

# Parks & Recreation Commission Application

Submitted on 21 September 2024, 9:10pm  
Receipt number 74  
Related form version 10

## Personal Information

Name Vadim Axelrod

Cell Phone Number

[REDACTED]

Home Phone Number

[REDACTED]

Email Address

[REDACTED]

Are you a Palo Alto resident?

Yes

Address

[REDACTED]

City

[REDACTED]

Postal Code

[REDACTED]

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

Fair Political Practices

Yes

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

Yes

How did you learn about the vacancy on the Parks and Recreation Commission?

Email from the City

# Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

## Personal and Job Experience

Occupation

Startup founder

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

Youth sports coach (soccer, softball), AYSO certified  
Parks & Rec Commission, city of Rye Brook, NY (3 years)

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

San Carlos Economic Development Advisory Commission (2 years)  
PluggedIn volunteer (tech training for disadvantaged youth)  
Stanford Peninsula Alumni Board (10 years)

## Application Questions

1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the position?

I love the green spaces in Palo Alto and use them frequently, seeing the various activities there:

- \* Youth sports (organized and pickup)
- \* Adult sports (I'm active in Ultimate Frisbee)
- \* Children's playgrounds (3 kids)
- \* Dog use (I have a 7-year-old cockapoo)
- \* Bicycling (I ride most everywhere with kids)
- \* Nature exploration (avid hiker and birdwatcher)

I served on Parks & Rec in Rye Brook, NY and affected projects such as playground renewals, pickleball court introductions, DFIB installations and maintenance improvements.

I'd love to bring my experience from Parks & Rec, personal involvement and knowledge of Palo Alto having first moved here in 1991 to the city!

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.

Archived video meetings are available from the [Midpen Media Center](#).

Grass vs Artificial Turf mandates. I feel that there is need for both but the balance should be in favor of grass given the California climate and environmental impacts of turf.

3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?

I believe that Palo Alto has some excellent facilities and want to make sure there is safe and convenient access to them for pedestrians and bicycles (path and signage improvements, safe crossing, bike parking, etc.).

4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

[Parks, Trails, Natural Open Spaces, & Recreation Master Plan \(2017\)](#)  
Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element & Natural Environment Element Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)

In the past, I've read portions of the Bicycle Pedestrian Plan and the Cubberley Report.

[Youth Master Plan \(2003\)](#)  
[Cubberley Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

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If you'd like to provide any additional documents, please upload below.

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Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the [Boards and Commissions Handbook](#).

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Signature

Name of signatory: Vadim Axelrod



[Link to signature](#)

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Date Completed

09/21/2024

# Parks & Recreation Commission Application

Submitted on 20 September 2024, 8:32pm  
Receipt number 73  
Related form version 10

## Personal Information

Name Christopher Alan Brosnan

Cell Phone Number

[REDACTED]

Home Phone Number

[REDACTED]

Email Address

[REDACTED]

Are you a Palo Alto resident?

Yes

Address

[REDACTED]

City

[REDACTED]

Postal Code

[REDACTED]

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

Fair Political Practices

No

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Parks and Recreation Commission?

Email from the City

# Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

## Personal and Job Experience

Occupation

Driver

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

I was a CYSA soccer referee, mainly in Palo Alto, for over five years  
I have coached basketball at Gunn High School for ten seasons now  
I lifeguarded and taught swim lessons for the city for eight years

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

I've been volunteering at the Palo Alto Pollinator Garden for three years now  
I help maintain the native plant garden at Mitchell Park Library  
I serve on the landscape committee for the Greenhouse condominiums in Palo Alto

## Application Questions

1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the position?

I am an avid gardener and hiker. I have lived in Palo Alto for over 30 years. I know every park and trail in this amazing town. My knowledge and vigour for people and plants would be an incredible asset to the commission. I have a lot of experience working with youths.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.

Archived video meetings are available from the [Midpen Media Center](#).

Drawing pickleball lines at Fletcher Middle School is important to me because I live nearby and I love playing pickleball

3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?

Mitchell Park needs more trees. I know which trees to plant and where for maximum benefit

4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element](#) & [Natural Environment Element](#)  
[Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)  
[Youth Master Plan \(2003\)](#)  
[Cubberley Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

I do not have experience with these documents, but I am very good with computers and my reading comprehension is spectacular.

If you'd like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the [Boards and Commissions Handbook](#).

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**Signature**

Name of signatory: Chris Brosnan



[Link to signature](#)

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**Date Completed**

09/20/2024

# Parks & Recreation Commission Application

Submitted on 7 October 2024, 12:26am  
Receipt number 80  
Related form version 10

## Personal Information

Name Yu Deng

Cell Phone Number

Home Phone Number

Email Address

Are you a Palo Alto resident?

Yes

Address

City

Postal Code

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

**Fair Political Practices**

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

No

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Parks and Recreation Commission?

Community Group  
Email from the City

## Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

## Personal and Job Experience

Occupation

Investor Relations

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

Education:

1. Master of Science (MS), Economics, Finance, and Management University of Bristol 2007 – 2008
2. Bachelor of Business Administration (BBA), ACCA Shanghai Jiao Tong University 2002 – 2006
3. Certificate in Foods, Nutrition, and Health UW Professional & Continuing Education 2014 – 2015

Work Experience:

1. Investor Relations Director @ Ark7 Inc 2021 – Present Part-time role managing investor relations for a fractional real estate investment platform.
2. Owner and Lead Instructor @ FIT4MOM 2012 – 2018 Managed and led fitness classes, including pre- and post-natal workouts, promoting community health and wellness in Bellevue, Washington.

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

1. PTA President – Ohlone Elementary School 2024 – 2025 I currently serve as the PTA President at Ohlone Elementary School, leading efforts to foster strong school-community relations and coordinating activities that support both students and faculty. My role involves organizing events, managing committees, and serving as a key liaison between parents, staff, and the school administration.
2. Partnership Lead – 8by8 2021 – 2023 I have focused on civil rights and social action, building partnerships with organizations to advocate for social justice causes.
3. Parks and Community Services Board Member – City of Bellevue, WA 2016 – 2018 I collaborated with city officials to improve community parks and recreational services. I played a role in policy discussions, long-term planning, and community engagement, ensuring that public spaces met the needs of Bellevue residents.

## Application Questions

1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the position?

I am passionate about enhancing community well-being by creating vibrant public spaces where individuals and families can connect, be active, and enjoy nature. Serving on the Palo Alto Parks & Recreation Commission would allow me to contribute to the development of parks and programs that foster community engagement.

My experience as a Parks and Community Services Board Member in Bellevue, Washington has provided valuable insight into park planning and management, ensuring that spaces meet diverse community needs. As the PTA President at Ohlone Elementary School, I've developed strong leadership skills and successfully organized inclusive community events.

With my background in community service, leadership, and public engagement, I am eager to support initiatives that promote outdoor play,

youth programs, and wellness for Palo Alto. I believe my experience will allow me to make a meaningful contribution to the Parks & Recreation Commission.

**2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.**

Archived video meetings are available from the [Midpen Media Center](#).

A recent issue that came before the Palo Alto Parks & Recreation Commission, which is of particular interest to me, is the ongoing discussion regarding the lack of a city-owned indoor gym. This is a significant concern, as access to year-round indoor recreational facilities is essential for promoting physical activity, especially during colder months. Palo Alto residents are currently debating between two potential locations: Greer Park and the Cubberley Community Center.

I am particularly interested in this issue because it directly impacts the well-being of families and youth in our community. An indoor gym would provide opportunities for sports programs, fitness classes, and recreational activities that bring residents together. Both locations offer unique benefits—Greer Park has ample space, while Cubberley has existing infrastructure for community use. I am eager to see how the Commission balances these factors to determine the best solution for residents.

**3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?**

I'd like to focus on how Palo Alto's parks and recreational spaces can adapt to the state mandate to accommodate 6,000 new housing units, with 40% designated for low-income residents. This poses both challenges and opportunities to ensure that existing and new parks are accessible and equipped to serve a growing, diverse population. One key goal is to ensure that green spaces and recreational facilities expand with housing development, particularly in areas where density will increase. This includes identifying available land and collaborating with city planners, builders, and community members to incorporate parks and recreational amenities into housing plans. I would also advocate for innovative solutions, such as multi-use facilities, to maximize space in urban areas. By leveraging my experience in community engagement and public service, I would work to gather feedback from residents and stakeholders to ensure that parks continue to meet the evolving needs of our growing community.

**4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.**

[Parks, Trails, Natural Open Spaces, & Recreation Master Plan \(2017\)](#)  
Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element](#) & [Natural Environment Element](#) [Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)  
[Youth Master Plan \(2003\)](#)  
[Cubberley Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

The Parks, Trails, Natural Open Space, and Recreation Master Plan for Palo Alto outlines a vision for the city's parks and recreation system over the next 20 years. It focuses on community engagement, guiding principles, and goals to enhance existing facilities while addressing future needs. The plan includes policies, projects, and recommendations for capital improvements and prioritizes investments in recreation, programming, and environmental maintenance.

If you'd like to provide any additional documents, please upload below.

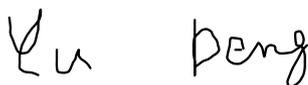
Please confirm that you have read the Boards and Commissions Handbook.

View the [Boards and Commissions Handbook](#).

Yes

Signature

Name of signatory: Yu Deng



[Link to signature](#)

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**Date Completed**

10/05/2024

# Parks & Recreation Commission Application

Submitted on 30 September 2024, 10:56pm  
Receipt number 78  
Related form version 10

## Personal Information

Name James Fox

Cell Phone Number

[REDACTED]

Home Phone Number

[REDACTED]

Email Address

[REDACTED]

Are you a Palo Alto resident?

Yes

Address

[REDACTED]

City

[REDACTED]

Postal Code

[REDACTED]

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

**Fair Political Practices**

No

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Parks and Recreation Commission?

Other: David Moss, past member of the Board, told me about it and suggested I apply.

## Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

## Personal and Job Experience

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Occupation

patent attorney

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

I am an attorney licensed to practice law in California, and before the US Patent and Trademark Office (graduate of Santa Clara University Law School). I work in-house at a Bay Area pharmaceutical company (Corcept Therapeutics).

I have a Ph.D. in Neuroscience from UCLA, and performed research at UCLA, UCSF, and at a local biotech company prior to going to law school and beginning to practice law.

I also worked at a scientific instrumentation company (providing instruments and software for biophysical research) prior to and during law school.

In my work, I have co-ordinated teams made up of people with different skills and functions to develop, manufacture, and sell new products; I believe that such experience working with teams on multi-year projects should be applicable to the work of the Parks & Recreation Commission as well.

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

I live, work, and play in Palo Alto.

I served on the Gunn Foundation Board (2006-2012, 3 years chair) - which provides college scholarships to Gunn High graduates with financial need.

I was a community member (2008 - 2009) for the accreditation of Gunn High by the Western Association of Schools and Colleges.

I participated (2018 - 2019) in community meetings (organized by Concordia Group) discussing plans for the Cubberly site.

As a member of the Housing Impact Team at my synagogue, I helped us obtain a permit so unhoused car-dwellers could park in our parking lot at night.

I am an avid tennis player. as a USTA player and team captain or co-captain, I was pleased to be able to reserve courts throughout the city for USTA matches.

I am a constant bike rider and bike commuter, and take advantage of Palo Alto's bike boulevards to work and to and from our many parks (including occasionally biking to the Arastradero Preserve or Foothills Park, as well as to Mitchell, Peers, and others).

## Application Questions

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1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the position?

I value participation in my community, and I enjoy the parks and recreational activities made available by the City. I believe that providing spaces and recreational activities enrich our community, and bring people together in positive ways - and I would like to help maintain and expand such services.

My experience as a user of our parks, open spaces, children's (e.g., Children's Theater) and recreational activities provides me with a "consumer" perspective regarding how this Commission's work is valued by the community.

My work experience has given me some familiarity with budgets, long-term planning (and how plans need to include room for change and delays), and working with disparate groups having different and sometimes competing interests. I believe that these and other skills

should be useful in the work of the Commission and helpful in performing the work of the Board.

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**2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.**

Archived video meetings are available from the [Midpen Media Center](#).

Most recently, the proposal to extend the Palo Alto Airport runway over the Duck Pond has garnered much attention; surprisingly, those who proposed it did not seem to know that the nature preserve was protected parkland, and would require a public vote to allow such an intrusion. I would like to help preserve our open spaces and land vital to the survival of native birds, animals, and plants.

I believe that maintaining and expanding our parkland, providing space for ad hoc public use (e.g., picnics, frisbee golf, birthday parties) as well as for organized recreational activities and sports, and providing green and open space for all to enjoy is very important for our city.

I am interested in the proper development of Cubberly; I support the work providing bathrooms to parks that do not yet have them; I support the upgrading of our children's play spaces for improved safety, access, and water conservation; I support our public gardens, and bikeways and pollinator pathways to our parks.

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**3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?**

I believe that we must reach a workable agreement with the School District and actually implement a plan for Cubberly to upgrade and refurbish the sports and recreational facilities - it is time to move forward there. I am interested in the plans to expand and upgrade the sports facility in the Baylands off Geng Road, while maintaining the integrity of the nature preserve and protecting wildlife there and in nearby Bixby Park, and protecting all of that from any detrimental work in the airport. I am interested in the additional land near Foothills Park and would be happy to develop some of it for recreational use (and to provide access to the present portions of the park) while preserving as much of its natural state as possible. As a camper at the Towle campground with our kids when they were small, I appreciate that use of Foothills Park and would support expansion of camping - possibly to the new area.

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**4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.**

[Parks, Trails, Natural Open Spaces, & Recreation Master Plan \(2017\)](#)  
Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element](#) & [Natural Environment Element](#) [Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)  
[Youth Master Plan \(2003\)](#)  
[Cubberly Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

I participated as a community member in the public meetings and discussions facilitated by Concordia that were the basis of the "Concordia Master Plan 2019"; I have reviewed the "Parks, Trails, Natural Open Spaced, & Recreational Master Plan (2017)"; I have reviewed the "Palo Alto Baylands Handbook" published by the League of Women Voters in 1975 (which I understand was quoted in the "Baylands Master Plan (2008)") which cites the 1965 Palo Alto initiative as requiring city land for parks and recreational facilities to be dedicated by ordinance, which would require a city referendum for the approval of any substantial building, construction, reconstruction, or development - which calls into question an extension of the airport runway over the Duck Pond - I believe the Parks & Recreation Commission has responsibility and should be involved in protecting our park and bay land from such encroachment.

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**If you'd like to provide any additional documents, please upload below.**

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**Please confirm that you have read the Boards and Commissions Handbook.**

View the [Boards and Commissions Handbook](#).

Yes

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**Signature**

Name of signatory: James Fox



[Link to signature](#)

Date Completed

09/30/2024

# Parks & Recreation Commission Application

Submitted on 15 September 2024, 6:35pm  
Receipt number 72  
Related form version 10

## Personal Information

Name Marc Schoenen

Cell Phone Number

[REDACTED]

Home Phone Number

Email Address

[REDACTED]

Are you a Palo Alto resident?

Yes

Address

[REDACTED]

City

[REDACTED]

Postal Code

[REDACTED]

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

**Fair Political Practices**

No

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Parks and Recreation Commission?

Email from the City

## Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

## Personal and Job Experience

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Occupation

Human Resources, General Motors

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

Master's of Business Administration - Harvard

Bachelor of Arts, Dual Major: Economics and Business Administration, Franklin & Marshall College

People's Playbook Podcast - Guest Interviewee - Subject "Setting Boundaries"

Carta - Interviewed as a contributor / rewards leader on the topic of location-based pay for remote workers in the post-Covid pandemic workplace environment

Member and Contributor - World at Work

Member - Conference Board - Compensation Council

Member - Conference Board - Executive Compensation Council

Member - HR Policy Association

(Work Experience) Former Director, Global Compensation - Google

(Work Experience) Former Sr. Director, Global Compensation - Uber

(Work Experience) Former Vice President, Total Rewards - Impossible Foods

(Work Experience) Current - Director, Compensation, General Motors

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Patron/Contributor/Performer - Western Ballet

Patron/Contributor - Palo Alto Children's Theatre

Patron/Contributor - Palo Alto Players

Patron/Contributor - iSing

Patron/Contributor - Palo Alto City Library

Coach - Palo Alto Little League (2011-2013)

Lector/Eucharistic Minister - St. Thomas Aquinas Church

Mentor - Harvard Business School - to multiple current students

Former Volunteer - GlassDoor - Homeless Shelter when we lived in London (2015-2019)

Contributor - Palo Alto Partners in Education

Contributor - Gunn Foundation

Patron/Contributor/Volunteer - Greenmeadow Swim Association

Patron/Contributor/Volunteer - Diabetes Youth Families (2019-present)

## Application Questions

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**1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the position?**

We first moved here in 2011; we have seen greatness across our community: The creation of Magical Bridge playground, the reopening of Mitchell Park Library with Ada's Cafe; there is much reason for optimism. After a gorgeous Summer filled with the Chili Cook-Off, concerts and movies in our parks, how can one not be excited about the splendor of Palo Alto's myriad recreational opportunities!

Concurrently, there are opportunities in advocating for access. COVID-19 upset all of society with disproportionate impact on vulnerable populations. Additionally, the growing cacophony on climate change obligates the commission to consider ways to support our community to thrive long-term. We are involved in local theater, sports, and frequent many small businesses that help Palo Alto thrive. In my day job, I have worked in Human Resources for 15+ years; my experience allows me to understand challenges in optimizing resources and promoting fairness, inclusion and equity across populations.

**2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.**

Archived video meetings are available from the [Midpen Media Center](#).

June's PRC heard a presentation on traffic gardens. This topic really hits home for me. Our older daughter was also a student at Gunn (now graduated - in college), who would frequently bike to and from school. It underscores the opportunities that our children face in "how" we provide rich experiences for them, even in something as mundane and routine as commuting to school. Additionally, it emphasizes the need to reconsider ways to provide experiential opportunities for Palo Alto's next generation of leaders. By listening and providing opportunities for the youth of Palo Alto to become more involved as citizen advocates, there is an amazing path for this recreational activity (biking!) to be promoted and shepherded in a community-inducing and safe manner. And not only to be implemented, but also to be maintained and to thrive, setting an example for other communities on bicycle safety, and integrating experience into a daily school commute.

**3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?**

Two areas I'm most passionate about are Bicycle / E-bike policy and access and the Parks long-term plan. On the former, I would help ensure there is a holistic and understood view on which areas bikes can access, and how they are inclusive and safe for bikers and other travelers alike. As e-bikes are more prevalent throughout our community, it is important that a balance is made to ensure access, while ensuring the safety and access of others who may want to enjoy the same trails, etc. as e-bikers. On the Parks long term plan, I would humbly come in with the understanding the Parks and Recreation commission has spent many years successfully developing and crafting a long-term plan. I would want to become even more familiar with such, and help ensure that milestones and success metrics are clearly defined and delivered upon, through reporting, transparency, and conversation with all of the relevant stakeholders. I am excited and humbled to be considered for this role.

**4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.**

[Parks, Trails, Natural Open Spaces, & Recreation Master Plan \(2017\)](#)  
Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element & Natural Environment Element Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)

My primary experience with the above is as a citizen and member of the community - whether as a parent (re: Youth Master Plan), a bicycle commuter (I bike to work, our two oldest children have biked to school), and a frequenter of events and sporting activities across Palo Alto's various parks. We are an "outside" family, so Parks and Recreation is a topic that is near and dear to our collective hearts.

[Youth Master Plan \(2003\)](#)  
[Cubberley Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

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If you'd like to provide any additional documents, please upload below.

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**Please confirm that you have read the Boards and Commissions Handbook.** Yes  
View the [Boards and Commissions Handbook](#).

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**Signature** Name of signatory: Marc R Schoenen



[Link to signature](#)

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**Date Completed** 09/15/2024

# Parks & Recreation Commission Application

Submitted on 6 October 2024, 5:24pm  
Receipt number 77  
Related form version 10

## Personal Information

Name Rebecca Shomair

Cell Phone Number

[REDACTED]

Home Phone Number

Email Address

[REDACTED]

Are you a Palo Alto resident?

Yes

Address

[REDACTED]

City

[REDACTED]

Postal Code

[REDACTED]

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are Commissioners or Board Members?

No

Are you available and committed to complete the term applied for?

Yes

Fair Political Practices

No

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

1. Engage in business with the City;
2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?

No

How did you learn about the vacancy on the Parks and Recreation Commission?

Community Group  
Email from the City

## Consent to Publish Personal Information on the City of Palo Alto Website

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Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

## Personal and Job Experience

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Occupation

Marketing and Communications

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Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

I have over 20 years of experience in high-tech marketing and communications. My expertise includes:

- Translating complex technical and policy topics into easily understandable content
- Public relations, social media, internal, crisis, and executive communications
- Developing and implementing communication programs aligned with corporate goals and regulatory requirements

Relevant work experience:

- Cisco (Current): Head of Communications for Outshift, Cisco's internal incubator focused on creating what's next and new for the company
- Dataiku (2021-2024): VP of Communications
- Hitachi Vantara (2017-2021): Various senior communications roles
- Pentaho (2010-2017): Led corporate communications, through acquisition by Hitachi

I hold a BA in Journalism with minor in Business from Indiana University Bloomington (our sister city), providing a strong foundation for work in policy communication and public affairs.

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Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Born and raised in a small Georgia town, I learned early that community involvement is a way of life. These values led me to Greenmeadow in Palo Alto, where I've found numerous ways to contribute. They say if you want something done, give it to a busy person - that's me!

My community involvement includes:

- Greenmeadow community (2017-present):
  - o Annual 4th of July Parade and swim team volunteer
  - o Lead organizer for holiday events (Halloween, winter celebrations)

- Oshman Family JCC Board Member (2018-present):
  - o Co-Chair of Board Alumni Group (current)
  - o Former Vice Chair of Executive Committee
  - o Former Chair of Early Childhood Education Committee
  - o Co-chair of annual benefit
  - o Co-chair of multiple OFJCC Chai Giving Circles

- Children's schools & activities:
  - o Regular volunteer for school events
  - o Palo Alto Soccer Club team parent

These experiences have deepened my understanding of Palo Alto's community needs and recreational facilities.

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## Application Questions

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1. Why are you interested in serving on the Parks & Recreation Commission and what experience would you bring to the

I recognize that the next few years are critical, especially with the Cubberley project, and I hope to play a significant role in moving it

position?

forward. My background in strategic communications could be valuable in engaging the community and translating complex plans into accessible information.

As a frequent user of Palo Alto's parks and a parent, I have a personal stake in their development. My experience in tech could bring fresh perspectives on using data to improve park management and user experience. I'm excited about the opportunity to help shape our recreational spaces, ensuring they meet the diverse needs of our community while navigating challenges and opportunities for innovation.

Palo Alto has truly become my home, and I'm committed to contributing in ways I know I can. I want to make it even better for all residents.

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**2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it.**

Archived video meetings are available from the [Midpen Media Center](#).

I've long been interested in the ongoing discussion about Cubberley Community Center, and recent developments make it even more exciting. I've followed this issue, from attending community planning meetings with Concordia years ago to the landmark agreement just announced between the city and school district.

This new deal, allowing the city to purchase 7 acres and redevelop the aging campus, is a significant step forward. The challenge now is developing a plan that balances preserving existing services with modernization and expansion, all while preparing for a crucial bond vote in November 2026.

I'm particularly interested in how we can transform Cubberley into a multi-use space that fosters community connections while addressing needs like updated recreational facilities and flexible spaces for evolving programs. The decisions made will have long-lasting impacts on our city's social fabric and quality of life.

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**3. If appointed, what specific goals would you like to see the Parks and Recreation Commission achieve, and how would you help in the process?**

If appointed, I would focus on three main goals with an approach that is both collaborative and community-focused.

1. Enhance community engagement: Leverage my communications expertise to increase awareness and participation in parks and recreation programs. I'd develop outreach strategies to ensure community members are informed and involved.
2. Explore AI opportunities: Utilize my tech background to investigate how AI could enhance our parks and recreation offerings. This could include AI-assisted program recommendations or improved data analysis for better decision-making, always ensuring alignment with city policies and privacy concerns.
3. Advance key projects: Prioritize moving forward on critical projects like Cubberley Community Center. I'd use my skills in facilitation, strategic communication, and policy development to help build consensus, navigate complex stakeholder landscapes, and maintain momentum on these important initiatives.

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**4. Parks and Recreation Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.**

[Parks, Trails, Natural Open Spaces, & Recreation Master Plan \(2017\)](#)  
Palo Alto Comprehensive Plan (2017): [Community Services and Facilities Element & Natural Environment Element](#) [Baylands Master Plan \(2008\)](#)  
[Park Dedication Ordinance \(Municipal Code\)](#)  
[Bicycle - Pedestrian Transportation Plan \(2012\)](#)  
[Youth Master Plan \(2003\)](#)  
[Cubberley Community Advisory Committee Report \(2013\)](#)  
[Concordia Master Plan \(2019\)](#)

To be upfront, I don't have direct experience with these specific documents. But as a communications professional who's tackled complex policies and technical content, I'm confident I can quickly become familiar with them.

Throughout my career, I've excelled at taking dense technical information and making it accessible to diverse audiences. What sets me apart is my expertise in breaking down complex docs into various engaging formats - think social media posts, videos, e-books, and more. A valuable skill in helping the community better understand and engage with parks and recreation policies and plans.

While I may not have hands-on experience with these exact documents, I'm an avid Palo Alto Weekly reader (home delivery subscriber) and have kept a close eye on park and recreation updates, opportunities, and issues. This has given me a solid grasp of how the work the Parks and Recreation Commission does and these documents impact our

community.

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If you'd like to provide any additional documents, please upload below.

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Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the [Boards and Commissions Handbook](#).

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Signature

Name of signatory: Rebecca Shomair



[Link to signature](#)

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Date Completed

10/06/2024