

## Recreation and Parks Commission Applicant

**Tom Cizek**

**Application Date:** 06/22/21

**Reside in Santa Monica:** yes

**If yes, number of years:** 15

**Hold an elected position:** no

**If yes, please specify:**

### INTERESTS AND EXPERIENCE

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

None, 2020 Santa Monica City Council Candidate

**Community activities:**

- Santa Monica Chamber of Commerce, Government Affairs Committee
- St. Clement Catholic Church Finance Council
- Santa Monica Conservancy, Member
- Santa Monica History Museum, Member

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

I believe in making decisions grounded in data and analysis. My diverse career spans policy analysis, data, technology and transportation making me uniquely qualified to serve our city effectively. I most recently have led global data, analytics and research teams at leading technology firms (e.g. Twitter). My specializations are in decision science, analytics and process automation.

**Goals:**

Homelessness and crime are chronic issues here in California's most celebrated beach city, particularly in our parks. We must come up with an innovative plan for safety and we must invest in reforms that allow everyone in and visiting our city to be treated equally and with respect, while also keeping the people and property on our streets safe. Transparency and data-driven policies are the path forward, and Santa Monica deserves representation that will bring both to decisions being made in our city.

**Vision:**

Adopt more of a regional approach. Focusing on the larger market dynamics of Los Angeles and LA County and the effects of their policies to work together to better improve our community wellbeing. Evaluate and refine this approach every quarter based on data.

The fight for equality can't be achieved without dispelling narratives about inferiority, about who "belongs" in their neighborhood (or city) and who "deserves" to be a member of their community. Santa Monica must be friendly, clean and welcoming to all people from anywhere on our planet.

**Personal Qualities:**

I most recently ran for City Council in 2020 and continue to work hard to serve as a leader both as a citizen of Santa Monica and a member of my church community. My work and creative impact can be felt not through the product innovation, measurement and my work through technology to make improvements in our lives, make processes more efficient and make the world safer. I will listen and work effectively to make decisions representing my constituents that are grounded in data alongside the existing council and staff to best serve the people of our city.

**How you see yourself working with staff and your fellow Commissioners to advance arts and/or recreation goals in a broad way:**

To broaden awareness of the park system, raise private funding and to develop a more interconnected park system within Santa Monica and beyond to Los Angeles.

**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)**

Word of Mouth- Council or Board/Commission member, City Staff, neighborhood groups, etc.

**BUSINESS INFORMATION**

Occupation: Principal Product Manager

Business name:

Business address:

Business phone: