

Profile

Frances _____ Knapczyk _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

Napa _____ CA _____ 94559
City State Postal Code

Mailing Address (if different than Resident Address above)

Primary Phone

Alternate Phone

Length of Residence in the City of Napa:

14

Length of Residence in the County of Napa:

14

Registered to vote in the City of Napa?

Yes No

Napa County Resource
 Conservation District _____
Employer

Program Director _____
Job Title

Ethnicity *

Caucasian/Non-Hispanic

Interests & Experiences

Which Boards would you like to apply for?

Napa Valley Transportation Authority (NVTVA) Active Transportation Advisory Committee (ATAC) :
Appointed

Upload a Resume

Community Service Experience:

Active Transportation Advisory Committee (City of Napa) - December 2016 to Present Napa Food Project/Napa Valley Can Do - October 2016 to Present

Education:

Ph. D Michigan State University 2007 BS & BA Indiana University 2001

Other relevant experience or expertise:

14 years of professional experience working as Education Program Coordinator, Stewardship Facilitator and Conservation Program Manager at Napa County RCD. All work has been in the field of natural resources planning, management, and education, and program management, development, and outreach.

Additional Questions

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

Provide thoughtful comments, advice, suggestions pertaining to enhancing the experience and safety of walkers and bikers in our community.

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

yes, most meetings since joining the ATAC

What duties of this board are most interesting to you?

Sharing my experience as a walker and hiker, and having the opportunity to improve and promote this activity as a way to connect with our community and our natural surroundings.

What activities of this board are least interesting to you?

none

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

Hasten the development of bike routes and trails, and promote walking as a fun, enjoyable, interesting, and safe activity.

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

will work collaborate with fellow commissioners to resolve the issues.

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

I work for the Napa RCD. No conflicts that I am aware of at this time.

Please list two local references and their phone numbers:

Leigh Sharp - [REDACTED] Marilyn Soulsburg - [REDACTED]

How did you learn of this vacancy?

Other

Frances Knapczyk, Ph. D

Conservation Program Manager,
Napa County Resource Conservation District (RCD)

Napa, CA 94559

PROFESSIONAL PROFILE

- Lead natural resource programs and projects with complex budgets, contract obligations and funding strategies
- Adaptable, quick learner, comfortable with diverse subject matter including scientific monitoring, restoration design, farming practices, educational theory, government policy, and management practices
- Patient, practical, and ambitious in leading teams to achieve goals; excellent listener, communicator, and collaborator

PROFESSIONAL EXPERIENCE

Conservation Program Manager, Napa County RCD

SEPTEMBER 2015 - PRESENT

Manage LandSmart Program, a collaboration of RCDs in the North Bay, which includes farm planning, resource assessments, on-the-ground implementation and youth and community programming.

- Lead development and integration of LandSmart program elements, manage fund development, staffing, budgets, and timelines related to 10+ grants and contracts related to LandSmart
- Manage RCD outreach, marketing, and public relations, develop and grow RCD social media campaign to 2000+ followers, present work to partners and at conferences
- Grow RCD's public giving campaign from 0 to 150+ regular donors in four years
- Facilitate and attend regional and local partner working groups related to shared initiatives and goals
- Assist Executive Director in developing annual and long range plans and reports, annual budgets, workload allocations, board meeting agendas, contract negotiation and development
- Assist in recruitment, hiring, and mentoring of new staff
- Manage two staff, including workload and performance reviews
- Report to Board of Directors about program and project progress

Stewardship Facilitator, Napa County RCD

OCTOBER 2012 - SEPTEMBER 2015

Managed RCD stewardship projects, marketing, and outreach. Piloted and grew new programming related to sustainable gardening, vineyard irrigation, and youth education through partnerships with various stakeholders.

HIGHLIGHTS

Manage Napa RCD's LandSmart program consisting of annual budget of \$300,000 and 10+ contracts

Acquired \$800,000+ from public grants, foundations, and individuals; over 75% applications funded

Manage two staff, assisted hiring/training of five staff, and managed seven interns

Lead coordination of popular community symposia, workshops and garden tours

Develop and sustain partnerships with 25+ Napa County, Bay Area, and State organizations

EDUCATION and TRAINING

Ph. D. Plant Biology and Ecology, Evolutionary Biology, and Behavior, 2007
Michigan State University

B. A. Biology, 2001

B. S. Geology, 2001

Indiana University

Conservation Planning, 2017

Leadership Napa Valley, 2015

Irrigation Evaluation, 2014

Watershed Management and Facilitation, 2012

Interest-based Negotiation, 2008

- Assisted Executive Director in development of annual and long-range plans and reports and annual budgets
- Identified funding opportunities and collaborated with staff and partners to develop funding proposals
- Managed modernization of RCD website
- Developed funding for, piloted, and expanded new RCD programs related to oak woodland youth education, vineyard irrigation evaluations, and sustainable landscaping
- Developed and sustained partnerships with stakeholders in agricultural community, government agencies, and community organizations
- Enhanced responsibility and independence related to project management and RCD outreach

Education Coordinator, Napa County RCD

NOVEMBER 2007 - OCTOBER 2012

Managed, acquired funding for, and carried out RCD education projects, including outreach material development, community events and workshops, youth programs, and technical watershed conferences.

- Developed, created, and distributed outreach materials, including brochures, presentations, and websites
- Developed, promoted, and facilitated public events and youth programs, including Watershed Symposia, film events, and field trips
- Managed implementation of \$450,000 road improvement project
- Facilitated meetings and events for Napa Sustainable Winegrowing Group
- Developed and managed volunteers and interns
- Managed grants and contracts, including deliverables, budgets, timelines, contractors, and reporting
- Collaborated with staff to develop grant proposals

COMMUNITY INVOLVEMENT

Napa Valley Transit Authority Active Transportation Advisory Committee, Chairperson (2017 - Present)

2017 - Present

Napa Food Project Steering Committee

2016 - Present

Environmental Education Coalition of Napa County, Chairperson (2011 - 2015)

2007 - Present

REFERENCES

Leigh Sharp, County of Napa
(Former supervisor)

Valerie Minton, Executive
Director, Sonoma RCD

Emma Chow, District
Conservationist, USDA NRCS

Michelle Novi, Industry
Relations Manager, Napa
Valley Vintners

Pat Costello, Water Resources
Analyst, City of Napa

Jemma Williams,
Conservation Program
Assistant (Direct report),
Napa County RCD

PUBLICATIONS

Sapir, Y, K. Karoly, V.
Koelling, H.F. Sahli, F.N.
Knapczyk, and J.K. Conner.
2017. Effect of expanded
variation in anther position
on pollinator visitation to
wild radish, *Raphanus
raphanistrum*. *Annals of
Botany* 120:665-672.

Knapczyk, F. N., and J. K.
Conner. 2007. Estimates of
the strength of selection are
not biased by sampling error
or publication bias. *American
Naturalist* 170:501-508.

Profile

Jonathan _____ C _____ Schellin _____
 First Name Middle Initial Last Name

 Email Address

 Street Address Suite or Apt
 Napa CA 94559
 City State Postal Code

Mailing Address (if different than Resident Address above)

 Primary Phone Alternate Phone

Length of Residence in the City of Napa:

 1 year

Length of Residence in the County of Napa:

 1 year

Registered to vote in the City of Napa?

 Yes No

City of Benicia _____ Management Analyst II _____
 Employer 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

Upload a Resume

Community Service Experience:

Americorps, 650 hours, Summer of 2011

Education:

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

Other relevant experience or expertise:

Summer internship with Ford Motor Company, worked on their "Future of Mobility" campaign, 2017
 Chairman of UM-Ross Automotive Club, Future of Mobility Conference and Case Competition, 2018

Additional Questions

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

I understand this committee advises the Napa Valley Transportation Authority (NVTA) in it's work, with a special focus on advocating for safe bicycling and walking. This includes advice on infrastructure projects, planning, potential policy impacts, and seizing opportunities for improvement and incorporation with other jurisdiction's related policies and funding.

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

Yes, 1

What duties of this board are most interesting to you?

Providing my voice to the current understanding of our transportation infrastructure, and leveraging upcoming opportunities (such as increased funding from Federal and State initiatives) to improve Napa's walking and biking environment and how it integrates with the larger transportation system. All of these modes work better when taken into account as a cohesive, intertwined strategy, while leveraging advances in technology to improve access and safety. Mobility innovations are disrupting how people get around from e-scooters and electrified bikes to autonomous driving, all of these provide opportunities to improve our walking and biking infrastructure and environment.

What activities of this board are least interesting to you?

Review of regularly mandated reporting of items, such as Measure T Biennial Report. I understand these reports are important, and play a vital roll in government accountability and transparency, but as a local government employee myself and having done several of these reports, I understand as well as anybody they can often take a lot of time and resources away from accomplishing new projects and improvements.

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

I'd like to continue to see the Safe Routes to Schools program improved across all school and residential areas, along with traffic calming and congestion reduction around high pedestrian concentration areas. By increasing biking and walkability of a community we can improve citizens health, reduce emissions, and strengthen local economies with increased foot traffic and sales, especially in a tourism driven economy such as Napa's.

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

I believe any policy or program should be firmly rooted in a strong understanding of the data. I'd start with either gathering or utilizing already available traffic, walking, and biking statistics within the community to asses our current program achievements, and its strengths and weaknesses moving forward. Next step is to set specific and measurable goals for the programs, with routine check-ins along the way. Finally, there needs to be a willingness to continue to adapt to changes while seizing on opportunities such as partnerships with other community groups and jurisdictions as well as funding opportunities from the State and Federal government.

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:

Maureen Trippe, [REDACTED] Danielle Drezner [REDACTED]

How did you learn of this vacancy?

Internet

Jonathan Schellin

• Napa, CA

An innovative and strategic leader, with expertise in analysis, local governance, and stakeholder management. Proficient in Microsoft Office Suite, Tableau, and Stata. Entrepreneurial-minded, with experience directing cross-functional teams.

QUALIFICATIONS SUMMARY

Policy Analysis

- Expert in public policy with proficiency in analyzing workforce development and economic policy and execution.

Governmental Relations

- Experience partnering with the U.S. State Department, Allied military representatives, and foreign, state, and local governments to improve relations, access, and training opportunities for citizens.

Research

- Experience with workforce development, market consumer, public policy, and economic research practices and application.

EDUCATION

Master of Public Policy

University of Michigan, Ford School of Public Policy
Ann Arbor, MI

Master of Business Administration

University of Michigan, Ross School of Business (w/ Distinction)
Ann Arbor, MI

Bachelor of Science in Economics and Education (Magna Cum Laude)

University of Whitewater
Whitewater, WI

LICENSES & CERTIFICATIONS

IT/Data Management

CompTIA Network+, Security+

EXPERIENCE HIGHLIGHTS

City of Benicia, CA, Community Development Dept. 2021 – Present Management Analyst II

Supported large scale community development projects while spearheading multiple departmental and citywide initiatives. Led significant new process designs for the City including financial reporting, data analysis, and public engagement and service procedures.

- Launched the City's online permit center, significantly improving public access, reducing permit turnaround by over 25%, and increased City revenue while navigating continuously shifting pandemic protocols.
- Secured grant funding for multiple projects while providing policy analysis and feedback for several departments and the City Council

Tyson, Chicago, IL 2019 - 2020 Associate Brand Manager

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 a \$6M production line investment project, creating 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.

Civic Consulting Alliance, Chicago, IL 2018 Summer Associate

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 and executed over 25 interviews with subject experts for the presentation of final recommendations to client.

Ford Motor Company, Dearborn, MI 2017 Summer Intern, Marketing Leadership Program

Navigated a rapidly-changing car purchasing environment to identify opportunities for increased loyalty, sales, and brand goals while observing industry compliance and regulations. Devised customer-facing strategic framework leveraging e-commerce trends and return-on-investments for future customers.

- Led interviews across seven Ford business groups and compiled key learnings to conclude final recommendation on launching e-commerce car buying experience.

United States Army, Fort Bragg, NC**2014 – 2016****Company Commander and Executive Officer**

Lead 100-soldier company while expanding support in South America, Europe, Middle East, and Africa. Executed administrative organization, supply operations, and personal welfare with over \$17M in equipment.

- Maximized Special Operations campaigns with 100% success rate and 40% operations increase.
- 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.
- Conceptualized full-scale exercise in psychological operations support for 450 soldiers and met 100% mission standards.

Launched training program for incoming soldiers, reducing training time by 11% and improving soldier skill alignment to mission requests

United States Army, A.U.A.B, Qatar**2014****Officer-In-Charge, Media Operations**

Devised strategic messaging campaigns to counter terrorist propaganda, led to record-setting digital media impact for key ally. 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.

- Improved digital, audiovisual, and print product delivery time by 22% and service provision by 35%.

United States Army, Fort Bragg, NC**2012 – 2014****Detachment Leader**

Commanded 40 soldier detachment and implemented digital process for all production data. Oversaw training, deployment readiness reviews, logistical and maintenance planning. Ensured general health and welfare of each soldier.

- Cut production material waste by 14% and improved personnel job efficiency by 20%.

ADDITIONAL EXPERIENCE**Director and Educator, Fitness & Aquatics Center, Waterloo, WI****2011 – 2012**

Oversaw the budget, hiring, training, and day-to-day operations of the school district aquatics and fitness center, as well as taught grades 4-12 fitness classes. Frequently filled high school substitute teaching roles and oversaw community outreach programs for the school district.

VOLUNTEER EXPERIENCE

Team Rubicon, Volunteer, 2018 - Present

Houston Rebuild, Operations Participant, 2019

AmeriCorps, Volunteer (over 500hrs), 2011

Cross Country, Track & Field Local Youth Coach (over 200hrs), 2008 - 2012