.
- Led effort to implement Santa Cruz CORE, a process to align City and County safety net funding for collective impact and evidence-based results.

**City of Santa Cruz, *Mayor, Vice Mayor & City Council***

*2004-2012*

- Elected 2004 and 2008 to represent 58,000 Santa Cruzans on a variety of issues, including allocation of a \$200M annual city budget, land use, public safety, and economic development.
- Led innovative efforts to invest city funds in local financial institutions, attract Santa Cruz Warriors basketball team, and streamline processes for Accessory Dwelling Units.
- Represented the City in a historic multi-million dollar legal settlement with UC Santa Cruz.

- Selected by the Aspen Institute to be a Rodel Fellow in Public Leadership – one of twenty-four elected officials under 45 “who are the nation’s most respected, and most promising leaders.”

**Geolitica, *Director of Government Relations & Strategy***

*2012-2014*

- Served on the management team of a software company that offers data analysis to local governments to increase transparency, analysis and accountability.
- Raised angel investment, recruited advisory board members, led direct sales to national, state and local governments.

**NextSpace – Coworking + Innovation, *Cofounder and Chief Strategist***

*2008-2014*

- Cofounder of a coworking company that grew to 9 locations in the United States.
- Obtained investments, negotiated leases and provided strategic guidance during expansion.
- Served as a thought leader on the future of work and entrepreneurship. Spoke to national conferences and was profiled by *Fast Company*, *San Jose Mercury News*, and *NPR*.

**Bookshop Santa Cruz, *Vice President***

*2003-Present*

- Serve on the management team for one of the largest independent bookstores in the United States.
- Liaison to national and local small business coalitions to advocate policy that supports independent bookstores and local businesses.

**Markle Task Force on National Security in the Information Age, *Legislative Counsel***

*2002-2003*

- Coordinated legal research for a Task Force exploring the implications of technology on national security policy and civil liberties.
- Drafted legislative and political analysis for Task Force members.
- Developed legal guidelines for the sharing, storage, and use of information by security agencies.

**National Commission on Federal Election Reform, *Professional Staff***

*2001-2002*

- Served as principal day-to-day staff for a Commission, chaired by former Presidents Ford and Carter, charged with recommending reforms to the United States’ electoral processes.
- Organized a series of nation-wide public hearings, prepared speeches, position papers, analysis of applicable statutes, and draft recommendations.
- Drafted articles for *The New York Times*, *Washington Post & Boston Review*.

## **EDUCATION:**

### **University of Virginia School of Law**

Charlottesville, VA

Juris Doctor, 2001

- Member of District of Columbia Bar
- Participated in First Amendment Law Clinic, Thomas Jefferson Center for Free Expression, Children's Advocacy Legal Clinic, and JustChildren Law Project, 1999-2000.
- *Virginia Law Weekly*, Editor & Columnist, 1998-2000.

### **London School of Economics and Political Science**

London, UK

Master of Science in the History and Theory of International Relations, 1997

- Master's Thesis: *President Kennedy's Use of Rhetoric in Foreign Policy Decision-Making*.
- London Goodenough Fellow, 1996-1997.

### **University of Oregon, Robert D. Clark Honors College**

Eugene, OR

Bachelor of Arts in History with Honors, 1996

- Honors Thesis: *The Big Switch – The 1958 California Gubernatorial Election*.
- Served as State Government Affairs Coordinator for Associated Students of the University of Oregon. Led a national record-breaking voter registration campaign and lobbied the state legislature on higher education and student issues.

## **PUBLICATIONS:**

*The Rise of the Naked Economy* (Macmillan, 2013)

- Co-wrote a book about the future of work. Best-selling author Walter Isaacson observed that the book is “a provocative and fascinating guide to navigating the changes in the American workforce and economy.”

*Etched in Stone – America's Enduring Words* (National Geographic Books, 2007)

- Authored a book on history and meaning of engraved words in American public spaces.
- Spoke to national press, bookstore audiences, non-profit organizations, and academic programs.

Numerous articles published in: *The Los Angeles Times*, *San Francisco Chronicle*, *Governing Magazine*, *Washington Lawyer Magazine*, *American City and State*, *Santa Cruz Sentinel*, *Western Cities Magazine*, *Huffington Post*, *Lookout*, *Al Jazeera America*, *Medium*, and other publications.

## **SELECTED ORGANIZATIONAL LEADERSHIP:**

- Santa Cruz Downtown Management Corporation, Chair, 2022-Present
- Santa Cruz Children's Fund Oversight Committee, Member, 2023-Present
- UC Santa Cruz, Global and Community Health Advisory Committee, 2023-Present
- Central California Alliance for Health, Chair & Boardmember, 2017-2021
- Monterey Bay Air Resources Board, Vice Chair & Boardmember, 2015-2022
- Local Agency Formation Commission, Boardmember, 2018-2022
- North Coast Interagency Task Force, Founder, 2021-2022
- Arts Council of Santa Cruz County, Boardmember, 2015-2022

- National Association of Counties, Health Steering Committee, 2016-2019
- Robert D. Clark Honors College, University of Oregon, Advisory Board 2008-2015
- Second Harvest Food Bank, Holiday Food Drive Co-Chair, 2010-2011
- National League of Cities, University-Community Task Force Member, 2007-2012
- Santa Cruz Local Business Alliance, Co-Founder, 2007
- Santa Cruz NEXT, Co-founder, 2006-2014
- Santa Cruz Community Credit Union, Boardmember, 2003-2007
- California League of Cities, Revenue & Taxation Boardmember, 2005-2007
- Santa Cruz Education Foundation, Founding Boardmember, 2003-2007
- Dientes Community Dental Care, Boardmember, 2003-2004
- Santa Cruz County Juvenile Justice Commission, Commissioner, 2003-2004
- Temple Beth El, Boardmember 2003-2005

**SELECTED HONORS & AWARDS:**

- Aspen Global Leadership Network, 2016-Present
- UC National Center for Free Expression and Civic Engagement Fellow, 2021
- TEDx Speaker, "Where Democracy Lives," 2020
- Santa Cruz Works, Hometown Hero, 2020
- United Way of Santa Cruz County, Advocate of the Year, 2017
- Second Harvest Food Bank, Calfresh Champion, 2016
- United Way of Santa Cruz County, Community Hero, 2013
- NewDEAL Leader, 2012 to present
- Tony Hill Memorial Award, 2010
- East-West Institute, New Generation Fellow, 2010
- Aspen Institute, Rodel Fellow in Public Leadership, 2010
- Santa Cruz ACLU, Hammer of Justice, 2008
- Leadership Santa Cruz County, Participant, 2003

**Samantha Phan**

**Education**

**University of California, Santa Cruz, GPA 4.0**  
Bachelor of Arts, Psychology, expected December 2024

Santa Cruz, CA  
October 2020-Present

- Dean's Honors (Fall 2020, Winter 2021, Spring 2021, Winter 2023, Spring 2023)

**Experience**

**City of San José, Office of Mayor Matt Mahan**

*Digital Media Specialist*

January 2023 – Present

- Create daily content across multiple social media platforms, with an cumulative following of over 20,000 people.
- Utilize Mailchimp and Constant Contact to send out bi-weekly email newsletters to over 50,000 residents.
- Design social media graphics, podium placards, presentation slides, community event flyers, and more.

**Mahan for Mayor of San José Campaign**

*Communications Director*

December 2021 – November

2022

- Create daily content across multiple social media platforms, with an cumulative following of over 14,000 people.
- Utilize NGP MainVan to send out email campaigns to over 30,000 subscribed voters in multiple languages.
- Work directly with the candidate to film, edit, and upload short-form viral videos on Instagram Reels and TikTok.
- Conduct daily voter outreach through social media direct messages, comments, and email responses.

**City of San José, District 10 City Council Office**

*Digital Strategy Lead*

June 2021 – December

2021

- Create engaging content across different social media platforms for over 45,000 constituents.
- Utilize MailChamp to create bi-weekly newsletters for over 10,000 subscribed constituents.
- Built the official District 10 website displaying the Councilmember's policy priorities, prominent features in local newsletters, community events, and other important information to convey to constituents.
- Edit long form videos recapping weekly City Council meetings with Final Cut Pro.
- Design daily social media graphics on Canva and Adobe Lightroom for Instagram, Facebook, Twitter, and NextDoor.

**Jake Tonkely for San José City Council District 6 Campaign**

*Social Media Manager*

June 2020 – October

2020

- Designed social media graphics and posts for Instagram, Twitter, and Facebook.
- Organized a live streaming event with San Jose teachers and candidate Jake Tonkel to discuss educational policy.
- Conceptualized and advised website design displaying the candidate's wide breadth of policy proposals.
- Facilitated communication and conducted outreach with future constituents through social media.
- Maintained the candidate's Twitter account and refined extensive policy proposals to concise and informative social media captions to an audience of over 4,400 people across all 3 platforms.

**Additional Information**

- Proficient in Microsoft Word, Power Point, and Excel; Skilled with Final Cut Pro, Canva, and Adobe Lightroom.
- Fluent in English and conversational proficiency in Spanish and Vietnamese.

**SARA GARCIA**

---

**EXPERIENCE**

---

**Office of Mayor Matt Mahan, 2022 - Present**

***Director, Public Safety Policy***

- Develop and maintain positive working relationships with City Council offices, City departments, community organizations, residents, business community, non-profit organizations, and government agencies as they are key partners on policy and as a representative of the Mayor's Office.
- Coordinate effectively with City administration and driving policy priorities through the governmental and legislative process, while conducting thorough research on best practices.
- Synthesize complex information and craft articulate and comprehensive correspondence, memoranda, and reports outlining the mayor's policy initiatives.
- Represent the Mayor at various civic functions, meetings, and community events, requiring flexible availability on evenings and weekends, while also addressing constituent inquiries and concerns with diplomacy and efficiency.

**Silicon Valley Leadership Group, 2019-2022**  
***Policy***

***Director of K-12 Education***

- Oversaw the Leadership Group's Education portfolio, helping define the organization's priorities related to k-12 Education
- Developed and implemented programs, events, and advocacy campaigns to champion policies that diversify the STEM pipeline and advance educational equity in Silicon Valley.
- Developed strong relationships and thought-leadership with partner organizations and legislative offices, traveling to Sacramento to give public comment, build relationships with legislators, and shape legislation.
- Recommended policy positions by researching public policy issues and how they impacted SVLG's 350 member companies, their employees, and communities.
- Directed the Women's Executive Roundtable Series, which engages women C-Suite offers, senior executives, and rising stars in conversations with national and statewide legislators and policymakers.
- Led and executed the Young Leaders Summits and Education Summits, exceeding annual revenue goals
- Co-Authoring "Staying in the Moment," a report that examined the steps Bay Area schools took to address the underlying stressors and concerns facing local youth amidst the COVID pandemic, and Governor Newsom's 2021-2022 budget \$4 billion investment in the Children and Youth Behavioral Health Initiative.

**California Charter Schools Association Advocates, 2017-2019**

***Program Manager, Political Engagement***

- Developed and managed Political Action Committees (PACs) in Sonoma, Contra Costa, Alameda and Santa Clara Counties, representing 70 schools and 36,385 students
- Planned, coordinated, and executed 3 fundraisers that yielded \$30,000 for the 2018 election cycle.
- Solely responsible for the logistics, execution, and follow up during the endorsement process for over 50 candidates across 25 seats for County Offices of Education and local School District elections in 2018
- Managed the CCSAA local campaign field office for the 2018 California Gubernatorial race
- Planned and held quarterly and annual organizational meetings with PAC stakeholders
- Ensured alignment between each individual Local PAC and the Statewide PAC, serving as the Bay Area representative during statewide political strategy meetings with the CCSAA Board
- Secured 50,000 contacts for the CCSAA charter supporter database in FY 2018-2019

**California Charter Schools Association, 2015-2017**

***Organizer - Santa Clara County***

- Managed local volunteer field efforts on behalf of CCSA Advocates for 4 candidates in the SCCOE, SJUSD, AD27 election cycle in 2016: This consisted of facilitating candidate interviews, volunteer recruitment, turf cutting, canvassing, script writing, and leading phone banks
- Organized families to produce a town hall with local and state representatives - over 200 people attended



- Developed and administered over 80 bilingual workshops aimed at parents
- Planned and drove 5 advocacy days in Sacramento, coaching parents on testimony delivery at a Senate hearing, and meetings with their legislators to discuss important bills
- Independently developed and executed organizing campaign plans based on local context, listening campaigns, regular 1:1s, and house parties with parents and local leaders

**Downtown College Preparatory, San José, CA 2013-2015**

***Spanish Teacher***

- Developed and administered multimedia curricula for three levels of Spanish for natives and non-natives
- Created assessments and lessons on LMS platforms such as Google Classroom, using technology daily
- Lead Advisory, presenting students with academic guidance, leadership & extracurricular opportunities
- Facilitated conflict resolution procedures as a liaison between Spanish-speaking families and administration
- Taught, managed and motivated large groups of cognitively and behaviorally diverse individuals
- Advisor for Golf team's 2014-2015 season

**Adecco, Inc. Onsite at Google, Inc., 2011-2013**

***Geo Operations, Google Maps***

- Achieved over 115 collections in Q4 2012 by coordinating with operations leads, operators, and partners
- Wrote specialized outreach literature for over 10 interest areas
- Identified key decision makers and established relationships, building rapport with officials of various levels of government, national institutions, and prominent members of the private sector to ensure participation
- Built and maintained strong ties with potential partners through 150+ marketing calls, soft selling bilingually
- Researched, analyzed, and projected high priority locations that would gain web traffic
- Constructed multi-level contractual agreements with property owners, issuing certificates of insurance
- Spearheaded our project internationally for Google Maps Mexico by troubleshooting, developing, modifying, and implementing current and future research procedures cross-culturally and bilingually. Team had grown to 12 at departure from project
- Managed very time-sensitive volumes of information from Google Maps & Google Maps Mexico, maintaining a high level of professionalism and confidentiality with developers and users
- Effectively communicated with over 40 organizations daily both orally and in writing in English and Spanish
- Conducted research and investigations locally and abroad to ensure the veracity of information to go live

**EDUCATION**

**Santa Clara University, Santa Clara, California**

**Bachelor of Arts 2010**

**Major:** Spanish Studies **Extensive Studies:** Communications, Economics

**Seamus Gann**

## **WORK EXPERIENCE**

---

**Office of Mayor Matt Mahan**  
*Communications Specialist*

**March 2023 – Present**

Conduct a range of media outreach strategies, including placing stories in media outlets; coordinating operations, such as scheduling, for media requests and interview preparation; pitching media, and managing media lists.

Write and edit press releases, media advisories, speeches, opinion pieces, mayoral correspondence, news and feature articles, and a wide variety of other communications materials

**ONE PR Studio**  
*Public Relations Assistant*

**October 2021 – March 2023**  
*Oakland, CA*

Distributed hundreds of press releases while contributing to all steps of the PR process, including campaign strategy, target list development, pitching, and compiling coverage into concise reports for a variety of clients.

Placed client news in top industry publications, high-traffic consumer outlets that receive over 6 billion monthly unique visitors, and local media when applicable.

Maintained proprietary database of over 3,000 journalists, thought leaders, and influencers and ensure their information is accurate and up to date.

**Saratoga Area Senior Coordinating Council (SASCC)**  
*Program Attendant*

**July 2019 – September 2019**  
*Saratoga, CA*

Supported management in the upkeep of the facility and event planning, and interacted with senior clientele in a professional and courteous manner.

**Measure W Campaign**  
*Phone Bank Volunteer*

**September 2018 – November 2018**  
*San Jose, CA*

Drafted and distributed a script to the volunteer team and called over 1,000 voters in Santa Clara

## **EDUCATION**

**UC Santa Barbara**  
*BA, Communication*  
**Class of June 2021**  
*Santa Barbara, CA*

Two-time Dean's Honors recipient, 3.51 GPA  
**West Valley College**

**Class of May 2019**  
*Saratoga, CA*

*AA, Communications and Media*

## **SKILLS**

- **Skills:** Copywriting, content marketing, PowerPoint / Google Slides presentations, Excel / Google Sheets, MS Word / Google Docs, media relations, social media content generation for Twitter and Facebook, public speaking, calendar management, pitching, creative writing, cold-calling, database management; strategic planning

**Serena Khahera**  
**Digital Media & Communications Specialist**

Currently leading as a Digital Media and Communications Specialist for the Office of Mayor Matt Mahan of San José, proudly serving San José: America's 12th Largest City and the Capital of Silicon Valley. First-generation Communications and Media Studies graduate from CSULB, with a minor in Korean.

**Experience**

---

**APR 2023 - PRESENT**

Office of Mayor Matt Mahan | San José, CA

**Digital Media & Communications Specialist**

- Strategically craft and execute social media campaigns that embody the Mayor's core priorities.
- Leveraging data-driven insights, resulting in increased engagement and a growing online community.
- Since joining digital team, audience on social platforms has grown by an impressive 34.9%.
- Capture and edit photos and videos for various media platforms.
- Design captivating and compelling graphics for both social media and live press events.
- Proficient in developing and maintaining the Mayor's official website, ensuring it serves as a dynamic hub for up-to-date information and resources. Includes regular updates, content management, and user experience enhancements.
- Craft media advisories, press releases, and talking points for Mayor's interviews that convey important information, news, and announcements clearly and concisely.
- Assist in coordinating logistics for press events, ensuring smooth operations, and facilitating media coverage for important announcements and events.
- Ensure that press conferences and media outreach efforts include representatives who effectively communicate the concerns and issues of non-English speaking demographics, including pitching ethnic media, and having a wide range of speakers who represent different demographics in the community.
- Manage and direct mayoral internship program, overseeing a team of interns to effectively address communication requirements while demonstrating strong project management skills through assignment delegation, training, and content drafting for each internship cohort application. Design and handle ordering Mayoral swag for tabling and promotional events.

**DEC 2021 - APR 2023**

The Knockturnal | Los Angeles, CA

**Writing Correspondent/Social Media Specialist**

Attended launch events and activations for entertainment and lifestyle brands.

Conducted interviews, proficiently published articles, filmed and edited interview videos, and social media content, while crafting engaging headlines, blurbs, and captions as necessary. Oversaw The Knockturnal's social media, specifically the TikTok account. Built a following on TikTok through strategic social media posting, resulting in over 5 million views within four months of taking over the account.

Demonstrated a keen aptitude for enhancing social media presence through digital marketing strategies, driving increased readership and interaction through compelling videos.

Collaborated closely with major industry leaders such as Netflix, Universal, MTV, Paramount, the NBA, and others.

**AUG 2022 - DEC 2022**

Kai Chase LLC | Los Angeles, CA

**Social Media Manager**

**DRAFT - - Contact the Office of the City Clerk at (408)535 - 1260 or [CityClerk@sanjoseca.gov](mailto:CityClerk@sanjoseca.gov) for final document.**

Managed Chef Kai's social media platforms, encompassing Instagram, Facebook, LinkedIn, Pinterest, and TikTok. Skillfully created and edited compelling photo and video advertisements. Tailored content strategies for each platform and demographic. Achieved increased follower count on Instagram following from 13.1K to 14.2K within just three months, while cultivating engaged communities on Facebook and TikTok.

Role also involved data analysis to discern audience behavior trends, contributing to the design and execution of impactful digital campaigns aimed at building a vibrant online community and promoting Chef Kai's spice collection.

Orchestrated on-site events, facilitated live cooking classes, and accompanied Chef Kai to live media opportunities capturing behind-the-scenes content and advising.

**MAY 2022 - OCT 2022**

JLIEU PR l Los Angeles, CA

**PR Intern**

Pitched JLIEU PR clients regularly, resulting in media coverage and two interview opportunities for high-profile clients.

Scanned HARO, ProfNet, and Substack newsletters daily to identify timely media opportunities for clients. Compiled targeted media lists and media audits. Assisted with client research, writing media releases, pitching, and creating Reels for Instagram.

Drafted brand press releases, news media alerts, and announcements.