



Councilmember Vacancy Application

Due January 18, 2023, by 5:00 p.m.

Submit application to:
Office of the City Clerk
500 Castro Street
Mountain View, CA 94041
city.clerk@mountainview.gov

Personal Information:

Name: Rosen Anita C

Last *First* *MI*

Residence Address: [Redacted] Mountain View CA 94043

Street *City* *State* *Zip*

Home Telephone: [Redacted] Work Telephone: [Redacted]

Email: [Redacted]

Email and/or Telephone for Public Dissemination: 650-776-5521; [Redacted]

Resident of the City of Mountain View: 34 years

Are you thinking of/planning to run for City Council in 2024? Yes No Undecided

General Information and Instructions:
Applicants must be 18 years of age, a resident of the City of Mountain View, and a registered voter of the City at the time of application submission. Please attach your résumé, letter of interest and completed [Fair Political Practices Commission Statement of Economic Interests Form 700](#) to this completed vacancy application. Your letter of interest should not exceed one page. Topics to consider covering in your letter of interest are:

- Why do you want to be appointed to the City Council?*
- Why do you believe you are the most qualified to serve on the City Council?*
- What is the most serious social issue in Mountain View?*
- If appointed, how will you develop and maintain a relationship with the business community?*

Answers to the following supplemental questions are mandatory in order to be considered for the vacancy.

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

I've attended a few Council meetings. I keep tabs on the Council by reading the Mountain View Voice and when applicable I follow that up by reading the Council's meeting minutes.

Also, I've attended Parks and Recreation city meetings. I swim masters at Eagle park and was very interested in the design of the pool being built at Rengstorff. In those meetings I have taken the mic to provide input. I live near El Camino and off of El Monte. I have attended meetings pertaining to traffic flow and construction of that corridor and have answered questionnaires pertaining to the proposed changes. Additionally, I am a member of my street's Cool Block team.

I realize that the Mountain View Whisman schools are not under the city Council, but this goes to local involvement. I was on the Graham Site Council for three years and attended Whisman board meetings representing Graham. Due to this I'm aware of the issues that the schools face e.g. bringing low income children's scores up, providing support they're not getting at home, along with the counter push from highly educated parents who demand advanced programs and funding for their children. I was a board member on the Mountain View Los Altos PTA Council for four years where I became acquainted with the growth issues our area is facing and the need

What does "Community For All" mean to you?

We are fortunate to live in a very diverse area. Both economically and culturally. I chose to live and stay in Mountain View because I like living in a community that is economically and culturally diverse and chooses to support that diversity. I believe it was healthy for my child to go to schools where the children weren't all from the same ethnic, religious or economic background. I think it's important that as Mountain View grows we maintain our diversity. I'm proud that our city is a leader in providing low cost housing support for our low income community; building low income housing so people who live in our community can stay in our community; along with provide housing for our growing middle income tech community.

My husband is from South America. His family emigrated to the US when he was a teenager. Through him, I have learned about the cultural diversity of Latin America and the issues that Latinos face when emigrating and living in our country.

Community for All means to me, the services we provide in our community are not just for the privileged home owners. We need to provide the framework to support our existing community and make new community members feel welcome.

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

"Promote a community for all with a focus on strategies to protect vulnerable populations and preserve mountain view's Socioeconomic and cultural diversity."

I'm very interested in assuring Mountain View maintains it's economic and cultural diversity. With all the new building it's important that we maintain our sense of community. I don't want new buildings and roads to silo people. I want to assure the way we grow increases the walk-ability, (bike) ride-ability and dog friendly nature of our community. As a UC Master Gardne I've spent the last few years providing outreach within Santa Clara County on how to plan for water wise gardens and cool our homes through smart landscape decisions. As Mountain View builds new housing we need to assure we maintain and grow our tree canopy, neighborhood parks, area parks like Shoreline, add new parks, and locate trees and parks near all our neighborhoods.

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

I agree with Mountain View's current plan to increase housing. It's important that Mountain View continues to grow our available housing for all economic levels. As stated above, my concern when developing new communities is to assure they are not siloed, include green space trees, and safe ways for pedestrians and cyclists to move through the city along with dog friendly areas.

I'm aware that R3 housing plans in single family neighborhoods is very controversial. Owners of single family homes want to maintain their neighborhood look and feel. They are afraid that multi user housing in their neighborhoods will bring down the value of their home and change their neighborhood. The same concerns were voiced when ADUs were proposed. R3 plans in single family neighborhoods is the future in our urban environment. Like all building codes, it can be implimented poorly and meet everyone's worst expectations or be implemented with constraints and surprise people. It's the responsibility of the Council to move judiciously forward and assure that the best possible outcomes are reached.

Councilmember Vacancy Applicant Name: Anita Rosen

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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

1/18/23

Date

ANITA ROSEN

◆ Mountain View CA 94040 ◆

EXECUTIVE

- **Project Management** – Ran large, technically complicated projects; interfaced effectively with internal and external teams; negotiated fragile situations, provided training and mentoring
 - **Product Management** – Created positioning, prioritized features, messaging, pricing and packaging of new and existing products
 - **Business Development** – Forged and managed corporate relationships with Fortune 500 companies including IBM, AT&T, Telefonica, Orange SA, Sun Microsystem, Solectron.
-

EXPERTISE

Project Management

Product Launches

Product Management

Business Development

Corporate Training

Strategic Planning

Cloud Computing

Mobile and Web

SaaS

Artificial Intelligence

LAN and WAN Networking

eLearning and mLearning

PROFESSIONAL EXPERIENCE

ANITA ROSEN — Mountain View CA

Trainer and Author

Corporate Training, 2013- 2020

- ◆ Project Management Lifecycle – Waterfall and Agile - one and two-day corporate training classes – Presented in conjunction with the eLearning Guild, ASTD, AMACom

Writer,

- ◆ The Princesses of Silicon Valley, The Silicon Valley Princes, The Reunion – wrote, launched, marketed one eight-book and two three-book fiction series
- ◆ Project Management: Integrating Agile Scrum into the Waterfall Process – released 2017
- ◆ Project Management: Getting Mobile Apps connected to Big Data Out On Time and On Budget – released 2014
- ◆ E-Learning 2.0 – released 2008 (publisher - AMACom)
- ◆ Effective IT Project Management – Released 2004 (publisher - AMACom)
- ◆ eCommerce Question and Answer Book – Released 2001 (publisher – AMACom)

READYGO INC — Mountain View CA

eLearning and Mobile solutions for corporations, government, and NFP

President and CEO, 1999-2013

Founded and managed VC funded software company - revenue growth for 10 years.

Key Results:

- ◆ Project management – managed mobile, browser, AI and cloud solutions within ReadyGo and with customers including Telefonica, Orange SA, Huntsman.
- ◆ Identified, managed, and directed global OEM and distributor channels – built effective, long lasting relationships.
- ◆ Raised Angel and A round VC funding – created business plan, financial plan, corporate and product presentations, obtained multi-million dollar funding.
- ◆ Developed product vision and strategy – analyzed customer needs, trends, competitive landscape, and business models – worked with engineering to turn vision into compelling products.
- ◆ Hired and managed marketing, support, and technical employees to design, develop, and launch products; created an environment for skill growth & team harmony that resulted in effective products.

- ◆ Created effective marketing programs – Used analytics in making strategic and just-in-time business decisions, identifying marketing campaigns that resulted in highest rate of return

ANITA ROSEN CONSULTING — Mountain View CA

Project management, product launches, and business consulting

Principal, 1996-1999

Key Projects:

- ◆ Customized, implemented and coached **The Depository Trust Company** in a defined PLC process
- ◆ Launched **Alta Vista** for **Digital Equipment Company**,
- ◆ Defined and orchestrated the first online product launch at **Netscape** for SuiteSpot.
- ◆ Developed an online business strategy at **Balboa Insurance**,
- ◆ Executed a workshop for **California Water District's** management on strategies to focus their online presence,
- ◆ Developed a market plan for **Oracle's** Video Server

LAN MEDIA — Sunnyvale, CA

Inventing LAN and WAN technologies

VP Marketing and Sales, 1995-1996

Day to day operations and relationship responsibility, integrating technology with operations

Key Results:

- ◆ Negotiated, signed, and ran multi-million dollar networking project with Sun Microsystems
- ◆ Negotiated and ran day-to-day manufacturing relationship with Solectron

INTERLINK COMPUTER SCIENCES — Fremont, CA

TCP-IP solutions for mainframe computers

Director of Marketing, 1994-1995

Worldwide responsibility for management and direction of core products

Key Results:

- ◆ Instituted a PLC processes during a time of organizational growth
- ◆ Hired and managed product and project managers

POWER HOUSE SYSTEMS — Redwood City, CA

Next spinout – corporate workstations

Director of Marketing and Business Development, 1993-1994

Managed product marketing, project management, marketing communications, and OEM relationships

Key Results:

- ◆ Wrote business plan – company funded \$60M
- ◆ Managed IBM and Motorola relationship

PYRAMID TECHNOLOGY — Mountain View CA Senior Program Manager, 1989-1993

Symmetric multiprocessing computers for large data centers

AT&T — San Francisco CA Product manager; Account sales manager, 1985-1989

IBM — Buffalo NY Systems Engineer, 1981-1985

EDUCATION

BS - **ROCHESTER INSTITUTE OF TECHNOLOGY** — Rochester, NY

EXECUTIVE MBA - **GOLDEN GATE UNIVERSITY** — San Francisco, CA

Anita Rosen
[REDACTED]
Mountain View, CA 94040

January 18, 2023

City of Mountain View Clerk
500 Castro Street 3rd Floor
Mountain View, CA 94041

Dear Council Members,

I'm applying to be appointed to the Mountain View City Council. I want to be appointed to the council because as a long-term Mountain View resident I care about this community and I want to see its continued success. It's the responsibility of today's council members to create a successful roadmap for the future and I believe I can be an asset in this cause.

My background provides the board with additional depth and skills. With my 30+ year business career in high tech I know how to talk to the local business community. I have worked at both fortune 10 companies and startups. My extensive business development and project management experience provides me with the skills to understand complex business situations and work with business leaders. I've negotiated many contracts and worked extensively with lawyers and bankers, including securing Angel and an A round of VC funding. As a business executive I've dealt with law suits and solved business conflicts so that all parties walk away from the table satisfied.

Mountain View is very lucky, we have great businesses, wonderful city facilities, good schools and beautiful parks. Obviously, we also have many issues we need to work through. The hottest local issue is growth. How do we provide housing and infrastructure to our growing community without alienating our existing community? It's great when old and tired housing is taken down and new beautiful housing is created. But when the price of change alienates current residents our community needs to provide alternatives so the displaced people can afford to stay in the community.

We have many different stake holders in our community. As a council member I would look forward to reaching out to our business community to assure their needs are being fulfilled.

Sincerely,

[REDACTED]
Anita Rosen

STATEMENT OF ECONOMIC INTERESTS
COVER PAGE
A PUBLIC DOCUMENT

Please type or print in ink.

NAME OF FILER (LAST) (FIRST) (MIDDLE)
Rosen Anita Claire

1. Office, Agency, or Court

Agency Name (Do not use acronyms)
City of Mountain View Council

Division, Board, Department, District, if applicable Your Position
Council Member

► 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. Leaving Office: Date Left ____/____/____ (Check one circle.)
- or- The period covered is ____/____/____, through December 31, 2022. The period covered is January 1, 2022, through the date of leaving office.
- Assuming Office: Date assumed 02 / 14 / 2023 -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: 2

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 94040
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 1/28/23
(month, day, year)

Signature

SCHEDULE B
Interests in Real Property
(Including Rental Income)

Name
Anita Rosen

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS
[REDACTED]

CITY
Mountain View

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000
 _____/_____/22 ACQUIRED _____/_____/22 DISPOSED

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None
Over the garage apartment - AirBnB short term lease under the name "Mountain View Pied-a-tier"

▶ ASSESSOR'S PARCEL NUMBER OR STREET ADDRESS

CITY

FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
 \$2,000 - \$10,000
 \$10,001 - \$100,000
 \$100,001 - \$1,000,000
 Over \$1,000,000
 _____/_____/22 ACQUIRED _____/_____/22 DISPOSED

NATURE OF INTEREST
 Ownership/Deed of Trust Easement
 Leasehold _____ Yrs. remaining _____ Other

IF RENTAL PROPERTY, GROSS INCOME RECEIVED
 \$0 - \$499 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000

SOURCES OF RENTAL INCOME: If you own a 10% or greater interest, list the name of each tenant that is a single source of income of \$10,000 or more.
 None

* You are not required to report loans from a commercial lending institution made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER*

ADDRESS (Business Address Acceptable)

BUSINESS ACTIVITY, IF ANY, OF LENDER

INTEREST RATE TERM (Months/Years)
 _____% None _____

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

NAME OF LENDER*

ADDRESS (Business Address Acceptable)

BUSINESS ACTIVITY, IF ANY, OF LENDER

INTEREST RATE TERM (Months/Years)
 _____% None _____

HIGHEST BALANCE DURING REPORTING PERIOD
 \$500 - \$1,000 \$1,001 - \$10,000
 \$10,001 - \$100,000 OVER \$100,000
 Guarantor, if applicable

Comments: _____