



818-548-2090

CITY CLERK
2021 OCT 22 AM 11:18

Application for Appointment to City Board or Commission

Please provide the following information and return application to the Office of the City Clerk by mail:
613 E. Broadway, RM 110, Glendale, CA 91206-4393; or by Fax: 818-241-5386.
(Applicant must be a Glendale Resident and Registered to Vote in the City).

PARKS, RECREATION & COMMUNITY SERVICES COMMISSION

Name of Board or Commission

PRINT LEGIBLY OR TYPE

Date: 10/21/21

Name: REGINA JOY ALCAZAR

Home Address:

Home Telephone: () Cell Phone: ()

Email Address:

I. PERSONAL

Number of years lived in Glendale 15

Are you a registered voter in the City of Glendale (Required)? Yes ☒ No ☐

II. EDUCATION

College: UNIV OF SOUTHERN CALIFORNIA Degree: POLICY, PLANNING, & DEVELOPMENT

College: COLUMBIA UNIVERSITY Degree: URBAN PLANNING

III. BUSINESS/PROFESSIONAL EXPERIENCE

Position: PROGRAM OFFICER

Company Name: LOCAL INITIATIVES SUPPORT CORPORATION (LISC)

Address:

Telephone () Email:

Job Description: PROVIDE COMMUNICATION, TECHNICAL ASSISTANCE AND SUPPORT

TO LOCAL ORGANIZATIONS ON ISSUES PERTAINING TO THE EMERGENCY RENTAL

ASSISTANCE PROGRAM.

(OVER)

Design Review Board Candidates Only:
Are you a registered Architect? Yes ☐ No ☐ Registration Number: _____

IV. ORGANIZATIONS/CIVIC ACTIVITIES

List Affiliations: _____

V. QUALIFICATIONS/EXPERIENCE

List relevant experience and skills: _____ OVER SEVEN YEARS OF EXPERIENCE IN

_____ URBAN PLANNING AND COMMUNITY ENGAGEMENT, WORKING WITH COMMUNITIES TO DEVISE

_____ STRATEGIES FOR IMPROVING THEIR NEIGHBORHOODS THROUGH TRANSPORTATION,

_____ PUBLIC ART, OPEN SPACE, AND ECONOMIC DEVELOPMENT MASTER PLANS.

VI. OTHER INFORMATION

(A) Please attach a current resume

(B) Please include a brief written statement outlining your views on the roles and responsibilities of this Board or Commission, its key issues, and your goals if appointed (attach additional sheet if necessary).

PLEASE SEE ATTACHMENT.

PLEASE NOTE:

THIS FORM BECOMES PUBLIC INFORMATION. PLEASE INFORM THE CITY CLERK IF THERE IS ANY INFORMATION CONTAINED WITHIN THAT YOU DO NOT WANT AVAILABLE TO THE PUBLIC.

REGINA JOY ALCAZAR

Community Planner & Applied Data & Spatial Analyst.

Over seven years of interdisciplinary expertise that includes both qualitative and quantitative perspectives of critical data creation, analysis and community engagement.

AWARDS

**Economic Planning &
Development Award**
APA Los Angeles & CA, 2018

**Cum Laude,
Certificate of Merit Award
& Dean's List**
USC Price Urban Planning, 2014

SERVICE

Lead Organizer
GSAPP Action Group, 2020 - 2021

Vice Chair & GSAPP Rep
APA NY Metro Student
Committee, 2019 - 2021

SKILLS

Design
InDesign, Illustrator, Photoshop,
Acrobat, After Effects

Analysis
ArcGIS, QGIS, Python, RStudio

EDUCATION

MS Urban Planning - Urban Analytics *New York, NY, 2021*
Columbia University, Graduate School of Architecture, Planning & Preservation

BS Policy, Planning & Development *Los Angeles, CA, 2014*
University of Southern California, Sol Price School of Public Policy

WORK EXPERIENCE

Network Program Officer

Local Initiatives Support Corporation (LISC) Los Angeles, CA, 2021 - Present
Manage communication, technical assistance and training with over 20 community based organizations to successfully facilitate community outreach and application intake for California's rent and utility relief program.

Data Fellow, Housing & Community Investment

Coding It Forward, City of Los Angeles Los Angeles, CA, 2021
Completed data analysis required for the comprehensive fair housing needs assessment for the City's Housing Element. Presented strategies for eviction diversion programs. Designed an evaluation index for assessing the distribution of the City's Rental Assistance Program.

Graduate Research Assistant

Columbia GSAPP, Prof Leah Meisterlin New York, NY, 2020 - 2021
Assisted with ongoing spatial research regarding innovation districts, workforce commute trends, and historic census in cities across the US.

Associate, Urban Planning & Community Engagement

Community Arts Resources (CARS) Los Angeles, CA, 2013 - 2019
Managed over 10 project-based public engagement campaigns, developed award-winning participatory planning and placemaking strategies, conducted masterplanning research, data collection, surveying, analysis and reporting to influence local policy via the following selected projects:

Go Little Tokyo

Developed award-winning neighborhood marketing campaign, including unique branding of website, social media and targeted economic development strategies. Produced 5 annual events, engaged over 100 local businesses and over 1,000 participants that raised \$10k annually.

Glendale Public Art Master Plan

Implemented a multi-lingual marketing and community engagement plan for city-wide Public Art Master Plan. Utilized an online data collection tool that received over 500 responses, in addition to about 450 participants at in-person events. Analyzed results into plan that was adopted in 2018.

Go Human Tactical Urbanism Event Series

Developed and managed strategic marketing, community outreach and communications plans for 5 complete street demonstrations across Southern California that led to fruition of multi-modal street designs.

Vision Zero Community-Based Campaign

Designed the marketing and reporting procedures for 10 traffic safety, arts-education campaigns and activations across Los Angeles, in collaboration with 23 community-based organizations.

REGINA
JOY
ALCAZAR

October 21, 2021

I am excited and grateful for the opportunity to be nominated by Councilmember Daniel Brotman for the City of Glendale's Parks, Recreation and Community Service Commission.

Having grown up in South Glendale, I've had the privilege of enjoying the beautiful park and recreation spaces across the city. From Windsor Mini Park, Brand Park, up to Montrose Community Park and more, I have leisured the diversity of both passive and active uses offered, and strongly believe that as our city grows, that every resident in our community should continue to have the same access to open space as I did. When my son was born, I experienced Glendale's parks and services in a whole new way, taking advantage of swimming classes at Pacific Park, soccer games at the Glendale Sports Complex, baseball games at the Scholl Canyon Baseball Fields, and Summer Day Camps at Verdugo Park.

As the City continues to improve the quality of our parks, I hope to maintain a balance of both active and passive uses in future redevelopment so that residents can continue to have access to healthier, more natural environments where such space is lacking, such as in South Glendale. In addition, I hope to continue the important efforts of my predecessor in championing the evaluation of underutilized lots for conversion to open park space. To expand this initiative, I believe the city would benefit from a citywide, comprehensive assessment of our open spaces to consider how we can continue to improve our parks, recreation, and community services, particularly for our most vulnerable residents.

I also recognize that the lands which the City of Glendale occupies, was stolen from Tongva people, and the City's foundation was built on racist principles as a sundown town. The city has evolved into a diverse community of immigrants; a cultural enclave and home to families of Armenian, Mexican, Salvadoran, Filipino, Korean, and many other ethnic backgrounds. If my nomination is approved, I hope to redefine our open spaces and community services in ways that promote inclusivity and equity, while considering the dire need for more sustainable practices to preserve our open spaces for future generations.

Again, thank you for the opportunity to be considered for the Parks, Recreation and Community Service Commission.

Sincerely,

Regina Joy Alcazar