

File No. 160495

Committee Item No. 1

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

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Committee: Rules Committee

Date May 12, 2016

Board of Supervisors Meeting

Date \_\_\_\_\_

#### Cmte Board

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|-------------------------------------|--------------------------|--|
| <input type="checkbox"/>            | <input type="checkbox"/> | Motion                                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Ordinance                                    |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Digest                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Budget and Legislative Analyst Report        |
| <input type="checkbox"/>            | <input type="checkbox"/> | Legislative Analyst Report                   |
| <input type="checkbox"/>            | <input type="checkbox"/> | Youth Commission Report                      |
| <input type="checkbox"/>            | <input type="checkbox"/> | Introduction Form (for hearings)             |
| <input type="checkbox"/>            | <input type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/>            | <input type="checkbox"/> | MOU  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/>            | <input type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Subcontract Budget                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Contract/Agreement                           |
| <input type="checkbox"/>            | <input type="checkbox"/> | Form 126 – Ethics Commission                 |
| <input type="checkbox"/>            | <input type="checkbox"/> | Award Letter                                 |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | Application                                  |
| <input type="checkbox"/>            | <input type="checkbox"/> | Public Correspondence                        |

#### OTHER (Use back side if additional space is needed)

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|-------------------------------------|--------------------------|--------------------------|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Information Sheet</u> |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <u>Vacancy Notice</u>    |
| <input type="checkbox"/>            | <input type="checkbox"/> | _____                    |
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Completed by: Derek Evans Date May 6, 2016

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

An asterisked item represents the cover sheet to a document that exceeds 25 pages.  
The complete document can be found in the file.

# MEMORANDUM

**TO:** Rules Committee Clerk  
**FROM:** Hillary Ronen  
**DATE:** April 11, 2016  
**SUBJECT:** Appointment by Supervisor Campos

Please be advised that Supervisor Campos has selected Catherine Brenner Orland to be appointed to the Bicycle Advisory Committee.

This appointment will fill seat 9.

Catherine Brenner Orland's address is:

■ South Van Ness Avenue  
San Francisco, CA 94110

Attachment: [Application must be attached]

For Clerk's office use only:

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Seat #: \_\_\_\_\_ Term expiration date: \_\_\_\_\_ Seat Vacated: \_\_\_\_\_



**Board of Supervisors  
City and County of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 244  
(415) 554-5184 FAX (415) 554-5163**

**Application for Boards, Commissions, Committees, & Task Forces**

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

Seat # or Category (If applicable): \_\_\_\_\_ District: 9

Name: Catherine Orland

Home Address: ██████████ South Van Ness Ave Zip: 94110

Home Phone: ██████████ Occupation: U.S. Sales Manager

Work Phone: 415.370.9933 Employer: Cycliq

Business Address: 1254 Mission Street, Suite 203 Zip: 94103

Business E-Mail: orland@cycliq.com Home E-Mail: ██████████

**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:

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

Registered Voter in San Francisco: Yes  No  If No, where registered: \_\_\_\_\_

**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:**

I am:  
 -A Mission resident  
 -A bisexual Jewish woman

I speak Spanish and English. I have a learning disability.

**Business and/or professional experience:**

As a long time San Francisco Bicycle Coalition volunteer, daily bicycle commuter and bicycle industry professional, I believe that my professional experience, knowledge and skillset make me an ideal candidate to serve on the Bicycle Advisory Committee, as the representative for District 9.

In my current role as the U.S. Sales Manager for Cycliq, a company that makes bike lights with integrated video and audio cameras, and previously, for 2+ years as a Sales Associate with MonkeyLectric, another bicycle light company, I have devoted my working life to the cause of safety for cyclists. In the process, I have developed strong relationships with all of the local bicycle shops throughout San Francisco. I communicate with these shops regularly about their views on bicycle infrastructure developments and potential projects.

As a daily bicycle commuter and recreational rider, I have my finger firmly on the pulse of my neighborhood's hot spots in terms of dangerous intersections and the established bike routes that need better signage/pavement markings. I am committed to realizing the visions set out in the Bicycle Plan and to helping us achieve the goals of Vision Zero.

As a long time SFBC volunteer, I have led commuter convoys on Bike to Work Day, handed out blinky lights on Market street, and participated in their 5 year planning processes. I am committed to a San Francisco that is safe for pedestrians, motorists and cyclists alike. I believe strongly in a "give respect, get respect" framework when it comes to sharing the road.

**Civic Activities:**

Anti-Racism task force  
San Francisco Bicycle Coalition volunteer

See attached resume

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

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Appointments confirmed by the Board of Supervisors require an appearance before the Rules Committee. Once your application is received, the Rules Committee Clerk will contact you when a hearing is scheduled. *(Please submit your application 10 days before the scheduled hearing.)*

Date: 4/10/16      Applicant's Signature: (required) Catherine Brenner Orland

(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.

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**FOR OFFICE USE ONLY:**

Appointed to Seat #: \_\_\_\_\_ Term Expires: \_\_\_\_\_ Date Seat was Vacated: \_\_\_\_\_

## CATHERINE BRENNER ORLAND

### CAREER PROFILE

Energetic, dedicated and inspired cyclist and Mission district resident seeking to build thriving partnerships for a bicycle-friendly San Francisco. Qualifications include:

- Strong self-motivator, capable of producing effectively with minimal supervision
- Demonstrated leadership skills, thrives in a multicultural environment
- Excellent attention to detail, writing skills, and problem solving capacities
- Superb oral communication skills, able to communicate at an advanced level in Spanish
- Extremely creative, resourceful, reliable and passionate
- Proficient user of Macs, PCs, all Microsoft Office programs, Dreamweaver and HTML

### EDUCATION, OUTREACH AND COMMUNITY BUILDING EXPERIENCE

- US Sales Manager, Cycliq**, San Francisco, CA Feb 16-Present
- Educated staff at over 600+ bicycle shops throughout the US re: products features & specifications
  - Developed new policies and procedures to streamline efficiency of sales staff
- Solar Consultant, Sungevity**, Oakland, CA April 15-Jan 16
- Rapidly built rapport with strangers; Presented technical information via online screen sharing
  - Sold with a 20.8% close rate on a monthly quota; Consistently exceeded 90% hold rate
- US Sales Manager and Marketing Associate, MonkeyLectric**, Berkeley, CA Jan 13-March 15
- Innovated, Coordinated and Led the company's first SFBC fundraiser with Huckleberry Bicycles
  - Increased new accounts 223% through inside sales and diligent follow up on all leads
  - Sustained a network of 300+ existing accounts by cultivating continued positive relationships
  - Wrote & edited copy for marketing campaigns, both B2B and B2C; Wrote monthly product updates
- Education and Outreach Manager, ODC/Dance**, San Francisco, CA Sept 11-May 12
- Hired, trained and managed 120+ active and engaged volunteer work exchange members
  - Maintained existing community partnerships; cultivated new relationships with external partners
- Digital Marketing Assistant, Pillsbury Winthrop Shaw Pittman**, San Francisco, CA Aug 07-Dec 10
- Built & distributed timely e-blasts to targeted interest lists; Analyzed & reported on end-user data
  - Strategized and implemented best practices for data integrity in database with 500,000+ contacts

### ORGANIZING, PROJECT MANAGEMENT AND PLANNING EXPERIENCE

- Facilitator Coordinator, Study Circles Program, MC Public Schools**, Rockville, MD June 05-Sept 06
- Wrote the program's first newsletter; interviewed parents, students, teachers and principals
  - Designed trainings for 80+ facilitators leading dialogues on the racial achievement gap in schools
  - Evaluated program efficacy through survey administration, interviews, data collection & analysis
  - Created statistical graphs in English and Spanish to help participants understand current issues
- Community Organizer & Policy Analyst, ALANA**, Brattleboro, VT Sept 04-June 05
- Researched legislative initiatives; Wrote position papers advocating teacher-training policy changes
  - Analyzed police relations surveys to support the creation of an independent civilian review board
- Director of Student Activities, Leadership Center, Hampshire College**, Amherst, MA May 02-July 04
- Planned, managed and supervised orientation event programming for 480+ college freshmen
  - Designed and implemented social justice training program for 80+ orientation leaders
  - Trained 70+ residential advisers in cultural competency, sensitivity and listening skills
  - Revamped and streamlined new user-friendly web-site

**TRAINING, FACILITATION & EVALUATION EXPERIENCE**

- Evaluator, Public Profit**, Oakland, CA June 11-Sept 11
- Assessed quality of youth after school programs; evaluated safety, engagement & inclusivity
  - Wrote reports, met with site directors to discuss findings and improve program quality
- Community Organizer, Silicon Valley Faces**, San Jose, CA Oct 10-Jan 2013
- Designed curriculum on WWII-era propaganda, stereotypes, eugenics and war resisters
  - Led workshops for high school and college students on oppression & anti-Semitism
- Youth Cross Cultural Trainer, Cartus**, Palo Alto, CA Sept 07-Jan 2013
- Delivered full day intercultural pre-departure trainings for families relocating abroad
- Asst. Director, Ntl. Conference for Community & Justice**, Camp Anytown, Windsor, CT June 04
- Led anti-oppression workshops for 40 high school aged students from diverse backgrounds
  - Prepared social justice / popular education activities for personal empowerment and responsibility
- Writing Mentor, Speaking & Writing Center**, Mount Holyoke College, South Hadley, MA Sept-Dec 00
- Taught 11 ESL students to effectively structure essays and oral presentations
  - Edited student essays, held writing conferences with students, provided grammar instruction
  - Presented in-class lessons on student-determined writing issues

**CONFERENCE PRESENTATIONS DELIVERED**

- NAME: National Association for Multicultural Education**, Baltimore, MD, 07. Master's thesis Presentation: "Helping Teachers Integrate the Competencies of an Effective Multicultural Educator"
- T4SJ: Teachers for Social Justice**, San Francisco, CA, 07, 08, 11. Delivered 3 experiential workshops for 50+ teachers entitled: "Invisible Hands in our Fair Economy: ISMS, Privilege and Oppression" & "The Price of the Ticket: Understanding the Immigrant Assimilation Experience"

**WORKSHOPS AND TRAININGS ATTENDED**

- Emotional Intelligence and Diversity*, Intercultural Communication Institute, Portland, OR July 11
- Open Space Technology*, Facilitator Training Course, with Lisa Heft, San Francisco, CA June 07
- Help Increase the Peace Project*, Conflict Transformation Program, SIT, Brattleboro, VT April 05
- The Art of Mindful Facilitation*, Facilitated by Lee Mun Wah, Stir Fry Seminars, Storrs, CT Mar 05
- Study Circles*, Facilitator Training course, facilitated by Beverly Tatum, South Hadley, MA Jan-May 99

**EDUCATION**

- Master of Arts in Social Justice in Intercultural Relations**, Brattleboro, VT Feb 2007  
**School for International Training** Focused in Community Development and Social Action Training  
 Thesis: "Teachers, Study Circles and the Racial Achievement Gap: How One Dialogue & Action Program Helped Teachers Integrate the Competencies of an Effective Multicultural Educator"
- Received Community Service Scholarship Award
- Bachelor of Arts**, South Hadley, MA May 2001  
**Mount Holyoke College**  
 Cum Laude. English major, Psychology minor
- Received Community Leadership Award

**REFERENCES AVAILABLE UPON REQUEST**

San Francisco  
BOARD OF SUPERVISORS

Date Printed: March 5, 2015

Date Established:

August 29, 2002

Active

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**BICYCLE ADVISORY COMMITTEE 2002**

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**Contact and Address:**

Elbert Hill  
38 El Sereno Ct  
San Francisco  
San Francisco, CA 94127

Phone: (415) 337-1156

Fax: (415) 672-3458

Email: echill@sfhills.org

**Authority:**

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Administrative Code, Section 5.130 (Added by Ordinance No. 365-90; Amended by Ordinance Nos. 179-02, and 287-08)

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**Board Qualifications:**

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The Bicycle Advisory Committee shall consist of a total of 17 members, 11 of whom are voting members. Each member of the Board of Supervisors shall nominate one (1) member for appointment by the full Board of Supervisors.

In addition to the 11 voting members, the following City departments will each provide a non-voting representative to attend Advisory Committee meetings: 1) Police Department, 2) Department of Public Works, 3) Municipal Transportation Agency, and 4) Department of City Planning. The Board of Supervisors also requests that the 1) San Francisco Unified School District and the 2) Golden Gate National Recreation Area each be asked to send a non-voting representative to the Advisory Committee.

This Advisory Committee will be composed of concerned and informed residents and will provide the best single source of expertise and perspective for transportation planners.

The term of each member of the Advisory Committee shall be two years or for the tenure of the supervisor who nominated the member, whichever is shorter in duration.

The Advisory Committee shall have the power and duty to: a) set up subcommittees as necessary; b) develop a plan for bicycle-related improvements, including but not limited to bicycle routes, secure parking, and transit interface, and make recommendations to the

San Francisco  
BOARD OF SUPERVISORS

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Municipal Transportation Agency, the San Francisco County Transportation Authority, and the Board of Supervisors on related funding from local, State and Federal agencies, including, but not limited to Transportation Development Act funds and San Francisco County Transportation Authority funds; c) review the policies and programs related to bicycling in the Transportation Element of the Master Plan of the City and County of San Francisco, and make recommendations on the goals and their implementation to the Planning Commission of the City and County of San Francisco; and d) develop a plan for outreach to, and education of, the public to promote the safe sharing of public roadways, and submit the plan to the Municipal Transportation Agency and the San Francisco County Transportation Authority.

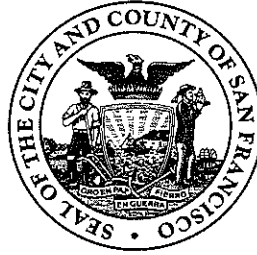
Reports: The Advisory Committee shall establish rules and regulations for its own organization and procedures.

Sunset Date: Non

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BOARD of SUPERVISORS



City Hall  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco 94102-4689  
Tel. No. 554-5184  
Fax No. 554-5163  
TDD/TTY No. 554-5227

## VACANCY NOTICE

### BICYCLE ADVISORY COMMITTEE

#### Replaces All Previous Notices

Notice is hereby given of the following vacancies:

**Vacant seat 1**, succeeding Kevin Dole, resigned, must be a nominee of the District 1 Supervisor, to serve the unexpired portion of a two-year term ending November 19, 2016, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 2**, succeeding Winston Parsons, term expiring on November 19, 2016, must be a nominee of the District 2 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 3**, succeeding Marc Brandt, term expiring on November 19, 2016, must be a nominee of the District 3 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 4**, succeeding Edward Nicolson, term expiring on November 19, 2016, must be a nominee of the District 4 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 5**, succeeding Melyssa Mendoza, term expiring on November 19, 2016, must be a nominee of District 5 Supervisor. The member shall serve the unexpired portion of a two-year term ending November 19, 2018, or for the tenure of the supervisor who nominated the member, whichever is shorter in duration.

**Vacant seat 6**, succeeding Richard May, resigned, must be a nominee of District 6 Supervisor. The member shall serve the unexpired portion of a two-year term ending November 19, 2016, or for the tenure of the supervisor who nominated the member, whichever is shorter in duration.

**Vacant seat 7**, succeeding Elbert Hill, term expiring on November 19, 2016, must be a nominee of the District 7 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 8**, succeeding Diane Serafini, term expiring on November 19, 2016, must be a nominee of the District 8 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 9**, succeeding Ilyse Iris Magy, term expiring on November 19, 2016, must be a nominee of the District 9 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 10**, succeeding Paul Wells, term expiring on November 19, 2016, must be a nominee of the District 10 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Vacant seat 11**, succeeding Casey Allen, term expiring on November 19, 2016, must be a nominee of the District 11 Supervisor, to serve a two-year term ending November 19, 2018, or for the tenure of the nominating Supervisor, whichever is shorter in duration.

**Reports:** The Advisory Committee shall establish rules and regulations for its own organization and procedures.

**Sunset Date:** None.

Additional information relating to the Bicycle Advisory Committee may be obtained by reviewing Administrative Code Section 5.130 available at <http://www.sfbos.org/sfmunicodes> or by visiting their website at <http://sfgov3.org/index.aspx?page=579>.

Interested persons may obtain an application from the Board of Supervisors' website at [http://www.sfbos.org/vacancy\\_application](http://www.sfbos.org/vacancy_application) or from the Clerk of the Rules Committee and should be submitted to 1 Dr. Carlton B. Goodlett Place, Room 244, San Francisco, CA 94102-4689. All applicants must be residents of San Francisco, unless otherwise stated.

**Next Steps:** Applicants who are nominated by a District Supervisor and meet minimum qualifications will be contacted by the Rules Committee Clerk once the Rules Committee Chair determines the date of the hearing. Members of the Rules Committee will consider the appointment(s) at the meeting and applicants may be asked to state their qualifications. The appointment(s) of individual(s) who are recommended by the Rules Committee will be forwarded to the Board of Supervisors for final approval.

*Please Note: Depending upon the posting date, some vacancies may have already been filled. To determine if vacancies for this Committee are still available, or if you require additional information, please call the Rules Committee Clerk at 554-7702.*



Angela Calvillo  
Clerk of the Board

DATED/POSTED: April 1, 2016