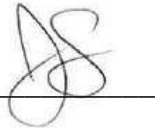




Special Meeting
Agenda Item No: 2
Meeting Date: July 15, 2021

SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk **City Manager Approval:** 

TOPIC: PLANNING COMMISSION INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL ONE FOUR-YEAR TERM TO THE END OF JUNE 2025 ON THE PLANNING COMMISSION DUE TO THE EXPIRATION OF TERM OF JON PREVITALI

RECOMMENDATION:

Interview the following applicants and make an appointment to fill one four-year term to the end of June 2025 on the Planning Commission due to the expiration of term of Jon Previtali.

Name
Jon Previtali
Sam Rodriguez
Sharon Leckie

BACKGROUND:

The term of Jon Previtali expired at the end of June 2021. The City Clerk’s office recruited for applications on June 10, 2021 and received three applications by the deadline of July 2, 2021.

The [Planning Commission](#) consists of community volunteers appointed by the City Council to make decisions or advise the Council on land use and property development issues. The Commission assures that new development is consistent with our long-range General Plan, State laws and other public policies that advance the interests of our community. [Meetings](#) are held second & fourth Tuesdays at 7:00 p.m.

ANALYSIS:

The deadline for submitting applications was July 2, 2021 and the City Clerk’s Office received three (3) applications. Staff recommends the City Council interview the three (3) eligible applicants and make an appointment to fill the one term.

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

FISCAL IMPACT: There is no fiscal impact associated with this item.

COMMUNITY OUTREACH:

The call for applications for the Planning Commission was advertised through mass email notification, Canal Alliance, the City website, Nextdoor and Facebook social media platforms.

RECOMMENDED ACTION:

Interview the three applicants and make an appointment to fill one four-year term to the end of June 2025 on the Planning Commission.

ATTACHMENT:

1. Three (3) Applications
2. Municipal Code Excerpt

#1

District 4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Monday, May 17, 2021 5:00:32 PM
Last Modified: Monday, May 17, 2021 7:40:15 PM
Time Spent: 02:39:42
IP Address: 159.45.71.15

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Q1

Contact Information

First and Last Name	Jon Previtali
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94903
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

Planning Commission

What Board would you like to apply to?

Page 3

Q6

How long have you lived in San Rafael?

2 years

Q7

Business Information

Company	Wells Fargo
Address	[REDACTED]
City/Town	San Rafael
ZIP/Postal Code	94903

Boards and Commissions Application

Q8

How did you hear about this vacant position?

Other (please specify):

Incumbent

Q9

Do you participate in any civic activities? If so, what are they?

Planning Commission

Q10

List any civic organizations of which you are a member:

Terra Linda HOA

Q11

Education:

Stanford University, BS, Civil & Environmental Engineering, 1993

University of Colorado, MS, Civil, Environmental & Architectural Engineering (Building Systems Program), 2007

Q12

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

I have served on the Planning Commission since July 2020. I would like to build upon the work the Commission has done, my working relationship with City Staff and fellow Commissioners, and the many lessons I've learned since joining the Commission. I believe in the City's mission to add more housing to meet State mandates, house community members at risk for displacement and make room for new residents, particularly those who cannot currently afford to live in San Rafael. I also want to continue to contribute to measures that will lessen the long-term impact of sea rise and protect residents from related, near-term risks such as wildfires and water scarcity. As a civil engineer who works on large renewable energy projects, I am familiar with both the science of Climate Change and large engineering solutions. Being a resident of Terra Linda, the redevelopment of Northgate is also important to me. Like my neighbors, I share the vision of a town center at Northgate that will be a nexus of culture and a point of pride for Northern San Rafael and other nearby communities. Another reason I am in favor of more housing, particularly in Terra Linda, is increasing the property tax base in support of schools and other community programs. Miller Creek School District, the district that serves Terra Linda, has the lowest per student rate of tax revenue of any district in Marin County. More housing means more revenue for schools, better salaries and more tools for teachers and a better education for the children of San Rafael. Finally, this past year's groundswell of community action through the BLM movement as a reaction to the tragic murder of George Floyd made me realize that we must do more to support DE&I goals in San Rafael and I personally must do more. I believe DE&I goals set forth in the 2040 Plan are steps in the right direction, but there is much more work to be done. I've learned a lot about DE&I over the past year, particularly from City Staff and my fellow Commissioners, and if I'm appointed again I will look at every issue through a more informed and sensitive lens of DE&I. We are already one of the most racially and economically diverse cities in Marin, if not the most, but we are not as integrated as we could be and this leads to a cycles of disparity in education, healthcare, incomes, civil rights and so many other important aspects of people's lives. We have a long way to go, but I believe the Planning Commission can make important contributions to making San Rafael a place where people of every race and socio-economic background can find a comfortable and affordable place to live, feel safe, equal and be happy.

Q13

Describe possible areas in which you may have a conflict of interest with the City:

Issues related to properties in close proximity to my home.

Q14

Upload your resume.

Jon Previtali Resume 2020.pdf (124.9KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

Jon Previtali

San Rafael, CA 94903

BIO

Jon Previtali leads the engineering due diligence practice for renewable energy tax equity investments at Wells Fargo, one of the largest financiers of renewable energy in the US. He also serves as an advisor to the DOE's Solar Energy and Building Technology Offices and on the board of Wells Fargo's Innovation Incubator, a non-dilutive grant program for clean-tech starts-ups. Jon has worked with Internet and renewable energy technologies for over twenty years and holds engineering degrees from the University of Colorado, Boulder and Stanford University.

EDUCATION

Stanford University, BS, *Civil & Environmental Engineering*, 1993

University of Colorado, MS, *Civil, Environmental & Architectural Engineering* (Building Systems Program), 2007

PROFESSIONAL EXPERIENCE

Wells Fargo Renewable Energy & Environmental Finance (REEF), San Francisco, CA

Director Technology and Technical Services, formerly VP Environmental Finance, 2013 – Present

- Oversee technical due diligence for all projects in preparation for funding: utility scale solar, distributed generation solar, wind power, energy storage, fuel cells
- Review proposed projects and contribute to Origination Requests for Credit Committee
- Contribute technical views to Investment Memos presented to Credit Committee
- Negotiate technical terms and write terms for use on contract agreements
- Support Project Origination and Portfolio/Asset Management teams with ad hoc issues
- Oversee quality assurance for solar modules (factory audits, production oversight, testing)
- Plan technical due diligence programs for new technologies, e.g., energy storage, offshore wind, carbon capture and sequestration
- Manage multiple advisors across a broad range of technical areas
- Collaborate with other tax equity partners on club deals
- Establishment of asset management platform for solar

Black & Veatch, San Francisco, CA

Renewable Energy Consultant/Engineering Staff Manager, Solar PV Services, 2010 – 2013

- Managed team that provided wide range of engineering services for utility scale PV power plants and portfolios of distributed generation systems
- Led the reorganization and digitization of the LADWP Solar Incentive Program
- Developed test protocols and tested PV power plants to confirm performance relative to energy production estimates and revenue projections
- Advised project development companies on solar energy production optimization, performance guarantees, operations, maintenance procedures and reserve accounts, and asset management

SunEdison/MEMC, San Francisco, CA

Director of Product Management/Senior Product Manager, 2008 – 2010

- Commercialized SunEdison's third-party operations and maintenance service
- Initiated and co-designed EPC/distributor partner program
- Developed feature requirements, performance alerting algorithms and user interfaces for field tech and operations center software
- Contributed to utility PPA sales and project design strategy as technical advisor

Self Employed, Boulder, CO and San Francisco, CA

Renewable Energy Consultant, 2005 – 2010

- Performed a range of technical and non-technical projects for the following organizations: HOMER Energy (now part of UL), Architectural Energy Corporation, AltaTerra Research, International Center for Appropriate and Sustainable Technologies (iCAST), University of Colorado Environmental Center, University of Colorado Solar Decathlon Team

Cable & Wireless/Digital Island, San Francisco, CA

Director of Product Management, Product Manager, 1999 – 2004

- Managed cross-functional teams to provide monitoring and reporting for over a dozen data centers, 2000+ customer servers and a large Content Delivery Network (CDN)
- Enlisted “Voice of the Customer” research for new product development
- Assisted in the establishment of a “Stage Gate” product development process
- Designed and commercialized service level agreements (service guarantees)
- Worked on a task force to implement business systems that enabled the company to scale from several dozen customers to more than 2,000 within 2 years
- Led system and staff integration projects through three mergers

Starlight Networks/Polycom, Mountain View, CA

Web Site Designer, Associate Product Manager, 1996 – 1999

- Development and marketing of on-demand, live and multicast streaming media software

Poppy Tyson Interactive, Mountain View, CA

Web Site Designer/Developer, 1995 – 1996

City of Menlo Park, Menlo Park, CA

Engineering Technician, 1994 – 1995

Schlumberger, Midland, TX

Petroleum Field Engineer, 1993

Board Seats

- *Wells Fargo Innovation Incubator*, ongoing since 6/2014 (founding member), a grant program for clean-tech start-ups performed in collaboration with the National Renewable Energy Laboratory (NREL)
- *DuraMAT Industry Advisory Board*, ongoing since 8/2016 (founding member), a DOE funded effort to foster collaboration between the National Laboratories and industry to develop more reliable and durable solar module materials
- *PowerMark*, ongoing since 3/2015, overseer of the US Technical Advisory Groups (US TAG) that review technical standards for the solar power industry

#2

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, May 18, 2021 7:47:50 PM
Last Modified: Tuesday, May 18, 2021 8:15:13 PM
Time Spent: 00:27:22
IP Address: 73.15.154.184

Page 1

Q1

Contact Information

First and Last Name	Sam Rodriguez
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94903
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

What Board would you like to apply to?

Fire Commission,
Planning Commission

Page 3

Q6

How long have you lived in San Rafael?

5 years

Q7

Business Information

Company	Rodriguez Strategic Partners
Address	4460 Redwood Highway, Suite 16-367
City/Town	San Rafael
ZIP/Postal Code	94903

Q8

City Manager's Newsletter

How did you hear about this vacant position?

Q9

Do you participate in any civic activities? If so, what are they?

Executive Committee Member of SF Workforce Investment Board
Member, Sierra Club-Marín County
Volunteer, North Bay Aquatics
Volunteer Advisor, RISE (Tuition Free College)

Q10

List any civic organizations of which you are a member:

San Francisco Workforce Investment Board
Sierra Club-Marín County
North Bay Aquatics Swim Club - Marin County
MSEL - Marin School for Environmental Leadership (Terra Linda H.S.)

Q11

Education:

B.A. University of Texas at Dallas
Harvard University, JFK School of Gov't, Activity-based Budgeting Certificate
University of London, Ealing, Comparative Politics

Q12

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

I have more than 20 years of combined federal, state public policy experience combined with private sector management in the telecommunications, technology and emerging industries sectors. Moreover, I am passionate about public and civic service and the role it can bring to enhance quality of life for all with a fair, balanced and evidence based decision making process.

Q13

Describe possible areas in which you may have a conflict of interest with the City:

Do not have a conflict of interest

Q14

Upload your resume.

Sam Rodriguez Bio (1) (4).pdf (76KB)

Page 4: Demographics

Q15

Ethnicity

[REDACTED]

Q16

To which gender do you most identify?

[REDACTED]

Q17

How old are you?

[REDACTED]

Sam Rodriguez



Sam Rodriguez, Founder of Rodriguez Strategic Partners LLC, has built a strong track record over the past 25 years as a consensus builder and collaborative strategist at the federal, state and local level on many policy issues including education, economic development, cannabis regulation, science, technology, telecommunications and workforce development. Sam has always taken pride in his ability to understand the nexus between policy and politics when solving complex issues affecting a dynamic matrix of vested interests.

Sam's work experience in both the public and private sectors includes serving as Chief Deputy Director at EDD and as an architect of the State Labor and Workforce Development Agency. Sam spearheaded the integration of technology to better serve employers and job seekers and developed the 'Technology for Teachers Initiative' for interested engineers and network managers who were eligible to be science and math educators for K - 12 schools.

Sam previously was Comcast's California State Director for Regulatory and Legislative Affairs. As the California Director, he successfully pursued a policy agenda that provided an economic platform to help stabilize the workforce and continue new investments in technology to foster growth in a highly competitive market and also played an instrumental role in the approval of the Comcast/NBC Universal merger. Sam's work at Comcast was recognized by the American Association of Political Consultants with a Pollie Award for Public Education through new media.

More recently Sam served as the Director of Legislative Affairs, responsible for California, Nevada and Arizona for the UFCW Western States Council where he spearheaded landmark workplace and environmental legislation to eliminate single use plastic bags and was integral in drafting and advocating for regulations in both medical and adult-use Cannabis in the state of California. Sam's early efforts to collaborate with local government (cities), law enforcement (police chiefs), and Cannabis industry leaders (CCIA) led to the development of a 'Policy and Regulatory Framework' allowing for the issuance of a diverse set of licenses for commercial cannabis in the California market.

For close to a decade Sam has also served as an Appointed Board Member on the California Employment Training Panel and the San Francisco Workforce Investment Board. As a board member of the California Employment Training Panel, appointed by the Assembly Speaker, Sam assesses investment requests that spur job creation and job retention affecting the state's economy.

While in the Federal Government as a Presidential Appointee, Sam worked with three Cabinet Secretaries at the US Department of Energy as the Assistant Director of Science for Education and Communications. He was instrumental in developing strategic communication initiatives to educate stakeholders in the construction of the Joint Genome Institute in California. He excelled at developing new programs and managing complex systems that enhanced access and availability to economically disadvantaged communities. During his tenure, he developed a Community College Science Institute, the first of its kind and received recognition from the Harvard Kennedy School of Government Innovation Awards program. He was also editor of DOE's 'Science in the National Interest' - a newsletter highlighting research and development investments in projects related to energy efficiency, transportation and renewables.

Sam political experience includes serving as Political Director for the California Democratic Party, Director of Hispanic Affairs at the Democratic National Committee and as the Washington State Director for Kerry for President in the general election in 2004. During the early 1990's, Rodriguez was also one of the first in the nation to manage campaigns for minority women running for the US Congress in California and Texas and he was the first Latino to serve as Press Secretary for the President of Planned Parenthood Federation of America. Over the last two decades he has also traveled to Latin America on numerous occasions as a trainer for the U.S. Department of State with a focus on communications training and campaign management.

He is graduate of the University of Texas at Dallas with a B.A. in Government and Politics.

#11

COMPLETE

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Started: Wednesday, June 16, 2021 6:02:50 PM
Last Modified: Wednesday, June 16, 2021 7:21:17 PM
Time Spent: 01:18:27
IP Address: 67.161.40.47

Page 1

Q1

Contact Information

First and Last Name	Sharon Leckie
Address	[REDACTED]
City/Town	San Rafael
State/Province	CA
ZIP/Postal Code	94901
Email Address	[REDACTED]
Phone Number	[REDACTED]

Q2

What Board would you like to apply to?

Design Review Board,
Planning Commission

Page 3

Q6

How long have you lived in San Rafael?

2 years, 3 months

Q7

Business Information

Company	[REDACTED]
Address	[REDACTED]
City/Town	[REDACTED]
ZIP/Postal Code	[REDACTED]

Q8

City Manager's Newsletter

How did you hear about this vacant position?

Q9

Do you participate in any civic activities? If so, what are they?

None at the moment.

Q10

List any civic organizations of which you are a member:

None at the moment.

Q11

Education:

Liberal Arts, England.

Graduate, Business, Harvard.

Graduate, Coaching & Development, Portsmouth Business School, England.

Q12

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

My home is now in San Rafael and I want to invest in its ongoing success. We live in community with each other, and all topics that each board and commission address are interrelated and interdependent in contributing to that success. Investing my time and energy is the best way I can be of service in that process.

Q13

Describe possible areas in which you may have a conflict of interest with the City:

None that I'm aware of.

Q14

Upload your resume.

SR-CC-Application-Planning-DesignBoard-2021.pdf (2.3MB)

Page 4: Demographics

Q15

Ethnicity



Q16



To which gender do you most identify?

Q17



How old are you?



**San Rafael City Council | Application | Planning Commission and
Design Board**

16 June 2021

Hi there,

here's a link to my LinkedIn profile, which is an up-to-date overview of my professional experience.

<https://www.linkedin.com/in/sharonleckie/>

Thanks for considering me, take care,
Sharon

Sharon Leckie
Managing Partner



Chapter 2.16 BOARDS AND COMMISSIONS

2.16.040 Planning Commission--Creation--Membership.

There is created a planning commission for the city, consisting of seven members, not officials of the city, appointed by the mayor with the approval of the city council. (Ord. 505).

2.16.050 Terms of Planning Commission Members.

Of the members of the Commission first appointed, two shall be appointed for the terms of one year; two for the terms of two years; two for the terms of three years; and one for the term of four years. Their successors shall be appointed for terms of four years; if a vacancy occurs otherwise than by expiration of term it shall be filled by appointment for the unexpired portion of the term. (Ord. 505).

2.16.060 Advisory Members of Planning Commission.

Advisory members of the Commission shall be the city manager, the city attorney, and the city engineer. The advisory members shall not have the power to vote and their terms shall correspond to their respective official tenure. (Ord. 505).

2.16.070 Chairman and Secretary of Planning Commission.

The Commission shall elect a chairman from its appointed members, and may also elect a secretary who may be an employee of the city. (Ord. 505).

2.16.080 Meetings and Quorum of Planning Commission.

At least one regular meeting shall be held each month on a date selected by the Commission. Four of the appointed members of the Commission shall be required to constitute a quorum for the transaction of the business of the Commission. (Ord. 527: Ord. 505).

2.16.090 Removal from Planning Commission.

Any appointed member of the Commission may be removed by the mayor with the approval of the city council or by a majority vote of the council. (Ord. 505).

2.16.100 Compensation of Planning Commission.

All members of the Commission shall serve as such without compensation. (Ord. 505 (part)).

2.16.110 Powers and Duties of Planning Commission.

It shall be the function and duty of the Planning Commission to prepare and adopt, in accordance with and as provided by the Conservation and Planning Act of the state of California, comprehensive long-term general plans for the physical development of the city of San Rafael, and of any land outside the boundary thereof which bears relation to the city. The plans may be comprised of the following or other and additional plans and maps which may in Commission's judgment relate to the physical development of the city:

streets and highway plan

parking plan
recreation plan
public buildings plan
transit plan

The Planning Commission shall be charged with the duty of making investigations, reports on the design and improvements of proposed subdivisions, and shall have such powers in connection therewith as are outlined in the Subdivision Map Act of the state of California, and the subdivision regulations adopted by the city of San Rafael.

It shall be the duty of the members of the Planning Commission, including advisory members and members of its staff, to inform themselves on matters affecting the functions and duties of the Commission and all planning matters, and, to that end, when authorized by a majority of the Commission, may attend planning conferences, or meetings of planning executives, hearings on planning legislation or matters affecting the master plan or any part thereof, and the reasonable traveling expenses incidental to the attendances shall be charges upon the funds allocated to the Commission.

The Planning Commission shall endeavor to promote public interest and understanding of plans developed, and the regulations relating thereto. It shall be part of its duty to consult with and advise the public officials, agencies, public utilities companies, school boards, civic and other organizations, and with the citizens generally in relation to carrying out the plans.

The Commission shall adopt rules for the transaction of business and shall keep a record of its resolutions, transactions, findings, and determinations, which records shall be a public record. (Ord. 913 (part), 1968: Ord. 505 (part)).