

Tyshar Turner

From: [REDACTED]
Sent: Sunday, April 20, 2014 10:57 PM
To: CityClerk
Subject: Patricia E Chavez - Districting Commission Application Form



APPLICATION FOR MEMBERSHIP ON DISTRICTING COMMISSION

Prefix: Mrs.
Name: Patricia E Chavez
Address: [REDACTED]
Primary Phone: [REDACTED]
Secondary Phone:
Email: [REDACTED]

Are you registered to vote in Chula Vista?:

Yes

Do you live within the City limits of Chula Vista?:

Yes

How many years have you lived in Chula Vista?:

15

Employer: self

Occupation: communication consultant

Education: Bachelor of Arts in Journalism /Minor in Speech Communications - SDSU '93

8. Are you currently serving on any board or commission for the City or any other governmental agency?:

No

9. Have you previously served on any board or commission for the City or any other governmental agency?:

Yes

If yes, which one(s) and for what period of time?:

Resource Conservation 2005

10. Please list any local, civic or community groups you have been involved with:

Yes

If yes, please list them:

United Way of San Diego Policy Committee, SDSU Community Relations Committee, Hispanas Organized for Political Equity, Chula Vista Police Department Community Action Committee, SDGE Community Action Committee, Kiwanis of Chula Vista, Las Primeras, CYT,

11. Please describe any foreign language fluency you may have:

Spanish

12. Please describe any relevant knowledge or abilities you can bring to the Districting Commission that you believe would help the Commission carry out its responsibilities?

I have more than 20 years of experience in marketing and public outreach in public, private and non-profit sectors. I'm a resourceful leader skilled in organizing and executing high profile, public awareness and causing marketing programs to drive behavior change within communities and government agencies. As a former Councilmember, as the former Community Relations Director for South Bay Community Services and as a current Communication Consultant, I have worked intimately with the various communities of the City of Chula Vista enhancing services and advocating on issues from education to domestic violence to environment.

13. Please describe any experience you have with public communications or public outreach in the City?

I have worked intimately with various organizations in Chula Vista for several years in various capacities including: volunteer, consultant and employee of a local social service agency. Of the many projects to share, include - 2007 outreach campaign for free programs that were being under utilized in the City of Chula Vista. As a consultant, I strategized a campaign to increase awareness and participation in programs by designing, developing, and producing a wide range of media materials, creating, pitching and placing op-eds and press releases, conducting focus groups with targeted, low income and ethnically diverse audiences. I also focused on creating trust and knowledge of the program through grassroots efforts. This included key personal meetings and presentations to civic, community and business leaders throughout Chula Vista as well as visual presence at community events. By generating local support, I was able to leverage outreach and create more trust about the program in the community. As a result, the programs were found to be more credible in the public eye, awareness increased dramatically, and participation in its programs rose to unprecedented levels. The communication strategies also created sustainable measures, adding to the program's outreach success for the next four years. I have worked on many additional outreach and communication projects that focus specifically with the communities of Chula Vista on various issues and with various organizations and businesses including South Bay Community Services, San Diego County Office of Education, First 5 San Diego, MAAC, Port of San Diego, San Diego County Health and Human Services and Chula Vista Promise Neighborhood.

14. Please describe any experience you have had serving in a role in which you had to exercise impartiality:

I often serve as facilitator for meetings or as a lead facilitator on community forums where I invite a wide range of community members, advocates and leaders to discuss various issues often on often sensitive topics. As a facilitator, I must remain impartial in order to run a productive meeting; to help participants discuss constructively a number of complex and potentially controversial issues; and use techniques to improve the flow of information.

15. Please describe any other relevant experience you have that is not described above:

Whether as a former appointed Councilmember or in my role as Community Relations Director for South Bay Community Services or as consultant for local organization or even as a volunteer and member of service organizations such as CVPD CAC, CYT or Kiwanis - it has been vital to understand the rich diversity and complexities of the City of Chula Vista. We're are more than 50 square miles and while we are one City - our communities have various needs and personalities. And while our neighborhoods are different, we aren't separate but impact each other. We are a big city with a small town culture. It would be an extreme honor to serve on this commission and I feel that my professional experience in addition to my understanding of our various communities can provide value on this new course for our City.

16. Are you an elected City official, or a member of the City Charter Review Commission?:

No

17. Are you a relative by blood or marriage within the second degree, or a domestic partner, of an elected City official?:

No

18. Have you, at any time within the last four years served as an elected City official?:

No

19. Are you a current employee of the City or a current employee of any organization representing any employee bargaining unit for employees of the City?:

No

20. Have you, at any time within the last four, worked as a lobbyist?:

No

21. Are you currently an officer in any local political party organization, including, but not limited to, officers of a political party county central committee?:

No

22. Have you, within the last four years, served as a paid campaign worker or paid campaign or political consultant for an elected City official?:

No

I understand that to be considered, I must submit a resume and one letter of reference along with this application:

Yes

Applicant Name:

Patricia E Chavez

Today's date:

04/20/2014

Gender:

Female

Race:

Hispanic

Ethnicity:

Hispanic Origin

Patricia E. Chavez



Career Statement

More than 20 years of experience in marketing and public outreach in public, private and non-profit sectors. Resourceful leader skilled in organizing and executing high profile, public awareness and causing marketing programs to drive behavior change within communities and government agencies. Skilled in developing increase donor involvement, effective messaging, brand imaging and media promotion.

Experience

Patricia E. Chavez & Associates (January 2010 – present)

CEO/President

A communications firm dedicated to community outreach, capacity building, public relations, internal messaging, storytelling, message strategy and facilitation and social marketing. Project management and implementation.

Clients include:

South Bay Community Services; San Diego County Office of Education Early Education Programs and Services; First 5 San Diego; Barrio Logan College Institute; Christian Youth Theater Inc.; San Diego County Vector Control; County of San Diego Housing Matters, Southern California Gas Company; Port of San Diego; Southern California Association of Governments (SCAG); Imperial County Transportation Commission (ICTC); CALTRANS and the City of Calexico

South Bay Community Services (July 2007 – January 2010)

Community Relations Director

Responsible for overall agency communications including strategy and execution of all outreach projects to strengthen and increase awareness of agency; program goals and participation; volunteer participation and retention; donation and fundraising needs. Strengthening of relationships with large community supporters through effective communication, efficient organizational skills and follow through. Managed community outreach, multimedia communications, publication management, crisis management, advertisement, graphic design and agency branding. Responsible for design or art direction of all branded marketing and program collateral including folder brochures, program pamphlets, presentation folders, banners, signage, print ads, media and websites. Developed and implemented new website design and new branded collateral and scripted agency videos. Managed high visibility annual fundraising gala, resulting in increased revenues, sponsorships and media coverage.

Patricia E. Chavez & Associates (Dec. 2005 – July 2007)

Owner/President

Organized and created brand imaging and outreach for First 5 San Diego and South Bay Community Services early prevention programs. Executed successful marketing campaign that increased enrollment 250% in first six months of campaign. Designed and coordinated radio spots, print and outdoor collateral, grassroots outreach. In addition, continued partnership with AdEase Advertising Agency on public policy outreach, marketing and public relations strategies and various copywriting needs.

Chula Vista City Council, Seat 1 (Dec. 2005 - Dec. 2006)

Appointed unanimously by Mayor and City Council of Chula Vista to fill a vacant position for one year. Among the various responsibilities, tasks and legislative overviews, Patricia served as a resource to the residents of Chula Vista, working to ensure they received quality services; and helping them to solve problems. Patricia worked closely with city engineers to move forward on a "safe streets plan" that addressed traffic calming needs on our busy streets, in neighborhoods and around schools. She worked to foster safe and walkable communities and encouraged leaders, schools, businesses and developers to work together to

Patricia E Chavez resume

ensure that new growth and redevelopment improve the economy, environment, and the needs of existing communities. Patricia served on the Safety Commission and the Redevelopment Corporation.

AdEase (Aug. 2001 - 2006)

Public Relations Consultant

Strategized, planned, coordinated and executed effective public relations campaigns for various clients including AdEase, Aubergine Grill, and Del Mar Heritage.

Synectic Technologies, A Lucent Technologies Business Partner (June 1999 - Feb. 2001)

Regional Manger – San Diego and Orange County

Led a successful Southern California team that provided customized communication systems for medium to small businesses. Patricia specialized in small business communications with focus on Latino Businesses in South San Diego County.

The Society of Hispanic Professional Engineers "SHPE" (Jan. 1994 – January 2000)

SHPE National Newsletter: Designed and produced quarterly national newsletter with 2,500 membership distribution nationwide. *SHPE Magazine*: Contributing Writer

Solar Turbines, A Caterpillar Company, San Diego CA (Nov. 1993 - July 1995)

Editor and writer of annual international employee publication. Created, designed and wrote biannual retirement and anniversary newsletter with international distribution. Designed and wrote monthly national newsletter providing information on benefits and compensation. Staff writer for monthly publication with international distribution.

California Department of Transportation, San Diego, CA (June - Nov. 1993)

Prepared news releases, media advisories and daily agency newsletter. Organized and implemented Caltrans special events. Updated fact sheets on highway projects for distribution to the general public and media.

Organizations and Affiliations

San Diego Metropolitan Magazine's prestigious "40 under 40" Award
United Way of San Diego Policy Committee
Barrio Logan College Institute – Board Member
San Diego State University Los Aztecas Community Relations Committee
Hispanas Organized for Political Equity – Member and Leadership Graduate 2010
Chula Vista Police Department Community Action Committee
SDG&E Community Action Committee - Member
National Hispanic Environmental Council - volunteer
Kiwanis of Chula Vista – Board Member
Las Primeras - Member
San Diego County Hispanic Chamber of Commerce – Board Member 2007 - 2009
California Hispanic Chamber of Commerce – Legislative Chair 2007 - 2008
Delta Zeta Sorority - Gamma Omicron (Vice-President 1992, Philanthropy Chair 1991)

Language: Fluent in Spanish

Education

San Diego State University; Bachelor of Arts in Liberal Arts and Science 1993
Major: Journalism (emphasis in Public Relations)

References Available Upon Request

April 20, 2014

To Charter Review Commission Members:

It is my privilege to recommend Patricia Chavez for consideration of appointment to the City of Chula Vista's Redistricting Commission. Ms. Chavez is a proven community leader. She was appointed to serve the remaining term for former City Council Member Patty Davis.

After leaving office, Ms. Chavez and I created a community blog titled, "Politically Active Politics Free." The blog's mission was to take local policy issues and break them down to how they relate to the day-to-day lives of residents. At its highest point, the blog attracted 400 unique users a month.

Ms. Chavez possesses a clear understanding of local policy issues, processes, governance, and would have little learning curve if appointed to the commission.

Ms. Chavez also has an incredibly deep knowledge of the diversity and uniqueness of the many communities that make up our wonderful city. She has spent the last eight years working with South Bay Community Services on programs serving the neediest individuals and families in the community. In addition, she has volunteered as the South County Area Coordinator for Christian Youth Theater (CYT). CYT has the involvement of hundreds of families from East Chula Vista and performs in the theater at Mater Dei.

Ms. Chavez' respect for the needs, cultural, and passions of every neighborhood will make her an incredible asset to the commission as it embarks on drawing districts that reflect the uniqueness of our community. In closing, I hope the Charter Review Commission will consider appointing Patricia Chavez to serve on the City of Chula Vista's Charter Review Commission.

Respectfully,
Zaneta Salde Encarnacion (e-signature)
Zaneta Salde Encarnacion
Chula Vista Resident