

# RHIE PLANNING LLC

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DECEMBER 5, 2024

## Rules Committee

City Hall, Room 244  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
[victor.young@sfgov.org](mailto:victor.young@sfgov.org)

## Re: Rules Committee Consideration of Mayoral Nominee Joanna Gubman (Board of Appeals)

Dear Members of the Rules Committee,

I am writing in support of Joanna Gubman's nomination to the Board of Appeals. As someone who served alongside Joanna on a nonprofit board, I have witnessed her thoughtful, principled approach to decision-making and her deep commitment to equity and fairness—qualities that make her exceptionally well-suited to serve in this quasi-judicial role.

The Board of Appeals is vital in providing San Franciscans with a fair and impartial process for reviewing City determinations. Joanna embodies the values of impartiality and fairness that are central to the Board's mission. In our work together, she demonstrated an outstanding ability to listen carefully to all perspectives, weigh evidence thoughtfully, and arrive at balanced, just conclusions. Her ability to navigate complex regulatory frameworks with clarity and precision would be a tremendous asset to the Board.

Joanna's collaborative leadership style is particularly noteworthy. She has a unique talent for building trust among people with differing viewpoints, fostering constructive dialogue, and finding common ground. This skill is critical to the Board's work of resolving disputes in a way that is both equitable and respectful of all parties involved. In addition to her interpersonal strengths, Joanna's deep understanding of how government functions and her dedication to effective, just governance make her uniquely qualified for this role.

I respectfully urge the Rules Committee to evaluate Joanna's nomination based on her considerable merits and approve her for this important role. Her experience, dedication, and commitment to the principles of good governance would make her an invaluable addition to the Board of Appeals.

Thank you for your consideration.

Sincerely,



**Chris Rhie**  
**Founder and Principal**  
**Rhie Planning LLC**

**From:** [cliff rechtschaffen](#)  
**To:** [Young, Victor \(BOS\)](#)  
**Cc:** [Mainardi, Jesse \(MYR\)](#)  
**Subject:** Letter of Support for Nomination of Joanna Gubman (Board of Appeals)  
**Date:** Thursday, December 5, 2024 6:04:54 PM  
**Attachments:** [Recommendation Joanna Gubman.pdf](#)

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This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Dear Mr. Young

Attached please find a letter of recommendation in support of Mayoral Nominee Joanna Gubman for a position on the San Francisco Board of Appeals.

Cliff Rechtschaffen

**From:** [Ratnika Prasad](#)  
**To:** [Young, Victor \(BOS\)](#)  
**Cc:** [Mainardi, Jesse \(MYR\)](#); [jgubman@gmail.com](mailto:jgubman@gmail.com)  
**Subject:** Rules Committee Consideration of Mayoral Nominee Joanna Gubman (Board of Appeals)  
**Date:** Thursday, December 5, 2024 2:39:40 PM

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To whom it may concern,

I am writing to express my strongest recommendation for Joanna Gubman to be appointed to the SF Board of Appeals. I am writing in my capacity as the co-Lead of Urban Environmentalists Illinois, an Illinois organization that advocates for inclusive and abundant cities with better housing, clean public transit and healthier built environments. I have had the opportunity to work actively with Joanna, in her former capacity as the Executive Director for the national Urban Environmentalists organization. I believe that her methodological approach to decision making, constructive problem solving skills, deep understanding of the nuances of legislative policies and procedures, and ability to bring diverse coalitions to consensus make her uniquely qualified for this position.

Joanna oversaw the development of Urban Environmentalists Illinois from an organization of a few people to nearly 2000 members (we are now at ~3500). In this time, she played a crucial role in helping us grow strategically and thoughtfully. Her creativity allowed us to find constructive ways to advance our agenda despite being a newer and lower capacity entity. Moreover, her detailed understanding of the nuances of legislative procedures at the local and state level meant that we were able to set our own project and policy priorities much faster and more efficiently than otherwise. Additionally, her supportive leadership through this phase of explosive growth enabled us to navigate multiple challenges and differences of opinion in a respectful way. I have no doubt that these traits will make her an invaluable member of the SF Board of Appeals.

Moreover, as the person who pulled me into my current leadership position and mentored me, Joanna's unwavering moral compass and consistent consideration of inclusivity has always been an inspiration. Given the Board's current fully male composition, I am hopeful that Joanna will bring valuable and constructive perspective to advance their work meaningfully.

Please do not hesitate to reach out should you have any questions.

Best regards,  
Ratnika Prasad  
Co-Lead, Urban Environmentalists Illinois



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1720 Market Street  
San Francisco, CA 94102

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[sfbike.org](http://sfbike.org)

December 5, 2024

San Francisco Board of Supervisors Rules Committee  
Via email: [victor.young@sfgov.org](mailto:victor.young@sfgov.org)

**RE: Rules Committee Consideration of Mayoral Nominee Joanna Gubman (Board of Appeals)**

Dear Members of the San Francisco Board of Supervisors,

On behalf of the San Francisco Bicycle Coalition and our thousands of members and constituents, I write in support of the nomination of Joanna Gubman to the Board of Appeals. This board plays an important role in adjudicating permits, licenses, and a wide array of other City decisions, and a vacancy on the board risks slowing and delaying key decisions. Joanna Gubman possesses the perspective, experience, and dedication to the city to serve in this capacity.

Ms. Gubman has plentiful professional experience in roles that demand a thoughtful approach to decision making, taking into account a broad spectrum of perspectives before making a decision grounded in fairness. She is also someone who thinks and cares deeply about equity and the equitable impacts of actions and decisions.

Ms. Gubman is also very involved in her community. I know this firsthand, from her years of service on the SF Bicycle Coalition Board of Directors. As a volunteer board member, she has been exemplary in her commitment and willingness to put in hard work to lift up the organization and its mission. She would bring that same commitment to the Board of Appeals. She is a thoughtful and creative leader who engages incisively in both high level strategy and minute details. She reflexively brings her attention to the health and functioning of organizations and systems, which would serve the Board of Appeals well.

While Ms. Gubman passionately invests her time and expertise in causes that she believes in, I have seen firsthand that she is able to set aside her specific interests and make decisions with objectivity and fairness, based on the specific boundaries of the role she is working within. She is collegial and skilled at building rapport and consensus with those she works closely with.

I strongly encourage you to confirm Ms. Gubman's nomination, bringing her deep skills and experience to the Board of Appeals.

Respectfully,

A handwritten signature in black ink that reads "Christopher White".

Christopher White  
*Executive Director*