



COMPLETED AND SIGNED APPLICATION MUST BE FILED WITH THE CITY CLERK BY: 2:00pm
DECEMBER 18, 2019, AT 5:00 P.M.

APPLICATION FOR APPOINTMENT TO THE SANTA ROSA CITY COUNCIL

This application is to fill a vacancy on the Santa Rosa City Council expiring in December 2020. This application is a public document. It may be reviewed by any member of the public upon request after the close of the application period. Only Santa Rosa registered voters who have submitted a complete application packet by the deadline will be considered for appointment.

Name: Mary Jacquelynne Ocaña "Jacquelynne"
Residence Address: [REDACTED] Santa Rosa, Ca. 95404
Mailing Address (if different): same
E-mail: [REDACTED]
Home Phone: [REDACTED] Daytime Phone: [REDACTED]
Are you currently a registered voter and a resident of the City of Santa Rosa? yes
Years of Residence in the City: 25+
Resident of City Council District No: 4

Please answer the following questions on a separate sheet(s) of paper as they relate to the Council seat you are seeking. see attached.

Part I:

1. Please describe your background as it relates to your application for appointment to the Council.
2. Please describe your qualifications for appointment to the Council.
3. Please state why you wish to be appointed to the Council.

Part II:

1. What particular skills do you bring to the Council?
2. Why do you think you should be appointed to the City Council?

3. How much time do you have available to serve?
4. In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?
5. How have you remained current and informed on City issues?
6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.
7. Do you have any specialized training or other qualifications that would be important for the Council to consider?
8. Serving on the Council requires you to annually file a Statement of Economic Interests (FPPC Form 700), a public document in which you disclose your financial interests. Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct/indirect financial interest. Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council? If yes, please describe any potential conflicts.

To be appointed to the Council you must be a registered voter residing in the City of Santa Rosa at the time of submitting this application and must remain an elector of the City while serving on the Council.

To be considered for appointment you must submit in person:

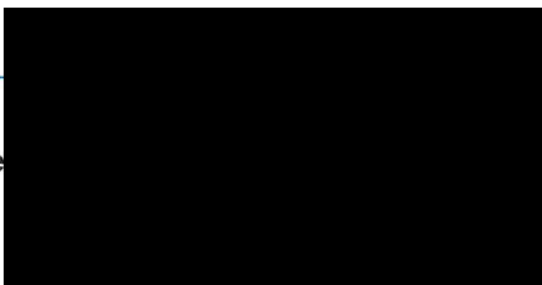
1. The application with any supplemental sheets attached;
2. The FPPC Form 700 (Statement of Economic Interests); and
- ✓3. The Nomination Paper with no fewer than 20 signatures, with names and addresses of Santa Rosa registered voters to:

City Clerk's Office,
City Hall, Room 10,
100 Santa Rosa Avenue,
Santa Rosa, CA 95404

FILING DEADLINE: DECEMBER 18, 2019, AT 5:00 P.M. PLEASE NOTE THAT ROOM 10 IS CLOSED ON FRIDAYS. TO SUBMIT APPLICATION/NOMINATION PAPERS ON A FRIDAY, PLEASE CALL 707-543-3015 TO SCHEDULE AN APPOINTMENT.

I Mary Jacquelynne O'Leary swear/affirm that the foregoing information is true and correct.

Applicant's Signature



Date

12/16/2019

PART I:

1. Please describe your background as it relates to your application for appointment to the Council:

I was raised and educated in Santa Rosa, and currently own and operate a small business within city limits. I am a Mexican-American U.S. citizen, born in Mexico City to a Mexican father and a sixth-generation Santa Rosan mother. My matrilineal side has resided in Sonoma County since 1852. Growing up between Mexico and Sonoma County, I pride myself on my bicultural identity, my cultural competency, and being bilingual in English and Spanish.

As a private, professional Fiduciary, I work for the senior citizens who contributed their entire lives for our city. I am an elder justice advocate and believe in creating an age-friendly city to ensure our senior's vibrant participation in our community.

I have career experience in financial and investment management, real estate, taxation, business and law. My licensure demands an oath of fiduciary duty, of which I resolutely abide.

2. Please describe your qualifications for appointment to the Council:

I am a 38-year-old woman and active community member. I am involved in both business and civic engagement. I am a city of Santa Rosa resident of 25 years and educated within the Santa Rosa city school district from elementary through senior high school. I graduated from Santa Rosa Junior College before transferring to the University of California Los Angeles, ultimately receiving a B.A. in Anthropology and Latin American Studies. Currently, I am working on an MBA.

I am a registered voter within the corporate city limits; I currently live in District 4, and will continue to reside within city limits throughout my potential term.

PART II:

1. What particular skills do you bring to the Council?

I am a California licensed, Private Fiduciary handling trust and estate administration both inside and outside of Superior Court jurisdiction. I am experienced in probate administration, business management and dissolution, real estate property purchases and sales, investment management, and contract law. I am a National Certified Guardian, holding several court appointments as conservator and guardian for people and their assets. I am also a Notary Public.

I am a staunch advocate for the elderly, focusing particularly on equal access to economic and legal resources. I have been a speaker at numerous financial seminars concerning financial longevity, aging in place, and maintaining a healthy lifestyle during the aging process. During both the Tubbs and the Kincade Fire, I volunteered as a senior advocate at

the Sonoma County Fairgrounds, taking a leadership role in coordinating evacuated residents from assisted living facilities and board and care homes.

I am part-owner of a small family fiduciary firm, started nearly 40 years ago in Santa Rosa. I am bilingual in Spanish and bicultural as a Mexican-American community member.

2. Why do you think you should be appointed to the City Council?

I represent a generation of working people who struggle to create an economically sustainable foundation from which to build and retire on. Despite the progress our city has enjoyed, a significant portion of our population is being left behind. The young and the elderly are facing increasingly vulnerable economic conditions, which threaten their inclusion in our community.

Having grown up in Santa Rosa, I find it shockingly difficult to transition from being a renter to a first-time homeowner. Exorbitant prices are stifling the ability for young people to generate assets and are jeopardizing elderly renters from remaining independent. The alarming scarcity of HUD housing endangers seniors especially – increasing lifespans and decreasing retirement savings will create a public housing crisis that must be prioritized both locally and nationally. I am also acutely aware of the serious lack of mental health services and Medi-Cal facilities that will be required in the next few decades.

I am an educated businesswoman of mixed ethnicity who is actively engaged in civic policy and community planning. I am an environmentalist and believe in building up within urban centers to safeguard our green spaces. I also believe in fighting climate injustice – a consequence of income inequality, a disproportionate labor market, and racism.

Yet, I see the potential to transform decades of growing inequality to establish an equitable landscape for individual prosperity. Most importantly, I have progressive viewpoints based in fiscal responsibility.

I should be appointed to the City Council because I know and love this city. I work for the senior citizens who contributed their entire lives for our city. I speak daily to the wealthy and to the poor who live in this community, and I hear their joys and their struggles, their praise and their complaints. I know and cherish my neighbors and colleagues of color and will fight for their representation. And, I believe that my voice will make a difference.

3. How much time do you have available to serve?

Based upon my research, I understand 25-35 additional work hours per week are required to fully engage in City Council policy. I am prepared to participate at this level. I do not intend to run for an elected seat in 2020.

4. In your opinion, what are the top two pressing issues facing the City of Santa Rosa and why?

I believe the top two issues facing Santa Rosa are the alarming demand for affordable housing and higher-paying jobs, and a need for urban innovation focused on underrepresented groups.

Prosperous business and tourism industries have triggered shifting economic realities for our city. As we continue to embrace economic development, we must face rising inequality as a consequence of uneven growth. The increasing demand for survival services such as food, shelter, and housing affordability are economically and socially unsustainable. I am of the opinion that the City Council should be more engaged in immediate solutions to alleviate emergent public health and economic issues.

I am a proponent of business interests so long as our city's workforce is equally represented. As aging Baby Boomers retire, their jobs will be replaced by a more diverse generation. Our city should support targeted workforce development strategies that will ensure our young people can prosper in this community. City-sponsored business start-up capital and mentorship for underrepresented communities should also be a priority.

Urban innovation should leverage land use planning to ensure "opportunity zones" do not exclude, and eventually push out, established neighborhoods through gentrification. Rather, publicly subsidized development should be used as a tool to build bridges with residents by requiring investors identify and implement social benefit strategies.

Finally, our residents are aging rapidly. Public policy and innovative planning should prioritize the active participation and vitality of our senior citizens. Santa Rosa can become an age-friendly city through supportive urban development to ensure inclusion and full access to urban spaces and services.

5. How have you remained current and informed on City issues?

I read the Press Democrat newspaper daily as well as the weekly addition of the North Bay Bohemian. I have served in the past, and continue to serve, on community committees and boards. I participate in non-profit organization meetings and actively engage in the issues that are of concern to large constituencies in our city.

6. Please summarize your experiences in community activities or issues affecting the City of Santa Rosa. Give specific examples of your personal involvement.

- Served on the Santa Rosa Art in Public Places Committee from 2012 to 2015
- Journalist for the North Bay Bohemian from 2012-2014
- Board member for Legal Aid Sonoma County 2019-current

- Member of the Sonoma County Women in Law and Redwood Empire Estate Planning Council
- Co-Chair of the Sonoma County Bar Association Diversity and Inclusion Committee
- Active volunteer with the Red Cross, Corazon Healdsburg and UndocuFund during the Tubbs and Kincade Wildfires.

7. *Do you have any specialized training or other qualifications that would be important for the Council to consider?*

I am a licensed Private Fiduciary, having taken an oath of fiduciary duty to protect the best interests of my clients as well as the multi-faceted competencies and ethical standards of my profession.

I have served four years on a City Council committee, both as a general member and as Vice-Chair. I am trained in Roberts Rules of Order. I am bilingual in Spanish and bicultural as a Mexican-American community member.

8. *Statement of Economic Interests: Are you aware of any potential conflicts of interest which may develop from your occupation or other financial interests in relation to your responsibilities as a member of the Council?*

None.