



SAN RAFAEL CITY COUNCIL STAFF REPORT

Department: City Clerk

Prepared by: Lindsay Lara, City Clerk

City Manager Approval: 

TOPIC: BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE INTERVIEWS

SUBJECT: INTERVIEW APPLICANTS AND MAKE AN APPOINTMENT TO FILL TWO FOUR-YEAR TERMS TO THE END OF OCTOBER 2026 ON THE BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE DUE TO THE EXPIRATION OF TERMS OF DJ ALLISON, KATE POWERS AND KEVIN HAGERTY

RECOMMENDATION:

Interview the following applicants and appoint two applicants to fill two four-year terms on the Bicycle and Pedestrian Advisory Committee the end of October 2026.

Names
David Rhoads
Mark Kyle
Sunny Lee
Sylvain Frayer
Thomas Vogl

BACKGROUND:

The terms of DJ Allison, Kate Powers and Kevin Hagerty were set to expire at the end of October 2022. On October 5, 2022, the City Clerk’s Office called for applications to fill two vacancies of the full voting members, leaving one seat unfilled due to the recent change in membership composition [approved by the City Council on June 6, 2022](#), changing the membership from nine members to five members through attrition. Member Allison, Powers and Hagerty are terming-off of the Committee due to meeting the maximum of two terms.

The purpose of the Bicycle and Pedestrian Advisory Committee is to promote bicycling and walking as viable means of transportation throughout San Rafael, to provide conceptual input on public bicycle and pedestrian infrastructure projects, and to support the implementation of the City’s Bicycle and Pedestrian Master Plan. [Meetings](#) are held on the first Wednesday, every other month (even months) at 6:00 p.m. at City Hall, Third Floor Conference Room, 1400 Fifth Avenue, San Rafael, CA 94901. As permitted by AB361, meetings are held virtually at this time.

ANALYSIS:

Eight (8) applications were received in the City Clerk’s Office by the deadline, and the Bicycle and Pedestrian Advisory Committee Council Liaison, Councilmember Llorens Gulati, and Mayor Kate reviewed the applications and selected five (5) applicants to move forward to be interviewed. Staff

FOR CITY CLERK ONLY

Council Meeting:

Disposition:

recommends holding interviews of the five (5) applicants and appointing two applicants to the Bicycle and Pedestrian Advisory Committee, which would bring membership to five members total.

COMMUNITY OUTREACH:

The call for applications was advertised through mass email notification, the City website, social media platforms, and physically posted at City facilities.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

RECOMMENDED ACTION:

Interview the listed applicants and appoint two applicants to fill two four-year terms on the Bicycle and Pedestrian Advisory Committee, with terms to expire at the end of October 2026.

ATTACHMENTS:

1. Five (5) applications
2. Bicycle and Pedestrian Advisory Committee Bylaws

#3

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Thursday, October 27, 2022 2:04:14 PM
Time Spent: 00:03:15
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Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

3.5 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

Other (please specify):
Attending BPAC meetings and the City website

Q10

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

I am an active participant in several groups and committees locally. Most notably, I have attended and actively participated in every San Rafael Bicycle and Pedestrian Committee meeting for the past 2.5 years. Next, I am an active volunteer with the Marin County Bicycle Coalition (MCBC) where I volunteer at events and fundraisers to help their mission. Earlier this year I participated in Climate Ride (climateride.org) where I fundraised nearly \$7,000 - all of which went to the MCBC. Finally, I have volunteered many times for Slow and Say Hello (safetrailsmarin.org), a group that advocates for safe sharing of our trails and public open spaces here in Marin County amongst hikers, bikers and equestrians.

Q11

List any civic organizations of which you are a member:

Marin County Bicycle Coalition
SPUR (spur.org)
Climate Ride

Q12

Education:

Bachelor of Arts in Architecture with a minor in City and Regional Planning from University of California, Berkeley

Q13

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

I want to make San Rafael a safer and better place to get around by walking and biking and I feel the BPAC is an ideal place to start achieving this goal. My lifelong passion for alternative transportation (non-single occupancy automobile) recently kicked into high gear when my wife and I welcomed our baby into the world late last year. I walk him to and from daycare in the West End, navigating streets with no (or poor) sidewalks and getting passed by drivers who blindly speed through our neighborhood. Now that I have a child, my awareness of the lack of safe streets, aggressive and dangerous driving and few facilities for people getting around safely by foot or bicycle is of top concern to me. My family is proudly a one car family and earlier this year we purchased an electric bicycle instead of a second car. I use this bicycle to get to the Larkspur Ferry terminal for work and for most of my nearby errands throughout San Rafael and Central Marin (including grocery shopping!). It's been amazing but also sometimes terrifying. I love how I don't sit in traffic or contribute to it and I'm helping San Rafael achieve its goal to reduce its carbon emissions as part of the City's Climate Action Plan (of which transportation is fully 60%+ of the City's entire footprint). This decade is so important to achieving these goals as a society and San Rafael's BPAC has an important role in it - especially with the next version of the Bicycle and Pedestrian Master Plan. I want to help shape the next plan.

I believe that the BPAC has an amazing opportunity to influence and implement impactful policies and advocate for bicycle and pedestrian interests in local projects - even representing San Rafael's interests in projects by other jurisdictions within the City (such as SMART, Caltrans, TAM, etc.). Should I be appointed to the Committee, I plan to advocate for the Committee to take up agenda items related to these projects on top of the typical agenda items. I feel that the BPAC is well positioned to advocate and advise the City Council on bicycle and pedestrian issues before it and I'm prepared to take on that responsibility should I be appointed. Finally, our City has goals related to other adjacent priorities, such as improving public transportation utilization. By improving the bicycle and pedestrian experience in San Rafael, more people are likely to use alternative transportation resulting in reduced traffic and helping us achieve our climate goals - a future I want to see for my family!

Q14

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

I am not aware of any possible areas of conflicts with the City.

Q15

Upload your resume.

David%20Rhoads%20Resume%20-%20City%20of%20San%20Rafael.pdf (5.5KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Dave Rhoads

Pursuing a new role in real estate development and placemaking with a driven team. Over 15 years of real estate and business experience in leasing, innovative design, construction and operations, high-performance building, and sustainability.

WORK EXPERIENCE

Intercom • San Francisco

Jul 2021 - Present

Director of Workplace and Real Estate

- Managed, strategized and led all elements of 300,000 sf portfolio for 1,000 employees in five global cities including transactions, subleasing, design and construction, operations, and workplace strategy
- Responsible for \$40m capital project budget, scope and schedule including \$23m new Dublin, Ireland HQ. Delivered new SF office 10% under budget and on schedule with expanded scope.
- Implemented new financial planning and analysis standards resulting in more predictable capital and operational spend and better partnership with the business
- Managed and led a team of nine people

Saltmine • San Francisco

May 2020 - Jul 2021

Director Of Customer Success

- Responsible for \$3M ARR across accounts such as Fidelity, BlackRock, Nike, PG&E, Gilead and Intuit
- Successfully managed and led four Customer Success Managers
- Pitched and demoed Saltmine to JLL Technologies resulting in \$5m Series A venture capital investment

WeWork • San Francisco

Feb 2018 - May 2020

Senior Director, Regional Head Of Enterprise Services

- Led team of 14 responsible for successful end to end customer experience from sales/leasing through delivery and occupancy of custom office space
- Successfully oversaw the delivery of a \$48m, 170,000 sf, fully custom office in San Francisco for a major financial tech company. Managed all client relations and expectations, change orders, navigated contract ambiguity and a dynamic client
- Responsible for over \$600m revenue on over 85 deals
- Successfully delivered first WeWork custom office for BlackRock under extreme conditions

Google • Mountain View

Mar 2012 - Dec 2017

Real Estate Business Partner

- Managed all aspects of real estate for the Hardware business of 1,500 employees across 600,000 sf, including design and construction, operations, and strategic space planning
- Responsible for scope, schedule and budget of \$11m of furniture purchase

Green Building Program Manager

- Responsible for LEED certification, sustainability, user experience and IEQ strategies and outcomes on roughly 3.5m sf in Northern California, Asia and Australia
- Managed end to end installation and evaluation of 7.2 KW lightweight solar photovoltaic pilot

Regenerative Ventures • Berkeley

Jun 2009 - Mar 2012

Program Manager

- Responsible for business development, people management and operations for a private business consortium, green building strategy consulting, and advisory services business. Reported directly to David Gottfried, CEO, and Founder of U.S. Green Building Council

EDUCATION

Bachelor of Arts in Architecture and Minor in City Planning • University Of California, Berkeley •

Aug 2005 - May 2009

CERTIFICATIONS

LEED AP

USGBC • Jul 2012

INTERESTS

trail running, cycling, Clean energy and energy efficiency, Transportation systems and city planning, Camping, clean energy and energy efficiency

#1

COMPLETE

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Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

22 years

Q8

Business Information

Company	Law Offices of Mark Kyle
Address	25 Cottonwood Drive, Suite A
City/Town	SAN RAFAEL
ZIP/Postal Code	94901

Boards and Commissions Application

Q9

How did you hear about this vacant position?

Other (please specify):

asked at City Clerk's office

Q10

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

1. County election poll worker
 2. Monthly food prep volunteer at St. Vincent de Paul's soup kitchen (each month I make 50 bag lunches; I do all the shopping and preparation)
 3. Participating in 2022 City Council race by serving as campaign treasurer for one of the candidates
 4. Volunteer at West Point Inn
-

Q11

List any civic organizations of which you are a member:

1. member - Marin Cyclists Club
 2. member - Marin County Bicycle Coalition
 3. member and active fundraiser - NAMI Marin
 4. member - MALT
 5. member - Marin Audubon Society
 6. former Board member - Marin County Election Advisory Committee
 7. Member - State Bar of California; American Bar Association; California Political Attorneys Association;
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Q12

Education:

JD, 1990, School of Law, University of California, Davis CA
BA (Philosophy), 1977, Boston University, Boston MA

Q13

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

I'm an avid cyclist and I want to make a civic contribution.

I cycle for recreation and for running errands. (I work at home so I can't add "commuting"!)

I currently road cycle throughout Marin County as well as other counties in both northern and southern California. I also love bike touring. Last year I did a solo, unsupported ride on my gravel bike from Buffalo NY to Albany NY along the Erie Canal Trail. I also rode unsupported for over 200 miles throughout Cape Cod and the islands of Nantucket and Martha's Vineyard. In my early twenties (several decades ago!) I took a two month bike tour from London, England to Barcelona, Spain. An adventure I'll always cherish. But biking is more than recreation and seeing the world for me. Biking represents an integral part in making San Rafael, Marin County, California, the US, and the world a more sustainable and healthy place(s). The health benefits to individuals who bike are well established. But on a larger scale a significant increase in bicycle use can represent a vital contribution to combating global climate change. Being able to participate at the local level making even modest, beneficial changes to individual and city-wide use of bicycles seems like a very valuable way to contribute to both our city and a larger community.

Q14

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

Can't think of any.

Q15

Upload your resume.

Resume%20of%20MARK%20KYLE%20(2022)%20(2).pdf (103KB)

Page 4: Demographics

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

MARK L. KYLE

Law Office of Mark Kyle

Private Practice Sole Practitioner

February 2020 - Present

- Representing labor unions, non-profits, electeds, and individuals.

Operating Engineers Local 3

Director of Government Affairs & Public Relations

February 2009 – March 2019

- Oversaw the union's grassroots political efforts, policy work, and legal compliance work.
- Managed a public relations and communications staff charged with the production of a monthly newsletter, various leaflets and letters, public and private websites, and a small, non-profit printing press.
- Coordinated campaign planning, training and staff deployment for various municipal, state and federal electoral races in the Local's four state jurisdiction (Utah, Nevada, California, Hawaii).
- Led state-level policy work involving regulatory or legislative issues directly pertaining to Union membership, including some combination of research and analysis, lobbying, and member and staff education.
- Lead organizer for labor/business coalitional efforts such as High-Speed Rail, Regional Measure AA (SF Bay Restoration Authority), and the Labor in the Climate Transition September 12 Symposium.
- Conducted compliance legal work related to elections and campaigns.
- Defended the union and its members in contract administration arbitrations.
- Communicated union issues and concerns to the Union's 37,000 members through various media sources.

California Labor Federation

Chief of Staff

January 2006 – December 2008

- Direct and indirect responsibility for all programmatic and operational aspects of the California Labor Federation ("CLF").
- Oversaw programs on legislation and policy, campaigns and elections, grassroots issue advocacy, and workforce and economic development.
- Led the production of three major stakeholder events each year - Legislative Conference, Pre-Primary Conference and the Biennial Conference.

Campaign Consultant/Statewide Field Director

July 2005 - December 2005

- Provided strategic, tactical and legal planning on behalf of statewide ballot initiative campaign.
- Oversaw and coordinated 15 local labor councils' grassroots political efforts.
- Recruited, dispatched and supervised 40 full-time and 100 part-time temporary campaign staff throughout California.
- Coordinated the integration of the paid media outreach with the grassroots volunteer efforts including polling, direct mail, telemarketing, website and material production.

California Secretary of State

Special Counsel to the Secretary

October 2004 - March 2005

- Provided expert policy analysis and direction on voting systems.
- Advised on legal, operational and administrative issues.

Under Secretary of State

January 2003 - October 2004

- Managerial responsibility for and oversight of agency administration (including operations, personnel, finance, and budget), policy, legal, legislative, media relations, and scheduling.
- Directed agency staff of 450 through 8 division managers and the Executive Office (Legislative and Constituency Services, Chief Counsel, Press and Communications, Scheduling, Policy).
- Served as Chair of the Voting Systems and Procedures Panel, and as Trustee on the Board of the California State History Museum.

Operating Engineers Local Union No. 3

Director of Operations

2001 – 2002

- Assisted Chief Operations Officer in daily operational oversight and administration of 200 staff in twenty offices in six states.
- Project lead on long-term strategic planning campaign and information technology infrastructure overhaul.

Contracts Manager

1999 – 2001

- Negotiated, researched, drafted, wrote, and edited contracts for private and public sector construction, including multi-employer master agreements and multijurisdictional project agreements.
- Oversaw writing and production of contracts.

California State Assembly

Chief of Staff (12th Assembly District)

April 1998 – December 1998

- Responsible for all operations in legislative and district offices for then Assembly Majority Leader Kevin Shelley.
- Oversaw and directed staff (approximately 20) in all aspects of legislation (research, analysis, drafting), constituent affairs, personnel, and administration.

Operating Engineers Local Union No. 3

Political Organizer

1995 – 1998

- Ran local and statewide initiative and candidate campaigns on behalf of organized labor.
- Worked with numerous union locals, regional and statewide councils throughout the state.
- Conducted numerous trainings on the operations of campaigns for building trades locals throughout California.

Staff Counsel

1991 – 1995

- Represented the union and employees in administrative, state and federal cases regarding contract interpretation, discipline and termination, discrimination, duty of fair representation, TROs, etc.

EDUCATION

JD, 1990, University of California School of Law, Davis
BA in Philosophy, 1977, Boston University

ASSOCIATIONS/MEMBERSHIPS

Member:

- California State Bar; (admitted *December 1990*)
- Operating Engineers Local Union No.3
- American Bar Association
- California Political Attorneys Association

Former Member, Advisory Committee, UC Berkeley Labor Center

Past Chair, California Voting Systems and Procedures Panel

Past Chair, California Secretary Of State Touch Screen Task Force

Former Trustee, California State History Museum

Former Member, Election Advisory Committee, County of Marin

Past Member, Federal Ad Hoc Committee on Fort Baker Transition

#2

COMPLETE

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Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

24 years

Q8

Respondent skipped this question

Business Information

Q9

How did you hear about this vacant position?

City Manager's Newsletter,

Other (please specify):

Attending BPAC meetings as a public

Q10

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

1. Volunteering as a secretary of a Neighborhood Association since 2011.
 2. Attending Council Meetings as a community member to inform the association members and represent the community.
 3. Organize National Night Out Event for the neighborhood in part with SRPD and SRFD.
 4. Attending City and County Public Safety and Community Meetings, Safe Parking, WildFire Prevention, 3rd Street Improvement, BPAC and the Board of Library Trustees to be informed and also give feedback or/and input as a community when it was asked.
 5. Volunteer/participate for San Rafael High School as a PTO member and all of city schools when my children attended in the past. I was recognized in a school-wide assembly for my volunteering for the 8 years when my children attended the school.
 6. Assist and guide senior neighbors' technology challenges (such as ID-theft, renewing vehicle registration and making Covid Vaccine/Test appointments online).
 7. Attending Community Climate Action Forums and closely working with many of the members/interest groups outside the forums. As a close-knit MarinFreecycle member, we have always actively educating and practicing Recycle, Reuse and Repurpose since 2008.
 8. Participated in the city's workshops for Housing, Library and Economic developments when the community attendance were asked to participate.
 9. Filling out many community surveys in various sectors when it was asked and sharing the links to many friends and neighbors.
 10. Close communication with a few key police officers at SRPD in order to provide home security camera footage and eyewitness encounters to assist in their ongoing investigations/incidents.
 11. Working closely with DPW and many city engineers, CalTrans, Design Firm, project contractor and the construction company for the past 7 years for the Southern Heights Blvd Bridge Project.
-

Q11

List any civic organizations of which you are a member:

Southern Heights Neighborhood Association
Community Climate Action
We Are SR! - San Rafael High School PTO
Federation of San Rafael Neighborhoods
MarinFreecycle
Drive Clean Bay Area

Q12

Education:

School of Visual Arts, NYC, Master of Fine Arts in Computer Graphics & Special Effects
Parsons School of Design/School of Visual Arts, Bachelor of Fine Arts in Communication Arts and Graphic Design

Q13

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

I have worked and lived in San Rafael since 1998. I believe in civic duties and we all need to contribute one way or another to make a difference for the city that I call home.

Growing up as a child of teachers/principals and uncles in civil engineering, the citizen oversight and public participation, input & feedback on many municipal developments were highly regarded. Looking back, it was simply regarded as a noble responsibility. In Last 3 years, I have become very well aware of the safety of pedestrians & bicyclists especially in the San Rafael downtown area where I am most frequent. After attending BPAC meetings as a public for the past 3 years, many of my friends who are parents of school-age kids recommended me to apply. I feel it's an opportunity to serve the community as well. Since I'm very detail oriented visually and my analytical skills to comprehend/visualize/process the project's drawings quickly, due to drafting training. Also being a frequent pedestrian and a motorist in our city streets and beyond, and also having lived in other major cities big and small in the US and World will help me to foresee possibly overlooked safety concerns and contribute what I learned from other cities' successful implementations.

At last, I believe in advancing racial equity and a representation of older residents by a member's age is 55+.

Q14

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

None

Q15

Respondent skipped this question

Upload your resume.

Page 4: Demographics

Q16

Ethnicity

[Redacted]

Q17

To which gender do you most identify?

[Redacted]

Q18

How old are you?

[Redacted]

Sunny Lee

Objective

Appointment to the City of San Rafael Bicycle and Pedestrian Advisory Committee, where I believe my frequent experience as a pedestrian in SR downtown, West End, Sun Valley, Picnic Valley and Montecito/SRHS will be a valuable new perspective to the committee.

Experience

Worked at George Lucas' Industrial Light + Magic for 11 years and Digital Domain (Titanic) for 2 years. At first this may not seem relevant to BPAC, but it taught me the value of working in a team to reach solutions that adhered to a set of constraints, with each individual contributing something different to the solution. I saw over and over how people with different skills and backgrounds working together produced better results than any one of them could alone. I also learned to work with complex systems (computer graphics simulations instead of traffic patterns), and anticipate how changes meant to fix one problem could produce multiple changes in the outcome, sometimes producing new, undesired results.

Lived and worked for 3 decades in two large (8+ million population), pedestrian-focused cities in North America and Asia, observing traffic and pedestrian policies and practices.

Interested in the Slow Streets program (which I witnessed in practice while visiting Culver City) and implementation of Vision Zero with further research, study and data collection.

Background and training in 3D graphics and architecture gives me an ability to read blueprints and quickly "see" the 3D scene they represent.

24 years living in San Rafael, first in Terra Linda, and for the past 20 years, south of downtown.

After two decades of living in San Rafael and all of the travel that entails for shopping, visiting friends, shuttling kids to and from four different schools, numerous parks, and after school activities, I've developed an extensive familiarity with the roads and layout of our community.

Volunteered as a morning traffic controller at the intersection of 5th Ave and Happy Lane for 2 school years (2016-2018). Approximately 150 vehicles, 100 students & parents on foot, 40 students on bikes and 3 large school buses converge. Volunteered Safe Routes To School program aka Walk 'n Roll at Sun Valley School for most Wednesdays.

10 years volunteering as Secretary of Southern Heights Neighborhood Association. Working closely with 130 households in various agendas and neighborhood matters.

Took behavioral psychology classes in college. How we walk, drive and bike on the shared roadway can be explained through our interactions with the environment. Our actions are always responses to stimuli, which either occur naturally or because of a learned response. This has applications to understanding the interactions between cars, bikes, and pedestrians in our community. As a pedestrian, I'd like to be a voice for pedestrian safety.

Education

School of Visual Arts, NYC, MFA in Computer Art 1993-1995

Computer Animation and Photo Realistic Computer Generated Special Effects. Required an understanding of all aspects of computer generated animation from creating a story, modeling, animation, lighting, rendering and editing the short animated film with sound and music.

Parsons School of Design/School of Visual Arts, BFA in Graphic Design 1990-1993

Graphic Design, Communication Art, Advertising, Painting, Illustration, Photography.

#3

COMPLETE

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Page 1

Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

2 years

Q8

Respondent skipped this question

Business Information

Q9

Social Media

How did you hear about this vacant position?

Q10

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

Quail Hill TownHomes - Board of Directors

Q11

List any civic organizations of which you are a member:

N/A

Q12

Education:

Fordham Law School
Attorney admitted in CA and NY

Q13

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

I'm an avid runner, walker, and regularly ride my RadWagon electric bike through our North San Rafael neighborhood with my 16 month old son Gabriel in the back. I think there is so much potential for encouraging walking and biking as alternative mode of transportation to driving in San Rafael. This is an especially critical time for North San Rafael, as the population and traffic is set for a big increase among many housing development projects, including at the Northgate mall. We need to ensure that we make our community, streets and road safer and friendlier for everyone: pedestrians, cyclists and drivers. This is crucial to reduce congestion, pollution and create a healthier environment with a "blue zone" style of living. I want my children to be able to bike safely to school one day and so I would love to help contribute in making this goal happen!

Q14

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

None

Q15

Upload your resume.

Sylvain%20Frayer%20-%20Resume%20(1).pdf (173.9KB)

Page 4: Demographics

Q16

Ethnicity



Q17



To which gender do you most identify?

Q18



How old are you?

SYLVAIN FRAYER



EXPERIENCE

QUAIL HILL TOWN HOMES HOA BOARD, San Rafael, CA

January 2022 – Present

Director

- Develop a fiscally responsible budget and establish reserve funds. Determine assessment rates and collect assessments. Establish, publicize, and ensure compliance of bylaws. Enact legal action or penalties against owners who are non-compliant of bylaws. Review state, county, and local laws for impact on the association and members. Communicate to the association and members regarding legal or bylaw changes, fiscal health and financial reports, and other pertinent information.

STAY AT HOME PARENT, San Rafael, CA

July 2021 – Present

- Manage, entertain, feed and keep safe a happy, thriving toddler—our 18 month old son, Gabriel. Safely ride Radwagon electric bike daily to local parks and playgrounds with Gabriel in the back. Elected “Most Awesome Dad of 2022” by son and wife.

GIRARD SHARP LLP, San Francisco, CA

March 2020 – July 2021

Litigation Associate

- Managed e-discovery in large, complex litigations including oversight of attorney teams in fact investigation, document productions and deposition preparation; third-party discovery and liaison with experts.
- Drafted and prepared confidentiality agreements, motions, discovery requests and responses, expert reports, FOIA requests, pleadings, pre-trial materials, settlement agreements, summary judgment papers, and trial briefs.

FLEX BY FENWICK, San Francisco, CA

June 2019 – March 2020

FLEX Attorney

DATA DRIVEN SAFETY, LLC, Huntersville, NC

September 2016 – June 2019

Privacy Attorney, Head of Government Relations

- Advised and provided daily support to management, operations, data acquisition and product development teams on compliance with the Fair Credit Reporting Act (FCRA), the Driver’s Privacy Protection Act (DPPA) and other federal, state and local laws and regulations. Specific expertise related to the collection and use of personal data in compliance with federal, state and local privacy laws.
- Tracked legislative developments related to privacy and anticipate compliance hurdles upstream. Advised on anticipated requirements of the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), the Vermont Data Broker Law, among others.
- Liaised with hundreds of state and local government agencies throughout the United States to make requests for bulk public data and to confirm company compliance with federal, state and local laws as well as contractual terms. Successfully argued and appealed dozens of denials to access public information in front of state Attorneys General, judges, city attorneys and prosecutors. Assisted outside counsel in drafting a complain to argue the right of the company to access and use drivers’ personal information and data under the South Carolina privacy law.
- Negotiated with law enforcement agencies and courts across the United States to make criminal conviction and arrest information available on their websites to increase public access and transparency—for example, convinced over a dozen California Sheriff Departments to update their websites to display public information as required under the California Public Records Act, and convinced several dozen Wisconsin courts to start releasing case disposition data in accordance with the Wisconsin Public Records Law.
- Drafted and negotiated with government entities and commercial partners data exchange, data access and data use agreements.
- Managed team of lobbyists, government relations experts, legal professionals and other consultants.
- Advised on corporate governance and employee matters and drafted and implemented policies and best practices.
- Elected Treasurer of Coalition for Sensible Public Records Access, an industry non-profit organization dedicated to promoting the principle of open public record access to ensure consumers and businesses the continued freedom to collect and use for personal and commercial benefit the information made available in the public record.
- Advised on product development from both a compliance and marketing perspective

FRENCH AMERICAN CHAMBER OF COMMERCE, Seattle, WA

December 2015 – June 2016

Trade Attaché

- Informed, advised and assisted French companies in the process of setting up operations in the region, as well as U.S. companies wishing to expand or start a business relationship with French companies.
- Provided analyses, information and insight into the U.S. market and regulatory framework.

CELERITY CONSULTING GROUP, INC., Seattle, WA

June 2015 – September 2015

Document Review Attorney

- Reviewed documents using the Relativity software in a complex anti-trust case. Completed a three-pass review of documents containing highly technical terminology with over a dozen coding factors. Selected in final review team based on performance and accuracy.

GREENHILLS VENTURES LLC, New York, NY

January 2014 February 2015

Intellectual Property Consultant

- Completed due diligence memoranda and request lists regarding early-stage healthcare, medical device, mobile, wireless and cloud technology companies' legal rights and obligations. Reviewed potential investment companies' intellectual property portfolios. Drafted intellectual property, confidentiality and infringement provisions, as well as division of profit and insurance clauses in portfolio companies' joint venture agreements. Drafted and assisted in negotiating license agreements for portfolio companies.

EADS ASTRIUM SPACE TRANSPORTATION, Saint-Médard, France

April 2012 – October 2012

Trainee Lawyer

- Advised engineers and other internal clients on intellectual property and technology-focused commercial agreements for space system projects including: components of the current and next generation of European satellite launchers; technologies related to the SpacePlane project; a laser-solution to capture and destroy space debris; components of an automated cargo space module servicing the International Space Station; and an innovative green satellite fuel.
- Drafted strategic alliance agreements, teaming agreements, industrial and scientific collaboration agreements, including provisions distributing the rights to use and commercialize the results and products of the collaboration, including software, code, algorithms, chemical formulas, prototypes, materials, patents and technical concepts.
- Drafted and negotiated patent and technology licensing agreements. Prepared a wide variety of corporate legal documents such as commercial contracts, orders and manufacturing agreements. Drafted promotional, marketing and sponsorship agreements related to the promotion of the company.
- Advised on matters of protection of industrial secrets, scientific assets and other intellectual property. Drafted hundreds of non-disclosure agreements and confidentiality and publication clauses in other company agreements.
- Assisted in answering requests for proposals made by the European Space Agency and the Ministry of Defense.
- Advised on matters of corporate compliance and the social media policy of the company.

EDUCATION

FORDHAM UNIVERSITY SCHOOL OF LAW, New York, NY

LL.M. in International Business and Trade Law, *magna cum laude*, May 2014

UNIVERSITÉ TOULOUSE CAPITOLE, Toulouse, France

Master of Law in International Business Law (J.D. equivalent), *magna cum laude*, June 2012

- *Maîtrise* in International and European Law, *valedictorian*, July 2011
- Law School Exchange at the University of Amsterdam, June 2011
- *Maîtrise* in Private Law, May 2010

UNIVERSITÉ DE SAVOIE, Chambéry, France

Licence en Droit (Bachelor of Law), May 2009

ADDITIONAL INFORMATION

Bar Admission: New York (2015); California (2019).
Publication: S. Frayer, P. Ciric, T. Vandenabeele, B. Ader, *French Big Brother: Wiretapping Raises Privilege Concerns*, *New York Law Journal*, June 16, 2015.
Citizenship: American; French.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Monday, October 10, 2022 10:02:46 PM
Time Spent: 01:06:55
IP Address: 98.37.29.70

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Q1

Contact Information

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

Q3

Bicycle and Pedestrian Advisory Committee

What Board would you like to apply to?

Page 3

Q7

How long have you lived in San Rafael?

4 years

Q8

Business Information

Company	Canal Alliance
Address	91 Larkspur Street
City/Town	San Rafael
ZIP/Postal Code	94901

Boards and Commissions Application

Q9 Other (please specify):
How did you hear about this vacant position? email, and CEO of Canal Alliance

Q10
Do you participate in any civic activities? If so, what are they?
I served on the Wildfire Advisory Committee in 2019, and I am also an active member of CERT.

Q11
List any civic organizations of which you are a member:
CERT

Q12
Education:
BS in Business; Germany

Q13
Why are you interested in serving on a board or commission?
I enjoy living in San Rafael. I also value opportunities to engage with community and doing my part to make San Rafael an even better and safer place to live. That was the reason to work for Canal Alliance (a local Not-for-Profit), rather than accepting a similar but higher paid position elsewhere. I wanted to work and serve in the same city I live in. I am an avid urban bicyclist since childhood and ride my bike to work and shopping in San Rafael every day. I was an active volunteer with the San Francisco Bicycle coalition for almost 20 years. Originally coming from Germany, I believe I can contribute a lot of extensive and diverse urban bicycle experiences to the board. I also love to walk. In San Rafael, in general. For a year I had a Walk-to-Work group that regularly met to walk to our offices in San Francisco (even got featured in a SF Chronicle Magazine :)) There is still a lot that can be done in SR, to make bicycling and walking more attractive and safer for the public. San Francisco proved, that by providing a safer walking/bicycling experience, people will get on bicycles more often or walk. Would also love to explore what could be done to make bicycling more attractive in the Canal District and encourage members of the immigrant community to get on a bicycle.

Q14
Describe possible areas in which you may have a conflict of interest with the City:
I don't see any

Q15
Upload your resume.
Thomas%20V%20Resume%202022.pdf (66KB)

Q16

Ethnicity

[REDACTED]

Q17

To which gender do you most identify?

[REDACTED]

Q18

How old are you?

[REDACTED]

Thomas T Vogl

Profile

Financial Executive with over 20 years experience in Accounting, Finance, Systems Management, Project Management for Not-for-Profit and For-Profit companies in varied industries. Solution focused, with excellent interpersonal and communication skills, highly valuing personal and business integrity.

Key Skills

Policies & Procedures
Financial Audit/Tax Return
Project Management
Office Management
A/P, A/R,F/A,G/L

Financial Reporting
Compliance
Financial Due Diligence
Month End Closing
HR / Payroll

Financial Analysis
Grant Management
Systems Management
Contracting
Insurances

Experience *

GREATER DETAIL OF JOB DUTIES AND ACCOMPLISHMENTS CAN BE PROVIDED UPON REQUEST, SAME GOES FOR REFERENCES.

ACCOUNTING MANAGER | Canal Alliance | Oct 2021 – Present

Local Not-for-Profit organization breaking the generational cycle of poverty for Latino immigrants

SENIOR ACCOUNTANT | Canal Alliance | Jan 2020 – Sep 2021

- Supervising Accounting team and responsible for all A/R, A/P, Cash Receipt activities
- Responsible for providing monthly financial statements to CFO
- Supporting Director of Finance and CFO with annual audits and other requests

FREELANCE CONTRACTOR | Mar 2019 – Dec 2019

Accounting, Finance support

SNR DIRECTOR OF FINANCE | Teaching Channel | Jan 2017 – Feb 2019

Reason for leaving: Elimination of position due to Acquisition

- Responsible for all ongoing support for Accounting, Finance, HR/Payroll, Insurance, Contracting, Accounting/Office System, Grant Management, Budgeting
- Promoted to participate in Upper Management's Leadership Team
- Instrumental in supporting CFO and CEO to transition Teaching Channel from Not-for-Profit (501)c(3) status to Delaware Inc in a 6-month process involving multiple law firms and government agencies
- Supported CFO and CEO in M&A process that lead to successful Acquisition of Teaching Channel

DIRECTOR OF FINANCE | Teaching Channel | Apr 2012 – Dec 2016

E-Learning Not-for-Profit organization, with best-in-class video library to support over 1m teachers online

- Set up Accounting department from scratch: introduced new Accounting policies and procedures, Month End Closing process and reporting, proper GL reconciliation, hiring bookkeeper, introduced and implemented integrated A/P solution (Bill.com)
- Established new relationship with renowned Audit firm, leading company through very first, and four consecutive Audits and Annual Tax Returns, very effectively organized and

- prepared to minimize cost and time, earning praise from Board of Directors and CEO
- Instrumental in winning \$3m, 3-year Government Grant (NSF): Establishing necessary Accounting policies and procedures, budgets, Indirect Cost calculation, subrecipient monitoring procedures; conducted Grant Management for 3 years until closing of grant.
- Was responsible for HR/Payroll function: Working with PEO firm, handled on-boarding, payroll, benefits, terminations.
- Initiated and renewed all insurance coverage needs for company
- Lead company through multiple Due Diligence Processes
- Supported CFO and CEO: Ad-hoc, monthly, annual financial reports and analysis, budgets
- Managed all Accounting and office related systems

LEAD ACCOUNTANT | On Lok, Inc. | AUG 2011 – Apr 2012 (through Ajilon, a Staffing Agency)
Community-based not-for-profit organization offering All-inclusive Care for the Elderly

- Compiled and input financial data into Solomon and other systems
- Prepared Journal entries and account reconciliation for monthly GL close
- Produced financial statements for internal reporting
- Prepared statements for external reporting (City, State agencies)
- Compiled schedules/reconciliations for annual audit
- Established, maintained and coordinated implementation of accounting control procedures

INDEPENDENT ACCOUNTING BUSINESS | Garden for the Environment, Brown Owl Cafe, Fitness Inside Out | Jun 2010 – Aug 2011

FINANCIAL/ACCOUNTING ANALYST | PASTA POMODORO | Feb 2005 – Aug 2010

Restaurant group with operations in California and Arizona.

43 operating locations 1,400 employees Revenue: 60+ million

- Designed and provided financial analysis, internal/external financial reports for management
- Assisted CFO and Controller in preparing for external Audits
- Compiled the yearly budget for 40+ restaurants (MS Excel)
- Directed project to implement new software for Food Cost Management
- Managed Fixed Assets Accounting System (Sage FAS) including reconciliation with GL and producing Year End Audit Report
- Was responsible for administration and data integrity of web-based Sales Data Management System (CTUIT)
- Assisted with all aspects of bookkeeping tasks (A/P, A/R, POS Sales Upload)
- Supervising/performed Month-End/Year-End closing procedures (Bank, Payroll reconciliation, Financial Statements)

STAFF ACCOUNTANT | PASTA POMODORO | Oct 2001 – Jan 2004

- Performed all A/P, A/R, G/L related tasks and accounting entries
- Conducted Month End Closing and Reconciliation for 40+ locations
- Responsible for Inventory Accounting for 40+ locations

Education

BS in Business Administration | VWA, Germany

Traineeship (3 year) IT/Business Administration Professional | Germany

System Experience

Mac, PC, MS Office, Google Suite Administrator, Salesforce, Accounting Seed (SalesForce), QuickBooks, QuickBooks Online, Sage MAS 90 (Sage), MS Dynamics, Slack, Teams, Zoom Administrator

BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.1. Name. The name of this body shall be the City of San Rafael Bicycle and Pedestrian Advisory Committee, hereinafter referred to as the "BPAC," or the "Committee."

Section 1.2. Purpose. The purpose of the Bicycle and Pedestrian Advisory Committee is to promote bicycling and walking as viable means of transportation throughout San Rafael, to provide conceptual input on public bicycle and pedestrian infrastructure projects, and to support the implementation of the City's Bicycle and Pedestrian Master Plan.

Section 1.3. Committee Responsibility. The Committee's authority is advisory only. The Bicycle and Pedestrian Advisory Committee has no power to act on behalf of the City of San Rafael or any other entity. The Bicycle and Pedestrian Advisory Committee's responsibilities shall be in accord with these Bylaws, as amended from time-to-time by the City Council.

The Bicycle and Pedestrian Advisory Committee's advisory and review function on matters related to bicycling and walking include, but are not limited to:

1. Implementation of the Bicycle and Pedestrian Master Plan and other adopted plans

Participating in the development, review, and implementation of comprehensive bicycle/pedestrian goals, objectives and policies in the Bicycle and Pedestrian Master Plan, and/or other City adopted community plans and area specific plans.

2. Existing Conditions

Reviewing and commenting on the functional classification and physical condition of existing pedestrian routes, bicycle paths, bicycle lanes, protected bikeways, and bicycle routes (Caltrans Class I, II, III & IV facilities, respectively) within the City.

3. Review of Major Development and Infrastructure Projects

Reviewing development and infrastructure projects that fall within the City's jurisdiction insofar as they relate to bicycling and walking at their planning and design stages for accommodation of cyclists' and pedestrians' needs.

Members of BPAC will serve as liaisons to City departments, commissions, and committees related to bicycle and pedestrian issues and will report back to BPAC.

4. Project Development and Funding

Making recommendations on capital improvements to increase use and safety of bicycle/pedestrian facilities; and providing recommendations to staff on the prioritization of bicycle/pedestrian projects for funding under Capital Improvements Programs or other district, county, state or federal bicycle and pedestrian grant programs.

5. Educational Efforts

Participating in the City's efforts to promote bicycling and walking as viable forms of urban transportation and recreation.

ARTICLE II. MEMBERSHIP

Section 2.1. Number of Members. The Committee shall consist of a total of five (5) regular members.

The Committee shall have one alternate member who may vote in the absence of any voting member.

Section 2.2. Eligibility. The Committee shall be composed of five (5) regular voting members.

Requirements for eligibility: Shall either reside or work in city limits.

Membership on the Committee shall not be limited based on race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age or sexual orientation. An effort will be made to ensure that the membership is balanced and diverse based on the eligibilities above.

Section 2.3. Term Limits. Members of the Committee shall be limited to two (2) consecutive four-year terms. Additional terms may be served if there is a break between terms.

Section 2.4. Absence and Removal. An unexcused absence from two (2) consecutive Committee meetings without notification to the Chairperson will constitute an immediate vacancy and shall be considered a voluntary resignation from the Committee. Previously dismissed Committee members may be eligible for reappointment.

Section 2.5. Compensation. Committee members shall serve without compensation.

ARTICLE III. MEETINGS

Section 3.1. Time and date of Regular Meeting. Notification of meeting place, date, and time shall be rendered to the public through posting on the City of San Rafael website. The Committee shall meet at least every other month, on a consistent day of the month,

and shall be scheduled annually. The schedule for the upcoming year will be set by December of the previous year.