

OFFICE OF THE BOARD OF EDUCATION

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**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

BOARD OF EDUCATION 2020

Jody London, President, District 1

jody.london@ousd.org

Shanthi Gonzales, Vice President, District 6

shanthi.gonzales@ousd.org

Aimee Eng, District 2

aimee.eng@ousd.org

Jumoke Hinton Hodge, District 3

jumoke.hintonhodge@ousd.org

Gary Yee, District 4

gary.yee@ousd.org

Roseann Torres, District 5

roseann.torres@ousd.org

James Harris, District 7

james.harris@ousd.org

February 12, 2020

Legislative File ID Number: 20-0391
Introduction Date: 2/12/2020
Enactment Number: 20-0228
Enactment Date: 2/12/2020 lf

To: Board of Education

From: Jody London

Subj: Appointments – Mike Beebe and Travis Ritchie – Measures A, B and J Independent Citizens’ School Facilities Bond Oversight Committee (Measures ABJ Committee)

ACTION REQUESTED

Ratification by the Board of Education of President of Board’s appointment of statutorily and Board Bylaw 9131 eligible individuals named herein to the Measures A, B, and J Independent Citizens’ School Facilities Bond Oversight Committee: **Mike Beebe**, active in a business organization representing the business community located within the District, effective February 13, 2020, for unexpired term ending June 10, 2020; and **Travis Ritchie**, a parent or guardian of a child enrolled in the District and a parent or guardian of a child enrolled in the District and active in a parent-teacher organization, such as the Parent Teacher Association or school site council, effective February 13, 2020, for unexpired term ending June 10, 2021.

BACKGROUND/DISCUSSION

The duties of the Measures A,B,J Committee, as defined by Board Bylaw 9131, is to provide advice and recommendation to the District regarding the expenditure of funds for bond related projects, to actively review and report on the proper expenditure of taxpayers’ money for school construction and to take any necessary action in furtherance of its purpose including, but not limited to, receiving and reviewing copies of annual independent financial audits and deferred maintenance proposals, inspecting school facilities and grounds, receiving and reviewing cost-saving measures designed to reduce the costs of professional fees and site preparation. The Committee also shall have the option to tour sites where Bond funds are being expended, with support from the Superintendent

There currently exists two vacancies, of unexpired terms, on the Measures ABJ Committee.

I, pursuant to Board Bylaw 9131, hereby nominate Mike Beebe and Travis Ritchie, each, as a member of Measures ABJ Committee, and recommend ratification of the appointment.

JL:ER:lf

Applications: Mike Beebe (Redacted In Part); Travis Ritchie (Redacted In Part)

Profile

Mike
First Name

Beebe
Last Name

mcbeebe@gmail.com
Email Address

Which Boards would you like to apply for?

Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee: Submitted

[Redacted]
Street Address

Suite or Apt

Oakland
City

CA
State

94609
Postal Code

Which Board of Education election district (1, 2, 3, 4, 5, 6, or 7) do you live in? *

District 1

Home: [Redacted]
Primary Phone

Home:
Alternate Phone

BayWa r.e. Solar Systems LLC
Employer

Integrated Systems Project
Director
Job Title

Business
Occupation

Employer's Street Address

2201 Broadway

Employer's City

Oakland

Employer's State

CA

Employer's Zip

94612

Work Phone

2526760195

Work Email

mike.beebe@baywa-re.com

Interests & Experiences

Please explain briefly your interest in serving on this Committee, Commission or Board:

I am a former high school math teacher (5 years), resident of Oakland (since '14), parent of a two year old, and work in downtown Oakland. I am passionate about improving our public education system to support equal opportunities and, growing quality, effective programs for all students. Professionally, I have an interdisciplinary background and skillset, having worked in schools, non-profits, as well as private and publicly traded hyper-growth technology-energy companies. My varied interests and skills, I believe, is what enables me to be well suited to serve on the Bond Oversight Committee For example, a few specific relevant projects when I was a teacher in North Carolina: I wrote multiple grants and fund-raised nearly \$50K in total, including coordinating the installation of a 2 kW solar panel system (2009), saving the school district \$30K. I also helped renovate our school weight room and was a finalist for a \$50K grant from Nike to rebuild our cracked asphalt track. Most recently, while at Tesla and at several local solar companies, I honed my strategic and analytical abilities, while developing expertise in business operations, program and project management.

Please indicate your other community involvement (work with public agencies, volunteering, other Committees, Commissions, Boards, groups, etc.):

I am involved with the Temescal Business Improvement District (Design/Economic Committee), and have tutored in the area. I also volunteered briefly with Oakland Public Education Fund several years back. Fifteen years ago, I coached track and cross country at Berkeley High School. By joining the Bond Oversight Committee I seek to become more directly involved with Oakland Public Schools, with an opportunity to apply my business experience and interest in improving our education system.



Upload a Resume

Question applies to multiple boards

Educational Background – e.g. college and/or university, degree/major, vocational and/or training, certificates, technical training, etc.

UC Berkeley - undergrad Project Management Professional USGBC - LEED Green Associate Multiple continuing education (including some Accounting/Finance) (See resume for further details)

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

Please select each category that describes your community involvement

I am active in a business organization representing the business community located within the District

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

Please list below the contact information, including the name, address, telephone number and a primary contact for the organization(s) that you are affiliated with, which are within the above stated categories.

I work for BayWa r.e. Solar Systems LLC (<https://solar-distribution-us.baywa-re.com/>). We are a solar distributor and a small subsidiary of a larger entity called BayWa r.e. (renewable energy), which itself is under a \$20B German company which operates in the agriculture, building materials and energy sector - BayWa AG (<https://www.baywa.com/en/>). Our small solar distribution business has an office in downtown Oakland, as well as a remote workforce of 75 nationwide.

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

No employee or official of the District shall be appointed to the Commission or Committee. No person who is a, or employed by a, vendor, contractor or consultant of the District shall be appointed to the Commission or Committee. Any such affiliation shall disqualify an individual from Commission or Committee membership. Such affiliations must be disclosed below.

n/a

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

Are you affiliated with a vendor, contractor or consultant to the District?

Yes No

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

If Yes, please explain.

Demographics

Choosing not to answer any of the questions in this section will not disqualify you from consideration or serving.

Ethnicity

None Selected

Gender

None Selected

Socio-Economic Group

None Selected

Verification

Please indicate your agreement with the following statement

I have reviewed and understand the duties of the Commission or Committee for which I am submitting this application. I agree to perform said duties. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

I Agree

Your application must be **completed and submitted on-line via this web form**. For assistance, if needed, or response to questions, please contact Edgar Rakestraw, Jr., Executive Assistant, Board of Education, Oakland Unified School District, 1000 Broadway, Suite 300, Oakland, CA 94607-4033 or 510/879-8658 or via email at Edgar.Rakestraw@ousd.org. Your application must be **submitted** by the applicable deadline, if any.

Note: This application and your responses are a Public record and subject to disclosure.

MIKE BEEBE, PMP

██████████ Oakland, CA | ██████████ | mcbeebe@gmail.com

SUMMARY

- Experienced, proven, certified IT project, product and program manager, agile, scrum and SDLC leader
- Demonstrated cross-functional leader in operations, process improvement, and change management
- Impeccable business acumen and problem solving toolkit from interdisciplinary and unique background

Highlights:

- *Technology:* software development leader in large and small teams, agile, scrum, and waterfall
- *Strategy:* roadmap, goal planning, prioritization, decision facilitation, risk assessment, trade-offs
- *Operations:* business process improvement, lean, change management, project, program leader
- *Communications:* internal and external stakeholders, executives, contract negotiations
- *Leadership:* large and small teams, non-profit, public, and private sector, teacher, coach, mentor
- *Entrepreneur:* innovative experiences and initiatives, intrapreneurship, start-ups

PROFESSIONAL EXPERIENCE

CIVICSOLAR, Director, Technology and Business Process - Oakland, CA

2017 – Present

Inc 5000, industry-leading solar service, engineering, and product distribution company

- Own technology vision, control budget, strategy, and roadmap for industry-leading solar e-commerce
- Successfully directed overhaul of core business sourcing algorithm and interface, improving sales efficiency by 28% and post-sales customer satisfaction by 35%
- Manage front and backend cloud-based SaaS ERP/CRM (Salesforce/Kenandy) systems
- Led rollout of company-wide objectives and key results (OKR), leading towards scalability
- Lead team of 6 front-and back-end developers working on industry-leading solar platform

TESLA, Sr. Solutions Architect, Global Service Systems and Operations - Fremont, CA

2012 – 2017

Summary: Promoted 5 times in 4 years. Joined at Model 3 launch; grew with company from \$700M to \$7B in revenue, 3K to 50K employees. Led cross-functional teams in implementing and scaling Tesla's home-grown enterprise resource planning (ERP) and business management system (CRM), saving company over \$10M+ contract.

Sr. Solutions Architect: *Drove customer-facing and e-commerce solutions, including product-market fit analysis*

- Managed launch of global service operations customer relationship management and field-issue capture tool, supporting mobile service dispatching and global roadside support call centers
- Supported launch of centralized e-commerce, invoicing, and payment collection solutions, including refund/credit management, and integration with Salesforce, Microsoft Dynamics AX and Sabrix tax
- Led business process re-engineering, and user-experience (UX) design and implementation of customer service center check-in, reducing check-in time by 90% and scheduling lead time from 47 to 7 days

Sr. Program Manager: *Scaled global parts supply chain and inventory management system*

- Implemented forecasting and material requirements planning (MRP) and inventory management features
- Managed cross-functional system and process integration across finance, supply chain, global warehouses, and third-party logistics suppliers to support global service parts logistics tracking
- Drove rollout of parts bin management system to support accurate inventory for global warehouses
- Led cross-functional efforts to execute \$150M global quarterly and annual physical inventory part cycle counts, to comply with Sarbanes-Oxley (SOX) requirements and to ensure successful audits

Business Systems Analyst: *Managed business operations, processes, systems implementation and training*

- Managed, trained, and mentored system and process-related global training team of 15, supporting all service application systems, cross-platform processes
- Led delivery team in customer deliveries by managing over 1,000 Model S deliveries in six months

EARTH DAY NETWORK, Green Schools Coordinator - Washington D.C.

2008 – 2009

Grew from the original Earth Day in 1970, the world's largest recruiter to the environmental movement

- Managed \$500K budget for energy-efficient green upgrades at ten schools nationwide, saving \$100Ks
- Garnered letters of commendation from President Obama, multiple Congressmen, White House officials
- Led Senate-staff hearing 'Greening America's Schools', sponsored by Ted Kennedy's HELP committee

TEACH FOR AMERICA, H.S. Math Teacher | Head Coach - eastern N.C.

2006 – '08; '09 – '12

Nationally acclaimed service corps of outstanding recent college graduates who commit two years to teach

- One of 3,300 out of nearly 20K applicants for nationally acclaimed service corps to teach for two years
- Taught all levels of math (algebra - calculus) and rose test scores significantly; led to 2x of passing rates
- Awarded and led over \$30K in grants for innovative initiatives, including: 2 kW solar panel system, founded SAT, college program including trip to D.C., and published curriculum with U.S. DOE and NEA
- Finalist for \$50k Nike track renovation grant, with support from USDA, school district and NC Senator
- Fundraised over \$12k, including Nike; awarded \$5K BlueCross BlueShield grant to upgrade equipment
- Coached 17 athletes, 4 relay teams to 9 state meets (school record); coached only athlete to win MVP

U.S. FOREST SERVICE, Wilderness Ranger - North Bend, WA

2004

Mt. Baker-Snoqualmie National Forest, extending more than 140 miles along western slopes of the Cascade Range

- Greeted, guided and provided educational and informational services to thousands of hikers in front and back-country areas on popular trails
- Patrolled and performed regular maintenance and clean-up of campgrounds and trails
- Fostered stewardship and preservation of the natural wildlife
- Enforced laws and regulations, including teaching *leave no trace* principles

NOTABLE EXPERIENCES

- StartUp Weekend: Winning team at National Parks and Tech Hackathon Challenge, 2018
- Keynote speaker at Teach For America regional induction; 500 teachers, donors, and alumni, 2012
- Speaker at county commissioners meeting; addressed educational inequities in community, 2011
- Published and recognized nearly many times for teaching and coaching efforts in: *NBC, NPR, DOE, NEA*

EDUCATION

- **Stanford University** | Stanford Innovation and Entrepreneurship Certificate Program, 2019
- **U.C. Berkeley** | B.S., Environmental Policy and Political Science, honors thesis: *Green Buildings*, 2006
- **New York University** | Tisch School of the Arts, documentary: *Dude, What's Earth Day?*, 2002 - 2004

PROFESSIONAL DEVELOPMENT

General Assembly

- Product Management Certification
- Programming Bootcamp

Scrum Alliance

- Certified Scrum Product Owner (CSPO)

Project Management Institute

- Project Management Professional (PMP)

Coursera

- Wharton's Entrepreneurship Specialization

U.S. Green Building Council

- LEED Green Associate

USA Track & Field

- Level 1 Certified coach

PERSONAL

Ultra marathoner | amateur woodworker | avid mountaineer and hiker

Profile

Travis
First Name

Ritchie
Last Name

travisritchie@gmail.com
Email Address

Which Boards would you like to apply for?

Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee: Submitted

[Redacted]
Street Address

Suite or Apt

Oakland
City

CA
State

94618
Postal Code

Which Board of Education election district (1, 2, 3, 4, 5, 6, or 7) do you live in? *

District 1

Mobile: [Redacted]
Primary Phone

Home:
Alternate Phone

None
Employer

Parent
Job Title

Stay-at-home dad
Occupation

Employer's Street Address

Employer's City

Employer's State

Employer's Zip

Work Phone

Work Email

Interests & Experiences

Please explain briefly your interest in serving on this Committee, Commission or Board:

I am a parent of two OUSD students at [REDACTED] and an active member of the [REDACTED] PTA. I am currently a full-time stay-at-home dad. Prior to that role, I worked for 10 years as an environmental attorney, with 8 of those for the Sierra Club, an environmental nonprofit. I am very interested in using my professional skill set and recently acquired free time to help improve my children's education experience and to benefit the Oakland community at large. During my professional career, a large portion of my job duties involved reviewing capital budgets and operation and maintenance (O&M) budgets for public utilities. In particular, I frequently reviewed large capital retrofits (usually at power plants) to ensure that customer funds were being used effectively and efficiently. This involved looking at both up-front capital costs as well as 20 or 30 year lifecycle costs that included variables such as energy savings, future regulatory costs, and deferred maintenance. I am adept at reading and critiquing technical expert reports and conveying those reviews in clear and concise summaries to the relevant commissions or boards. I believe these skills will serve me well on the bond oversight committee.

Please indicate your other community involvement (work with public agencies, volunteering, other Committees, Commissions, Boards, groups, etc.):

I currently serve on the board of the [REDACTED] PTA. I also volunteer on the Sierra Club California Legislation Committee, which reviews and advises on proposed California legislation for the state chapter of a national environmental nonprofit. Previously, my professional work as an attorney/advocate for the Sierra Club primarily involved interacting with local and state agencies related to energy efficiency and renewable energy. I have spent many hours attending hearings and working with local and state government agencies including city councils, public utility commissions, and environmental and public health agencies.

[REDACTED]
Upload a Resume

Question applies to multiple boards

Educational Background – e.g. college and/or university, degree/major, vocational and/or training, certificates, technical training, etc.

I have joint Law and Public Policy degrees (JD and MPP) from UCLA. I attended U.C. San Diego before that to earn a BA in History and BS in Biology.

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

Please select each category that describes your community involvement

- I am the parent or guardian of a child enrolled in the District
- I am a parent or guardian of a child enrolled in the District and active in a parent-teacher organization, such as the Parent Teacher Association or school site council

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

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[Redacted]

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N/A

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

Are you affiliated with a vendor, contractor or consultant to the District?

Yes No

Question applies to Measures A, B, and J Independent Citizens' School Facilities Bond Oversight Committee

If Yes, please explain.

Demographics

Choosing not to answer any of the questions in this section will not disqualify you from consideration or serving.

Ethnicity

Caucasian/Non-Hispanic

Gender

Male

Socio-Economic Group

[Redacted]

Verification

Please indicate your agreement with the following statement

I have reviewed and understand the duties of the Commission or Committee for which I am submitting this application. I agree to perform said duties. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

I Agree

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Note: This application and your responses are a Public record and subject to disclosure.

Oakland, CA 94618

E-mail:
travisritchie@gmail.com

Travis Ritchie

Education	UCLA School of Law	May 2008
	UCLA School of Public Affairs: Dept. of Public Policy	
	Juris Doctorate	
	Master of Public Policy	
	<ul style="list-style-type: none">▪ Journal of Environmental Law and Policy▪ Co-Chair, Environmental Law Society	
University of California at San Diego	Bachelor of Science, Biology	June 2002
	Bachelor of Arts, History	
	<ul style="list-style-type: none">▪ Phi Beta Kappa National Honor Society▪ <i>cum laude</i>	
	Education Abroad	
	<ul style="list-style-type: none">▪ <i>Tropical Biology Program, Costa Rica 2001</i>▪ <i>German Language School, Germany 1999</i>▪ <i>Rotary Youth Exchange, Mexico 1996</i>	
Work Experience	Sierra Club Environmental Law Program, Oakland	2010-2018
	<ul style="list-style-type: none">▪ Staff Attorney▪ Energy Law; Utility Regulation; Clean Air Act; Administrative Law; Rulemaking and Advocacy; Legislation Drafting.	
	Manatt, Phelps & Phillips, LLP, San Francisco	2008-2010
	<ul style="list-style-type: none">▪ Associate Attorney▪ Energy Law; Utility Regulation; Clean Technology; Contract and Business Litigation; Water Law.	Summer 2007
	Hon. Frank C. Damrell, United States District Court, Sacramento	Summer 2006
	<ul style="list-style-type: none">▪ Judicial Extern	
	Coalition for Clean Air, Los Angeles	2005
	<ul style="list-style-type: none">▪ Research and Policy Intern (Spring-Summer)▪ Researched public policy strategies to reduce local air pollution and improve public health with a focus on LA/LB Port pollution and San Joaquin Valley dairies.	
	United States Senator Dianne Feinstein, Washington DC	2003 – 2004
	<ul style="list-style-type: none">▪ Congressional Staff Assistant and Mailroom Director	
Alpine Meadows Ski Resort, Lake Tahoe	1997-2003	
<ul style="list-style-type: none">▪ Ski Instructor (PSIA I)	Winters	
Boards and Committees	Sierra Club California Legislative Committee	2018-Present
	<ul style="list-style-type: none">▪ Reviewed staff recommendations and advised on environmental legislation proposed by the California Legislature	2019-Present
	Chabot Elementary PTA	
<ul style="list-style-type: none">▪ Science chair and board member of OUSD elementary school		