



NAPA VALLEY TRANSPORTATION AUTHORITY Board Agenda Letter

TO: NVRTA Board of Directors
FROM: Kate Miller, Executive Director
REPORT BY: Karrie Sanderlin, Program Manager – Administration and Human Resources
(707) 259-8633 / Email: ksanderlin@nvta.ca.gov
SUBJECT: Citizen Advisory Committee (CAC) Member Appointments

RECOMMENDATION

That the Napa Valley Transportation Authority (NVRTA) Board approve the re-appointment of member Aisha Nasir representing the City of American Canyon and approve the appointment of Alex Crown as representative of Napa County to the Citizen Advocacy Committee.

OTHER OPTIONS FOR CONSIDERATION

There are no other options presented for the Board's consideration.

COMMITTEE RECOMMENDATION

None

EXECUTIVE SUMMARY

On December 15, 2015 the NVRTA Board approved the formation of the Citizen Advisory Committee (CAC). The reappointment of Aisha Nasir and the appointment of Alex Crown will boost the CAC membership to thirteen (13). Aisha Nasir represents the City of American Canyon and is the current vice chair of the committee. The city council of American Canyon approved Aisha's renewal at their June 4, 2019 meeting. Alex Crown represents the County of Napa. Alex's approval is pending action by the Napa County Board of Supervisors at its July 9 meeting.

There are existing vacancies on the committee and NVRTA staff is actively recruiting to fill positions. These include members representing the City of St. Helena, the City of Calistoga, a Chamber of Commerce/Business member, an Agriculture member, a Member at-large, and an Active Transportation member.

PROCEDURAL REQUIREMENTS

1. Staff Report
2. Public Comments
3. Motion, Second, Discussion and Vote

FISCAL IMPACT

Is there a Fiscal Impact? No

STRATEGIC GOALS MET BY THIS PROPOSAL

- Goal 1 – Serve the transportation needs of the entire community regardless of age, income, or ability.
- Goal 2 – Improve system safety in order to support all modes and serve all users.
- Goal 3 – Use taxpayer dollars efficiently.
- Goal 4 – Support Napa County's economic vitality
- Goal 5 – Minimize the energy and other resources required to move people and goods
- Goal 6 – Prioritize the maintenance and rehabilitation of the existing system

CEQA REQUIREMENTS

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (California Environmental Quality Act (CEQA) Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The CAC was formed by NVRTA to replace a number of ad hoc committees that were convened to advise the NVRTA Board and NVRTA staff on specific modes, projects, and programs. The CAC was formed to ensure representation from all aspects of the communities in Napa Valley and to retain the expertise and institutional knowledge that was lost when committees convened for specific projects or purposes were disbanded.

The CAC by-laws approved by the NVRTA Board state that the committee structure and representation should strive to represent a diverse cross-section of the community including members of underrepresented groups in Napa Valley.

City/Town/County members will be appointed by their respective Councils or Board of Supervisors whichever is applicable before being approved by the NVRTA Board. If representation of a certain faction or jurisdiction cannot be filled after solicitation for that position the vacancy may be filled with a member at-large.

Ideally, members will serve two years. Terms are staggered to ensure continuity.

SUPPORTING DOCUMENTS

Attachments: (1) Aisha Nasir's Reappointment by the City Council of American Canyon
(2) Alex Crown Application

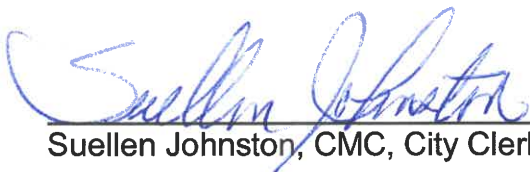


Office of the City Clerk

MINUTE ORDER NO. 2019-08

**A MINUTE ORDER OF THE CITY COUNCIL OF THE CITY OF AMERICAN CANYON
RE-APPOINTING AISHA NASIR TO THE NAPA VALLEY TRANSPORTATION
AUTHORITY'S CONSUMER ADVOCACY COMMITTEE**

At their Regular Meeting on June 4, 2019, the City Council unanimously voted to re-appoint Aisha Nasir to the Napa Valley Transportation Authority's Consumer Advocacy Committee for an additional two-year term expiring April 2021.



Suellen Johnston, CMC, City Clerk

ATTACHMENT 2
NVTA Agenda Item 11.3
July 17, 2019

Print

**Application for Appointment to Board, Commission, Committee, Task Force or Position -
Submission #886**

Date Submitted: 5/21/2019

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

Public Records Act

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

Form 700 Conflict of Interest Code

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

Application for Appointment to:

Napa Valley Transportation Authority (NVTA) Citizen Advisory Committee (CAC)

Name of Board, Commission, Committee, Task Force or Position.

Category of Membership for Which You Are Applying*

Citizen Advisory Committee (CAC) County of Napa bf

This information can be found on the news release announcing the opening. You may apply for more than one category if more than one position is open.

Personal Information

The following information is provided in confidence, but may be used by the Board of Supervisors when making the appointment, or be used by the Committee/Commission/Board/Task Force following appointment for purposes of communicating with the appointee.

Full Name*

Alexander Crown

Supervisorial District in Which You Reside*

2, Ryan Gregory

Home Address***City***

Napa

State*

CA

Zip*

94558

Phone***Email Address*****Work Address*****City***

Napa

State*

CA

Zip*

94558

Work Phone***Current Occupation***

Commercial Solar Project Developer

Within the last 12 months

Current License

Professional or occupational, date of issue, and expiration including status

Education/Experience

Resume

Resume - Alex Crown 4.1.19.pdf

Attach a resume containing this and any other information that would be helpful to the Board in evaluating your application.

Community Participation

Nature of activity and community location

Other County Board/Commission/Committee on Which You Serve/Have Served

Public Actions that may impact Credit Rating

List all court or other public administration actions impacting your credit rating within the past ten (10) years.

Provide names, addresses and phone numbers of 3 individuals who are familiar with your background.

Reference 1**Name***

Phone*

Address*

City*

Napa

State*

CA

Zip*

94558

.....

Reference 2

Name*

Danielle Schmitz

Phone*

Address*

City*

Napa

State*

CA

Zip*

94558

.....

Reference 3

Name*

Boyd Dennington

Phone*

Address*

City*

Napa

State*

CA

Zip*

94558

 Name and occupation of spouse within the last 12 months, if married.

For Conflict of Interest purposes

Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.*

Watching Napa grow over the past 19 years has allowed me to observe its evolution from a relatively sleep north bay town into the tourism behemoth it is today. Studying geographer and political science UCLA provides me with an academic background suitable to understand the unique transportation challenges facing our valley. As a resident of the valley and the occasional user of its public transportation system, I understand both its utility and factors that could dissuade individuals from using it. As a legal AirBnB host, I have discussed transportation related issues with hundreds of my guests.

I will be able to contribute the unique perspective of an elder millennial who has both utilized and relied upon Napa's local transportation systems. I will be able to make objective recommendations with the goal of increasing efficiency and providing a greater net benefit to the citizens who use our valley's transit system. As one who works in the alternative energy space, I am on the cutting edge of the electrification of transportation fleets and personal vehicles. This insight will allow me to help inform the NVTa on how the private sector is tackling carbon emissions and help set realistic expectations in achieving the NVTa's carbon and cost cutting goals.

Responded

☐ Yes

Completed

☐ Yes

I declare under penalty of perjury that the foregoing is true and correct.*

☒ Yes

☐ No
Electronic Signature Agreement

By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.

☒ I agree.

Electronic Signature

Date

Alexander Crown

5/21/2019

6:00 PM

Alexander Crown

Napa, CA 94558

Professional Experience

REC Solar Commercial Corporation, a subsidiary of Duke Energy Renewables

Project Development Manager, May 2016 – Current

- Established and managed cross functional team of 4-7 employees instrumental to in the success of a commercial scale solar PV project (C-Suite, engineering, operations, finance, marketing, project management)
- Develop, finance and execute solar PV projects, ranging in size from 300kW to 2+MW.
- Set and led regular client meetings with applicable stakeholders ranging from production managers & engineers to owners.
- “Selling Through Curiosity” at every juncture - Using the client/customer/end user’s words & needs to provide them with a customized or commoditized solution.
- Modeling of project economics, customer energy use & future energy needs.
- Ongoing pricing and contract negotiations within 7 figure contract values.
- Annual sales strategy development
- Quota carrying

H&A Financing and Services, St. Helena, CA

Account Manager, April 2014 – May 2016

- Management of Washington State in addition to geographies throughout California and Oregon.
- New Business Development: \$1.1+ million in new business annually (20 new leasing clients in FY 2015)
- Creation of unique and flexible financing solutions for wineries' barrel and equipment needs
- Extensive use of financial calculations and modeling including PV, NPV, IRR, PMT calculation, amortizations, and cost benefit analysis
- \$8 million + assets under management
- Expert in wine barrel financing and barrel utilization
- Quota carrying

Cornerstone Cellars, Yountville, CA

Director of Sales, October 2009 - April 2014

- Managed brands across two teams of wine brokers in CA totaling 15 individuals + 23 states and Canadian provinces
- Planned and executed the 2012 Mobile Strategy Conference for the Napa Valley Vintners
- Regularly lead sales members in regional sales efforts, presenting at meetings, tradeshow, and conferences
- Conducted business reviews with distributors and business partners
- Created a brand & product extension, successfully launched & sold in Florida
- Started with direct to consumer sales via our retail storefront in Yountville.

Hurley's Restaurant, Yountville, CA

Server September 2008- Jan 2009, March 2009 - March 2011

- Started social media program

Miller Brewing Company

International Brands Sales Intern June 2007 - September 2007

- Designed & conducted analytical research project on SNOW, the #1 global beer by volume at the time

Education

Master of Business Administration 2018, University of California, Davis

Finance and marketing focus

2018 IMPACT Fellowship: Project Lead. Developed marketing strategies for The Snell Memorial Foundation

Bachelor of Arts 2008, University of California, Los Angeles

Double Major: Political Science, Geography Minor: Human Complex Systems

Selling Through Curiosity Sales Training

Community Service & Personal Interests

Napa County Fire Department

Firefighter/EMT, Dry Creek Volunteer Station July 2009 - July 2011

- Nationally registered and certified EMT and trained firefighter
- Trained in hazmat response, vehicle extrication, structure and wildland firefighting

Arts Council Napa Valley – Volunteer, business analytics

UCLA Human Complex Society – founding board member, Academics & Research director

Avid cyclist, cross country runner, hen farmer, chef & lover of fine wine