



Councilmember Vacancy Applicant Name: \_\_\_\_\_

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**How many Council meetings have you attended or observed, and what was your level of involvement?**

**What does “Community For All” mean to you?**

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**Discuss one City Council goal and what it means to you.**

**What are your thoughts/ideas for improving the housing supply to meet today's requirements (including R3) as well as planning for the future?**

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Please submit your entire packet of documents to the Office of the City Clerk via email or hand delivery by **January 18, 2023, by 5:00 p.m.** Applications submitted incomplete and without a résumé, letter of interest and Fair Political Practices Commission Statement of Economic Interests Form 700 will be disqualified from consideration.

**Late applications will not be accepted.**

During the application period, the City Clerk's Office is open Monday through Friday from 8:00 a.m. to 5:00 p.m. City Hall is closed on Monday, January 16, 2023, in observance of Martin Luther King Jr. Day. Your application is a public document.

Please direct questions about the application process to the City Clerk's Office at 650-903-6304.

**READ CAREFULLY BEFORE SIGNING**

I hereby certify that all statements made in this application are true, and I authorize investigation of all information contained in the application. I acknowledge that any false statements or misrepresentation on this application will be grounds for disqualification.

 \_\_\_\_\_  
Signature Date

# Mike Ralston

Mobile: [REDACTED]

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## SUMMARY

Global Crisis Technology and Emergency Operations Management executive, with meaningful real-world experiences in new product introduction, operations analysis & optimization, and international technology-based disaster response.

Mike's expertise sits at the intersection of Public Safety, Crisis Technology, and Business Operations. Starting as a research scientist and mechanical design engineer at NASA, his career spans public, private, and start-up domains, leading development projects from spacecraft to big-data to drones, and spearheading solution innovation programs within F500 enterprises and professional emergency response agencies. Mike also spent 14 years as a Firefighter, serving in many capacities including Technical Information Specialist for FEMA Urban Search & Rescue Task Force and Technology & Innovation Manager for the Menlo Park Fire District.

## EXPERIENCE

**Qwake Technologies**, San Francisco, CA, 2017-present  
Co-Founder, Chief Operating Officer  
Head of Strategy & Product Management

**Menlo Park Fire District**, Menlo Park, CA, 2016-2020  
(Acting) Crisis Technology & Innovation Leader  
Community Crisis Management Program Director

**Terraneos Resilient Crisis Operations**, Mountain View, CA, 2013-2017  
Founder and Managing Director

**HP Enterprise/Vertica Analytics**, Sunnyvale, CA, 2013-2015  
Analytics Chief Technology Officer, Vertica Global Alliances

**Cisco Systems** – Analytics Ctr. of Excellence, San Jose, CA, 2008-2013  
Senior Manager; Internal Founder

**ParadigmHill Mountain View** – Non-profit Community Incubator, MV, CA, 2006-2009  
Founder and Executive Director

**NASA Ames Research Center** – Mountain View, CA, 1990-1992  
Research Scientist

**Santa Clara County Fire Department**, Los Gatos, CA, 2006-2016  
Volunteer Firefighter, Fire Engineer

## **EDUCATION**

University of Wisconsin-Madison  
BS, Aerospace Engineering, 1990

Stanford University  
MS, NCO Mechanical Engineering, 1992

University of California-Berkeley  
MBA, Operations Management, 1999

## **SKILLS/CERTIFICATIONS**

Languages: Spanish

Training: HSEEP - Homeland Security Exercise Evaluation Program, Incident Command/Emergency Management/EOC Operations, Structural & Wildland Fire Suppression, Disaster, Mass Casualty & Humanitarian Response, Technical Search & Rescue, Emergency Communication & Public Information

Licenses & Certifications: Emergency Medical Technician, Fire Instructor, FAA Part 107 sUAS Pilot, California Firefighter CPAT, Public Information Officer

Leadership: Executive Director, ParadigmHill Mountain View, Leadership MV 2006, Leadership MV Board 2007, Mountain View Mediation Board & Mediator, Bubb School Site Council, MVWSD School Closure Select Committee, SMC Emergency Managers Association Board, Menlo Park Community Crisis Management Board Advisor, Menlo Fire District Safety Committee

## *Michael Ralston - MV City Council, Letter of Interest*

Councilmembers and Clerk, thank you for taking the time to consider my nomination.

I am a retired Firefighter and longtime active member of the Mountain View community. My wife teaches Spanish at [REDACTED] and I currently run a start-up business helping save first responder lives. I participated in Leadership Mountain View about 15 years ago with thoughts of running for Council, but opted to continue contributing through my volunteer work while I raised my daughters. This opportunity has renewed my excitement about contributing what I believe are possibly under-represented experiences/background to the tough job the council is faced with.

### **Why do you want to be appointed to the City Council?**

- I believe there are some important perspectives and interests that the council and city would benefit from including (African American property owner, Business owner, longtime volunteer), and I am at a juncture in my career where I can make a real difference by actually participating in the government.
- The City Council does not currently fully reflect many of the community cultural and business perspectives that I believe will be critical to be voiced during the months ahead

### **Why do you believe you are the most qualified to serve on the City Council?**

- Long time community leader - public safety, mediation, church, international mission trip leader, coach
- Unique mix of education, local history, business acumen, and volunteerism
- Walking billboard for the diversity that is MV (mixed heritage, property owner, rental unit owner, past renter, three kids through MV school system, public service retiree, business owner, dog owner, etc)
- Through city leadership, councils, committees, etc I've gained a good relationship with the people and history and challenges of MV, and have spent the past 20 years directly volunteering in community literacy programs (MV Reads), non-profit business incubation (ParadigmHill MV), public safety (Santa Clara County Volunteer FF), mediation (Project Sentinel), and a tech startup reducing cancer in FFs).
- Huge array of real and diverse leadership experience, coupled with a 20 year passion for this community, at a time when our city is being forced to consider innovative approaches to problems that are entangled between tightening economics, divisive social challenges, and looming technological realities

### **What is the most serious social issue in Mountain View?**

- The xenophobic political vitriol across the country has unfortunately taken root here, in the form of public racial intolerance and bold acts of vandalism and violence. With a black, differently-abled child in high school I see it every day.
- Rising intolerance and tacit acceptance of racist behavior - directly tearing at the diverse fabric that most describes this community. This is the poison that drives communities apart.

### **If appointed, how will you develop and maintain a relationship with the business community?**

- Making use of time-tested avenues such as the Chamber of Commerce, SV business councils, etc. - but also recognizing that a growing share of business interests in MV are not retail, nor brick and mortar, but rather a covid-borne distributed workforce from companies located elsewhere.
- Develop concept of micro business park working spaces, and encourage the WeWorks of the world to embrace our downtown spaces
- Embrace the idea of Public-Private-Partnerships to combine interests and leverage overlapping goals
- Encourage the city to take on a more active agent role in aligning employable community members with local opportunities. I'd like to see some form of internship matching for the tech sector, in the mold of the Day Worker Center

STATEMENT OF ECONOMIC INTERESTS  
COVER PAGE  
A PUBLIC DOCUMENT

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)  
Ralston Michael

1. Office, Agency, or Court

Agency Name (Do not use acronyms)  
City of Mountain View  
Division, Board, Department, District, if applicable  
City Council  
Your Position  
City Councilor (Prospective Appointment)

► If filing for multiple positions, list below or on an attachment. (Do not use acronyms)

Agency: \_\_\_\_\_ Position: \_\_\_\_\_

2. Jurisdiction of Office (Check at least one box)

State  Judge, Retired Judge, Pro Tem Judge, or Court Commissioner (Statewide Jurisdiction)  
 Multi-County \_\_\_\_\_  County of \_\_\_\_\_  
 City of Mountain View  Other \_\_\_\_\_

3. Type of Statement (Check at least one box)

Annual: The period covered is January 1, 2022, through December 31, 2022.  
-or- The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through December 31, 2022.  
 Assuming Office: Date assumed 02 / 14 / 2023  
 Leaving Office: Date Left \_\_\_\_/\_\_\_\_/\_\_\_\_ (Check one circle.)  
 The period covered is January 1, 2022, through the date of leaving office.  
-or-  
 The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through the date of leaving office.  
 Candidate: Date of Election \_\_\_\_\_ and office sought, if different than Part 1: \_\_\_\_\_

4. Schedule Summary (required)

► Total number of pages including this cover page: 3

Schedules attached

Schedule A-1 - Investments – schedule attached  Schedule C - Income, Loans, & Business Positions – schedule attached  
 Schedule A-2 - Investments – schedule attached  Schedule D - Income – Gifts – schedule attached  
 Schedule B - Real Property – schedule attached  Schedule E - Income – Gifts – Travel Payments – schedule attached

-or-  None - No reportable interests on any schedule

5. Verification

MAILING ADDRESS STREET CITY STATE ZIP CODE  
(Business or Agency Address Recommended - Public Document)  
Mountain View CA 94041  
DAYTIME TELEPHONE NUMBER EMAIL ADDRESS

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed January 18, 2023  
(month, day, year)

Signature Michael Ralston  
(File the originally signed paper statement with your filing official.)

Digitally signed by Michael Ralston  
Date: 2023.01.18 03:47:18 -08'00'

# SCHEDULE A-1

## Investments

### Stocks, Bonds, and Other Interests

(Ownership Interest is Less Than 10%)

Investments must be itemized.

Do not attach brokerage or financial statements.

Name

Michael Ralston

▶ NAME OF BUSINESS ENTITY  
Qwake Technologies, Inc.

GENERAL DESCRIPTION OF THIS BUSINESS  
Firefighting vision/navigation technology

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_  
(Describe)  
 Partnership     Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
 \_\_\_\_\_/\_\_\_\_\_/22      \_\_\_\_\_/\_\_\_\_\_/22  
 ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY

GENERAL DESCRIPTION OF THIS BUSINESS

FAIR MARKET VALUE  
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 \_\_\_\_\_/\_\_\_\_\_/22      \_\_\_\_\_/\_\_\_\_\_/22  
 ACQUIRED                      DISPOSED

Comments: \_\_\_\_\_

