

**REVIEWED**

*By City Clerk's Office at 7:50 pm, Jul 13, 2021*

## Planning Commission Applicant

**Maria L Loya**

**Application Date: 07/13/21**

**Reside in Santa Monica: yes**

**If yes, number of years: 21 years**

**Hold an elected position: no**

**If yes, please specify:**

### INTERESTS AND EXPERIENCE

**Current or prior service on city boards/commissions:**

**Community activities:**

Pico Neighborhood Association, Chair of the Pico Neighborhood Zoning Committee, Samohi PTA Boardmember, President of Latino Parent-Student-Teacher Association (Latino-PEMA)

**Qualifications, experience, education, and technical or professional requirements:**

Summary of Qualifications:

- 20 years experience in public policy development
- 15 years experience in leading a comprehensive approach to policy campaigns that include public policy, research, coalition building and communications
- 15 years experience in land-use and zoning regulations

Education:

University of Texas at Austin

Bachelor of Arts, Economics, 1995

Leadership that Works, Accredited Coach Training Program

Certified Professional Coach, Coaching for Transformation 2016

Employment History:

- As an Organizer with an environmental justice organization called People Organized in Defense of Earth and Her Resources (PODER), I led a campaign to successfully change the zoning designation in a low-income neighborhood of East Austin Texas from light industrial to neighborhood commercial. The East Austin residents had been impacted by an urban oil tank clusters, recycling center and a power plant.
- As a LAANE Campaign Director, I led the groundbreaking LAX Community Benefits Agreement Campaign securing \$500 million in environmental and job training benefits for residents affected by the expansion of LAX. It remains the largest benefits agreement ever approved, and has helped create safer schools and neighborhoods.
- As a PNA Boardmember and the Chair of the Pico Neighborhood Zoning Committee I led the process to create a set of comprehensive zoning recommendation to protect the character and scale of the Pico Neighborhood. In 2015 the Santa Monica City Council unanimously approved a directive to the City Planning staff create a PN Zoning District.

**Areas of demonstrated expertise:**

As a 21 year resident of Santa Monica I am familiar with the geography of Santa Monica as it relates to it's unique neighborhoods. I am very familiar with the City's LUCE, it's general plan and the updated zoning ordinance. As an active resident leader I participated in many of the workshops and community meetings. As the Chair of the Pico Neighborhood Zoning Committee, I studied the updated zoning ordinance, Bergamot Specific Plan and the Memorial Specific Plan to create a set of recommendations for the PN Zoning District.

My work experience has provided me with the expertise in public policy development, community outreach, civic engagement and strategic planning. As the LA Policy Director for Committee for Better Banks, I Led a groundbreaking campaign in Los Angeles to amend the Responsible Banking Ordinance to incorporate consumer and bank worker protections. I worked directly with elected officials and their staff to create policies that expand transparency and accountability in the banking industry in the City of Los Angeles.

As the Campaign Director with LAANE, I led multiple public policy advocacy campaigns incorporating comprehensive approach within the campaign strategy that includes policy, advocacy, organizing, research and communications elements. I developed and led a successful civic participation program in Long Beach resulting in voters approving a living wage for hospitality workers in the City of Long Beach. I engaged elected officials and diverse community stakeholders throughout Los Angeles to support worker centered policy initiatives.

As a consultant and coach, I worked with foundations to provide coaching to their grantees to assist them in the areas of organizing, policy development and strategy, strategic communication tool development and leadership development tools.

Liberty Hill Foundation 2013- 2016

- Provided coaching on team accountability, campaign strategy and advocacy

- Provided coaching on community engagement and integration within the policy campaign
- Provided coaching sessions to individuals and the team to improve their effectiveness as leaders by increasing their self awareness and mindfulness while improving wellness and sustainability.

The California Endowment- Long Beach BHC Hub 2014- 2015

- Worked with their parent group to facilitate a strategic planning process for their advocacy campaign.
- Provided coaching to the BHC Organizer in the area of organizing and parent engagement

California Community Foundation 2015

- Worked with the CARECEN's Organizing team to refine their effectiveness by strengthening their organizing and leadership skills
- Provided group coaching sessions to improve cohesion among the team through self awareness and mindfulness exercises

**Goals:**

My primary goal in serving on the Planning Commission is to provide a diverse perspective on how best to grow our City.

**Vision:**

My vision for the Planning Commission is to have a group that works together for the benefit of Santa Monica as a whole while respecting diverse opinions on how our City should grow. I want protect residential quality of life by ensuring commercial activities do not encroach excessively on residential neighborhoods. As our City grows, I want to keep Santa Monica diverse by ensuring our City is compliant with the need to grow affordable housing, especially for residents that are rent burdened.

**Personal Qualities:**

My background as a Community Organizer and Public Policy Campaigner has prepared me with the ability to bring groups and individuals together to create a win-win situation in areas where no one was seeing eye to eye. While working at LAANE, I led several Community Benefit Agreement coalitions involved in development projects, made up of community stakeholders, workers and business representatives. At times it was contentious because everyone had their interest in mind, however through dialogue and a commitment to collaborate we were able to create a mutually beneficial community benefit agreements.

**Will you be able to commit the necessary time to perform your duties if appointed to the board?**

yes

**How did you learn about the vacancy in this board or commission? (select all that apply)**

On the City's website (smgov.net or santamonica.gov)

**BUSINESS INFORMATION**

Occupation: Consultant and Life Coach

Business name: Holistic Strategies Coaching and Consulting LLC.

Business address: 2039 1/2 Stewart Street

Business phone: 310-383-4545