

South Bay Cities Council of Governments

April 9, 2018

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: Metro Service Council Statements from Nominees and/or Endorsements Received as of April 2, 2018

Adherence to Strategic Plan

GOAL B: Regional Advocacy: Advocate for the interests of the South Bay.

SPECIFIC CONSIDERATIONS FOR SOUTH BAY SERVICE COUNCIL COMPOSITION

The SBCCOG Board of Directors has previously stated a strong preference that transit users or those familiar with the South Bay transit services be city council members and in no case shall elected officials represent a majority of the Board. Since other Service Councils have elected officials on their boards, the South Bay Service Council should include at least some elected officials in order to have the same “status” before the Metro Board as the other Service Councils. A mix of tenures on the Council at any given time has also served to preserve the historic or institutional memory of the Council.

Some other factors that were previously discussed for inclusion are the participation of:

- Our municipal operators – Gardena, Torrance, Redondo Beach & L.A. City
- Our community operators – Carson, PV Transit, Lawndale, Municipal Area Express
- Community members (Metro South Bay Citizens’ Advisory Committee representatives? members from the Metro or municipal operators’ Passenger Advisory Committees?)
- Cities with the most transit riders – Inglewood, L.A. City
- Employers in the South Bay that have transportation programs
- A City Manager, the COG, etc.
- A city Public Works Director/Transportation staff
- A senior transit user
- A School District Transportation representative

There are 6 candidates for 3 seats. They are listed in alphabetical order with the information that has been received from them as of April 2:

CHARLES MICHEL DEEMER

- 3/15/18 - This is to Officially notify you of my interest to serve another term on Metro's South Bay Service Council.
- Email also received from City of Torrance endorsing Mr. Deemer.

DAN MEDINA

- 2/13/18 - I wish to continue serving the SBCCOG as a member of Metro 's Service Council as I feel I will continue to stand up for the South Bay and it's ongoing changes that need our attention.

RICHARD MONTGOMERY

- 2/5/18 - Since I ride the metro three times a week now I will apply for the Metro service Council.
- 4/2/18 - Now that I ride the metro three times a week, I am requesting to be a Manhattan Beach elected official / resident for a position on the Metro service Council.

CHRISTOPHER RIDER

- 2/12/18 - I would like to formally nominate Mr. Christopher (Chris) Rider for the Metro South Bay Service Council.

Chris is the ideal candidate for the Metro South Bay Service Council for several reasons. First and foremost, he has been a life long South Bay resident! He was born and raised in Lawndale, bought his first house in Harbor City, and now lives in West Torrance. Additionally, Chris is a DAILY Metro rider, traveling between the South Bay and Hollywood. He takes the Silver Line bus from the Artesia Transit Center to Downtown LA, where he connects to the Red Line subway and exits at the Hollywood & Vine station.

Professionally, Chris is a Transportation Engineer for the City of Los Angeles Dept. of Transportation (LADOT), where he works on issues pertaining to local and regional traffic operations. After graduating with his undergrad from USC, he began working at LADOT where he has been for the past 16 years. Chris currently works in the Hollywood-Wilshire area of the City, however, he previously worked in the San Pedro-Harbor Gateway area for several years.

Chris' familiarity with the South Bay area, land-use, the Metro user experience, and public interests specifically in the areas of traffic and transportation are unparalleled. You will be hard pressed to find a candidate better suited for this position!

Thanks,
Bhuvan Bajaj, P.E.
LADOT Transportation Engineer, Hollywood-Wilshire District Operations

BRUCE SZELES

- 2/15/18 - I have been a single car rider commuter for over 30 years because transit has not been very attractive here in the South Bay but I would like to change that with the extension of the Green Line. My interest goes back to 09/10 when the extension first was proposed. I attended the Service Council meeting at the end of 2017 and got a good feel as to what the feedback was from riders and folks in the city who rely on this vital link in their community. I think I can help address their concerns and feedback and turn them into actionable items.

I am very customer oriented as my "customers or clients" over my 30 years in the motion picture business are very demanding.

The Metro riders should be treated with the same importance. Thank you!

- 2/21/18 - Mayor Brand, Councilman Loewenstein and I would like to endorse resident Bruce Szeles for the Metro commission on the SBCCOG.

Bruce has many qualities that we endorse, here are a few of the key points why he should sit on the commission:

- Lifelong South Bay resident, active commuter fighting traffic gridlock.
- Parent who is seeking to keep South Bay a healthy living, active, easily accessible.
- Asks pertinent questions to seek greater understanding and ensure a full conversation surrounding key decisions.
- Active politically (has run for office in North Redondo) and understands the governmental process.
- Deep community links: has run multiple grassroots community organizations, listens to residents.
 - Has lived in multiple South Bay Cities.
- Understands who the customer base is, works towards workable solutions.
- Stays active in the community, regardless of personal gain/loss.
- Has had meetings with the South bay Galleria, Metro, developers, commissions, and is very well respected in the community.

Thank you for the time, please keep us updated as the process moves forward.

Nils Nehrenheim, Councilman, District 1

DON SZERLIP

- 3/2/18 - To whom it may concern:

Please accept this cover letter and the attached resume as nomination and application for a 3-year term on the Metro South Bay Service Council.

I grew up in Northern New Jersey where rail and bus service were integrated into the transportation fabric of the region. I have a passion to see the same throughout Los Angeles County and Southern California. It has been proven that if we build rail service, it will be ridden. I continually advocate to attract discretionary riders to our system. Additionally, I believe that if we make transit an ordinary experience for our youth, then they will incorporate it into their daily lives as they grow older.

During my tenure as a member of the Redondo Beach City Council I served on SCAG's TCC, the Transportation Policy Committee of the League of CA Cities and on the SBCCOG's Transportation Working Group. I have continued my advocacy for public transit in the years since as a regularly attending member of the Metro Service Council, participated in almost every Metro Meet and Confer session and I was a member of the Metro Blue Ribbon Committee working to set a policy for better integrated service between Metro and the Municipal Operators. I am Currently the Vice Chair of the South Bay Service Council and represent the Council as a member of the SBCCOG Transportation Committee. I sit on the Government Relation Committee for the Redondo Beach Chamber of Commerce and often represent Metro's interests as positions are considered on legislation.

I do not feel that my work is done. Though the Green Line will travel north past LAX and service the Crenshaw Corridor, we must continue to be certain there are plans for the line to come south to the Redondo Beach Galleria and on to Torrance. The South Bay, which contributes close to one third of Metro's ridership, must continually be vocal to assure we receive our fare share of transit funding and service.

I have served on the South Bay Service Council since 2008 and I believe my knowledge and experience can be effective foundations for serving both the South Bay Region and the transit riders throughout the area for years to come. I respectfully request appointment to another term on the Council.

Donald Szerlip, Adwerx Communications
Redondo Beach, CA 90278

Donald Szerlip

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*Marketing Communication...Advertising...Community Outreach/Education...Media/Public Relations
Executive Leadership...Program/Project Management...Strategic Planning and Implementation
Legislative/Regulatory Programs...Public-Private Partnerships...Economic Development*

Successful career in marketing, public relations, regional/local government, non-profit and business organizations including extensive background creating advertising, merchandising, and communications programs for various B2B and B2C enterprises. Strong qualifications in budgeting/financial management, strategic planning, presentations, writing, public speaking and media relations. Proven ability to negotiate and build consensus with high-level corporate, education, and government officials. Fluent knowledge of local, state and federal legislative processes, political trends and key decision makers, with an emphasis on public works, economic development, telecommunications, and transportation issues.

Corporate Experience

ADWERX COMMUNICATIONS, Redondo Beach, CA • 1993 to Present
(*Boutique advertising and marketing services agency*)

Founder/COO: Direct teams of in-house employees and outside vendors to achieve increased visibility and sales for businesses in many market segments (manufacturing, logistics, insurance, healthcare, consumer products, and professional services). Manage advertising and sales programs, public relations and marketing strategies for increased corporate and product profile, and corporate identity and image campaigns for local, regional, national, and international businesses and governments. Selected clients:

- **New Age Electronics** – Developed and implemented advertising/marketing strategies that helped this firm grow from \$50 million in gross revenues in 1995 to more than \$1.2 billion only seven years later. Revised corporate identity, coordinated all media campaigns and produced direct marketing programs yielding immediate impacts for this international logistics firm specializing in consumer technology products.
- **M.H. Ross Travel Insurance Services** – Created marketing programs, trade show strategies and collateral materials targeting both dealer and consumer sales for multiple insurance programs, including Tripguard Plus, Global Alert! and Global Alert! Advantage. Currently establishing tripinsurance.com as the Internet source for travel insurance products.
- **Inca Corporation** – Revised advertising and collateral materials to present a unified image for this advanced technology manufacturer. Concentrated efforts to improve dealer base and increase market penetration in multiple categories.

ADTECH COMMUNICATIONS, Torrance, California • 1988 to 1993
(*Typesetting/print communications company*)

Sales Manager: Transitioned this typesetter into a supplier of printed collateral materials. Created relationships with service bureaus, printers, binderies and mail houses. Handled sales, estimating, print production, and fulfillment services for multiple clients. Hired, trained and managed sales force.

TAM DISTRIBUTING/SZERLIP SALES COMPANY, Van Nuys, California • 1985 to 1988
(*Distributor of small electronics components*)

Owner/Operator: Served as an independent manufacturer's representative and distributor. Sold to and supplied a diverse dealer base throughout Southern California, Southern Nevada and Arizona.

Previous experience: Progressive sales and sales management positions involving audio and video professional production hardware, graphics and advertising. Consistently revitalized sales in underperforming territories, established new distribution channels, and exceeded sales quotas.

Donald Szerlip

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don@adwerx.net

Regional and Local Government Experience

Council Member, District 3, City of Redondo Beach • 2003 to 2007

Redondo Beach has a population of about 63,000 residents with its own police and fire departments, a harbor, a pier, and an annual budget of \$97 million. City Council sets all policy for implementation by the City Manager and a staff of more than 600 employees. Advocate issues at local, state and federal levels. Formerly served as Mayor Pro Tem. Current and former appointments include:

Regional:

- Board of Directors, Public Transportation Services Corporation
- Treasurer/Nominating Committee, League of California Cities, LA County Division
- 1st VP, Mayor and Council Members Dept., League of California Cities
- 2006 Annual Conference Planning Committee, League of California Cities
- Transportation, Communication & Public Works Policy Committee, League of California Cities
- Transportation & Communications Committee, Southern California Association of Governments
- Goods Movement Task Force, Southern California Association of Governments
- 2nd VP/Steering Committee & Board Member, South Bay Cities Council of Governments
- Alternate, Sanitation District
- Delegate, Independent Cities Association

Local:

- Chairman, Redondo Beach Board of Education/City Council Sub-Committee
- Chairman, Redondo Beach Redevelopment Agency
- Chairman, Redondo Beach Public Financing Authority
- Member, Redondo Beach Round Table (government and business leaders)
- Chairman, Redondo Beach Public Works Commission
- Chairman, Redondo Beach Traffic & Transportation Commission

Non-Profit/Community Experience

- Board of Directors & Government Relations Committee, Redondo Beach Chamber of Commerce
- Chairman, Redondo Beach Chamber Candidates & Issues Political Action Committees
- Representative, METRO South Bay Sector Governance Council
- Vice-President, North Redondo Beach Business Association
- Chairman, Finance Sub-committee, Redondo Beach Public Art Task Force
- Corporate Giving Committee, Redondo Beach Education Foundation
- Marketing/Contract Development Committee, Harbor/UCLA Hospital Professional Building
- Founding Chairman (1990 to 1994) of the Friends of the Redondo Beach Dog Park, Inc., a non-profit corporation that still operates the third off-leash dog park established in Southern California. Raised donations of more than \$80,000 to improve a 3-acre site including both small and large dog parks, an irrigation system, doggie drinking fountains, benches, trees, and waste removal facilities, all on a prior landfill. Successfully lobbied for both public and private support.

Education

- Advanced Leadership, Mayor and Council Members Academy, League of California Cities (2006)
- BS in Business, California State University, Dominguez Hills, CA (1988 to 1992, 2008-09)
- Certificate in Business and Management, UCLA, Los Angeles, CA (1984)
- Film Production, California Institute of the Arts, Valencia, CA (1972 to 1973)
- Communications, Boston University, Boston, MA (1970 to 1972)