
ProfileMichael

First Name

JMiddle
InitialCole

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:

8 years

Length of Residence in the County of Napa:

8 years

Registered to vote in the City of Napa?☒ Yes ☐ NoRSA+

Employer

Project Engineer (Civil PE)

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:

the vast majority of my volunteer efforts are for my church community. I organize/run the coffee shop with my wife, Hana.

Education:

University of California, Davis - Civil Engineering 2017

Other relevant experience or expertise:

CA registered professional civil engineer with a knowledge of Napa Planning and Engineering. I commute to work on bike and recreationally enjoy our vine trail up valley. Thorough appreciation of the biking culture I experienced during my undergraduate studies at UC Davis and abroad in the Netherlands, France, Australia, and Japan. Way too many hours spent on YouTube channels focusing on people-centric urban planning (Not Just Bikes, CityNerd, City Beautiful, etc.)

Additional Questions

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

The goal is to advise and discuss matters regarding bicycle transportation and pedestrian issues. This goal is aligned with my belief that cities are to be designed for people, not cars. I'm not anti-car by any means, but I believe that there needs to be greater advocacy for bikers/pedestrians that often gets drowned out by car-centric arguments. I would like to offer my experience as a professional engineer, biker, and pedestrian

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 advocacy for bike and pedestrian infrastructure being a more serious component of development/improvement plans. I'd like to use my engineering and urban design knowledge to help improve our biking and pedestrian experience within City limits.

What activities of this board are least interesting to you?

None - but that is likely my naivety. I'm willing to learn and adapt as needed!

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

Although the gold standard is Class I bike paths and/or physical separation between vehicle traffic and bikes/peds, a more realistic approach for our city is implementing more striped Class II bike lanes. I think I would focus my efforts on recommending that. I'd like to see better biking considerations when crossing 29.

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

I would recommend that striping be added on new development as a condition of approval whenever feasible. I would continue advocating for CIP to include bike infrastructure (or at the minimum additional signage/striping).

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

I do work for a local civil engineering firm, RSA+.

Please list two local references and their phone numbers:

How did you learn of this vacancy?

☒ Other

Michael Cole, PE

Designing with people in mind, not just cars



EXPERIENCE

RSA+, Napa— *Project Engineer*

February 2025 - PRESENT

Land Development Engineer with a focus on grading, utility, and site design.

Utilize design standards set by local jurisdictions

Coordinate dry utility design (PG&E and communications)

Prepare hydrologic, hydraulic, and other engineering related calculations

Radius Design, Walnut Creek— *Project Manager*

May 2021 - February 2025

PG&E Applicant Designer (Gas and Electric)

Coordinate extensively with dry utility providers to facilitate new service and/or relocation of electric, gas, and communication infrastructure

RSA+, Napa — *Assistant Engineer*

July 2017 - May 2021

Assist with land development engineering calculations and plan preparations.

Prepare engineering estimates.

Conduct site inspections and SWPPP monitoring.

EDUCATION

University of California, Davis — *B.S. Civil Engineering*

2017

Focus on water resources and geotechnical engineering

SKILLS

Engineering Design

Familiarity with Napa design standards, specifications, codes, and ordinances

Engineering Calculations

Project Management

Budgeting

Profile

James

First Name

A

Middle Initial

Rosen

Last Name

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Mailing Address (if different than Resident Address above)

Primary Phone

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Length of Residence in the City of Napa:

4.5 years

Length of Residence in the County of Napa:

4.5 years

Registered to vote in the City of Napa?

☒ Yes ☐ No

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Employer

Staff Software Engineer

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. I do many errands around Napa by bike or pushing my daughter in a wagon. I have spoken before city council on several transportation-centric topics and attended the public design review for Lincoln Ave.

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?

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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:

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	<p>Engineering Manager at Everlane San Francisco, CA</p> <ul style="list-style-type: none"> 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. <p>Key technologies: React, Next.js, JavaScript, TypeScript, Tailwind, Ruby, Rails, HTTP, Cloudflare, Builder.io, Airtable, Terraform</p>
2014 — 2019	<p>Senior Architect at Fastly San Francisco</p> <ul style="list-style-type: none"> 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. <p>Key technologies: Ember.js, Ruby, Rails, SCSS, SVG, VCL, HTTP</p>

2010 — 2014	<p>Lead Engineer at Zendesk San Francisco, CA</p> <ul style="list-style-type: none"> • 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. <p>Key technologies: Ember.js, Ruby, Rails, MySQL, jQuery, SCSS, HTTP</p>
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Volunteering

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

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