

File No. 140302

Committee Item No. 5

Board Item No. \_\_\_\_\_

# COMMITTEE/BOARD OF SUPERVISORS

## AGENDA PACKET CONTENTS LIST

Committee: Rules

Date April 3, 2014

Board of Supervisors Meeting

Date \_\_\_\_\_

### Cmte Board

- Motion
- Resolution
- Ordinance
- Legislative Digest
- Budget and Legislative Analyst Report
- Youth Commission Report
- Introduction Form
- Department/Agency Cover Letter and/or Report
- MOU
- Grant Information Form
- Grant Budget
- Subcontract Budget
- Contract/Agreement
- Form 126 – Ethics Commission
- Award Letter
- Application
- Public Correspondence

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Completed by: Alisa Miller Date March 28, 2014

Completed by: \_\_\_\_\_ Date \_\_\_\_\_



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
(415) 554-5184 FAX (415) 554-7714

Application for Boards, Commissions, Committees, & Task Forces

Name of Board, Commission, Committee, or Task Force: Graffiti Advisory Board

Seat # or Category (If applicable): Seat # 16 District:

Name: Rebecca Delgado Rottman

Home Address: Fillmore Street, SF, CA Zip: 94123

Home Phone: (415) Occupation: VP Higher Learning

Work Phone: (415) 618-6475 Employer: Academy of Art University

Business Address: 150 Hayes Street, SF, CA Zip: 94102

Business E-Mail: rdelgado@academyart.edu Home E-Mail: rd.rottman@

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [X] No [ ] If No, where registered:

Resident of San Francisco [X] Yes [ ] No If No, place of residence:

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

The Graffiti Advisory Board Seat #16 was designed specifically to have a representative from a private art school operating in San Francisco. The Academy of Art University was founded in 1929 in San Francisco; its representative, Rebecca Delgado Rottman is a vice president of community & government relations. The Academy student population is diverse; over 18,000 international, national and multi-cultural students.

**Business and/or professional experience:**

As a vice president of community and government relations, Rebecca Delgado Rottman reaches out to various communities in San Francisco, assesses their needs as well as develop partnership opportunities that result in win-win outcome for all parties. Non-Profit organizations and City Agencies who have limited finances benefit from partnering with private organizations like the Academy of Art University. Students from the University also benefit by having the opportunity to work in real-world projects and are able to give-back to their community.

In spring of 2013, the students from the School of Fine Art at the Academy of Art painted a 30 x 13-ft. mural on the wall of the old historic building, Bristol Hotel in the Tenderloin to revive and beautify the neighborhood. In fall of 2013, the students completed the largest public art mural, 116 ft. wide and 50 ft. high on the wall of 150 Hayes which was dedicated to the fallen America's Cup Sailor, Andrew 'Bart' Simpson. The Academy students from the School of Advertising and Graphic Design collaborated with the City's SFMTA and SFPD to design a 'Crime Prevention' campaign. In spring of 2012, the students from the School of Landscape Architecture collaborated with Aquatic Park Neighbors, North Beach Neighbors, Russian Hill Improvements Association and Russian Hill Neighbors to design programs and uses for the public open space at Francisco Reservoir which was presented to the neighborhood community meetings. And last but not least, in spring 2012, the students from the School of Landscape Architecture partnered with Fisherman's Wharf CBD to re-design Joseph Conrad Park on Beach at Columbus to beautify the park.

Rebecca Delgado Rottman developed the education scholarship initiative and partnered with the SFUSD wherein 100 Scholarships to the Pre-College Summer Art Program were provided by the Academy of Art University to low-income families, At-Risk Youth, Youth In-Judicial Court Transition, inner-city youth as well as youths being served by non-profit organizations. The youth are exposed in a college environment and taught professional skills in art and design. The ultimate goal is to provide the youth opportunities, inspiration and motivation to succeed in their academic and personal endeavors.

**Civic Activities:**

Under the tutelage of Rebecca Delgado Rottman, in 2004, the Academy of Art University established two program partnerships with SF DPW, specifically the Graffiti Watch Program and Community Clean Team. The Academy of Art adopted 16-city blocks: Post, Sutter, Bush & Pine Streets from Mason to Leavenworth. Through Ms. Delgado Rottman's guidance, the University's Kappa Sigma Fraternity abate graffiti on public properties and pick-up street litter every other weekend or seventeen times (17 x) a year when school is in session. Meanwhile, the Academy students residing in Academy's student housing volunteer consistently ten times (10 x) a year to DPW's Community Clean Team. The students paint over graffiti, plant trees, work in community gardens, as well as sweep and clean streets in different supervisory districts. The Academy housing students volunteer consistently with DPW's Community Clean Team for about ten years now. In summer 2013, the University's Kappa Sigma Fraternity picked-up over 6,000 cigarette butts off several streets downtown.

For over seven years, Rebecca Delgado Rottman has been participating in the Graffiti Advisory Board, attending its monthly meetings and contributing to the board since 2007. She has served in the capacity of "Chair" to the Education Sub-Committee in 2008. In this capacity, she was involved in the research and development of the 'best practices' of different anti-graffiti programs in partnership with SFUSD and SF Arts Commission. The Education Committee recommended Graffiti Hurts' curriculum for 5th grade teachers as a best practice, and reviewed the Arts Commission's "Where Art Lives" Curriculum. Ms. Delgado Rottman also served in the "Steering Committee" for the second anti-graffiti Super Huddle in 2009. She project managed and co-produced the video, "Zero Graffiti for a Beautiful City", see youtube link here <https://www.youtube.com/watch?v=hWVn6FZO5U0> or <https://www.youtube.com/watch?v=1Jz31dA5Q8U>. The estimated volunteer value provided by individual students who dedicate their time, talents, and energy to making a difference, as organized by Rebecca Delgado Rottman at the Academy of Art University in year 2013 was approximately \$500,000.00.

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes  No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: March 21, 2014 Applicant's Signature: (required) Rebecca Delgado Rottman

(Manually sign or type your complete name.  
NOTE: By typing your complete name, you are hereby consenting to use of electronic signature.)

**Please Note:** Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:  
Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_



Board of Supervisors
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
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RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
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Application for Boards, Commissions, Committees, & Task Forces

Graffiti Advisory Board

Name of Board, Commission, Committee, or Task Force: \_\_\_\_\_

Seat # or Category (If applicable): 12 District: \_\_\_\_\_

Name: John Austin \_\_\_\_\_

Home Address: 23rd St. \_\_\_\_\_ Zip: 94110

Home Phone: (415) \_\_\_\_\_ Occupation: Director of Education

Work Phone: (650)588-8253 Employer: The Garden Project

Business Address: P.O. Box 24292 San Francisco, CA \_\_\_\_\_ Zip: 94124

Business E-Mail: jaustin@gardenproject.org Home E-Mail: jdausti@ \_\_\_\_\_

Pursuant to Charter Section 4.101 (a)2, Boards and Commissions established by the Charter must consist of electors (registered voters) of the City and County of San Francisco. For certain other bodies, the Board of Supervisors can waive the residency requirement.

Check All That Apply:

Registered voter in San Francisco: Yes [X] No [ ] If No, where registered: \_\_\_\_\_

Resident of San Francisco [X] Yes [ ] No If No, place of residence: \_\_\_\_\_

Pursuant to Charter section 4.101 (a)1, please state how your qualifications represent the communities of interest, neighborhoods, and the diversity in ethnicity, race, age, sex, sexual orientation, gender identity, types of disabilities, and any other relevant demographic qualities of the City and County of San Francisco:

Working with The Garden Project as their Director of Education I have a direct connection with at at risk populations within the communities that the committee is concerned with. My primary occupation is geared towards mentoring and teaching youth how to productively use and continue to grow their education which I believe is directly applicable. Furthermore, living in the heart of the Mission and working with a local middle school as a teacher gives me the ability to work with younger San Francisco students before they pick up bad habits. Finally, being ethnically mixed (Black and Puerto Rican) and having come from a particularly difficult situation growing up I can relate with various at risk students and as well as diverse populations. I've worked with students within the Bronx for the past 4 years which I've found very rewarding, and an expertise that I can offer to your program.

**Business and/or professional experience:**

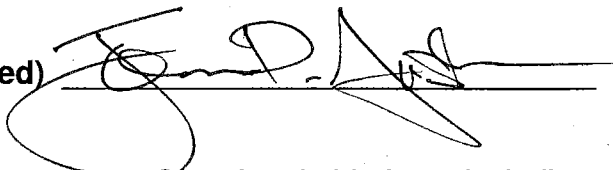
- Director of Education and Outreach at The Garden Project, June, 2013 - Present  
Works with underprivileged students on basic college/life preparedness. Coordinated graphic design and publicity efforts and manage the Earth Stewards Scholarship Program.  
- Assistant Director, University of Vermont Admissions Office, 2010 - 2013  
Directed student recruitment as well as UVM partnership programs. Traveled extensively in the Bronx working with underprivileged youth.  
- Champlain College, MBA, 2010  
- University of Vermont, Linguistic Anthropology BA, 2007

**Civic Activities:**

- Taekwondo Coach  
- Outreach with the Garden Project  
- GED Tutor  
- ALANA Student Center Mentor  
- Synergy School Substitute Teacher

Have you attended any meetings of the Board/Commission to which you wish appointment? Yes  No

For appointments by the Board of Supervisors, appearance before the RULES COMMITTEE is a requirement before any appointment can be made. (Applications must be received 10 days before the scheduled hearing.)

Date: 3/1/2014 Applicant's Signature: (required) 

**Please Note:** Your application will be retained for one year. Once Completed, this form, including all attachments, become public record.

FOR OFFICE USE ONLY:  
Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_

John Austin  
[redacted] 23rd St.  
San Francisco, CA 94110

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO

2011 MAR -7 PM 3:05

*h*

Dear Board of Supervisors,

My name is John Austin and I am very interested in applying for Seat # 12 on the Graffiti Advisory Board. I was encouraged to apply for the position by Jimmer Cassiol, Community Liaison for the DPW. I work with Cathrine Sneed at the Garden Project as the Director of Education and think I'd be a good fit for the committee.

Throughout the year I work with at risk San Francisco youth, particularly from Bayview, Hunters Point, and the Mission. Additionally, I work with schools in the Mission as a substitute teacher such as Synergy School. With this experience I've had the time to get to know the students and would like to use those connections as a way to help contribute to the your board. I hope that you'll consider me for the vacancy and look forward to hearing from you. Please let me know if you need any additional information or recommendations.

Sincerely,



John Austin  
Director of Education  
The Garden Project  
(415) [redacted]  
jaustin@gardenproject.org

San Francisco  
BOARD OF SUPERVISORS

Date Printed: March 26, 2014

Date Established:

February 9, 2007

Active

**GRAFFITI ADVISORY BOARD - 2007**

**Contact and Address:**

Jimmer Cassiol  
Public Works  
2323 Cesar Chavez Street  
San Francisco, CA 94124

Phone: (415) 641-2625

Fax: (415) 641-2630

Email: Jimmer.Cassiol@sfdpw.org

**Authority:**

Administrative Code Sec. 5.170 et seq. (Ordinance Nos. 353-93; and 20-07; and Resolution No. 241-02)

**Board Qualifications:**

The Graffiti Advisory Board consists of twenty-five (25) voting members who shall be appointed as follows:

- A) One (1) member shall be the Mayor or his/her designee;
- B) Eleven (11) persons appointed by individual members of the Board of Supervisors, to serve a term of two years, at the pleasure of the appointing Supervisor (these appointments shall be effective when written notice of the appointment is received by the Clerk of the Board of Supervisors); and
- C) The Board of Supervisors shall appoint the following members, who shall serve a term of two years:
  - > One (1) member representing youth groups who provide services for juveniles involved in alternative programs for graffiti diversion;
  - > One (1) member representing nonprofit organizations that provide services related to the City's beautification and neighborhood cleanup programs;
  - > Two (2) members representing businesses who operate in San Francisco, one of which must be a property owner;
  - > One (1) member representing private schools or art schools who operate in San Francisco; and
  - > One (1) member representing the contracting agency for Municipal Railway shelters; and
- D) The following officials and organizations shall each appoint one (1) member to serve on the Advisory Board:
  - > The General Manager of the Municipal Railway,

San Francisco  
BOARD OF SUPERVISORS

- > The Director of Public Works,
- > The Executive Director of the Department of Parking and Traffic,
- > The General Manager of the Recreation and Park Department,
- > The District Attorney
- > The Chief of Police
- > The Board of Education of the San Francisco Unified School District may appoint one member. If the Board of Education fails to appoint a member within 60 days of a vacancy, the Board of Supervisors shall appoint a student, teacher, or member of the San Francisco Unified School District academic branch.

Reports: (a) Prepare and submit a report to the Board of Supervisors and the Mayor every six months on graffiti, as it affects neighborhoods and the downtown area of San Francisco, which shall include a review and evaluation of the services and programs in place to respond to graffiti, prevention strategies, recommendations, and plans for a consolidated program of public and private efforts;

(b) Advise about the coordination of information, activities and goals among existing programs funded by the City and County and privately sponsored programs; and

(c) Advise about improving the efficiency in the provision of graffiti enforcement, prevention, and clean-up services.

Sunset Clause: None