



Please explain why you want to be appointed to the City Council:

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Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:

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Please list any community organizations to which you belong or have belonged:

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Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:

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I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary disclosure with the City of San Leandro pursuant to the Political Reform Act.

Signature \_\_\_\_\_ Date 2/23/2026

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

## City Council District 2 Appointment Application

James Aguilar  
February 23, 2026

### **APPLICATION QUESTIONS**

**Employer:** San Lorenzo Unified School District

**Address:** 15110 Usher St., San Lorenzo, CA 94580

**Position:** High School Social Science Teacher, High School Activities Director

**Dates of Employment:** August 2022-Present

### **Responsibilities**

As a high school social science teacher— as a high school teacher, I hold the responsibility for advancing the academic, social-emotional, behavioral, and personal growth of all students. Teachers provide high-quality instruction aligned with California state standards, foster inclusive and equitable learning environments, and partner with families and colleagues to ensure every student is prepared for college, career, and civic life.

As a high school Activities Director— one of my main roles is to teach the Associated Students Leadership class and within that program coordinate the student activities on campus (i.e., all-school rallies, dances, community service, other events in student life and culture) and supervise student finance in accordance with state law and school district financial regulations, and works beside school-site administration in school site operations.

### **Please describe your education, training, and/or any special certifications:**

I have been up and down the California university system, proudly as a graduate of the California State University, and started my career in education at the University of California.

### **Undergraduate and Graduate Education**

- Bachelor of Arts, Political Science, San Francisco State University
- Coursework in teacher education, University of California, Berkeley
- Master of Education (MEd), National University

### **Training**

- California School Boards Association, Masters in Governance (MIG)
- California School Boards Association, Annual Education Conference (AEC)
- California Association of Directors of Activities, Annual State Convention (CADA)

### **Special Certifications**

- Certified Tour Guide/Director, District of Columbia (TGL40000733)
- California Secondary Teaching Credential, Social Science (Cred. ID 250140781)

### **Please explain why you want to be appointed to the City Council.**

I moved to San Leandro with my family 13 years ago. We moved to San Leandro with the promise of starting new, and that we did. I credit the love and the comfort of San Leandro as being the reason for becoming who I am today; I have a deep love and appreciation for the

people, for the culture, for what makes San Leandro - San Leandro. I want to serve on the San Leandro City Council as someone who has a unique aptitude for authentic, principled, and joyful leadership, as someone who has the proven experience to build bridges and connect people together in San Leandro. Our community deserves new-age leaders, officials who represent them actively and not passively. I want to have a hands-on role in pressing upon the issues that face all San Leandro residents, and strengthen our community partnerships. I will work tirelessly to ensure the Council becomes strong leaders in governance as a team first and foremost, and works to build a community-centered approach to issues in public safety, housing and homeless, and economic development. My experience as a two term School Board Member, School Board President, and working up and down local and state nonprofit organizations in public education advocacy has adequately prepared me to step into the role of City Councilmember.

I understand the task at hand. It's critical to incorporate all neighborhoods and all residents in the impending tough conversations with regard to the city budget, among other issues. It will take more than just sticking to my Council district, it will take partnering with Council colleagues in listening sessions and better understanding their constituents' priorities. A fantastic quote I live by is "Tell me and I forget, teach me and I may remember; involve me and I will understand." I will listen, I am willing to be taught, and I will engage myself in the events/interests of constituents across the city and especially District 2.

**Please list any previous City of San Leandro Board, Commission, or Committee on which you've served:**

Other than advocacy efforts, public comment, and partnership with Councilmembers as a School Board Member, I have not held positions specific to the City of San Leandro; please see response to community organizations. I have prided myself for continually networking with and interfacing with Council on key issues related to San Leandro's youth. As a School Board Member, I interfaced with the City Council annually in the joint School Board/City Council meeting.

**Please list any community organizations to which you belong or have belonged:**

I have been very active in nonprofit organizations locally and throughout the State of California, focused on public education and civic advocacy and public service.

- San Leandro Unified School District, Board of Trustees (2018-2025)
  - Board President (2022)
  - Board Vice President (2021)
  - Board Clerk (2020)
- Eden Area Regional Occupational Program, Board of Trustees (2021-2025)
  - Board President (2022, 2024-2025)
  - Board Vice President (2021)
- San Lorenzo Education Association (CTA/NEA) (2022-Present)
  - Secretary (2025-Present)
  - Political Action Committee Chair (2022-Present)
- California School Boards Association, Delegate Assemblymember (2019-2021)
- California School Boards Association, Board of Directors (2021-2023)

- Vice Chair, Audit Committee (2021-2023)
- Member, Legislative Committee (2021-2022)
- San Leandro 2050, Director and Steering Committee Member (2020-2023)
- Associated Students at San Francisco State University (2019-2022)
  - Environmental Justice and Policy Coordinator (2019-2020)
  - Director of Government and Community Relations (2020-2021)
  - Executive Vice President (2021-2022)
- San Francisco State University Foundation, Director (2020-2022)

**Please provide any additional information you wish which covers your qualifications, interests or training related to this appointment:**

*Experience in the Community*

I have involved myself in San Leandro since my family and I moved here over 13 years ago. I started by attending City Council meetings and seeking opportunities to uplift youth voice, and ultimately helping then Mayor Pauline Cutter create a Youth City Council program to promote civic engagement among the city's younger population. I moved from speaking at Council meetings, to then running for School Board after I graduated high school. From there, I sat on the Board for one and a half term, for over six and a half years, even serving as Board President and San Leandro's representative in the California School Boards Association Delegate Assembly and Eden Area Regional Occupational Program. In my years, I have also worked with/beside organizations such as San Leandro 2050 to promote environmental equity in San Leandro.

I have spent much of my career thus far in education, yet I have also worked extensively in local and state government. In most of my roles in the educational-nonprofit world, I have worked to push boards and governance teams to include more than just themselves in the conversation – students being paramount to those conversations. I have also had significant work as I worked beside the San Lorenzo Unified School District to create the role of Student Board Member, of which I then occupied. I have worked with the San Francisco State Foundation as its first student-age Director to bridge the gap between investment interests and student needs. I worked with San Leandro 2050 to bring San Leandro Unified School District and its students into conversations on environmental equity. Moreover, I have dedicated much of my career to legislative advocacy, and have worked within Sacramento and Washington, D.C. in my role on the School Board and with the California School Boards Association, meeting with both sides of the aisle to collaborate on solutions to the national public education financial, and literacy crisis.

*Passions and Drive*

My passion for public education, in addition to a deeply seeded passion for public service is evident. My passion and drive for teaching and education, my purpose, started over five years ago at UC Berkeley – from there I became a social science teacher at San Lorenzo High School and have since taught every subject in Social Science and more. Public service is nothing new in my family; my grandfather served during the Vietnam era in the United States Army, and my parents served as union organizers (UFCW Local 5, Safeway #805) – notably during the Safeway wage and benefits strikes in 1999. Education and public service is who I am, and I strive to live through the public service values of my family.

### Drive for Success on the Council

The single most critical role that the City Council plays is **governance**. You just have to learn to put individual interests aside and work as a team for the betterment of others. The purpose of a City Council is to govern and make the best decisions for and beside San Leandro residents, period. To govern is to inform yourself, to ask questions, to collaborate, to work authentically beside each other. As someone who has had significant experience in corporate and public board governance, I will push the City Council to move its dynamic from combative to collaborative. When we move our dynamic, you will start to see a much needed shift. The thing is, too, that our staff is a part of this – when we effectively govern within, we simultaneously work to rebuild relationships and our essential partnership with city staff who ultimately execute our direction.

### Approach to Issues and Council Priorities

**Homelessness:** An issue I'm particularly passionate about is homelessness. I have unhoused family, and have seen the struggle and experience up close. Homelessness is a challenge experienced across the Bay Area, across the nation. It's an issue exacerbated by tremendous wealth inequality, but can be addressed head on through the partnership of local, regional, county, and state partners. I am continually supportive of the city's current plans and maintaining our Navigation Center and explore other solutions for what is needed in our community. As a Councilmember, it will be my job to better understand the scope of the issue through the data, and work beside staff to identify which supports exist, and what's needed as far as the acquisition of funds goes – grants being my strength area and priority.

**Public Safety:** Another issue I'm passionate about is public safety. The first thing we can and need to do is rebuild trust in the Council, and re-engage constituents in the conversation around making San Leandro a safer community. There are many areas we need to tackle in the issue of creating a safer community, but it starts with our existing capacities and organizations. We need to work directly with the San Leandro Police Department in increasing needed capacity while maintaining competitive wages and benefits, and uplift a shift in a department that should center community-based safety initiatives. We also have community partners in the nonprofit sector looking to support efforts in pedestrian and infrastructural safety, and much more. Finally, we need to invest in community communication – ensuring that all residents have access to pertinent information including alerts and ability to contact law enforcement for any number of reasons, or other arms of immediate response.

**Economic Vitality:** In a time where we are facing the need to make hard decisions on the city budget, our community partners are the glue that holds the whole thing together. San Leandro should absolutely seek to attract new businesses via incentives and opportunities for collaboration with the city. Specifically, we should prioritize seeking to support and uplift nonprofits with the sole purpose of supporting our city's public schools and public school students (our city is weaker without strong support for and from public schools – they are our heartbeat), local businesses who receive legitimate supports from their city to grow, and the exponentially emerging technology industry – looking to those same startups and businesses that make Silicon Valley run and bringing them to our backyard.

**The Budget:** I am grateful to have had a range of experience in finance; I have had the opportunity to provide direction on budgets and endowments ranging from \$10m to \$300m,

and the opportunity to work closely with auditors/audits. In those experiences, I have also been on the deciding end of budget cuts and conversations around revenue generation. With this being said, as someone who has studied the city budget, I understand very well the structural deficit we are facing as a city and what kind of decisions we need to make in the coming months in the lead up to FY2027, and the long-term solutions we need to discuss adjacent to the conversation. I'm looking forward to being a part of that conversation, and providing some unique ways of navigating the conversation and asking the questions that need to be asked. This will take a collaborative approach with Council colleagues, as well as a strong hand-in-hand partnership with city staff.

### *My Vision for San Leandro*

San Leandro has so much potent potential, as evidenced by market feasibility studies and by our rich culture. Our residents and children are what make this city the best place to live. My vision for San Leandro is that in the next 3-5 years, it's a place known throughout the Bay Area as *the* place to live, work, and learn. It starts with a Council focused on governance, authentic collaboration; then, we invest in strengthening the structure of our city staff who support us every step of the way – staffing across departments, incorporating the voice of our Commissioners. I envision a Bayfair made accessible to new business, following current Council priorities, and the entire east-end of the city revitalized through affordable housing, public spaces, and accessibility near BART, San Leandro FLEX Shuttle stops, and AC Transit lines.

### *Approach to Criticism*

How do you grow if you don't take criticism? I believe in growth through feedback; criticism is not only part of the job, it's welcomed in my book. Hands down, you need a thick skin serving in elected/appointed politics, but at the core of any role in the government, always assuming best intent, hearing and taking criticism is what allows me to better understand where my focus needs to be and how I need to adjust/changed based on my constituents' wants and needs.

### *My Strategies for Engagement*

The focus of civic engagement and participation in San Leandro needs to hone in on equity – meeting our community where they're at. Some of our residents do not readily have access to their elected officials, nor do they feel a sense of comfort or trust to make that first interaction.

The key to promoting civic engagement and participation include the following:

- Accessibility – constituents should have ready access information, and the ability to understand said information. For myself, budgets and city documents seem daunting, and one of my jobs is to grow an understanding of that information, and disseminate.
- Authenticity – I am who I am. I want my constituents to feel as though I am presenting my whole authentic self, instead of a manufactured politician.
- Presence – presence is critical, where I feel it is important for the community to see Councilmembers out in public and at events, gatherings.
- Start from the youngest – the City Council can do a lot to authentically partner with San Leandro Unified School District, and an untapped pool of constituents: students!



# APPLICATION

## For Appointment to Fill Vacancy SAN LEANDRO CITY COUNCIL, DISTRICT 2



This application will be forwarded to the City Council for consideration to fill the vacancy in District 2, term ending December 31, 2026.

For Official Use		
Resident of San Leandro	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
District 2 Residency Met	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Registered Voter	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

Please type or print

Name	<u>Bulatao</u>	<u>Robert</u>	<u>A</u>
	<i>Last</i>	<i>First</i>	<i>Middle Initial</i>
Home Address	<u>[REDACTED]</u>	<u>San Leandro</u>	<u>94577</u>
	<i>Address</i>	<i>City</i>	<i>Zip</i>
Primary Phone	<u>[REDACTED]</u>	Alternate Phone ( )	(optional)
Email	<u>[REDACTED]</u>		
Birthdate (for voter registration verification purposes only)	<u>[REDACTED]</u>		

How long have you lived at your present address in San Leandro? One month

### Current Employment Information

Employer Generation Music & Arts Academy

Address 676 Bockman Rd STE F

Position Executive Director Dates of Employment 01/2025 - Present

Responsibilities Manage staff and volunteers, promote the organization, create programs, apply for grants, teach students, acquire donations, build partnerships with other organizations, and ensure the longterm survival of the organization.

### Questionnaire

(A separate sheet may be attached)

Please describe your education, training, and/or any special certifications:

I participated in the 2024 cohort of the Boards and Commissions Leadership Institute (BCLI) through Urban Habitat. The program prepares community members to serve effectively on public boards and commissions by providing training in governance, public policy, ethics, and civic leadership.

I also completed the 2025 Blaze the Trail leadership cohort through the Catch Fire Movement. The program focuses on strengthening community leadership, civic engagement, and

Please explain why you want to be appointed to the City Council:

I want to be appointed to the City Council to continue advocating for the needs of our  
community and to ensure that all residents feel represented in local government. I am especially  
committed to uplifting the voices of AAPI residents, renters, people living on Social Security,  
single parents and co-parents, families facing racism, and low-income households. I want to  
serve as an advocate and ally for those communities on the council and work to ensure their

Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:

SLUSD LCAP Committee

Please list any community organizations to which you belong or have belonged:

Gatorville Parent Teacher Organization, San Leandro Lions Club, John Muir Middle School's  
Falcon Family Organization, Big Tent, Friends of the Filipino Community PAC, Malaya  
Movement, Bay Area for Bernie, East Bay DSA, East Bay Stonewall, Working Families Party

Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:

One of my key qualifications is my willingness to take action to improve representation in our  
city. Through my California Voting Rights Act (CVRA) challenge, the city will be voting on  
whether to adopt district-based elections. Moving to district elections would lower the time and

I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary disclosure documents as required under the Political Reform Act.

Signature



Date 03/07/2026

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

**Please describe your education, training, and/or any special certifications:**

I participated in the 2024 cohort of the *Boards and Commissions Leadership Institute (BCLI)* through Urban Habitat. The program prepares community members to serve effectively on public boards and commissions by providing training in governance, public policy, ethics, and civic leadership.

I also completed the 2025 *Blaze the Trail* leadership cohort through the Catch Fire Movement. The program focuses on strengthening community leadership, civic engagement, and organizing for positive social change.

These experiences deepened my understanding of governance beyond my earlier community activism and helped me better understand how boards, commissions, and public institutions operate to serve the community.

**Why do you want to be appointed to the City Council**

I want to be appointed to the City Council to continue advocating for the needs of our community and to ensure that all residents feel represented in local government. I am especially committed to uplifting the voices of AAPI residents, renters, people living on Social Security, single parents and co-parents, families facing racism, and low-income households. I want to serve as an advocate and ally for these communities on the council and work to ensure their concerns are heard and meaningfully addressed.

I believe that those who are closest to the challenges in our community are often closest to the solutions, and I want to bring those perspectives into the decision-making process. I have already worked to advocate for families in this city, including efforts to address traffic congestion and safety issues impacting students and families at Garfield Elementary, where my children attended school. I helped parents voice their concerns when many did not know where to go or how to raise these issues with local agencies. I also helped lead community advocacy that contributed to the rerouting of AC Transit Line 35 away from the school to improve safety and traffic conditions for students and families.

If appointed, I would work to strengthen public trust and transparency in local government. One policy I would like to explore is lowering campaign contribution limits to \$500 per entity, down from the current \$5,500 cap, to reduce the influence of large donations. If our city transitions to district-based elections, the cost of campaigning would likely decrease because candidates would focus on smaller districts rather than campaigning across the entire city. This could make a \$500 contribution limit more feasible while also encouraging more residents to run for office and represent their

communities. It would also allow current councilmembers seeking re-election to spend less time campaigning citywide and more time focused on serving their constituents.

**Please list any previous City of San Leandro Board, Commission, or Committee on which you have served**

SLUSD LCAP Committee

**Please list any community organizations to which you belong or have belonged**

Garfield Elementary Parent Teacher Organization

John Muir Falcon Family Organization

San Leandro Lions Club

Big Tent

Friends of the Filipino Community Political Action Committee

Malaya Movement

Bay Area for Bernie

East Bay DSA

East Bay Stonewall

Working Families Party

**Please provide any additional information you wish which covers your qualifications, interest, or training related to this appointment**

One of my key qualifications is my willingness to take action to improve representation in our city. Through my California Voting Rights Act (CVRA) challenge, the city will be voting on whether to adopt district-based elections. Moving to district elections would lower the time and cost required for residents to run for office, making it more accessible for neighbors to represent their own communities and allowing new voices to participate in local governance.

I have demonstrated leadership within our community and have worked collaboratively with residents to address local issues. My advocacy efforts have led to real results that have positively impacted hundreds of families, and I remain committed to continuing that work through thoughtful and responsive public service.

I am also a member of the Asian Pacific American Democratic Caucus, the Filipino American Democratic Caucus, the California Democratic Party Progressive Caucus, and I participate in the Progressive Delegates Network. I also serve as a delegate for California Assembly District 20. These roles allow me to stay engaged with regional

issues affecting our communities and help ensure that diverse voices are represented in the democratic process.



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Registered Voter	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Please type or print

Name Chandler Emily J  
Last First Middle Initial

Home Address [Redacted] San Leandro 94578  
Address City Zip

Primary Phone [Redacted] Alternate Phone ( ) (optional)

Email [Redacted]

Birthdate (for voter registration verification purposes only) [Redacted]

How long have you lived at your present address in San Leandro? Since 8/2021

### Current Employment Information

Employer Herrick Campus, Alta Bates

Address 2001 Dwight Way, Berkeley CA 94704

Position Mental Health Clinician Dates of Employment 9/2025 - Now

Responsibilities Facilitate PHP / IOP treatment  
for depressed, anxious, + bipolar  
patients.

### Questionnaire

(A separate sheet may be attached)

\* see additional pages for responses

Please describe your education, training, and/or any special certifications:

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# **District 2 City Council Application**

Emily Chandler



## **Education, Training & Certifications**

I am a licensed Marriage and Family Therapist with a master's degree in Marriage and Family Therapy. My professional training includes crisis intervention, systems-level case management, ethical decision-making, conflict resolution, and supervision of clinicians working toward licensure. I own and operate a private practice and previously mentored early-career therapists, which requires state board compliance, budgeting, billing and personnel oversight, and collaboration with community resources. My work has given me firsthand insight into the mental health, housing, and economic pressures facing families in our community. Through my work I have become resourceful and compassionate with every day issues that people deal with as they age, raise families, and navigate the workforce in the Bay Area.

## **Why I Want to Be Appointed - District 2 City Councilmember**

I am applying for appointment to the District 2 City Council seat because I care about the stability, integrity, and future of San Leandro. I care about the people who live in my neighborhood and in my city. In moments of transition, communities benefit from leadership that is steady, transparent, and service oriented.

As a District 2 resident, parent of public school students, and community volunteer, I believe our city works best when schools, families, local businesses, and city government collaborate effectively. I want to strengthen school-city partnerships, support a livable and safe community for all residents, and ensure that our long-term planning reflects sustainability and environmental responsibility. In District 2, I believe air quality and protection from natural disasters (wildfire, flooding, and earthquakes) are a part of this effort.

My professional work has centered on helping individuals and families navigate crisis and build resilience. I bring that same mindset to civic leadership: listening carefully, evaluating root causes, and making thoughtful, ethical decisions that serve the broader community.

## **Previous City of San Leandro Service**

While I have not previously served on a City board or commission, I have been actively involved in community-based initiatives in San Leandro, including participation in the San Leandro 2050 Garden and sustained volunteer service at Bancroft Middle School through the PTA for four years. Prior to my time with Bancroft, I was a parent volunteer at Jefferson Elementary (2021-2024). I also volunteered in 2024 with local food distribution efforts supporting vulnerable residents, coordinating with Building Futures as a Bethel Community Church congregant.

## **Community Organizations & Volunteer Experience**

In addition to my San Leandro involvement, I have a long history of service including:

- Preschool volunteer teacher (2011–2014)
- Homeless ministry volunteer in Portland, Oregon (2005–2006)
- College campus volunteer coordination (2004–2006)
- Children’s church teacher (2015–2020)

This sustained engagement reflects my belief that strong communities are built through consistent participation and service.

## **Additional Qualifications & Policy Priorities**

### **1. School–City Partnerships**

As both a clinician and parent, I see how deeply student well-being is connected to housing stability, transportation, public safety, and mental health access. I would prioritize stronger collaboration between the City and the San Leandro Unified School District to support safe routes to school, youth mental health initiatives, after-school programming, and coordinated family support systems. My children ride their bike or walk to school and we care deeply as a family about safe transportation in our city. We are very lucky we live in a relatively flat city with a mild climate and many resources like a library, new park, and several grocery stores; residents should feel safe walking, riding bikes, and taking transit to do everyday tasks.

### **2. A Livable City**

A livable city addresses homelessness with compassion and accountability, supports public safety, maintains infrastructure, and keeps housing attainable for working families. My direct service experience with individuals facing housing instability informs my understanding that sustainable solutions require coordination across housing, behavioral health, and economic development sectors. I would support practical, fiscally responsible approaches that balance

safety and humane care. I would be open to working with long time volunteers and organizations in San Leandro as well as other Bay Area cities to thoughtfully consider how to improve our city's needs in this area.

### **3. Sustainability**

Participation in the San Leandro 2050 Garden reinforced my belief that environmental stewardship strengthens community health. One of my favorite memories is growing a very large pumpkin and having a harvest celebration in the outdoor community space at Bethel Community Church. SL 2050 celebrates all ages, languages, people groups, and income levels, providing a space to be outdoors, learn new gardening skills, and consider civic engagement in San Leandro.

As District 2 representative, I will support policies that invest in resilient infrastructure, climate adaptation, urban green space, and long-term sustainability planning that protects future generations.

## **Responses to Supplemental Questions**

### **1. How often do you volunteer in our community?**

I have consistently volunteered in community settings throughout my life and continue to do so in San Leandro. In recent years I have volunteered with the Bancroft Middle School PTA for four years, participated in the San Leandro 2050 Garden initiative, and assisted with food distribution to vulnerable residents in San Leandro in 2024.

My volunteer work reflects a long-standing commitment to community engagement. Prior to moving to San Leandro, I volunteered in homeless outreach programs, preschool education, and campus programs connecting students with service opportunities. I believe strong communities are built through ongoing participation and service.

In the last four years that I have resided in San Leandro, I have volunteered either on a weekly basis or a monthly basis for the previously mentioned organizations.

### **2. What are your passions or what is your drive in life?**

My central passion is helping individuals, families, and communities become healthier and more resilient.

As a Marriage and Family Therapist, I work daily with people navigating difficult circumstances — mental health challenges, housing instability, family stress, and life transitions. This work has strengthened my belief that healthy communities depend on strong systems that support people early and effectively.

Outside of my profession, I am deeply motivated by community-building: supporting public schools, participating in neighborhood initiatives, and contributing to efforts that make cities

more livable, sustainable, and welcoming for families. I would love to support and celebrate continued literacy efforts in SLUSD.

I also love dance! I have enjoyed the local celebrations in San Leandro like Cherry Festival and would love to continue to celebrate the city by supporting continued events like this including celebrating our many cultural heritages in San Leandro through dance and music events.

### **3. What do you think is the biggest issue facing San Leandro residents, and what actions do you think the City can take immediately, in the midterm (3–5 years), and the long term (10–20 years)?**

A major challenge facing San Leandro is maintaining a livable city for residents across income levels while addressing public safety, housing affordability, homelessness, and infrastructure needs.

Immediate actions:

- Strengthen coordination between city departments and community organizations serving **unhoused residents**
- Maintain **safe public spaces** and responsive infrastructure maintenance
- Support **public safety** efforts that combine enforcement with prevention

Midterm actions (3–5 years):

- Expand partnerships between the city, school district, and local service providers
- Increase **housing** options across a range of affordability levels
- Improve **transportation, walkability, and neighborhood** infrastructure

Long-term actions (10–20 years):

- Invest in **climate-resilient infrastructure** and sustainable urban planning
- Continue balanced **housing development** to maintain economic diversity
- Build long-term systems that integrate **housing, behavioral health services, and community support**.

#### **4. How would you balance the needs and interests of different neighborhoods and communities?**

Balancing diverse community needs begins with listening carefully and engaging residents across neighborhoods.

Each neighborhood experiences different challenges—whether related to housing, safety, infrastructure, or economic development. Effective leadership requires understanding those differences while making decisions that serve the city as a whole. District 2 is both similar and unique in San Leandro regarding challenges that it faces to be a thriving neighborhood and I feel able to understand the needs of the community and work hard to improve them on District 2 and San Leandro's behalf.

I would focus on transparent communication, rebuilding trust, community engagement, and data-informed decision-making. Opportunities include strong partnerships with schools, businesses, and nonprofit organizations. Constraints include budget realities, regional housing requirements, and infrastructure limitations. A thoughtful and collaborative approach helps navigate these complexities. I am known to my friends and family as a great networker and as a person who is energized by being around people.

#### **5. What skills and abilities enable you to work effectively with diverse community members and City Council perspectives?**

My professional work as a therapist has developed strong skills in active listening, mediation, ethical decision-making, and collaborative problem-solving.

I regularly work with individuals from diverse cultural, socioeconomic, and professional backgrounds. My role requires creating environments where people feel heard while also guiding discussions toward constructive solutions.

Additionally, supervising new therapists and managing a private practice requires balancing different perspectives, resolving conflicts, and making responsible decisions. These skills translate directly to collaborative governance and working effectively with colleagues on the City Council.

#### **6. What is the most important role that the City Council plays?**

The most important role of the City Council is to provide responsible governance that protects the well-being of residents while planning for the city's long-term future. I am concerned about the budgeting challenges that the City has ahead of us and I am energized to make a good effort to prioritize responsible budgeting for the future of our city.

This includes setting policy direction, ensuring fiscal responsibility, maintaining public trust, and representing community interests. Success requires thoughtful decision-making, transparency, and collaboration with city staff, residents, and regional partners.

## **7. How would you help address homelessness in San Leandro?**

Homelessness is a complex issue that requires coordinated responses across housing, health, and social services.

Effective approaches include:

- Supporting partnerships with regional housing and behavioral health providers
- Expanding access to supportive housing and transitional housing programs
- Coordinating outreach efforts that connect individuals with services
- Maintaining public spaces while addressing underlying causes of homelessness

Solutions must balance compassion, accountability, and practical implementation.

## **8. How would you help create a safer community?**

Public safety requires both effective policing and strong community relationships.

Key strategies include:

- Supporting well-trained and well-resourced police and emergency services
- Investing in preventative programs that support youth and families
- Strengthening community engagement between residents and public safety departments
- Ensuring city infrastructure contributes to safety

Safety is strongest when residents, community organizations, and city agencies work together.

## **9. What is your vision for San Leandro over the next 3–5 years?**

My vision for San Leandro is a city that remains diverse, welcoming, livable, and resilient while adapting to changing economic and environmental realities.

Key priorities include:

- Strengthening partnerships between the city and our public schools
- Supporting economic vitality while maintaining neighborhood character
- Investing in sustainable infrastructure and climate resilience

- Ensuring that families, seniors, and young residents can continue to thrive here.

San Leandro has strong community foundations, and thoughtful planning can build on those strengths.

## **10. What types of organizations should San Leandro attract?**

San Leandro should continue to attract organizations that support a balanced and resilient local economy. These include:

- Small and medium-sized businesses
- Technology and innovation companies
- Green and sustainability-focused industries
- Healthcare and community service providers
- Local neighborhood-serving businesses

## **11. How would you handle criticism from constituents or the media?**

Constructive criticism is an important part of public service.

I would approach criticism by listening carefully, seeking to understand concerns, and responding respectfully and transparently. Not every decision will satisfy every resident, but thoughtful engagement and clear communication help build trust even when disagreements occur.

## **12. How would you promote civic engagement?**

Civic engagement grows when residents feel that their voices matter.

Strategies include:

- Hosting neighborhood meetings
- Strengthening partnerships with schools and youth organizations
- Encouraging participation in city boards and commissions
- Improving access to information about city decisions and opportunities for input

Engaged residents help build stronger and more responsive local government.



# APPLICATION

## For Appointment to Fill Vacancy SAN LEANDRO CITY COUNCIL, DISTRICT 2

This application will be forwarded to the City Council for consideration to fill the vacancy in District 2, term ending December 31, 2026.

For Official Use		
Resident of San Leandro	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
District 2 Residency Met	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Registered Voter	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

Please type or print

Name Hernandez Edward M  
Last First Middle Initial  
Home Address [REDACTED] San Leandro 94578  
City Zip  
Primary Phone [REDACTED] Alternate Phone (\_\_\_\_) \_\_\_\_\_ (optional)  
Email [REDACTED]  
Birthdate (for voter registration verification purposes only) [REDACTED]

How long have you lived at your present address in San Leandro? 22 years

### Current Employment Information

Employer Self Employed / Chabot College / Eden Health District  
Address same as above / 25555 Hesperian Blvd, Hayward CA / 20400 LCR., Castro Valley CA  
Position Consultant / Professor / Director Dates of Employment Various  
Responsibilities Provide flexible real estate brokerage and consulting services for clients.  
Teach Business and communications at Chabot College with a structure, part-time schedule.  
Serve as Chair of the Eden Health District, overseeing public health investments for over  
400,000 residents. All roles have predictable, manageable committments for Council service.

### Questionnaire

(A separate sheet may be attached)

Please describe your education, training, and/or any special certifications:

(see Separate Sheet)

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Please explain why you want to be appointed to the City Council:

[\(see Separate Sheet\)](#)

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Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:

[\(see Separate Sheet\)](#)

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Please list any community organizations to which you belong or have belonged:

[\(see Separate Sheet\)](#)

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Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:

[\(see Separate Sheet\)](#)

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I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary disclosure documents as required under the Political Reform Act.

Signature Ed Hernandez Digitally signed by Ed Hernandez  
Date: 2026.03.09 13:31:02 -07'00' Date 3/9/2025

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

## **San Leandro City Council, District 2 Appointment Questionnaire Responses — Ed Hernández**

### **1. Please describe your education, training, and/or any special certifications:**

I hold a Bachelor of Science in Financial Management from California State University, Long Beach, an MBA in Strategic Management from California State University, East Bay, and a Master of Science in Organizational Development from the University of San Francisco.

My professional development includes leadership and land-use training through the Urban Land Institute, service-based leadership programs through Rotary International, and continued governance and compliance education. I maintain ongoing certifications in ethics, sexual harassment prevention, and youth protection, consistent with state requirements and best practices for public agencies and youth-serving organizations. I am also a licensed Real Estate Broker with the California Department of Real Estate.

### **2. Please explain why you want to be appointed to the City Council:**

#### ***Experience Matters, Especially Now***

San Leandro is facing one of the most serious fiscal challenges in recent memory, with a projected \$11.6 million deficit over the next three years. As the recent Council workshop emphasized, “the easy reductions have been taken,” and the City must now focus on “first things first” to avoid critical failures in core services.

My purpose in seeking appointment is rooted in a longstanding commitment to strengthening the systems that support our residents and ensuring that San Leandro remains a community where seniors can age with dignity, youth can thrive, families feel secure, and our unhoused neighbors are treated with compassion.

My background in financial management, strategic planning, and organizational development has prepared me to help meet this moment. During my previous service on the City Council, I helped strengthen long-term fiscal stability, including successfully advocating for the 2020 real property transfer tax, which protected San Leandro from layoffs and service reductions during economic uncertainty.

My regional public-service experience includes:

- **Chair, Eden Health District**, guiding investments that support more than 400,000 residents, including efforts to stabilize St. Rose Hospital and more than \$1 million in recent grants to organizations serving youth, seniors, unhoused residents, and survivors of violence.

- **Chair, Community Advisory Committee for Ava Community Energy**, helping shape affordability, clean-energy policy, and equitable access to renewable programs.
- **Appointed Board Member, Alameda County Fairgrounds**, supporting agricultural education initiatives such as The Farm, originally appointed under the leadership of the late Supervisor Wilma Chan.
- **Former Member, Alameda County Transportation Commission Citizens Watchdog Committee**, ensuring transparency and responsible use of transportation sales-tax funds.

If appointed, I will help San Leandro prioritize core services first, support disciplined and transparent budget decisions, protect essential programs for seniors, youth, and vulnerable residents, and strengthen long-term financial sustainability. I am committed to ensuring that the City's financial decisions are transparent, data-driven, and aligned with community priorities.

At this pivotal moment, I am ready to bring my experience, my relationships, and my commitment to ethical, community-centered leadership back to the City Council. During my previous four years on the City Council, I built a reputation for teamwork, collaboration, and a collegiate approach to problem-solving. I am committed to bringing that same spirit to finishing this term. Experience matters, and I am prepared to serve.

**3. Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:**

I previously served the City of San Leandro in two key leadership roles:

- **Planning Commission (2011–2016):** Reviewed development proposals, evaluated land-use decisions, and helped guide responsible growth aligned with the City's long-term vision.
- **City Council, District 2 (2016–2020):** Focused on fiscal stability, community safety, and protecting essential services, including advocating for the 2020 real property transfer tax.

**4. Please list any community organizations to which you belong or have belonged:**

- Rotary Club of San Leandro — Past President; Area Governor-Elect (2026–27)

- San Leandro Breakfast Club — Past President
- San Leandro Community Food Pantry — Past President
- Assumption Dad’s Club — Past Treasurer
- San Leandro Democratic Club — Past President
- Alameda County Democratic Central Committee — Associate Member
- California Democratic Party — ADEM Delegate

**5. Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:**

I am a first-generation American and the son of parents who immigrated from Mexico at age 18. My wife, Katherine, and I have been married for more than 22 years. We moved to San Leandro in 2004 to build our life together, and we have raised our two daughters, Rachel and Sarah, here.

I enjoy bringing neighbors together and have hosted several National Night Out gatherings. Much of my free time is spent supporting my daughters in the activities they love, attending Rachel’s soccer and golf matches and Sarah’s folklórico performances with Costa de Oro, whose practices take place at the Senior Center. I also enjoy playing golf with my daughters and friends at the San Leandro Marina.

As a family, we enjoy traveling and exploring new places. We are currently planning a trip to Washington, DC, a city we first visited when I attended the National League of Cities conference. That experience deepened our shared appreciation for public service and civic institutions. Our experiences as a family in San Leandro continually remind me of the importance of strong public institutions and responsive local government.

In addition to my professional background in financial management and organizational development, I have spent more than two decades volunteering with organizations that strengthen youth, families, and community connections. My long history of civic involvement, combined with my commitment to San Leandro’s future, continues to motivate me to serve in ways that support the residents who call this city home.

I am committed to ensuring that my service on the City Council is grounded in transparency, accountability, and responsiveness to community needs.



# APPLICATION

## For Appointment to Fill Vacancy SAN LEANDRO CITY COUNCIL, DISTRICT 2

This application will be forwarded to the City Council for consideration to fill the vacancy in District 2, term ending December 31, 2026.

For Official Use		
Resident of San Leandro	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
District 2 Residency Met	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Registered Voter	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

Please type or print

Name Mendoza Luis R  
Last First Middle Initial

Home Address [REDACTED] San Leandro 94578  
Address City Zip

Primary Phone [REDACTED] Alternate Phone (     )     (optional)

Email [REDACTED]

Birthdate (for voter registration verification purposes only) [REDACTED]

How long have you lived at your present address in San Leandro? 14 years

### Current Employment Information

Employer Montuno Productions

Address [REDACTED] San Leandro, CA 94578

Position Founder, President & CEO Dates of Employment 2014 to present

Responsibilities Founder and President of a San Leandro-based California Benefit Corporation providing live music production, artist management, marketing, and technology services. Responsibilities include business development, contract negotiation, project management, event production, marketing strategy, and technology development supporting cultural and small business initiatives.

### Questionnaire

(A separate sheet may be attached)

Please describe your education, training, and/or any special certifications:

Bachelor of Science degree in Professional Aeronautics (business) from Embry-Riddle Aeronautical University.

Certified Business Advisor with the Small Business Development Center (2010–2012). Over 20 years of professional experience in technology, telecommunications, marketing, and small business consulting. U.S. Navy veteran (honorable discharge). Please see attached statement and résumé for additional details regarding education, training, and professional experience.

**Please explain why you want to be appointed to the City Council:**

I would welcome the opportunity to continue serving the residents of District 2 and the City of San Leandro in a broader capacity. As a current Planning Commissioner serving my second term, I have gained valuable experience reviewing land use matters, development proposals, and policy issues affecting the City's future and long-term community vitality. My background as a small business owner, technology professional, and community volunteer informs my commitment to thoughtful decision-making, collaboration, and service to the residents of San Leandro. See attached statement.

**Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:**

Planning Commission, City of San Leandro – Commissioner (2021–Present), currently serving second term  
Planning Commission – Vice Chair (elected unanimously October 2, 2025 by fellow commissioners)  
Senior Commission, City of San Leandro – Commissioner (prior to appointment to Planning Commission)

**Please list any community organizations to which you belong or have belonged:**

Hispanic Chamber of Commerce of Alameda County – former Board of Directors member  
Mission Neighborhood Centers (San Francisco); The Unity Council (Oakland) – small business consulting and training  
Women's Initiative for Self-Employment – entrepreneurship seminars; Volunteer of the Year Award recipient

**Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:**

U.S. Navy veteran; founder of Montuno Productions, an Alameda County certified Small, Local, Emerging Business with over 20 years of experience in technology, telecommunications, marketing, and small business development supporting entrepreneurs and cultural initiatives in the Bay Area. Please see attached statement and résumé.

I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary disclosure documents as required under the Political Reform Act.

Signature  Date 

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

Office of the City Clerk  
**City of San Leandro**  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577

03.03.26

## **Statement of Interest – City Council District 2 Appointment**

I respectfully submit my application for appointment to the District 2 seat on the San Leandro City Council. Having lived in San Leandro since 2012 and currently serving my second term on the City's Planning Commission, I would welcome the opportunity to continue serving our community in a broader capacity.

Since 2021, I have served as a member of the San Leandro Planning Commission / Board of Zoning Adjustments, where I have participated in the review of land use proposals, zoning matters, and development projects affecting the City's future. In October 2025, my fellow commissioners unanimously elected me to serve as Vice Chair of the Commission. Through this work, I have gained valuable experience evaluating development proposals, balancing competing community interests, and working collaboratively with residents, applicants, fellow commissioners, and City staff.

Professionally, I am the founder and President of Montuno Productions, a San Leandro-based California Benefit Corporation engaged in live music production, artist management, marketing, and technology services. Montuno Productions is certified by Alameda County as a Small, Local, Emerging Business (SLEB). Through this work I have supported artists, venues, and cultural initiatives throughout the Bay Area while also gaining firsthand experience with the challenges faced by small businesses and entrepreneurs.

My background also includes over two decades of experience in the technology and telecommunications industries, including systems administration, project management, and international business development. Earlier in my career I worked in the telecommunications sector supporting wireless network systems and technology deployments across Latin America. This experience has given me a strong understanding of how technology and innovation affect economic development and the modern workforce.

Throughout my career I have also worked extensively with nonprofit and community-based organizations supporting small businesses and entrepreneurs. I served as a Certified Business Advisor with the Small Business Development Center and provided consulting services to local entrepreneurs. Earlier, I worked as a consultant providing seminars on marketing and technology for programs associated with the U.S. Small Business Administration. I have also provided services and training for organizations including Mission Neighborhood Centers in San Francisco, The Unity Council in Oakland, and the Women's Initiative for Self-Employment, which recognized my work with a Volunteer of the Year award.

In the early 2000s, I also served on the Board of Directors of the Hispanic Chamber of Commerce of Alameda County and participated in the production team for the San Francisco Carnaval cultural festival. These experiences strengthened my commitment to community service, economic opportunity, and cultural vitality.

I am also a military veteran, having served in the United States Navy as an aircraft mechanic before pursuing my career in technology and entrepreneurship. I hold a Bachelor of Science degree in Professional Aeronautics (business) from Embry-Riddle Aeronautical University.

Today, my professional and civic interests remain focused on strengthening local economies, supporting small businesses, and promoting healthy and vibrant communities. I also maintain a strong interest in the

responsible use of technology and its impact on society, including issues affecting small businesses, local cultural industries, and community well-being.

San Leandro is a diverse and dynamic community, and it has been an honor to serve the City through my work on the Planning Commission. If appointed to the City Council, I would approach the role with the same commitment to thoughtful decision-making, collaboration, and service to the residents of District 2 and the broader San Leandro community.

Thank you for your consideration.

Respectfully,

A large black rectangular redaction box covering the signature area.

Luis R. Mendoza

Tel. 

# Luis R. Mendoza

Résumé

[REDACTED], San Leandro, CA 94578  
Tel. [REDACTED]: [REDACTED]

\*\*\*

March 3, 2026

## Entrepreneurship Summary

**July 2023 to Present** – Consulting contract as a talent buyer, technology consultant, and marketing specialist with the **Cigar Bar and Grill** in San Francisco. Responsible for scheduling of live music entertainment groups (bands, artists, musicians), as well as Deejays, dance instructors, and other performers (including graphic artists, spoken word artists, speakers, presenters). Negotiating performances contracts. Managing all aspects of performances onsite, to include hospitality (water, food, drink tickets), payments to performers, sound equipment, sound engineer, lighting, programming, stage management, and promotion (in-house, or in collaboration with promoters).

Responsible for developing advertising and marketing strategies, focusing on attracting/acquiring new customers (while retaining a loyal following), increasing visibility of CBG as a live music entertainment venue and restaurant in the San Francisco market (and beyond), and helping generate increased revenue.

Some of the responsibilities include website development (and maintenance), social media and email marketing, graphic design, (expert-level) search engine optimization campaigns, and multimedia-based promotions (video editing with Final Cut Pro).

**August 2009 to Present** – Founding owner and President and CEO of Montuno Productions, a talent management, booking agent, and live music production business incorporated as a California Benefit Corporation. MP has been involved in the production of dozens of live music events, including concerts and festivals, in the San Francisco Bay Area and beyond. MP artists are also regularly booked by top San Francisco Bay Area venues. Montuno Productions is also registered as a business (Business License No. 04531362) in San Leandro, CA. On July 15, 2020, MP received an Alameda County's Small, Local, Emerging Business (SLEB) certification (No. 20-00058), for the following NAICS codes: 541511 (custom computer programming services), 541810 (advertising agency), 561920 (convention and trade show organizers) and 711410 (agents and managers for artists, athletes, entertainers, and other public figures).

**September 2013 to January 2022** – Owner of Luis Mendoza Consulting, a business registered as a sole proprietorship in San Leandro, CA. LMC provides small business consulting services, including website development, search engine optimization (SEO), graphic design, advertising, marketing, branding, and event marketing services.

## Planning Commissioner – San Leandro, CA

**January 2021 to Present (2<sup>nd</sup> 4-year term)** – The Planning Commission/Board of Zoning Adjustments hears and recommends to the City Council on matters relating to the City's General Plan, advises on matters affecting

the development of the City, and recommends zoning matters such as planned unit developments, subdivision of land, or amendments to the Zoning Code text or map. The Commission also hears and decides upon applications for zoning matters, such as Conditional Use Permits, Site Plan Review, Sign Programs, and appeals of certain administrative decisions. The Commission is comprised of 1 member representing each district and 1 at large member. Elected Vice Chair on Thursday, October 2, 2025.

## **Employment Summary**

**May 2005 to September 2008** – *El Mensajero* Newspaper. – Responsible for Website design, maintenance, and news content. Also worked as an advertising account manager from 2006 to 2008.

**November 1996 to March 2002** – Lightbridge, Inc. Provides real-time software solutions to the global wireless telecommunications market.

### **Sales Consultant at Lightbridge (February 2001 to March 2002)**

Provided technical sales support to Account Managers. Some of the tasks included responding to technical requests for proposals from wireless carriers worldwide; providing technical sales presentations in English and Spanish; representing Lightbridge at Trade Shows in the U.S. and Latin America.

### **Account Manager at Lightbridge (April 2000 to February 2001)**

- Closer – Kept focus on closing the sale by working through all the details, customer concerns, requests for information, proposals, sales presentations, pricing, and payment issues. Met assigned sales goal for the year.
- Closed multimillion-dollar deals at Codetel (Dominican Republic), Comcel (Colombia), CelCaribe (Colombia), CTI (Puerto Rico), Telcel (Mexico), among other carriers across Latin America.

### **Project Manager (Jan. 98 to April 2000)**

- Responsible for the successful, full-cycle implementation of PhonePrint (anti-cloning) systems on time, within budget and to the customers' expectations at the following carriers: Telcel (Venezuela), Comcel (Colombia), Iusacell (México), CelCaribe (Colombia), Codetel (Domenican Republic). Also, ongoing management of several other accounts.
- Hands-on experience with different aspects of telecommunication technology to include radio-frequency technology, cell site equipment (Nortel, Ericsson, Motorola, Lucent), frame relays, T1s, E1s, multiplexors, channel banks, CSU\DSUs, routers (Cisco).
- Fully in charge of coordinating implementation (kick-off) meetings, field support, and on-site training. Traveled between 80,000 and 100,000 miles a year visiting customers.
- Worked closely with Account Managers providing sales presentations and presale support, which resulted in the closing of multimillion-dollar sales.

- Worked on a wireless-based micropayment technology system developed by Corsair Communications. During this project, I worked for over a year with banking institutions in Mexico.

### **Systems Administrator at Lightbridge (Nov. 96 to Jan. 98)**

Management of radio-frequency units (Unix-based) installed at hundreds of cell sites and networked in a distributed environment (LAN & WAN). Working knowledge of AWK, Expect, VI Editor, Scripting. Provided technical support to national and international carriers on issues related to networking, PC GUI applications, databases (Sybase), radio-frequency technology.

### **Education & Training**

Bachelor of Science Degree in Professional Aeronautics (business) – Embry-Riddle Aeronautical University (1991). Attended several seminars and conferences about technology, sales, and marketing. Business Advisor Certificate of Completion from the Northern California Small Business Development Center (SBDC) Network (2012).

### **Military Service**

Served in the U.S. Navy as an aircraft mechanic (jet engines) from 1987 to 1991, obtaining an Honorable Discharge.

### **Awards**

Best Small Business of The Year award, from the Hispanic Chamber of Commerce Alameda County: Year 2004.

Volunteer of the Year Award 2003 – Women’s Initiative for Self-Employment.

### **News & Media**

Friday, December 8th, 2006: East Bay Business Times: “Mendoza helps businesses getting lost in translation – Creates ties with Latin America”.

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**Seminars & Workshops:** Presented seminars and workshops with different organizations, including Hispanic Chamber of Commerce of Alameda County, the Small Business Administration, Women's Initiative for Self-Employment, Anewamerica, Berlitz Cultural Consulting, and the San Francisco Small Business Development Center, among others. The topics of the seminars include Motivational and positive thinking concepts for entrepreneurs; social media marketing; information technology for small businesses; international trade between the U.S. and Latin America; conducting business with the Hispanic community. **Certification:** Certified Business Advisor, Northern California Small Business Development Center.

### **Recommendations (from LinkedIn profile)**

“Luis was a real pleasure to work with at Corsair (later Lightbridge). One of the things I admired the most about his work was his dedication to always giving his absolute best to any project – no matter how large or

small. His care for each individual coupled with his depth of understanding of both the U.S. and Latin American markets make him both an outstanding professional and a delightful person to know.”

April 21, 2008.

**Sheila Malvagna** - Director of Sales, Latin America & Caribbean, Corsair Communications, Inc.  
Managed Luis at Lightbridge

\*\*\*

“Luis and I worked together on a project to represent US companies in Argentina. He's a real expert on doing business in Latin America and took the lead on assembling a great team to carry the project forward. One of his special skills is being able to act as the bridge between Latin American and US business cultures. I recommend Luis for those searching for a marketing expert on Latin America”

April 19, 2008

**Chris Lynch** - Owner, C Lynch International. Worked directly with Luis at Latin American Business Link



# APPLICATION

For Appointment to Fill Vacancy

**SAN LEANDRO CITY COUNCIL, DISTRICT 2**



This application will be forwarded to the City Council for consideration to fill the vacancy in District 2, term ending December 31, 2026.

For Official Use			
Resident of San Leandro	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	District
2 Residency Met	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Registered
Voter	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	

Please type or print

Name Peña Tiare G  
Last First Middle Initial

Home [Redacted] San Leandro 94578  
Address City Zip

Primary Phone [Redacted] Alternate Phone ( ) (optional)

Email [Redacted]

Birthdate (for voter registration verification purposes only) [Redacted]

How long have you lived at your present address in San Leandro? 08/1992

### Current Employment Information

Employer San Mateo County (Retired)

Address \_\_\_\_\_

Position \_\_\_\_\_ Dates of Employment 04/16/1990 - 01/15/2023

Responsibilities Urban/Rural Land Use/Management - Legislative Aide, District Four

See attached

### Questionnaire

(A separate sheet may be attached)

Please describe your education, training, and/or any special certifications:

Business Administration Degree, Conflict Resolution Mediation

See attached

Please explain why you want to be appointed to the City Council:

Commitment to Public Service: A genuine desire to serve our community.

Communication: Ability to listen, articulate ideas clearly and engage in meaningful dialogue.

Decision-making: Capability to make informed decisions, solve issues and lead initiatives.

Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:

2023-2024: Human Services Commission | 2024-present: Senior Commission

Please list any community organizations to which you belong or have belonged:

Safe Streets

San Leandro Players

Creekside Community

Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:

Early in my career, I became a certified mediator. This has been instrumental in my ability to listen to constituents, neighbors and applicants and engage in meaning dialogue regarding controversial projects. As a long-time resident, I've seen our community grow in many positive ways, and recognize areas where we have opportunities to continue improving.

I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary disclosure documents as required under the Political Reform Act.

Signature  Date 03/09/2026

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

## **EXECUTIVE PROFILE**

Government professional with 33 years of experience in county administration, legislative affairs, and public sector planning. Proven ability to advise elected leadership, manage policy initiatives, and coordinate programs that serve diverse communities. I am skilled in stakeholder engagement, public policy analysis, land use planning, and cross-departmental collaboration. Extensive experience working within county government to advance strategic priorities, support community initiatives, and deliver effective public services.

## **PROFESSIONAL EXPERIENCE**

### **Planner/General Management**

Planning Department County of San Mateo | San Mateo County, CA

- Reviewed development proposals and planning applications for compliance with county policies and regulations.
- Conducted land use and community planning analysis supporting development and long-range planning efforts.
- Prepared staff reports, recommendations, and planning documentation for hearings and public review.
- Collaborated with residents, developers, and agencies to address planning and development issues.

### **Legislative Aide – District Four**

County of San Mateo, Board of Supervisors | San Mateo County, CA

- Senior advisor supporting the District Four Supervisor on legislative priorities, policy initiatives, and district programs.
- Conduct policy research and prepare board memoranda, briefings, and reports for decision-making.
- Serve as liaison between county departments, community organizations, and constituents.
- Represent the Supervisor at public meetings, community events, and intergovernmental engagements.
- Coordinate community outreach and assist in advancing district initiatives and county programs.

### **Management & Program Coordination**

County of San Mateo | San Mateo County, CA

- Managed projects and initiatives supporting county policy goals and community priorities.
- Facilitated coordination between leadership, staff, and external stakeholders.
- Supported operational planning, program implementation, and administrative management functions.

## **CORE COMPETENCIES**

Legislative Affairs • Public Policy Analysis • Government Relations • Land Use Planning • Community Engagement • Program Management • Strategic Planning • Stakeholder Collaboration • Public Administration

March 9, 2025

City of San Leandro  
835 East 14th Street San Leandro, CA 94577

Dear Mayor and Councilmembers,

Please accept my application for appointment to the District 2 Council seat. I am grateful for the opportunity to be considered, and have attached my application and summary of my qualifications for your review.

San Leandro has been my home, and my community for many years, District 2 reflects the values that matter most to me — diversity, resilience, and a deep sense of neighborhood connection. I am seeking this appointment because I care about the people who live here, and I want to contribute my experience and energy to help our community thrive.

For more than three decades, I have worked in county government serving diverse communities and supporting elected leadership. As my summary notes, I bring 33 years of experience in county administration, legislative affairs, and public sector planning, with a strong foundation in stakeholder engagement and public policy analysis. My career has always centered on listening to people, understanding their needs, and helping shape policies that make a meaningful difference.

My time as a Legislative Aide for the San Mateo County Board of Supervisors taught me the importance of being accessible, responsive, and grounded in community priorities. I regularly prepared legislative materials, conducted policy research, and served as a liaison between departments, community organizations, and residents. Those experiences strengthened my belief that good governance starts with genuine connection and clear communication.

I bring a planning background that helps me understand how development, land use, and long-term community needs intersect. I have reviewed development proposals, prepared staff reports, and collaborated with residents and agencies to address planning issues — work that has given me a practical, balanced perspective on growth and community impact.

If appointed, I will bring not only my professional experience but also my personal commitment to this community. I will show up, listen carefully, and work collaboratively to ensure that District 2 residents feel represented and supported. My goal is simple: to help San Leandro continue to be a place where people feel proud to live and confident in their local government.

Thank you for considering my application. I would welcome the opportunity to speak with you further about my vision for serving District 2 and the city we all care about.

Warm regards,



Tiare Pena



# APPLICATION

## For Appointment to Fill Vacancy SAN LEANDRO CITY COUNCIL, DISTRICT 2



This application will be forwarded to the City Council for consideration to fill the vacancy in District 2, term ending December 31, 2026.

For Official Use	
Resident of San Leandro	Yes ___ No ___
District 2 Residency Met	Yes ___ No ___
Registered Voter	Yes ___ No ___

Please type or print

Name Sheridan Leo S  
Last First Middle Initial

Home Address [Redacted] San Leandro 94578  
Address City Zip

Primary Phone [Redacted] Alternate Phone ( ) (optional)

Email [Redacted]

Birthdate (for voter registration verification purposes only) [Redacted]

How long have you lived at your present address in San Leandro? 48 years

### Current Employment Information

Employer San Leandro Color, Inc.

Address 555 E. 14th Street San Leandro, CA 94577

Position GM/VP Operations Dates of Employment 9/2010 to current

Responsibilities Overall responsibilities of day to day operations, sales and marketing, purchasing, HR, and ecommerce.

### Questionnaire

(A separate sheet may be attached)

Please describe your education, training, and/or any special certifications:

Please see attached.

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Please explain why you want to be appointed to the City Council:

Please see attached.

Please list any previous City of San Leandro Board, Commission, or Committee on which you have served:

I served on the city's Budget Task Force Committee in 2021. I also served as a liasion for SLUSD on the San Leandro's Disaster Preparedness Council during Covid.

Please list any community organizations to which you belong or have belonged:

I had belonged to Rotary of San Leandro. I currently serve as the president of the San Leandro Democratic Club (term ends March 2026) I am also the co-founder and president of San Leandro Girls Softball, now in our tenth year.

Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:

Included on attached sheet.

I have sufficient time to devote to this responsibility and will attend the required meeting(s) if I am appointed. I am also aware that this application is a public document. If appointed, I will file the necessary documents with the City Clerk. I understand the Public Information Act.

Signature

[Redacted Signature]

*Feb 23 2026*

Please return your application in person or by mail to:

**Office of the City Clerk  
City of San Leandro  
835 East 14<sup>th</sup> Street  
San Leandro, CA 94577**

You may also submit your application by email to: [clerk@sanleandro.org](mailto:clerk@sanleandro.org). Applications will not be accepted after 5:00 p.m. on Monday, March 9, 2026. Postmarks not accepted.

**Please describe your education, training, and/or any special certifications:**

I am a high school graduate, with some continuing education in sales and marketing fields. Shortly after high school I joined the workforce in one of our family businesses. During that time I obtained a General A contractor's license along with a C-10 electrical license.

I also hold ongoing certification and education through I-Car, an autobody repair association.

Most importantly, during my tenure on the school board, I completed Masters in Governance which covers topics such as: effective governance, policy and judicial review, finance, human resources and collective bargaining, and community relations and advocacy. It is this training that I find of most relevance for a city council position.

**Please explain why you want to be appointed to the City Council:**

I am a 48 year resident of San Leandro. I grew up in San Leandro, went through our school system and have worked in San Leandro my entire life. I purchased a home here, raised a family and became involved in the community through my service on San Leandro Unified's school board, the city's budget task force committee and co-founding and running a youth non-profit in San Leandro. I have seen San Leandro grow and evolve. I also see some of the challenges our city faces and believe my almost 12 years of governance experience can assist in addressing those challenges. As with school board, I want to give back to my community which I have spent nearly my entire life in.

**Please provide any additional information you wish which covers your qualifications, interests, or training related to this appointment:**

I believe that my eight years of experience as Facilities and Technology chair at SLUSD gives me a unique insight to working on capital improvement projects. During my 11 years on the board, we successfully passed a number of bonds and a parcel tax, constructed a new state of the art gym, new high school alternative campus a new district office, as well as made many upgrades districtwide. As a trustee I have also had experience with a school budget that at times exceeded \$200 million and worked with multiple labor groups. I also have flexible work schedule that would allow me to attend committee meetings during the workday, and with my employer just two blocks from City Hall that is an added convenience.