
Profile

Kyle

First Name

Larson

Middle Initial

Last Name

Email Address

Street Address

City

Suite or Apt

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

6 years

Length of Residence in the County of Napa:

6 years

Registered to vote in the City of Napa?☒ Yes ☐ No

GMH Builders

Employer

Project Manager for Commercial
Construction General Contractor

Job Title

Ethnicity *☒ Caucasian/Non-Hispanic

Interests & Experiences**Which Boards would you like to apply for?**

Bicycle and Pedestrian Advisory Commission: Submitted

Question applies to Planning Commission,Cultural Heritage Commission

Some Commissions and Boards require specific seats to be designated as "Design Professionals". Are you applying as a Design Professional, which is defined as, "a person who demonstrates, to the satisfaction of the City Council, that he or she has professional experience (in the fields of architectural design, landscape architecture, urban planning, building, sustainability, or a related field) that is sufficient to assist the member in the effective evaluation of applications for development projects." ? If you have marked "YES", please provide details under "Relevant Experience" in this section. You may attach your resume below.

☒ Yes ☐ No

Question applies to Building and Fire Code Board of Appeals

3 of 5 Members MUST serve on the Disability Access Board of Appeals. Are you also applying to serve on the Disability Access Board of Appeals?

☐ Yes ☒ No

Question applies to Public Art Steering Committee

1 of 5 Members MUST be a Visual Arts Professional. Are you applying as a Visual Arts Professional?

☐ Yes ☒ No

Question applies to Public Art Steering Committee

2 of 5 Members MUST be Practicing Professional Artists in any medium. Are you applying as a Practicing Professional Artist?

☐ Yes ☒ No

Question applies to Parks, Recreation and Trees Advisory Commission

3 of the 7 voting members shall be a person who demonstrates experience in one of the following identified fields: urban planning, park planning, park operations, park maintenance, recreation programming, horticulture, or arboriculture. Are you applying as one of these members?

☐ Yes ☒ No

Upload a Resume

Community Service Experience:

Education:

University of Washington. BA Architectural Studies, BS Construction Management. Seattle, Washington.

Other relevant experience or expertise:

Additional Questions

What is your understanding of the role and responsibility of this board?

Volunteer service to the city departments and to get involved in our community. My personality, character, and professional and personal experiences would all be applicable to the responsibilities on the board, including: understanding and comprehension of the tasks at hand, collaboration with the group to fairly represent different view-points, and critical problem-solving and decision making steps to reach desired conclusion of the task.

Have you ever attended a meeting of this board? If so, how many?

No

What duties of this board are most interesting to you?

The ability to provide a valued service to the community and be of any positive use for the greater good.

What activities of this board are least interesting to you?

What programs or projects would you like to see improved or implemented?

I have no specific concerns

How would you approach improving these project(s) or program(s)?

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No.

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

☒ Other

KYLE LARSON



OBJECTIVE

To serve the local Napa community that I am proud to live in and enjoy

SKILLS & ABILITIES

Project Management: Leadership, Organization, Collaboration, Critical Thinking, Problem-Solving, Attention to Detail, Discipline, Focus

Construction: Project Scheduling, Cost Estimating, Hosting Meetings, Plans and Specifications Review, Subcontractor Scoping and Bidding, Technical Construction Means and Methods, Safety, Marketing, Accounting

EXPERIENCE

- | | |
|--------------|--|
| 2022-Present | Project Manager, <i>GMH Builders (Sonoma, CA)</i>
Project Management and Cost Estimating for technical commercial and large residential construction projects in Napa and Sonoma Counties |
| 2012-2022 | Project Manager, <i>GCI General Contractors (San Francisco, CA)</i>
Project Management and Cost Estimating for commercial construction. Most projects were commercial office tenant improvements in the San Francisco Financial District. |
| 2008-2012 | Project Engineer, <i>Clark Construction (Los Angeles, CA)</i>
Construction Office Administration in the field at very large projects in San Francisco and Los Angeles |
| 2005-2008 | Athlete, <i>USRowing Senior National Team (Princeton, NJ)</i>
USA National Team athlete representing the USA in World Championships |

EDUCATION

- | | |
|-----------|--|
| 2001-2006 | Bachelor of Arts Architectural Studies and Bachelor of Science Construction Management, Seattle, WA, <i>University of Washington</i> |
|-----------|--|

Profile

Cynthia

J

Deutsch

First Name

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

18;years

Length of Residence in the County of Napa:

34 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

self employed/retired

Employer

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Community Service Experience:

Served on Napa County Grand Jury 2014/15 Volunteer for NV Can Do at Farmers Market Neighborhood Coordinator for Napa Food Project Current member of Bicycle and Pedestrian Advisory Commission

Education:

University of Minnesota BA -1968, MA - 1970

Other relevant experience or expertise:

Member of Rails to Trails, CA Bicycle Coalition, Napa Bicycle Coalition, Vine Trail My husband and I ride our bikes in Napa multiple days of the week.

Additional Questions

What is your understanding of the role and responsibility of this board?

The Bicycle and Pedestrian Advisory Commission makes recommendations to the City Council and Public Works Department on matters regarding bicycle transportation and bicycle and pedestrian issues.

Have you ever attended a meeting of this board? If so, how many?

Almost 4 years

What duties of this board are most interesting to you?

Finding ways to encourage more biking for local transportation and errands - expand the rider base. Also to make biking safer.

What activities of this board are least interesting to you?

None

What programs or projects would you like to see improved or implemented?

More bike lanes - especially protected bike lanes.

How would you approach improving these project(s) or program(s)?

Try to get drivers to understand that the more bikers there are, the less traffic and competition for parking spaces. PR to "sell" the benefits of a strong biking community to the non-bikers.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

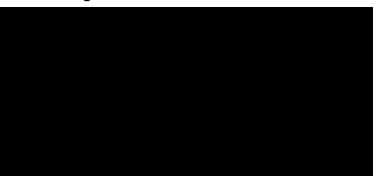
no

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Other

Cindy Deutsch, CWS



SUMMARY

Wine Sales Executive with specialty in Off-Premise Retail Chains. Proven track record at increasing sales and Distribution in key National & Regional Retail Chains. Experience working with Distributor Account Executives in key chain states across the country. Core competencies include:

- | | | |
|------------------------|-----------------------|--------------------------|
| - Sales Planning | - Project Management | - Sales Programming |
| - Competitive Analysis | - Market Intelligence | - Distributor Management |

EMPLOYMENT

HISTORY:

TGIC Importers, Inc.

National Chain Manager, June 2009 – March 2013

- Responsible for managing TGIC Importers Portfolio throughout all national retail chains. South American focus with brands: Bodega Norton, Montes, Pascual Toso, Achaval Ferrer, Kaiken, Santa Ema, etc.
- Direct involvement in Costco, Sam's Club, Safeway, Kroger, Wal-Mart, Trader Joe's, Supervalu, Target, Cost Plus, Whole Foods, Fresh Market, Beverages and More, BJ's, Delhaize, Walgreens, Winn Dixie and more.
- Recent Achievements:
 - Secured a Top 10 program with Whole Foods for 2011 Holidays = 9900 cases
 - Secured a Spot in Whole Foods 2012 Spring Spanish Wine Program = 6600 cases
 - Placed two national sku's with Trader Joe's
 - Record number of new items in Safeway new item reviews
 - Executed Roadshows in BJ's resulting in addition of many new sku's and huge increase in sales

Cindy Deutsch Retail Chain Specialist, LLC (Wine Portfolios)

Principal, 2006 to 2009

- Responsible for managing **Avanti Fine Wine Selections** portfolio into national retail chains - includes award-winning brands "Tapestry" from McLaren Vale and "Jackson Estates" from New Zealand.
- In charge of introducing **Quintessential Wines** portfolio to the national retail chains. Brands include "Pillar Box Red", "Dead Letter Office", and "New Age", "Elsa" etc.
- Call on all National Accounts with centralized buying, as well as Major Regional accounts.
- Lead sales contact for Sam's Club, Costco, BJ's, Wal-Mart, Safeway, Target, Supervalu, Cost Plus, Trader Joe's, Kroger, Whole Foods, HEB, Fresh Market, BevMo, and Albertson's.
- Developed Costco sales to 29,000 cases in 2008.

Winery Exchange

Director of National Sales, January 2006 – October 2006

- Responsible for developing new Private Label wine & spirits business at National and Regional retail chains.
- Target Accounts include Tesco, Safeway, Sam's Club, Trader Joe's, ALDI, Whole Foods, HEB, Publix, Grocery Outlet, Cost Plus and others.
- Accomplishments: Worked with Tesco buyer to develop 14 sku's of private label wine.

Banfi Vintners

Director of National Retail Chain Accounts, 2003 to 2006

- Responsible for sales to Sam's Club, Wal-Mart, Costco Wholesale, Safeway, Albertson's and Trader Joe's.
- Developed special pack for emerging brand (Casillero Del Diablo) which was featured in Sam's Club and Costco during Holidays 2004 and 2005, resulting in 50,000 incremental cases.
- Substantially increased case sales to designated National Accounts by 21% during 2004.
- Successfully developed special pack of Chianti Classico featured in Costco in 2006.
- Placed fine wines in Sam's Club, resulting in near National Distribution and huge increase in fine wine sales to this key account.

Robert Mondavi Winery

North American Club Sales Manager (Sam's Club & Costco), 1998 to 2003

- Promoted to increase sales of Robert Mondavi wines in the Warehouse Club Channel throughout North America.
- Responsible for Sam's Club and Costco Wholesale both Nationally and Regionally.
- Developed joint promotion with National Pork Producers Council for Sam's Club during the 2001 Holidays.
 - Promotion generated new distribution for Robert Mondavi Private Selection Chardonnay, equaling incremental sales of 10,000 cases in months subsequent to promotion.
- Coordinated special "Holiday Gift Packs" for Sam's Club and Costco.
- For Holiday 2002, sold and executed delivery of Private Selection 4-pack box for Costco, yielding incremental sales of 17,000 cases.
- Exceeded expectations with double digit sales gains of Robert Mondavi wines due to enhanced brand recognition and an increase in end-cap displays resulting from development of Pre-Assemble Display (PAD) packages; this pre-cut tray is now standard for wine sales in Warehouse Clubs.
- Began direct shipment of Robert Mondavi wines to Costco Mexico.

Retail Chain Manager for Northwest, Southwest and Texas, 1992 to 1998

Club Channel Marketing Manager (Sam's Club & Costco), 1989 to 1992

Information Resources, Inc.

Senior Vice President, 1985 to 1989

- Opened IRI's West Coast Office in California.
- Directly managed and supervised a team of 10 IRI Client Service professionals and support staff.
- Worked directly with Client companies to maximize use of data purchased from IRI.
- Responsible for selling IRI services to new and existing customers.

AWARDS & RECOGNITION:

Speaker at 2005 Wine Industry Financial Symposium
Qualified as Certified Wine Specialist by Society of Wine Educators, 2005
Speaker at 2002 and 2004 MKF Luxury Wine Seminar
Speaker at 1991 Wine Industry Technical Symposium
Robert Mondavi Winery Marketing Person of the Year, 1991
Founding Member of the Premium Wine Research Coalition
Robert Mondavi Salesperson of the Year, 2000
Coordinator of Robert Mondavi Alumni Group

EDUCATION:

University of Minnesota

Master of Arts, Sociology

Bachelor of Arts, Sociology

Why I Wish to Continue Serving on the Napa Bicycle and Pedestrian Advisory Commission

I have served two terms on the Bicycle and Pedestrian Advisory Commission. The last two years as Chairwoman. While I believe we have made some progress in improving bicycle and pedestrian safety and facilities, there is still much work to do.

Napa's Safety Report Card - Grade F

Napa is an unsafe city for cars, pedestrians, and bicyclists. Compared to 106 other cities of similar size, Napa ranks 5th lowest. (composite score of fatal and injury crashes, alcohol-involved incidents, pedestrian accidents, pedestrian accidents involving those over 65+, and bicycle accidents)

Road Quality in the City of Napa - Grade D

According to the Metropolitan Transportation Commission, the roads in Napa and its five cities in 2021 had a combined Pavement Condition Index score of 55 on a scale from 0 to 100, putting Napa's roads squarely in the "at-risk" category.

- poor road quality poses even greater dangers for bicycles, such as chunks of pavement and gravel in bike lanes, which can cause falls and puncture tires.
- Regular street sweeping could mitigate some of the danger of the debris in bike lanes, but street sweeping is inconsistent and does not prioritize streets with bike lanes.
- Poorly maintained streets are also a danger to cyclist when riding on streets with no bike lanes. Potholes are serious for cars and even more dangerous for bicycles. Cracks are also a real danger.

Napa Bicycle Facilities Rank as average to below average = Grade C

2023 Ratings from People for Bikes and League of American Bicyclists are average to below average.

These rankings would be lower except for two factors:

- Efforts by the Napa County Bicycle Coalition to promote biking through education and outreach.
- existence of a Class 1 bike path (Vine Trail) running through Napa

These two factors are a result of two non-profit organizations - not the Napa City Government.

Napa currently has:

- 600 feet of Buffered Bike Lanes (Buffered Bike Lanes are conventional bike lanes paired with a buffer space separating the bicycle lane from the motor vehicle lane - the buffer is typically indicated by paint)
- No Separated Bike Lanes (A separated bike lane is a facility for exclusive use by bicyclists that is located within or directly adjacent to the roadway and is physically separated from motor vehicle traffic with a vertical element.)

Luckily, we will soon be seeing more buffered bike lanes and our first Separated Bike Lanes. These are improvements the Commission has pushed for as we review Measure T projects. The new bike plans that are being executed in Napa are all subsets of Measure T projects. These are **not bicycle and pedestrian plans** - they are street repaving plans that incorporate improved bike and pedestrian facilities **if the cost is minimal** to include these improvements.

The only major bike-oriented projects that have been implemented in the last four years are:

- The extension of the Vine Trail from Vallejo to First Street.
- The Underpass under Hwy. 29 being constructed at the end of Coffield St.

I joined the Bicycle and Pedestrian Advisory Commission in October 2019 and attended my first meeting on **12/12/19**. At that meeting, Plans for State Route 29 Bicycle and Pedestrian Undercrossing were discussed. Luckily, that bike path is actually being worked on and may be finished in 2023. Only four years after the topic was first raised.

The Good News

I believe Public Works is committed to making progress on improved bike and pedestrian safety and bike facilities. The role of the BPAC is to encourage and champion these efforts. I hope to be part of this effort.

Profile

Robert

C

Reber

First Name

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

10 years

Length of Residence in the County of Napa:

10 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

N/A

Retired

Employer

Job Title

Ethnicity *

☒ Prefer not to Answer

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Community Service Experience:

• Napa County Bicycle Coalition, Advocacy Working Group (2022–Present) • Boy Scouts of America o Treasurer & Assistant Scoutmaster, Troop 516 – Napa Moose Lodge (2019–Present) o Cub Scout Den Leader, Pack 196 – Northwood Elementary School (2014–2019) o Napa Area “Scouting for Food” Coordinator • St. Apollinaris School o Assistant Head Track Coach, St. Apollinaris School, Napa (2014–2018) o National Geographic Bee Coordinator – St. Apollinaris School, Napa (2013–2018) • Napa Little League: Assistant Coach, 2015–2016 • Promenade Homeowners Association, Hercules, CA: President (elected position), 2003–2007

Education:

UC Davis Extension, Certificate Degree – Land Use & Natural Resources (2006); Dartmouth College, Bachelor of Arts – Engineering Sciences (1991); U.S. Naval Nuclear Power School (1992);

Other relevant experience or expertise:

• Related Work Experience o Community Development Director/Planning Manager/Planner – City of Hercules (2005–2013; 2017– 2022) o Senior Planner – City of Napa (2013) o Bicycle Trip Leader – Backroads Travel Company (1998–1999) o Dartmouth Cycling Club Director (1990–1991) • American Institute of Certified Planners: Certified planner 2010–2022 • American Planning Association: Member, 2006–2022 • Contra Costa Transportation Authority—Technical Coordinating Committee: Member (appointed), 2011–2013; 2017–2022 • West Contra Costa Transportation Advisory Committee—Technical Advisory Committee: Member (appointed) 2011–2013 • International City/County Management Association: Member, 2012–2014 • Municipal Management Association of Northern California: Member, 2013–2014 • Hercules Redevelopment Agency Successor Agency: Oversight Board Member (appointed), 2012–2013

Additional Questions

What is your understanding of the role and responsibility of this board?

The primary role of the Bicycle & Pedestrian Advisory Commission (BPAC) is to make recommendations to the Public Works Director and City Council regarding projects and programs that support pedestrians and cyclists in Napa. Unlike the City Council, which has express authority as duly elected officials, the BPAC is purely advisory and does not have any direct authority over staff, spending, policy, or other related decisions, but nonetheless plays an important role in helping guide the City’s bike & pedestrian projects.

Have you ever attended a meeting of this board? If so, how many?

Although I have not personally attended any BPAC meetings, I have reviewed the agenda packets and minutes for prior meetings. Also, as a City planner responsible for preparing and supporting City Council, Planning Commission, and Cultural Heritage Commission meetings, I’m very familiar with the procedures, protocols, and best practices for conducting public meetings.

What duties of this board are most interesting to you?

I am most interested in being able to have meaningful input on the implementation of engineering projects that will demonstrably improve the quantity and quality of Napa’s walking and biking paths and roadways.

What activities of this board are least interesting to you?

There are no duties of the BPAC that are not of interest to me. I welcome the opportunity and understand the importance of studying agenda packets in advance of meetings, receiving public testimony, asking pertinent questions, and being part of a deliberative body that makes thoughtful recommendations to staff and Council—from high-level policy down to implementation details.

What programs or projects would you like to see improved or implemented?

I wholeheartedly support the City’s efforts to implement Vision Zero principles and improve roadway safety for pedestrians and cyclists. Additionally, I would like to see the City improve its Bicycle Friendly Community Designation, not simply as something to tout but as a true reflection of the City’s commitment to making walking and biking a safe, efficient, and appealing alternative to many automotive trips. Climate change is the greatest challenge we face, and transportation-related emissions account for over one fourth of U.S. greenhouse gases. How we address climate change will determine more than anything else the fate of future generations. Given the City’s relatively flat topography, mild weather, and confined development, Napa is well positioned to replace a large number of short vehicle trips with biking and walking, providing immediate benefit to current residents and hope for future generations.

How would you approach improving these project(s) or program(s)?

Improving any project or program requires understanding existing policies, work previously completed, and progress already underway. Within the purview of the BPAC, this means understanding the new Napa2040 General Plan (specifically the Transportation Element), the Napa Countywide Bicycle Plan (including the City of Napa Bicycle Plan), the City’s Zoning Ordinance, traffic-calming guidelines, the Local Roadway Safety Plan, and the relationship between these and other policies. It also requires some understanding of the range of issues and factors involved, which can include technical, legal, environmental, logistical, aesthetic, sociological, and economic considerations. Commissioners must be cognizant of the resources available to the City for carrying out public works projects (e.g., Measure T) while also appreciating the challenges involved (e.g., competing projects and limited staffing). And most fundamentally, serving as a Commissioner demands respecting and considering the perspectives and priorities of the various interests involved: professional staff and elected officials (not just the City, but the County and Napa Valley Transportation Authority, too), advocacy groups, businesses, schools, and most of all, the general public, which—despite the best outreach efforts—are often absent from these discussions. My career as a city planner has been committed to working respectfully with similarly large and wide-ranging groups to find common ground and mutually beneficial solutions, which I would aspire to continue as a member of the BPAC.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

Although I recently joined the Napa Valley Bicycle Coalition and participate regularly in its Advocacy Working Group meetings, I do not have any conflicts of interest that would preclude me from being appointed to the BPAC. Aside from my personal home, I do not have any vested or financial interests that would conflict with any Napa-related projects. As a long-time senior municipal employee and planning practitioner committed to ethical transparency, I understand the importance of disclosing economic interests by filing and regularly updating a Form 700 and abiding by FPPC rules, including recusal from certain projects when within proximity of my residence or if there is potential for perceived conflict of interest.

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

☒ Other

Robert C. Reber

CAREER PROFILE

Manager/Director-level AICP-certified planner with over 15 years of city planning experience. Ivy-League engineering graduate and former U.S. naval nuclear officer with steadfast professional ethics, superb communication skills, and highest standards of customer and public service. Progressive yet pragmatic problem solver with proven success in comprehensive planning (current & advanced), including entitlement of complex, multi-use, transit-oriented development. Strong leader able to collaboratively orchestrate projects and initiatives across multiple departments, agencies, and stakeholders.

OBJECTIVE

To serve as a planning/community development director using my deep skill set in planning, project management, technology, and community leadership to support livable, valuable, sustainable, and desirable communities.

PROFESSIONAL EXPERIENCE

City of Hercules (2005–2014; 2017–2022: Adjunct Planner & Project Manager)

The City of Hercules helped pioneer the application of New Urbanist form-based codes and Smart Growth principles to begin transforming from a post-industrial bedroom community to a high-density, mixed-use, transit-oriented city.

Community Development Director/Planning Manager/Senior Planner/Assistant Planner: Reported directly to City Manager while planning, organizing, and coordinating all Planning Department activities, both current and long-term.

General Planning & Staff Oversight

- Set Planning Department processes, priorities, budget, and schedule.
- Oversaw code enforcement of zoning ordinance.
- Processed and approved administrative design review & use permits for commercial & home-based businesses.
- Interpreted and applied zoning ordinances to permit applications.
- Researched and wrote positional papers and staff recommendations for negotiation of developer obligations, such as impact fees, parklands and recreational facilities, and other exactions.

Advance Planning & Economic Redevelopment

- Principal planner for entitlements and development agreements for Hercules Bayfront, a \$500M, 42-acre transit-oriented development, one of only 13 “Catalyst Projects” for California Sustainable Strategies and one of the nation’s first Gold-certified LEED-ND projects.
- Lead planner for the Hercules Regional Intermodal Transportation Center, proposed as the first facility of its kind in California to combine train, ferry, and bus service.
- Lead planner for the Safeway Center, a 6-acre grocery & fuel center requiring General Plan & Zoning Ordinance amendments.
- Lead planner for Sycamore Crossing, a 12-acre project including a 105-room hotel, 120 multi-family residences, and 29,000-sq.-ft. shopping center. Previously assisted with developing the site’s cutting-edge form-based code.
- Reviewed plans, wrote staff reports, and performed CEQA analysis for projects including: mixed-use, transit-oriented development; office & light industrial complexes; commercial center expansion & redesign; cellular antenna facilities; community centers; parks; open space preserves.
- Drafted and presented public policy, including ordinances to establish a parking authority & management district.
- Streamlined entitlement process for developers while protecting community interests.

Liaise with Senior Management, Planning Commission, Community, and Regional Agencies

- Represented City and advocated city interests at regional planning agencies.
- Successfully directed and managed complete redesign of city web site to communicate with residents and position the city to potential developers and investors.
- Organized annual community outreach events and on-going planning workshops.
- Presented recommendations and reports to Planning Commission and City Council.
- Notified public and related agencies of pending public hearings.

Budgeting/Fiscal Management

- Formulated and successfully executed strategy for reducing departmental budget and staffing by 60% while preserving core services and functions.
- Reduced consulting fees for Affordable Housing program by 90% by eliminating non-essential programs and by recommending new vendor and staff.

City of Napa (2014)

Senior Planner: Served as staff liaison to Cultural Heritage Commission; drafted Historic Preservation Ordinance; administered current planning applications, including Merrill Building's certificate of appropriateness approval for the Archer Hotel; provided front counter planning service to the public.

Robert Half International (2001–2005)

Senior Product Manager

- Managed multiple web sites for \$3-billion, Fortune 500 staffing services company.
- Managed system for delivering over 1.6 million online exams annually.
- Managed applications for receiving, searching, viewing, and sorting over 50,000 job applications daily.
- Coordinated projects involving web masters, developers, quality assurance testers, systems engineers, marketing, corporate communications, and technical support.
- Defined functional requirements & specifications to ensure compatibility of web applications & back-end systems.
- Successfully launched company web site, on time and under budget, saving the company over \$200K annually.
- Streamlined work flows and user interface for improved customer and employee efficiency.
- Circle of Excellence Nominee (2001, 2003, & 2004).

Myteam.com (1999–2000)

Managing Editor/Director of Product Management

- Managed team of editors, developers, and graphic artists to launch and maintain nine client web sites and two private networks for sports-affiliated clients.
- Determined project priorities based on clients' organizational objectives.
- Established procedures for streamlined production and maintenance.

Technical Writer/Editor (1993–1999)

Clients: PacBell • Chevron • NASA/Lockheed Martin • WMI • M.H. Chew & Assoc., Inc.

- Wrote and edited: environmental impact reports and statements; policies and standards; online content; end-user instructions; technical specifications; marketing and recruiting materials; and business proposals.
- Produced technical documents with input from environmental engineers and scientists, computer programmers, graphic designers, and other editors.
- Performed dispersion and dose assessment calculations and fault tree analysis.

United States Navy (1990–1993)

Naval Nuclear Officer (honorably discharged)

- Graduated in top quartile from Officer Candidate School.
- Graduate-level studies and hands-on work at Naval Nuclear Power School and Naval Reactor Facility, Idaho National Engineering Laboratory.

CERTIFICATIONS, MEMBERSHIPS, & APPOINTMENTS

American Institute of Certified Planners: Certified member since 2010

American Planning Association: Member since 2006

Congress for New Urbanism: Member since 2005

International City/County Management Association: Member, 2012–2014

Municipal Management Association of Northern California: Member, 2013–2014

California Preservation Foundation: Member, 2013–2014

Contra Costa Transportation Authority—Technical Coordinating Committee: Member (appointed), 2011–2013

West Contra Costa Transportation Advisory Committee—Technical Advisory Committee: Member (appointed) 2011–2013

Hercules Redevelopment Agency Successor Agency: Oversight Board Member (appointed), 2012–2013

Hercules Promenade Homeowners Association: President (elected position), 2003–2007

EDUCATION

UC Davis Extension **Completed Certificate Program in Land Use & Natural Resources** **2005–2006**
Coursework: CEQA; Planning Law; General Plans; Environmental Analysis; Site Analysis & Design; Finance

Dartmouth College **BA in Engineering Sciences** **1987–1991**

SOFTWARE SKILLS

GIS, Planning, & 3-D Modeling: TRAKit • GovClarity/CityGIS • ArcGIS • ParcelQuest • SketchUp

Desktop Publishing: Microsoft Word • Adobe FrameMaker • Adobe Acrobat

Internet: Vision Internet • HTML • Dreamweaver • BroadVision • FrontPage • RoboHELP

Miscellaneous Software: Microsoft Excel / PowerPoint / Project / Visio • Granicus

Platforms: Windows 10/7/Vista/NT/XP/98/95 • Macintosh

REFERENCES

Available upon request.

Profile

James

A

Rosen

First Name

Middle Initial

Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

3 years

Length of Residence in the County of Napa:

3 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

Climate Club

Staff Software Engineer

Employer

Job Title

Ethnicity *

☒ Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Bicycle and Pedestrian Advisory Commission: Submitted

Community Service Experience:

Slow Down Napa, 2022-06 - present, member of steering committee Napa CERT, 2020-09 - present, volunteer member Belmont CERT, 2018-06 - 2020-09, volunteer member

Education:

Carnegie Mellon University, Masters of Science in Information Security Policy and Management, 2008-05
Washington University in St Louis, Bachelors of Science in Computer Science, 2004-05

Other relevant experience or expertise:

My first job was working in a bike repair shop. I've been an avid biker since then. I bring my daughter to or from school by bike most days.

Additional Questions

What is your understanding of the role and responsibility of this board?

To advocate for members of the community who walk, bike, use other micro-mobility devices, or wish to do so. To advise the city where mobility issues intersect with urban design, transportation, economic development, health, safety, and accessibility.

Have you ever attended a meeting of this board? If so, how many?

2

What duties of this board are most interesting to you?

The two duties that interest me the most are (1) talking to members of the community to understand their needs and desires and (2) learning more deeply how policy is made and enacted.

What activities of this board are least interesting to you?

Part of the board's work is to establish their own by-laws and rules of procedure. I'm more interested in the learning and advocacy than the meta work of defining the operating processes.

What programs or projects would you like to see improved or implemented?

From over twenty years of software engineering work, I know that it's important to let people try things and learn from both successes and failures. I would like to see more prototype bike and pedestrian corridors. I also want the public to have a more comprehensive understanding of the successes and failures of past efforts like the Main St pedestrian park that recently reopened to vehicle traffic.

How would you approach improving these project(s) or program(s)?

I always approach engineering and policy problems holistically. Without listening to all stakeholders -- and actively recruiting their participation -- it's impossible for groups to come to sustainable long-term solutions. I use a variety of proven communication techniques from the Double Diamond to the Table Read to include all voices while keeping the group focused on the right stage of the problem and solution.

Are you involved in any organizations or activities that may result in a conflict of interest if you are appointed to this board?

No

Please list two local references and their phone numbers:

[REDACTED]

How did you learn of this vacancy?

☒ Other

James A Rosen
Software Engineer in CA, USA, he/him
confident.technology

About

Fractional staff engineer: digital transformation, system design, coaching
Web Dev: front-end, back-end, full-stack, platform

Contact



Work Experience

- 2023 — Now

Principal at Confident Technology

Napa, CA

Fractional staff engineer: digital transformation, system design, coaching, web application development, platform engineering

Key technologies: TypeScript, React, Remix, Astro, Redis, Tailwind, Cloudflare, Fastly Compute@Edge
- 2022 — 2023

Sr Software Engineer at TIME CO2

Remote

Full-stack, full-lifecycle holistic software engineering to help solve the climate crisis.

2019 — 2022	Engineering Manager at Everlane San Francisco, CA • Gardening Week (lead): a once-per-quarter opportunity for self-directed work to pay down technical debt and prototype new technologies and features. • Request for Comments (lead): a process and working group to evaluate technological choices. Example topics: CDN providers, geolocation API, Docker, centralized secrets store, feature flags. • Digital transformation, CDN (principal engineer): identified selection criteria; evaluated vendors; led prototypes and negotiations. Edge caching reduced page-load time, decreased bounce rate, increased revenue. Edge compute enabled the ecommerce engineering team to safely migrate users to a new mobile experience. • Engineering career ladder (major contributor): Created Everlane's first formal career ladder. Defined key technical-, communication-, emotional-intelligence-, and leadership skills for each engineering level. Used the ladder to promote equity and inclusion; guided two reports to promotions within the first year. Key technologies: React, Next.js, JavaScript, TypeScript, Tailwind, Ruby, Rails, HTTP, Cloudflare, Builder.io, Airtable, Terraform
2014 — 2019	Senior Architect at Fastly San Francisco • RBAC (team lead): improved customer security and enabled sales to larger enterprise customers. • TLS management (team lead): built a self-service TLS certificate management system. Enabled more customers to easily secure their traffic; reduced sales-engineering time to configure large accounts. • Design System (principal engineer): established a UI component library shared by all Fastly products, whether Ember-based or not. • UX team (founder, team lead): onboarded and coached a team of junior developers, some of whom were in their first software-engineering role. One-on-one and group training in agile development, Ember.js, and systems engineering. • Digital transformation, UI (team lead): Migrated the primary Fastly UI from Backbone to Ember.js while adding testing, monitoring, and usability and design enhancements. Enabled faster, more confident customer onboarding. Key technologies: Ember.js, Ruby, Rails, SCSS, SVG, VCL, HTTP

2010 — 2014	Lead Engineer at Zendesk San Francisco, CA - App Market (principal engineer): Enabled the community to extend the capabilities of the Zendesk platform and integrate it with other services, expanding the reach of the product without commensurate development and maintenance costs. - Front-End Operations Team (founding member): Architected and built a framework for dozens of engineers across many teams to build and deliver code that runs together in the same browser process. Improved performance and reliability of HTTP delivery and browser JavaScript. - New Zendesk (major contributor): A redesigned experience targeted for high-volume customer support teams with Ember.js. Significant contributions to customer research, prototyping, development, and maintenance. Key technologies: Ember.js, Ruby, Rails, MySQL, jQuery, SCSS, HTTP
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Volunteering

2022 — Now	Steering Committee Member at Slow Down Napa Napa, CA, USA Working with Napa neighbors to reduce speed and improve the safety on our residential streets.
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Speaking

2015	Empathetic Experiences at O'Reilly Fluent San Francisco, CA, US empathy, ux, front-end, performance, universal design
2015	Making Design by Committee Work at Burlington UX Burlington, VT ux, process, how groups think, metacognition, meditation
2014	Ember.js at Scale at jsDay Verona, IT Ember.js, modules, addons, collaboration, Conway's Law
2012	Carson: On the Path from Big-Ball-of-Mud to SOA at Aloha Ruby Conf Honolulu, HI, US Ruby on Rails, Rails Engines, SOA, monolith, Conway's Law