

# #15

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Sunday, March 03, 2024 2:26:10 PM  
**Last Modified:** Sunday, March 03, 2024 2:40:56 PM  
**Time Spent:** 00:14:45  
**IP Address:** [REDACTED]

Page 1

### Q1

Full Name:

Gloria A. Fallon

### Q2

**Housing and Public Service Grants Committee**

Indicate the name of the Committee you are interested in serving on:

### Q3

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

I moved to Costa Mesa 4 years ago.

Coming to Costa Mesa our housing plans were upended due to COVID, complications with COVID, mental illness in my family , Ana's not realizing how complicated the housing market in Costa Mesa was and is. After a pending all of our savings and down payment for a home in the hotel and motels here and in Orange County we realized that even though living in Costa Mesa was our dream it wasn't happening as we expected. But that did not stop Costa Mesa from becoming our home.

The housing situation here is in crisis. Costa Mesa is our home and I have recently went into real estate to better develop an understanding on how to help Costa Mesans own their homes, protect their businesses and learn the levels of ownership and how to make best use of the land. With my experience of being unhoused and among the working under-employed, I now have education in Real Estate and Real Estate law through University of California Irvine. With education, experience, and a love and commitment to Costa Mesa; I have an understanding of the crisis nature and want to be a part of the best possible solutions as we continue to build a beautiful Costa Mesa. Thank you for your consideration.

### Q4

As a Committee member, what ideas or projects are of interest to you?

Housing developments, unhoused population assistance or even relocation, housing solutions, potential Fairview Developmental Center housing project. Real Estate in general.

#1

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Saturday, February 10, 2024 8:08:23 PM  
**Last Modified:** Saturday, February 10, 2024 8:50:58 PM  
**Time Spent:** 00:42:34  
**IP Address:** [REDACTED]

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Page 1

Q1

Full Name:

Syed Zia Hussain

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Q2

Indicate the name of the Committee you are interested in serving on:

**Animal Services Committee ,**  
**Active Transportation Committee,**  
**Finance and Pension Advisory Committee,**  
**Housing and Public Service Grants Committee ,**  
**Mobile Home Park Advisory Committee**

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Q3

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

I am a fresh graduate from Cal Poly Pomona State University undergraduate degree in Urban Planning. I have volunteered with Civic Well Climate Forum 2023, I am also serving at the Mobile Housing Committee City of Costa Mesa at this moment. I have conducted couple of research in Costa Mesa, CA voluntarily. I find Costa Mesa one of the best cities within Orange County and believe it has a lot potential to improve and imply sustainable solutions for future growth.

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Q4

As a Committee member, what ideas or projects are of interest to you?

I would like to serve as a Costa Mesa resident. I have been living here for 11 years. As a City of Costa Mesa Committee member, I would be able to play my part in finding better and sustainable solution to further improving the Costa Mesa.

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Q5

Optional Resume:

**URP-Full%20Resume.pdf (272.5KB)**

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# Syed Zia Hussain

Member of Mobile Housing Committee, City of Costa Mesa, CA. 2023.  
[Ziahussain2019@gmail.com](mailto:Ziahussain2019@gmail.com). Cell phone: 1-714-280-3730

## Education

<b>Cal Poly Pomona, California, CA.</b> Bachelors of Urban Planning. GPA 3.16	<b>Dec 2023</b>
<b>Orange Coast College. California, United States.</b> Associate degree in Architecture (Honors) GPA 3.36	<b>Dec 2019</b>
<b>Orange Coast College. California, United States.</b> Associate Degree (Honors) in Event Management GPA 3.36	<b>Dec 2016</b>

## Relevant Coursework

**CEQA 101** online Course (Gov. Office Planning and Research).  
**URP 4040 Place-making** – Study Florence-Graham city. In final research presentation proposed solutions to the S. Central Ave and E. 74 Street. Focus of the research was to make the site more safer, and children friendly because of the Wisdom Elementary School.  
**Advance Project Management** from Coastline Community College.

## Freelance Projects

**2023 –To-date**  
 Community Enrichment Program, Civic Well 2023 Adaptation Climate Forum – Support to recruit volunteers, Videography on “Impact of McBride Park Long Beach on Youth”  
[McBride Park Impacts on the Youth Community Long Beach, California. - YouTube](#)

## Work Experience

<b>Community Service Leader II</b> Work for R.O.C.K Program, it is after school program served by Recreation Department, City of Costa Mesa, CA. Require self-motivation and team-player abilities. Assist with program planning on field; maintain record of schedule and log-book of day to day duties and hours of work. Supervise check-in and check-outs, activities, fire drills, help with homework, artwork and games, and keep a health and safe environment.	<b>Jan '24 - update</b>
<b>Student Connect SoCal Community Outreach: SCAG Project</b> Engage public to fill out surveys, conduct street events, Research and suggest new locations for more survey	<b>May '23-June '23</b>
<b>Planning Aide Intern:</b> Cal Poly Pomona Facility Planning and Management, CA. Record keeping, cold calls, drawing figure grounds, site analysis, printout architectural drawing, keeping files, report writing, and administrative work.	<b>June '22-July '22</b>
<b>Administrative Intern</b> City of Tustin Department of Community Planning, Tustin, CA. Review variance, condition permits, and design reviews, Quality control and update code files. Customer service and attend phone calls. Review General Plan, zoning, subdivision, and environmental report review. Work as a team and individually.	<b>Oct '21- Feb '22</b>
<b>Recreation leader</b> <b>City of San Clemente, San Clemente.</b> Supervised Summer campus games and activity for children, manage inventory, customer service, games, and setups and breakdowns.	<b>June'20 –Oct'21</b>
<b>Event Planner Unpaid Intern</b> <b>American Family Housing, Tustin, CA</b> Outreach, promotion, and marketing for “Summer Festival for Homeless Veterans”. Sold out a stall and raise more than \$ 3,000 through bringing in vendors.	<b>June'15 –Dec'15</b>

**Awards and Recognitions:**

Research on Walkability, presented at OCC Symposium 2019 and 2020 and Cal Poly Pomona 2023.

Topic: *"Effects of New High-Density Residency on Walkability in Costa Mesa, CA"*.

Topic: *"How Mix-Use Land Contributes to Walkability in 19<sup>th</sup> Street, Costa Mesa, CA."* 2023.

**Administration Skill:** Comfortable working in, group and individual setting, research, excellent customer service skills, and marketing and sales experience, organizational skills, general clerical tasks, data managing, data entry, report writing, and event management.

#22

COMPLETE

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Thursday, March 07, 2024 10:11:57 PM  
**Time Spent:** 03:11:58  
**IP Address:** [REDACTED]

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Page 1

Q1

Full Name:

Ricardo Ramírez

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Q2

**Housing and Public Service Grants Committee**

Indicate the name of the Committee you are interested in serving on:

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Q3

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

Given the Housing and Public Services Grant Committee's mission of promoting understanding of key housing-related opportunities, I believe that my expertise in communications and my deep commitment to equal opportunity makes me a strong candidate for an appointment.

I have worked in the advocacy and campaign communications field for more than 17 years. As part of my work, I've designed and implemented strategies to disseminate messages on issues that improve the lives of everyday people. Along the way, I have worked on communications for organizations including President Obama's reelection campaign and civil rights coalitions led by formerly incarcerated people fighting for the right to vote. This experience has given me the ability to identify communications goals from broader projects, as well as a keen sense for segmenting audiences and formulating tactics to reach them. If appointed to the Housing and Public Services Grant Committee, my professional experience would add value to the committee.

I also believe that it's important to regularly probe whether communications practices are grounded in the values and realities of the communities that entities such as the committee intend to serve. In my work as a communications professional, I've trained hundreds of advocates and community members, from members of the judiciary to immigrants fighting for their rights, on how to formulate their own communications strategies and use spokesperson tactics in order to further the causes they work on. Ultimately, when impacted people are involved, the work becomes stronger, and the same goes for the work of the committee.

Lastly, I am interested in joining the committee because I deeply believe in its mission. While my family and I are lucky to live in Costa Mesa, too many of our neighbors feel the enormous pressure of a difficult housing market. The committee's work is an important component of a broader network of solutions to bring more opportunities and relief for Costa Mesans. It would be deeply meaningful for me to be a part of this work and I hope you'll consider my application.

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**Q4**

As a Committee member, what ideas or projects are of interest to you?

I would like to promote the following:

Strong execution. I would like to do my part in strengthening the essentials of the committee's work in promoting community understanding of the community development process and activities funded by the U.S. Housing and Urban Development Department (HUD), and the Community Development Block Grant (CDBG)

Promoting inclusivity. I'd like to promote that organizations and individuals are increasingly aware of the key HUD-funded priorities with local impacts regardless of their background, language, or communities they serve.

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**Q5**

Optional Resume:

**CM%20RR%20Resume.pdf (112.1KB)**

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**Q6**

Contact Information: Note: This contact information will not be posted on the City's website or distributed to the public. However, this information is still subject to release pursuant to the California Public Records Act.

Name:	<b>Ricardo Ramírez</b>
Address:	██████████
City/Town:	██████████
ZIP/Postal Code:	██████
Email Address:	████████████████████
Phone (cell):	██████████

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**Q7**

Signature Required:

**By checking this box and typing my name below, I am electronically signing my application.**

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**Q8**

Full Name:

Ricardo Ramírez

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# Ricardo Ramírez

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## PERSONAL PROFILE

Seasoned communications consultant with political and advocacy background.

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## AREAS OF EXPERTISE

- Media Relations
- Managing a communications team
- Strategic Planning
- Cross-team Collaboration
- Messaging
- Crisis Communications
- Spokesperson training
- Writing communications materials: Op-eds, messaging documents, press releases, toolkits

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## WORK EXPERIENCE

### Founder & Principal | Forward Shift Strategies

February 2020 – Present

- Lead communications strategies, crisis communications, writing, and strategic planning for diverse array of clients in racial justice, democracy, and other progressive issues

### Managing Director, Democracy | ReThink Media

September 2018 – January 2020

- Led team of five communicators supporting democracy advocates across the country, from national to grassroots levels, with communications strategies, capacity building efforts, coalition management, rapid response and media relations
- Devised strategies for productive, poll-tested winning messages to take among the democracy sector
- Designed and executed trainings and webinars on voting rights messaging and communications skills such as building communications plans, serving as spokespersons, and writing op-eds, training approximately 800 people in total
- Directed team planning exercises, liaised democracy team's strategy with other parts of the organization

### Deputy Communications Director | Advancement Project, National Office

October 2015 – September 2018

- Led aggressive communications strategy and rapid response for highly active civil rights and racial justice programs including voting rights and immigrant justice
- Devised communications strategy for programs in partnership with communications team and program staff
- Coordinated and led communications for sensitive state-level voting rights litigation
- Fostered a culture where program staff better understood value of strategic communications, the role of the communications team, and how to integrate team into strategy early and productively
- Supported grassroots groups throughout the country with communications strategy, trainings, and coaching
- Continuously placed articles and mentions on high-level media outlets including The Washington Post, The New York Times, La Opinión/Impremedia, Huffington Post, The Intercept, MSNBC, local media outlets, and Univision, Telemundo, Estrella TV, and more
- Directed crisis communications, implementing proactive plans, staff trainings, and monitoring media outlets
- Gained exposure for organization by proactively seeking speaking roles and panels for program staff
- Advised senior leadership on communications strategy and prepared principals for media appearances
- Oversaw digital media strategy, including launch of two websites, organizing vendor search, contractual and budgetary needs, and internal structure for site rebuilding process

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## **WORK EXPERIENCE (CONT'D.)**

### **Press Secretary | Center for Popular Democracy**

January 2015 – October 2015

- Worked as a single-staff communications office, leading communications strategy and implementation for eight grassroots campaigns on racial equity, education, environmental and economic justice
- Directed crisis- and day-to-day communications, achieving regular coverage on numerous major news outlets including MSNBC, The New York Times, The Washington Post, Univision, and many others

### **Press Secretary for Immigration Campaign | Center for Community Change**

January 2013 – October 2014

- Served as on-the-record spokesperson for immigration campaign at Center for Community Change (CCC) during effort to win comprehensive immigration reform following the 2012 presidential election
- Advised leadership on media strategies while delivering steady national coverage for CCC's immigration campaign on outlets including The Washington Post, The New York Times, CNN, The Wall Street Journal, NBC, Univision, Telemundo and MSNBC
- Wrote press releases, talking points, op-eds, oversaw translation; managed paid media

### **Florida Deputy Press Secretary | Obama for America**

April 2012 – November 2012

- Served as the on-the-record spokesperson and lead media strategist for the Obama campaign in Central Florida, which included some of the campaign's most crucial media markets in the country.
- Developed and leveraged relationships with reporters
- Planned and executed daily press events amplifying President Obama's vision for Florida while exploiting national and local weaknesses of rival campaign
- Served as main press contact and directed media access for campaign rallies with President Obama, then-Vice President Biden, First Lady Michelle Obama, and President Clinton
- Organized press events for cabinet officials visiting eastern Central Florida on their personal time
- Increased awareness of President Obama's vision within Florida's crucial Latino voter electorate by including Latino media outreach at every level of broader strategic planning and execution
- Handled influx of reporters from national media outlets visiting or inquiring about Central Florida for campaign stories, including The Associated Press, Los Angeles Times, Bloomberg, National Journal, The Washington Post, Newsweek/The Daily Beast, and The Boston Globe
- Worked with local reporters to strategically place stories with Pres. Obama's message on broadcast, online, and print outlets, while working to avoid negative coverage
- Led planning and execution of events rebutting Mitt Romney and Paul Ryan visits to Central Florida
- Wrote media advisories, press releases, talking points, speeches, scripts, and op-eds

### **Southwest Press Secretary & National Press Secretary for Latino Media | Democratic National Committee**

May 2009 – April 2012

- Served as on-the-record spokesperson for the Democratic National Committee (DNC)
- Coordinated messaging and communications strategy in nine states and for Latino media outlets nationwide, supporting President Obama's first-term legislative battles, the 2010 midterms elections, and the 2012 Republican primary
- Oversaw planning and execution of media events for DNC and state Democratic parties drawing contrast between Republican presidential primary candidates and President Obama's accomplishments and vision
- Advised DNC leadership on Latino media strategy for midterm elections and President Obama's reelection

### **Deputy Press Secretary for Latino Media | Senate Majority Leader Harry Reid**

April 2007 – June 2008

- Helped craft and implement communication strategy for U.S. Latino media and international Spanish-language media on behalf of the late Sen. Harry Reid and the Senate Democratic Caucus
- Briefed foreign policy staff on developments of interest in Latin America

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## **OTHER SKILLS & EXPERIENCE**

- Fully bilingual: Native Spanish speaker with the ability to write, and edit in Spanish
- Have written and published op-eds in Spanish.
- Seasoned spokesperson
- Strong grasp of French language
- Intermediate graphic designer

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## **EDUCATION**

- Texas Tech University: B.A. and M.A. in French & Francophone Literature, 2001 – 2006
- Syracuse University: Earned 30 of 36 credit hours required for M.A. in Magazine, Newspaper & Online Journalism before taking leave of absence to accept DNC position, 2008 – 2009

# #26

**COMPLETE**

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**Last Modified:** Tuesday, March 12, 2024 8:03:27 AM  
**Time Spent:** 00:03:48  
**IP Address:** [REDACTED]

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Page 1

**Q1**

Full Name:

Arthur Alderete

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**Q2**

Indicate the name of the Committee you are interested in serving on:

**Active Transportation Committee,  
Housing and Public Service Grants Committee**

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**Q3**

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

Contribute to Public Safety and Housing Options

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**Q4**

As a Committee member, what ideas or projects are of interest to you?

Contribute to Public Safety and Housing Options

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**Q5**

**Respondent skipped this question**

Optional Resume:

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#9

COMPLETE

**Collector:** Web Link 1 (Web Link)  
**Started:** Tuesday, February 20, 2024 7:29:10 PM  
**Last Modified:** Tuesday, February 20, 2024 7:41:17 PM  
**Time Spent:** 00:12:07  
**IP Address:** [REDACTED]

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Page 1

**Q1**

Full Name:

paul lancaster

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**Q2**

Indicate the name of the Committee you are interested in serving on:

**Animal Services Committee ,  
Active Transportation Committee,  
Housing and Public Service Grants Committee ,  
Mobile Home Park Advisory Committee**

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**Q3**

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

Housing and public service grants committee is my interest. With previous contracting experience I can apply here I think the technical aspects are well served. I live in councilman Chavez's district. As one of few homeowners on my block, Weelo Drive, I can provide valuable feedback from other residents who are often ignored in simple things like permit parking which is only accessible to owners. As a bilingual resident, I find that my neighbors are often ignored. Its not fair and I can help.

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**Q4**

As a Committee member, what ideas or projects are of interest to you?

The bike lane, the master plan redevelopment of my district. Adjusting the city's master plan. Opening a street vendor location and offering case workers to navigate the permit process with the county and to allocate funds for doing so. It shouldn't be the fairgrounds. Fairview developmental is also interesting.

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**Q5**

**Respondent skipped this question**

Optional Resume:

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# #21

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
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**Last Modified:** Thursday, March 07, 2024 1:26:20 PM  
**Time Spent:** 00:39:34  
**IP Address:** [REDACTED]

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Page 1

## Q1

Full Name:

Michael Tou

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## Q2

**Housing and Public Service Grants Committee**

Indicate the name of the Committee you are interested in serving on:

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## Q3

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

Thank you for the opportunity to reapply as a member of the Housing and Public Service Grants Committee. I have served one-term on the committee representing Council District 4 in Westside Costa Mesa. It has been a wonderful opportunity to be part of the process recommending to the City Council our annual Community Development Block Grant (CDBG) public service grant awards to nonprofit organizations addressing housing, homelessness and economic development needs for vulnerable populations in our community.

I believe my service on the committee, as well as my professional experience in federal and state government and health care leadership lends to the committee's mission in helping distribute CDBG funding and promoting accountability and key outcomes for the services delivered by grantees in our community.

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**Q4**

As a Committee member, what ideas or projects are of interest to you?

Expand outreach and engagement in helping identify housing, economic development and public service needs, as well grant solicitations from local and regional CBOs to address those key needs.

Ensure accountability through key metrics and outcomes for each grantee, as well as identifying opportunities for the city to profile programs, services and beneficiaries.

Inform the community and residents about CDBG funding, particularly those who could benefit from the programs and services provided by grantee

**Q5**

Respondent skipped this question

Optional Resume:

**Q6**

Contact Information: Note: This contact information will not be posted on the City's website or distributed to the public. However, this information is still subject to release pursuant to the California Public Records Act.

Name:	Michael Tou
Address:	[REDACTED]
City/Town:	[REDACTED]
ZIP/Postal Code:	[REDACTED]
Email Address:	[REDACTED]
Phone (cell):	[REDACTED]

**Q7**

By checking this box and typing my name below, I am electronically signing my application.

Signature Required:

**Q8**

Full Name:

Michael Tou

# #13

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, March 01, 2024 9:23:43 AM  
**Last Modified:** Friday, March 01, 2024 9:46:22 AM  
**Time Spent:** 00:22:38  
**IP Address:** [REDACTED]

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Page 1

## Q1

Full Name:

Kathryn Grant

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## Q2

Indicate the name of the Committee you are interested in serving on:

**Finance and Pension Advisory Committee,  
Housing and Public Service Grants Committee**

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## Q3

Indicate why you wish to serve on this Committee. Provide any experience or qualifications you may possess that you think would be beneficial to this Committee. A resume (optional) may be attached.

I am interested in 2 committees. I love all things finance because I am a high school math teacher. I am interested in making sure our city stays on budget and is fair to its employees regarding pension. The housing and public service committee interests me because I have remodeled and custom built 2 homes of my own in Costa Mesa and gone through all the planning/permitting and construction process. I also want to help our city with housing issues and help solve any problems we have.

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## Q4

As a Committee member, what ideas or projects are of interest to you?

- Building/expanding housing in our city meanwhile ensuring our current homeowners & citizens have little negative impact .  
-Keeping finances in order and preventing debt  
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## Q5

**Respondent skipped this question**

Optional Resume:

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