

ERIC GARCETTI
MAYOR

April 11, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Glenda Silva to the Board of Transportation Commissioners for the term ending June 30, 2017. Ms. Silva will fill the vacancy created by James Silcott, whom I removed effective May 31, 2014 or at the time Mr. Silcott's successor is confirmed by the City Council.

I certify that in my opinion Ms. Silva is qualified for the work that will devolve upon her, 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'.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Glenda Silva
Commission: Board of Transportation Commissioners
End of Term: 6/30/2017

Appointee Information

1. **Race/ethnicity:** Latina
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 11 - West Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., University of California, Santa Cruz
7. **Occupation/profession:** Community Relations Representative, Exposition Construction Authority
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Replacement
10. **Current composition of the commission (excluding appointee):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Chase, Nicole	North Valley	7	African American	F	23-Sep-13	30-Jun-17
Eisenberg, Eric	Harbor	15	Caucasian	M	14-Aug-13	30-Jun-18
Espinoza, Rudy	East LA	1	Latino	M	06-Jan-14	30-Jun-16
Bayne, Tafari	Central	10	African American	M	14-Mar-14	30-Jun-17
Ly, John	South Valley	2	Asian Pacific Islander	M	14-Aug-13	30-Jun-18
Moss, George E.	South Valley	5	Caucasian	M	19-Dec-05	30-Jun-14
Rodriguez, Stephanie M	North Valley	6	Latina	F	03-Nov-08	30-Jun-15

Glenda Y. Silva

Profile

- Extensive experience in community outreach, government affairs and media relations concentrated in Latino, Asian, and African American communities.
- Strong experience in coalition building, strategic planning, and public policy making.
- Strong understanding of the diverse stakeholder groups in the Los Angeles, San Gabriel Valley and Long Beach communities.
- Familiar with CEQA and NEPA Process

Experience

Jan 2011-Present	Exposition Construction Authority	Los Angeles, CA
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Government/Community Relations Representative

- Assisted in the planning and implementation of a community relations strategy for the closeout of Phase 1 of the project and the start of major construction for Phase 2 of the Expo Light Rail Line. I am responsible for the development and implementation of targeted project messages for the media and the public. I also manage the project information hotline and website. I respond to construction related complaints and general project information requests, as well as streamlining complaints to proper personnel for a proper and timely resolution. My other responsibilities include the development and distribution of construction and train testing notices to affected stakeholders and elected official offices. In addition, I prepare project reports, meeting notices, meeting minutes and community meeting PowerPoint presentations. I also coordinate and conduct presentations for local stakeholder groups and at-large community meetings. I provide assistance to the CEO and COO with special projects pertaining to contract requirement tracking and other construction related issues.

Nov 2008 - Jan 2011	The Sierra Group	Los Angeles, CA
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Project Associate/Outreach Manager

- Outreach Manager for Caltrans and Metro's SR-710 Tunnel Technical Study (SR-710 TTS). Assisted in the design, implementation and management of an aggressive outreach and education strategy targeted at policymakers and stakeholders within the Study area. Developed and assisted Caltrans and Metro with communication messages for media inquiries, press releases, and radio interviews. Established and maintained open lines of communication with legislative staff on a local, state and federal level, consultants, public interest groups and stakeholders on developments with the Study. Management and operations of the SR-710 TTS information office. Collaborated with the Project Manager to provide the Caltrans management team and Steering Committee/Technical Advisory Committee (SC/TAC) members with research, reports, project updates, meeting minutes and reference material. Managed and streamlined complaints from affected residents to Caltrans and Geotechnical team pertaining to Geotechnical Boring Study Process.
 - Assisted with the coordination, planning and facilitation of meetings for the Draft EIS/EIR Metro Westside Subway Extension. Managed public information hotline.
 - Managed and conducted outreach efforts for the Castaic Lake Water Agency, Perchlorate Pipeline Treatment Project. Supported the development and implementation of a community, media, and government relations program to support construction of a 3 1/2 mile pipeline and related treatment facility improvements to clean up perchlorate contamination of the groundwater aquifer. The comprehensive public outreach program included business outreach, community meetings, briefings, field work with affected parties, media kits, website updates and hotline/traffic report phone lines. Assisted with and streamlined community concerns, complaints and issues with the contractor.
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Glenda Silva

Aug 2006 - Nov 2008

Diverse Strategies for Organizing, Inc.

Los Angeles, CA

Project Associate

- Preparation of Public Process Plan for Pre- Scoping and Scoping Draft EIS/EIR Meetings for the City of Los Angeles Bureau of Engineering's 6th St. Viaduct Improvement Project. Created outreach plan and managed outreach efforts for all meetings. Coordinated and facilitated meetings with community based organizations and elected officials. Prepared mailing lists and newspaper noticing to comply with CEQA and NEPA regulations. Collected and maintained database of all public comments received, prepared Scoping report containing all of the public outreach process summary and comments received during scoping period.
- Conducted community outreach and Labor support for the City of Vernon during their application process to obtain additional air credits from the AQMD for a proposed new Power Plant within the City of Vernon. Conducted extensive research and maintained a log of legislation and regulations for CARB, SCAQMD and the CPUC.
- Managed and conducted outreach efforts for various projects such as the POLB and POLA Clean Truck Program, CRA's Westlake Commercial Façade and Improvement Project, Westlake Street Lighting Project, City of Los Angeles Bureau of Sanitation's Zero Waste Plan, and PHRMA's California Partnership for Access to Treatment and Central Basin's SWIRP Project.
- Facilitated Parent Meetings for Pasadena's Unified School District Excellent Middle Schools Plan.
- Developed and prepared marketing tools such as project brochures, project websites, mail pieces and canvass pieces.
- Planned large scale Zero Waste Conference in early 2008.
- Managed Outreach, Project Website and Community Hotline during pre-construction and construction phases of the City of Glendale's Chevy Chase Reservoir and Pump Station Replacement Project.

Feb 2006 - Jun 2006

Alex Padilla for State Senate Campaign

Mission Hills, CA

Volunteer Coordinator

- Developed promotional tools for volunteer recruitment.
- Scheduled, prepared, and executed outreach presentations at local schools, colleges and organizations.
- Developed Steering Committee of local leaders; conducted regular meetings to update the committee on the campaign.

Sept 2005 - Feb 2006

SMX Staff Management Express

Santa Fe Springs, CA

Onsite Account Supervisor

- Supervised all company accounts.
- Developed and implemented a lead program to mitigate communication disconnects between employees and floor supervisors.
- Scheduled and attended weekly client meetings and held weekly phone conferences with Senior Account manager.
- Supervised 20-30 temporary employees for company accounts.

Jul 2005 - Sept 2005

Solutions Strategies, Inc.

Westwood, CA

Executive Assistant to Community Affairs Manager

- Assisted Community Affairs Manager with RFP for the city of Los Angeles Storm Water Project.
- Organized potential bid contracts on company database.
- Tracked manager's hourly agenda, schedule client meetings and controlled flow of incoming and outgoing correspondence.
- Coordinated manager's calendar and travel schedule.

Glenda Silva

Education

Sept 2003-June 2005 University of California, Santa Cruz Santa Cruz, CA

Bachelor of Arts in Legal Studies

- Concentration in American Government/Civil Liberties

Languages

- Fluent in Spanish



ERIC GARCETTI
MAYOR

April 11, 2014

Ms. Glenda Silva

Dear Ms. Silva:

I am pleased to inform you that I hereby appoint you to the Board of Transportation Commissioners for the term ending June 30, 2017. 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 Justin Gonzalez in my Office at (213) 922-9788 to make arrangements for you.

To begin the appointment 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. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Shannon Prior at the Ethics Commission at (213) 978-1960.


Ms. Glenda Silva
April 11, 2014
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As part of the City Council confirmation process, you will need to meet with Mike Bonin, who is your Councilmember and the Chair of the Transportation Committee, to answer any questions he may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Transportation Committee. Some time thereafter, you will be notified by the committee clerk when your appointment 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. Cary Gross with the Mayor's staff will assist you during the confirmation process if you have questions.

Commissioners must be residents of the City of Los Angeles. 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. G. #", with a stylized flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Glenda Silva
April 11, 2014

Nominee Check List

I. Within three days:

_____ **Get fingerprinted to complete a background check.**
No appointment is necessary. Bring the Mayor's letter to:
Background Unit of Employment Services Division, Personnel
Department Building, 700 East Temple Street, Room 235, Los Angeles,
California 90012. Phone: (213) 473-9343.

II. Within seven days:

Mail, fax or email the following forms to: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or fax: 213-978-9719 or email: cary.gross@lacity.org.

_____ **Remuneration Form**
_____ **Undated Separation Forms**
_____ **Background Check Release**
_____ **Information Sheet/Voluntary Statistics**

III. Within 21 days:

File the following forms with the City Ethics Commission. *If you are required to file, you will receive these forms in the mail from that office.*

_____ **Statement of Economic Interest ("Form 700")**
IMPORTANT: The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
_____ **CEC Form 60**

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

_____ **Councilmember Mike Bonin, your Councilmember and Chair of the Council Committee considering your nomination (contact at 213-473-7011).**

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