



FAIRFAX TOWN COUNCIL MEETING

STAFF REPORT

MEETING DATE	August 6, 2025
PREPARED FOR	Mayor and Town Council
PREPARED BY	Bryn McKillop, Associate Planner Jeffrey Beiswenger, Planning & Building Services Director
SUBJECT	Rescind Resolution 25-15 and Adopt a replacement Resolution Forming the Bicycle and Pedestrian Advisory Committee with Expanded Membership; and Consider Appointments.

RECOMMENDATION

Staff recommend Town Council Rescind Resolution 25-15 and Adopt a replacement Resolution Forming the Bicycle and Pedestrian Advisory Committee with Expanded Membership; and Consider Appointments.

BACKGROUND

As stated in Resolution 25-15 adopted on May 21, 2025, the Bicycle and Pedestrian Advisory Committee (BPAC) has been formed to assist in the development of the Town's update to its Bicycle and Pedestrian Master Plan. Following Town Council discussion at the June 4, 2025 council meeting, staff were directed to consider expanding the committee membership to include additional members and alternates. The proposed resolution is attached.

The Town has received grant funds through the Transportation Authority of Marin (TAM) which will be used to hire a qualified consultant to help with the preparation of the Master Plan by working with the BPAC and Town Staff. Through the BPAC, the Town will provide a public forum for resident input on bicycle and pedestrian issues, while providing guidance to elected officials and staff on the Master Plan's content. All BPAC meetings will be noticed, open, and public and in compliance with the Brown Act, Gov. Code Section 54950 et seq.

DISCUSSION

Under the proposed resolution the BPAC membership will consist of five members with two non-voting alternates, to be appointed by the Town Council. To qualify, as stated in the approval resolution, applicants must reside in the Town's jurisdictional boundaries.

Upon review of the 11 eligible applications, staff advise the Council to select five candidates to serve on the committee. Choosing five members rather than a larger number allows for quicker decision-making, clearer communication, and a higher level of engagement amongst all members. The Resolution forming the BPAC allows the Council to select up to seven members.

Town staff identified a group of individuals with relevant expertise and experience, while also considering the benefits of selecting varied perspectives and interests. From the applicant pool, the Town selected parents, age-friendly residents, pedestrian advocates, cycling enthusiasts, and those who utilize emerging technologies (e-bikes, for example) to serve on the BPAC. The staff's BPAC selections are as follows in alphabetical order:

Applicant	Recommendation Reasoning
Erick Betancourt	Erick volunteers locally with Safe Routes to School and emphasized improving the Town's bicycling culture as his vision for Fairfax. Erick will bring experience with a local organization, youth, and bicycling planning to the committee discussions.
Ian Walton	Ian can provide a perspective on using a cargo bike in Town and being a newer resident. He also shared in his application a desire to plan for all modes and for safety.
Liz Gottlieb	Liz brings multiple perspectives to the table such as mother, teacher, cyclist, runner, and experience serving on another Fairfax Committee. Her desire to center accessibility, safety, and equity will be an asset on the BPAC.
Marc Vendetti	Marc is a long-term resident of Fairfax and a co-founder of the Bicycle Museum in Town. It will be useful to include a member of a local bicycling organization on the BPAC. He emphasized infrastructure improvements as his vision for the Town.
Virginia Balogh-Rosenthal	Virginia will provide a perspective that emphasizes Fairfax becoming a better place for pedestrians. Her experience with mediation training and other walking and biking advocacy groups will be an asset to the BPAC.

Staff recommends that the Council deliberate and consider appointments based on interviews conducted during the June 4, 2025 Town Council meeting. In addition to the five Fairfax residents listed above, staff recommends the selection of two alternates and requests that these individuals are identified as "alternative 1" and "alternate 2". Alternates would be encouraged to attend and participate in all meetings, but would be consider non-voting members when the full "core" membership was present. In the case where a single core BPAC member is absent, then "alternate 1" would be able fill in as a voting member. In the case of two missing voting members, or if "alternative 1" was not available, the "alternate 2" would be become a voting member for the meeting.

To represent the youth perspective, Staff will be reaching out to schools and other local organizations seeking a non-voting BPAC youth member. The youth member is not eligible to serve as an alternate. At the first BPAC meeting, the youth member will be invited to an interview with the BPAC.

How the Town's BPAC will integrate with other community engagement efforts is outlined in the Draft Community Engagement Plan. At the initial BPAC meeting, the committee will review the plan and give their comments. See Attachment B.

At the Town Council meeting held on June 4, 2025, staff provided each town council member with a scorecard to assist in making notes during candidate interviews. See Attachment D. All of the applications are provided as Attachment C (redacted to protect privacy).

FISCAL IMPACT

There is no fiscal impact associated with this action.

ATTACHMENTS

- A. Resolution Forming the BPAC with Expanded Membership
- B. Draft Community Engagement Plan
- C. BPAC Applications (Redacted)
- D. BPAC Candidate Score Card

RESOLUTION NO. 25-__

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX RESCINDING AND REPLACING RESOLUTION 25-15 TO ESTABLISHING A TEMPORARY BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE (BPAC) WITH ADDITIONAL MEMBERS

WHEREAS, the primary purpose of the BPAC will be to assist in the development of the Town's update Bicycle and Pedestrian Master Plan; and

WHEREAS, the Town has received grant funds through the Transportation Authority of Marin ("TAM") which will be used to hire a qualified consultant to help with the preparation of the Bicycle and Pedestrian plan by working with the BPAC and Town Staff; and

WHEREAS, the Town of Fairfax has General Plan policies to encourage bicycling for both commuting and recreational purposes, and to encourage pedestrian activity; and

WHEREAS, the Town desires to provide a public forum and for resident input on bicycle and pedestrian issues and provide advisory guidance to elected officials and staff toward the preparation of the Bicycle and Pedestrian Master Plan; and

WHEREAS, Resolution 25-15, adopted on May 21, 2025 established a BPAC with five members which has been determined to be an insufficient membership to represent the broad range of viewpoints on pedestrian and bicycle issues in Fairfax, and the Council now seeks to increase the membership and include alternates; and

WHEREAS, the establishment of the BPAC is not a "project" pursuant to California Environmental Quality Act (CEQA) Guidelines section 15378; and

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Fairfax does hereby establish the Pedestrian and Bicycle Advisory Committee (BPAC), as follows:

1. The primary duty of the BPAC will be to work with the consultant and Town Staff to help update the Bicycle and Pedestrian Master Plan.
2. Members of the Pedestrian and Bicycle Advisory Committee (BPAC) be residents of Town of Fairfax and reside within the Town limits of Fairfax.
3. The BPAC membership shall consist of five (5) voting members; two (2) non-voting alternate members; and one (1) non-voting youth member, to be appointed by the Town Council, who shall serve without compensation. The BPAC may include members from other Town commissions and committees.
4. The alternative BPAC members may attend and participate at all meetings, and may serve as substitutes for voting members when absent. In the case of absent voting members, alternatives may satisfy quorum requirements. Alternates should be identified by the Town Council as "alternate 1" and "alternate 2". Alternate 1 would serve as a voting member in the case a single absence. Alternate 2 would serve as a voting

member if alternate 1 is not available or if two members of the BPAC are absent and both alternates are needed to serve as voting members.

5. All BPAC meetings shall be noticed, open, and public and in compliance with the Brown Act, Gov. Code Section 54950 *et seq.*
6. In serving in its advisory role, the BPAC shall act by majority vote. Information requested of staff should derive from the BPAC as a whole rather than individual members.
7. The BPAC will be automatically dissolved upon adoption of the Bicycle and Pedestrian Masterplan by the Town Council.
8. A Town staff member may be assigned as a staff liaison to the BPAC by the Town Manager.

The foregoing Resolution was duly passed and adopted at a meeting of the Town Council of the Town of Fairfax held in said Town on the 6th day of August 2025, by the following vote, to wit:

AYES:
NOES:
ABSENT:

Lisel Blash, Mayor

Attest:

Christine Foster, Deputy Town Clerk

Attachment B

Draft Community Engagement Plan (CEP) | August 06, 2025

Bicycle and Pedestrian Master Plan Update

The purpose of the Community Engagement Plan (CEP) for the Bicycle and Pedestrian Master Plan Update is to ensure:

- Residents are engaged early and often about the planning process
- Target audiences are reached in Town (adults over 65, youth, residents with disabilities, the business community, and other groups)
- Trust is built between the Town and the community
- Community members have meaningful opportunities to participate in decision-making processes
- Specific needs, concerns, and aspirations of the community are reflected in decision-making processes

Communication Plan

Residents will be reached through:

- The Town newsletter
- A project specific webpage
- A project specific email address
- Social media

Engagement Strategies

- Committee Meetings open to the public
- Pop up events (3) at Town events where the public frequents
- Public workshops (2)
- Surveys (2)

Descriptions of Engagement Events

Bicycle and Pedestrian Advisory Committee (BPAC) Events | July 2025 – June 2026

The Town formed a BPAC to provide guidance in the preparation of the update to the BPMP. The meetings will include a presentation on the plan's progress and an opportunity to provide feedback. The BPAC will be asked to participate in facilitating other community engagement events, such as a community walk audit and pop-up events during Town events (this schedule is tentative and could shift if the formulation of the BPAC or the selection of a project consultant is delayed).

Phase 1: Discovery

- **#1. Bicycle and Pedestrian Advisory Board Meeting, September 2025.** In this meeting, the BPAC will review and provide comments on the draft Community Engagement Plan

(CEP). The CEP is the document that will guide the BPMP update's community engagement to ensure an equitable and fruitful engagement process that leads to a community-driven plan.

- **#2. Bicycle and Pedestrian Advisory Board meeting, October 2025.** In this meeting, the BPAC will review and discuss the final consultant Scope of Work and the "working draft" vision and goals for the BPMP.
- **Community Walk Audit, October 2025.** Staff and the BPAC will organize a guided walk throughout the Town to assess the safety and usability of existing routes while identifying areas for improvement.
- **#3. Bicycle and Pedestrian Advisory Board meeting, February 2026.** At this meeting, the BPAC will receive an update on Phase 1 of community engagement and review the consultant's methodology for creating the draft list of recommended projects and programs. Staff will invite staff from the County to present on coordinating their Countywide Transportation Plan with our local plan.

Phase 2: Recommendation

- **#4. Bicycle and Pedestrian Advisory Board, Thursday, April 2026.** At this meeting, the BPAC will review a list of the draft recommended projects and programs and offer feedback to staff and consultants.
- **#5. Bicycle and Pedestrian Advisory Board, June 2026.** At this meeting, the BPAC will review the draft project prioritization for the BPMP update.
- **#6. Bicycle and Pedestrian Advisory Board, July 2026.** At this meeting, the BPAC will review the final draft of the BPMP update and forward to the Town Council for adoption.

Public Workshops | November 2025, April 2026

A public workshop is a community meeting where residents, local agencies, and other stakeholders gather to discuss and provide input on a project. The primary objectives are to gather public input, develop and refine a plan, and build community support for the proposed options. Activities at a public workshop could include presentations, mapping exercises, surveys and questionnaires, small group discussions, and Q&A sessions.

Public Workshop #1: Discovery Phase | November 2025

Staff will present findings from the existing conditions analysis followed by a question-and-answer discussion. After the presentation and discussion, workshop attendees will have the opportunity to provide direct feedback with sticky notes and color-coded dots on large boards representing different areas of the town. Participants will be encouraged to identify locations on the printed maps of the city to outline:

• **Green dots** – destinations where community members would like to go (On the Map: "Place green dots on places you would like to go by bike, on foot, or by transit if it were safer or more convenient.")

• **Yellow dots** – destinations where community members go to (On the Map: "Place yellow dots on the places you travel to most often in the Town of Fairfax.")

•**Red dots** – Areas that are challenging for walking, biking and rolling. (On the Map: “Place red dots on areas where it is challenging to bike, walk, or roll.”)

Public Workshop #2: Recommendation Phase | April 2026

Staff will present the recommended projects followed by a question-and-answer discussion. After the presentation and discussion, the public will be invited to participate in station activities specific to the recommendations.

Pop-up Engagement Events | August 2025 – December 2025

Short-term events in frequented locations in Town or at existing community events offer staff the opportunity to intercept residents. The initial pop-up event will distribute information about upcoming engagement events and inform the public about the BPMP update process. Later pop-up events will ask more specific questions and potentially survey residents.

- Pop Up Event #1 | August 27 (*Farmer’s Market*)
- Pop Up Event #2 | September 26 (*Fairfax Art Walk*)
- Pop Up Event #3 | December 14 (*Fairfax Craft Faire*)

Stakeholder Meetings | November 2025, May 2025

A stakeholder meeting is a gathering of community members with a specific interest in the development of the BPMP such as age-friendly advocates, school and youth advocates, and business community interests. The Town will reach out to stakeholders to meet once during the discovery phase to focus on their specific needs and again during the recommendation phase to gather their input on the proposed draft plan.

Discovery Phase

- Stakeholder Meeting with Community-based Organizations and Advocates, November 2025

Recommendation Phase

- Stakeholder Meeting with Community-based Organizations and Advocates, May 2025

Virtual/Online Engagement | June 2025 – June 2026

To reach those with limited time to attend meetings or who may be difficult to reach for other reasons, staff will provide opportunities to engage online. Virtual engagement will also facilitate frequent communication regarding upcoming in-person events and the chance to take an online survey.

- Project webpage, August 2025
- Project specific email, August 2025
- Maptionnaire – example <https://app.maptionnaire.com/q/4gw3r3z87f74>, TBD
- Social media and newsletter

Timeline of Engagement Events by Month

2025

Discovery Phase

July

- Project website launch
- Email distribution list launch

August

- Bicycle and Pedestrian Advisory Committee (BPAC) formed | *July 16*
- Draft Community Engagement Plan (CEP) delivered to Town Council | *July 16*

September

- BPAC Meeting #1 | *September 17*
- Pop Up Event #1 | *September 26 (Fairfax Art Walk)*

October

- *Launch survey*
- Public Workshop #1 | *October 15*
- Community Walk Audit with BPAC | *October 22*

November

- Three Stakeholder Meetings | *TBD*

December

- Pop Up Event #3 | *December 14 (Fairfax Craft Faire)*

2026

January

- BPAC Meeting #2 | *January 21*

February

- No meetings this month

Recommendation Phase

March

- BPAC Meeting #3 | *February 18*

April

- Public Workshop #2 | *TBD*
- BPAC Meeting #4 | *April 15*

May

- Three Stakeholder Meetings | *TBD*

June

- BPAC Meeting #5 | *June 17*

July

- BPAC Meeting #6 | *TBD*

ATTACHMENT C

BICYCLE AND PEDESTRIAN ACTION COMMITTEE APPLICATIONS

Boards and Commissions Application : Entry # 6778

Date

05/14/2025

Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Andrew Hobbs

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

andrew.w.hobbs@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

I have been working in the field of climate change mitigation and adaptation since 2010, and am passionate about driving policy that can reduce environmental damage while also improving peoples' lives. Making biking and walking easier and more pleasant is in my view among the most impactful things we can do for the climate, and it also makes life better for town residents by providing exercises, making chance interactions with friends and strangers more likely, and contributing to a sense of vibrancy and community in the town.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I have been working in policy research and consulting related work since 2010, and have written white papers and reports on a range of policy topics for state and national governments as well as NGOs and multilateral organizations. I am currently a professor of economics at the University of San Francisco, and have taught covering environmental policy, impact evaluation, and cost-benefit analysis. I have extensive experience reviewing available evidence on potential policies and assessing their potential economic and environmental impacts in a novel context.

What is your vision for the Town of Fairfax?

My wife and I moved to Fairfax with our son Ezra about a year ago because we love being close to nature and also wanted to live in a community where we could making walking and biking our primary means of transportation. I love walking, running, and biking around Fairfax and feel that it is a beautiful place to do so, and I also think that there are opportunities for improvement: the sidewalks are uneven, many curbs and roads are difficult to navigate with a stroller, and while we have great bike lanes in some parts of town there are a number of dangerous areas where conflicts between cars and bikes are common. I believe that by updating the Bike and Pedestrian Master Plan thoughtfully we can make Fairfax an even more amazing place to bike, walk, and live.

Boards and Commissions Application : Entry # 6778

Please describe possible areas of conflict of interest.

Not applicable.

Meeting Attended

04/01/2025

Consent

 I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Andrew Hobbs

Boards and Commissions Application : Entry # 6790

Date

05/19/2025

Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Charles Barbieri

Address

[REDACTED]
fairfax 94930
United States
[Map It](#)

Phone

[REDACTED]

Email

cgbarbieri@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

I am a daily bike commuter from my home in Fairfax to south SF.

I would like to be involved in evaluating existing infrastructure and suggest areas for improvement and expansion for bikes and pedestrians in Fairfax, and contribute to the bigger vision about bikes and pedestrians in our community.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

Work Experience:

I am a senior scientist working in the genomics field for over a decade. I work within a logistical role in the sciences, managing a small team of scientists integrated across a medium sized company. This role requires me to interact with several sources of information to plan, budget, and implement long term projects. This often involves a great deal of communication, initiative, and expectation/relationship management. These sources include reports, individual contributors, legal, and historical context. This gives me a grounded, even handed, and pragmatic view of planning and implementation in many areas. I am also effective at mediating conflicts and providing a balanced view. These skills would be a great asset to the Bike and Pedestrian Action Committee.

Life Experience:

I commute to work from Fairfax to the Larkspur ferry, then from downtown SF to Brisbane. This has allowed me to see different bike infrastructures that have been implemented across several cities. As a rider, this has given me an understanding for how effective this infrastructure is (or not) at facilitating safe travel.

What is your vision for the Town of Fairfax?

I love Fairfax and its long history of being a bike friendly town. I'm passionate about biking, utilizing alternative means of travel, sustainability, and making our town a better place. Biking reduces the reliance on gas and the strain of vehicle infrastructure,

Boards and Commissions Application : Entry # 6790

brings joy, and makes us healthier overall. I believe we can make our existing infrastructure safer, reduce friction between vehicles, bikes, and pedestrians, and make Fairfax bikeable for all.

Please describe possible areas of conflict of interest.

N/A

Meeting Attended

04/01/2025

Consent

 I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Charles Barbieri

Boards and Commissions Application : Entry # 6776

Date

05/13/2025

Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Emily McFarland

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

emilymcf@mac.com

Please explain your interest in serving on this Board, Commission, or Committee.

As a resident of the town who walks extensively with my dog and the mother of a teen who bikes through town, I'm keenly interested in bicycle and pedestrian safety.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I have extensive community organizing experience - 4 years with Catholic Charities and 11 years with the National Sierra Club; I participated in many of the bicycle advocacy efforts in the 80s and 90s in San Francisco that began the movement towards making it the bike friendly city it is becoming; I'm currently a professional fundraiser with extensive experience in communications and engaging people to act; I'm often terrified walking and biking in Marin and would really like that to change.

What is your vision for the Town of Fairfax?

San Francisco, Berkeley and other Bay Area cities has done some very interesting traffic calming initiatives - I would love to see Fairfax learn what has worked best and to implement those improvements.

Please describe possible areas of conflict of interest.

none

Meeting Attended

04/01/2025

Consent

Boards and Commissions Application : Entry # 6776



I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Emily McFarland

Boards and Commissions Application : Entry # 6729

Date

04/24/2025


Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Erick Betancourt

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

erick@ebetancourt.com

Please explain your interest in serving on this Board, Commission, or Committee.

As a longtime cyclist, daily commuter, and father, I'm passionate about contributing to the planning of safer streets for both current residents and future generations.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

For the past four years, I've served as the parent volunteer lead for the Safe Routes Walk & Roll programs—leading efforts at Ross Valley Charter and stepping into the lead role at Manor Elementary starting this upcoming school year.

I've been a longtime supporter and volunteer with both the Marin County Bicycle Coalition and Access 4 Bikes, actively advocating for safe, accessible transportation options in our community.

Professionally, I'm a marketing technology executive with nearly 30 years of experience leading large teams for Fortune 500 companies. My background spans process development, systems integrations, tool development, brand strategy, digital and traditional advertising, and the production of large-scale events.

Professional profile: <https://www.linkedin.com/in/ebetancourt/>

What is your vision for the Town of Fairfax?

My vision for bicycle and pedestrian safety in Fairfax is rooted in the belief that everyone, no matter their age or ability, should feel safe and welcome on our streets. I imagine a town where walking and biking are not only safe but fun, thanks to protected bike lanes, clearly marked crosswalks, and traffic-calming designs that put people first. By building a culture of respect, awareness, and shared responsibility, I'm committed to creating a stronger, more connected Fairfax where community and safety go hand in hand.

Boards and Commissions Application : Entry # 6729

Please describe possible areas of conflict of interest.

N/A

Meeting Attended

05/07/2025

Consent

 I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Erick Betancourt

Boards and Commissions Application : Entry # 6784

Date

05/17/2025

Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Ian Walton

Address

[REDACTED]
Fairfax 94930
United States
[Map It](#)

Phone

[REDACTED]

Email

idwalton26@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

My wife and I moved to Fairfax 2 years ago. My wife was a Fairfax resident in the 90's and always wanted to return. We love this place the the pace of life it provides. A key piece to this is that it is a very walkable and bikeable town. I want to help the town continue to be bicycle and pedestrian friendly so more people choose these modes over cars.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I am a longtime bike commuter, rider and shopper. I have always chosen to walk or bike over driving. We live up on Ridge an have a cargo e-bike for shopping. We also always walk to town to shop and go out. When I worked I biked to work when possible. Though I of course drive for errands and events I prioritize human powered transport. I see the benefits and needs of all three modes of transport and understand that they are all necessary for all of us to live and thrive in Fairfax.

What is your vision for the Town of Fairfax?

My vision is that Fairfax continues to be a town that accommodates all three modes of transportation, car/bus, bike, foot. They key for harmony is to keep them as separate as possible. No one is happy when they are together. I would like to see the Fairfax trails and steps expanded. The steps up the hills are great way to separate walkers from the cars on our narrow roads. I would also like to see more ways we can keep bikes separate from cars. I think there are fewer options here (or some are possibly too expensive) but I would relish the chance to work with the town and the MCBC on options.

Please describe possible areas of conflict of interest.

none

Meeting Attended

Boards and Commissions Application : Entry # 6784

04/01/2025

Consent

 I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Ian Walton

Boards and Commissions Application : Entry # 6795

Date

05/21/2025

Please select the board/committee/commission to which you are applying:

- Bicycle & Pedestrian Action Committee

Name

Jeffrey Guild

Address



Fairfax 94930

United States

[Map It](#)

Phone



Email

jguild10@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

I'm a resident who walks or bikes daily to and through town. I care about safety and recognize the importance of planning for changes in technology and increasing congestion.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I'm a long time advocate for walking and biking. In my work life I've been active in representing my employer in regulatory issues with multiple stakeholders and understanding the importance of respecting other viewpoints and workable outcomes.

What is your vision for the Town of Fairfax?

To make it a safe and pleasurable environment for human-powered mobility.

Please describe possible areas of conflict of interest.

None

Meeting Attended

05/21/2025

Consent



I agree to the privacy policy.

Electronic Signature

Boards and Commissions Application : Entry # 6795

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Jeffrey Allen Guild

Boards and Commissions Application : Entry # 6731

Date

04/24/2025


Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Joey Shepp

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

joey.shepp@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

As an Fairfax homeowner and a parent to a child who bikes to school, I care deeply about creating a community where safety, health, and sustainability are prioritized for current and future generations. I want to help ensure that Fairfax remains a town where walking and biking are joyful and safe. I'm especially interested in how we evolve with the rise of e-bikes—balancing innovation with safety education, particularly for teens and older adults. Now is an important moment to help guide thoughtful transportation solutions that align with our town's values and climate goals.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

For the past four years, I've led the Bike to School program at Manor Elementary. This role has included leading bike parades, teaching road safety, coordinating with local police and fire departments, and producing fun educational events like bike-powered smoothie stations at the Manor Spring Faire. I've participated in Safe Routes to Schools and Marin County Bicycle Coalition events, gaining hands-on experience in promoting bike culture and safety. I hold an MBA in Sustainable Enterprise from Dominican University and a BA in Ecological Design from UC Santa Cruz. I've founded two local businesses and bring skills in communications, design, event production, and sustainable systems thinking.

What is your vision for the Town of Fairfax?

I envision Fairfax as a safe, people-first town that leads with sustainability, accessibility, and creativity. A place where kids feel confident biking to school, seniors can walk without obstacles, and new technologies like e-bikes are integrated wisely into our planning. Our streets and trails should reflect our values—welcoming, practical, and built for real people, not just cars. The Bicycle and Pedestrian Advisory Committee helps make this vision real by advising on infrastructure, shaping policies, and acting as a bridge between the community and decision-makers. I'd be honored to contribute a voice grounded in real-world experience, creative thinking, and a strong love for our town.

Boards and Commissions Application : Entry # 6731

Please describe possible areas of conflict of interest.

I do not have any direct conflicts of interest. While I've founded and exited two local businesses and remain active in school and community initiatives, I have no financial or organizational ties that would interfere with my service. I am committed to transparency, ethical conduct, and the public interest in all committee work.

Meeting Attended

04/01/2025

Consent

 I agree to the privacy policy.

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Joey Shepp

Boards and Commissions Application : Entry # 6745

Date

04/29/2025


Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Kyle Jamison

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

nathankylejamison@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

We need safe pedestrian infrastructure for children to be able to walk to the library. Safer cycling and pedestrian infrastructure are much needed improvements in Fairfax- we are behind other towns in Marin in making there improvements.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I've been commuting to work and school via bike for 20 years in several different cities. I walk and ride bikes with my children in downtown Fairfax daily.

What is your vision for the Town of Fairfax?

Safe sidewalks that connect from downtown to the library- going by the lumber yard can be scary with children then the sidewalk disappears before the library. I want kids to feel safe walking on our sidewalks. Better signage for bike routes would help visitors take the best routes.

Please describe possible areas of conflict of interest.

None

Meeting Attended

04/01/2025

Consent

 I agree to the privacy policy.

Boards and Commissions Application : Entry # 6745

Electronic Signature

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Kyle Jamison

Boards and Commissions Application : Entry # 6775

Date

05/13/2025


Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Liz Gottlieb

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

lgottlieb@ma.org

Please explain your interest in serving on this Board, Commission, or Committee.

I'm committed to making Fairfax a safer, more accessible, and climate-friendly community for bikers and pedestrians of all ages. As a resident and parents, I care deeply about the town's future and envision well-connected, thoughtfully designed infrastructure that supports active transportation for youth, adults and elders alike. I am inspired by Fairfax's efforts to update its Bicycle and Pedestrian Master Plan. I want to ensure this plan reflects current data, community voices, and the needs of regular commuters and families. I am especially interested in helping Fairfax lead by example in Marin County through sustainable, just and safe urban designs.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I am a high school science teacher (biology, environmental science, climate justice) for 26 years, currently teaching in San Rafael—bringing long term local context, including youth and community engagement to my work. I am a member of the Fairfax Climate Action Committee focusing on reducing emissions and promoting equitable climate solutions. I am a regular bike and car commuter-. I have firsthand experience navigating Fairfax and the surrounding area by bike. I have been the cross country running coach at my high school for 24 years—actively supporting, and mentoring young people in the outdoor movement and safe use of public spaces. I am the parent of two daughters (16 and 18); my younger daughter biked through Fairfax and Marin County during and after the pandemic—I have directly observed the strength and shortcomings of our current infrastructure for youth. I have experienced two bike accidents in the past 5 years—one involving another cyclist and one with a vehicle—highlighting the urgent need for improved bike safety measures.

What is your vision for the Town of Fairfax?

I envision Fairfax as a town where it's safe, easy, and joyful for people of all ages to move around without relying on fossil fuels. Based on my own experiences biking to work, raising two daughters who bike around town, and working with young people every day, I want Fairfax to lead the way in creating clean, connected, and equitable transportation systems. I've seen firsthand the risks that come with biking on roads that aren't designed with cyclists and pedestrians in mind—both for myself and for my child—and I

Boards and Commissions Application : Entry # 6775

believe we can do better. I want Fairfax to be a place where a teenager can get to school or a senior can walk downtown without fear, where parents feel confident letting their kids bike to a friend's house, and where our infrastructure reflects our community's values around climate, safety, and fairness.

Please describe possible areas of conflict of interest.

No financial conflicts of interest; my involvement is rooted in personal experience, community commitment and educational perspective. I have strong support and preference for projects that center accessibility, safety and equity.

Meeting Attended

05/13/2025

Consent

 I agree to the privacy policy.

Electronic Signature

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Please type your full name here.

Elizabeth Gottlieb

Boards and Commissions Application : Entry # 6774

Date

05/13/2025


Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Marc Vendetti

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

marc@velofelo.com

Please explain your interest in serving on this Board, Commission, or Committee.

I would like to give back to my community and contribute my expertise and experience with bicycling.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

Lifelong cyclist (riding for over 50 years). Co-founder and past president of the Marin Museum of Bicycling. Bicycles are my primary mode of transportation.

What is your vision for the Town of Fairfax?

Make the town an even friendlier, safer place for bicyclists and pedestrians. Improve the current bicycle/pedestrian infrastructure.

Please describe possible areas of conflict of interest.

None that I can think of. I am retired from the museum board and am not a member of any other town committees.

Meeting Attended

04/01/2025

Consent

 I agree to the privacy policy.

Electronic Signature

Boards and Commissions Application : Entry # 6774

- By printing your name below and checking this box you agree that represents your electronic signature on the application.

Please type your full name here.

Marc Vendetti

Boards and Commissions Application : Entry # 6782

Date

05/15/2025

Please select the board/committee/commission to which you are applying:

- Bike and Pedestrian Action Committee

Name

Virginia Balogh-Rosenthal

Address


Fairfax 94930
United States
[Map It](#)

Phone



Email

vbaloghrosenthal@gmail.com

Please explain your interest in serving on this Board, Commission, or Committee.

Walking is my thing! Many people regularly see me carrying bags of my Good Earth groceries up the hills of Fairfax Heights or walking our dog, Leo, all over Fairfax.

But I also know a lot about bikes and how cities around the world have dramatically improved their cycling infrastructure (Paris, The Netherlands, Denmark, etc.) so that people of all ages regularly cycle to work, school, and appointments - even when it snows.

Please describe your relevant work/life experience or background for the board/commission you are applying for:

I grew up walking all over Manhattan where I majored in Urban Studies and was a member of the NYC advocacy group Transportation Alternatives.

In Fairfax, I was a member of the Fairfax Heights Firewise group and regularly attended the monthly Fairfax Firewise Leaders Group.

While living in San Francisco, I spent a couple of years regularly attending meetings of SPUR's Transportation Committee so I'm aware of some of the issues San Francisco has dealt with regarding bicycles. I was also trained in neighborhood mediation by San Francisco's Community Boards.

I am a good communicator and creative problem solver who has the ability to handle people diplomatically. I can easily put myself in the shoes of someone I need to persuade. For example, while working as a Senior Healthcare Program Planner Analyst for Bellevue Hospital, I was able to dramatically improve relations between Bellevue Hospital Center's Research Review Committee, the New York University Office of Grants Administration, and the research division of the NYC Health and Hospitals Corporation.

Boards and Commissions Application : Entry # 6782

What is your vision for the Town of Fairfax?

I am happy to see many parents in Fairfax transporting their kids on bikes. I want to see more people walking and biking but to do that, we need better infrastructure and a change in attitude.

Fairfax has a lot of people who care enormously about the planet but don't seem to make the connection that being able to drive and park wherever they want is in conflict with the priorities of our planet. They need a tactful approach that will get them on board.

I know how to get things done -- particularly when it involves motivating people and wrangling lots of moving parts.

Meeting Attended

04/01/2025

Consent

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Electronic Signature

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Please type your full name here.

Virginia Balogh-Rosenthal

	Infrastructure improvements	Pedestrian concerns	Cyclist concerns	Safety	Equity	Youth/Parent	Changes to culture	Age-friendly	E-bikes	Good communication skills	Policy evaluation and/or Town committee experience
Andrew Hobbs											
Charles Barbieri											
Emily McFarland											
Erick Betancourt											
Ian Walton											
Jeffrey Guild											
Joey Shepp											
Kyle Jamison											
Liz Gottlieb											
Marc Vendetti											
Virginia Balogh-Rosenthal											