

Statement for South Bay Service Council – John Addleman

This is my nomination for another term on the South Bay Service Sector:

Currently Chair of the Palos Verdes Peninsula Transit Authority; member since 1997

A member of the Transportation Committee of the Southern California Association of Governments

A member of the South Bay Service Sector since 2003, currently Vice Chair

I am a senior and use transit services

I am the Mayor of Rolling Hills Estates and have been on the city council since 1997

Thank you for your consideration of my application. I consider it an honor to represent our riders who urgently need reliable, safe and clean transportation to get to the doctor, grocery store, school and employment.

Best regards,

John Addleman
Mayor
City of Rolling Hills Estates

Statement for South Bay Service Council – Elaine Jeng

From: Elaine Jeng [<mailto:Elaine.Jeng@redondo.org>] **Sent:** Thursday, April 16, 2015 9:46 PM **To:** Jackibach **Subject:** Re: Southbay COG representative to Metro Streets & Freeway Subcommittee

Hi Jacki,

Yes, I will continue to be a southbay resident for a long time. I would like to stay on the Service Council and spoke with the Chair and Vice Chair about the process. By the way, the Southbay Council is a great group of folks who are articulate and respectful of the public and riders' needs. I wasn't sure if I was able to stay on with the employment change so I was going to give you a call. Thanks for bringing it up.

To stay on the Council, I understand I would need to send you a short bio and a statement requesting to stay on. I would be happy to provide both if they are still needed after this exchange.

Elaine

Elaine Jeng, P.E.

714 Manhattan Beach Boulevard
Manhattan Beach, CA 90266
323-270-6954
elaine@info.net

SUMMARY OF QUALIFICATIONS

Well-rounded in multiple disciplines of Civil Engineering
In depth understanding of municipal organization and processes with private sector experience
Extensive networks of contacts, honed outreach skills and public communication

EDUCATION AND CERTIFICATION

B.S. Civil and Environmental Engineering, UCLA, June 1999
Specialization in Structural Design
Professional Engineer (PE), October 2003
Engineer-In-Training (EIT), April 1999

SKILLS

Software: Microsoft Office Suite, and Access; AutoCAD Land Development and Microstation
Language: English, Mandarin, and Taiwanese

RELEVANT EXPERIENCE

City Engineer, El Monte, CA, (to commence in) May 2015
City of El Monte, Department of Public Works

- Deputy to the Director of Public Works in leading and managing the Department

Principal Civil Engineer, Redondo Beach, CA, December 2012 – Present
City of Redondo Beach, Department of Public Works Engineering

- Deputy to the City Engineer in assigning/delegating resources to achieve the department's goals
- Coordinate, communicate and collaborate with other departments to meet City's strategic plan
- Monitoring/reporting on regulatory and or legislature impacts to the City
- Oversees/manages, develops policies for the City's stormwater and wastewater programs
- Chairs City Council Stormwater Subcommittee
- Leads the Engineering Division in meeting and complying with State and Federal mandates
- Budgets, plans and forecasts program and capital improvement project needs/expenditures
- Assumes the duties of the City Engineer in his absence
- Coordinate personnel related matters and priorities per the City Engineer

Civil Engineer, Redondo Beach, CA, September 2011 – December 2012
City of Redondo Beach, Department of Engineering and Building Services

- Oversees/manages, develops policies for the City's stormwater and wastewater programs
- Deliver Capital Improvement Projects per the City's strategic plan

Associate Civil Engineer, Culver City, CA, March 2006 – September 2011
City of Culver City, Department of Public Works, Engineering Division

- Project/Construction manager for City's Capital Improvement Projects
- Develop, evaluate and define Capital Improvement Projects (CIP)
- Plan check discretionary projects (private developments)
- Prepare and review civil design plans

Associate, Santa Monica, CA, February 2003 – February 2006

Kaku Associates Inc., Transportation Planning, Traffic Engineering and Parking Studies

- Prepared traffic impact studies (both stand alone and inclusion in Environmental Impact

- Reports);conducted parking studies, traffic circulation studies, financial Performa of parking structures
- Interact with clients in defining study scopes

Design Engineer, Los Angeles, CA, June 2001 – February 2003

URS Corporation

- Designed highways, freeways, interchanges, ramps, local roads; prepared drainage, grading plans; performed project cost estimates; served as project technical coordinator
- Projects: LAX Masterplan, Alameda Corridor East – Grade Separations; Spring Street Bridge Widening (Los Angeles); Port of Long Beach – rail yard grading; EXXON Mobile site grading (Torrance, CA)

AWARDS AND ACTIVITIES

Metro Service Council Member Representing Southbay Council of Government (COG)

Voting Member, Metro Streets & Freeway Subcommittee since 2007 (Westside COG, Southbay COG)

Technical paper presentation, ITE District 6 Annual Meeting, July 2007

President 1998-99, Engineering Society of University of California Los Angeles (ESUC)

Survey Team 2nd Place in ASCE 1998 Southern Regional Conference Competition, San Diego, CA

ADDITIONAL RELEVANT EXPERIENCE

Assistant Project Manager, Los Angeles, CA, August 2000 – June 2001

Department of Transportation, California (Caltrans), District 7, Project Management

- Assisted project manager in design coordination, scheduling, budgeting, and political components of 20 projects primarily along Route 1, and Route 27
- Projects: Topanga Canyon Slope Stabilization (Malibu, CA); Big Rock Drainage Project (Malibu, CA); Arroyo Seco Bikeway Study (Pasadena, CA)

Project Engineer, Commerce, CA, November 1999 – August 2000

J.A. Jones Construction

- Performed project document control, project scheduling and field inspections; Conducted sub-contractor, vendor coordination meetings; Reviewed architectural, structural and shop drawings

Engineering Coder, Monterey Park, CA June 1999 – September 1999

Kajima Engineering Construction

- Analyzed and classified technical materials related to major projects under lawsuit; Reported analysis to senior project managers

Engineering Intern, Thousand Oaks, CA, June 1998 – March 1999

Rockwell Science Center

- Assisted a research team in development of new products for corporate clients; Performed material tests on prototypes; Developed test result database used by scientists for product improvement

PROFESSIONAL REFERENCES

Steve Huang, S.E. (Retired)

Director of Engineering/Chief Building Official

City of Redondo Beach

(310) 560-5618

stevehuang1231@gmail.com

Max Paetzold (Retired)

City Traffic Engineer

City of Culver City

(310) 474-3334

max-lily@verizon.net

Charles Herbertson, P.E., L.S.

Director of Public Works/City Engineer

City of Culver City

(310) 253-5630

Charles.herbertson@culvercity.org

Patrick Gibson, P.E., PTOE

President

Gibson Transportation

(213) 683-0088

pgibson@gibsontrans.com

Statement for South Bay Service Council – Dan Medina

As per your request, I Dan Medina submit my name to be Nominated to the Metropolitan Service Council. Aside from my Bio, I am a frequent Bus (Metro/Gardena Bus Lines) rider every time I need to go Downtown and would be Pro-Active in Ridership Issues.

Thanks You,

Dan Medina
15517 Van Buren Ave.
Gardena, Ca. 90247
310-532-0527

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2015 BIOGRAPHY:

Dan Medina was elected by the citizens of Gardena to serve as a member of the City Council in November 2008. He was elected to a second term in March 2011, elected again in March 2015 and is serving a third term. He served as Mayor Pro Tem for one year from March 2013 to March 2014.

Medina is a long-time resident of Gardena and a very familiar face in the community. He has served as President and held numerous other leadership positions in numerous local service organizations, including the Gardena Valley Lions Club; the Carson-Gardena-Dominguez Rotary Club; the Gardena-Carson Family YMCA; Gardena's Cinco de Mayo Festival Committee; the Kiwanis Club of Gardena Valley; the Gardena Valley Democratic and the Mexican-American Democratic Club which is based in Gardena, to name only a few.

In addition to his community activities, Medina has been selected by his Council colleagues to Chair the City's Gardena Beautiful Committee, as well as to represent the City of Gardena as its delegate to the South Bay Cities Council of Governments [SBCCOG] (he is a past Chair, and also represents SBCCOG on the Transportation Committee of the Southern California Association of Governments); the South Bay Regional Public Communications Authority; and the West Basin Water Association. He also serves as the City's alternate delegate to the County of Los Angeles Sanitation District No. 5.

In addition, Councilman Medina represents the cities of Hawthorne, Inglewood, and Gardena as their District 28 representative to the Southern California Association of Governments (SCAG). This is his second term in this position.

He has made good on his promise to be pro-business and fiscally conservative in any decisions he makes as a member of the City Council.

Also, among his highest priorities: increasing the number of Gardena Police Officers, and improving the City's Communication with residents.

Statement for South Bay Service Council - Donald Szerlip

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 currently sit as a member of the Metro Blue Ribbon Committee working to set a policy for better integrated service between Metro and the Municipal Operators. 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 1525 Aviation Blvd #161 Redondo Beach, CA 90278 ASI# 466818 310-798-2285 www.adwerx.net

Donald Szerlip

1525 Aviation Blvd #161 • Redondo Beach, CA 90278 • (310) 938-5344 • don@adwerx.net

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

Successful career in regional/local government, non-profit and business organizations, including extensive background creating marketing, public relations, advertising and communications programs for various business-to-business 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 monthly sales quotas.

Donald Szerlip

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 Community Issues PAC
- Representative, METRO South Bay Sector 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 \$60,000 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)
- Continuing Education, California State University, Dominguez Hills, CA (1988 to 1992, 2008-10)
- 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)

Statement for South Bay Service Council – Peter Tucker

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

APPLICATON

Name: Peter Tucker

Cell Phone: 310 218 7239

Address: 235 – 34th Street, Hermosa beach, Calif., 90254

E-mail: peter@electpetertucker.com
ptucker@hermosabch.org

Occupation: Senior Building Inspector
California State Licensed Building Contractor

Name of Employer: City of Redondo Beach

Business Phone: 310 318 0661 ext. 2280

Elected Official : City of Hermosa Beach Councilman/ Mayor

References:

Tom Bakaly Hermosa Beach City Manager
Peter Hoffman Hermosa Beach Planning Commissioner
Michael Jenkins Hermosa Beach City Attorney
David Lessser Councilman City of Manhattan Beach
Frank Scotto former Mayor City of Torrance
James Goodhart Mayor Palos Verdes Estates
Elaine Jeng Redondo Beach Civil Engineer
Don Knobe Member Los Angeles County Board of Supervisors
Janice Brittian Hermosa Beach Public Works Commissioner
Carol Jacobson Mayor Pro Tem City of El Segundo
Kim MacMullan Hermosa beach Chamber President/CEO
Dennis Jarvis Businessman Spyder Surf Shops

Why do I want to become a member of the South Bay Service Council?

I'm a lifelong resident of the South Bay having been raised in Manhattan Beach and now living in the City of Hermosa for the past forty two year. I can remember when I could take the RDT busses to the Los Angeles Coliseum to watch the Dodgers play or go to Redondo for a doctor's appointment. Bus services and other transportation systems that will reduce the use automobiles is key to making the South Bay a leader Stainability. The bus route must reduce the walking distances to places of employment and connect to transit stations for the longer commute to larger employment areas such as downtown Los Angeles and the LAX employment centers.

Business need assistance in providing transportation systems that can not only provide employees with public transportation but also bend with the general public needs. Staging times of public transportation at pick demands will increase the use public transportation . Transportation stops need to be located within short walking or bicycling distances to places of employment and public needs.

Students need of better public transportation in order to get to school and return home safely and on time. Coordination with business, public and student needs will reduce the need to use the automobile and make the South Bay the leader of Sustainability for not only the environment but also quality of live.

I help negotiate with Caltrans to move forward with Pacific Coast Highway (PCH) and Aviation Mobility Improvement Plan. Caltrans prepared a Project Study report (PSR) and a Project Invitation Document (PID) for this project. Caltrans has now signed a letter of intent for the next phase of development the creation of the Project Approval/Environmental Document (PA/ED). This experience will help in my efforts to provide improved delivery of bus services.

I will continue to support sustainable and efficient transportation systems to enhance the livability and the quality of life for all residents in the South Bay region.

Memberships and Committees:

- League of California Cities Coastal Cities issue Group
- Los Angeles County Sanitation Board of Directors South Bay
- Special Olympics World Games Hermosa Host Town Committee
- Redondo Beach Harbor and Los Angeles County Harbor Patrol facility
(design and building supervision)
- International Code Council (Building)
- Los Angeles County Harbor and Beaches Commission
- City of Redondo Beach water infiltration systems (building supervision)

Community Service:

Currently serving my twelfth year as a Councilman for the City of Hermosa Beach currently as Mayor.

Upper Pier Avenue Action Committee Co-Chair Street design for Upper Pier Avenue

Tim Kelly Memorial Statue Committee Chairman Restoration of Statue located at entrance to Hermosa Beach Pier

Veterans Memorial Monument "Veterans are Timeless"

Hermosa beach Planning Commissioner (1987 to 2013)

Hermosa Man of the Year Award 2007

Hermosa Beach Centennial Celebration Committee

Hermosa Beach Women's Club Honorary Member

Vetter Windmill Restoration Committee (Located at Greenwood Park in front of Ralphs Grocery Center)

Past President of Hermosa Little League

Regional Urban Design Assistance (RUDAT) team member

International Surf Festival Committee

King harbor Yacht Club Port Captain

PETER TUCKER

MAYOR

CITY OF HERMOSA BEACH

1315 VALLEY DRIVE

HERMOSA BEACH, CALIF., 90254

310-218-7239 (Cell)