

**MORAGA TOWN COUNCIL
AGENDA
SPECIAL MEETING
Tuesday, June 9, 2015**

6:00 p.m.

Mosaic Room
Hacienda de las Flores
2100 Donald Drive, Moraga, CA 94556

I. CALL TO ORDER

ROLL CALL: Mayor Wykle, Vice Mayor Metcalf and
Councilmembers: Arth, Onoda and Trotter

II. PUBLIC COMMENTS – Time reserved for those in the audience who wish to address the Town Council. The audience should be aware that the Council may not discuss details or vote on non-agenda items. Your concerns may be referred to staff or placed on a future agenda. Note: Public input will also be taken during each agenda item.

III. ADOPTION OF MEETING AGENDA

IV. ORDINANCES, RESOLUTIONS AND REQUESTS FOR ACTION

A. Interview of Applicants for and Consider Appointments to the Contra Costa Transportation Authority – Citizens' Advisory Committee and the Pedestrian/Bicycle Master Plan Update and Wayfinding Plan Citizen's Advisory Committee

VI. ADJOURNMENT

Notices of Town Council Meetings are posted at 2100 Donald Drive, The Moraga Commons, 329 Rheem Blvd and the Moraga Library. Copies of the Agenda packets can be viewed prior to the meeting at the Town Offices, 329 Rheem Blvd, Second Floor. **NOTICE:** If you challenge a Town's zoning, planning, or other decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Town Council at, or prior to, the public hearing. Judging review of any Town administrative decision may be had only if petition is filed with the court not later than the 90th day following the date upon which the decision becomes final. Judicial review of environment determination may be subject to a shorter time period for litigation, in certain cases 30 days following the date of final decision. The Town of Moraga will provide special assistance for disabled citizens upon at least 72 hours advance notice to the Town Manager's office (888-7050). If you need sign assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.



Town of Moraga

VOLUNTEER APPLICATION

RECEIVED

MAY 14 2015

TOWN OF MORAGA

Name: DENNIS FAY Date: 5-14-15

Position Applying For: CCTA - CITIZENS ADVISORY COMMITTEE

When submitting please include: Application Questionnaire Resume Letter of Interest

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application, questionnaire, resume and letter of interest to:
mmcinturf@moraga.ca.us

1. How many years have you lived in Contra Costa County? 20

2. Are you registered to vote in Contra Costa County? YES No

3. I have sufficient time to devote to this responsibility and will attend the required meetings if appointed to the Citizens Advisory Committee. YES No

Signature: Dennis Fay

Date: 5-14-15

Town of Moraga
Contra Costa Transportation Authority
Citizens Advisory Committee
Volunteer Questionnaire

Name: DENNIS FAY

Date: 5-14-15

**Please answer the questions below, if extra space is needed to fully complete answers,
please attach a separate piece of paper.**

1. Briefly describe your interest in serving on the Citizens Advisory Committee, citing any relevant volunteer or work experience.

I have been involved in transportation for over 40 years. As the Exec at the Alameda County CMA (now ACTC), I worked with various local governments and believe I can represent Moraga's interests on CITA's Citizens Advisory Committee. I was recently the Chair of Orinda's Infrastructure Commission before moving to Moraga.

2. What is your particular interest in transportation?

Life long as a graduate student at MIT and as a professional for over 40 years.

3. List and briefly describe any participation in volunteer, community or professional organizations that are relevant to your candidacy for the Citizens Advisory Committee.

Chair of Orinda's Infrastructure Commission
New member of Moraga's Sales Tax Oversight Comm.
Member of the Institute of Transportation Engineers

If you have any questions, please contact Marty McInturf at 925.888.7022 or mmcinturf@moraga.ca.us

Dennis R. Fay

Moraga, California 94556

(mobile)

(home)

RESUME

Experience and Education Summary

Over forty years of experience in transportation engineering, planning and management.

Retired Executive Director of the Alameda County Congestion Management Agency, the agency responsible for planning, funding and delivering transportation projects/programs in Alameda County, a county with a population of 1.5 million. Responsible for a program of transportation investment in Alameda County currently totaling approximately \$700 million. Extensive management experience, including preparing work programs, developing and monitoring budgets and schedules, supervising personnel and managing multi-disciplinary teams. Experienced at summarizing complicated issues to policy boards and private sector groups. Extensive experience with the news media, including local and national television. Broad experience with all modes of transportation, including transit, paratransit, non-motorized, highways, airports and seaports. Broad experience with federal and state programs and regulations.

Bachelor of Science degree in industrial engineering from Northeastern University and Master of Science in transportation from the Massachusetts Institute of Technology (MIT). Graduate studies in business.

Experience and Skills

CDM Smith; San Francisco, CA (part time); 2011 to 2014

Various projects, including BART to Livermore studies and strategies. Business development activities.

Alameda County Congestion Management Agency; Oakland, California; 1991 to 2010

Recently retired Executive Director of the Alameda County Congestion Management Agency (CMA). As the first incumbent in this position, developed the program and staffing plan for the Agency. Responsible for managing staff and an annual budget of approximately \$60-90 million. Functions include developing the long range countywide transportation plan, administering the Congestion Management Program required by state law, developing and implementing the County's highway and transit priorities, developing and implementing statewide bond projects, developing a vehicle registration fee program, administering federal and state funding programs, developing transportation legislation on behalf of the Agency, and developing policy positions on transportation matters. Responsible for the program of transportation investment in Alameda County currently totaling approximately \$700 million. Developed several pieces of legislation, including AB 3705 (1988, Eastin) and AB 1619 (1994, Lee) -- countywide transportation planning; AB 2032 (Dutra, 2004) and AB 574 (Torrico, 2007) -- express lane authorization; and SB 83 (2009, Hancock) -- vehicle registration fee. Strong working relationship with the staff and

policy makers of the Metropolitan Transportation Commission (MTC), the California Transportation Commission, Caltrans, cities, the County and the transit operators in the Bay Area. Represent the agency to the news media, both print and TV.

Worked closely with the Alameda County Transportation Improvement Authority on state funding to supplement ½-cent transportation sales tax funds. Working knowledge of law and policies associated with transportation sales tax programs.

Alameda County Public Works Agency; Hayward, California; 1987 to 1993

Transportation planning manager for Alameda County. As first incumbent in this position, developed program leading to the countywide transportation plan and promoted county transit and highway funding priorities. Also managed the traffic engineering department for the unincorporated area, the paratransit funding program for service delivery throughout the County, and the bicycle facility funding program for the County. Developed a consensus for countywide transportation policy making.

Metropolitan Transportation Commission (MTC); Oakland, California; 1977 to 1987

At MTC, managed the Fremont-South Bay Alternatives Analysis that studied various transit options for connecting southern Alameda County with the northern Santa Clara Valley. Construction value of the project was then estimated at approximately \$1 billion. Managed MTC staff and the consultant team. Project included patronage forecasts, engineering, cost estimating, financial analysis, environmental studies and preparation of an EIS, and had an estimated consultant cost of \$1.5 million plus staff costs.

Managed the preparation of the first San Francisco Bay Area Seaport Plan that included three separate teams of consultants and staffs of three agencies, and had a cost in excess of \$1 million. Developed funding and work plans. Executed every project within budget and on schedule. Developed a consensus among the diverse and opposing interest groups involved.

In the capacity of manager of major projects, acted as project spokesman and advocate before many groups, ranging from several people to over 100, summarizing complicated issues to public policy boards, professional organizations and private sector groups. Worked with and persuaded all key organizations to support the projects I managed. Also organized many meetings, acted as a staff resource to committees, and chaired meetings. Many interviews by the news media, including local and national television.

In addition to projects cited above, acted as MTC staff representative and analyst on several projects, including the I-280 Transfer Concept Program in San Francisco and the \$300 million I-80 Operational Improvements Project in Alameda and Contra Costa counties. Managed MTC's High Speed Water Transit Study that analyzed five prospective corridors. Prepared analyses of various proposals for AMTRAK service improvements. Responsible for MTC's review and analysis of the California State Rail Plan and proposed rail freight line abandonments. Participated in the early studies of alternative transportation uses for the San Ramon branch line in Contra Costa and Alameda counties.

Kaiser Engineers; Oakland, California; 1973 to 1977

Project engineer in Kaiser's transportation division. Prepared port master plans for Mobile, Alabama and Port Hueneme, California and conducted engineering feasibility analyses for other U.S. ports. Also participated in studies of bus service in San Francisco and the development of a small bus system in Marin County. Conducted economic analysis of investment options, and assisted in the preparation of project cost estimates. Also conducted special studies of economic, environmental, cost, and transportation impacts. Experience with construction management.

Daniel, Mann, Johnson & Mendenhall; Redwood City, California; 1971 to 1973

Assisted in the preparation of California Master Plan of Aviation and conducted several traffic engineering studies. Work included travel forecasting, air freight forecasting, traffic engineering studies, and transportation impact studies.

Education

- | | |
|-----------------|--|
| 1971 | Master of Science, Civil Engineering, Transportation Division, Massachusetts Institute of Technology (MIT) |
| 1969 | B.S. Industrial Engineering, Northeastern University |
| 1976 to
1978 | Graduate Studies in Business Administration, California State University, Hayward
(managerial and financial accounting, financial management, marketing management, macro and micro economics, quantitative business methods, organizational theory, and business policy) |



Town of Moraga

VOLUNTEER APPLICATION
PED/BIKE MASTER PLAN UPDATE
CITIZEN ADVISORY COMMITTEE

RECEIVED
MAY 21 2015
TOWN OF MORAGA

Name: WALT BATEMAN Date: 5/19/15

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

TO IMPROVE BIKE SAFETY IN MORAGA.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

No

* I AM A 38 YEAR RESIDENT OF MORAGA. I HAVE WALKED, RUN, AND BIKED IN MORAGA. FOR ABOUT THE LAST 15 YEARS I HAVE BEEN A "FIXTURE" - A MOVING ONE, HOWEVER, ON THE LAFAYETTE-MORAGA TRAILS WITH MY ALMOST DAILY BIKE RIDES. LAST YEAR, 2014, I RODE 9000 MILES. I ALSO USE MY BIKE TO GO



Town of Moraga

VOLUNTEER APPLICATION PED/BIKE MASTER PLAN UPDATE CITIZEN ADVISORY COMMITTEE

Date Received

RECEIVED

MAY 11 2015

TOWN OF MORAGA

Name: LARRY BEANS Date: 5-6-15

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

I am an active bicyclist around town.
I know the good and bad sections.
I rode my bike to work in Mill Valley for many years.
I used to be a runner (July 4th Run) and have walked extensively. (Member of Orinda Hiking Club)
I am interested in helping move this issue forward.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

~~No~~
Moraga Citizen Network - Treasurer
Member of Climate Action Committee
Kiwanis
Active in Moraga Community Faire



Town of Moraga

VOLUNTEER APPLICATION
PED/BIKE MASTER PLAN UPDATE
CITIZEN ADVISORY COMMITTEE

Date Received

RECEIVED

MAY 29 2015

TOWN OF MORAGA

Name: MICHAEL CARRADINE Date: 5.29.2015

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

I WOULD LIKE TO ASSURE THE CONVENIENCE, USABILITY AND SAFETY OF THE PEDESTRIAN, BICYCLE, MULTI-PATH AND GOLF CART CIRCULATION CORRIDORS THROUGHOUT MORAGA AND AS THEY INTERFACE WITH THE LAMORINDA COMMUNITIES. WITH SOME IMPROVEMENTS, MORE RESIDENTS MIGHT FEEL SAFER AND BE ENCOURAGED TO REDUCE THEIR DEPENDANCE ON CARS, AND PHASE IN A HEALTHIER LIFESTYLE OF WALKING, CYCLING, OR SKATING TO SCHOOL, PARKS, SWIM CLUBS, FRIENDS HOMES, SPORT EVENTS, AND SHOPPING AREAS, ETC. IT WOULD BE ENTIRELY POSSIBLE TO REDUCE THE USE OF AUTOMOBILES IN TOWN BY UP TO 50% AS A GOAL.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

DESIGN REVIEW BOARD, 5 YEARS.

PAGE 1

RESUME



Peugeot PH-10S

Bought new in 1982

Modernized and updated

62 cm Carbolite 103 frame, black

27x1-1/4" Rigida alloy rims with Schwalbe Marathon tires

6-speed rear Shimano derailleur with click-stop Shimano shifter

42 tooth front crank wheel (52 tooth wheel and front derailleur removed)

Shimano side-pull quick release brake calipers with Hayes brake handles

40 cm alloy bullbar

Fizik saddle



Town of Moraga

VOLUNTEER APPLICATION PED/BIKE MASTER PLAN UPDATE CITIZEN ADVISORY COMMITTEE

Date Received

RECEIVED

MAY 26 2015

TOWN OF MORAGA

Name: Cordelia Crockett

Date: May 22, 2015

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

I am interested in participating in the CAC because I'd like to see Moraga become a better place to walk and bike. I think that the locations with the most potential for improvement are around and between the Moraga Town Center and Rheem Town Center, as well as to and from the BART stations that Moraga residents use in Orinda and Lafayette. Special emphasis on walking and biking routes to schools would also greatly benefit the Town, as our traffic congestion appears to be related mainly to the large number of children who are dropped off at their schools in cars. I would like my children to be able to walk to and from school (and in-town activities) for all thirteen years of their schooling, but I understand the concern that some parents may have about the safety of crossing streets or riding bikes next to cars.

I do my best to walk and bike around Moraga, but here are a few of the constraints and inconveniences I've experienced in doing so – an incomplete sidewalk system, bicycle lanes that are often used as the overflow parking for school and church parking lots, missing curb cuts, overgrown vegetation, speeding, a lack of secure/convenient parking at Safeway, and distances/grades. Due to these constraints and inconveniences, I'm not surprised I'm often alone on my excursions! I would like to see a plan that identifies solutions for some or all of these problems and shapes them into an implementable plan for our town.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

I'm not active in any bicycle or pedestrian organizations, but I was a member of Transportation Alternatives when I lived in New York City. Transportation Alternatives is an organization that promotes walking, cycling, and public transportation. I work as a consultant in the closely related field of public transportation, and I occasionally work on issues of pedestrian and bicycle access in the context of transit passengers getting to and from rail stations or bus stops. My organization has carried out pedestrian and bicycle network planning for some jurisdictions, and we carry out design work for bicycle infrastructure such as cycle tracks, but I am not involved in any of these projects.

As a transit planner, Cordelia creates transportation options that are convenient, cost-effective, accessible, environmentally friendly, and safe. Cordelia has a broad range of experience across North America in the fields of transit operations, transit infrastructure, and transit policy. Her transit operations experience has consisted of bus route planning, rail service planning, transit network reviews, operating cost estimation and demand forecasting. On the transit infrastructure side, she has developed a variety of transit capital improvement projects and programs, as well as gained expertise Federal Transit Administration (FTA) requirements, asset management, budgeting, conceptual design, project coordination, high level cost estimation, and project status reporting. Her work has also addressed transit policy, mainly in the areas of governance, funding, pricing, cost-sharing, service standards, performance monitoring, and service contracts.

Cordelia has worked for a range of clients, including municipalities, regional and senior levels of governments, private developers, and national transit associations, and she aims to bring strategic insights, attention to local conditions, and best practices to all projects. While currently based in the San Francisco Bay Area, she developed transit plans across Canada for four years, and prior to that she developed state-of-good-repair programs for New York City Transit (NYCT). Her experience has shown her that transit services come in many shapes and forms and can be tailored to meet the needs of any community.

EDUCATION

B.Sc., (Civil and Environmental Engineering),
Stanford University, Stanford, California, 2000

M.Sc., (Transportation), Massachusetts Institute of
Technology (MIT), Cambridge, Massachusetts, 2002

PROJECT EXPERIENCE

Transit Planning

Geneva-Harney Bus Rapid Transit Feasibility Study
Cordelia provided project management support for this project for the San Francisco County Transportation Authority.

Red Rock Corridor Alternatives Analysis Update
Cordelia developed and evaluated alternative service plans for a transitway in the Red Rock Corridor in the Minneapolis-St. Paul Region.

Virginia Street Transit Corridor Alternatives Update and Project Development
Cordelia developed alternative operating schemes for the proposed streetcar on Virginia Street in Reno, Nevada.

Calgary Regional Transit Plan and Implementation
Cordelia developed a regional transit plan for the communities in the Calgary Region.

City of Wetaskiwin Transportation Master Plan
Cordelia provided a discussion of the feasibility of future transit services in the City of Wetaskiwin.

City of Downey Transportation Plan, Downey, California

Cordelia developed an alternative network for the DowneyLINK transit system which consists of four bus routes in the City of Downey in Los Angeles County.

Downtown Vernon Bus Exchange Route Assignments, Vernon, British Columbia

In anticipation of the opening of a new bus exchange in Downtown Vernon, Cordelia assigned thirteen routes to seven individual bus stops and identified bus routings through Downtown.

Northwest Transit Service Review, British Columbia
Cordelia carried out bus service reviews in four systems in the Northwest sector of British Columbia for BC Transit.

Parsons Creek Transit Study

Cordelia developed a staged plan for the introduction of transit services in the Parsons Creek community of Fort McMurray.

Transit Project Management Oversight and Funding

Project Management Oversight for FTA
Cordelia provided project management oversight for federally funded projects in the Boston Region, including a light rail extension, a commuter rail line extension, station construction, station parking construction, and double tracking.

GreenTRIP Application for the Town of Peace River
Cordelia developed the GreenTRIP application for the Town of Peace River to acquire two transit vehicles and invest in bus stop enhancements.

* denotes projects completed with other firms



Town of Moraga

VOLUNTEER APPLICATION
PED/BIKE MASTER PLAN UPDATE
CITIZEN ADVISORY COMMITTEE

Date Received

RECEIVED

MAY 26 2015

TOWN OF MORAGA

Name: GRAS CROSBLEY Date: 5.22.15

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers,
please attach a separate piece of paper.

*See Town Proclamation
5.16.15*

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

*I am interested in continued service to the Town.
Also, I interested in pathways / sidewalks along
Moraga Rd and the Hacienda.*

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

Yes. THE ADA COMMITTEE and CLIMATE ACTION...

Town of Moraga	Agenda Item
CONSENT	4

A PROCLAMATION HONORING
Graig Crossley
Moraga Citizen of the Year 2015

WHEREAS, Graig Crossley has lived in Moraga for the past 40 years and throughout that time has volunteered and served selflessly to help create the Moraga we all enjoy today; and

WHEREAS, after completing his freshman year at Chico State College, Graig answered our nation's call for service and enlisted in the United States Marine Corps; and

WHEREAS, as a Marine, Graig served our country in Vietnam and after great personal sacrifice was medically retired from the Marine Corps in October of 1969; and

WHEREAS, Graig returned to college and graduated from Chico State College in 1972 and went to work for the United States General Services Administration in 1973; and

WHEREAS, Graig married his lovely wife Sibylla in 1973 and moved to Moraga in 1975 where they have raised their two sons Roark and Derek; and

WHEREAS, Graig continued his education earning an MBA from Golden Gate University and a Teaching Credential from San Francisco State University; and

WHEREAS, Graig taught government, history and social science at Richmond High School for 18 years, then served as a high school administrator for 8 years before retiring in 2009; and

WHEREAS, Graig began his long and distinguished service to the Town's governance by serving as: Park and Recreation Commissioner (1981-82); Town Councilmember (1982-92); Mayor (1987-88 and 1991-92); Contra Costa County Mayors' Conference Chair (1990-92); Americans with Disabilities Act Committee member (2010-11); Moraga Climate Action Committee Chair (2012-13); and

WHEREAS, Graig has served, and continues to serve our community as: a member of Kiwanis Club of Moraga Valley (1979-present) and President and Kiwanian of the Year (2013); Scout Master of Troop 246 (1993-99); Hacienda Foundation member and past Chair; Moraga Park Foundation member; and

WHEREAS, Graig has been an active participant in community events such as Cinco de Mayo, Oktoberfest, Hacienda Art and Wine Festival, the pear harvest, the Rancho Laguna play structure construction and many other Kiwanis and Hacienda work parties to enrich and maintain the quality of life we all enjoy in Moraga.

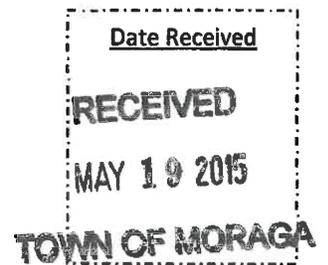
NOW THEREFORE BE IT RESOLVED, that I, Roger Wykle, Mayor of the Town of Moraga, along with my fellow Councilmembers, do hereby proclaim on this day, May 16, 2015, Graig Crossley, Moraga Citizen of the Year 2015, for his contributions, volunteer service, and sacrifice to the Moraga community and our country. The Moraga Town Council thanks Graig Crossley for his leadership, unwavering enthusiasm and community spirit, and congratulates Graig on his well deserved selection as Moraga Citizen of the Year 2015.

 Roger N. Wykle, Mayor



Town of Moraga

VOLUNTEER APPLICATION PED/BIKE MASTER PLAN UPDATE CITIZEN ADVISORY COMMITTEE



Name: Michael Ellery Date: 2015/05/19

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

I moved to Moraga in 2012 and was immediately drawn to our abundance of outdoor recreation opportunities. We have wonderful weather and access to plentiful space. I'd like to contribute to the development and planning of our corridors that connect and enliven our community. We need to create and implement plans that connect our town with safe routes for jogging, walking and biking while also provide opportunities to extend and explore beyond our borders. I believe an active, connected community is a thriving community.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

No.



Profile

I'm a software engineer and lead with broad experience designing, implementing, and deploying scalable systems. I have worked on systems ranging from constrained embedded platforms to distributed web-services fronting large data systems.

- Organized and self-directed, capable of working well independently and in a team.
- Able to design and build scalable systems.
- Experience designing for and deploying to the Cloud (Amazon AWS and others).
- Software design and specification experience.
- Software generalist with the ability and desire to learn new technologies quickly.
- Experience building infrastructure to support development efforts (including automated testing and monitoring systems).
- Strong written and verbal communication skills.
- Languages: c/c++, perl, objective-c, ruby (rails), some java (including Android), some javascript. Able to quickly learn other languages/toolsets as needed.

Work Experience

Member of Technical Staff

Riverbed Technology - San Francisco, CA

01/2014 - present

Contributing software development expertise to SteelCentral network analysis suite.

- New features and bug fixing in existing high speed packet processing application.
- Refactored existing code for better reuse. Implemented new packet filters for financial protocols.
- Participated in architectural discussions and implementation required to merge 3 legacy products into a unified platform.
- Lead contributor in migrating code base from svn to git, from c++98 to c++11, and introduced cmake for builds.

Member of Technical Staff

OpenDNS - San Francisco, CA

05/2012 - 01/2014

Contributing software development expertise to strategic projects for the most reliable and secure network of DNS servers available.

- Principal contributor to enterprise software offering, including on-site dns forwarding infrastructure and client end-point software for OSX (based on DNSCrypt).
- Took ownership of existing stats and reporting system delivering data to customers based on 50 billion daily DNS queries. Monitored and tuned Hadoop/HBASE system to provide better performance and reliability. Coordinated zero-downtime upgrade from CDH3 to CDH4. Created efficient log ingestion pipeline. Designed and implemented new MR jobs.
- Participated in design of real-time reporting system based on kafka/storm/HBASE.
- Contributed to design and implementation of a hosted transparent HTTP proxy solution. Investigated and prototyped SSL proxy options (man in the middle)

Senior Software Engineer

Websense, San Diego, CA

08/2010 - 05/2012

Provided software development and architecture expertise to the Security Technology Research group at Websense.

- Contributed on architecture and implementation of new mobile security offering (android).
- Lead effort to create sandbox system for analyzing malware submitted by customers.
- Maintained and enhanced existing high-performance web-mining systems.
- Helped expand current suite of tools for web security research.
- Modified existing virus scanning systems to achieve 5x improvement in throughput.
- Developed browser plugin prototype for link safety checking using existing websense url catalog.
- Migrated select high-traffic data sets from MySQL to redis.
- Developed web services API to provide analytic data to ACE Insight (<http://aceinsight.websense.com>).
- Helped improve development processes with continuous integration and packaging.

Senior Software Engineer/Architect

S2 Technologies, Encinitas, CA

10/2004 - 08/2010

Contributed wide range of skills to this startup developing advanced testing software for the embedded software industry. Customers include Qualcomm, Motorola, Cisco, and Polycom.

- **Architecture/Design:** Conceived, designed, and managed the implementation of test results analysis web application (stridetestspace.com). Designed a test case tracking component for the host environment. Redesigned the host-target communication layers for the S2 host-target testing platform. Analyzed entire pre-existing product architecture and made specific recommendations to improve stability and maintainability.



Michael Ellery

Redesigned and ported components to be cross platform (Windows and Linux). Created cross platform scripting solution using SWIG and internal libraries.

- **Coding/Development:** Implemented test-case-tracking COM component. Implemented host-target communication layers. Fixed existing bugs and resolved performance issues. Participated in the implementation of the C/C++ meta-language compiler (pragma-based source code annotation). Implemented several dozen perl scripts and libraries to help facilitate testing with STRIDE and which are currently shipped with the product. Rewrote existing platform abstraction layers for well-known embedded platforms (Linux and WinCE) and vastly improved target integration/packaging. Designed and developed test management web application using Ruby on Rails. Designed and implemented complete test solution for host-based script environment.
- **Research and Development:** Developed initial or prototype implementations for new features: script execution and control within UI tool, xUnit-like testing solution based on STRIDE messaging, command line tools for execution of tests. Developed prototype web applications.
- **Project Lead:** Coordinated the work of other engineers on specific tasks and projects. Mentored junior staff. Provided estimates and status to CTO and engineering management. Hired and managed independent contractors for the development the web application.
- **Product Management:** Worked directly with CEO/CTO, field engineers, and customers to determine new product requirements. Investigated existing technologies where applicable. Wrote requirements documents and coordinated review/approval process. Extracted requirements from existing codebase as appropriate when redesigning/replacing existing functionality. Participated in reviews of all proposed functionality additions or modifications.
- **Testing:** Designed and implemented an automated testing system (using perl and STAF) for robust execution of automated tests with every build. The system is capable of distributing tests to any number of available machines in a cluster and provides reliable execution across software and hardware failure. Wrote numerous test assets that are part of the automated testing suite.
- **Infrastructure:** Installed and managed internal applications: subversion, Bugzilla, Joomla, MediaWiki. Customized software as necessary. Coordinated the purchasing of server hardware and backup systems. Managed IT contractors to resolve infrastructure issues (networking, server administration). Designed and implemented automated build system to produce complete builds on-demand and on schedule.
- **Services/Customization:** Developed complete automated testing/continuous integration solutions for specific customer projects. Developed self-contained project portal systems using Amazon EC2 for virtualization and common open source software as the application layer. Managed all aspects of our cloud computing environment. Provide customer support for current and prospective customers during all phases of deployment.

Senior Software Engineer

Napster 2.0 (formerly MP3.com), San Diego, CA

04/2002 - 10/2004

Developed mission-critical software for media-serving infrastructure for several leading online music destinations. Enhanced and supported media serving and other applications for the re-launched Napster service.

- Developed critical server code on Windows and Linux for a media delivery network capable of delivering thousands of simultaneous streams.
- Coordinated participation in the beta program to evaluate and validate Windows 2003 Server and Windows Media Services.
- Helped write and maintain system deployment and monitoring tools for managing dozens of production machines.
- Ported several critical components from UNIX to Windows.
- Diagnosed problems and examined performance of the systems at the network protocol level (TCP/UDP).
- Developed code to implement custom DRM and metadata solutions based on the Windows Media SDK.
- Wrote tools for monitoring media stream availability and quality.

Software Engineer

Sagent Technology (now Pitney-Bowes), Mountain View, CA

11/1999 - 04/2002

Developed software for this \$50 million business intelligence company with more than 1,200 customers worldwide.

- Developed and maintained enterprise-critical code (on Windows and Solaris) for a multithreaded, parallel-processing data flow server capable of supporting thousands of users.
- Contributed to two major product releases, including one that delivered a 10-fold increase in performance and could process one terabyte of data in less than 8 hours.
- Fixed existing bugs throughout the product.
- Was instrumental in porting the product to Solaris. Wrote native UNIX code and ported existing code using MainWin XDE.
- Assisted with product-wide internationalization project.
- Maintained and enhanced the system automation tool and scheduler interfaces.

Software Engineer

Barclays Global Investors, San Francisco, CA

10/1998 - 11/1999

Developed applications for this leading financial services organization, which managed more than \$700



Michael Ellery

billion in assets.

- Created a new batch processing architecture for portfolio managers, increasing performance by as much as 100% and dramatically improving stability.
- Maintained and enhanced the mission-critical PowerBuilder/Sybase application used daily by the fixed-income portfolio managers.
- Developed packages to handle configuration, logging, and error messaging for the application.
- Created applications for the international portfolio management group.

○ Education

University of California, Berkeley - Berkeley, CA

Master of Engineering - Structural Engineering

Non-technical breadth courses focused on project management and management science. Technical breadth courses focused on mathematics and computation.

University of California, San Diego - La Jolla, CA

Bachelor of Science - Structural Engineering - Minor in Mathematics - Summa Cum Laude

Participated in research at structural testing facility in addition to normal coursework.

○ Skills

Technologies

gcc, git, svn, nginx, mysql, memcached, redis, kafka, storm, hadoop/HBASE

Platforms

Linux, OSX, Win, android

Languages

C/C++, perl, ruby (rails), some java (incl. android), objective-c/cocoa, some PHP, some javascript

○ References

Available upon request

1. I am interested in serving on the Moraga Pedestrian and Bicycle Master Plan Update and Wayfinding Plan Citizen Advisory Committee because I'm an avid cyclist and have a background in city planning. I moved to Moraga five years ago with my husband and two children. And though my husband and I are both avid cyclists we have not taken our children out on their bikes as often as I would have thought due to safety concerns. I would love to be involved in helping set up a system that creates better links between existing trails and/or planning future routes. I also think that having a cyclists perspective is important since a multi-use trail that is intended for pedestrians and bicycles can often have different needs.

2. I have not had any prior experience as a member on a board or organization related to bicycle or pedestrian planning. But I have worked in the City of Lafayette's Planning Office where I had to attend both the Design Review and Planning Commission meetings in order to present the arguments for the projects being addressed at those meetings. I then worked at Urban Green where we designed the codes and standards for sustainable development for the city of Abu Dhabi, UAE. More recently I have also been significantly involved in local volunteer organizations such as the Moraga Juniors Women's Club where I Tri-Chaired the 2014 Garden Tour. Through these efforts I've had to collaborate with a lot of different personalities and interests.

Thank you for your consideration!

Rebecca Goodman

Rebecca Goodman

Moraga, CA 94556

Capabilities

- 7-year track record in the environmental field as a compliance and testing expert
- Large scale project management skills for all phases of projects >\$500K, which includes writing sales proposals and final reports, project strategy, prioritization, forecasting, budgeting, implementation, staffing, invoicing and client management
- Certified in multiple environmental compliance disciplines
- Technical report writing coupled with solid computer skills in Windows, Word, Excel, PowerPoint, Edrisi Kilimanjaro and ArcGIS software
- Strong organizational, team building and management skills of highly diverse groups
- Advanced research and market analysis techniques and applications

Related Experience

- Performed and managed environmental and hazardous material surveys, (which included field sampling, analysis, report generation) for asbestos, lead, and indoor air quality issues. Clients included AT&T, ET Environmental (Turner Construction), Federated Inc. (Macy's), Jones Lang LaSalle, Walgreens and numerous property management firms.
- Performed Phase I Environmental Site Assessments, which included comprehensive reviews of historical documents and research of city and county environmental regulations.
- Coordinated and managed abatement contractor selections, wrote abatement project and technical specifications and Operations and Maintenance Plans, and performed abatement oversight and air monitoring services.
- Managed implementation of large capital projects (environmental surveys, abatement, destruction and disposal) from initial contact with client to final billing for such projects as the demolition of the McNichols Sports Arena and Mile High Stadium in Denver, CO and the Macy's - Union Square in San Francisco, CA.
- As Field Marketing Manager, researched marketing channels for five national target regions, organized the internal employee participation in the 1999 AIDS Rides, and managed internal fieldmarketing processes.

Education

- London School of Economics, London, England, 2003, Master of Science. Major: Urban and Regional Planning
Dissertation- Light Rail: A new beginning for public transit?
- University of Colorado, Boulder, CO, 1994, Bachelor of Arts. Major: Environmental Conservation
- Additional Education:
 - Tufts University, Medford, MA, 2004. Introduction to GIS and Planning Challenges: History, Theory and Practice
- Additional Environmental Training:
 - EPA AHERA Certified Asbestos Building Inspector, Supervisor, Project Manager, and Project Designer, NIOSH 582- Certified Analyst, Certified XRF Operator, RMD and Scitec; Radiation Safety Training

Work History

- 2009 Planning Assistant, Urban Green, San Francisco, CA
- Managed database for design code development for the city of Abu Dhabi, UAE. Assisted the staff with GIS mapping, and design meeting oversight.
- 2005 - 2006 Planning Intern, City of Lafayette, Lafayette, CA
- Managed applications for Zoning Administrator development projects. Assisted the planning staff with GIS mapping, grant applications and design review applications.

1995 – 2002

Senior Project Manager, ATC Associates Inc., Arcadia, CA, Denver, CO and Pleasanton, CA

- Managed multiple clients, building sciences staff, environmental services, and project accounting.
- Promoted 4 levels in 5 years.

1999

Field Marketing Assistant Manager, Clif Bar Inc., Berkeley, CA

- Identified appropriate events and coordinated field-marketing efforts to reinforce marketing strategies.



Town of Moraga

VOLUNTEER APPLICATION
PED/BIKE MASTER PLAN UPDATE
CITIZEN ADVISORY COMMITTEE



Name: LANCE L. LARSEN Date: 29 MAY 2015

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers,
please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

see attached

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

yes, see attached

Question 1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan?

I am a lifelong cyclist and ride 5000+ miles each year, much of it in and around Lamorinda. I believe that “smart growth” begins with empowering and enabling our citizens in ways that encourage using bikes and walking whenever possible, rather than using cars for every day activities. Our current infrastructure is lacking in so many ways, as we have become nearly totally car reliant. That said, we can make relatively simple and easy fixes to make our community more pedestrian and bicyclist friendly. I would like to see more signage / road delineation for bikes and pedestrians. Having lived in The Netherlands for 2 years, I experienced first hand how effective and well-conceived bicycling infrastructure and signage can help improve safety and overall user friendliness, which enriches the experience for walkers and cyclists.

We should identify best practices in bicycling friendly cities (like nearby Davis) and evaluate if they would work here. We should seek California-State and Federal funding to underwrite many of these easy fixes. I am a pragmatic solutions-oriented person with a varied background in environmental engineering, land use planning, digital media, and urban core real estate development. I believe my skills, along with being a lifelong cyclist, coach, mentor, and cycling advocate will help inform how we can improve Moraga in ways that better serve our community’s needs. Let’s get Moraga into a “best suburb ever” category with respect to cycling and pedestrian friendliness. We have such incredible physical geography, clean air, and generally polite citizenry, all of which underpins a safe and healthy cycling and walking community. This was one reason why we moved here in 1995. It can happen.

Do you have prior experience with Pedestrian or Bicycle Advocacy?

NON-PROFIT, (CYCLING COMMUNITY) EXPERIENCE

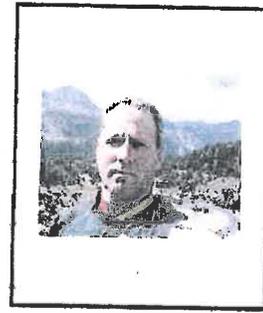
2010 – Present. Chairman of the Board of Directors, Tieni Duro Junior Cycling Development. (www.tieniduro.org). Founded in 2001 in Lafayette California as a 501.c.3 non-profit organized to enrich the lives of young people through the sport of cycling. We are dedicated to building, supporting, and developing amateur junior (age 12-18) cyclists. Tieni Duro is a nationally recognized development program with two committed USAC certified coaches. The Team has produced numerous California-state and USA National Champions.

2006-2008. Sponsor liaison and Team Marketing, Tieni Duro Junior Cycling Development. Larsen authored the Team’s first “Health & Safety Plan”. Larsen also authored “Group Riding and Cycling Etiquette 101” manual. Authored numerous articles for publication in Hammer Nutrition’s quarterly magazine (a key team sponsor). Created marketing brochure for recruiting new riders to the team. Designed and built new website to communicate to sponsors, teammates, and for recruiting.

2008-2009. Director of Training Camps & Clinics, Tieni Duro Junior Cycling. Larsen developed a week long Leadership Training Camp for 16-18 year old Juniors, held during winter break in Death Valley. The camp is now in its 8th year and is often cited by our growing alumni as the single most valuable week of their teen years. Developed Team-wide training camp held during springtime in Carmel Valley. Larsen has been a ride mentor since 2006 supporting coaches with the Juniors on team rides Wednesday evenings and every Sunday morning.

LANCE L. LARSEN, M.SC., MBA

MANAGING PARTNER, NEW BRIDGE NEIGHBORS, G.P.



Mr. Larsen has 15 years experience in environmental engineering, land use planning, industrial development, and user-centric design practices. His diverse work experiences include high-level roles within several of the world's most relevant firms and have involved applying people, processes, and technology in ways that created lasting, high value solutions to very complex problems. His formal education and breadth of experience enables Mr. Larsen to cross over several areas of expertise, including traditional engineering science, business operations, and creative design.

His vision extends across all aspects of a project's lifecycle with deep understanding of project planning, conceptual and detailed design, implementation/construction management, and optimization and maintenance of infrastructure. He has delivered successfully on all aspects of environmental investigation, creating engineering and financial feasibility studies, and building cost-effective remedies to complex land use issues. He has served as lead regulatory agency and community liaison for environmental affairs for several Fortune 500 firms that include Hewlett Packard, Space Systems Loral, ARCO Products Company, ARCO Chemicals Europe, Unocal, Oregon Steel, Tosco Oil (Ultramar), Kaufmann & Broad Homes, Spieker Partners, and many others. Additionally, Mr. Larsen has provided environmental litigation support services and expert witness support to several confidential clients. He has effectively lead small- and large-scale construction management projects for public and private sector clients that include groundwater management systems, landfill design/construct, soil remediation, and physical infrastructure development such as industrial buildings/structures, subsurface systems, utilities, conveyances, major earthwork, and dam/levee/road development.

His wide-ranging experience began "on the shop floor" and has progressed to the Board Room. His experience includes successfully restructuring and optimizing the Western Regional Operations for a NASDAQ-traded company (*Razorfish*, now Avenue A | Razorfish) validate Mr. Larsen's ability to operationalize and make effective tactical business objectives in a way that is aligned with strategic business imperatives. He has experience in numerous vertical industries that include real estate development, manufacturing, oil & gas, high technology, finance, life sciences/biotech, waste management, media and entertainment, and public utilities.

EDUCATION

MBA, St. Mary's College, (honors distinction) 1997

M.Sc. in Geosciences, University of Nevada (full scholarship), 1989

B.Sc. in Geology, (Chemistry Minor) Sonoma State University, 1987

PROFESSIONAL HISTORY

1. Managing Partner, New Bridge Neighbors, G.P. (private equity based urban real estate development and property management firm) 2009 to present
2. Managing Partner, Ascot Mountain, LLC (urban core real estate development) 2007-2009
3. COO, Elevation77, LLC (brownfields real estate development), 2004 - 2007

4. Managing Director, USA Western Region, Razorfish (NASDAQ-traded interaction design and digital media agency), 2000-2003
5. CIO, CrystalGate Enterprise chat Software, 1998-1999 (startup)
6. Montgomery Watson Americas, Supervising Hydrogeologist (1990-1993, California), European Office Program Manager (1994-1995, Deventer, The Netherlands) and Small Business Development Manager (1996-98, California)
7. Kleinfelder & Associates, Project Manager and Phase II Real Estate Transfer Coordinator (1989-1990, California)
8. Kajima Corporation, Independent Geotechnical Consultant to \$1.5 billion Sky Harbor mixed use development, Las Vegas, 1989
9. Center for Volcanic and Tectonic Studies / Part-time Teacher, 1987-1989
10. Santa Rosa Memorial Hospital, Graphic Designer, 1982-1986
11. Thuestad Construction, Carpenter 1979-81

REPRESENTATIVE EXPERIENCE

- Managing Partner, New Bridge Neighbors, G.P. and Ascot Mountain, LLC. Mr. Larsen oversees several teams of design+build professionals involved with re-purposing and restoring architecturally significant single family and multi-family housing developments within the established urban core. As a 3rd generation Oakland native, Larsen enjoys seeing neighborhoods improve by restoring old buildings, especially in areas like West Oakland where the City has made investments to pedestrian and cycling-related infrastructure in linking public transit (principally BART) with the residential neighborhoods retail, and job centers. Larsen has full P&L responsibility and is actively involved with day-to-day operations.
- COO, Elevation77 LLC. Elevation77 focuses on brownfields development and liability assumption transactions. Mr. Larsen worked to bring together internal and external expertise in finance, architectural and engineering design, and risk management to create remedies for urban brownfield projects and related real estate activities. He created detailed project plans, interacts with regulatory and planning agencies, developed real estate prospectus, and directed environmental engineering construction projects for Elevation77 projects. Mr. Larsen and his team formed the connective bridge between environmental engineering constraints for impacted sites and architectural best-use design, as engineering and regulatory constraints influence development, the remedy for many sites often informs final end-use and architectural planning and detailed design.
- Real Estate & Brownfields Development. As Project Manager for more than 25 real estate transaction deals involving greenfield, brownfield, and environmentally suspect properties, Mr. Larsen worked with land developers, legal counsel, lending institutions, and real estate professionals in Phase I and Phase II programs. Mr. Larsen developed long-term solutions that were cost-effective and attainable within the time and development constraints of wide ranging projects across the Western US. His projects included urban and suburban properties that were divested Southland Corporation ("7-11") UST sites and active Unocal retail facilities. He also worked with the Resolution Trust Corporation (RTC) for sites where insolvent lending institutions held impacted industrial lands. He worked with the RTC to develop remediation strategies for two Napa River industrial sites impacted by fuel hydrocarbons, solvents, and metals, and to bring the properties to market for re-sale. Mr. Larsen worked on evaluating

historic agricultural practices (herbicides and pesticides) for several greenfield projects in outlying developing regions for Kaufman & Broad and Spieker Partners (land developers).

- **Managing Director, Razorfish Western Region.** As Managing Director for Western Operations of Razorfish, a globally recognized leader in user-centered design, business strategy, change management, and engineering (nasdaq: razf) from 2000 to 2003, Mr. Larsen owned full P&L responsibility for his practice of 250 employees across 3 regional offices (Silicon Valley, San Francisco, and Los Angeles). He directed and was accountable for all aspects of operations, including Sales and Marketing, financial performance and management, client and staff satisfaction, solution delivery, and media/public relations. His \$20 million/year P&L consistently outperformed market competitors and posted positive earnings (>25 percent net income) for 14 quarters under his leadership.
- **Environmental Remediation Program Manager.** Manager for numerous investigation, engineering, and construction contracts for more than 50 industrial clients over a 10-year period. Responsible for all aspects of "Engineer-Procure-Construct" (EPC) projects, including scoping, budgeting, staffing, synchronizing subcontractors, liaising with regulatory and other governmental officials, design, build, and optimize/maintain infrastructure including buildings, roads, landfill caps, treatment systems, and related appurtenances. Mr. Larsen created high performing teams for all his projects and delivered creative and cost-effective solutions for wide-ranging environmental and land use planning challenges across North America and Europe. He is considered a subject matter expert in field investigations involving complex subsurface processes, laboratory methods of analysis of earth materials, finite-element hydraulic modeling and environmental fate and transport modeling/computer simulations of chemicals, and legal/regulatory negotiation.

REPRESENTATIVE LARGE PROJECT ACTIVITIES

- **Historic Building Preservation Project Manager.** For Hewlett Packard, Mr. Larsen led a quick-turnaround field project at 395 Page Mill Road. The site was HP's first active manufacturing facility, and was a Registered Historic Site (a proverbial "HP Garage" existed on-site and was underlain by extensive soil contamination). Lance was responsible for directing construction subcontractors, field and laboratory staff, and technical staff during a multi-phase project involving excavation of 3000 cubic meters of VOC contaminated soil, installation of two "blanket" type soil vapor extraction and treatment systems, vapor monitoring well system, and DNAPL evaluation. He directed an ongoing air-monitoring program (the site is surrounded by residences) and served as Site Safety Officer. The redevelopment goals for HP proceeded as planned and within budget and the site management plan was accepted by the RWQCB and other regulatory agencies, enabling HP to repurpose the facility.
- **Napa Pipe Company (Oregon Steel Mills) Land Use Planning Manager.** For a period of nearly 9 years, Lance worked with Napa Pipe Corporation to manage long-term land use planning and redevelopment issues for its' 200 acre facility located in the southern Napa River Corridor. This corridor was used extensively during the WWII war effort for heavy industries such as Victory Ship building, fabrication, and quarrying activities. Over the past 12 years, the area has begun transforming to commercial and mixed uses including R&D, retail, and luxury "yacht" housing developments. Mr. Larsen has worked with NPC to vision and position the facility for this future market as NPC moves its steel fabrication activities offshore. Projects overseen by Mr. Larsen include working with authorities in creating "new" wetlands in exchange for

aggregating industrial lands bisected by tidal estuaries, creating a 6 acre Waste Management Unit (landfill) per California Subchapter 15 of Title 22, on-site bioremediation of 15,000 cubic yards of TPH-oil and metals impacted soils, management of industrial waste streams including a pre-treatment system for effluent, investigating, modeling, and engineering-construction of several groundwater hydraulic containment and treatment zones. All work was completed on budget and in a manner that enabled the facility to continue operations. US EPA and the California Regional Water Quality Control Board oversaw the site activities, along with local permitting authorities.

- **Large Real Estate Project Siting Experience.** As the lead consulting geologist for Kajima Corporation, Lance conducted a preliminary assessment of the \$1.5 billion property development, "Sky Harbor Development", McCullough Range, Las Vegas, Nevada. He designed and conducted a field investigation for regional assessment of the areal and vertical extent of caliche soil (calcrete) horizons geotechnical engineering and geologic hazards evaluations including floodplain evaluation and preliminary seismic assessment, and interpretation of shallow borehole data to create a conceptual model for the proposed recreational (golf course), residential, and light commercial development of the 1250 acre site in southern Las Vegas Valley.
- **International Business & Engineering Experience.** Based in Deventer, The Netherlands, Lance co-launched Montgomery Watson Limited's European business venture that included prospecting and business development, directing existing projects, and forming strategic alliances with indigenous joint venture partners and subcontractors (principally Witteveen+Bos, LLC). As the Project Manager and Field Team Leader for two multi-million dollar engagements for a global chemical manufacturer, he prepared and negotiated scopes of work, directed field and laboratory staff comprised of Dutch, Belgian, U.K., and U.S. nationals, and was responsible for completing the work on-time and on-budget within an aggressive, regulatory-driven schedule (within 18 months). His work resulted in facility siting and design of new technical offices at the Belgian facility based on environmental factors that included vapor management for buildings.
- **Land Management & Development Experience.** Lance managed >50 projects for Fortune 1000 clients throughout Western North America as a Supervising Hydrogeologist at Montgomery Watson (now Montgomery Watson Harza). He routinely negotiated contracts and master service agreements with clients, and served as liaison with regulatory bodies, legal counsel, and community action groups. Lance was the leading "fact finder," technical expert, and litigation support specialist for ARCO Products in California for divested properties involved in 3rd party cleanup/redevelopment. He worked closely with ARCO to determine historic land use practices, ownership histories, and environmental histories that informed legal strategies for real estate transactions and active litigation. He oversaw a team of scientists, engineers, and computer specialists while developing well-structured, rational programs.
- **Superfund Site Project Manager.** Mr. Larsen led a multi-year, multi-million dollar project for Space Systems Loral at the Hillview-Porter Superfund Site in Palo Alto, California. Mr. Larsen worked with Loral and the 9-entity "Responsible Party" group to design and build a long-term groundwater management and soil remediation program for the area, which included protecting the adjacent Matadero Creek. The solution involved extraction and hydraulic containment of DNAPL and dissolved phase PCE and TCE using 14 extraction wells (two aquifer system), GAC treatment with UV-Ox polishing, and discharge to Matadero Creek via an NPDES permit, which he negotiated with the agencies that included the State Water Board and Cal-EPA.

- **Small Business Development & Marketing Strategy.** At Montgomery Watson, a leading, global full-service consultancy, Lance served as the Mentor-Protégé Small Business Development Manager under a multi-year contract to the DoD. The M-P Program was designed to transfer technical and business knowledge from the Mentor (e.g., Montgomery) to small, disadvantage, and minority / women-owned business enterprises engaged in significant federal procurements. In his role, Lance lead a multi-disciplined team in problem space analysis, market evaluation, work process mapping, customer satisfaction surveys, and pro forma modeling. Findings were used in building or revamping business strategies and tactics that leveraged the Protégé's core competencies and exploited niche markets within the complex federal contracting environment. He was the primary author for several successful business plans, including those for e2M (risk management) and OnSite Laboratories (analytical laboratory).
- **New Product Development & Entrepreneurism.** Lance co-founded Montgomery Watson's New Media Initiative and served as Product Development Manager for static (HTML and PDF-based CD ROMs) and dynamic new media deliverables (Flash and active server page-based websites with embedded and/or relational databases) for commercial, municipal, and federal clients. After preparing a detailed Product Development Plan to build internal awareness and establish appropriate operating & launch budgets, he organized and lead a cadre of web developers, IT specialists, and database professionals in growing the firm's practice to profitability within 16 months.
- **Change Management, Business Process Re-engineering & Digital Strategy.** Lance has worked with numerous Fortune 500 firms in creating digital strategies for leveraging technology in ways that drive sales revenue (online marketing and commerce) or decrease operating costs by automating business functions. He has been directly involved at a strategic level with launching globally recognized and award-winning websites that include www.cisco.com, www.veritas.com, www.mckinsey.com, www.disney.com, www.ladwp.com, www.covad.com, www.sjsu.com, www.java.com, as well as numerous internal web-based work tools and intranets for Microsoft, Genentech, Vision Service Plan, CB Richard Ellis, Sun Microsystems, Ford, Visa, Verisign, and many others.

PROFESSIONAL DEVELOPMENT

- Project Management School, Montgomery Watson, 1991
- Business Development & Marketing School, Montgomery Watson, 1993
- Construction Management School, Montgomery Watson, 1996
- Construction/Hazardous Waste Site Manager OSHA Health and Safety Training CFR 1910.120 (supervisor level), 1990-99
- Young Executives Strategy Program, Montgomery Watson, 1996-98

AWARDS & DISTINCTIONS

- 1996-1998 Honors Distinction, Saint Mary's College School of Economics & Business Administration (new product development emphasis)
- 1991-1998 Outstanding Project Manager Award, Montgomery Watson (Americas & Europe)
- 1988 Outstanding Geoscience Student (Scholarship), University of Nevada

1989 Sigma Gamma Epsilon, Earth Scientist Honor Society
1988 Sigma Xi, Scientific Research Society.
1987 Full Academic Scholarship, University of Nevada.

LECTURES & PUBLICATIONS

1988. Summer Course Lecturer on Western North American Geologic Evolution, UNLV Continuing Education Department (selected as outstanding graduate student in Geosciences Department).

1987-1989. Geology 101 Laboratory Lecturer, Historical Geology Field Instructor, Earth Materials Laboratory Instructor, UNLV

1998. Guest Lecturer on Entrepreneurism, Saint Mary's Graduate School for Economics and Business Administration (Moraga, California). *"From Concept to Launch: Building Your Startup"*

2003. Guest Lecturer, Digital Change Management, University of Washington School of Business Administration (Seattle, Washington). *"Transforming Complex Enterprises: Aligning People, Processes and Systems to Enable Individual and Group Success"*.

NON-PROFIT, (CYCLING COMMUNITY) EXPERIENCE

2010 – Present. Chairman of the Board of Directors, Tieni Duro Junior Cycling Development. Founded in 2001 in Lafayette California as a 501.c.3 non-profit organized to enrich the lives of young people through the sport of cycling. We are dedicated to building, supporting, and developing amateur junior (age 12-18) cyclists. Tieni Duro is a nationally recognized development program with two committed USAC certified coaches. The Team has produced numerous California-state and USA National Champions.

2006-2008. Sponsor liaison and Team Marketing, Tieni Duro Junior Cycling Development. Authored the Team's first "Health & Safety Plan". Authored "Group Riding and Cycling Etiquette 101" manual. Authored numerous articles for publication in Hammer Nutrition's quarterly magazine (a key team sponsor). Created marketing brochure for recruiting new riders to the team.

2008-2009. Director of Training Camps & Clinics, Tieni Duro Junior Cycling. Larsen developed a week long Leadership Training Camp for 16-18 year old Juniors, held during winter break in Death Valley. The camp is now in its 8th year and is often cited by our growing alumni as the single most valuable week of their teen years. Developed Team-wide training camp held during springtime in Carmel Valley. Larsen has been a ride mentor since 2006 supporting coaches with the group on team rides Wednesday evenings and every Sunday morning.



Town of Moraga

VOLUNTEER APPLICATION PED/BIKE MASTER PLAN UPDATE CITIZEN ADVISORY COMMITTEE

Date Received
RECEIVED

MAY 27 2015

Moraga Planning Department

Name: JERRY McNAIR Date: May 19, 2015

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

I served on the Moraga Design Review Board in 1984-85 and now that we again live here again, I would like to continue my volunteering in the community. I feel my experience as a landscape architect could be helpful.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

I have attached a copy of some past projects involving pedestrian planning which were done during the 1980's. In 1990, I began working as a reactor and served as manager of the Prudential-Mason McDuffie office in Orinda from 1996 to 1999 and Manager of Frank Howard Allen Real Estate in Napa and St Helena until retiring in 2003. I am currently Chair of the Landscape Water Conservation Committee in Rosswood.

JERRILYN J. McNAIR

EDUCATION:

Master of Arts in Landscape Architecture, 1980.
University of California, Berkeley. Emphasis on urban
planning, design and public policy issues.

Bachelor of Science, Political Science, 1960.
University of California, Los Angeles.

Ornamental Horticulture Certificate Studies, 1972.
Diablo Valley College, Pleasant Hill, CA.

Coro Foundation Public Affairs Leadership Training
Program. Training in government relations and public
affairs. Internship with Planning Department and
Redevelopment Agency, City of Emeryville, CA.

**PROFESSIONAL
EXPERIENCE:**

LANDSCAPE ARCHITECT

McNair Planning Associates, 1986-Present

McNair-Ripley Associates, 1985-1987

Johnson-McNair, 1974-1985

Directly responsible for design, site planning and
project supervision for commercial and residential
design projects. Prepare landscape plans including
planting plans, specifications, irrigation plans and
construction design and details.

Provide feasibility studies and community opinion
surveys in preparation for project development.

Act as meeting facilitator for community groups, city
councils, developers and architects in resolving
conflicts relating to development and land use.

PUBLIC SECTOR MANAGEMENT CONSULTANT

Hughes-Heiss Associates, 1986-1987

Consultant to city and county governments providing
services in training, executive recruitment and team
building/goal setting.

DIRECTOR SPECIAL PROGRAMS

Coro Foundation, San Francisco, 1984-1986

Trainer and curriculum coordinator for program that
provided in-depth, hands-on training in leadership skills
such as decision-making, goal setting and conflict
resolution for community leaders.

**RELATED
EXPERIENCE:**

DESIGN REVIEW BOARD MEMBER
Town of Moraga, 1983-1984

Provided guidance of local design issues and interacted with city officials, residents and developers.

ISSUES RESEARCH COORDINATOR
Mr. Claude Hutchison, Congressional Election
8th Congressional District, CA, 1982

Responsible for development of campaign issues, research and writing letters for raising campaign funds.

CAMPAIGN MANAGER
Belinda Kendall, Town Council Campaign
Moraga, CA, 1984

Organized and implemented successful election campaign for Moraga Town Council.

**PROFESSIONAL
MEMBERSHIPS:**

Landscape Architect, CA #2161
American Society of Landscape Architects
National Trust for Historic Preservation
Oakland Design Advocates
Coro Foundation Associates

PAST PROJECTS

Slim Jenkins	Roof Garden Landscape Plan Housing Project, Oakland, CA
Kings County	Landscape Master Plan, Integrated Administrative Complex, Hanford, CA
Kaiser Permanente	Hospital Campus Landscape Master Plan, Redwood City, CA
Anderson Ranch	1,600 Acre Conceptual Landuse Plan, Golf course & Residential, Fairfield, CA
CA School for the Blind/Deaf	Campus Landscape Master Plan, Fremont, CA
Hanover Terrace	Apartment Landscape Plan, Oakland, CA
City of Tracy	Street Median Project, Planting and Irrigation Design, Tracy, CA
City of Fremont	Street Median Project, Planting and Irrigation Design, Fremont, CA
Valley Vista	Residential Housing, Landscape Design, Montclair, CA
Cruise America	Commercial Site, Landscape Architecture, Oakland, CA

KAISER HOSPITAL MASTER PLAN

Our task in developing this master plan for Kaiser Hospital was to create an overall design concept which would unify the various parts of the hospital campus and solve existing problems with pedestrian and vehicular circulation. Because the hospital maintenance crew was vital to keeping that design concept, we developed an assessment showing existing problems and detailing the concept behind the proposed changes. We also created guidelines for planting design, pruning, irrigation and fertilization.

KINGS COUNTY ADMINISTRATIVE COMPLEX

McNair Planning Associates worked closely with Kaiser Engineers, Inc. in the development of this plan. The main issues were developing a courtyard space for pedestrians which would be appropriate for the scale of the new Courthouse, while resolving complex problems involving grading and drainage. We also worked with the Kings County Parks Department staff in choosing horticulturally appropriate plant material and in designing spaces which could be easily maintained.

LOCKHEED, Building 159 Extension

The goal of this landscape plan was to provide screening for Building 159 while meeting the City of Sunnyvale's requirements and the security needs of Lockheed. We worked with City staff and the building architects, users and maintenance staff.

CALIFORNIA SCHOOL FOR THE BLIND, SCHOOL FOR THE DEAF

We developed a master plan setting down basic design concepts for the entire campus which would be used for future renovation. Much existing plant material was being lost due to combinations of plants with different horticultural requirements and lack of training for the maintenance staff. The design and plant selection was aimed at ease of maintenance, appropriate scale and a cohesive design concept.

VALLE VISTA

This is a 40 acre subdivision which is currently under construction. Our role was to provide preliminary plans for replacing existing oak trees which were being lost due to extreme grading and to work closely with local homeowners. We subsequently developed a rejuvenation plan for the portion of the land along Alhambra Lane using only drought tolerant, fire retardant and native species to be established through hydroseeding.



Town of Moraga

VOLUNTEER APPLICATION PED/BIKE MASTER PLAN UPDATE CITIZEN ADVISORY COMMITTEE

Date Received

RECEIVED

MAY 29 2015

TOWN OF MORAGA

Name: Andy Scheck Date: 5/29/2015

When submitting please include: Application and Contact Information (attached) Resume

Please answer the questions below, if extra space is needed to fully complete answers, please attach a separate piece of paper.

Please email completed application materials to the Town Clerk at mmcinturf@moraga.ca.us

1. Why are you interested in serving on the Moraga Pedestrian and Bicycle Master Plan (PBMP) Update and Wayfinding Plan Citizen Advisory Committee (CAC)?

Our Town is settled into a rural area with many recreational options. More and more younger families have moved to Moraga and biking is more and more the way for traveling within the town. Currently, many areas not really bike-friendly and some roads are even dangerous.

On the other hand we frequently have street bikers using roads and paths on their tour. More bike connections might lead to more stops and shopping in Moraga by passing bikers.

To encourage residents to walk within the town for shopping, meetings, gatherings or to go to schools it is important how appealing pedestrian areas are developed. All upcoming developments in town should include pedestrian friendly elements and eventually areas should be connected to make walking and biking save and fun.

2. Do you have prior experience as a member of any board, committee, advisory body, and/or organization related to bicycle or pedestrian planning?

I served on a Town Council for 5 years. During that time the town participated in a federally-funded downtown revitalization project with a focus in traffic calming and friendlier pedestrian areas.

Andreas Scheck

Career Highlights

2006 – present. Publisher of Lamorinda Weekly, a local newspaper for Lafayette, Moraga and Orinda.

2002 – 2005. President & CEO of ERNI Electronics, Midlothian VA.
Responsible for creating the business plan, selecting the team, and launching the USA based company.

1997 – 2004. Senior Vice President, ERNI Elektroapparate GmbH, Adelberg Germany. Member of the Top Management Team. Responsible for all Marketing Activities within ERNI. Running the local Marketing department in Germany and defining the Marketing Strategy for all ERNI products. Global Strategy for Marketing and Sales, pre selection of new sales channels establishing new relations with new sales channels. Worldwide coordination of Marketing and Sales activities. (60+% worldwide travel time)

2000 – 2004. Chief Marketing Officer (CMO) for the ERNI Group. This function represents the global aspect of Marketing in the Company Group.

1995 – 1997. Director of Marketing at ERNI Elektroapparate GmbH, Adelberg Germany. Responsible for Marketing Activities for the German ERNI Company. All Marketing Activities like Advertising, Exhibitions, Catalogs, Selling Tools, Image Campaigns and Customer Events.

1980 – 1995. Marketing Assistant and Sales Manager at ERNI Elektroapparate GmbH, Adelberg Germany

Education:

1982 – 1984. Verwaltungs- und Wirtschaftsakademie,
Fachkaufmann Werbung

1980 – 1982. Verwaltungs- und Wirtschaftsakademie,
Fachkaufmann Marketing, IHK

1978 – 1980 Business Education at ERNI Elektroapparate GmbH
Admin, Sales, Purchasing, Production Planning