

Profile

Jonathan _____ C _____ Schellin _____
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:

5 years

Length of Residence in the County of Napa:

5 years

Registered to vote in the City of Napa?

Yes No

City of San Rafael _____
Employer

Deputy Director of Public Works _____
Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Napa Valley Transportation Authority (NVTA) Active Transportation Advisory Committee (ATAC) : Submitted

Community Service Experience:

Americorps, 650 hours, Summer of 2011

Education:

University of Michigan, Master of Business Administration / Master of Public Policy, 2019
University of Wisconsin-Whitewater, Bachelors of Science in Secondary Education /
Economics, 2010

Other relevant experience or expertise:

Currently the Deputy Director of Public Works, overseeing budget, procurement, asset management/strategy among other duties. Current Vice Chairperson of NVTA ATAC Committee. Prior experience in public finance as a Senior Management Analyst in City of Benicia's Finance Department.

Additional Questions

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

This board serves as a vital link between residents and the City, ensuring transparency and accountability in the use of Measure G funds. While it is not an authorizing or decision-making body, its role is to provide transparency, offer feedback to city officials, and help ensure that funds are allocated in alignment with the measure's intended purpose. Additionally, board members play a key role in communicating with the public helping residents understand how these funds are being used and why the tax measure was necessary. It's crucial that trust is built and maintained between the public and the City in the use of these funds, and that's where this board is intended to serve. Maintaining resident involvement in the oversight process is essential to ensuring a balanced and community-focused approach to spending decisions.

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

No

What duties of this board are most interesting to you?

As a member of the inaugural board, I am particularly excited about the opportunity to help shape its direction and establish a strong foundation for its mission. I am eager to engage with city staff and council members to better understand their priorities and how they envision using these funds to address the community's needs. Through meaningful discussions and regular board meetings, I look forward to contributing to a strategic, long-term approach that maximizes the impact of this tax measure. Additionally, serving as a trusted liaison between the public and city officials is especially important to me, ensuring transparency, accountability, and community engagement in the decision-making process.

What activities of this board are least interesting to you?

Since this board is newly forming, there aren't yet established activities to evaluate. However, based on the available materials, I anticipate that certain aspects of the annual audit and financial reporting may be the least engaging for me. While I fully recognize the importance of ensuring transparency and accountability in the use of public funds, some portions of the audit process—particularly those that involve repackaging existing financial data in a highly technical format—may be less engaging. That said, I remain committed to fulfilling all responsibilities of the board, as even the less dynamic aspects play a crucial role in maintaining public trust and sound fiscal management.

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

Napa is a fantastic place to live and visit, but there are always opportunities to enhance its offerings, particularly for new families. The recent investments in playgrounds and public spaces that foster family-friendly activities have been wonderful to see, and I hope Measure G funding will continue to support these efforts. Additionally, long-term investment in infrastructure that sustains both business and tourism is essential to Napa's economic future, ensuring it remains a thriving destination for visitors and a strong hub for local businesses. Lastly, I'm excited about the potential of the Harvest Middle School property as a valuable city asset. Its redevelopment could serve a variety of community needs, from public gathering spaces to potential housing solutions, making it an important opportunity for thoughtful planning and investment.

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

I would continue what the City has already started doing with its partnerships with local organizations, NVUSD, nonprofits, and community members. Building a community that families can thrive in doesn't need to rest entirely on the local government, but the City can build financial partnerships, such as through grants or other financial incentives as a result of this additional funding source, that help support other organization's carry out their missions. Additionally, investing with a long term focus, especially on less splashy items, like improving road and infrastructure maintenance, doesn't grab headlines. But improved maintenance reduces the need for building new or replacing worn out assets. Investing now to reduce long term costs is what builds structure surpluses in budgets, that in turn allows for improved services down the line that can really make a difference.

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

Jonathan Schellin

An innovative and strategic leader, with expertise in public policy, government operations, and stakeholder management. Driven problem-solver with experience leading cross-functional teams and achieving results.

EXPERIENCE

Deputy Director - Administrative Services, April 2024 - Present

Senior Management Analyst II, September 2023 - April 2024

Public Works Department — City of San Rafael, CA

Managed the administrative team responsible for financial, procurement, and public communications services supporting a department of 51 personnel with four direct reports and led several citywide initiatives.

- Overhauled resident relations management for department, which was then adopted as the primary communication and workflow management tool citywide, resulting in improved transparency, tracking, and response times to resident requests and public officials' integration with staff.
- Charged with leading the department's budget process across multiple funds while redesigning the City's procurement process with improved bidding and contracting process and new agreement templates, dramatically reducing staff time and processing errors while improving compliance.
- Project lead on key City priorities including building the City's first asset inventory and implementing an asset management system, and key contributor on City's new ERP implementation of Tyler Munis.

Procurement Services & Program Specialist, April 2022 - September 2023

Finance Department — City of Benicia, CA,

Overhauled the procurement, risk management, contracting, and real property management processes across all 11 City departments, dramatically reducing staff time while improving procurement outcomes and compliance.

- Designed, implemented, and managed City's new e-procurement platform, transitioning the entire City to a fully digital procurement process, including training and supporting purchasing throughout the City.
- Built, implemented, and managed City's new insurance tracking software, resulting in an over 70% increase in vendor compliance, while greatly enhancing retention and reducing external risk.
- Managed all real property assets for the City and spearheaded lease negotiations, resulting in increased rental revenue, decreased risk exposure for the City, and improved tracking of City obligations.

Management Analyst I & II, March 2021 - April 2022

Community Development Department — City of Benicia, CA

Supported large-scale community development projects and provided policy analysis to executive leadership and City Council. Led significant new process designs for the City, including permitting, financial reporting, data analysis, public engagement, and secured multiple grants to fund key initiatives.

- Designed and launched the City's online permit center, significantly improving customer service, reducing permit turnaround by over 25%, and automating residential solar permit applications.
- Implemented a new contracting process and negotiated six new consultant providers to support essential building development and inspection on-call services to the public.

Associate Brand Manager — Tyson Foods

Chicago, IL, June 2019 - December 2020

Led teams of more than 30 people on strategic innovation projects to expand branded and unbranded offerings and launched multiple new product offerings. Devised strategic plan for a national deli brand through a key joint venture opportunity to optimize overall P&L and portfolio offering. Improved relationships with key customers by implementing a new multi-partner pipeline process based on consumer data analysis and cross-functional input.

- Spearheaded an \$8M production line investment project overseeing the engineering, testing, and initial sell-in to customers, resulting in a new capability for the company and entry into a new competitive set.
- Conducted strategic review of a premium brand segment and created a launch strategy with projected sales of \$4M in the first year, opening a new category of opportunity for the business.

Summer Associate — Civic Consulting Alliance

Chicago, IL, June 2018 - August 2018

Collaborated on Chicago metro area workforce development plan, including implementing client objectives, identifying leading indicators, and segmenting system groups through data analysis.

- Led weekly client meetings, conducted interviews with subject experts, wrote and presented the final recommendations to client resulting in a new line of partnerships across the Chicago metro area.

Marketing Leadership Intern — Ford Motor Company

Dearborn, MI, June 2017 - August 2017

Devised strategic framework leveraging e-commerce within the rapidly-changing auto environment to identify opportunities for increased loyalty, sales, and brand goals while observing industry compliance and regulations.

- Conducted interviews across seven Ford business groups and compiled key learnings to support final recommendation on launching e-commerce car buying experience to improve customer retention.

Company Commander & Executive Officer — United States Army

Ft. Bragg, NC, September 2014 - August 2016

Lead a 110-soldier company while expanding support for missions in South America, Europe, Middle East, and Africa. Oversaw administrative organization, training, supply operations, and personal welfare with over \$17M in equipment, while simultaneously supporting multiple operations and training next wave of deployment.

- Revamped unit's team structure through a cross-functional training program, yielding a 15% decrease in equipment down-time and a 30% increase in team readiness by skill-set.
- Developed full-scale exercise in psychological operations for 450 soldiers and met 100% mission standards, earning top marks for my Company and multiple top rankings in my officer class in my unit.
- Launched training program for incoming soldiers, reducing training time by 15% and improving soldier skill alignment to mission requests, and greatly improved readiness for quick reaction support missions.

Detachment Leader & Officer In Charge — United States Army

Ft. Bragg, NC & Doha, Qatar, May 2013 - September 2014

Commanded 40 soldier detachment responsible for strategic messaging campaigns to counter terrorist propaganda, Established relationships with U.S. and foreign officials to reduce foreign border restrictions and increase operational support, while building the foundation for future operations with increased operational and leadership exchanges. Oversaw training, deployment readiness reviews, logistical and maintenance planning, and was responsible for over 30 missions across 11 different countries.

- Improved digital, audiovisual, and print product delivery time by over 20% and service provision by 35%.
- Pioneered new media tactic resulting in record-setting digital media impact for key ally.

EDUCATION

Master of Business Administration (M.B.A.) — University of Michigan

W/ Distinction, Ross School of Business, Ann Arbor, MI, Jun 2019

Master of Public Policy — University of Michigan

Ford School of Public Policy, Ann Arbor, MI, Jun 2019

Bachelor of Science in Economics & Education — University of Wisconsin-Whitewater

Magna cum Laude, Whitewater, WI, Jun 2010

VOLUNTEER EXPERIENCE

Leadership Napa Valley - Class 36 Graduate

Napa Valley Transportation Authority - Active Transportation Advisory Committee (ATAC) Vice Chairperson

- Appointed by City of Napa to three-year term March 2022

Team Rubicon Volunteer and Strike Team Leader (Houston, TX and Northern California)

- Over 200 hours of community disaster mitigation and response work.

Volunteer Coach — (Columbus & Waterloo, WI)

- Over 250 hours of volunteer Cross Country and Track & Field coaching with youth

AmeriCorps Volunteer Team Leader & Coordinator (Paterson, NJ)

- Over 400 hours of civic service youth based instruction and summer camp management