

Application Form**Profile**

Submit Date: May 31, 2018

Office Use Only:☒ Ward 4**Which Boards would you like to apply for?**

Budget Engagement Commission: Submitted

Commission on Disabilities: Submitted

Park and Recreation Commission: Submitted

Planning Commission: Submitted

Board of Public Utilities: Submitted

Charter Review Committee : Submitted

Ms./Mr.

Ms.

Michelle

First Name

R.

Middle Initial

Adams

Last Name

Home Address

Suite or Apt

Riverside

City

CA

State

Postal Code

Home:

Primary Phone

Home:

Alternate Phone

Email Address

Employer

Job Title

Business Address**Business Phone****Length of residence in City of Riverside**

36

Are you a registered voter of the City of Riverside?☒ Yes ☐ No

Have you ever been convicted of a crime of moral turpitude?

☐ Yes ☒ No

Do you have adequate time to serve?

☒ Yes ☐ No

*Eligibility requirements per City Charter Article VIII Section 805.

Applications may be screened on the basis of information submitted with this form.

You are welcome to provide a resume and/or letters of endorsement.

Interests & Experiences

WHY YOU WANT TO SERVE ON A CITY BOARD OR COMMISSION:

I have been a resident of the City of Riverside for more than 36 years. I grew up and I, with my husband, am raising my family here. As an active philanthropic participant in the city, as well as someone who works to be civically engaged, serving my city on a Board or Commission would be a great way to give back to my city while helping to shape the future of the city my children are growing up in.

EXPERIENCE OR SPECIAL KNOWLEDGE PERTAINING TO AREA(S) OF INTEREST:

The Boards and Commissions I have selected fit well with my personal knowledge of the city and professional industry areas of expertise. Working for a bank previously, and now running a department, has provided me with a good understanding of budgeting and impacts that go beyond just the year at-hand. As a utility and public relations industry professional, I have a unique understanding of the needs of our city but also how to communicate with the public about those needs and provide necessary justification. I have also expressed interested in participating as a member of the Commission on Disabilities because I have an older brother with Down Syndrome who has benefitted greatly from city services and partnership with organizations like The Arc of Riverside County and Exceed. In addition, my years spent as the Director of Communications for The Arc of Riverside County provided me the opportunity to work not only with the Commission on Disabilities but also the Parks and Recreation Commission to bring the universal playground and My Play Club to the city of Riverside.

EDUCATIONAL BACKGROUND:

I went through grade school locally and graduated with my bachelor's degree in business administration and sociology from the University of California, Riverside. I recently completed my masters in public administration from California Baptist University. I have been trained in crisis communications through CalOES and FEMA.

OCCUPATIONAL EXPERIENCE:

Strategic Communications Supervisor Western Municipal Water District | Present Senior Communications Program Manager Eastern Municipal Water District Acting in a lead capacity, leverage public affairs, interagency, education, and legislative affairs staff to elevate and implement communications strategies and tactics for more than 825,000 people living and working within a 555-square mile service area in western Riverside County, as well as local, regional, State and federal stakeholders. Participate in the development and management of a multi-million dollar annual departmental budget and managing multiple consultant contracts. Management Analyst II – Public Affairs San Bernardino County Transportation Authority Worked in collaboration with the Director of Legislative and Public Affairs in the areas of budgeting, contract management, public affairs, legislative policy and community outreach supporting the 2.4 million residents of San Bernardino County. Supported policy outreach efforts associated with AB 914, Brown (2015) and SB 1305, Morrell (2016) to educate the public, as well as local and regional elected officials, in support of local tolling authority and the creation of a county transportation agency, respectively. Led agency branding and revitalization effort associated with SB 1305, Morrell (2016). Executive Director YWCA of Riverside County Led in-house and contract employees to implement a strategic approach to community partnerships, while increasing fundraising capacity. Ensured consistent achievement of organization's mission and objectives. Facilitated partnerships with local and regional elected officials and government agencies as well as regional nonprofits for program development and increased collaboration and participation. Marketing and Fund Development Coordinator City of Rancho Cucamonga Principal marketing and fundraising strategist for the City's Community Services Department. Led division staff to implement strategies and tactics. Developed and maintained local, regional and national donor relationships, securing grant/sponsorship funding for program and event development. Developed communications promoting donor/sponsor solicitation and recognition, ensuring consistent messaging and branding. Director of Communications The Arc of Riverside County Served as the major spokesperson and managed special advocacy projects where communications and public relations were involved. Performed public affairs and fund development activities, including stakeholder communications and public relations, grant research and proposal writing, program development and coordination, and donor development and retention. Developed/maintained program and advocacy websites and social media. Led partnerships with member agencies statewide to conduct legislative advocacy and educational workshops for families of and individuals with intellectual and developmental disabilities. Development Project Assistant – Marketing and Special Events City of Riverside Marketing and event management oversight, including financial analysis; liaison with elected officials, executive management and the community; coordination of activities with developers, non-profits, business operators, owners and tenants; business development; economic development; marketing project coordination; contract preparation and supervision; marketing activities; and related work as required. Acting in a lead capacity, leveraged City-wide staff for the coordination of the City's annual Festival of Lights, managing a program budget of more than \$750,000. Managed more than 300 events and programs annually, including festivals, market nights, grand openings, legislative workshops, and receptions.

PROFESSIONAL OR TECHNICAL ORGANIZATION MEMBERSHIPS:

Advanced Crisis Communication Certification | CalOES/FEMA Certification in Public Information | J. Lindsey Wolf PIO Institute (CAPIO) Certificate for Advancement in Philanthropy | La Sierra University PROFESSIONAL MEMBERSHIPS American Society for Public Administration (ASPA) California Association of Public Information Officials (CAPIO) Public Relations Society of America, Inland Empire Chapter (PRSA-IE)

CIVIC OR COMMUNITY EXPERIENCE, MEMBERSHIPS, OR PREVIOUS PUBLIC SERVICE APPOINTMENTS:

Current member of the Pick Group of Young Professionals Previous Assisten (Associated with the Assistance League of Riverside) Special Olympics Volunteer

COMMISSION ON AGING
AIRPORT COMMISSION *
BUDGET ENGAGEMENT COMMISSION
COMMUNITY POLICE REVIEW COMMISSION
CULTURAL HERITAGE BOARD *
COMMISSION ON DISABILITIES
BOARD OF ETHICS
HUMAN RELATIONS COMMISSION
HUMAN RESOURCES BOARD
BOARD OF LIBRARY TRUSTEES *
METROPOLITAN MUSEUM BOARD
PARK AND RECREATION COMMISSION *
PLANNING COMMISSION *
BOARD OF PUBLIC UTILITIES *
TRANSPORTATION BOARD *

*A Statement of Economic Interests is required. Any information listed on this application is a matter of public record and will be disclosed upon request.

Under existing California law, a member of a board or commission may not make, participate in making, or attempt to influence a governmental decision if it is reasonably foreseeable that the decision could have a material financial effect on that member, the member's immediate family, or any of his or her financial interests. There is also a special category of conflicts of interest which strictly forbids members and/or their employers from having financial interests in city contracts. Careful consideration should be given to this issue and applicants are encouraged to contact the City Clerk's Office if they have any questions.

Question applies to Budget Engagement Commission

Thank you for your interest in serving on the City's Budget Engagement Commission. These supplemental questions are mandatory and will help the City determine the appropriate appointment category (resident or business member), as well as screen for relevant experience.

Please fill out supplemental [form](#).

Question applies to Commission on Disabilities

- Thank you for your interest in serving on the Commission on Disabilities.
- It is the policy of the City of Riverside to promote the full integration and participation of persons with disabilities into all areas of economic, political and community life. In order to adequately represent the needs of residents with access and functional needs.
- Please fill out supplemental [form](#).

NOTICE REGARDING INCOMPATIBLE OFFICES

Under existing California law, no member of City boards or commissions may simultaneously hold two public offices that are incompatible. (California Government Code Section 1099)

Offices are incompatible if one of the offices has supervisory, auditory or removal power over the other, if there would be any significant clash of duties or loyalties between the offices, or if public policy considerations make it improper for one person to hold both offices.

Do you currently hold a position as an appointed or elected member of a governmental board, commission, committee, or other body?

☐ Yes ☒ No

If “Yes”, please state position:

Members of boards and commissions are covered by Workers’ Compensation insurance while serving. If appointed, completion of a LiveScan background screening is required prior to commencement of service.

Please call the City Clerk’s Office at 826-5557 or visit RiversideCA.gov/city_clerk for more information. City Clerk’s Office, City Hall, 3900 Main Street, 7th floor, Riverside, CA 92522

[Resume_Adams_072619.pdf](#)

Upload a Resume

[Supplements_BEC_COD_Michelle_Adams.pdf](#)

Additional document(s)

How did you learn about the Board and Commission vacancies?

None Selected

Are you interested in being contacted by the Registrar of Voters to volunteer as a poll worker?

☐ Yes ☒ No



COMMISSION ON DISABILITIES SUPPLEMENTAL APPLICATION

Date Received,
For Official Use Only

Adams

LAST NAME

Michelle

FIRST NAME

11/09/2019

DATE

It is the policy of the City of Riverside to promote the full integration and participation of persons with disabilities into all areas of economic, political and community life. In order to adequately represent the needs of residents with access and functional needs, the following criteria applies:

Members should consist of both persons with and without disabilities, and should represent a cross-section of the City's disability groups and include persons with professional experience representing or supporting persons with disabilities.

HOW WOULD YOUR EXPERIENCE OR QUALIFICATIONS HELP THE COMMISSION ON DISABILITIES MEET ITS MEMBERSHIP GOALS?

As a member of the community who has not only volunteered and served professionally to support local agencies providing supports and services for individuals to intellectual and developmental disabilities, I also had the pleasure of growing up in a family and being exposed to my brother who has Down Syndrome.

Working with The Arc of Riverside County, volunteering with Special Olympics, and helping my mom and dad to raise my brother and engage him socially has given me an understanding of those with IDD as well as a unique perspective on how our city can always go one step further in supporting and financially investing in partnerships to provide a greater level and supports and services to the disabled community.

The powers, duties and functions of the Commission on Disabilities are:

- Advise the City Council on all matters affecting persons with disabilities in the community.
- Review community policies, programs, and actions which affect persons with access and functional needs and make appropriate recommendations to the City Council.
- Render advice and assistance as requested to other City boards and commissions, to City departments, and to private agencies on matters affecting persons with disabilities.
- Identify the needs of persons with access and functional needs and create a public awareness of these needs in areas such as employment, housing, transportation, media, physical, and communication accessibility and other needed areas.
- Promote greater awareness of the changing life patterns, opportunities, and responsibilities of persons with access and functional needs.
- Promote the total integration of persons with disabilities into all aspects of community life.
- To participate in various public outreach activities and functions that require a commitment of time on evenings and weekends.
- Perform other functions and duties as may be directed by the City Council.

Thank you for your interest in serving on the Commission on Disabilities

City Clerk's Office - City Hall 3900 Main Street, 7th floor Riverside, CA - RiversideCA.gov/City_Clerk



BUDGET ENGAGEMENT COMMISSION SUPPLEMENTAL APPLICATION

Date Received,
For Official Use Only

Adams

LAST NAME

Michelle

FIRST NAME

MIDDLE INITIAL

Thank you for your interest in serving on the City's Budget Engagement Commission. This supplemental application is mandatory, and will help the City determine the appropriate appointment category (resident or business member), as well as screen for relevant experience.

STATEMENT OF INTEREST

1. Why do you wish to serve on the Budget Engagement Commission?

I have been a resident of the City of Riverside for more than 36 years. I grew up and I, with my husband, am raising my family here. As an active philanthropic participant in the city, as well as someone who works to be civically engaged, serving my city on a Board or Commission would be a great way to give back to my city while helping to shape the future of the city my children are growing up in.

APPOINTMENT CATEGORY

1. Do you currently own, operate or serve in a management capacity in a Riverside-based for-profit or non-profit business? Check all that apply.

- ☒ I currently **own** a Riverside-based for-profit or non-profit business (specify name, type, address, number of employees and ownership percentage):

I am the MA Communications, a communications and public relations consulting firm. However, the business is not currently operating.

- ☐ I currently **operate** a Riverside-based for-profit or non-profit business (specify name, type, address, number of employees and your position):

- ☒ I currently **serve in a management capacity** in a Riverside-based for-profit or non-profit business (specify name, type, address, number of employees and your position):

I am currently the Strategic Communications Supervisor at Western Municipal Water District.

- ☐ I DO NOT currently **own, operate or serve in a management capacity** in a Riverside-based business.

RELEVANT EDUCATION AND/OR EXPERIENCE

1. Do you have formal college, graduate or post-graduate degree in Finance, Accounting, Public Administration, Public Policy, Business Administration or related field?

- ☒ **Yes (provide details below):**

Bachelor's Degree:

College or University UCR
Field of Study Business Administration/Sociology
Year of Graduation 2005

Master's Degree:

College or University CBU
Field of Study Public Administration
Year of Graduation 2018

Post-Graduate Degree (e.g. PhD):

College or University _____
Field of Study _____
Year of Graduation _____

- ☐ **No**

2. Describe your experience with or knowledge of local government finance:
(Attach additional pages as needed.)

As a previous employee of a bank and a current public agency employee, I fully understand the requirements and necessities of local government finance. Having an understanding of departmental budgeting, but also the impacts of unfunded liabilities, bonds, and economic development/investment opportunities for the city is critical. Looking at the city's two-years budget cycle and the capital improvements program, there is much opportunity to improve upon use of funds for infrastructure improvements. In Riverside, we have a very civically-minded community that is willing to support the efforts of the city through sales tax revenue and it is the city's job to be good stewards of the good will and those funds.

MICHELLE ADAMS

Integrated Strategic Communications



ACADEMICS

Master's in Public Administration
CALIFORNIA BAPTIST UNIVERSITY, RIVERSIDE | 2018

Alchemy Leadership Program
ANNENBERG FOUNDATION, LOS ANGELES | 2014

Bachelor's of Arts in Business Administration
UNIVERSITY OF CALIFORNIA, RIVERSIDE | 2006

CERTIFICATIONS

Advanced Crisis Communication Certification
CALOES/FEMA | 2017

Certification in Public Information
J. LINDSEY WOLF PIO INSTITUTE (CAPIO) | 2017

Certificate for Advancement in Philanthropy
LA SIERRA UNIVERSITY | 2012

AWARDS

Water Tax Outreach and Education
CAPIO EPIC AWARD 2019

Healthy Sewers Campaign
CAPIO EPIC AWARD 2019
PRSA-IE CAPELLA AWARD 2018

Rail Safety Campaign
CAPIO AWARD OF EXCELLENCE 2017

PROFESSIONAL MEMBERSHIPS

American Society for Public Administration (ASPA)

California Association of Public Information
Officials (CAPIO)

Pick Group of Young Professionals

Public Relations Society of America, Inland
Empire Chapter (PRSA-IE)

PROFESSIONAL PROFILE

As an award-winning, seasoned communications leader with a passion to serve the community, I am eager to lead a results-oriented team in developing integrated strategic communications.

EXPERIENCE

Senior Communications Program Manager

EASTERN MUNICIPAL WATER DISTRICT | AUG 2017 – PRESENT

Acting in a lead capacity, leverage public affairs, interagency, education, and legislative affairs staff to elevate and implement communications strategies and tactics for more than 825,000 people living and working within a 555-square mile service area in western Riverside County, as well as local, regional, State and federal stakeholders. Participate in the development and management of a multi-million dollar annual departmental budget and managing multiple consultant contracts.

Lead Public Affairs Analyst

WEST VALLEY WATER DISTRICT | JAN 2017 – AUG 2017

Guided and mentored staff while working collaboratively with the External Affairs Manager in the areas of organizational structure, budgeting, public affairs, community outreach and legislative policy. Participated in the development and management of a \$1.6 million departmental budget and tasked with responsibly leveraging District and department resources to increase visibility to more than 80,000 customers, focusing on innovation, stewardship and community partnerships.

Management Analyst II – Public Affairs

SAN BERNARDINO COUNTY TRANSPORTATION AUTHORITY | FEB 2015 – JAN 2017

Worked in collaboration with the Director of Legislative and Public Affairs in the areas of budgeting, contract management, public affairs, legislative policy and community outreach supporting the 2.4 million residents of San Bernardino County. Supported policy outreach efforts associated with AB 914, Brown (2015) and SB 1305, Morrell (2016) to educate the public, as well as local and regional elected officials, in support of local tolling authority and the creation of a county transportation agency, respectively. Led agency branding and revitalization effort associated with SB 1305, Morrell (2016).

Executive Director

YWCA OF RIVERSIDE COUNTY | OCT 2013 – FEB 2015

Led in-house and contract employees to implement a strategic approach to community partnerships, while increasing fundraising capacity. Ensured consistent achievement of organization's mission and objectives. Facilitated partnerships with local and regional elected officials and government agencies as well as regional nonprofits for program development and increased collaboration and participation.

Continued on next page

REFERENCES

Christina Byrne

PUBLIC OUTREACH DEPARTMENT MANAGER

Orange County Transportation Authority (OCTA)

Danielle Coats

SENIOR LEGISLATIVE PROGRAM MANAGER

Eastern Municipal Water District

Francie Palmer, MSLM

PRODUCT INNOVATION OFFICER

FlashVote

Additional references available upon request.

EXPERIENCE CONTINUED

Marketing and Fund Development Coordinator

CITY OF RANCHO CUCAMONGA | JAN 2012 – OCT 2013

Principal marketing and fundraising strategist for the City's Community Services Department. Led division staff to implement strategies and tactics. Developed and maintained local, regional and national donor relationships, securing grant/sponsorship funding for program and event development. Developed communications promoting donor/sponsor solicitation and recognition, ensuring consistent messaging and branding.

Director of Communications

THE ARC OF RIVERSIDE COUNTY | DEC 2010 – APR 2012

Served as the major spokesperson and managed special advocacy projects where communications and public relations were involved. Performed public affairs and fund development activities, including stakeholder communications and public relations, grant research and proposal writing, program development and coordination, and donor development and retention. Developed/maintained program and advocacy websites and social media. Led partnerships with member-agencies statewide to conduct legislative advocacy and educational workshops for families of and individuals with intellectual and developmental disabilities.

Development Project Assistant – Marketing and Special Events

CITY OF RIVERSIDE | OCT 2006 – DEC 2010

Marketing and event management oversight, including financial analysis; liaison with elected officials, executive management and the community; coordination of activities with developers, non-profits, business operators, owners and tenants; business development; economic development; marketing project coordination; contract preparation and supervision; marketing activities; and related work as required. Acting in a lead capacity, leveraged City-wide staff for the coordination of the City's annual Festival of Lights, managing a program budget of more than \$750,000. Managed more than 300 events and programs annually, including festivals, market nights, grand openings, legislative workshops, and receptions.