
From: noreply@civicplus.com
Sent: Wednesday, March 15, 2017 10:49 PM
To: Sheri Hartz; Tom F. McGurk; Lorraine Leong; Marcy Greenhut
Subject: Online Form Submittal: Board / Committee / Commission Application

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Board / Committee / Commission Application

Name:* Evan Lovett-Harris
Gender Male
Select the Board, Commission, or Committee you are applying for:* [Bicycle/Pedestrian Advisory Committee V]
I am currently a member of the above committee, and am seeking reappointment.* Yes No
Which committee position are you applying for?* [Community Member V]

RESIDENCY / EMPLOYMENT INFORMATION

Home Address:* [REDACTED]
Preferred Phone Number* [REDACTED]
Place of Employment Xtracycle
Business Address: [REDACTED]
Business Phone Number: [REDACTED]
Occupation:* Director of Operations, Xtracycle
Email Address:* [REDACTED]
Length of Residency in City:* 3 years.
Length of Working in City:

EDUCATION / EXTRACURRICULAR INTERESTS

High School:
College: Oberlin College
Trade or Business School:
Other interests: Hiking, Biking

ADVISORY BODY EXPERIENCE / INFORMATION

Are you currently serving on other Boards, Commissions, or Committees?* Yes No
Have you served on a Board, Commission, or Committee before?* Yes No
City of Emeryville (past/current) advisory boards: N/A
Board, Commission, and/or Committee N/A
Memberships (past/current) outside of Emeryville :
Please list organization memberships and positions held: Student Senator - Oberlin College Board Member - Oberlin Student Cooperative Association Leadership Team - Cycles of Change
Relevant Work / Volunteer Experience Just after high school my true education began on a beautiful day in San Francisco. I met up with a diverse group of seventeen other people of various nationalities, genders and life perspectives. Together we would set off on a bicycle journey to Washington D.C. while meeting up to volunteer with grassroots

organizations along the way. I remember being excited by the challenge of biking so far, and didn't really give a second thought to what proved to be the biggest learning experiences of all -- making decisions using consensus and meeting people in small towns and big cities. This deep dive into consensus-based decision making taught me how to balance my needs with those of the group, how to advocate for the most important issues, and how to work outside of meetings to build a coalition and truly get things done. I work well as a member of a team and know both how to collaborate with others to work for the most important wins. There's a vulnerability and openness inherent to riding bikes to faraway places that makes it an especially delightful way to travel and is particularly easy to meet people. And meet people I did. Prior to the trip, many strangers would likely have described me as shy. But the experience of sharing stories and experiences with people along the way changed me for good. I came away from the trip open and always ready for a good conversation with someone I didn't know. In short, this experience changed my outlook and experience of life. I'm committed to sharing the joys of active transportation with others and have worked to make walking and biking more accessible in various capacities since that bike ride long long ago. Here are a few specific examples of ways that I've worked to create opportunities for people to appreciate the places they live.

- Director of Operations Xtracycle 2014 – Present Oakland, CA
- Build organizational systems to grow this bicycle company that focuses on practical and fun cargo bikes great for carrying children and other stuff.
- Membership and Database Manager Greenbelt Alliance 2011 – 2013 Location: San Francisco
- Initiated email fundraising letters, which brought in \$10,000's of additional revenues and new members.
- Launched and recruited a Climate Ride team of 12 riders who fundraised \$40,000+.
- Developed the seed idea for a tool to engage residents in effecting community change and found volunteer computer programmers to develop a first iteration.
- Guided design, production, and execution of fundraising letters and organizational newsletters.
- Lead the organization's first-ever bicycle outings in 2012 and successfully brought in new members.
- Trained staff to use the Salesforce database and developed protocols to improve knowledge sharing.
- Queried database to segment audiences for fundraising emails, did A/B testing, and analyzed results.

Director of Community Outreach Changing Gears Bike Shop Dates Employed: 2008 – 2011 Location: Alameda, CA

- Supervised and coordinated a diverse set of volunteers who refurbished bikes, solicited bicycle donations, built bicycle racks, developed and maintained a website and created a marketing plan.
- Trained formerly homeless staff

members to provide exceptional customer service to supporters. • Sold refurbished bicycles to people of all incomes and backgrounds. • Developed and implemented an online marketing plan to attract people from all over the Bay Area. • Built and grew customer and volunteer database from zero to over 1500 members. • Organized events to build supporter base such as the 3rd Anniversary Party, co-sponsored by Yelp. • Initiated the first family ride program for formerly homeless residents at Alameda Point Collaborative. • Designed marketing materials and wrote press releases. • Applied for and received a Google AdWords Grant that is worth up to \$120,000 a year in advertising. • Cultivated relationship with the Angora Ridge Foundation, which is now a regular supporter. • Grew sales revenues 700% over tenure. Leadership Team Member Cycles of Change Dates Employed: 2008 – 2010 Location: Oakland • Contributed to strategic planning of collectively-run non-profit. • Recruited Cycles of Change's first board of directors. Program Co-Director Cycles of Change Dates Employed: 2007 – 2008 Locations: Berkeley and Oakland • Founded Willard Middle School Bike Club and co-directed clubs at King and Roosevelt Middle Schools. • Connected predominantly low-income middle school students with opportunities for natural and cultural explorations on after-school bicycle-based rides.

Why are you interested in serving on this Board, Commission, Committee?*

Quite simply, I want to make the City of Emeryville an even more delightful place to live, work and play. Finding ways to encourage more people to walk or bike are two keys to making this city more delightful. People walking or biking are more likely to encounter serendipity, like running into a long lost friend, smelling the jasmine blowing in the wind or finding a locally owned business that's "hidden" on a street that most people in cars don't go down. On a practical level, I'm interested in serving on this committee because I like to ride a bike and I like to walk. A lot. I once walked for 24 hours straight and ended up walking from Union City BART to San Francisco. On a daily basis I enjoy biking and walking around our neighborhood with my 2 1/2 year old daughter. I want to ensure that our streets are safe for people of all ages who walk or bike.

"Planning Commission Applicants Only" A short (300 words or less) statement discussing your ideas and attitudes about planning in Emeryville. Please consider issues such as traffic, industrial and commercial development density, affordable housing, maintaining community diversity and jobs/housing balance.

* indicates required fields.