

# EAST BAY REGIONAL PARK DISTRICT PARK ADVISORY COMMITTEE (PAC) APPLICATION

Name Elaine Cortez Schroth

Danville CA 94526

Phone: Day \_\_\_\_\_ Evening \_\_\_\_\_

Employer Name Retired. Leadership San Ramon Valley Executive Director

Business

Address PO Box 1185 Danville 94526 E-mail:

Related Experience and Interests:

Strong interest in maintaining open spaces, trailheads, parklands. Experience reviewing master plans, HOA CC & Rs, Financials. Experience with JPAs, executive boards, citizen committees, elected officials, public govt./staff. Experience creating and reviewing audits, budgets, general policies. Knowledge of Brown Act.

Describe one area of highest interest related to parks, open space & recreation:

Currently reside in westside Danville, close to both Las Trampas trails as well as Iron Horse Trail. Enjoy utilizing EBRPD trails. Know San Ramon Valley and Oakland Hills very well - in addition to exploring all of Contra costa and Alameda county over last 30 years. Continue the legacy of our parks and trails included in future growth.

For purpose of assuring a diverse representation on the PAC we would appreciate your optional response to the following:

1) Date of Birth: _____	4) Annual Income Level:
2) Highest level of education completed:	Under \$30K
___BS Economics___	_____ 30K- \$60K
	___X___ Above \$60K
3) Ethnic Identity:	5) Physically Challenged Y_____ N__X_

If appointed, I am committed to serve at least a 2-year term and will make every effort to attend evening meetings on the fourth Monday of each month.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

PLEASE RETURN TO:

Yolande Barial  
East Bay Regional Park District  
2950 Peralta Oaks Court  
Oakland, CA 94605

Nominating Authority: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact Person: Yolande Barial  
Confidential Secretary

Phone: 510/544-2021 Fax: 510/569-1417

Email: ybarial@ebparks.org

# Elaine C. Schroth

| Danville CA 94526

## Professional Summary



**Elaine Cortez Schroth** served as the Executive Director of the Leadership San Ramon Valley program since 2008. She is very passionate about the San Ramon Valley community, in particular maintaining the open spaces, regional trails, and parklands. Elaine also served as the Program Manager 2013-2016 for the TRAFFIX program, a Measure J Congestion Relief Agency for the San Ramon Valley.

An active community member, Elaine has served as a Chairman of the Board and board member for the Danville Area Chamber of Commerce, is a past board member of the San Ramon Valley YMCA, a past youth athletic coach, and an involved board member of her HOAs. In June 2016, Elaine received a Proclamation by Contra Costa County District 2 Supervisor Candace Andersen recognizing her Dedication, Commitment, and Service to the San Ramon Valley Community. Elaine is a past VP of Philanthropy of National Charity League Rolling Hills, a mother/daughter organization that empowers members to be well-rounded and socially aware contributors in their communities. An engaged citizen, Elaine looks forward to new roles volunteering in her community.

Elaine retired several years ago as a Danville business owner, where her two businesses, Bay Building Maintenance and Langenwaller Carpet Cleaning and Dyeing have provided commercial janitorial and carpet cleaning services to Contra Costa and Alameda county businesses and residences since 1987.

Elaine enjoys many activities such as hiking, biking, paddle boarding, travel, and Zumba classes. Elaine and her husband Gary, a biochemist, reside in Danville and have three children; two are graduates of Cal High and UC alumni, as well as a recent Monte Vista High school graduate who will start the University of Arizona in the Fall.

# Elaine Cortez Schroth

Email:

LinkedIn: <http://www.linkedin.com/pub/elaine-cortez-schroth/11/55a/828>

Phone:

Twitter: @Elaine\_Schroth

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## SUMMARY OF EXPERTISE

- Strong network of community business leaders, government officials, corporate board members, and senior level executives in San Ramon Valley, creating 25 years of partnerships in East Bay cities and counties.
- Successful business owner for over 24 years in Bay Area with 50 employees and 150+ accounts
- 25+ years active chamber involvement and community board member creating objectives, goal, and policies
- Meeting organizer, presenter and public speaker for 30+ non-profit groups and transportation JPA
- In fast-paced environments, provide solutions and effective responses to emergency and controversial issues

## PROFESSIONAL EXPERIENCE

**Program Manager, Measure J Traffic Congestion Relief Agency (TRAFFIX)** is a public agency responsible for providing traffic congestion relief through San Ramon Valley's most congested intersections

2013 – 2016 <http://www.ridetraffic.com>

**Program Administration:** Administers and coordinates TRAFFIX program, projects and activities; makes recommendations for action and assists in policy and procedure development and implementation:

- *Public Interface:* Point of contact for nearly 2,000 students and parents each morning and afternoon.
- *Budget Management:* Develop an annual \$ 2M+ operating budget for approval to the Board of Directors.
- *Contract Management:* Coordinate \$ 2M contracts (union) related to the operations, planning, finances.
- *Web Site Management:* Develop, evaluate, and update the website, which serves as the Program's primary business transaction location for over 10,000 users, including public meeting agendas and minutes.
- *Board and Committee Meetings:* Plans, prepares, and coordinates the preparation of reports including recommendations for action on policies, procedures, goals, and objectives to the BOD, committees.

**Marketing:** Promote the student transportation service and increase ridership by:

- *Advertising:* Creates and administers campaign and public communications utilizing newsletters, press releases and other forms of social media. Proven reduction in greenhouse gas emissions with 500,000 fewer vehicle trips around TRAFFIX schools and 140,000+ vehicle trips that no longer occur.
- *Program Monitoring:* conducts organizational, operational and analytical studies and promotes the effectiveness of the program in providing traffic congestion relief; including 1 million fewer miles of private vehicle travel every school year.
- *Program Reporting:* Serves as liaison to governing bodies - Danville Town Council, San Ramon City Council, SRVUSD Board of Trustees, and CCC Board of Supervisors, SWAT, and CCTA).

**Executive Director, Leadership San Ramon Valley** – Non-profit program provides information and skills to manage the challenges and lead in the rapidly evolving business, political, cultural and social environment of the San Ramon Valley.

2008 – 2016 <http://www.leadershipsrv.org>

- *Primary contact* for the 25 year program and within the community of San Ramon Valley for nearly 600 alumni. Key speaker at various Chamber of Commerce events and service club meetings.
- *Overall Coordination and Administration* of the 10 month annual program.
- *Support the Board of Directors* by formulating monthly 15 member Board meeting agendas, financial information and meeting minutes; maintain Bylaws; annually recruit 30-35 new class members.
- *Support each year's class participants* with 40 facilitators and speakers annually.
- *Financial/Fundraising:* Prepare annual budget; maintain tax and financial records and provide monthly financial reports to the Board; grant writing, corporate and alumni donation requests.
- *Communication and Marketing:* Prepare and distribute news releases; maintain website.



## Elaine C. Schroth References

PREPARED FOR:  
Sharon Clay  
East Bay Regional Park District

**Candace Andersen**  
**TRAFFIX Board of Directors - Chair**  
[candace.andersen@bos.cccounty.us](mailto:candace.andersen@bos.cccounty.us)  
925.314.3329 (w)

Contra Costa County District II Supervisor  
309 Diablo Road  
Danville, CA 94526

**Bill Clarkson**  
**San Ramon Mayor**  
[bill@billclarkson.com](mailto:bill@billclarkson.com)  
925.200.5380 (cell)

City of San Ramon Offices  
7000 Bollinger Canyon Road  
San Ramon, CA 94583

**Henry Perezalonso**  
**Town of Danville Parks/ Recreation Manager**  
[hperezalonso@danville.ca.gov](mailto:hperezalonso@danville.ca.gov)  
408.835.1501 (cell)  
925.314.3454 (w)

Town of Danville Offices  
233 Front Street  
Danville, CA 94526

**Karen Stepper**  
**Town of Danville Mayor**  
[councilstepper@yahoo.com](mailto:councilstepper@yahoo.com)  
925.275.2412 (cell)

Town of Danville Offices  
510 La Gonda Way  
Danville, CA 94526

**Rachel Hurd**  
**TRAFFIX Board of Directors – Past Chair**  
[rmshurd@sbcglobal.net](mailto:rmshurd@sbcglobal.net)  
925.833.9455 (h)  
925.819.0351(cell)

Leadership San Ramon Valley Board of Directors  
SRVUSD Board of Education Director  
9474 Broadmoor Drive  
San Ramon, CA 94583

**Dominique Yancey**  
**San Ramon Parks Commission**  
[dan.yancey@comcast.net](mailto:dan.yancey@comcast.net)  
925.895.8240 (cell)

Contra Costa District Attorney's Office  
900 Ward Street  
Martinez, CA 94553

**Victoria Harris**  
**San Ramon Planning Commission**  
[vickiharris@chevron.com](mailto:vickiharris@chevron.com)  
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Chevron Corporation  
6001 Bollinger Canyon Road  
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