

Board / Committee / Commission Application

Please complete the online form below.

Personal Information

Select the Board, Commission, or Committee applying for:*

Emeryville Transportation Management Association ▼

I am currently a member of the above committee, and am seeking reappointment.

☐

Name:*

Robert (Bobby) Lee

Sex:*

☒

Male

☐

Female

Applying as resident, employed in Emeryville, business representative, or special interest group representative?

☒

Resident

☐

Business Representative

☐

Employed in Emeryville

☐

Special Interest Group Representative

If Special Interest Group Representative was checked please specify.

Home Address:*

[REDACTED]

Preferred Phone Number*

[REDACTED]

Place of Employment

Self-Employed

Business Address:

Business Phone Number:

Occupation:*

Video Producer / Freelance Journalist

Email Address:

[REDACTED]

Residency Information

Length of Residency in City:*

6 Years

Length of Working in City:

Education and Hobbies

High School:

Monte Vista High School, Danville, CA

College:

University of San Francisco, BSBA Finance (2007)

Trade or Business School:

Syracuse University, MS New Media Management (2013)

Hobbies:

Aviation/Travel, Writing

Organization Membership 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

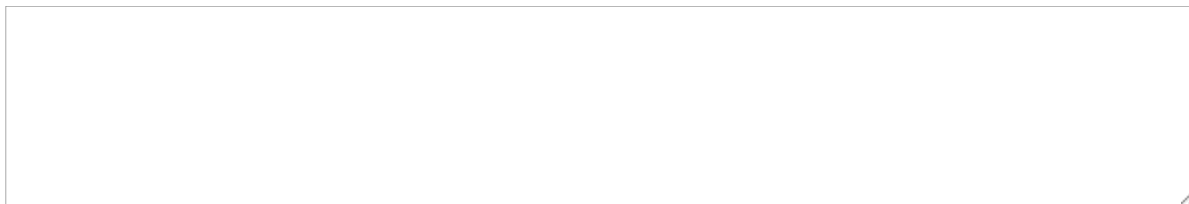
City of Emeryville (past/current) advisory boards:

N/A

Board, Commission, and/or Committee Memberships (past/current) outside of Emeryville :

	Board Member - Univ. of San Francisco Alumni Board of Directors (Current)
Please list organization memberships and positions held:	Board Member - Univ. of San Francisco Alumni Board of Directors (Current) Member - Asian American Journalist Association
Relevant Work / Volunteer Experience	Reporter, E'ville Eye (News Blog) (2015-Current) Freelance Journalist - Various Publications (2009-Current) Host / Creator - 2 Minute Finance (Personal Finance Video Blog) (2008-Current) Social Media Manager - Cibo Studios on behalf of Union Bank (2012) Assoc. Financial Analyst & General Accountant - Symantec (2007-2010)
Why are you interested in serving on this Board, Commission, Committee?	<p>Issues involving public transportation and urban planning have always been of personal interest. Most recently, it has led me to become an outspoken advocate for better public transportation planning and smarter traffic management, through the use of cutting-edge technology and design.</p> <p>I have taken my message multiple times to the Emeryville City Council and Planning Commission during public comment, participated in transit planning workshops across the county, and engaged with transportation planners and engineers across multiple agencies in Alameda, Contra Costa, and San Francisco Counties. Furthermore, I was a major contributor to the community-led effort to keep and improve the AC Transit Transbay service through North Oakland and Emeryville. I have also written about transportation issues extensively on Emeryville's main news blog, the E'ville Eye.</p> <p>When I saw that the operator of one of the most successful last-mile shuttles in the nation was looking for a residential member to join the Board of Directors, I quickly realized that I could contribute my knowledge of transportation issues in a positive way. As a rider and contributor to the PBID, I also see it as my duty to ensure that the ETMA is being fiscally responsible as well as meeting the service needs of a growing residential population.</p> <p>I personally believe that the Emery Go Round can and should expand service. However, I also believe that the service itself is facing some real challenges. As an Emeryville resident, I hope to shift the perspective of the service from a commuter shuttle to a community shuttle that can be more collaboratively managed between residents, business, and commercial interests.</p> <p>The EGR is an asset to every person in Emeryville, rider or not. I hope my involvement with the EMTA board and the Emery Go Round will help to shape the service into a more reliable and attractive alternative to car travel, day or night. The EGR service that ETMA provides should be a service that every person in Emeryville is invested in and feels proud of.</p>
"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.