



October 13, 2003

Dear MTA Board,

The Westside Cities of Beverly Hills, Culver City, Santa Monica and West Hollywood look forward to the opportunity to participate in the Westside/Central Service Sector Council. Our understanding is that the nine Service Sector Council seats will be divided as follows:

City of Los Angeles	4 Council Seats
County of Los Angeles	2 Council Seats
Westside Cities	3 Council Seats

As requested, each Westside City has identified a representative. They are as follows:

<u>Representation Category</u>	<u>Nomination</u>
Elected Official	Carol Gross, Culver City
Business /Traffic and Parking Commissioner	Brad Robinson, Beverly Hills
Transportation Consumer/Disabled Advocate	Ann Semonco, West Hollywood
Transportation Consumer/Transportation Expert	Dennis Woods, Santa Monica

For the first year of the Service Sector, the City of Santa Monica representative will not participate and the other three Westside Cities representatives will fill the three seats allotted to the Westside Cities. However, it is planned that the three seats will be rotated among the four cities annually.

Attached you will find the resumes of the four Westside Cities' nominations. Please do not hesitate to contact us if you have any questions.

Sincerely,

Thomas S. Levyn
Mayor, City of Beverly Hills

Alan Corlin
City of Culver City

Richard Bloom
Mayor, City of Santa Monica

Jeffrey Prang
Mayor, City of West Hollywood

COUNCILMEMBER CAROL A. GROSS

**City of Culver City
9770 Culver Boulevard
Culver City, California 90232
(310) 253-5982 (Phone)
(310) 253-6010 (Fax)**

VISION STATEMENT:

“In the world of medicine, we strive to make people as comfortable as we can, resolve their problems, and enable them to live the happiest, most productive lives possible. So, in the world of city government, we likewise strive to resolve people’s problems, make them as comfortable as possible and enable all the members of the community to live the happiest and most productive lives possible.”

EDUCATION:

Registered Nurse with Bachelor’s degree in Nursing - Mount St. Mary’s College
Masters degree in Business Administration - Pepperdine University

EMPLOYMENT:

Worked in all fields of nursing with a particular emphasis on administration, including serving as Administrative Supervisor at Brotman Hospital.

COUNCIL AND BOARD MEMBERSHIPS:

Member, Culver City Planning Commission, 1998-2000
Elected to City Council, April 2000
Mayor, April 2002 to April 2003
Chair, Southern California Cities Joint Powers Consortium
Board Member representing League of California Cities, Los Angeles County
Emergency Food and Shelter Program
Former Board Member, Culver City Educational Foundation
Former Board Member, Western States Affiliate Board, American Heart Association

BRAD L. ROBINSON

Resume

Mr. Robinson has been a member of the Traffic and Parking Commission for the last three years (serving as Chair in 2002). He has been Chair of the Beverly Hills Chamber of Commerce's Government Affairs Committee (where he has acted as liaison for regional transportation issues), and also has been a member of the Chamber's Board of Directors and Executive Committee. He is a member of the City's Traffic Calming Committee and the Traffic and Parking Commission's Preferential Parking Committee.

He also serves the community in other capacities including membership on the School District's Superintendents Advisory Council and Financial Advisory Commission. He is on the board of the Maple Counseling Center, Beverly Hills Rotary, and the Greystone Foundation (a historical preservation project).

Mr. Robinson has worked in the real estate industry for over 25 years. He has focused on Asset/Property Management, Acquisitions & Sales and the turnaround of Distressed Properties. He is a CPM, a CCIM, a Receiver, Broker and has a MBA in Finance from Indiana University.

Prior to forming this company, he was an officer for the property acquisition division of American Express and the Senior Vice President for the San Diego-based syndicator, the Windsor Group. Mr. Robinson also was an officer and directed the Property Management division of the George Elkins Company, a large West-Coast real estate company, established in 1922. Prior to these positions, he was in charge of overseeing the Asset Management activities of Allstate Insurance Company's investment portfolio with 5.5 million sq. ft. of property in 23 cities.

He has managed, purchased and developed over 6500 residential units and ten million square feet of commercial property, nation-wide, with a combined value in excess of one billion dollars. He has successfully increased value in many buildings and overseen the construction of property and major capital improvements.

Ann D. Semonco
1230 N. Sweetzer Ave., #102
West Hollywood, CA 90069
323-656-6112

Occupation: receptionist, data processing clerk
Business phone: 310-204-5000 (Westwood One)
Employer: Westwood One
8965 Lindblade St.
Culver City, CA 90232

Education

Olmsted Falls HS '65-'69
University of Tampa '69-'73
UCLA Extension '79-'81
BFA in Art with teaching certificate
Who's Who in American Colleges '73-'74

References

Sandy McKinney
22222 Heartland St.
Canoga Park, CA 91303

Thom Ferro and Sherrie Thayer
Westwood One
9540 Washington Blvd.
Culver City, CA 90232
310-204-5000

Involvement

Stanford Place Condo Association Board '87-'98
West Hollywood Disabilities Advisory Board 5/'98-5/'99 6/99-Current

I hope to continue my involvement with the re-design of West Hollywood, both structurally and spiritually-looking at the disabled as a strong, important member of society and this community.

My responsibilities are to give members of the non-disabled part of the community an opportunity to learn of our lifestyle and needs and to work with them to make the necessary changes for the disabled.

West Hollywood Resident and MTA Bus Rider for 12 years

Dennis L. Woods
 802 Navy Street, Santa Monica, CA 90405
 (310) 392-8103

EXPERIENCE

City of West Hollywood. Positions held: Acting Transportation Manager & Associate Transportation Planner.
 May 1995 to Present

Accomplishments:

- Facilitated solutions to differences between the applicant, constituents, The City of Los Angeles, West Hollywood staff City and the City Council regarding traffic and transportation issues leading to a legally defensible approval of the Sunset Millennium Project.
- Devised creative solutions to address the vocal concerns of constituents and businesses regarding traffic problems created by land use decisions.
- Effectively developed agreement between the Los Angeles City staff, West Hollywood and Los Angeles constituents, the developer and the City of West Hollywood leading to the approval of the La Brea Gateway Project.
- Assured creativity and the implementation of non-traditional design in the reconstruction of Santa Monica Boulevard.
- Moved controversial development projects through the public hearing process with clarity.
- Successfully revoked the business licenses of poor performing taxicab operators.
- Single-handedly rewrote the taxicab ordinance in a politically favorable manner
- Proactively networking with politicians and staff from the offices of the City Manager and Departments of Transportation of the four Westside Cities to identify agreeable mobility projects to request joint funding.

City of Fontana. Positions held: Assistant Planner & Associate Planner
 April 1991 to May 1995

- Developed and implemented several Specific Plans.
- Actively reached consensus between historical Society, the developer, and the City Council on the method of preservation for a stone house tied to the development of several parcels.
- Rewrote the Zoning Ordinance through a series of group meetings with the Planning Commission and City Council.

Guest Lecturer, California State University, San Bernardino
 1993 to 1995

- Taught curriculum course on CEQA and mitigation monitoring.

EDUCATION

Bachelor of Arts, Geography with a specialization in Urban Planning
 University of California Los Angeles, 1989
Chancellor's Marshall Distinction, Delta Lambda Phi-President

Who's Who Among Students in American Universities and Colleges
Student Senator, Sphinx Club Vice President

ACTIVITIES

American Planning Association, Urban Land Institute, Westside Urban Forum



**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

821 KENNETH HAHN HALL OF ADMINISTRATION
500 WEST TEMPLE STREET / LOS ANGELES, CALIFORNIA 90012
PHONE (213) 974-3333 / FAX (213) 625-7360
zev@bos.co.la.ca.us / http://zev.co.la.ca.us

ZEV YAROSLAVSKY

SUPERVISOR, THIRD DISTRICT

October 8, 2003

Mr. Roger Snoble, Chief Executive Officer
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza, 25th Floor
Los Angeles, California 90012

Dear Mr. Snoble:

As you may know, the Westside cities have met on several occasions to discuss the structure of the Westside Sector Governance Council. The City of Los Angeles, the County of Los Angeles, Culver City, Beverly Hills, Santa Monica and West Hollywood have all been represented at these meetings. This group agreed on a 9 member Council with 2 representatives from the County, 3 representatives from the Westside cities and 4 representatives from the City of Los Angeles.

I understand that the Westside cities have already submitted the names of their nominees to your office. I would like to nominate Stephanie Negriff, Director of Transit Services for the Big Blue Bus, as one of the County nominees for the Westside Governance Council. Ms. Negriff's resume is attached.

We hope that the rest of the nominees will soon be named and confirmed by the MTA Board so the Westside Sector Council can begin meeting as soon as possible.

If you have any questions, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Zev Yaroslavsky".

ZEV YAROSLAVSKY
Supervisor, Third District

cc: Stephanie Negriff

Enclosure

ZY: sby

RESUME

Stephanie Griffin Negriff
3230 Provon Lane
Los Angeles, CA 90034
(310) 876-4004

C a r e e r O b j e c t i v e

My career objective is to combine leadership abilities with management and organizational skills to advance the development of the public transportation industry.

P r o f e s s i o n a l E x p e r i e n c e

Santa Monica's Big Blue Bus
Santa Monica, CA

September 1986 - Present

Interim Director of Transit Services – October 2001 to Present – This position leads the Big Blue Bus organization including all bus operations, customer service, financial, technology and construction management activities. It is currently responsible for a program of capital projects in excess of \$100 million, which consists of construction of an LNG/ CNG fueling station, operations facility campus expansion design and construction, downtown transit mall construction, transit vehicle replacements and expansion, and advanced transit technologies implementation. This position reports to the City of Santa Monica City Manager.

Assistant Director of Transit Services for Operations - July 2000 to October 2001 - This position leads the Big Blue Bus Transit Services and Maintenance Operating Divisions. In this role, I have overall responsibilities for implementing a customer-focused approach to on-street bus operations; dispatch and service scheduling; bus and fire department fleet maintenance, cleaning and repair; bus stop and facility maintenance; Big Blue Bus warehouse and procurement systems; employee and vehicle safety programs; and, investigations of accidents and employee injuries. This position reports to the Director of Transit Services.

Manager of Transit Development and Intergovernmental Relations - July 1996 to July 2000 - This position managed the planning, marketing, legislative, community outreach and government affairs functions of the Big Blue Bus. The position reported to the Director of Transit Services.

Senior Administrative Analyst - September 1986 to July 1996 - Under the supervision of the Director of Transportation, the position represented the Santa Monica Municipal Bus Lines before local, State and Federal government agencies and community organizations. The position was also responsible for short-range transit planning, which included program funding and policy analysis. In addition, the position monitored state and federal legislative and regulatory activities.

Capital Metropolitan Transportation Authority
Austin, Texas

April 1985 - January 1986

Assistant Director of Operations - Administration Reporting to the Director of Operations, the responsibilities of this position were to manage the administrative function of the Operations Department which included budget preparation and monitoring; contract management; and, coordination of administrative activities of the transportation, maintenance and planning divisions within the Department.

Executive Assistant This position reported to the Executive Director and was primarily responsible for providing staff support to the Capital Metro Board of Directors. The duties consisted of policy research and planning; coordination of information between policy makers and management staff; coordination and staff support for to the Capital Metro Community Advisory Committee; and, Board meeting coordination and agenda preparation. In addition, the position served as the Disadvantaged Business Enterprise Officer for Capital Metro. The position supervised one clerical employee.

City of Austin
Austin, TX

November 1982 - April 1985

Transportation Planner The position was responsible for transportation planning activities including review of zoning and development plans for consideration by the City Planning Commission and public transportation planning support in creating the Capital Metropolitan Transportation Authority. The position required substantial public contact and community interaction including public speaking engagements to business, neighborhood and civic organizations. Marketing skills were also utilized in the development of graphic, print and audio/visual informational materials. Organizational skills were also utilized to assist in the formation of Capital Metro's corporate structure.

East-West Gateway Coordinating Council
St. Louis, MO

August 1981 - November 1982

Transportation Analyst This position was responsible for the performance of short and long-range transit planning activities for a six county metropolitan planning organization. Specific functions of this job included data collection and analysis, utilization of travel demand forecasting models to support long-range service designs.

Central Oklahoma Transportation
and Parking Authority
Oklahoma City, OK

August 1978 - July 1981

Special Projects Coordinator As an assistant to the Executive Director, this position was assigned responsibilities for preparing and implementing organizational policies and procedures.

Director of Planning and Marketing At COTPA, this position combined previous transit planning duties with transit marketing activities including advertising, customer services and public information.

Senior Planner This position was responsible for supervising a three-person transit planning staff. Duties included grant administration, transit route planning and scheduling; transit system program administration and coordination with other government planning organizations.

Associate Planner This entry-level position was responsible for planning-related activities such as data collection, route planning and scheduling, service performance monitoring and reporting.

E d u c a t i o n a n d T r a i n i n g

California State University, Northridge
Bachelor of Science Degree, Accountancy

University of California, Los Angeles
UCLA Extension
Leadership and Human Relations Laboratory
Ojai, CA

Leadership APTA

Center for Creative Leadership
Leadership Development Program
San Diego, Ca

Northeastern University Center for Continuing Education
Seminar for Transit Managers
Cohasset, MA

Urban Mass Transportation Administration
Urban Transportation Planning Systems, 1983

Institute for Transit Management Seminar, 1980

R e f e r e n c e s

The Honorable Pam O'Connor, City Council Member
City of Santa Monica
906 9th St.#2
Santa Monica, CA 90403
(310) 458-2749

Mr. John B. Catoe, Jr., Chief Operating Officer
Los Angeles County Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA
(213) 922-6000

Mr. William W. Millar, President
American Public Transit Association
1201 New York Avenue, N.W.
Washington, DC 20005
(202) 898-4020

Mr. James Parker, Director of Transportation
Norwalk Transit
3315 Summertime Lane
Culver City, CA 90230
(310) 838-6771

Mr. Guy Heston, Vice President
Long Beach Transit
3300 East 2nd Street
Long Beach, CA 90803
(562) 591-8753



CITY HALL
LOS ANGELES, CALIFORNIA 90012

JAMES K. HAHN
MAYOR

October 21, 2003

NOV 20 2003
Office of the CEO

Mr. Roger Snoble
Chief Executive Officer
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

Dear Mr. Snoble:

On behalf of the City of Los Angeles, I am submitting to you the City's nominees to the MTA's Westside/Central Service Sector. They are as follows:

Mr. Pressley Burroughs and Ms. Ruby Sylvestre, residents of the City's Eighth Council District and active community members who have been following the developments of mass transit in the South Los Angeles area.

Mrs. Helen Johnson, a resident of the City's Ninth Council District who has an extensive background in public transit and has dealt with the MTA on a variety of issues.

Mr. Peter Capone-Newton, a resident of the City's Fourteenth Council District who is a regular patron of MTA bus and rail systems for work and leisure.

Each of the above nominees reside in the Service Sector area, and they are all involved in their local communities and follow transit deployment and development in their areas. I am confident that each of these nominees will offer valuable information and experience regarding transit planning. Thank you for your consideration.

Very truly yours,

JAMES K. HAHN
Mayor

JKH:tm



*Michelle**Joel*

**BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES**

500 WEST TEMPLE STREET, 866 KENNETH MAHN HALL OF ADMINISTRATION
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MEMBERS OF THE BOARD

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YVONNE BRATHWAITE BURKE

CHAIR OF THE BOARD
SUPERVISOR, SECOND DISTRICT

November 21, 2003

Mr. Roger Snoble
Chief Executive Officer
Metropolitan Transportation Authority
One Gateway Plaza
Los Angeles, CA 90012

Dear Mr. Snoble:

On behalf of the County of Los Angeles, Second Supervisorial District, I am submitting to you the name of Joyce Perkins as nominee to the MTA's Westside /Central Service Sector.

Ms. Perkins has an exhaustive resume of community involvement and was the Executive Director of the very successful LANI program. I am confident Ms. Perkins will be a valuable member of the Sector Council.

Thank you for your consideration in this matter.

Sincerely,

Yvonne Brathwaite Burke
YVONNE BRATHWAITE BURKE
Chair of the Board
Supervisor, Second District

YBB:MSB:jt3

2003 NOV
Office of the CCO

JOYCE M. PERKINS
5116 Veronica Street
Los Angeles, CA. 90008-1123
(323) 296-1755

SUMMARY

- X Proven leadership and community facilitation skills
- X Experience in program start-up, design and implementation
- X Experience applying laws and policies governing land use, zoning, environmental issues, community and regional transportation, business development, and historical preservation
- X Effective collaboration with elected officials, City departments and county agencies for development and delivery of community services
- X Expertise in planning and constructing transportation and neighborhood improvement projects
- X Expertise in developing community organizations, such as community development corporations (CDCs), and merchants associations
- X Ability to identify and utilize private, public, and non-profit resources
- X Expertise developing and negotiating contracts and agreements
- X Ability to create and manage budget and management reports
- X Effective communicator, and experienced public speaker with good writing skills

PROFESSIONAL EXPERIENCE

Los Angeles Neighborhood Initiative (LANI), Los Angeles: 1994 - Present

Co-founder and executive director of non profit, tax-exempt community development corporation which developed a nationally recognized, innovative model for planning and implementation of community-driven transportation and neighborhood revitalization projects. Sponsored by Mayor Richard Riordan, and currently operating in thirteen (17) Los Angeles communities, to date, LANI has constructed over thirteen million dollars (\$13,000,000) in catalytic revitalization projects, and leveraged an additional thirty-three million (\$33,000,000) in public, private and in-kind neighborhood improvements, and helped build community capacity with the development and support of sustaining organizations such as community development corporations, merchants associations and business improvement districts.

Real Estate Sales, Century 21 Horizon Properties, Culver City: 1990 - 1994

Managed multiple, multi-faceted real estate transactions. Successfully negotiated contracts and marketed properties through direct mail, newspaper advertising, trade publications and special events. Member, Culver City Board of Realtors.

Management Consultant, Child Care Consultant Service: 1985 - 1987

Consultant to program funded by United Way through the Charles Drew Post Graduate Medical School, to provide technical assistance to child care centers in South Central Los Angeles. Designed and implemented record keeping and time management systems.

Program Manager, Crystal Stairs, Los Angeles: 1980 - 1982

Implemented and managed Alternative Payment Program, a new federally funded entitlement program. Managed Child Care Referral Service, and chaired Child Care Resource and Referral Network, a regional network advocacy group.

LEADERSHIP AND COMMUNITY EXPERIENCE

Chairperson, Economic Development Council , Forty-eighth Assembly District Empowerment Congress: 2003 - Present

Appointed by Los Angeles City Councilman Mark Ridley-Thomas to newly formed council to review and advise on development projects throughout the Forty-eighth Assembly District.

Chairperson, Economic Development Council , Eighth District Empowerment Congress: 1998 - Present

Appointed by Los Angeles City Councilman Mark Ridley-Thomas to newly formed council to review and advise on development projects throughout the Eighth Council District.

**Member, Amtrak Diversity Advisory Committee,
Washington, D.C.: 1997 - 1998**

Appointed by former Amtrak president Tom Downs to committee composed of nationally recognized experts on employment matters relating to race, gender, disability, age, education and lifestyle. Assisted with selection of Senior Director of Diversity and revision of Strategic Plan for Diversity, including succession planning.

Vice Chair, City of Los Angeles Board of Zoning Appeals: 1993 - 1994

Appointed by Mayor Richard Riordan to hear appeals to decisions made by Zoning Administrators and other commissions granting discretionary entitlements for development projects and business uses. Applied knowledge of the Los Angeles Municipal Code, federal, state, and local environmental quality standards, and citywide land use and transportation policies. Evaluated written material and testimony, and rendered decisions on business and development issues.

Chairperson, Crenshaw Area Redevelopment Community Advisory Committee (CRA-CAC): 1991 - Present

First appointed then elected to this committee. Amended existing redevelopment plan, business and property owner participation rules, and design guidelines for the Crenshaw Redevelopment Area. Conduct community oversight of redevelopment projects.

Chairperson, West Adams Community Plan Advisory Committee: 1990 - Present

Directed community participation in plan revision process for geographic area covering parts of four (4) City Council Districts, and developed Specific Plan for Crenshaw corridor. Revised plan and developed a Specific Plan Ordinance@ adopted in 1998.

Member, Metropolitan Transit Authority (MTA) Citizen's Advisory Council: 1994 -1997

Appointed by Supervisor Yvonne Burke to regional council. Represented constituent interests in policies and operation of current transit systems, and development of future systems. Made recommendations on routes, fares, maintenance, safety, and modes of future transportation systems, to the MTA Board of Directors.

Member, City and County of Los Angeles Joint Transportation/Land Use Policy Implementation Advisory Committee: 1993 - 1994

Prepared recommendations to Los Angeles City Council and Los Angeles County Metropolitan Transportation Authority for entitlements and incentives for development around transit stations.

EDUCATION

Bachelor of Arts Degree in Social Welfare / Community Organization; San Francisco State University

PUBLICATIONS

"Red Flag Report", City and County of Los Angeles Joint Land Use-Transportation Policy (August, 1992).
"Los Angeles Neighborhood Initiative, a Model for Citizen-Driven Neighborhood Revitalization", Annual Summary Report, American Society of Landscape Architects (June 1996)

AWARDS & RECOGNITION

Named 1999 Outstanding Volunteer - City of Los Angeles, Council District Eight. **Certificates of Recognition** for service and achievements from Councilwoman Ruth Galanter, former State Senator Diane Watson, Congresswoman Maxine Waters, and Mayor Richard Riordan.