



**Agenda Item A.1**  
**DISCUSSION/ACTION ITEM**  
**Meeting Date: January 28, 2021**

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**TO:** Mayor and Councilmembers  
**FROM:** Deborah S. Lopez, City Clerk  
**SUBJECT:** Planning Commission Interviews

**RECOMMENDATION:**

Conduct interviews for the Planning Commission.

**BACKGROUND:**

The Planning Commission is authorized by Goleta Municipal Code Section 2.09.010. The Planning Commission consists of five members, each of whom must be a resident of the City of Goleta and a qualified elector within the City. The term of office for each Commissioner is four years and is set to expire at the first regular meeting in February.

Pursuant to California Government Code Section 4605, all appointments to the City's boards and commissions, including the Planning Commission, must be made by the Mayor and approved by the City Council. Per Goleta Municipal Code Section 2.15.040 (C), at the conclusion of all interviews for positions to the Planning Commission, each Councilmember elected or re-elected to office in the immediately preceding election shall announce one preferred candidate, and the City Clerk shall compile a list of candidates for each vacancy based on the designated Councilmembers' selections.

The following councilmembers were re-elected at the General Municipal Election on November 3, 2020: Mayor Paula Perotte, Councilmember Kyle Richards and Councilmember Stuart Kasdin. The terms of current Commissioners Katie Maynard (previously Mayor Perotte's preferred candidate), Jennifer Smith (previously Councilmember Kasdin's preferred candidate) and Jennifer Fullerton (previously Councilmember Richards' preferred candidate) will end on February 1, 2021. Mayor Perotte, Councilmember Kasdin, and Councilmember Richards will each announce one preferred candidate for appointment or re-appointment to a new four-year term, until February 1, 2025.

In the event of an unscheduled vacancy on the Planning Commission, only the Councilmember who suggested the vacating Commissioner's candidacy shall announce

a preferred candidate for appointment by the Mayor. If that Councilmember is no longer a member of the Council, the Mayor shall fill the vacancy for the remaining term without the benefit of a Councilmember recommendation.

Two Planning Commissioners, including Edward Fuller and Luz Reyes-Martin, recently resigned from their appointments prior to the expiration of their terms. They were the preferred candidates of Councilmember Aceves and Mayor Pro Tempore Kyriaco, respectively. As such, they will each announce one preferred candidate for appointment to the remaining terms of the two resigning Commissioners, which will expire on February 1, 2023.

The City Clerk's office published requests for candidate applications on the City website, the Monarch Press, Channel 19, Facebook, Twitter, GovDelivery and the local adjudicated newspaper. A comprehensive, wide-spread recruitment effort was conducted which garnered a great deal of interest from the public.

#### **DISCUSSION:**

The City Clerk's office received applications from Jennifer Fullerton, Jennifer Smith and Katie Maynard to be considered for re-appointment to the Planning Commission.

Staff has also confirmed the interview times below for the following applicants: Alfred Smith, Gregg Hart, Jonathan Eymann, Andrew Sorenson, James King, Kerry Bentz, Konstandinos Goulias, Sam Ramirez and Lindsay Mann (unable to attend, however wishes to have their application considered). Applications are attached for review (Attachments 1-12).

<b>Scheduled Time</b>	<b>Current Member</b>	<b>Candidates</b>
5:00 p.m.	Y	Jennifer Fullerton
5:10 p.m.	Y	Jennifer Smith
5:20 p.m.	Y	Katie Maynard
5:30 p.m.		Alfred Smith
5:40 p.m.		Gregg Hart
5:50 p.m.		Jonathan Eymann
6:00 p.m.		Andrew Sorenson
6:10 p.m.		James King
6:20 p.m.		Kerry Bentz
6:30 p.m.		Konstandinos Goulias
6:40 p.m.		Sam Ramirez
Unable to Attend		Lindsay Mann

This agenda item allows the City Council the opportunity to conduct interviews for the Planning Commission and select five nominees to recommend for the mayoral appointment. Ratification of the appointments will come before the City Council on February 16, 2021.

**FISCAL IMPACTS:**

There is no direct fiscal impact associated with interviewing candidates for the Planning Commission vacancies, other than the staff time needed to prepare for and assist with the interviews.


**ALTERNATIVES:**

Council is under no obligation to act at this time. Council could direct staff to reopen the recruitment and advertise for additional candidates. However, delaying interviews would impact the appointment of members of the Planning Commission.


**Reviewed By:**

  
Kristine Schmidt  
Assistant City Manager

**Legal Review By:**

  
Michael Jenkins  
City Attorney

**Approved By:**

  
Michelle Greene  
City Manager

**ATTACHMENTS:**

1. Application – Jennifer Fullerton
2. Application – Jennifer Smith
3. Application – Katie Maynard
4. Application – Alfred Smith
5. Application – Gregg Hart
6. Application – Jonathan Eymann
7. Application – Andrew Sorenson
8. Application – James King
9. Application – Kerry Bentz
10. Application – Konstandinos Goulas
11. Application - Sam Ramirez
12. Application – Lindsay Mann

**ATTACHMENT 1**

Application - Jennifer Fullerton

## Profile

Jennifer

First Name

Fullerton

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

6

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☒ Yes ☐ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Planning Commission

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☐ No

Question applies to multiple boards

**If yes, please specify.**

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Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

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At large member of DRB Member, SBAPCD Community Advisory Council Chair, TVSB Board of Directors

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

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☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

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☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

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N/A

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## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

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I am interested in public service, and being an active part of my community. I feel that if you want to have a voice, you need to participate, and I have a lot to offer the City of Goleta. During my time as a member of the DRB, I've learned a lot about the planning process, and am interesting in being more involved in the land use and zoning aspects of planning.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

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I am currently an at-large member of the Design Review Board, and have enjoyed it. I feel that I've represented the City of Goleta well, and that my views on the future of the City align well with the majority of the current City Council.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

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I believe that Goleta is a special place, and want to be a part of the decision making process as to how the city evolves. I believe that there is a balance to growth while still being pro-business, and want to ensure that Goleta continues down a path that will keep the city's heart and homey feel.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

In addition to serving on the DRB, I am currently a member of the SBAPCD Community Advisory Council, appointed by Mayor Perotte to represent Goleta. I am also currently the Chair of the Board of Directors of TVSB, a 501c3 non-profit in Santa Barbara.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

I am a certified Project Management Professional (PMP) through PMI.org, and am also a certified APICS CPIM (Production and Inventory Management).

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

The planning commission works as an advisory board to the city council, assures that the general plan is adhered to, and helps with decision making for new building and development in the city.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

Referred by Jennifer Smith, current member of the planning commission

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

### Gender

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

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**File a Statement of Economic Interest (Form 700)**

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☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

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**Completion of the Code of Ethics and AB1234 Ethics Training:**

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☒ I Agree

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Question applies to multiple boards

**NOTES**

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.



# JENNIFER FULLERTON

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Goleta, CA 93117

[www.linkedin.com/in/jenniferfullertonmdm](http://www.linkedin.com/in/jenniferfullertonmdm)

## EXPERIENCE

**QAD**, Summerland, CA

**2017 – Present**

### Senior Business Analyst

Product Owner and UX Agent for R&D Manufacturing team. Create business requirements and system design for Inventory/Costing/Quality modules of the QAD ERP system.

**DECKERS BRANDS**, Goleta, CA

**2008 – 2017**

### Senior Manager, Global Master Data Management

2015 – 2017

Provided strategic direction and leadership of Global Master Data team, across all regions and channels. Managed distributed team of 8, with members in US, EMEA, and APAC.

### Senior Requirements Analyst / Project Manager

2008 – 2015

Business Systems Analyst for sales and marketing as well as cell centers systems, including Oracle Demantra Sales Forecasting, Oracle CRM / COD, Oracle EBS Order Management, and Hubsoft B2B systems.

**FORMS+SURFACES**, Carpinteria, CA

**2000 – 2008**

### Manager, Information Technology

Managed systems including Made2Manage ERP system, Active Directory, Exchange, and Sales Force Automation (Xsellrate SFA) programs.

## ADDITIONAL EXPERIENCE

**ALEENE'S CREATIVE LIVING, THE NASHVILLE NETWORK**, Buellton, CA

**KEYT-TV** (ABC Network affiliate), Santa Barbara, CA

## EDUCATION

**Bachelor of Arts (BA)**, Film Studies, University of California, Santa Barbara, CA

10-month residency certificate program, Antioch University Women and Leadership Program, Santa Barbara, CA

## PROFESSIONAL CERTIFICATIONS AND INVOLVEMENT

Member, City of Goleta Design Review Board

Member, SBAPCD Community Advisory Council

Chair, Board of Directors, TVSB, Santa Barbara, CA

Project Management Professional (PMP) #1319558

APICS CPIM #156882

## **ATTACHMENT 2**

Application - Jennifer Smith

## Profile

Jennifer

First Name

R

Middle Initial

Smith

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

9

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☒ Yes ☐ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Planning Commission

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

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Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

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City of Goleta Planning Commissioner, February 2017 to present Board Member, Santa Barbara County Advisory Board on Alcohol and Other Drug Problems, 2015-2016

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

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☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

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☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

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N/A

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## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

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I have enjoyed my time serving on the Goleta Planning Commission and seek to continue my service. Over the past four years, the commission has made recommendations on many important issues, including: cannabis, ADUs, and the new Zoning Ordinance. We are just starting the process of reviewing the Historic Preservation Ordinance and I hope to continue this work by serving another term as commissioner. I love living in Goleta and being involved in my community.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

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I hold a Bachelor's Degree in English from UCSB and a JD from the UC Davis School of Law with a certificate in Public Service. I have been a licensed attorney since 2007 so I have a good understanding of how laws, rules, and regulations apply in my role as a commissioner. I am comfortable and familiar with legal and regulatory jargon. During my time on the Planning Commission, I chaired public hearings on the New Zoning Ordinance and learned how to effectively run meetings in a way that balanced efficiency and robust public involvement.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

My goals include: applying the 4 years of experience I've gained to a new term, to continue to learn and grow in my role as a Commissioner, to be a responsive and transparent commissioner, and to encourage robust participation in commission meetings/hearings.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

Santa Barbara Women Lawyers – Board of Directors (2013-2018, Past President), California Women Lawyers – Board Governors (2015-2016), Santa Barbara Pro-Choice Coalition (2014-2017), Law Students for Reproductive Justice – Alumni Committee (2007-2011) Planned Parenthood & Planned Parenthood Action Fund – Volunteer (2001-2012), Campaign volunteer for various candidates and causes over the years, including but not limited to: Joan Hartmann for Supervisor, No on Prop 8/No on Prop 22 (supporting same-sex marriage), No on Recall of Gail Marshall.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

State Bar of California (#253223), Santa Barbara County Bar Association, Northern Santa Barbara County Bar Association, Santa Barbara Women Lawyers, California Women Lawyers

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

I believe the role of a Planning Commissioner is to ensure that the community's vision from the General Plan is reflected and implemented when making decisions on projects or when making recommendations to the City Council. I believe that commissioners should be transparent with the public about planning decisions and should seek to ensure that all voices are heard and included when deliberating on important issues (particularly voices that have been underrepresented or disadvantaged).

Question applies to multiple boards

**How did you hear about the position?**

Currently serving as a commissioner

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

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## Demographics

Question applies to multiple boards

All Demographic information is optional.

**Ethnicity**

---

**Gender**

---

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

---

Question applies to multiple boards

**NOTES**

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**JENNIFER R. SMITH**  
Pronouns: She/her  
California Bar No. 253223

## **EXPERIENCE**

### **Legal Aid Foundation of Santa Barbara County (2018-present)**

#### Executive Director, Santa Barbara, CA

- Serve as chief executive of a countywide, non-profit civil legal aid organization with 20 employees and a budget of approximately two million dollars.

### **UCSB Human Resources – Employee & Labor Relations (2016-2018)**

#### Specialist/Analyst-Trainer

- Advised managers on University policies, collective bargaining agreements, and state/federal employment law. Functions as management advocate in grievance and complaint resolution processes.
- Coordinated campus training program designed to reduce employment liability risk.
- Completed the UC People Management Certificate program.

### **Legal Aid Foundation of Santa Barbara County (2013-2016)**

#### Attorney/Supervising Attorney, Lompoc, Santa Maria, Santa Barbara, CA

- Represented low-income families, the elderly, and people with disabilities in unlawful detainer, housing, guardianship, conservatorship, and foreclosure prevention matters.
- Represented clients in civil domestic violence and elder abuse restraining order cases.
- Advised clients at all stages of litigation, including post-judgment matters. Prepared motions, discovery, and settlement agreements.
- Assisted with grants reports and ensured smooth operations of the Santa Barbara office.
- Conducted community trainings on foreclosure prevention.
- Coordinated bankruptcy clinic with volunteer attorney.
- Supervised one attorney and one administrative staff member.

#### Volunteer Attorney (July 2012 to December 2012), Santa Barbara

- Advised clients seeking domestic violence and elder abuse restraining orders.

### **Legal Services of Northern California**

#### **(December 2007-May 2012, February 2013 – June 2013)**

#### Staff Attorney (80%) (February 2013 to June 2013), Goleta, CA

- Worked remotely providing advice to individuals on health law issues under the Department of Managed Health Care's Consumer Assistance Grant.
- Presented information about available services to area non-profits. Table at community events, conduct trainings, and present community legal education.

#### Staff Attorney (December 2007 to May 2012) Sacramento, CA

- Advised and represented low-income clients on a wide array of health law issues, including: Employer based health coverage (including COBRA/ERISA), language access/nationality discrimination, Medi-Cal eligibility, medical debt, and HMO grievance and appeals.

- Represented clients at administrative hearings, negotiated favorable resolutions prior to hearing, and evaluated cases for representation. Conducted client interviews, intakes, and maintained a caseload of 30 or more clients.
- Presented community legal education for non-profits and community members.
- Advanced the interests of clients through community coalitions and meetings with government entities. Served as co-chair the Hmong Health Collaborative Executive Committee and Coordinator of the Sacramento Health Care Improvement Project (SHIP).

**Gibson, Dunn & Crutcher, LLP**

Receptionist (2003-2004), San Francisco, CA

**UCSB Writing Program**

Undergraduate Advisor (2002-2003), Santa Barbara, CA

**EDUCATION**

**University of California, Davis School of Law**

**Juris Doctor (2007) GPA 3.56, Top 15%, Public Service Certificate**

*Named Outstanding Woman Law Graduate at UC Davis by the National Association of Women Lawyers.*

Internships:

California Department of Fair Employment & Housing

National Women's Law Center (Washington D.C.)

U.S. Attorney's Office, Civil Division – Eastern District of California

**University of California, Santa Barbara**

**Bachelor of Arts in English, Honors (2002)**

Activities: Orientation Programs, Gaucho Toastmasters, Multicultural Outreach Club

**Solexico Language and Cultural Center (Oaxaca, Mexico)**

2004 (2 weeks), 2007 (3 weeks): Lived with a family and attended Spanish immersion classes.

**VOLUNTEER EXPERIENCE**

City of Goleta Planning Commission – Appointed Commissioner (2017-present)

Santa Barbara Women Lawyers – Board of Directors (2013-2018, Past President)

California Women Lawyers – Board Governors (2015-2016)

Santa Barbara County Advisory Board on Alcohol and Other Drug Problems – Board Member (2015-2016)

Santa Barbara Pro-Choice Coalition (2014-2017)

Law Students for Reproductive Justice – Alumni Committee (2007-2011)

Planned Parenthood & Planned Parenthood Action Fund – Volunteer (2001-2012)

Campaign volunteer for various candidates and causes over the years, including but not limited to: Joan Hartmann for Supervisor, No on Prop 8/No on Prop 22 (supporting same-sex marriage), No on Recall of Gail Marshall.



### **ATTACHMENT 3**

Application - Katie Maynard

## Profile

Katie

First Name

Maynard

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

10

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☒ Yes ☐ No

Question applies to multiple boards

**If your answer is yes, please specify.**

I am currently Chair of the Planning Commission. I have been serving since January 2015.

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, please specify.**

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Only City of Goleta Planning Commission.

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

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In addition to being a Planning Commissioner, I served on the Executive Committee for the Santa Barbara County Food Action Network (previously called Food Action Plan) for six years. I wrapped up my work on that committee in December 2020.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

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N/A

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## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

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I feel very lucky to live in a democratic society where citizens play an important role in shaping our cities. Goleta residents worked hard to create the City of Goleta and to create local governance that is responsive to the needs of our area. I have been very honored to be a part of our local government and to have an impact on the future of our city. I have also enjoyed learning more about the issues and concerns of my neighbors and being able to help address those concerns.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

I have served on the Goleta Planning Commission for the past six years and have served as Chair twice. Through my past experience on the commission, I had the opportunity to work on the development of the New Zoning Ordinance from start to finish. I have also studied the Goleta General Plan as it was essential to evaluate each new project presented to the commission for consistency with the General Plan. In my professional life, I am a Sustainability Officer for the University of California, Santa Barbara and have been for the past 15 years. I believe this is helpful as I can assess new projects coming to the Planning Commission for consistency with the Strategic Energy Plan and Climate Action Plan.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

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The City has many great challenges and opportunities emerging. COVID has deeply impacted our local economy, many residents are struggling financially, housing is unaffordable for many people in our community, our natural open space areas are still at risk of development, and we are running out of time to address climate change. My hope is to collaborate with my colleagues on the commission, with city staff, and with our residents to think through how we address these challenges in a way that makes sense for our community. The state is increasingly willing to eliminate local control from cities that are not proactive in addressing these issues. I know how hard Goleta residents fought to have local control and so I know how important it is to find solutions to these concerns that are adapted to Goleta and Goleta residents' vision for our community.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

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I am very active in interfaith community efforts in Isla Vista, particularly around community gardens, food security, and supporting the houseless community. Last year, I started a coalition of service providers in Isla Vista that serve the houseless community with the goal of better aligning our efforts. I also collaborated with Explore Ecology and Goleta Unified School District to organize a seed giveaway Summer 2020. As previously mentioned, I also participated on the Santa Barbara County Food Action Network Executive Committee for the past six years.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

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Through the University of California, Santa Barbara, I am a member of the United States Green Building Council and the Association for the Advancement of Sustainability in Higher Education.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

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Goleta residents have provided the Commission with the blueprints for how they would like their community to grow and be maintained, the General Plan and the New Zoning Ordinance. Our first responsibility is to ensuring that new projects are consistent with these documents. We are also responsible for listening and being responsive to community concerns. Residents can help us understand how the policies and projects we develop affect or could affect their neighborhoods and experience of the city. As Commissioners, we can engage city staff, project consultants, and applicants, to talk through the concerns of the community and to explore which solutions might best meet the community needs. We also have a role to look ahead and take into consideration future needs of the city such as meeting our growing RHNA numbers, ensuring a vibrant local economy, and growing in a climate conscious manner.

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Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

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I currently serve on the Planning Commission and was encouraged to reapply.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website**

**(<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

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## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

---

### Gender

---

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

---

Question applies to multiple boards

## NOTES

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# Katie Maynard

SUSTAINABILITY OFFICER

## EXPERIENCE

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### SUSTAINABILITY OFFICER

*University of California, Santa Barbara / August 2005 - Present*

- Develop programs and strategic initiatives to reduce the environmental impact of the UCSB campus.
- Founded the UCSB Sustainability Internship Program which now supervises over 60 student leaders working with campus and off campus partners. Oversees intern training.
- Develop living laboratory initiatives that bridge academic and operational efforts.
- Supervises the Sustainable Office, Events, Athletics and Lab certification programs.
- Chairs a statewide UC committee on sustainable purchasing.

### PLANNING COMMISSIONER

*City of Goleta / January 2015 - Present*

- Currently Chair of the Planning Commission.
- Advise City Council on planning, land use regulation, and development.
- Hold public meetings and hearings to review major conditional use permits, development plans, other discretionary reviews, and appeals of a decision made by DRB or the Director of Planning.
- Make environmental determinations pursuant to CEQA on any projects under our purview.
- Make recommendations to City Council on development agreements and specific plans.

### FACILITATOR

*Committee on COVID Response for the Isla Vista Houseless Community / March 2020 - Present*

- Facilitate every other week meetings of service providers working to address the needs of the houseless community in Isla Vista.
- Foster collaborations between service providers.

### EXECUTIVE COMMITTEE MEMBER

*Santa Barbara County Food Action Network / January 2015 – December 2020*

- Provide leadership for the development of the Santa Barbara County Food Action Plan.
- Advise the Executive Director on how to transition from the writing of the Food Action Plan to the creation of a new county wide network.

## EDUCATION

---

### BACHELOR OF ARTS, COLLEGE OF CREATIVE STUDIES, BIOLOGY

University of California, Santa Barbara

2001-2005

#### **ATTACHMENT 4**

Application - Alfred Smith

## Profile

First Name \*

Alfred

Middle Initial

B

Last Name \*

Smith

Email Address \*

Street Address \*

City \*

Goleta

State \*

CA

Postal Code \*

93117

Primary Phone \*

Employer \*

Tecolote Research

Job Title \*

Technical Expert

Occupation \*

Cost Analyst

Which Boards would you like to apply for? \*

[Please select a Board](#)

Planning Commission

These board-specific questions have been added to your application:

Planning Commission

Question applies to multiple boards

Do you reside in the City of Goleta? \*

☒ Yes

☐ No

Question applies to multiple boards

If yes, number of years in the City of Goleta: \*

21.5

Question applies to Planning Commission

Are you a qualified elector? \*

☒ Yes

☐ No

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee? \*

☐ Yes

☒ No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

☐ Yes

☒ No



Question applies to multiple boards

If yes, please specify.

Question applies to multiple boards

Specify your current or prior service on various boards, commissions or committees: \*

PTAC Feb 2018 to Feb 2019  
DRB Feb 2019 to Dec 2020

Question applies to multiple boards

Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member? \*

- ☒ Yes  
☐ No

Question applies to multiple boards

Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission? \*

- ☐ Yes  
☒ No

Question applies to multiple boards

If yes, please explain. \*

N/A

## Interests & Experiences

Question applies to multiple boards

Why are you interested in serving on a board, commission or committee?

To give back to the community.

Question applies to multiple boards

Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying. \*

I have demonstrated an ability to absorb technical information and I have significant experience developing/reviewing analysis of alternatives studies in the government project context. I can be a value added contributor to a systematic and objective assessment (pros/cons) of alternatives to a given question based on stated goals, policy/schedule/cost constraints and applicable governing rules/regulations/laws. I

Question applies to multiple boards

What are your goals in serving on the board, commission, or committee to which you are applying? \*

My goal is to make a positive contribution to the planning commission.

Question applies to multiple boards

What civic and/or volunteer activities have you participated in? You may include past or present activities. \*

In addition to the PTAC and DRB contributions, I volunteered at our local Habitat for Humanity Oct 2016. For 8 months I provided weekly support at their ReStore selling donations on various web sites. I participated in home building (Carp) and disaster relief manual labor (Montecito). Jan 2018 to present: Member of Theatre Eclectic: non-profit - under represented artists for under served audiences.

Question applies to multiple boards

Have you obtained any memberships in professional organizations? \*

Member: International Cost Estimating and Analysis Association (ICEAA)  
ICEAA Certified Cost Estimator/Analyst (CCEA)

Question applies to Planning Commission

What do you believe to be the role of the Planning Commission. \*

The roles are clearly described on the City web site. I believe the roles include: Act as an advisory board to City Council on planning and development issues. Verify development plans, capital spending plans and related activities are consistent with the City's General Plan through case-by-case review. Be a bridge between the community and City staff. Serve as a decision-making body for relevant proposals. In all

[ASmith\\_Goleta\\_Resume\\_2021021.pdf](#)

Replace Upload

Delete Upload

Question applies to multiple boards

How did you hear about the position? \*

Word of mouth.

Question applies to multiple boards

Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying? \*

☒ Yes

☐ No

## Demographics

Question applies to multiple boards

All Demographic information is optional.

Ethnicity

Prefer not to Answer

Gender

Male

Date of Birth

Question applies to multiple boards

Please Agree with the Following Statement \*

File a Statement of Economic Interest (Form 700)

☒ I Agree \*

Question applies to multiple boards

Please Agree with the Following Statement \*

Completion of the Code of Ethics and AB1234 Ethics Training:

☒ I Agree \*

Question applies to multiple boards

### NOTES

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Please fill out all required fields and correct any errors before submitting.

View as PDF/Print

Save for later

Withdraw

Submit

## Detailed answers

### Quals:

I have demonstrated an ability to absorb technical information and I have significant experience developing/reviewing analysis of alternatives studies in the government project context. I can be a value added contributor to a systematic and objective assessment (pros/cons) of alternatives to a given question based on stated goals, policy/schedule/cost constraints and applicable governing rules/regulations/laws. I also have significant experience in cost/schedule risk and uncertainty analysis. I have worked closely with City Staff to make significant contributions to PTAC. In my first year of service, I was voted on to the Ad Hoc committee to support the development of a Tree Protection ordinance. I was an active member of the DRB from Feb 2019 to Dec 2020. Bachelor of Mechanical Engineering, Royal Military College Kingston, Ontario Canada, Masters of Science with Distinction in Naval Architecture, University College London, England

### Civic

In addition to the PTAC and DRB contributions, I volunteered at our local Habitat for Humanity Oct 2016. For 8 months I provided weekly support at their ReStore selling donations on various web sites. I participated in home building (Carp) and disaster relief manual labor (Montecito). Jan 2018 to present: Member of Theatre Eclectic: non-profit - under represented artists for under served audiences. Participated in many free admission productions at four senior living centers in our area in addition to several video productions.

### Planning Commission Roles

The roles are clearly described on the City web site. I believe the roles include: Act as an advisory board to City Council on planning and development issues. Verify development plans, capital spending plans and related activities are consistent with the City's General Plan through case-by-case review. Be a bridge between the community and City staff. Serve as a decision-making body for relevant proposals. In all cases, work closely with City staff to generate consensus. The board does not aim to be adversarial. My experience on the DRB demonstrates that when applicants are treated with respect and offered thoughtful suggestions consistent with written guidelines and regulations, the response is routinely very positive and the projects morph into something better for the community and the applicant. Something we can all be proud of.

## ALFRED SMITH

**OBJECTIVE** Make a positive contribution to a Goleta Board or Commission.

### PROFESSIONAL ACHIEVEMENTS

#### LEADERSHIP

Led as many as 50 cost/schedule analysts, programmers and administrative staff  
Guided the development, maintenance and support for several suites of cost tools  
Directed the management and growth of the Software Group and its members

#### ANALYSIS

Developed and defended cost models for DoD (all branches), NASA, Coast Guard, and FAA  
Developed and performed cost/schedule risk and uncertainty training

#### PROFESSIONAL PRESENTATIONS

Developed or principally contributed to 42 cost analysis professional papers  
Several ICEAA best paper awards and the 2013 Freiman Award for lifetime accomplishments  
Primary author of cost/schedule risk analysis handbook signed by DoD, MDA and NASA

### SKILLS

Cost and Schedule analysis software testing  
Instructing Cost/Schedule Risk and Uncertainty Analysis

### WORK HISTORY

#### HABITAT FOR HUMANITY

October 2016 – Present: Web support and manual labor support in the field

#### HOURLY-ON CALL TECHNICAL EXPERT, TECOLOTE RESEARCH

May 2019 - Present

#### GENERAL MANAGER SOFTWARE PRODUCTS SERVICES GROUP, TECOLOTE RESEARCH

01 June 2000 – 30 May 2017

#### SENIOR COST ANALYST, TECHNICAL EXPERT AND TECHNICAL MANAGER, TECOLOTE RESEARCH

06 June 1995 – 31 May 2000

#### NAVAL OFFICER, ROYAL CANADIAN NAVY

January 1987 – May 1995: Naval Architect

March 1985 – December 1986: Master's Program University College London England

June 1978 – February 1985: Submarine Operations Officer

### EDUCATION

#### MASTER'S OF SCIENCE NAVAL ARCHITECTURE, UNIVERSITY COLLEGE, LONDON ENGLAND

With Distinction

#### BACHELOR'S OF ENGINEERING, ROYAL MILITARY COLLEGE, KINGSTON, ONTARIO, CANADA

**ATTACHMENT 5**

Application - Gregg Hart

## Profile

Gregg	W	Hart
First Name	Middle Initial	Last Name

Email Address

Street Address

Suite or Apt

Goleta

---

City

CA  
State

Primary Phone: [REDACTED] Alternate Phone: [REDACTED]

Employer \_\_\_\_\_ Job Title \_\_\_\_\_

Occupation

### Which Boards would you like to apply for?

Planning Commission: Submitted  
Design Review Board: Appointed

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

20

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

### Are you a qualified elector?

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☐ Yes ☒ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☐ No

Question applies to multiple boards

**If yes, please specify.**

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

Goleta Parks & Recreation Commission for 6 years, as both Chair and Commissioner. I have other experience on non-city boards noted below.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

I answered no, but it required this field to allow me to submit this application. FYI.

Question applies to Design Review Board

**Which position are you applying for? \***

☒ At-Large Member

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

Very simply, I believe you should make a civic contribution to the community in which you live. I've done so in the past and think the Design & Review Board would be a good place to continue my efforts to give back to the community from which I've benefited immensely.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

Education: B.S. in Engineering, Michigan State University 1982; MBA coursework at Loyola Marymount University 1984. Management Training Program, McCormick Schilling Company, 1987. Experience: My most significant contribution in governance was as a two term member of the Circle of Trustees for the Santa Barbara Charter School & Home Based Partnership, where we managed our own budget among a host of other responsibilities related to managing the school. Aside from that, I had 15 years of organizational management roles, from Production Supervisor to General Manager of a manufacturing facility. Qualifications: I fully appreciate and recognize their importance to the community of the DRB. I feel my leadership style (very participative) would fit nicely on the board, as I've demonstrated my leadership and budgetary prowess on the Charter School Circle of Trustees. I feel I can balance out conflicting views as effectively as anyone and can find common ground and help keep the board focused on its stated goals. I'm an effective communicator and have a history of team building experience in my management roles (as well as coaching experience).

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

My goal would be to enhance our city by working to strike a balance between the competing interests that exist in our community and find ways to help achieve the general plan's intent. I'm not an ideologue – I would judge each project and issue before the board on its merits and on the impact it could potentially have on the community. I don't have any specific goals in mind and no axe to grind.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

---

Currently, I volunteer weekly at the SB Foodbank. Previously, I have volunteered for a range of activities, from working for the Adult Literacy Program (at the Honor Farm jail facility) as well as participating in the Youth Mentoring program in the SB Unified School District, and served on the Santa Barbara United Ways advisory committee years ago. I also was a two term member of the Circle of Trustees for the Santa Barbara Charter School & Home Based Partnership (on the GV Jr. High campus), which I referenced previously in "experience".

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

I've belonged to Engineering and management organizations in the past but currently I do not hold any memberships that would be relevant.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

Basically I see the commission as the gatekeepers of the General Plan. The commission presents an important public forum for the community to be heard. Its role is to review and adjudicate development projects and zoning questions for both conformance to, and compliance with the General Plan and accepted community standards.



Question applies to Design Review Board

**List your relevant experience as it relates to: A) Reading plans (i.e. site plans, elevations, roof plans, building sections, grading plans, landscape plans, photometrics, lighting cut-sheets, sign plans, and sign sections). B) Making findings (i.e. determining if a project be compatible with the neighborhood in terms of size, bulk and scale; if a project has a well-defined/harmonious relationship to its surroundings; if a project impacts or enhances a viewshed; if a project will respect the privacy of neighbors.**

---

Though limited, my prior professional management positions, I was temporarily put in charge of a facilities move. This required that when building out the new site, I worked with various referenced plans and documents to building to our production needs. I have no relevant experience regarding "making findings".

Question applies to Design Review Board

**Describe your design philosophy for buildings, landscaping, signage and lighting. For Architects and Landscape Professional, in your schooling, which architect or landscape architect influenced you the most and why?**

---

I don't have any philosophy or schooling in this area. I would hope that my fresh perspective as an outsider would be what was intended from an "At Large" member on this board.

Question applies to Design Review Board

**What are the reasons why you believe you should be appointed to the Design Review Board?**

---

Simply to fill the need. I think my broad experience noted elsewhere will be beneficial and I will be a voice of a typical Goleta citizen.

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

Deborah Lopez, City Clerk, called me and asked me to apply after I was not selected for appointment to the Planning Commission recently.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

---

☒ Yes ☐ No

---

## Demographics

Question applies to multiple boards

All Demographic information is optional.

## Ethnicity

---

## Gender

---

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

---

Question applies to multiple boards

## NOTES

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## PROFILE

As a consultant with small business management experience coupled with exceptional computer/networking skills, I feel I am uniquely positioned to assist organizations with achieving their goals and executing their strategic plans. My particular expertise is in process automation & systems implementation and enhancement.

## PROFESSIONAL BACKGROUND

12 years general management (manufacturing) experience,  
3 years of high volume production management experience  
3 years of project engineering experience

Expertise: Enterprise Resource Planning (ERP) systems implementation experience coupled with nine years of experience implementing and facilitating team building & continuous quality improvement programs.

### Systems/Engineering

- \* Managed (hands on) two separate implementations of ERP network conversions.
  - \* **Mas90 ERP Software**
  - \* **Made2Manage ERP Software**
- \* Reduced order processing time by over 35% through implementation of the above.
- \* Improved information accessibility and designed custom reports on business data.
- \* Provided principals with trend analysis on customer & product sales data.
- \* Created remote access to centralized customer data for use by sales & remote staff.
- \* Integrated four new product lines into new business system, which expanded products offered five-fold.
- \* Saved over \$270,000 annually through capital equipment projects.
- \* Increased manufacturing output by 34% through product development and process modification process projects.

### Management

- \* Reduced average system **delivery time** by 6 weeks, through group problem solving process.
- \* Improved **inventory accuracy** from a net variance of 9% down to less than 0.5%.
- \* Improved **product quality** by 40% as measured by customer complaints.
- \* **ISO 9001** -- Developed and initiated the implementation plan for registration.
- \* **Project Manager** for the relocation of an entire business. Reduced annual company overhead costs by over \$90,000.
- \* Increased production efficiency while reducing the work force by 20% through initiation of **team-building** process.
- \* **Facilitator** of numerous project team meetings in accomplishing the above goals.

### Financial

- \* Prepared and coordinated the entire entity's operating budget for 12 years.
- \* Responsible for the monthly 'closing of the books'
- \* Responsible for managing cash flow planning & all aspects of the P&L

**WORK HISTORY**

2001-Present	Consultant	Hart Consulting, Goleta, CA
1995-2001	General Manager	Menda Products, Inc., Santa Barbara, CA
1989-1995	Operations Manager	GRC International, Dynatup Division, Santa Barbara, CA
1985-1989	Production Manager	McCormick & Co., Inc., Baltimore, MD
1982-1985	Production Engineer	Hughes Aircraft, Inc., El Segundo, CA

**EDUCATION & CREDENTIALS**

B.S., Packaging Engineering, Michigan State University, Lansing, MI, 1982  
M.B.A. coursework, Loyola Marymount University, L.A., CA  
Extensive Computer & Networking Coursework

**Civic Engagement**

Served as chair and member of Goleta's inaugural Parks & Recreation Commission from 2013-18 where I worked toward the city's first Recreation Needs Assessment.

## **ATTACHMENT 6**

Application - Jonathan Eymann

## Profile

Jonathan

First Name

W.

Middle Initial

Eymann

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Design Review Board: Appointed

Question applies to multiple boards

## Do you reside in the City of Goleta?

☒ Yes ☐ No

Question applies to multiple boards

## If yes, number of years in the City of Goleta:

Just returned as resident. 30 yrs previously

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

## Are you a qualified elector?

☒ Yes ☐ No

Question applies to multiple boards

## Are you currently serving on a City of Goleta Board, Commission or Committee?

☒ Yes ☐ No

Question applies to multiple boards

## If your answer is yes, please specify.

Design Review Board

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

Currently completing the balance of a term on the Design Review Board vacated early by a previous Board member. Term ending in January 2021. In the past I have served my communities for three years as a Steering Committee Member for the Systems Change project of the County of Santa Barbara Behavioral Wellness Department. I have also been a Board Member of Jubilee Christian Church for 45 years and was a HOA Board member at Sungate Ranch in Goleta for 6 years.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

I have time to attend meetings and do preparatory work and I do not have conflicts of interest. If any were ever to develop I would of course recuse myself from participating in the process or voting on any decisions.

Question applies to Design Review Board

**Which position are you applying for? \***

☒ At-Large Member

---

## Interests & Experiences

**Why are you interested in serving on a board, commission or committee?**

---

I love Goleta and have since I originally moved here to attend UCSB in 1968. My three sons were born, raised, and still live here along with my 6 grandchildren. For years I, with many other residents, longed for Cityhood and when we finally won that status I was thrilled that we could guard our unique character from the domination of our neighbors to the south and could have the ability to better chart our own course. After our children grew and left the house, my wife and I relocated to Ventura County to downsize. Throughout our 13 years living an hour away, however, we continued to work in Goleta and care deeply about the community. We have just succeeded, after a year's effort, in purchasing a new condominium in Goleta and are eager to not only return to our family roots but to increase our involvement in and service to our community, especially since I have retired a year and a half ago from full-time civil service employment.

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

I am very familiar with our community after living and/or working here for more than 50 years. I have a BA from UCSB and an MA in clinical psychology from Antioch University in Santa Barbara. Years of working in my father's photography business (largely involved with commercial and architectural photography) helped me learn the importance of design, balance, scale, composition, light, and texture, and the incredible power of images and appearance. As a psychotherapist and as a team supervisor and manager I have learned to listen carefully to others, assist them to clearly express their own points of view, and help assure that they understand the perspective of others. I am skilled at promoting dialogue, collaboration, and creative problem solving, as well as thinking systemically and balancing competing interests. My 13 years of service in providing mental health care through Santa Barbara County Behavioral Wellness to residents of Goleta has helped me to gain a deeper insight into how some members of our community may be impacted by decisions made regarding projects in their neighborhood and elsewhere within the community. One aspect of the course I have taught on Community Mental Health in the Master's Degree program at Antioch addresses the impact of aesthetics, style and landscaping in a development on those nearby, as well as all who view the final construct, whether the project is a sign or a significant public structure. My limited time on the Goleta City Design Review Board has helped me become more attuned to the City approval processes and the relevant regulations that pertain to development and building modification in our community. In addition, I have had the experience of preparing and submitting an application for a conditional use permit to the County in the 1980s, and of building my own house as owner-builder in the, including working with the building designer on the floor plan and basic design features, exterior materials, elevations, and landscaping. I also served on our Homeowners Association Board for 6 years. My role as a pastor in Goleta for nearly 50 years has helped me understand the concerns of literally hundreds of local residents drawn from a very diverse range of community members.

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

I want to help Goleta move into the future in a way that respects our past and our distinct character as a community. For that to happen, commissioners must assist our elected officials "to balance the public good with private rights and interests." I have a great interest in land use and development concerns in that the supply of open space is finite and the important uses to which it may be dedicated are diverse. The design elements of whatever is put on any part of our community have significant and unavoidable impacts on everyone in the community. A balanced and sensitive approach needs to be sought out if we are to continue to be "the Good Land" that I have enjoyed being a part of since first moving here.



Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

---

Being a lover of local history, and acutely aware how so much of the early days of Goleta had disappeared, my wife and I applied for and obtained County Historical Landmark status for the Sexton House (built in 1880 on Hollister Avenue) and much of its historic botanical gardens. We were privileged to own and live on the property for nearly 10 years in the late 70s and early 80s. When it became apparent that I could not fully restore the house and grounds we realized we would have to sell and move. We decided, however, that we would take steps to try to guarantee its preservation for future generations even though we expected that doing so would reduce the value of the property. For close to 10 years with the support of our church and a number of other churches and organizations I promoted an annual celebration of Goleta each Thanksgiving season by organizing a community celebration called "Give Thanks Goleta". In that non-sectarian event, we extolled the virtues of our hometown. Currently, under my direction, my church also participates in the Old Town Christmas Parade. We also have served our neighborhood as a polling site in elections on about two dozen occasions. I have participated in a number of live community meetings dealing with the problem of homelessness in the Goleta Valley and participated live or online in conversations about several other issues including the design of the new train station and discussions about old town redevelopment and the future of the Community Center on Hollister. I am personally CERT trained and my church is a member of VOAD (Volunteer Organizations Active in Disaster). I personally helped provide mental health services to evacuees during the Thomas Fire.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

I am a member of both the State and local chapter of the Association of Marriage and Family Therapists and was inducted into Phi Beta Kappa in recognition of outstanding scholarship at UCSB.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

To help our local government faithfully and sensitively apply the general plan and pertinent regulations and laws to the use of land and resources in the city of Goleta, and to work with the community and the City Council in regard to any future changes in the General Plan. In addition, to assist our elected officials and city employees in anticipating future trends and needs. To assist the residents of Goleta and other interested parties, especially in the venue of public hearings, in determining how proposals for development or changes in land use may or may not be acceptable in light of the existing general plan and applicable rules and regulations.

Question applies to Design Review Board

**List your relevant experience as it relates to: A) Reading plans (i.e. site plans, elevations, roof plans, building sections, grading plans, landscape plans, photometrics, lighting cut-sheets, sign plans, and sign sections). B) Making findings (i.e. determining if a project be compatible with the neighborhood in terms of size, bulk and scale; if a project has a well-defined/harmonious relationship to its surroundings; if a project impacts or enhances a viewshed; if a project will respect the privacy of neighbors.**

---

My experience in these areas is as an amateur concerned with two significant remodel projects at our churches and others at my homes, as well as helping design and then building a home on Lincolnwood Drive as owner-builder.

Question applies to Design Review Board

**Describe your design philosophy for buildings, landscaping, signage and lighting. For Architects and Landscape Professional, in your schooling, which architect or landscape architect influenced you the most and why?**

In brief, I feel the fundamental issue is context. If the style and scale of a project or sign is departing from the precedent set for the area of the project, the extent of the innovation has to be more carefully evaluated for its impact on immediate neighbors, nearby properties, passers-by on foot and in vehicles. It should also be considered as far as compliance with any overarching community guidelines (like the long-standing preference for red-tile roofs and stucco in much of Santa Barbara) if any. Finding a balance between drawing attention and being intrusive seems to often be a challenge. I value creativity and innovation but have a certain conservative tendency that prompts me to want to look closely at any proposal and not assume that different or newer is better. Neither is the usual always preferable.

Question applies to Design Review Board

**What are the reasons why you believe you should be appointed to the Design Review Board?**

My voice as an aesthetically aware, but architecturally non-professional member of the community could be a helpful input into important discussions. I imagine I could help those more highly trained than I stay connected to the values and thought processes of the typical resident of Goleta. My ability to promote clear and calm discussion and help mediate broadly supported conclusions may also be beneficial.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

I was informed of new openings on this commission via an email from the City.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☐ Yes ☒ No

## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

### Gender

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

---

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

---

☒ I Agree

---

Question applies to multiple boards

**NOTES**

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Resume of  
**Jonathan W. Eymann**

---

**Professional  
Experience**

June 2017 – June 2019, **Clinical Administrator, Ventura County Behavioral Health Dept., A New Start For Moms** program serving women with or expecting children who have SUD with or without a primary mental health diagnosis.

February 2017 - June 2017, **Team Supervisor, SBBW, Quality Assurance, Triage Call Screeners.** Established quality standards for in-house call screeners when department Ended contract with outside provider.

January 2016 - February 2017, Interim Manager, Crisis Services. Santa Barbara Dept. of Behavioral Wellness (formerly ADMHS). 300 N. San Antonio Rd. Bldg 3. Santa Barbara, CA 93110. (805) 681-5220  
Supervisor: Ana Vicuna.

Invited by Department Director and Division Chief of Clinical Operations to take the lead in helping to define and develop a new position in the Department that would assume responsibility County-wide for overseeing, standardizing and improving field-based Crisis Services provided by Mobile Crisis and Crisis Triage Programs. Work with the Departmental Leads to identify ways to improve client outcomes in and following crisis situations, while protecting the community and making more efficient use of Departmental and Community resources. Improve collaboration with all inpatient care providers, Emergency Rooms, Law Enforcement Agencies, Educational Institutions and CBOs. Upgrade staff training and integration of crisis services with other departmental programs.

January 2013 – Present, Adjunct Professor. Antioch University Santa Barbara, 602 Anacapa St, Santa Barbara, CA 93101 (805) 962-8179.  
Supervisor: Dr. Elizabeth Wolfson, PhD LCSW.

Teaching Community Mental Health, Psychological Assessment, Psychopathology, Theories of Psychotherapy, Psychopharmacology, Clinical Skills in a Multicultural Setting, Multicultural Awareness, and Clinical Skills for Families and Couples in Master's Degree program in Clinical Psychology.

January 2010 – Present, Marriage and Family Therapist. Part time Private Practice located in Goleta, CA 93117 at 7190 Hollister Ave, and in Camarillo, CA at 515 Village Commons Blvd 93012, phone (805) 451-4024.

April 2004 – December 2015, Mental Health Practitioner. Alcohol, Drug and Mental Health Services, Santa Barbara County Adult MH Services, 4444 Calle Real, Santa Barbara, CA. 93110 (805) 681-5190. Supervisor: Crystal Ramirez

Responsible for providing case management services, assessment, psychotherapy and crisis intervention as needed to a case load of 60 clients. Since 2009, Team Supervisor, managing the adult out-patient long term treatment clinic and a staff of 17 including psychiatrists, therapists, case managers and support staff. Developed and supervised in-clinic treatment program for dually-diagnosed clients (mental health and substance use disorders). Interview, hire, conduct Employee Performance Reviews, discipline and oversee training of staff. Oversee scheduling and manage expenses of clinic operations. Provide clinical supervision to MFT interns in conformity to BBS requirements. Change Agent Lead in departmental Systems Change process since its inception.

June 2002 – April 2004, **Staff Assistant**, Santa Barbara Mental Health Association/Fellowship Club, 2017 Chapala, Santa Barbara, CA. 93105 (805) 569-1607 Supervisor: Bob Tauber (20 hr/wk)

Supervised and interacted with clients in therapeutic milieu; developed and conducted rehabilitation groups; provided individual counseling; served as unpaid trainee during graduate school at this site for 18 months prior to becoming paid employee at the agency.

Mar. 2003 – April 2004, **Counselor**, Domestic Violence Solutions 2950 State St., Santa Barbara, CA. 93105 (805) 682-7229 Supervisor: Barbara Sheffield (20 hr/wk)

Conducted general counseling and individual anger management for both adults and adolescents; was lead facilitator for 52-week domestic violence therapy group for male perpetrators.

1974 – Present, **Senior Pastor**, Jubilee Christian Church 7190 Hollister Ave., Goleta, CA. 93117, (805) 968-8989

Founded independent community church, providing pastoral care to a congregation of varying ages and backgrounds; developed materials for conducting pre-marital counseling, marriage improvement seminars and pre-parenting classes; developed adult ministerial education and training programs; served as Director of Christian Academy, grades K-8 for 17 years; supervised faculty and staff.

#### **Education**

**M.A. Degree**, Dec. 2003, Major: Clinical Psychology, Antioch University, Santa Barbara, CA.

**B.A. Degree**, University of California, Santa Barbara, Major: Psychology Minor: Chemistry. Graduated with High Honors, Phi Beta Kappa

**MFC 47045**, licensed as Marriage & Family Therapist, March 30, 2009

#### **Additional Skills and Training**

Certified as Domestic Violence Counselor; trained in Dialectical Behavior Therapy, stress reduction and anxiety management; authorized to initiate 5150 hold; provider of training for Santa Barbara Police Department CIT in Bi-Polar illnesses and to CHP in understanding Mobile Crisis interventions and 5150 procedures and criteria, authorized provider by the California State Office of Problem Gambling for treatment of problem and pathological gambling.

Trained and actively served two years as one of two designated trainers of staff in the Trauma Resilience Model for the Department of Behavioral Wellness. Specialized training in Motivational Interviewing, use of PDSAs for ongoing quality improvement, and in Systems Change processes as a Change Agent, Action Team Co-Chair and Change Agent Representative to the Steering Committee.

Weekend Seminar instructor on Theories in Counseling at FCM Bible College in 2010. Dean of Curriculum for numerous International Worship Symposium conventions responsible for developing a comprehensive offering of up to 80 courses by faculty numbering as high as 45 instructors. Personally presented more than 100 conference sessions in the USA, Philippines, China, Nepal, Poland, Uganda, South Africa, Ghana and Mexico.

**ATTACHMENT 7**

Application - Andrew Sorenson

## Profile

Andrew W Sorensen  
First Name Middle Initial Last Name

[Redacted]  
Email Address

[Redacted]  
Street Address

[Redacted]  
Suite or Apt

Goleta  
City

CA  
State

[Redacted]  
Postal Code

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

[Redacted]  
Employer

[Redacted]  
Job Title

[Redacted]  
Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

five

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☐ Yes ☒ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

---

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

Santa Barbara County Grand Jury- 2019-2020 HOA President- Madison, Wisconsin Various Bar Committees over the years

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

not applicable

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

My work on the Grand Jury provided me the opportunity to learn first hand about the value of planning commission work here in Santa Barbara County.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

In practice, I represented the County of Madera in land use matters including being deputized as a Deputy District Attorney to prosecute individuals for illegal parcel splits under the Racketeer Influenced and Corrupt Organizations Act .On the Grand Jury, I was Chairman of both the Planning and Development Committee and the Cannabis Committee . These assignments were extremely enlightening.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

As with my service on the Grand Jury, I believe that my education and work experience can help my community. I enjoy living in Goleta and wish for it to prosper. My goals are to continue the efforts of the Planning Commission to date that have helped make Goleta the best run city in Santa Barbara County.



Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

Santa Barbara County Grand Jury 2019-2020. Various volunteer activities as part of the Fresno County Bar Association, my law school and my law firm. Member of a committee at my HOA in Goleta.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

Member of the California State Bar since 1977 Fresno County Bar Association

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

My sense is that the Planning Commission is the main vehicle to create a vibrant community for all its residents. It serves to create the vision of all who live here.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

Read about the openings in the News Press.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

### Gender

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

---

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

---

☒ I Agree

---

Question applies to multiple boards

**NOTES**

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# Resume- Andrew Sorensen

Education: BA- University of Wisconsin, Madison- 1973  
Juris Doctor- San Joaquin College of Law- 1977  
Member of State Bar of California – 1977 to Present

Work experience: Deputy Public Defender- Fresno County – 1978-1982  
Partner at Lerrigo, Walters et al – 1982-1991  
President of family business-Sorensen Cranberry Co. -  
1991- Present  
Partner at Emerson, Sorensen and Church- Fresno-  
2005- 2016—retired from active practice- moved  
to Goleta full time

**ATTACHMENT 8**

Application - James King

## Profile

James

First Name

P

Middle Initial

King

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

5 years

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☐ Yes ☒ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

---

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

Health Care Committee member, Boston 200 - appointed by Mayor Kevin White - Bicentennial Celebration, City of Boston, MA. Member, Board of Trustees, Crittendon Hastings House. Brighton, MA. Member, Board of Trustees, Planned Parenthood of Massachusetts. Founding Partner and Steering Committee Member, Reach Out and Read of San Joaquin County, Stockton, CA. Founder and Member Representative, San Joaquin County Safe Kids Coalition, Stockton, CA. Co chair, Development Committee; Member, Steering Committee,. First Night Stockton, CA. OTHER Served on the boards of, or as an advisor to, a number of performing artists/performance groups, including: Jacques d'Amboise and the National Dance Institute; Expansions Dance Company, New York; Peter DiMuro and Associates Performance Artists, Boston; Concert Dance Company, Boston.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

none

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

I have been fortunate to receive substantial experience in corporate management, real estate, planning and real estate design. This experience would be beneficial to the City of Goleta's Planning Commission.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

QUALIFICATIONS Innovative executive with wide range of experience in real estate and property management, entertainment, public relations, market research, strategic planning, customer service. Expert in cause/event marketing, mergers, downsizing, branding, name changes. Substantial experience in real estate short sale and REO financial negotiations with lenders. Solid expertise marketing professional services; private, non-profit and municipal health care systems; customer redirection/enrollment; managed care organizations (\$50-\$250 million range). Recipient of 60+ awards. Strong leadership skills. TECHNICAL AFFILIATIONS Past Member: California Association of Realtors, National Association of Realtors and Lodi Association of Realtors. CA Real Estate License # 01445898 EXPERIENCE 2004-2015 • Multi-million dollar producer in residential housing sales throughout the Central Valley including Stockton, Lodi, Manteca, Modesto. • Specialized in single-family homes including equity sales, short sales and REOs (Platinum Certified) during housing bubble meltdown. • Provided property management services to lenders who had foreclosed on real estate loans. Services included: property maintenance, care of abandoned properties, negotiation with property occupants in lieu of eviction proceedings, resale of drug/ methamphetamine houses, eviction proceedings, working with law enforcement personnel, court appearances with lender's lawyers, interaction with HOAs on behalf of lenders, etc. 2002-2003 • Researched, wrote, edited news pieces for The Business Journal, a 10,000 circulation, 2x-monthly vertical publication with Web link (@25,000/mo. hits) owned by The Wall Street Journal, covering San Joaquin and Stanislaus counties with major focus on Stockton; Provided digital photography as needed. • Specialized in real estate and development pieces covering issues such as zoning, community input, environmental impact statements, traffic, safety, green belt development, etc. EDUCATION Tufts University, BS, Psychology. Harvard School of Public Health, Management Development Program in Health (MDPH). United States Air Force, A2C, Electrical Power Production Specialist in support of The Atlas and Titan I and II ICBMs. American Management Association - Management Development Program, graduate and instructor.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

My goals are service oriented and personal. I believe that my corporate, board and volunteer background can be of substantial assistance to the ongoing deliberations of the Planning Commission. From a personal perspective, serving on this commission would provide me with a broader awareness of my community and the people who depend on city government for assistance and direction in their lives.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

San Joaquin County Safe Kids Coalition, Founder and Member Representative. Directed development and launch of county-wide Safe Kids Coalition (more than 80 community agencies), to focus on county reduction of unintentional injuries to children. Directed events in support of bicycle safety programs for children. First Night Stockton, Co chair, Development Committee; Member, Steering Committee. Reach Out and Read San Joaquin, Founding Partner's Steering Committee Member. Initiated three-party support (Health Plan, San Joaquin General Hospital, and County Library system) for development and launch of Reach Out and Read program - a county-wide effort that teaches infants and parents the benefits of early childhood reading aloud and nurturing through focus on well-child visits to pediatricians' offices. Crittenton Hastings House, Boston, Member of and Secretary to the Board; Chairman, Public Relations Task Force; Chairman, Annual Corporate Sponsorship Campaign; founding co-chair of their annual "Movin' On Up," - a graduation celebration for approximately 30-40 unwed teen-age mothers. OTHER: Served on the boards of, or as an advisor to, a number of performing artists/performance groups, including: Jacques d'Amboise and the National Dance Institute; Expansions Dance Company, New York; Peter DiMuro and Associates Performance Artists, Boston; Concert Dance Company, Boston; Melina Mercouri; Jules Dassin; Andy Warhol; Paul Morrissey; Ann-Margret; J. P. Miller; Albert and David Maysles, Joseph E. Levine and others.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

Past Member: California Association of Realtors, National Association of Realtors and Lodi Association of Realtors. Currently: Licensed REALTOR, State of CA, #01446898

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

The Planning Commission decides on Goleta land use issues. It reviews and recommends actions on development applications. It also recommends to the City Council proposed legislative action (for example, The General Plan) and how The General Plan gets implemented.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

I received an invitation to apply from the City of Goleta via e-mail.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

---

## Demographics

Question applies to multiple boards

All Demographic information is optional.



## Ethnicity

---

None Selected

## Gender

---

None Selected



Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

---

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

---

☒ I Agree

---

Question applies to multiple boards

## NOTES

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# JAMES P. KING

## **SUMMARY**

Innovative executive with wide range of experience in real estate, entertainment, public relations, market research, strategic planning, customer service. Expert in cause/event marketing, mergers, downsizing, branding, name changes. Substantial experience in short sale and REO financial negotiations with lenders. Solid expertise marketing professional services; private, non-profit and municipal health care systems; customer redirection/enrollment; managed care organizations (\$50-\$250 million range). Recipient of 60+ awards. Strong leadership skills.

## **EXPERIENCE** **2004-2015**

### **GRUPE REAL ESTATE (*Stockton, CA*)**

#### **Multi-Million Dollar Realtor**

- Multi-million dollar producer in residential housing sales throughout the Central Valley including Stockton, Lodi, Manteca, Modesto.
- Specialized in single-family homes including equity sales, short sales and REOs (Platinum Certified) during housing bubble meltdown.
- Provided property management services to lenders who had foreclosed on real estate loans. Services included: property maintenance, care of abandoned properties, negotiation with property occupants in lieu of eviction proceedings, resale of drug/ methamphetamine houses, eviction proceedings, working with law enforcement personnel, court appearances with lender's lawyers, interaction with HOAs on behalf of lenders, etc.
- Negotiated with lenders, brokers and escrow companies on behalf of clients attempting to execute short sales
- Produced extensive marketing materials for self and for team use. Team was number one producer in an agency of about 125 agents.
- Partially wrote, edited and designed bi-monthly magazine sent to clients via direct mail. Publication featured team/individual listings, agency awards for team members and articles on architectural design, etc.
- Reported to Company Broker.

**2002-2003**

### **THE BUSINESS JOURNAL (*Ottoway Newspapers, Dow Jones, Stockton, CA*)**

#### **Editorial Associate**

- Researched, wrote, edited news pieces for The Business Journal, a 10,000 circulation, 2x-monthly vertical publication with Web link (@25,000/mo. hits) owned by The Wall Street Journal, covering San Joaquin and Stanislaus counties with major focus on Stockton; Provided digital photography as needed.
- Specialized in real estate and development pieces covering issues such as zoning, community input, environmental impact statements, traffic, safety, green belt development, etc.
- Also, assisted with make-up, layout and strategic planning issues.
- Wrote, edited first Brubeck Jazz festival Concert Program (@40 pages) honoring Dave and Lola Brubeck, for the University of the Pacific. Selected all photos, researched and fact-checked all information, and received approval from Dave and Lola Brubeck for final proof
- Reported to editor-in-chief.

**2000-2002**

### **SAN JOAQUIN PARENTS PAPER (*Stockton, CA*)**

#### **Founder and Publisher**

- Conceptualized, wrote, edited, produced and provided photography and distributed a bimonthly, free distribution (15,000) county-wide parents newspaper
- Featured news on product recalls, best-read children's books, web sites, government-sponsored children and family resources, children's and family events with venues, safety news, childhood injury prevention information, pregnancy information.

## **HEALTH PLAN OF SAN JOAQUIN (*Stockton, CA*)**

### **Vice President, Marketing**

Directed marketing, grants programs, member services, community relations and education efforts for 65,000 member nonprofit, county managed care organization serving San Joaquin County. Plan included seven hospitals, over 11,000 providers, and enjoyed a market share of more than 80%. Served on a five-member, senior management operations group, reporting to CEO. Responsible for budget of \$1.5 million.

- Directed launch and lead development of Healthy Families product - a prepaid health, dental and vision plan for children within 100-250% of FIG. Captured 80% of market within first year of operation.
- Provided marketing support for creation of TPA product for @ 7000 County employees.
- Directed development of new nomenclature system for all of Plan's product lines and directed county-wide advertising/education program, encompassing print, newspapers via direct mail, television, radio and away-from-home media.

## **TRUSTEES OF HEALTH AND HOSPITALS, CITY OF BOSTON (*Boston*)**

### **Vice President, Marketing**

Directed marketing efforts for Boston's Department of Health and Hospitals (DH&H) - a Boston University School of Medicine and Harvard Medical School teaching/affiliated health care system, including Boston City Hospital (BCH), a 356-bed full service, acute care facility; Boston Specialty & Rehabilitation Hospital, a 151-bed chronic/sub-acute care facility; Long Island Hospital campus; Boston Emergency Medical Services, a pre-hospital ambulance division; and City of Boston Public Health division. Responsible for annual budget of \$1.2 million. Reported to Commissioner and served on senior strategic planning team, formulating/directing all DH&H policy including department restructuring, divisional reorganization, budget allocation and pursuit of new ventures.

- Provided communications support for fundraising/development programs, including BCH Fund for Excellence, annual "Night to Remember."
- Developed and directed organization's sponsorship of the annual KISS-108 FM concert at Tweeter Center -- a day-long concert of 30+ hit artists in support of the Genesis Fund; the first annual JAM'N 94.5 SuperJam at Boston's FleetCenter, in support of Project Bread; and numerous open-air events throughout the Boston area, including Franklin Park, the Hatch Shell and the World Trade Center. Many of these events were in support of such issues/organizations as tobacco control, childhood injury prevention, and the Boys and Girls Clubs of Greater Boston
- Developed system's first marketing department, providing data analysis, sales materials, marketing strategies, volume initiatives to support managed care programs, joint ventures, mergers, network development and product lines.
- Directed marketing activities in support of a new, vertically integrated healthcare system comprised of Boston University Medical Center, Boston City Hospital and 10 health centers (Boston HealthNet), PHO and IPA.
- Created/launched market plan for free HMO, enrolling @ 1,000 customers/mo.
- Increased inpatient volume in year one by 10%.
- Increased OB admissions by 10%; 20%; and 18% in consecutive years.
- Efforts resulted in net operating profit of \$6 million and \$4 million in two years.

## **KING KONIOR INCORPORATED (*Boston*)**

### **President**

Full-service marketing/public relations firm, billing \$1 million+ in annual net fees. Directed new business/client budget administration, account service. Firm sold to KCS&A (NY).

- Named one of top 30 health care marketing/public relations firms nationally.
- Developed and implemented successful marketing and marketing communications launch of nationwide PPO - a limited partnership of 18 insurance companies - in 40 markets, representing two million lives, 300 hospitals and 50,000 physicians.

## **ARNOLD & COMPANY PUBLIC RELATIONS (*Boston*)**

### **President and Chief Operating Officer**

Directed operations, management and new business development of a 13-member department - part of a \$75 million, 185-person agency. Reported to CEO of parent corporation.

- Developed and successfully launched new public relations division.
- Managed four northeast public relations programs for McDonald's, including successful introduction and launch of several new breakfast products.
- Provided direction for client-affiliated fundraising programs, including direction of the promotion and opening of the Ronald McDonald Organ Transplant House, utilizing celebrities and dealer cooperative promotions.

## **BRIGHAM AND WOMEN'S HOSPITAL (*Boston*)**

### **Assistant Vice President, Corporate Communications**

Directed all marketing/marketing communications programs in support of \$118 million physical merger/clinical consolidation of four Harvard hospitals into a 730-bed center. Reported to CEO.

- Merged four PR staffs into a consolidated marketing/PR communications department that provided a variety of strategies including print and electronic advertising, direct mail with product cross-promotion, customer preference/satisfaction surveys, etc.
- Developed and implemented successful nomenclature/new identity program.
- As Director of Development for Boston Hospital for Women, provided direction for development related to clinical and building programs. Provided support for completion of \$40 million campaign, including fundraising materials/events.
- Programs supported many product lines, including development of largest OB/GYN program in Northeast; promotion of the largest NICU in Boston - part of the Harvard Joint Program in Neonatology; successful launches of Burns Unit and Rehab Unit; and, successful expansion of Organ Transplant service, including first Boston heart transplants.

## **OTHER**

Served on the boards of, or as an advisor to, a number of performing artists/performance groups, including: Jacques d'Amboise and the National Dance Institute; Expansions Dance Company, New York; Peter DiMuro and Associates Performance Artists, Boston; Concert Dance Company, Boston; Melina Mercouri; Jules Dassin; Andy Warhol; Paul Morrissey; Ann-Margret; J. P. Miller; Albert and David Maysles, Joseph E. Levine and others.

## **EDUCATION/ CREDENTIALS**

**Tufts University**, BS, Psychology

**Harvard School of Public Health**, Management Development Program in Health

## **MEMBERSHIPS**

California Association of Realtors, National Association of Realtors and Lodi Association of Realtors.

## **ORGANIZATIONS**

**San Joaquin County Safe Kids Coalition**, Founder and Member Representative.

Directed development and launch of county-wide Safe Kids Coalition (more than 80 community agencies), to focus on county reduction of unintentional injuries to children. Directed events in support of bicycle safety programs for children.

**First Night Stockton**, Co chair, Development Committee; Member, Steering Committee.

**Reach Out and Read San Joaquin**, Founding Partner's Steering Committee Member.

Initiated three-party support (Health Plan, San Joaquin General Hospital, and County Library system) for development and launch of Reach Out and Read program - a county-wide effort that teaches infants and parents the benefits of early childhood reading aloud and nurturing through focus on well-child visits to pediatricians' offices.

**Crittenton Hastings House, Boston**, Member of and Secretary to the Board; Chairman, Public Relations Task Force; Chairman, Annual Corporate Sponsorship Campaign; founding co-chair of their annual "Movin' On Up," - a graduation celebration for approximately 30-40 unwed teen-age mothers.

#### **AWARDS**

Recipient of more than 60 awards including:

**Heroes in Healthcare Award**, Reach Out and Read San Joaquin

**ABC Award**, San Joaquin Family Resource & Referral Center

**Multi-Million Dollar Producer, 2006-2012, Grupe Real Estate**

#### **LANGUAGES**

*Microsoft Word, Outlook, Publisher, PowerPoint, Excel, Picture Manager, Paint, Broderbund Printshop, Photoshop, Windows 7 and 10, Vista, Skyslope, DocuSign, Zipform, some French, music.*

## **ATTACHMENT 9**

Application - Kerry Bentz

## Profile

Kerry

First Name

A

Middle Initial

Bentz

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

3

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☐ Yes ☒ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

---

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

None

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

n/a

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

I am now in a position in my life to serve my local community

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

. My career has been in property management which has included development. I am intrigued with the process and believe I would contribute positively to the board. I also held a position many years ago and worked to assist cities and counties by completing needs assessments.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

To positively contribute to my community



Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

Until recently my career absorbed too much time for me to volunteer.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

No

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

To advise the City council on matters of zoning and land use

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

Email invitation

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☐ Yes ☒ No

## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

### Gender

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

---

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

---

☒ I Agree

---

Question applies to multiple boards

**NOTES**

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.

# KERRY BENTZ

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## SUMMARY

Executive Portfolio Manager with a passion for providing Affordable Housing and Resident Services to improve communities one household at a time. Specializing in LIHTC, HUD, HOME and Bond programs. Friendly leadership and communication style. Successful in turning around under-performing and distressed properties through implementation of innovative processes utilizing organizational and team building skills. New Construction and lease up experience

---

## SKILLS

- Leadership
- Working collaboratively
- Teambuilding
- Fair housing mandates
- Multi-family property management
- Relationship building
- Supervision
- Decision-making
- Project planning
- Organizational skills
- New construction
- Knowledge of leasing and market conditions
- Computer skills
- Regulatory documentation
- Operational management
- Documentation compliance
- Strategic planning
- Risk management
- YARDI
- Process Development
- Budgeting Creation
- Variance Reports
- Reforecasting
- Policy and procedure processes

---

## EXPERIENCE

### FPI MANAGEMENT

Costa Mesa, CA

#### Executive Portfolio Manager

01/2010 to Current

Responsible for managing a group of Affordable assets; onsite employees, operations, compliance, building systems, and capital projects

Achievements:

Leased up a 70 unit complex in 3 days

Revitalized a distressed property -Received High scoring (91B) for REAC-

Obtained a Satisfactory MOR results for a formerly compliance challenged site

Consistent successful CTAC audits with zero/minimal file and physical findings for the entire Portfolio

Reduced vacancy on a PBV site from 35% to 4.57%

Consistent NOI performance at or above benchmark (>1%)

Successfully mentored staff members in their current positions leading to promotions

Promoted in 2018 to Executive Portfolio Manager

Contributed to company success through mentoring newly hired or promoted Portfolio Managers as part of my ongoing Executive Role

Participated in company Due Diligences and management takeover for new business

Assumed Lead for Covid 19 Company response and dissemination of information for Santa Barbara and San Luis Obispo Counties (2020)

### TRG CONSULTING

Napa, California

#### Senior Planner

06/2007 to 06/2009

Worked directly with principal in preparing responses to Requests for Proposals (RFP) for California juvenile detention facilities, and needs assessments other governmental agency offices.

Co authored the Shasta County grant application, ensuring that information was accurate prior to submission. (Shasta County- successfully awarded 15 million )

Attended community meetings in Mono County each week to answer questions, address complaints and explain procedures.

Conducted needs' assessments and proposed redesign plans to maximize work-space efficiency (Mono County)

Met with Mono County Board of Supervisors to review the Needs Assessment findings; Attended community meetings in Mono County each week to answer questions, address complaints and explain procedures.

---

## EDUCATION AND TRAINING

**CALBRE**

**MULTI FAMILY SPECIALIST (HUD CERTIFICATION) 2  
NHMA**

**CERTIFICATE OF OCCUPANCY SPECIALIST  
NHMA**

## **ATTACHMENT 10**

Application - Konstadinos Goulias

## Profile

Konstadinos

First Name

Goulis

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

Goleta

City

CA

State

Postal Code

Primary Phone

Alternate Phone

Employer

Job Title

Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

**Do you reside in the City of Goleta?**

☒ Yes ☐ No

Question applies to multiple boards

**If yes, number of years in the City of Goleta:**

8

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

**Are you a qualified elector?**

☒ Yes ☐ No

Question applies to multiple boards

**Are you currently serving on a City of Goleta Board, Commission or Committee?**

☐ Yes ☒ No

Question applies to multiple boards

**If your answer is yes, please specify.**

Question applies to multiple boards

**Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?**

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

---

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

In the past 5 years served as peer review expert of transportation plans and forecasting techniques in Southern California, Central Coast, Maricopa in Arizona, and a variety of national centers and boards.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

N/A

---

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

To help Goleta implement our plans in a way that benefit our residents today but also map a path to sustainable development.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

Ph.D. Civil Engineering - Major in Transportation and Minors in Stochastic Processes and Statistics. Department of Civil Engineering, University of California, Davis, September 1991. M.S.C.E. Civil Engineering - Major in Transportation Engineering. Department of Civil Engineering, The University of Michigan, Ann Arbor, Michigan, August 1987. Laurea, Civil Engineering (B.S. & M.S.C.E.), Università degli Studi della Calabria, Dipartimento di Pianificazione Territoriale (Territorial Planning Department), College of Civil Engineering, Cosenza, Italy, March 1986. Professor: University of California, Department of Geography, Santa Barbara, California (March 2004-present) Duties and responsibilities: Teaching graduate and undergraduate courses in Transportation Systems Planning and Analysis: Geog 111A/211A - Transportation Planning and Modeling; Geog 111B/211B - Transportation Modeling and Simulation; Geog 111C – Smart Green Cities; Geog 211C - Activity and Travel Behavior Analysis; GEOG 288KG - Seminar in the 4 T's in Life: Time-Use, Transportation, Technology, and Telecommunications; GEOG 210B - Analytical Methods in Geography II, Regression Methods & Spatial Statistics; GEOG 210C - Analytical Methods in Geography III, Geostatistics and Spatial Statistics; GEOG 5 – People, Place, and Environment: Introductory Human Geography; Freshman Seminar INT94TC – Self-Driving Cars and Green Futures; Freshman Seminar INT94TR – Smart Green Cities. Co-Founder and Director GeoTrans Laboratory: University of California, Department of Geography, Santa Barbara, California (July 2007-present) Research initiatives include: Transportation Planning and Modeling, Travel Demand Analysis, Economic and Behavioral Geography, Geographic Information Science, Applied Statistics and Econometrics, Microsimulation in Activity-based Analysis and Forecasting, Travel Behavior, Activity and Travel Survey Design, Transportation and Air Quality, Travel Demand Management, Congestion Management Systems, Traffic Analysis and Site Impacts, Telecommunications and Travel Behavior/Demand, Optimal Resource Allocation, and Road Transport Informatics/Intelligent Transportation Systems. Goulias has been the Principal Investigator of approximately \$6.5 millions of projects sponsored by regional, state, and federal sponsors from 2004 to 2020.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

Implement efficiently current plans, help Goleta develop strategic plans, meet the State requirements for affordable housing and jobs-housing balance, explore the possible implementation of advanced sustainable technologies.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

---

Developed the Long Range Plan of the State of Pennsylvania and served on a variety of commissions to implement mobile source emissions control and comparisons among different environmental mobile source pollution control strategies. Also served on planning peer review panels and expert groups guiding national projects on travel demand forecasting, and modeling/simulation of integrated land use transportation initiatives such as sustainable community strategies.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

I served on American Society of Civil Engineers, Institute of Transportation Engineers, Transportation Research Board of the national Academies.



Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

Implement Goleta existing plans and develop new strategic plans.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

By email from the City

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☒ Yes ☐ No

---

## Demographics

Question applies to multiple boards

All Demographic information is optional.

### Ethnicity

### Gender

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

## NOTES

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**KONSTADINOS (KOSTAS) G. GOULIAS**  
**[HTTPS://KGOULIAS.WEEBLY.COM](https://kgooulias.weebly.com)**

**EDUCATION**

- Ph.D. Civil Engineering - Major in Transportation and Minors in Stochastic Processes and Statistics. Department of Civil Engineering, University of California, Davis, September 1991. Dissertation: Long Term Forecasting with Dynamic Microsimulation. Advisor: Ryuichi Kitamura.
- M.S.C.E. Civil Engineering - Major in Transportation Engineering. Department of Civil Engineering, The University of Michigan, Ann Arbor, Michigan, August 1987. Advisor: Donald Cleveland.
- Laurea Civil Engineering (B.S. & M.S.C.E.), Università degli Studi della Calabria, Dipartimento di Pianificazione Territoriale (Territorial Planning Department), College of Civil Engineering, Cosenza, Italy, March 1986. Thesis: Econometric Models for the Forecast of Travel Demand: A Hierarchical Approach of Mode Choice (*In Italian*). Advisor: Demetrio C. Festa.

**EMPLOYMENT IN UNIVERSITIES (2004-PRESENT)**

**Professor:** University of California, Department of Geography, Santa Barbara, California (March 2004-present)

***Duties and responsibilities:*** Teaching graduate and undergraduate courses in Transportation Systems Planning and Analysis: Geog 111A/211A - Transportation Planning and Modeling; Geog 111B/211B - Transportation Modeling and Simulation; Geog 111C – Smart Green Cities; Geog 211C - Activity and Travel Behavior Analysis; GEOG 288KG - Seminar in the 4 T's in Life: Time-Use, Transportation, Technology, and Telecommunications; GEOG 210B - Analytical Methods in Geography II, Regression Methods & Spatial Statistics; GEOG 210C - Analytical Methods in Geography III, Geostatistics and Spatial Statistics; GEOG 5 – People, Place, and Environment: Introductory Human Geography; Freshman Seminar INT94TC – Self-Driving Cars and Green Futures; Freshman Seminar INT94TR – Smart Green Cities.

**Co-Founder and Director GeoTrans Laboratory:** University of California, Department of Geography, Santa Barbara, California (July 2007-present)

***Research initiatives include:*** Transportation Planning and Modeling, Travel Demand Analysis, Economic and Behavioral Geography, Geographic Information Science, Applied Statistics and Econometrics, Microsimulation in Activity-based Analysis and Forecasting, Travel Behavior, Activity and Travel Survey Design, Transportation and Air Quality, Travel Demand Management, Congestion

Management Systems, Traffic Analysis and Site Impacts, Telecommunications and Travel Behavior/Demand, Optimal Resource Allocation, and Road Transport Informatics/Intelligent Transportation Systems. Goulias has been the Principal Investigator of approximately \$6.5 millions of projects sponsored by regional, state, and federal sponsors from 2004 to 2020.

**Associate Director University of California Transportation Center (UCTC):** University of California, (2008-2018)

***Duties and responsibilities:*** Set the overall policy direction for the center and assure coordination with the major transportation research and education groups on the partner UC and CalState campuses. Prepare drafts of campus annual reports, coordinate projects, serve as contact for sponsors and press, provide announcements and related news items for the centers web page.





**Executive Committee Member and Campus Representative: University of California Center on Economic Competitiveness in Transportation (UC CONNECT):** University of California, (2013-2018)

***Duties and responsibilities:*** Same as UCTC above.


## EMPLOYMENT IN CONSULTANT COMPANIES AND PUBLIC AGENCIES

***Duties and responsibilities:*** Provide transportation engineering and planning consulting services to State/Federal agencies and International organizations and firms. Has worked in *Australia, Germany, Greece, Italy, Japan, the Netherlands, Portugal, Qatar, and the United States* developing new data collection and modeling techniques, simulation frameworks, and expert reviews of technologies and engineering practice and policies.

## BOOKS AND JOURNALS

	Transportation Systems Planning: Methods and Applications. This is an edited volume by K.G. Goulias in the CRC Press (Boca Raton, FL) series New Directions in Civil Engineering, 2003. The content is also available in electronic form at ENGnetBASE. Page count 456.
	Transport Science and Technology. This is an edited volume by K.G. Goulias with a selection of papers from the TRANSTEC Athens 2004 conference published by Emerald/Elsevier in 2006.
	Transportation Letters: The International Journal of Transportation Research is a quarterly journal that publishes high-quality review and min-review papers as well as major contributions to the state of the art in transportation research. 10 Issues per year on Traffic Engineering, Travel Behavior, Modeling and Simulation, Freight and Logistics. Journal Editors-in-Chief: K.G. Goulias and K. Mohammadian. Taylor & Francis. <u>Years: 2009-today.</u>
	Mapping the Travel Behavior Genome, 1st Edition. This is an edited volume by K. G. Goulias and A.W. Davis, Paperback ISBN: 9780128173404; eBook ISBN: 978012817341; published by Elsevier; Published Date: October 2019, Page Count: 732.

## CONFERENCE PROCEEDINGS

	Transtec Prague, Transport Science & Technology Congress, 13 - 15 September 2007: Proceedings of International Conference. This is an edited volume by M. Novak and K.G. Goulias. 594 pages. ISBN: 9788001037829
CEUP 2014	Civil Engineering and Urban Planning III. This is an edited volume by K. Mohammadian, K.G. Goulias, E. Cicek, J. Wang, and C. Maraveas. CRC Press. 520 pages. ISBN: 9781138001251

## PUBLICATIONS (20 OF 350)

1. Ravulaparthi, S., & Goulias, K. G. (2020). *Activity Time-Use Patterns and Experienced Satisfaction: Travel Behavioral Dynamics from the 2010–2013 American Time-Use Survey Data*. Oak Ridge National Lab.(ORNL), Oak Ridge, TN (United States).
2. Goulias, K.G. A. W. Davis, and E. C. McBride (2020). Chapter 1 - Introduction and the genome of travel behavior. In *Mapping the Travel Behavior Genome* (edited by Goulias K.G. and A.W. Davis), Elsevier, pp. 1-14. <https://doi.org/10.1016/B978-0-12-817340-4.00001-2>.
3. Davis A. W., A. Polydoropoulou, A. Stathopoulos, B. Farooq, C. R. Bhat, C. Antoniou, J. Zhang, K. G. Goulias, K. Mohammadian, M. Kamargianni, P. L. Mokhtarian, R. M. Pendyala, Y. Shiftan, (2020). Chapter 32 - Workshop summary and research themes. In *Mapping the Travel Behavior Genome* (edited by Goulias K.G. and A.W. Davis), pp. 635-673. Elsevier, <https://doi.org/10.1016/B978-0-12-817340-4.00032-2>
4. Davis, A. W., McBride, E. C., & Goulias, K. G. (2020). Chapter 6 - Environmental correlates of travel behavior from a destination attractiveness and activity timing perspectives. In *Mapping the Travel Behavior Genome* (edited by Goulias K.G. and A.W. Davis), pp. 83-102. Elsevier, <https://doi.org/10.1016/B978-0-12-817340-4.00006-1>
5. McBride, E. C., Davis, A. W., & Goulias, K. G. (2020). Chapter 19 - Sequence analysis of place-travel fragmentation in California. In *Mapping the Travel Behavior Genome* (edited by Goulias K.G. and A.W. Davis), pp. 371-398. Elsevier, <https://doi.org/10.1016/B978-0-12-817340-4.00019-X>
6. McBride, E. C., Davis, A. W., & Goulias, K. G. (2019). Fragmentation in Daily Schedule of Activities using Activity Sequences. *Transportation Research Record*, 2673(4), pp. 844-854. <https://doi.org/10.1177/0361198119837501>
7. Davis A.W., Lee J.H., McBride E.C., Ravulaparthi S., Goulias K.G. (2019) California Business Establishment Evolution and Transportation Provision. In *The Practice of Spatial Analysis* (edited by Briassoulis H., Kavroudakis D., Soualakellis N.), pp. 295-323. Springer, Cham. [https://doi.org/10.1007/978-3-319-89806-3\\_14](https://doi.org/10.1007/978-3-319-89806-3_14)
8. Lee, J. H., Davis, A., McBride, E., & Goulias, K. G. (2019). Statewide Comparison of Origin-Destination Matrices Between California Travel Model and Twitter. Paper (#18-00857) presented at the 97<sup>th</sup> Annual Transportation Research Board Meeting, January 7-11, 2018, Washington D.C., included in the TRB proceedings and published in *Mobility Patterns, Big Data and Transport Analytics* (pp. 201-228). Elsevier. <https://doi.org/10.1016/B978-0-12-812970-8.00009-9>

9. Davis A.W., E.C. McBride, K. Janowicz, R. Zhu, and K.G. Goulias (2018) Tour-based path analysis of long distance non-commute travel behavior in California. *Transportation Research Record: Journal of the Transportation Research Board*, Volume 2672 (49), pp. 1-11. <https://doi.org/10.1177/0361198118778926>
10. Davis, A. W., McBride, E. C., & Goulias, K. G. (2018). A latent class pattern recognition and data quality assessment of non-commute long-distance travel in California. *Transportation Research Record: Journal of the Transportation Research Board*, 2672(42), pp. 71-80. <https://doi.org/10.1177/0361198118787362>
11. McBride E.C., A.W. Davis, and K.G. Goulias (2018) A spatial latent profile analysis to classify land uses for population synthesis methods in travel demand forecasting. *Transportation Research Record: Journal of the Transportation Research Board*, Volume 2672 (49), pp. 158-170. <https://doi.org/10.1177/0361198118799168>
12. Lee J. H. and K.G. Goulias (2018) A decade of dynamics of residential location, car ownership, activity, travel and land use in the Seattle metropolitan region. *Transportation Research Procedia: Papers selected for the 22<sup>nd</sup> International Symposium on Transportation and Traffic Theory, Chicago, Illinois, USA, July 24-26, 2017. Pages 420-439*. Subsequently published in *Transportation Research Part A: Policy and Practice*, 114, pp. 272-287. <https://doi.org/10.1016/j.tra.2018.01.029>
13. Lee J. H. and K. G. Goulias (2017) Companionship and time investment in social fields at different life cycle stages: Implications for activity and travel modeling and simulation. Paper presented in Frontiers in Transportation 2015 workshop, Beaumont Estate, Windsor, July 24, 2015, and published in *Research in Transportation Economics*, 68, pp. 18-28. <https://doi.org/10.1016/j.retrec.2017.01.003>
14. Lee J.H. A.W. Davis, S.Y. Yoon, and K.G. Goulias (2017) Exploring Daily Rhythms of Interpersonal Contacts: Time of day dynamics of human interactions using latent class cluster analysis. *Transportation Research Record: Journal of the Transportation Research Board*, Volume 2666 (1), pp.58-68. <https://doi.org/10.3141/2666-07>
15. McBride E., A.W. Davis, J.H. Lee, and K.G. Goulias (2017) Incorporating Land Use in Synthetic Population Generation Methods and Transfer of Behavioral Data. *Transportation Research Record: Journal of the Transportation Research Board - No. 2668*, pp. 11-20. DOI 10.3141/2668-02.
16. Ravulaparthi S. , K.C. Konduri, and K.G. Goulias (2017) Exploring the role of activity time-use frontiers on emotional well-being: an evidence from disability and use of time survey. *Transportation Research Record: Journal of the Transportation Research Board – No. 2669*, pp 80-90. DOI: 10.3141/2665-10.
17. Lee J., Davis A. W., and K. G. Goulias (2017) Triggers of Behavioral Change: Longitudinal Analysis of Travel Behavior, Household Composition and Spatial Characteristics of the Residence. *Journal of Choice Modelling*, Volume 24, pp 4-21.
18. Lee J.H. A.W. Davis, E. McBride, and K.G. Goulias (2017) Exploring Social Media Data for Travel Demand Analysis: A comparison of Twitter, household travel survey and synthetic population data in California, Paper presented at the 96th Annual Meeting of the Transportation Research Board, Washington, D.C., January 8-12, 2017. In *TRB Compendium of Papers*.

19. Ravulaparthi S. and K.G. Goulias (2016) Fundamental Linkages Between Activity Time-Use and Subjective Well-Being for Elderly Population: A Joint Exploratory Analysis Framework for In-Home and Out-Of-Home Activities. *Transportation Research Record: Journal of the Transportation Research Board*, No. 2566, pp. 31-40. DOI: 10.3141/2566-04.
20. Ravulaparthi S. and K.G. Goulias (2016) Exploring the Role of Location in Dynamics of Birth and Death of Business Establishments: Case Study Analysis of Santa Barbara County, California. *Transportation Research Record: Journal of the Transportation Research Board*, No. 2564, pp. 106–117. DOI: 10.3141/2564-1.

## NARRATIVE STATEMENT

I was born in Athens, Greece, where I also completed my pre-university studies. I continued my studies at the University of Calabria in Italy graduating with a Laurea in Engineering degree (5 years with a thesis) with specialty in Civil Engineering and in Territorial Planning. My thesis, in Italian, supervised by Demetrio Festa, involved the creation, testing, and application of an algorithm for maximum likelihood estimation of Multinomial Logit models for mode choice. I then continued my research with a post-graduate scholarship named integrated study (corso integrativo) at the University of Calabria to develop a mode choice model for the City of Cosenza, Italy. Subsequently (August 1986 to August 1987) I received an MSCE from the University of Michigan, Department of Civil Engineering, concentrating on traffic engineering, highway design, and probabilistic models for civil infrastructure systems. Between August 1987 and August 1991, I completed my Ph.D. at the University of California, Davis, with a brief visit to University of California, Irvine, and two brief visits in the Netherlands at the Bureau Goudapel Coffeng, Deventer in projects funded by the Rijkswaterstaat (Dutch Ministry of Infrastructure and the Environment). In my dissertation, supervised by Ryuichi Kitamura, I created a demographic and travel demand micro-simulator (MIDAS) for the Netherlands that was funded by the Rijkswaterstaat and the University of California Transportation Center in 1990 and 1991. During this period I also worked on a variety of projects including telecommuting studies, panel/longitudinal survey design and analysis, dynamic econometric modeling, and freight simulation models.

My faculty member career started at Penn State University in the Fall of 1991 as an *assistant professor*, was promoted to *associate professor* in July 1997, became director of a research program at the Pennsylvania Transportation Institute in 1997 and director of a center for excellence in Intelligent Transportation Systems in 1997. I achieved the rank of *full professor* in July 2002 and became *director* of the Mid-Atlantic Universities Transportation Center in September 2002. In March 2004, I joined the faculty at the Department of Geography of the University of California at Santa Barbara (UCSB) where with professor Rick Church we developed the GeoTrans laboratory dedicated to transportation modeling and simulation. In my first few years, I developed estimation methods and computer code for data analysis and simulation systems for nationwide demographic and travel demand forecasting. These systems use dynamic econometric models of traveler behavior and microanalytic stochastic simulation methods. At Penn State and at UCSB, my primary research interests are in the area of quantitative transportation planning.

My research program aims at two objectives that are to understand the dynamics of human behavior and use this understanding to build behavioral models for policy analysis. The outcomes of my research are

new conceptual frameworks, new data collection methods and new data analysis methods. With my students and collaborators we also create large scale microsimulation models for policy analysis and decision making. In the past 14 years we transformed these applications to become more behaviorally realistic. Their domain is mostly for transportation policy questions about land use changes and their impact on transportation and the environment, provision of accessibility and mobility and their relationship to equity and sustainability, and optimal resource allocation of public and private investments. Below is a summary of the different research areas that define my research.

In the **dynamics of traveler behavior** area I used the first U.S. general purpose transportation panel survey (i.e., repeated interviews of the same individuals over time) data set and designed new demand forecasting tools. I created a research stream called Longitudinal Integrated Forecasting Environment (LIFE) with a variety of projects funded by the Puget Sound Regional Council, Federal Highway Administration (U.S. Department of Transportation), the Mid-Atlantic Universities Transportation Center, the Center for Intelligent Transportation Systems, the Fulbright foundation, the University of California Transportation Center, and the UC Office of the President. In this effort, models of panel attrition, relocation, activity participation, and household time allocation are developed to explain and predict the dynamics of human behavior. A key product in this area is DEMOS (based on earlier work in my dissertation called MIDAS), which is a stochastic microsimulation model system for demographic forecasting linked to a set of dynamic econometric models for travel demand forecasting. This work continued in a 2009-2010 UCTC project with title *Forecasting with Dynamic Microsimulation: Design, Implementation, and Demonstration* in which a new version of DEMOS is linked to land use modeling in California and leads to a Ph.D. dissertation by Pamela Dalal on behavioral leads and lags and their correlation to accessibility (Dalal also received a UCTC dissertation fellowship for this work). Moreover, ideas from this work are used in a SCAG sponsored project called *Household Evolution*.

Another product in this area is a research project that provided funding for Ondrej Pribyl's dissertation in which using soft computing applications for travel behavior and methods for data clustering, modeling within household interactions in time allocation, a software for forecasting by stochastic microsimulation was created. Ondrej's work demonstrated the need to consider intra-household interactions in developing model systems for forecasting. His work earned him professorship position at the Czech Technical University in Prague in the Department of Applied Mathematics. At UCSB this work continued with Seo Youn Yoon's dissertation work on *Spatio-temporal Dynamics of Travel Behavior* and the our more recent work on residential location, car ownership, and travel behavior that also accounts for attitudes with Jay Lee, Adam Davis, and Elizabeth McBride.

In the **computerized decision making tools** direction (supported by eight projects and funded by the Centre Regional Planning Commission, the Pennsylvania Department of Transportation, the Pennsylvania Legislature's Low Emissions Vehicle Commission, and the U.S. Department of Transportation) my colleagues and I created methods that simulate impacts on and from the transportation system. This work produced a variety of decision support methods and systems for transportation planning agencies at the local (regions), the state, national, and international levels. One early key product in 1995-97 is Access Management Impact Simulation (AMIS), which identifies local and regional impacts of new developments using Geographic Information Systems and a combination of regional with local traffic simulation tools. This work also supported Jin-Hyuk Chang's dissertation, which he continues as a Professor at Yonsei University in Seoul, South Korea.



My research in this area also motivated a significant component of a large project for PennDOT that is the performance-based statewide long range transportation plan in Pennsylvania (PennPlan) and its monitoring component to address a wide range of issues including technology market penetration, land use planning, safety, and economic development. I also designed and implemented a regional simulation model system for Centre County, PA, called CentreSIM, which included a new survey design and implementation as well as an activity-based model development. This work was also the foundation of a feasibility study of an activity-based travel demand forecasting system designed for the Southern California Association of Governments (SCAG). This effort motivated a collaboration with Professors Chandra Bhat (UT Austin) and Ram Pendyala (ASU) for the SCAG region to create SimAGENT, a large scale application of an activity-based microsimulation model for 2020 and 2035.

In a parallel track this research continued with the work of my former Ph.D. student Kriste Henson at Los Alamos National Laboratories for her dissertation using the entire US (48 continuous states) as a case study to build *Generic Cities for Homeland Security* using many layers of data that have never been pooled together. Kriste is already recognized for her pioneering work with two UCTC dissertation awards and a substantial Eisenhower fellowship award.

In a new research direction we started analyzing business establishment data with Srinath Ravulaparthi to identify the determinants of birth, death, and relocations of businesses as well as their efficiency in converting inputs to outputs and its relationship to significant life cycle events of firms including location. Based on this work we recently completed a study for Caltrans on business establishment survival and success for the entire State of California and showed the importance of public transportation for business establishments.

In the area of **sustainable and green transportation** I have been involved in non-motorized transportation research, design of hybrid-electric vehicles, and air pollution control program evaluation. Key products in this area include the evaluation of the California Low Emission Vehicle program for the Pennsylvania's LEV commission, assessment of the IndiMark program in Western Australia and in Queensland, and market analysis for the Portuguese government in developing a factory of hybrid-electric vehicles in Lisbon. Lessons learned from this area are used directly in the new SCAG activity model that will use the newly created MOVES and EMFAC2011 models to estimate emissions for air pollutants and Greenhouse Gases. Work and experience in this area also motivates the creation of the *TRANSTEC* series of conferences and a new research direction in aviation (see below).

In the period 2009-2012 we developed with Professor Amalia Polydoropoulou of the University of the Aegean a real-life experiment with data collection and modeling-simulation of travel behavior in the Islands of Chios and Lesbos in Greece. In this project, called GreTIA-Green Transportation in Island Areas and funded by the European Union, quantitative indicators of economic development, social impacts, and environmental impacts are estimated and a simulation system is produced to assess the market penetration of (electric) power assisted bicycles and electric cars used by residents and tourists. We continued this work with Adam Davis studying the spatio-temporal distribution of the bikeshare system in San Francisco, CA.

In the area of **human environment relations** I am developing with my colleagues at UCSB new approaches to relate space, place, and travel behavior from multiple viewpoints. Active transportation, traveling accompanied by physical activity to benefit personal health, is one key direction in this area.

This research was developed predominantly with Shaunna Burbidge, my first MA and PhD graduate student at UCSB, that also completed her PhD project in Salt Lake City, UTAH, on assessing the impact of providing active transportation infrastructure improvements using a before-after setting. Shaunna's work was recognized during her studies at UCSB by UCTC dissertation awards, an Eisenhower fellowship, and after graduation by a variety of paper awards by other organizations.

With opportunity expertise in our department, this area of research is also evolving in a technology-aided area using geospatial technologies, visualization, and computation aided by data that contain rich spatial and temporal information. In this context, I co-organized with other colleagues at UCSB a workshop funded by the Federal Highway Administration to define research projects that will help us advance a new vision in this arena. Emerging from this with Kate Deutsch we designed a new data collection technique to measure sense of place and correlate it to travel behavior indicators such as destination choice, departure time, and mode choice. Kate in her MA thesis demonstrated the feasibility of these ideas and won a 2009 best transport geography thesis award by AAG. Kate also received a major Eisenhower fellowship for 2009-2010 and the Brython Davis Endowment Graduate Fellowship for 2009-2010 as well as the Presidents fellowship to continue this line of work in her dissertation research by collecting data based on spatial cognition theories merged with activity and travel behavior theories. This work continued recently by Adam Davis in his MA thesis using more sophisticated modeling techniques that account for spatial correlation and the cross-classified nature of the data.

From another viewpoint, with Dr. Abreu from the Technical University in Lisbon we created a multi-country comparative study on land use, residential location, job location, and travel behavior. This work continues with collaborations in Canada (building a model for Montreal with Catherine Morency of Ecole Polytechnique) and the US (in Seattle and Los Angeles). In addition, in a California statewide study with Seo Youn Yoon and Tom Golob (UC Irvine) we tested many hypotheses on the relationships among land use, residential location, infrastructure provision, and activity/travel behavior. In this research area but in the developing world with Pam Dalal we also completed a study on transportation expenditures, education/literacy, and residential location in Sylhet, Bangladesh. Findings in this area inform many of the elements in the second year of the SCAG large scale simulation model mentioned above.

In the area of **human interactions** my colleagues and I collected data on activity participation and travel to identify the underlying motivation for the interacting behavior of humans in their every-day life. This helped us explore issues of altruistic and self-serving behavior as well as reciprocity in time allocation and travel. In parallel, using existing data we developed models of human interactions using multilevel multivariate dynamic models to decompose behavioral variance in its multiple hierarchical components. To support this, with Seo Youn Yoon we created explicit functions of this interactive behavior in households accounting for the environment experienced by people in their everyday life viewed as agents that engage in bargaining behavior. This is a major developing emphasis of model building at UCSB with funding from the UC Office of the President and we plan to use the new model systems in the new activity-based model for SCAG bringing together findings from all five research directions above in an applied research project setting. Seo Youn's progress in this area was also rewarded with an Eisenhower fellowship, a UCTC dissertation fellowship, and in the 2009-2010 academic year the UCSB Graduate Division Dissertation Fellowship. Using a sophisticated modeling technique we developed daily rhythms of activity participation based on data about with whom and for whom activities were completed discovering the importance of detail in human interactions to explain travel behavior.

In the area of **optimal allocation of resources** I co-developed with two colleagues from Bangladesh a Data Envelopment Analysis (DEA) tool to estimate the effect of transportation on economic development and the possible lagged effects of public investments. In this direction with my former Ph.D. student Saiyid Sikhder we developed a comprehensive and longitudinal approach for optimal allocation of resources. Saiyid continued in this area of research as the Chief of the Physical Infrastructure Division of the Planning Commission of Bangladesh. In this area we also completed a project in a joint partnership with UC Irvine that I directed and was funded by the California Department of Transportation through the PATH program extending the methodology to social welfare of transportation investments using stochastic frontiers and fractal-based methods of social equity. Key product in this area is a new method using GIS to assess efficiency and inequality in allocating resources and a series of methods to compute statewide accessibility measures using existing databases. In this area with Srinath Ravulaparthi we are developing a new method to assess firm technical efficiency and propensity to relocate and correlate these with network topology and geometry.

Recognizing the importance of **air travel and operations** in decreasing Greenhouse Gas (GHG) emissions with Nate Isbell (finished his MA and continues in the PhD program at UCSB) we developed an assessment tool of the hub-and-spoke aviation operations. The tool shows that strategically selected direct point to point flights decrease substantially GHG emissions and travel time. We are expanding this research with Nate to study the interaction between air and land operations in different contexts and to develop comprehensive impact assessment models that can be used in regional and statewide simulations. Nate is also recognized for this research with an Eisenhower fellowship and he continues with funding from the UC MRPI sustainable transportation grant developing a new concept of surface access to airports with a case study of LAX.

In the area of **information, telecommunications and transportation** and within a subfield known as **Intelligent Transportation Systems (ITS)** area my colleagues and I studied the interaction between information, telecommunications, technologies, and transportation systems. In this area I developed a new method for the design of ITS, which is based on contextual theories of human behavior and methods to evaluate the effectiveness of operational systems. Key products in this area include the independent evaluations for the Pennsylvania Turnpike commission of its Advanced Traveler Information System and a series of evaluations for the Pennsylvania Department of Transportation. With my collaborators we also developed a variety of models about awareness and use of information by different types of travelers. In addition, with graduate students we developed conceptual frameworks and models of the **Information and Communications Technologies (ICT)** impacts on transportation for passenger and freight travel. Key products in this area include a framework for studying grocery teleshopping with my former student John Marker and a series of papers analyzing the effects of mobile technologies on travel behavior of individuals and their households. Another important accomplishment in this area is the work we completed with Tae-Gyu Kim on telecommunications and travel behavior using the Puget Sound Transportation Panel. Tae-Gyu in his dissertation employed a variety of econometric methods and structural equations models to study different aspects of the dynamic relationship between ICT and travel. He is now the Model Research and Development Supervisor of the North Carolina Department of Transportation.

In a relatively new area of transportation research we use concepts from **subjective well-being (SWB - people's emotional responses, domain satisfactions, and global judgments of life satisfaction)** to understand travel behavior. SWB can be separated into an affective component (the presence of positive

affect and the absence of negative affect in a specific action) and a cognitive component (information-based appraisal of a person's discrepancies between expectations and experience). In the context of time-use, activity participation, and travel with graduate students and collaborators we began analyzing time use data and started development of new data collection methods in the US (Kate Deutsch dissertation on cognitive and affective) and Greece (GreTIA project on affective). Some early findings using national time use data were presented with Ravulaparthi at the IATBR conference in Toronto in the Summer 2012 and later at January 2013 TRB Annual Meeting, in Montreal in May 2013, in a short course at the University of the Aegean in June 2013, and a seminar at KRIHS in Seoul, Korea, in August 2013. We continue this with Jay Lee studying the dynamics and relationships between SWB and SOP of UCSB students. All these ideas are used to assess Smart city initiatives for which we are developing new metrics. In parallel, in GeoTrans we are developing new techniques that can assess subjective well being by harvesting social media data. Jae Hyun Lee's work in this area is of fundamental importance demonstrating the full value of Tweeter data as a tool to complement traditional household surveys and large scale statewide travel demand forecasting models.

## TEACHING & TRAINING

All my undergraduate and graduate courses are heavily based on the research directions above. During the past twelve years I focused on modifying the material of courses from a Civil Engineering curriculum to fit the UCSB Geography curriculum, developed new courses tailored to Geography, strengthened the graduate program in transportation at UCSB by creating a new Ph.D. emphasis in transportation, taught a lower level undergraduate course (Geography 5), and supported our mandatory quantitative Geography graduate curriculum (Geography 210B and 210C).

At the undergraduate level I also supervised many individual studies courses (199 & 199RA) designed by the students in the form of open ended projects on sustainable transportation, which was also expanded to include other areas such as sustainable tourism, GIS applications, and data collection techniques. My role was to provide oversight, information about sources of information, and guidance in developing objectives, doing research, delivering final products, and grading. The overall scope of these courses is **actions for sustainable development**, which is a key activity housed in our department. In 2016 and 2017 I am also designing with Adam Davis and Elizabeth McBride two freshman seminars on wireless cars and sustainable transportation.

At the graduate level I also supervised a variety of individual studies courses in which students work on small research projects involving hands-on experience with data analysis, findings interpretation, and writing of project reports. These experiences are designed to give them the opportunity to write research proposals and papers and give professional presentations at national and international research meetings. In fact, many research awards they received (e.g., Eisenhower fellowships for Shaunna Burbidge, Kriste Henson, Seo Youn Yoon, Kate Deutsch, and Nate Isbell) are the direct result of this activity. I am also involved in international graduate education at the University of Calabria (Italy), the University of the Aegean (Greece), and here at GeoTrans hosting undergraduate and post-graduate students from ENTPE (France), Mediterranean University of Reggio Calabria (Italy), and University of Calabria (Italy). I also host researchers from Portugal (Instituto Superior Tecnico), Polytechnic of Madrid (Spain), Liaoning Normal University (China), and Shanghai Maritime University (China) as visiting scholars collaborating in joint research projects.

## SERVICE

My service spans a wide spectrum of activity that includes serving on editorial advisory boards of prestigious journals and establishing a new international journal, supporting and chairing international and national conferences and annual meetings, serving on peer review panels and chairing expert task groups and councils, reviewing and appraising research proposals and dissertations, and chairing and serving on a variety of UC systemwide, UCSB campus based, and departmental committees, councils, and boards. In addition, at PennState I also served on a variety of administrative functions directing programs and centers that continued at UCSB as co-director of Geotrans and associate director of UCTC as well as campus director for the MRPI on sustainable transportation. Below I am describing four accomplishments in service that represent my contributions in this area.

I was fortunate and proud to have the opportunity to collaborate with many colleagues in the US and abroad co-organizing many conferences and workshops. The most time consuming but also rewarding involvement for me was an international conference of 80 presentations and 150 participants. I organized and managed all the activities leading to the *Transportation Science and Technology Congress (TRANSTEC)* to coincide with the Athens 2004 Olympics. The conference was sponsored by US and European organizations and companies and was tremendously successful bringing together specialists that are usually isolated from each other. I also edited a 30 chapter book for Elsevier published in 2006 that contains papers from this conference. Subsequently in collaboration with colleagues at the Technical University of Prague we organized *TRANSTEC 2007* (<http://filip.fd.cvut.cz/transtec/>) and with colleagues from the UK and India organized the *TRANSTEC 2010* in New Delhi. I also served as member of the Local Organization Committee and track leader for freight models of the 11<sup>th</sup> *World Conference on Transportation Research* Berkeley, USA, 24-28 June 2007 (<http://www.wctrs.org/>) and continue to contribute in a supporting role many other international and national transportation conferences and annual meetings (by the Transportation Research Board and International Association for Travel Behaviour Research).

A second area of heavy involvement and accomplishment is the committee work at the Transportation Research Board (TRB) and the National Research Council (NRC) of the National Academies in which I am active in the past 30 years. Most visible has been my chairmanship of **Committee on Traveler Behavior and Values** and one of its subcommittees on **Activity Analysis** and the subsequent creation and chairmanship of the **Task Force on Moving Activity-based Approaches to Practice**. In parallel, I also actively participated in all the TRB annual meetings since 1989 by organizing sessions, reviewing papers, and presenting papers of my own research. In 2008-2009, I also served as chair of the **SHRP2 Expert Task Group** to write a request for proposals of a new research program (C10) and served on many National Research Council committees reviewing research and organizing workshops including two conference organizing committees this year. All this activity earned me the unique honor to be elected by my peers as an **Emeritus Member of Committee on Traveler Behavior and Values in 2009**.

My third accomplishment in service is the creation of **Transportation Letters** in 2008 with Kouros Mohammadian from University of Illinois at Chicago. This is a quarterly peer reviewed **International Journal of Transportation Research** that publishes high-quality review and min-review papers as well as major contributions to the state of the art in transportation research. The focus of *Transportation Letters* is on analytical and empirical findings, methodological papers, and theoretical and conceptual insights across all areas of research in transportation. The first fourteen issues of the journal are available

in both print and electronic versions. The main topics and subject areas covered in the journal include, but are not limited to, state-of-the-art research in transportation policy analysis and planning, system design, operations, management, maintenance and rehabilitation, as well as modeling and simulation, choice and other decision making models, behavioral and attitudinal analysis, and human factors and cognition. In 2016 the journal was moved to Taylor and Francis (<http://www.tandfonline.com/toc/ytrl20/current>).

My fourth accomplishment in service is in **shared governance** at UCSB. From 2005 to 2008 I served as the **chair** of the Parking Ratepayers Board. In that period we navigated through a crisis and successfully attracted a new director and managed a budget of approximately \$5 million per year with success. For three years I also served as the **vice-chair** of the UCSB Senate Council of Faculty Issues and Awards, which also includes chairing the committee on teaching awards. I am also the UCSB **representative** to the UC systemwide committee called University of California Faculty Welfare committee. The task of the council and committee is to meet monthly and review many policies and to develop faculty positions about these policies (e.g., retirement programs, faculty salary, reforms of the office of the president, budget crisis, revisions to academic manuals) as well as provide communication between the systemwide activities and UCSB. Although these service commitments are time consuming, they gave me an opportunity to contribute to the very important approach to shared governance at UC. I also participated in the Graduate, Computers, Colloquium, and Diversity committees of the Department of Geography and as **representative** on the Senate Faculty legislature for two years. In 2013-14 and 2014-15 I served as **member** of the Committee on Academic Personnel that reviews and judges all recruitments, retentions, exceptions from open recruitment, and merit advancements and promotions (on average every 3-years every faculty member is reviewed in the UC-system) at UCSB and the committee reviews approximately 300 cases per year. In 2016-17 and 2017-18 I served on the Council of Planning and Budget and now serving on the Graduate Council. I also served on a variety of committees within the Department of Geography including the Graduate, Colloquium, and Computing and Information Systems.

**ATTACHMENT 11**

Application - Sam Ramirez

Profile

Sam Ramirez  
First Name Middle Initial Last Name

[Redacted]  
Email Address

[Redacted]  
Street Address

[Redacted]  
Suite or Apt

Goleta  
City

CA  
State

[Redacted]  
Postal Code

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

[Redacted]  
Employer

[Redacted]  
Job Title

[Redacted]  
Occupation

Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

Do you reside in the City of Goleta?

☒ Yes ☐ No

Question applies to multiple boards

If yes, number of years in the City of Goleta:

3

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

Are you a qualified elector?

☒ Yes ☐ No

Question applies to multiple boards

Are you currently serving on a City of Goleta Board, Commission or Committee?

☐ Yes ☒ No

Question applies to multiple boards

If your answer is yes, please specify.

Question applies to multiple boards

Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

☒ Yes ☐ No



Question applies to multiple boards

**If yes, please specify.**

---

Human Resources for the City of Santa Barbara

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

I have served on the Housing, Community, and Economic Development Policy Committee through the League of California Cities. I have also served on the Kern Council of Government Board of Directors (KernCOG), which is a Metropolitan and Regional Transportation Planning Committee. I have also previously served on a Planning Commission in Delano, CA.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

N/A

---

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

I have chosen to raise my family here in Goleta. My family and I bought our first home here in Goleta. I would like to help shape our community in ways that continue to keep true to Goleta being The Goodland. I understand how the decisions made on commissions, boards, and committees impact all of us in a meaningful way and I think I can add value to these decisions.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

I studied Government in College, which gave me the ability to further dive into research. Throughout my career, I have been involved in problem solving. To do this, I begin with listening, then thinking/analyzing, and then making a decision. I have also attended Harvard's Kennedy School of Government Executive Education on State and Local Leadership which was a great reminder on the impact that local decisions can have on our lives. I have also worked for the California State Assembly and often attended local planning meetings on issues of water, housing, and transportation.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

---

My goal is to add value to discussions and decisions taking place on the Planning Commission.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

---

I have previously worked and coached at the Carpinteria Boys and Girls Club. I have previously coached Cross Country and Track at the High School level.

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

---

A member of International Management Association (ICMA).

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

---

As the name implies, the role of the planning commission is to plan. This planning takes place with discussions with the community, the City Council, on issues and policies related to planning, land use regulation, and community development.

---

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

---

City Website.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

---

☒ Yes ☐ No

---

## Demographics

Question applies to multiple boards

All Demographic information is optional.

**Ethnicity**

---

**Gender**

---

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

---

Question applies to multiple boards

**NOTES**

ALL INFORMATION , EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEBPAGE.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RE-SUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (805) 961-7505.

**ATTACHMENT 12**

Application - Lindsay Mann

## Profile

Lindsay K. Mann  
First Name Middle Initial Last Name

[Redacted]  
Email Address

[Redacted]  
Street Address

[Redacted]  
Suite or Apt

Goleta  
City

CA  
State

[Redacted]  
Postal Code

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

[Redacted]  
Employer

[Redacted]  
Job Title

[Redacted]  
Occupation

## Which Boards would you like to apply for?

Planning Commission: Submitted

Question applies to multiple boards

### Do you reside in the City of Goleta?

☒ Yes ☐ No

Question applies to multiple boards

### If yes, number of years in the City of Goleta:

15 - 14 growing up, 1 as retiree

Question applies to Planning Commission, Mosquito and Vector Management District of Santa Barbara County

### Are you a qualified elector?

☒ Yes ☐ No

Question applies to multiple boards

### Are you currently serving on a City of Goleta Board, Commission or Committee?

☐ Yes ☒ No

Question applies to multiple boards

### If your answer is yes, please specify.

Question applies to multiple boards

### Do you currently serve in any governmental position for any agency of government, whether as an employee, or appointed official or elected official?

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please specify.**

---

Question applies to multiple boards

**Specify your current or prior service on various boards, commissions or committees:**

---

None.

Question applies to multiple boards

**Board Members/Commissioners are required to attend meetings on a regular basis. If appointed, will you be able to attend meetings regularly and devote the time necessary to fulfill your duties as a member?**

---

☒ Yes ☐ No

Question applies to multiple boards

**Do you or immediate family members have any relationship (professional, financial, other) that may present a potential conflict of interest for this board, committee or commission?**

---

☐ Yes ☒ No

Question applies to multiple boards

**If yes, please explain.**

---

None.

---

## Interests & Experiences

Question applies to multiple boards

**Why are you interested in serving on a board, commission or committee?**

---

I would like to ensure that Goleta's future development is guided by policies that will ensure a high quality and sustainable community.

Question applies to multiple boards

**Describe your qualifications, experience, and education, and list any technical or professional requirements you have relative to the duties of the board, commission or committee to which you are applying.**

---

I have a master's degree in public administration and have served for 37 years in hospital administration, 16 of which, I served as CEO. In my capacities, I have engaged on behalf of the healthcare system and through my work with the Chamber of Commerce in numerous planning processes which have engaged the planning commission and city council. For 4 years I served as the chair of the government relationships committee of the Chamber of Commerce in Visalia, California and in this capacity evaluated and commented on various governmental initiatives that impacted the quality of life and business climate of Visalia.

Question applies to multiple boards

**What are your goals in serving on the board, commission, or committee to which you are applying?**

To work collaboratively with other commissioners, planning staff in evaluating proposed policies and specific application of those policies towards recommending decisions that meet the objectives of the general plan. To participate in the development and implementation of the general plan.

Question applies to multiple boards

**What civic and/or volunteer activities have you participated in? You may include past or present activities.**

Member of the Kiwanis and Rotary Clubs, served as the chair of the local government committee of the Visalia Chamber of Commerce, and also president for one year. Extensively involved as a leader and youth leader in my church. I recently concluded three years (July, 2020) completing serving for my church as a volunteer mission president in Mexico City. (I am bi-lingual).

Question applies to multiple boards

**Have you obtained any memberships in professional organizations?**

Membership in the American College of Healthcare Executives (fellow), Association of California Healthcare Districts, California Hospital Association.

Question applies to Planning Commission

**What do you believe to be the role of the Planning Commission.**

To participate in the development of the general plan and to ensure that developments and projects under consideration are consistent with that plan. To work effectively with other commissioners, city council and planning staff in carrying out my responsibilities. To provide an independent perspective, but to participate in a collaborative manner in planning commission affairs.

Upload a Resume

Question applies to multiple boards

**How did you hear about the position?**

From the Monarch Press.

Question applies to multiple boards

**Have you attended meeting(s) or viewed meetings on the City's website (<http://www.cityofgoleta.org/i-want-to/news-and-updates/government-meeting-agendas-and-videos>) for the board, commission, or committee for which you are applying?**

☐ Yes ☒ No

---

**Demographics**

Question applies to multiple boards

All Demographic information is optional.

## Ethnicity

---

## Gender

---

Date of Birth

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**File a Statement of Economic Interest (Form 700)**

☒ I Agree

Question applies to multiple boards

**Please Agree with the Following Statement**

---

**Completion of the Code of Ethics and AB1234 Ethics Training:**

☒ I Agree

---

Question applies to multiple boards

## NOTES

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Lindsay K. Mann

Education: Kellogg Elementary, Goleta Valley Junior High, Dos Pueblos High School  
Santa Barbara City College

Brigham Young University: Bachelors in International Relations, Masters of Public  
Administration (emphasis Healthcare Administration)

Work:

37 years, Kaweah Delta Healthcare District (1981-2017). Various administrative positions. 16  
years as CEO.

Volunteer: President, Visalia Chamber of Commerce

4 years, chair of Visalia Chamber of Commerce Local Government Committee.

Two years in Argentina as a missionary for our church (1975-1977)

Mission President, Mexico City, (2017-2020)

Member, Rotary Club

Member, Kiwanis

Professional Associations: Fellow, American College of Healthcare Executives  
Member, Association of California

Healthcare Executives

Board Member, California Hospital Association

Interest and Hobbies: Running, Cycling, Hiking, Woodworking

Other: I am bilingual - speak Spanish fluently.  
My health is excellent