



ERIC GARCETTI
MAYOR

June 19, 2014

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

Re: Appointment of Permanent General Manager, Department of Transportation:
Ms. Seleta J. Reynolds

Honorable Members:

Pursuant to City Charter Section 508 (b), I appoint Ms. Seleta J. Reynolds as the permanent General Manager, Department of Transportation (DOT), effective as of the date of your confirmation of this appointment.

Attached please find a copy of Ms. Reynolds' resume, which provides greater detail about her experience. I look forward to your favorable consideration of my appointment.

Sincerely,

ERIC GARCETTI
Mayor

EG:mm

Attachment

cc: The Honorable Mike Bonin, Chair, Transportation Committee
Miguel Santana, CAO
Maggie Whelan, Personnel Department
Maritta Aspen, Office of the CAO
Heather Holt, Ethics Commission
Holly Wolcott, Interim City Clerk
Gerry Miller, CLA
Phyllis Lynes, Personnel Department
Errol Griffin, Office of the CAO
Shannon Prior, Ethics Commission
General Managers' Association

SELETA J. REYNOLDS

Sixteen years of experience planning, funding, and implementing transportation projects throughout the United States. Leader in staff development, mentoring, and translating agency goals to individual workplans and project delivery. Track record of working with disparate stakeholders to reach consensus for project trade-offs. Leader in national organizations and contributor to the state-of-the-practice through frequent presentations and publications.

PROFESSIONAL HIGHLIGHTS

San Francisco Municipal Transportation Agency

February 2011 to present

Manager VI, Livable Streets

- Lead three teams responsible for innovation, policy, design, and delivery of complete streets projects citywide, including \$40 Million of infrastructure improvements.
- Led the development of the SFMTA Capital Plan for \$222 Million of bicycling, walking, traffic calming, and school safety projects.
- Constructed the City's first parking-protected bikeway; launched the pilot bikesharing system; revamped the citywide traffic calming program; and delivered a comprehensive plan to cut severe and fatal pedestrian crashes in half.
- Revised the Agency's performance evaluation plan. Created a model process for the subdivision and advanced employee satisfaction from 71 to 100 percent related to the frequency and quality of performance feedback.
- Implemented new systems to track and manage project progress and balance staff workload.

Fehr & Peers

March 2001 to February 2011

Manager of Operations/Associate/Company Discipline Leader

Managed the firm's San Francisco office. Led and managed the transition of an acquisition office in Seattle. Responsible for winning, planning, funding, and implementing transportation projects across the US. Highlights: Denver Moves, Spokane Regional Transportation Council Transportation Vision Project, South Lake Union Rezoning (WA), 130th Station Area Plan (Bellevue, WA), North Vancouver Roadway Network Study (North Vancouver, BC), Lake Tahoe Regional Bicycle and Pedestrian Plan. Led the companywide Pedestrian and Bicycle Discipline Group.

City of Oakland

May 2008 to March 2001

Bicycle and Pedestrian Coordinator

Launched citywide bicycle parking request program. Implemented the city's first road diet on Grand Avenue. Installed some of the first sharrows in California. Oversaw the city's first bicycle and pedestrian master plan.

SELECTED PROFESSIONAL AFFILIATIONS/PUBLICATIONS

Association of Pedestrian and Bicycle Professionals: Past President, Board member

Transportation Research Board: Pedestrian Committee, Bicycle Committee

WalkScore: Advisory Board

NACTO Urban Street Design Guide Steering Committee

EDUCATION

Brown University, Bachelor of Arts with Honors in American History, GPA 3.7, Providence, RI, 1998
