

**Application**

**REVIEWED**

*By City Clerk's Office at 4:12 pm, Mar 04, 2021*

**Which Boards would you like to apply for?**

Public Safety Reform and Oversight Commission : Submitted

Please read the following before completing an application:

The Oaks Initiative, also known as the "Taxpayer Protection Act," was adopted by Santa Monica voters in November 2000 and amended in November 2016. Its requirements affect all City-elected and appointed officials, including Council-appointed board and commission members. Additional information is available on the City's website in City Charter Article XXII – Taxpayer Protection.

All persons are invited to apply for membership on City Boards and Commissions regardless of race, age, sex, religion, marital status, national origin, ancestry, sexual preference, or disability. Applicants shall not, however, be under 18 years of age or serve on more than one Board, Commission or Corporation. Some Boards and Commissions do require special qualifications and requirements. Appointment of members will be made by Councilmembers at an open City Council meeting. Upon appointment, designated members will be required to file a Conflict of Interest disclosure statement. Please answer all questions on this application. This application will become a public record and will be available for public inspection or duplication.

[Additional Conflict of Interest Information for applicants](#)

**Profile**

Dr Jon-Patrick Allem  
Prefix First Name Middle Initial Last Name Suffix

[Redacted]  
Email Address

[Redacted]  
Street Address

[Redacted]  
Suite or Apt

[Redacted]  
City

[Redacted]  
State

[Redacted]  
Postal Code

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

Question applies to multiple boards  
**Reside in Santa Monica?**

Yes  No

Question applies to multiple boards  
**If yes, number of years residence in Santa Monica:**

Question applies to Public Safety Reform and Oversight Commission

**Are you applying for the seats reserved for those ages 18-22 years old?**

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Yes  No

Question applies to Public Safety Reform and Oversight Commission

**What is your occupation?**

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Assistant Professor of Research

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**Written Request to Serve Additional Term/s**

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**Interests & Experience**

Question applies to multiple boards

**Specify current or prior service on City Boards/Commissions:**

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None.

Question applies to multiple boards

**List community activities in which you are involved:**

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As the Director of the Social Media Analytics (SOMA) Lab (<https://somalab.usc.edu/>), I have created a Postbaccalaureate Fellow position designated for one under-represented scholar (first generation Angeleno from a nationally underrepresented racial/ethnic group) an academic year to receive research experience in my lab and mentorship from myself, staff and students during their preparation for graduate studies. This mentorship includes helping with statements of purpose, identifying grants and other financial opportunities to help alleviate the costs of graduate school, and helping pinpoint graduate programs of interest.

**Personal qualities identified in the criteria include leadership, creativity, and innovation as well as the ability to work effectively in a group setting and an ability to balance competing needs. Provide examples of how you have demonstrated those qualities:**

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Jon-Patrick Allem is an Assistant Professor of Research at the Keck School of Medicine of USC. Dr. Allem's research harnesses digital data sources and cutting-edge methodologies to improve population health surveillance and policy. His multidisciplinary expertise in behavioral science, preventive medicine, and data science has led to data-driven public health insights featured in prominent media and scholarly outlets such as Nature, Scientific American, CNN, and the American Journal of Public Health. With the use of data from online platforms such as Twitter, Instagram, YouTube, and Google Web Search, Dr. Allem's research has included studies on the effectiveness of mass media campaigns, use and appeal of tobacco products, HIV education, the marketing practices of micromobility companies, and the sources and content of online misinformation. He has successfully competed for close to 4 million dollars in government contracts and grants, with current projects focused on identifying sources of exposure to tobacco marketing among adolescents and young adults. He recently became the principal investigator for the California Tobacco Control Program's Tobacco Industry Monitoring Evaluation. The main goal of the project is to inform comprehensive tobacco control policy efforts by monitoring core tobacco industry practices related to electronic cigarettes and other new and emerging non-combustible nicotine products, and little cigars and cigarillos in three core tobacco industry practices: advertising and marketing on social media platforms, direct marketing, and underage online sales.

Question applies to Public Safety Reform and Oversight Commission

**Please share any knowledge of or experience with law enforcement, public safety policies and issues, or social services policies and issues.**

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I have close to 10 years experience conducting research designed to inform public policy, including on topics pertaining to public safety e.g., electric scooters, outdoor smoking/vaping, among many others.

Question applies to Public Safety Reform and Oversight Commission

**Why you are interested in serving on the Public Safety Reform and Oversight Commission?**

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I believe my professional experience as a researcher in the realm of public health and public safety would be useful to the Public Safety Reform and Oversight Commission. I care about the city and want to be more involved in the community.

Question applies to multiple boards

**Participation on the board requires a significant commitment over the length of the term including attendance at approximately two scheduled meetings per month, and possibly other tasks and meetings outside of board meetings. Will you be able to commit the necessary time to perform your duties if appointed to the board?**

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Yes  No

Question applies to multiple boards

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

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Social Media- Facebook, Twitter, NextDoor, Youtube

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## **Business Information (Public)**

**Occupation:**

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Assistant Professor of Research

Dr Jon-Patrick Allem

**Business name:**

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USC

**Business Address**

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Keck School of Medicine of USC 2001 N. Soto Street, 3rd Floor, SSB 312D Los Angeles, CA 90032

**Business Phone**

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[REDACTED]

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**Notes**

ALL INFORMATION, EXCEPT PERSONAL DATA ENTERED IN THE PROFILE SECTION, IS PUBLIC AND AVAILABLE FOR VIEWING AT THE CITY CLERK'S OFFICE AND ON THE CITY'S WEB PAGE.

DISABILITY RELATED ASSISTANCE AND ALTERNATE FORMATS OF THIS DOCUMENT ARE AVAILABLE UPON REQUEST BY CALLING (310) 458-8211.

After an application has been submitted, a confirmation page will be displayed. If an email address has been provided, an email confirmation will be sent. IF A CONFIRMATION IS NOT DISPLAYED, PLEASE RESUBMIT OR CONTACT THE CITY CLERK'S OFFICE AT (310) 458-8211.