



**ERIC GARCETTI**  
**MAYOR**

July 25, 2017

Honorable Members of the City Council  
c/o City Clerk  
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Tafarai Bayne to the Board of Transportation Commissioners for the term ending June 30, 2022. Mr. Bayne's current term expired on June 30, 2017.

I certify that in my opinion Mr. Bayne is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Tafarai Bayne  
**Commission:** Board of Transportation Commissioners  
**End of Term:** 6/30/2022

### Appointee Information

- 1. Race/ethnicity:** African American
- 2. Gender:** Male
- 3. Council district and neighborhood of residence:** 10 - Central
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Board of Transportation Commissioners
- 6. Highest level of education completed:** Hartwick College
- 7. Occupation/profession:** Chief Strategist, CicLAvia and Mobility and Recreation Program Director, TRUST South LA
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Bayne, Tafarai	Central	10	African American	M	30-Jun-17
Eisenberg, Eric	Harbor	15	Caucasian	M	30-Jun-18
Espinoza, Rudy	East LA	1	Latino	M	30-Jun-21
Liban, Cris	West LA	11	Asian Pacific Islander	M	30-Jun-20
Ly, John	South Valley	2	Asian Pacific Islander	M	30-Jun-18
Ortega, Jazmin	East LA	414	Latina	F	30-Jun-22
Silva, Glenda	West LA	11	Latina	F	30-Jun-19

# TAFARAI M. BAYNE

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2949 1/2 w. 11th Street, Los Angeles, CA 90006

(310) 743-2589

tafarai@ciclaviva.org

## **EXPERIENCE**

**Chief Strategist**, CicLAvia, Los Angeles, CA (January-Present)

**Instructor**, “Social Media: Power and Culture” course, L.A. Trade Technical College, Los Angeles, CA (Spring 2012)

**Marketing Director**, Sustainable Now Technologies, Signal Hill, CA (2011-Present)

- Plan and implement marketing and branding strategy for green technology/ renewable energy start-up recognized by Long Beach Clean Cities Coalition & Signal Hill City Council
- Develop social media, plan and promote events, interface with media

**Mobility and Recreation Program Director**, TRUST South LA (former name: Figueroa Corridor Community Land Trust), Los Angeles, CA (2008-Present)

- Raised program Budget and managed relationship with all program key Funders
- Project Lead on affordable housing developments and local planning efforts
- Build and cultivate partnerships with stakeholders (residents, communitybased organizations, businesses, elected officials, academia, government agencies)
- Act as organizational spokesperson at collaborative meetings (e.g. South L.A. Planning Committee/California Endowment’s Building Healthy Communities initiative) and public forums (e.g. City Council meetings), speak on conference panels
- Spearhead rebranding of organization (name, logo, website), oversee implementation and transition process, create marketing strategies/materials/promotional media
- Manage all event planning, secure permits and sponsorships
- Led community engagement effort for Slauson and Wall Village community development project master plan, designed and implemented focus groups with constituents

**Popular Education Trainer**, Ruckus Society, Oakland, CA (2001-Present)

- Develop curriculum and facilitate trainings on direct action and campaign strategy for environmental, human rights, and social justice issues nationwide

**Director of Community Relations/Consultant**, Change the Game, Los Angeles, CA (2007-2008)

- Created and maintained strategic client relationships for national marketing/media agency

- Facilitated planning and development of social media training for youth leadership development/capacity building program, produced visual media/marketing materials

**Consultant**, L.A. County Department of Mental Health (DMH), Los Angeles, CA (2007)

- Facilitated focus groups for diverse group of stakeholders (clients, County staff, community partners) as part of internal evaluation process

**Director of Recruitment**, Public Allies, Los Angeles, CA (2005-2007)

- Identified and trained leaders (ages 18-30) to work with nonprofits, cultivated relationships with community partners to secure placements
- Implemented leadership development program, provided capacity building trainings and mentorship
- Led marketing and promotional efforts (community presentations, college fairs, radio interviews) to increase recruitment

**Campaign Coordinator**, Strategic Actions for a Just Economy (SAJE), Los Angeles, CA (2004-2005)

- Oversaw implementation of strategic plan for political/social justice campaigns, served as key facilitator to develop strategy for collective actions
- Forged strategic relationships (e.g. policymakers, advocates, community members) to develop broad solidarity network to support campaigns
- Served as liaison between grassroots organizers and community coalitions

**Community Organizer**, Strategic Actions for a Just Economy (SAJE), Los Angeles, CA (2001-2003)

- Initiated political campaigns on community development and public policy issues, coordinated community outreach efforts and logistics for mass mobilizations
- Cultivated and maintained relationships with low-income community constituents
- Facilitated workshops to educate community stakeholders on campaign issues

## **COMMUNITY ACTIVITIES**

- Board of Directors, CicLAvia (2011-Present)
  - Serve as Chair of Route and Production Committee, oversee implementation of event for 100,000 community members
    - Initiate/implement new route expansion to South L.A., create partnerships with South L.A. organizations (e.g. African American Firefighter Museum) to diversify and expand outreach
    - Support regional expansion to Long Beach and Southeast L.A. (engage new partners, plan route)
- Board of Directors, Strategic Actions for a Just Economy (SAJE) (2007-2012)
  - Served key role during Executive Director transition, managed event logistics, served as spokesperson at meetings with funders

## **EDUCATION AND TRAINING**

- Hartwick College, History, Oneonta, N.Y.
- Electronic Information Magnet High School, Los Angeles, CA
- California Lead Organizers Institute Alumni (2005)
- Fellow, Public Allies Leadership Development Program (2001-2002)
- Skills: Microsoft Office (Mac/PC), Adobe Suite, social networking/new media (e.g. Facebook, Twitter, Tumblr, Vimeo, YouTube, Flickr), Facilitation, Public Speaking



**ERIC GARCETTI**  
**MAYOR**

July 25, 2017

Mr. Tafari Bayne

Dear Mr. Bayne:

I am pleased to inform you that I hereby reappoint you to the Board of Transportation Commissioners for the term ending June 30, 2022. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Claudia Luna in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible.

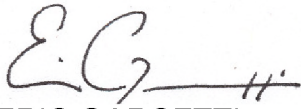
As part of the City Council confirmation process, you will need to meet with Herb J. Wesson, Jr., your Councilmember, and Councilmember Mike Bonin, the Chair of the Transportation Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Transportation Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Claudia Luna will assist you during the confirmation process if you have questions.

Mr. Tafarai Bayne  
July 25, 2017  
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If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

Congratulations and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti", with a horizontal line extending to the right and a small mark at the end.

ERIC GARCETTI  
Mayor

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Attachment I  
Mr. Tafari Bayne  
July 25, 2017

### **Nominee Check List**

#### **I. Within seven days:**

Mail or email the following forms to: Claudia Luna, Office of the Mayor, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

\_\_\_\_\_ **Remuneration Form**

\_\_\_\_\_ **Undated Separation Forms**

\_\_\_\_\_ **Background Check Release**

\_\_\_\_\_ **Commissioner Information Sheet/Voluntary Statistics**

#### **II. As soon as possible, the Mayor's Office will schedule a meeting with you and:**

\_\_\_\_\_ **City Council President Herb J. Wesson, Jr.**

\_\_\_\_\_ **Councilmember Mike Bonin, Chair of the Council Committee  
considering your nomination**

Staff in the Mayor's Office of Legislative and External Affairs will assist you with these arrangements.